



District Management Plan 2028 - 2037



Telegraph Business Improvement District Management District Plan 2028 - 2037

EXECUTIVE SUMMARY

The Telegraph Property and Business Improvement District (TBID), managed by the Telegraph Property and Business Management Corporation (TPBMC), is a benefit assessment district established in 1998 to provide improvements, maintenance, and activities that provide a special benefit to assessed parcels. Building on three decades of success, Telegraph property and business owners seek to renew the district for an additional 10 years beginning in 2028.

Name

Telegraph Property and Business Improvement District, D.B.A. Telegraph Business Improvement District (TBID).

Primary Services

TBID provides the following improvements and activities to benefit its properties:

- Public Realm: Cleaning, Hospitality, Activation
- Marketing & Events
- Economic Vitality
- Leadership & Advocacy
- Management

General Boundary Description

TBID provides activities and improvements to benefit properties roughly, between Bancroft Way and Dwight Way and between College Avenue and Dana Street, while extending west to Fulton Street between Bancroft Way and Durant Avenue, as well as south along both sides of Telegraph as far as Derby Street.

Governance

The Telegraph Property and Business Management Corporation (TPBMC) serves as the designated, private non-profit entity (Owners' Association) legally tasked with management and administration of the Telegraph Property and Business Improvement District (TBID).

Term

The term of the reauthorized TBID will be January 1, 2028 until December 31, 2037.

Budget

The total budget for its first year of operations is \$1,950,000, with \$1,681,824 from TBID assessments, as detailed below.

EXPENDITURES	Budget	% of Budget
Public Realm: Cleaning, Hospitality, Activation	\$1,235,000	63%
Marketing & Events	\$302,000	15%
Economic Vitality	\$180,000	9%
Leadership & Advocacy	127,000	6%
Management and Contingency	\$106,000	5%
Total Expenditures	\$1,950,000	100%
REVENUES		
PBID Assessments	\$1,681,824	87%
General Benefit	\$77,659	4%
Other Revenues *	\$190,517	9%
Total Revenues	\$1,950,000	100%

* Revenues from contract services, events, and other sources

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THE DISTRICT

Purpose

The Telegraph Property and Business Improvement District (TBID), managed by the Telegraph Property and Business Management Corporation (TPBMC), is a benefit assessment district whose goal is to provide improvements, maintenance, and activities that constitute and convey a special benefit to assessed parcels, first established in 1998 under the California Property and Business Improvement District Law of 1994 (commencing with Section 36600 of the California Streets and Highways Code). The Telegraph Business Improvement District (TBID) encompasses the historic commercial and cultural corridors anchoring the southern edge of the UC Berkeley campus along the iconic Telegraph promenade. To support this vibrant community, the district provides dedicated street cleaning, safety, hospitality, placemaking, and district marketing services.

Building on three decades of success, Telegraph property and business owners seek to renew the district for an additional 10 years beginning in 2028.

History

Evolution of the District

Property and business owners established the Telegraph Property and Business Improvement District (TPBID) in 1998. TPBID was successfully renewed for another five-year term in 2003, a ten-year term in 2008. During its first two decades, the District operated with a smaller footprint and modest budget focused on basic sidewalk sweeping and maintenance. Recognizing the need for a stronger, proactive place-management organization to address evolving corridor needs, property owners voted in 2017 to approve a major geographic expansion and 10-year renewal managed directly by the Telegraph Property and Business Management Corporation (TPBMC).

A Decade of Progress (2017–2026)

Since its ten-year renewal in 2017, the Telegraph Property and Business Improvement District (TBID) has driven a profound historical impact by directly reinvesting 100% of its collected assessments back into the corridor. Supported by an annual operating budget of approximately \$1 million funded by property owners, the City of Berkeley, and the University of California, the TBID's targeted initiatives have successfully revitalized the neighborhood's economy, safety, and infrastructure.

