



rockridge

DISTRICT ASSOCIATION

GUIDE

Info@RockridgeDistrict.com

RockridgeDistrict.com

FOLLOW & SUBSCRIBE

The Rockridge District Association (RDA) offers a variety of ways to stay connected to what's happening in the business community, including:

- Event Opportunities & Happenings
- Marketing Opportunities
- Local Security Issues
- City of Oakland Announcements
- Streetscaping and Construction Projects
- Important Deadlines
- Board Elections
- ...and More!

There are two important communications lists to join:

- 1) **Mailchimp:** rockridgedistrict.com/subscribe (good for all employees to join)
- 2) **Google Group:** Email marketing@rockridgedistrict.com to join (appropriate for key personnel only)

You are encouraged to follow the RDA on social media and we will also follow your business accounts to promote your activities:

- facebook.com/rockridgeoakland
- instagram.com/rockridgeoakland
- pinterest.com/rockridgeoakland

Common hashtags used for the District are:
[#rockridgeoakland](#) [#rockridgedistrict](#)

ADD YOUR LISTING

Visit our website at RockridgeDistrict.com to see how each business is listed in our directory. You can submit your photo and listing details to: marketing@rockridgedistrict.com.

WHAT IS THE RDA?

The **Rockridge District Association (RDA)** is a program of the Rockridge Business Improvement District (RBID), a 501(c)(3) nonprofit. The RDA formed in 2000 with a annual working budget of approximately \$150,000, subsidized by fees assessed through the City of Oakland on all business owners operating in the footprint of the District.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

- A private-public consortium
- A product of motivated businesses owners
- A geographically-defined special assessment district
- The act of enhancing not replacing Oakland city services
- Self-assessed, self-governed special services, activities, and programs
- A coordinated effort to respond to the needs of our community
- A proven method for maintaining and growing our business district
- A tool for economic development

THE RDA PICKS UP WHERE THE CITY LEAVES OFF

We provide the special services desired and needed by business owners to drive consumer spending and branding of our district, thus gaining a stronger identity. In a time of overwhelming local, state, and national deficits, these enhanced benefits are the most efficient and effective means of ensuring that dedicated funds stay and are spent within our district.

BID's provide services every business district and property needs but that will not be funded by the City of Oakland. The result is self-funded programs to strengthen the image of our district that the city could not offer. We do this with such tools as marketing efforts that include business directories, advertising, website, street fair, holiday celebrations, safety enhancements, banner program, and more.

Interesting fact: BIDs & CBDs generate sum \$4+ million in private-sourced and controlled funds that are currently being utilized in Oakland on an annual basis to help secure and improve business districts. Some Districts assess fees on business owners while others on business and/or residential property owners.

ARE YOU INCLUDED?

If your business is located within specific addresses, you are assessed a fee annually, in addition to paying your City of Oakland business taxes. This supports the efforts of the Rockridge District Association.

ANNUAL GROSS RECEIPTS AS REPORTED TO THE CITY OF OAKLAND

Note: Assessment fees have not increased since their inception in 2000.

TYPE	\$0-\$25,000	\$25,001-\$75,000	\$75,001-\$149,999	\$150,000-\$299,999	\$300,000-\$499,999	\$500,000-\$749,999	\$750,000-\$999,999	\$1,000,000-\$1,499,999	\$1,500,000-\$1,999,999	\$2,000,000 OR HIGHER
<i>Special Businesses</i>										\$5,000
<i>Banks</i>	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
<i>Retail/Restaurant</i>	\$60	\$120	\$180	\$250	\$500	\$750	\$1,000	\$1,500	\$2,000	\$2,500
<i>Service</i>	\$60	\$120	\$150	\$180	\$250	\$500	\$750	\$1,000	\$1,000	\$1,000
<i>Professional</i>	\$60	\$120	\$150	\$180	\$250	\$250	\$250	\$500	\$500	\$500
<i>Ind. Mfg/Wholesale</i>	\$60	\$120	\$120	\$120	\$120	\$180	\$250	\$500	\$500	\$500

RDA ADDRESS BOUNDARIES

BY STREET [ADDRESS SERIES]:

62nd Street [307]

Broadway [5050, 5152, 5100 - 5301 (odd numbers only)]

Chabot [6201]

Claremont [6076 - 6250]

College [5231 - 6323]

Florio [6201]

Keith [5655]

Manila [5400]

Miles [5697 - 5699]

Oak Grove [5723]

JUST MOVED IN?

If you're new to the District and therefore haven't yet paid your annual taxes and assessment fees to the City of Oakland, we can assist you to create a BID account with the City, and then include your business to all of our promotional activities.

Contact us to get started: Info@RockridgeDistrict.com

RECENT RDA ACTIVITIES

Rock-N-Stroll and HollyDays live outdoor music, sales, and events series in coordination with dozens of Rockridge restaurants, retailers, and personal services providers.

Published 4000 copies of the Rockridge Guide, a stylish “look book” promoting participating businesses.

Work with the neighborhood association in producing the annual Halloween Parade.

Subsidized and coordinated College Avenue holiday lighting and decorations.

Assist property owners to fill and activate vacant storefronts; partner with a local art organization for installations in vacant storefronts.

Major holiday season (Thanksgiving - New Years) marketing and PR (earned media) to help drive consumer spending.

Partner with Visit Oakland, City of Oakland, BART, and other organizations to promote Rockridge to locals and Bay Area visitors.

Produce the Out & About street festival and other events to bring foot traffic to the area.

Maintain a current business directory online promoting members.

