

2015-2016 Update

Jack London Improvement District begins its third year of work to create, promote and maintain an inviting environment for people who live, work, or play in Jack London. The District continues to focus on beautification, safety and promotion as we move into 2016 with exciting new businesses, developments, programs, community partners, and events in store.

Maintenance, Beautification, and Safety Highlights:

In 2015, Jack London’s hardworking team of safety and maintenance ambassadors picked up **44,000 lbs.** of trash, scrubbed away or painted over **3,800** instances of graffiti, and cleaned up **168** illegal dump sites. Our streets are coming to life with more visitors, employees, and new residents. In 2015, our ambassador team greeted or gave directions to over **35,000** people.



The monthly Neighborhood Crime Prevention Council (NCPC) meetings on 4th Tuesdays were initiated this year, serving as a link between our Community Resources Officer, Robert Gallinatti, and our residents, safety teams, merchants, and businesses.



We know we can’t solve illegal dumping, vandalism, and safety concerns alone. We continue to coordinate with Public Works, Public Safety and our partners through the Oakland BID Alliance to improve delivery of services to businesses, residents, and public space city-wide.

Creating a thriving, transit-connected, accessible District:

This year, hundreds attended Jack London panel discussions and community events on the history of development in Jack London, local retail, and discussions on Coal and Crude Oil transport by rail. Community members gave feedback at forums for proposed development projects within the District as well as the ongoing Downtown Specific Plan. We look forward to continuing the informative, interactive discussions in areas of interest to the District.



Jack London is working to improve transit and connections to the District. The 880 underpasses have long been perceived as a barrier. We are working to provide short-term mitigations, including cleaning, pressure washing,

and coordinating lighting and electrical repairs with the City. We’re also developing a vision for longer-range environmental design solutions in creative brainstorming sessions, and with consultants working on the ongoing Circulation Study, Freeway Access Plan, and Downtown Specific Plan.



For the second year in a row, our organization contributes to the Broadway Shuttle to extend its operating hours from 7pm to 10pm on weeknights, to improve safe, convenient access for District residents, visitors, and workers. As more people visit the shops and businesses at the waterfront, the need for safety improvements at the crossings increases. The community raised over \$8,000 towards a Train Quiet Zone study. Staff is working with the City to initiate the project.

Marketing and Economic Development Highlights:

Jack London welcomed numerous new businesses and businesses to their new homes this past year—including **Oakland Crush, Steel Rail Café, The Overland, Sunset Magazine, and Gateway Incubator**, amongst others.



Jack London Improvement District installed the first phase of colorful light post banners throughout the neighborhood that celebrate the District’s unique offerings and identity. With the help of arts groups and arts professionals who are Jack London community members, the District



initiated a Building Arts program targeting blighted, underutilized sites, and plan commissioning local artists to cover utility boxes with their work. Two exciting new murals now cover walls formerly targeted

by graffiti vandalism, at 5th and Oak and at Mr. Espresso’s roastery at 3rd and MLK. Experts such as the American Planning Association, Federal Reserve Bank, and Americans for the Arts agree that the arts are a valuable economic development driver.

2016 Operating Budget

Maintenance, Beautification, Safety & Streetscape Improvements	57%	\$445,038
Marketing & Economic Development	16%	\$124,923
Administration & Government/Community Relations	20%	\$156,154
Contingency & Collection Fees	7%	\$54,653
Total	100%	\$780,769



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Jack London has developed partnerships with City agencies and organizations working to improve and promote Oakland. Jack London continues to promote local tourism initiatives as well as the Oakland Urban Wine Trail with Visit Oakland as six terrific local wineries are within our District. This year, Jack London also launched a web page to invite more people to get to know the District, give feedback, and participate.

We're activating our headquarters at 333 Broadway and transforming the space into a community resource. We host STEAM factory, a workshop series where kids create alongside professional makers, the beta Bike Solar Oakland, and start-up food businesses on a rotating basis. We invite Jack London community groups to use the space for meetings and events.

There's a tremendous amount of dedication and love for this neighborhood, and the District is privileged to benefit from expertise and input of many of you as volunteers. **We welcome your feedback and participation** as we work together to foster economic vitality and quality-of-life in Oakland's unique, historic, urban waterfront community.

-Savlan Hauser, Executive Director

Staff

Savlan Hauser, Executive Director
Carlos Paz Rivera, Operations Manager
Fiona Simms, Administrative Coordinator

Ambassadors:

Cedric Johnson- Team Leader
Jennifer Gunnari
Joe Martinez
Bianca Sims
Allen Sanchez
Eric Gutierrez
Eric-Jon Gibson

Ambassador

Operation Schedule:
Monday-Thursday 8:00 AM to 9:00 PM
Friday-Saturday 9:00 AM to 11:00 PM
Sunday 8:30 AM to 4:30 PM
(510) 363-0989

2015-2016 Board of Directors

Bill Stotler, President <i>Property Owner</i>	Paul Thyssen <i>Property Owner</i>
Sara May, Secretary <i>Metrovation</i>	Michael Carilli <i>Oakland America Company</i>
Barry Pilger, Treasurer <i>Stafford Real Estate</i>	Saied Karamooz <i>Property Owner</i>
Vivian Kahn <i>Kahn Mortimer Associates</i>	Jenni Koidal <i>GM, Jack London Square</i>
Sam Nassif <i>Inn at Jack London Square</i>	
Peter Gertler <i>Property Owner</i>	

Departing Board Members

Meredith Melville
Owner, Jack's, Bocanova

Thank You To Our Community Partners



Ideas and comments about improving Jack London?
Visit us at 333 Broadway (@4th)
info@jacklondonoakland.org/ 510-267-0858
jacklondonoakland.org [twitter](#) jacklondonoak [facebook.com/JLID.org](#)