By expanding its physical footprint and professionalizing daily street-level services, the TPBID systematically tackled litter, graffiti, and sidewalk blight to ensure a consistently clean and welcoming environment for merchants, students, and visitors. From an infrastructure and care perspective, the district achieved a major milestone by opening and beautifully wrapping a new 24/7 public restroom in February 2025, alongside driving community-wide beautification. Visual identity and foot traffic were further enhanced through the installation of custom "Peace Symbol" bike racks, streetscape planters, and public art murals. Economically, the TPBID actively supported small businesses by directing over \$100,000 annually to neighborhood restaurants through university orientation dining programs, establishing popular signature events like *Telegraph Boba Day* and *Second Sundays*, and amplifying merchant visibility to a digital audience of hundreds of thousands each month.

Beyond baseline cleanliness, the TBID has transformed public safety and community care through its Clean & Safe Ambassador program; by deploying 240 hours of weekly service and equipping ambassadors with specialized Mental Health First Aid, NARCAN, and de-escalation training, the district has humanely elevated crisis response, safely resolved neighborhood conflicts, and provided a more compassionate approach to supporting unhoused residents.

The TBID also grew its role as an advocate and convener. Serving as a unified voice for property owners before local government, the organization helped champion economic development reforms, parking and public infrastructure investments, and major initiatives to support long-term vitality that set the stage for continued private investment.

Building for the Next Decade

A strategic planning process conducted with district stakeholders in 2025–2026 confirmed strong support for the TPBID's core programs while highlighting the need to expand field deployments. The proposed 2028–2037 Management District Plan builds directly on this successful track record to deliver an elevated level of service for the corridor's future.

2027 – 2032 TBID Strategic Plan

Strategic Plan Development

Between September 2025 and June 2026, TBID worked with Uncommon Bridges to develop a 5-year strategic plan through three phases: assessment, planning, and implementation. The first phase was a thorough assessment of current conditions, based on input from many stakeholders – including business and property owners, residents, TBID board members, UC Berkeley students, and institutional partners – through surveys, focus groups, individual interviews, walking tours, and facilitated discussions.

The assessment highlighted several issues to be addressed to the district's long-term success:

- Iconic History & Reputation
- Reconciling Transience with Regional Destination Appeal
- Property Owner Disconnection
- Resetting the Bar for Public Safety Perceptions and the Social Crisis
- Transportation and Congestion
- Institutional Advocacy and Development Barriers

It was clear that Telegraph stakeholders and the TBID needed to focus on the following areas for the future success of the Telegraph neighborhood. To introduce and implement this bold new Strategic Plan, designed to preserve the unique soul of Berkeley while aggressively cultivating its future as a bustling, year-round destination, TBID is leaning into the following high-impact strategies.

- **Boosting the Public Realm:** Shifting from temporary fixes to permanent, high-quality investments that elevate the cleanliness, safety, and visual appeal of our shared spaces. We want our streets bursting with energy and community life day and night.
- **Seizing Year-Round Opportunities:** Building a resilient, non-stop district calendar that celebrates our eclectic culture, locks in steady foot traffic through academic breaks, and ensures that our economy thrives every single day of the year.
- **Championing Economic Vitality:** Deepening our commitment to the small business economy by marketing Telegraph's unique character, aggressively reducing vacancies, and attracting diverse commercial investments.
- **Bold Leadership and Advocacy:** Elevating our role as a trusted convener to cut through bureaucratic red tape, align private and institutional partners, and champion swift, decisive action.

With the 2027 reauthorization of the district approaching, the 2027-2032 TBID Strategic Plan articulates stakeholder consensus around organizational and district priorities. It is the foundation on which to build a consensus-driven Management Plan for a successful reauthorization of the Telegraph Property-based Business Improvement District. As required by California State Law, this Management District Plan has been created to support the renewal of TPBID.

2027 – 2032 Strategic Plan

Vision:

Telegraph is the soul of Berkeley: a welcoming crossroads where iconic history meets discovery and bold expression.

Mission:

As the gateway to the world gateway to the world's best public university, the Telegraph BID champions the district's unique character and prosperity through advocacy, leadership, and collaborative stewardship.