Promote Rockridge businesses and their activities through social media platforms, public e-Newsletters, and advertorials in the Rockridge News.

Tree trimming, removal, and planting along College Avenue.

Remove blighted and broken/hazardous newsstands, abandoned bus shelters, etc.

Repaint streetlight poles, procure street cleaning services, and purchase and maintain public trash receptacles.

Collaborate with peace officers and business owners to promote a safer district and in effort to reduce crime.

Coordinate with local government and business owners on issues including street paving, parklet installations, public safety, and A-frame permits.

THE RDA BOARD

BOARD MEETINGS

3rd Thursday each month, 8:30am
College Avenue Presbyterian
5951 College Avenue, Oakland, CA 94618

RDA TEAM

Operations Manager: Chris Jackson, 510-604-3125
Marketing/Digital Manager: Jody Colley, Marketing@RockridgeDistrict.com

CURRENT RDA OFFICERS

President: Stephanie Walton, Community Member
Vice President: Robin Pennell, Jarvis Architects
Secretary: Monte McClain, College Avenue Presbyterian Church
Treasurer: Susan Bernosky, Strahan Insurance Services Inc

CURRENT RDA BOARD MEMBERS

Veronica Bhonsle, Vero
Katy Winter, Vita
Andrew Snow, The Golden Squirrel
Joyce Gardner, Fit
Faunus Lucas, Ain't Normal Cafe

PAST RDA BOARD MEMBERS

Anthony Barr, Hank Levy Group, CPA
Austin Davis, Pride Chiropractic
Beverly McArthur, First Federal Savings & Loan
Bill Chung, Rockridge Café
Brian Marsmaker, Pavé Fine Jewelry
Chris Strieter, Duchess Oakland
Claudette Black, Agatha Rainford
Doug Farrow, Jucy's Café & Java Bar
Elizabeth Armstrong, Dreyers
Grant Overbridge, East Bay Booksellers
Henry Levy, Hank Levy Group, CPA
Jan Christensen, Christensen Heller Gallery
Jennifer Kaplan, Rockridge Home
Jessica Pitt, Resident

MAILING ADDRESS

Rockridge District Association
c/o Henry Levy Group
5940 College Avenue, Ste A
Oakland, CA 94618
General: Info@RockridgeDistrict.com
510-604-3125

Joe Garrett, Resident
Kevin Faughan
Kimberly Leo, Namaste
Liz Taylor, Tootsies Rockridge
Louesa Roebuck, August
Lauren Field, LMFT
Louise Rothman-Riemer, DHR Investment Counsel
Maggie Klein, Oliveto
Matthew Krohn, Resident
Miklane Janner, Say's Who
Paul Eisenberg, Poppy Fabrics
Phillip Roselle, My Emergency Guy
Sara Wilson, Market Hall
Thelma Harris, Thelma Harris Art Gallery
Tom Ginty, Community Member

HISTORY OF THE RDA

EXCERPT FROM A JUNE 2021 ARTICLE IN THE ROCKRIDGE NEWS

“The shops and services that line College Avenue are re-emerging from a challenging year of pandemic-induced restrictions and closures. Despite some business turnover, the overall low vacancy rate relative to other districts in Oakland is a testament to Rockridge’s resilient local economy. The area’s demographics, ideal location, and public transit access all contribute to a relatively quick recovery. But less understood are the contributions of the Rockridge District Association (RDA) and the businesses that operate within its boundaries.

The RDA is a Business Improvement District formed in 2000 by the vote of business owners to self-assess an annual fee to generate funds for vital projects such as streetscaping, lighting, safety, and promotions to attract locals and visitors. Essentially, RDA members pay to fill in the gaps where City of Oakland services end for the benefit of the community at large. Prior to this model, Rockridge was represented by a traditional merchants association which relied purely on the volunteer work and generosity of a handful of donor merchants. By formalizing a Business Improvement District, the steady stream of revenue meant much needed and costly projects could be undertaken and sustained over the years.

Though one of the first of its kind in Oakland, over a dozen districts have since followed with similar merchant tenant, commercial property owner, and even residential property owner assessments to raise funds for similar projects. Despite being one of the top revenue-generating districts funding the City of Oakland, the RDA works off a lean budget of approximately \$180,000 per year. Despite being one of the top revenue-generating districts funding the City of Oakland, the RDA works off a lean budget of approximately \$180,000 per year--a small slice of the overall \$4+ million in private-sourced and controlled funds that are currently being utilized by business districts in Oakland on an annual basis.

At the time of its formation as a Business Improvement District, property owners lobbied successfully to only apply assessment fees to business operators, not commercial property or residential property owners. This limited the revenue potential for the district significantly and keeps the burden of investment into the district overwhelmingly on the shoulders of the small businesses and solopreneurs that line the first and second floors of College Avenue. While it’s an investment back into their business, everyone in the community benefits from a safer, cleaner, more bustling business district.

Just one of the city services that the RDA takes under its wings is the stewardship of tree maintenance and planting along College Avenue. This alone over the years exceeds \$100,000 in costs and continues to grow. The RDA is also responsible for removing damaged and hazardous newsstands and abandoned bus shelters, street cleaning, trash receptacles, and repainting blighted street poles. Neighborhood festivities are led by the RDA with holiday lights, shopping campaigns, and the annual Out & About Festival. As a liaison between City services and Rockridge businesses, the RDA monitors issues such as public safety, road work, economic development opportunities, and regulations that may impact merchants in the area.”

— Jody Colley, Rockridge District Association