Values:

- Stewardship: Focused on economic impact.
- Collaboration: Genuine partnership across the community.
- Authenticity: Emphasizing genuine community connection.
- Leadership: Elevating vision while generating value.
- Community Care: A high-priority focus on local support

Goals & Objectives

TBID's Strategic Plan outlines five priorities for special emphasis in shaping Telegraph's future in the years ahead.

PUBLIC REALM

Substantially increase direct services and championing of a higher standard.

Goal: The Telegraph corridor is a delightful and attractive promenade embodying vitality, safety, and community caring.

Objectives:

- Substantially reduce the visibility of *garbage* in Telegraph's public areas.
- Meaningfully upgrade the district's standards for *cleanliness, public safety, and visual appeal*, through direct services and beautification.
- Conceive, champion, and activate *public gathering spaces* that are attractive to the district's clientele of all ages.
- Actively champion *transportation and parking* policies and physical infrastructure that ensure the district's easy access and safety, day and night.
- Actively participate in community partnerships in support of services and community *care for those in need*.

MARKETING & EVENTS

Substantially increase marketing, events, and data.

Goal: Telegraph takes its rightful place at the forefront of people's minds as where Berkeley's enviable international reputation began and where it lives.

Objectives:

- Elevate *Telegraph's brand* to further reflect the soul of Berkeley and define Telegraph as central to the Berkeley experience.
- Expand *visual markers* of the brand throughout the district, including unique infrastructure, gateway signage, street furniture, and banners.
- Establish revenue generating *events* that are self-sustaining, expand capacity, and drive visitors to Telegraph and its businesses.
- Develop and effectively utilize audience *data*.
- Assess, revise, and maintain a robust and consistent calendar of *marketing campaigns, events, and activations* to draw new and existing visitors to Telegraph, elevating the district's reputation, brand, and small business economy.

ECONOMIC VITALITY

Substantially increase support for economic growth through research, information, and actively managing public spaces and facilities.

Goal: The Telegraph District is a thriving, year-round destination where a vibrant mix of retail, dining and high-quality public spaces naturally attract and serve a broader clientele.

Objectives:

- A. Work toward a role in day-to-day *activation and maintenance of key public spaces*, including certain University- and City-owned parks and public areas.
- B. Pursue a role in managing the *Telegraph-Channing Garage*, including parking management, retail leasing, and day-to-day operations.
- C. Become active in *retail retention, recruitment, and development* through research, data, vision, branding, and curation.
- D. Optimize the district's *business atmosphere and cultural relevance* to capture the full economic potential of campus visitors while expanding Telegraph's commercial appeal.

LEADERSHIP

Increase TBID's role as a valued convener, partner, and co-leader

Goal: TBID is a valued convener of businesses, neighbors, the city, and university to steward Telegraph's transformation with its evolving soul intact.

Objectives:

- A. TBID leverages its partnerships to build a collective narrative about the district's cultural character and future development.
- B. TBID is recognized as a meaningful influencer in helping businesses, the city, and university make progress on their shared plans for the Telegraph neighborhood.
- C. TBID is known as a primary go-to resource supporting and advocating for business and property owner investments that support the Telegraph vision.
- D. TBID reconciles merchant priorities with the district's needs.
- E. TBID leads advocacy in support of Telegraph's vision for urban design, transportation, public safety, and real estate development.

ORGANIZATIONAL DEVELOPMENT

Substantially increase TBID presence and impact, with an engaged and high-profile board, more resources, and more visible leadership of the district.

Goal: TBID substantially broadens the organization's impact as a champion, manager, and steward of the public realm for the next 10 years.

Objectives:

- A. TBID doubles its collection and analysis of useful data about business, property, and community assets showcasing the district and the organization's value.
- B. The Business Improvement District is renewed with appropriate scope and resources.
- C. TBID's board is visible, engaged, and impactful, reflecting the organization's leadership role in the district.
- D. TBID is a trusted resource with extensive relationships, making connections between public, private and nonprofit interests, and continuously engaging its always changing audience.
- E. TBID's non-assessment revenues grow substantially as business, property, government, philanthropic and individual interests recognize TBID's effectiveness.

SUMMARY OF IMPROVEMENTS AND SERVICES

Current Services

Currently, TBID's operating budget of approximately \$1 million is funded by district property owners, including the University of California and the City of Berkeley. This supports five core service areas.

- *Clean, Safe, & Crisis Response*: Delivers 240 hours per week of year-round field deployment dedicated to street cleanliness, graffiti mitigation, and specialized crisis de-escalation support.
- *Stewardship & Community Care*: Provides dedicated care, performs district-wide weed abatement, refreshes public fixtures, and offers direct guidance to community members navigating quality-of-life or public-safety issues.
- *Public Infrastructure*: Manages and maintains the 24/7 public restroom facility at Channing Way, installs sidewalk planters and public art projects, and installs holiday lighting and seasonal décor.
- *Events & Marketing*: Drives immediate foot traffic to local merchants through targeted campaigns, including Telegraph Boba Day, Second Sundays, student orientation promotions, and robust district-themed social media growth.
- *Public Leadership & Advocacy*: Conducts routine engagement with local officials to drive funding and infrastructure priorities, represents district interests in public policy groups, and provides strategic stakeholder feedback on neighborhood housing and mixed-use development projects.

Elevating the District

Established almost 30 years ago, TBID is preparing for its first reauthorization in a decade. TBID's next chapter must focus on strengthening the organization to meet Telegraph's changing needs. Its strategic plan provides a foundation for the organization to establish and maintain a higher standard for the public realm and to support meaningful economic growth by attracting a larger and more diverse clientele to the district's businesses and its increasingly outstanding public spaces and facilities.

To operationalize this vision and deliver high-impact results, TBID will implement the following targeted organizational upgrades:

- *Organizational Capacity*: Align operations with industry standards and add strategic program leaders.
- *Community Focus*: Elevate board leadership, prioritize business engagement, and heighten district advocacy.
- *Program Upgrades*: Negotiate institutional service contracts, upgrade ambassador services, strengthened research and analytics, build event infrastructure, and secure recurring non-assessment revenue.

Improvements & Services for 2028 – 2037

The reauthorized TBID will provide the following improvements and services to district property owners:

- **Public Realm:**

Substantially increase direct services and champion a higher standard for the public realm.

- *Clean, Safe & Crisis Response*: approximately 400 hours per week of year-round field deployment dedicated to street cleanliness, graffiti mitigation, and specialized crisis de-escalation support. This represents a 75% increase in daily cleaning services, as well as expanded afternoon and evening services.
 - *Target cleaning service levels*: Manual cleaning and debris removal (daily), Mechanical sidewalk cleaning (5 days per week), Landscaping and weed abatement (weekly), Graffiti and handbill removal (daily).
 - *Target Safety & Hospitality services*: Walking patrols 3pm – 10pm daily; On-call incident response; Daily business safety check-ins; Special event support and visitor engagement.

- *Stewardship & Community Care*: Provides dedicated maintenance and support to foster a welcoming and attractive environment in the District. Daily and routine services include refreshing public fixtures, clearing sidewalk obstructions, addressing disruptive behaviors, coordinating public-safety efforts, and enhancing social service delivery.
- *Public Infrastructure*: Implements public space activation initiatives and streetscape beautification programs. Improvements and services include maintenance of the Telegraph-Channing 24/7 public restroom facility, sidewalk planters along the commercial corridor, public art projects, and annual holiday lighting and seasonal décor.
- **Marketing & Events:**
Substantially increase marketing, events, and data to support district businesses.
 - *Marketing*: Continue to expand robust district-themed social media platforms, to elevate Telegraph's visibility. Provide direct marketing support for businesses with content marketing programs, digital media technical assistance, targeted campaigns, and paid partnerships. Produces and sponsors visitor outreach through digital advertising, the Telegraph Berkeley website, and local promotional platforms.
 - *Events*: Sponsor, coordinate and produce year-round events, entertainment, and activities to drive foot traffic and attract visitors. Planned events include public street fairs, sidewalk entertainment, holiday and promotional activities, merchant-led events, and student programing.
 - *Branding*: Elevate Telegraph's brand through media and visual markers throughout the district. Implements place-based branding strategies that build broad appeal for the district as a shopping, dining, and cultural destination.
 - *Data*: Develop and effectively utilize audience data to support district businesses and increase foot traffic.
- **Economic Vitality:**
Substantially increase economic growth through research, information, and active public spaces and facilities.
 - *Retail*: Provide research, data, vision, branding, and curation to support retail retention, recruitment and development.
 - *Business support*: proactive outreach that informs and engages business, and hands-on assistance to leverage resources and navigate business challenges. Responsive public relations support and focused capacity to advance economic development programs.
- **Leadership & Advocacy:**
Increase TBID's role as a valued convener, partner, and co-leader.
 - *Convener*: Expand TBID's role as a go-to resource and convener of business and property owners toward furthering a collective vision for the district's growth and prosperity.
 - *Champion*: Actively support Telegraph's vision for urban design, transportation, public safety, and real estate development through information, organizing, and advocacy.
- **Management & Administration:**
Substantially increase presence and impact through board, resources, and visible leadership.
 - *Management*: Continue to efficiently deploy TBID resources to benefit the district's properties and businesses with excellent fiscal oversight, performance measurement, and public reporting.
 - *Non-assessment Revenues*: Leverage TBID assessments by growing non-assessment revenues through direct service contracts, grants, revenue-producing events, and other sources.

IMPROVEMENTS AND ASSESSMENT BUDGET

2028 PBID Assessment Budget

The following table outlines the estimated operating budget for the initial year and service plan allocation. The budget is an estimate based on the cost of delivering the planned improvements and services. These baseline allocations shall remain generally the same throughout the term of the district. The TPBMC Board of Directors oversees the operating budget to ensure alignment with this plan but may reallocate funds between service categories to account for operational constraints and cost fluctuations.

EXPENDITURES	Budget	% of Budget
Public Realm: Cleaning, Hospitality, Activation	\$1,235,000	63%
Marketing & Events	\$302,000	15%
Economic Vitality	\$180,000	9%
Leadership & Advocacy	127,000	6%
Management and Contingency	\$106,000	5%
Total Expenditures	\$1,950,000	100%
REVENUES		
PBID Assessments	\$1,681,824	87%
General Benefit	\$77,659	4%
Other Revenues *	\$190,517	9%
Total Revenues	\$1,950,000	100%

* Revenues from contract services, events, and other sources

Revenue is proposed to come primarily from BID assessments, supplemented by existing contract services, and substantial increases in grants, donations, and event revenue. The improvements and services funded by the PBID assessment will be provided directly and exclusively to assessed parcels. Non-assessment funds may be allocated to specific service categories or special projects by the TPBMC Board of Directors. The annual funding allocations may shift to align with changes in non-assessment revenue. For example, the total Marketing & Events budget may increase or decrease in line with the amount of anticipated event revenue.

Budget Adjustments

The TPBMC Board of Directors shall review and approve the annual operating budget at a public board meeting before the end of each fiscal year on June 30. The PBID Assessment rates will be subject to an annual increase effective at the beginning of the fiscal year by a vote of the Board of Directors of the Telegraph Property and Business Management Corporation.

Assessment Rate Increases

The maximum annual assessment rate increase will reflect the annual change in the Consumer Price Index (CPI) for All Urban Consumers in San Francisco-Oakland-San Jose or 3%, whichever is more. If for any reason the percentage change is negative, the maximum allowable assessment would not be decreased by reason of such negative percentage change and would remain at the amount as computed on the previous fiscal year regardless of any CPI adjustment. The annual assessment cannot exceed the actual costs to operate the Telegraph BID in any given year.

Benefit Zones Matrix

The TBID assessment methodology distinguishes between Benefit Zone 1 and Benefit Zone 2, with Zone 2. Both Zone 1 and 2 will receive the same categories of TBID services. Zone 2 parcels will receive a reduced level and frequency of Zone 1 services to reflect lower relative service intensity or special benefit.

Average Weekly Services	Zone 1	Zone 2
Cleaning Ambassadors	163 Hours	82 Hours
Hospitality Ambassadors	100 Hours	50 Hours
Litter removal / sweeping	4 X Daily	2 X Daily
Pressure washing	10 block faces	Daily Spot Washing
Graffiti removal	Daily as needed	Daily as needed
Debris removal	Daily as needed	Daily as needed
Business contacts	100	12
Crisis Response & Outreach	Daily	Daily
Reporting/service requests	Daily	Daily
Walking Patrols	72 Hours	36 Hours

ASSESSMENT METHODOLOGY

General vs. Special Benefits Resolution:

The improvements, maintenance, and activities to be provided by the District constitute and convey special benefits directly to the assessed parcels, according to California Assessment Law (see *Telegraph PBID Engineer's Report*, September 2026).

Assessment Factors

Each parcel will be assessed based on proportional special benefits received. The variables used for the annual assessment formula are parcel size, building size, parcel type, and benefit zone. These variables are all appropriate measures of the proportional special benefit because the need for services, level of services, and quantity of services are all relative to these variables; thus the special benefit provided to each parcel by the services can be proportionally measured using these variables.

The actual annual rate applied to parcels is as shown below:

Parcel Type	Zone 1 – Parcel Size (sq. ft.) + Building Size (sq. ft.)	Zone 2 – Parcel Size (sq. ft.) + Building Size (sq. ft.)
Commercial	\$0.428682	\$0.214341
Residential	\$0.342945	\$0.171473
Private Property Tax-Exempt / Public	\$0.154325	\$0.077163

Classification of Land Uses

Residential parcels are those parcels containing any number of dwelling units and have no other land use than for residential purposes. Residential parcels will receive and benefit from all of District's improvements, maintenance and activities. Residential parcels in the TPBID typically have a high population density and heavy pedestrian traffic, creating a high benefit from services. These parcels will benefit by being cleaner, safer, and better marketed to potential residents, thus attracting new residents and retaining existing residents.

Private property tax-exempt parcels will receive and benefit from the District's services. However, because they do not have a commercial component, private property tax-exempt parcels (as shown on the County Assessor's records) will be assessed at the rate for the appropriate zone as shown in the table above. These parcels will benefit in that they will be cleaner, safer, and better marketed, but they benefit to a lesser degree than parcels occupied by for profit businesses because they do not enjoy the benefits of increased profits resulting from increased commerce.

Pursuant to Article XIII D of the California Constitution, "parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit." No public agency has made such a demonstration; however, because they do not have a commercial profit-making component, public parcels (as shown on the County Assessor's records) will be assessed at a lower rate commensurate to the benefits received. These parcels will benefit in that they will be cleaner and safer, but they benefit to a lesser degree than parcels occupied by for profit businesses because they do not enjoy the benefits of increased profits resulting from increased commerce. Public parcels within the District include parcels occupied by public schools.

The district is designed to benefit commercial, residential, private property tax-exempt, and public parcels. There are several mixed-use parcels in the District, with commercial and single-family residential components. Consistent with the benefit derived from services, the commercial portion of mixed use parcels shall be assessed; the residential portion shall be assessed at the residential rate. The assessment for each parcel was determined based upon the portion of the parcel/building that is commercial. Mixed use parcels were identified and apportioned through City parcel data.

Benefit Zones

The Total Assessment was allocated to two benefit zones as shown on the map in Appendix III. The boundaries of each benefit zone were narrowly drawn to include all parcels that receive a direct advantage from the same level of services and improvements. Each benefit zone will receive a different level of services based on the needs and conditions in that zone, and historic service allocations to that zone. The benefit zones ensure that "properties that receive the same proportionate special benefit pay the same assessment." Because the frequency and quantity of services and improvements directly relate to the cost of the services and improvements, in this District "the relative cost of an improvement is a reliable measure of relative benefit conferred." For instance, Zone 1 has higher pedestrian and vehicle traffic than Zone 2, and thus will benefit from more frequent and intense services. Because of the difference in pedestrian and vehicle traffic between the zones, Zone 2 will receive fifty percent (50%) of the cleaning ambassador services provided by the District compared to Zone 1. Thus, the assessment rate for Zone 2 is fifty percent (50%) of the Zone 1 rate. Similarly, Zone 2 will receive and specially benefit from half of the Communications and Economic Development services and all related administration.

How assessments will be paid, collected, and distributed

As provided by State Law, the TPBID assessment will appear as a separate line item on annual property tax bills prepared by the County of Alameda. Parcels that do not receive property tax bills will be invoiced by the TPBID on behalf of the City. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County of Alameda shall distribute funds collected to the City of Berkeley, which shall forward them to the TPBID. Existing laws for enforcement and appeal of property taxes, including penalties and interest, apply to the TPBID assessments.

Assessments appeals process

If any property owner believes the data used to calculate the assessment is inaccurate for any reason, the property owner shall submit, in writing, a request for review to the City. The property owner shall provide documentation to support the request for review. The City or its designated consultant shall review the request and provide a response to the property owner. The property owner must be current in the payment of all assessments when filing the request for review and must remain current during the review process. (Further detail is provided in the *Telegraph PBID Engineer's Report*, September 2026.)

TPBID GOVERNANCE & OPERATIONS

Implementation Timeline

The Telegraph PBID is expected to be renewed by July 2027 for inclusion of parcel assessments on the County of Alameda 2027/28 tax roll with an implementation date of the Management District Plan on January 1, 2028. Consistent with State law, the PBID will have a 10-year life through December 31, 2037.

The Owners' Association

The Telegraph Property and Business Improvement District is formally managed and administered by the Telegraph Property and Business Management Corporation (TPBMC). The TPBMC serves as the designated, private non-profit entity (Owners' Association) legally tasked by the City and the district's property owners with executing day-to-day operations, managing programmatic deployments, and overseeing contract fulfillment. The corporation directly interfaces with operational partners, such as managing the core clean and safe ambassador services contract.

Governance

Board Composition

The TPBMC is governed by a dedicated Board of Directors responsible for strategic decision-making, annual budgeting, and approving permitted assessment rate increases. To ensure balanced, equitable leadership across the corridor, the board shall adopt governance structures and bylaws that promote a diverse board composition. Governance structure shall support proportional representation from key district stakeholders, including:

- Large Property Owners (including major institutional entities such as the University of California, Berkeley and City of Berkeley)
- Independent Retailers and Merchants
- Commercial Stakeholders, Non-Profits, and Residents within the district

Public Oversight & Reporting

TPBMC operates under transparency rules and public oversight guidelines set by the State of California. The association is legally required to submit a comprehensive Annual Report to the City Council for each fiscal year. This report enforces fiscal and operational transparency by detailing:

- Proposed changes (or confirmation of no changes) to the district boundaries.
- Documentation of the exact service types to be delivered in line with the Management District Plan, including street and sidewalk cleaning, beautification, marketing, promotions, decoration, and public restroom maintenance.
- Itemized operational budgets detailing total revenues, assessment values, and projected expenditures.
- Formal board approvals regarding assessment rate modifications.

Regular monthly board meetings shall comply with public notice requirements and be held at an open location within the district. The TPBMC shall record and publish reports on board actions, TBID activities, and financial records.

TPBMC further operates within the requirements of the Brown Act (commencing with Section 54950 of the Government Code), and the California Public Records Act (commencing with Section 6250 of the Government Code).

Delinquency and Disestablishment

The district operates under established legal mechanisms pursuant to the California Property and Business Improvement District Law of 1994 to manage non-payment and safeguard property owner rights:

- **Delinquency Protocols:** Because assessments are collected via the regular county property tax roll, non-payment triggers standard statutory tax lien consequences. Delinquent assessments are subject to the same penalties, interest, and enforcement procedures as regular ad valorem property taxes.
- **Disestablishment Procedures:** Property owners retain democratic recourse through an established annual 30-day window (the anniversary of the district's creation). During this statutory period, property owners have the right to submit formal petitions to the City Council to initiate dissolution proceedings for the district, ensuring long-term accountability to those who fund it.

APPENDICES / ATTACHMENTS

- Assessment Roll
- Certified Engineer's Report
- City Base Level Services Agreement