

ANNUAL REPORT FOR THE
JACK LONDON
[BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JLID) 2015
OAKLAND, CALIFORNIA

1. Proposed Changes in boundaries of the BID:

There are no proposed changes to the boundaries of the Business Improvement Management District

2. Improvements and activities provided during fiscal year 2014:

Maintenance, Beautification, Safety & Streetscape:

A committee has been established to guide activities in this area. The Maintenance and Beautification Committee, chaired by Sara May, property owner representative, has the following statement of purpose:

This committee guides coordination of JLID's contracted services and actively engages district stakeholders with the goal of creating safe, clean, beautiful streets, sidewalks, and public spaces.

The safety ambassador program is run by Block by Block (BBB). The services provided by BBB include but are not limited to:

- walking and bike patrols
- safety and umbrella escorts
- pedestrian and motorist assistance
- acting as a witness to crimes and reporting incidents to the City
- deterring panhandling and loitering

The maintenance, beautification, and streetscape improvements are also implemented by ambassadors and delivered through a contract with BBB. The services include:

- Sidewalk Sweeping
- Sidewalk Steam Cleaning
- Landscaping and Weed Removal
- Reporting & Removal of illegal Dumping
- Graffiti abatement
- Public Space Improvements
- Gateway and underpass treatments

BBB is operated under the on-site supervision of operations manager Carlos Paz Rivera, working out of the JLID office.

Other projects initiated by JLID in 2014 to continue into 2015:

- JLID has determined the baseline services as outlined by the City of Oakland and has begun to track them in order to be able to ensure delivery.
- JLID has begun to track property negligence and develop strategy for property owner engagement
- Coordination of a mural program (in cooperation with the Marketing Committee and area community arts groups)

- Initiated 880 Underpass Improvements through workshops with City of Oakland, area stakeholders, and the City of Oakland Public Art Advisory Committee.

Marketing and Economic Development:

A committee has been established to guide activities in this area. The Marketing and Economic Development Committee, chaired by Paul Thyssen, district resident, has the following statement of purpose:

Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

Activities initiated in 2014 include:

- Development of District Brand and Identity
- Promotion and representation of the district at City and other organizations' events
- Publicizing business openings, events, and other happenings of the District
- Establishing a social media and online presence through active accounts with Facebook, Twitter, Townsquared, Nationbuilder (website host) and Instagram. Townsquared and Instagram are also integrated with our website platform.
- Sponsorship of events such as community forums both on-site and at local venues which contribute to community-building and develop strategy and additional programs to help achieve the district's vision
- Hosting popup businesses which activate the public space onsite, add vibrancy to the corner at 4th and Broadway, and introduce the start-up business to the Jack London community.

Administration and Government/Community Relations:

Executive Committee:

The Executive Committee guides organizational policy and administration, seeks strategic partnerships, and serves as the task force for recruiting and nominating new Board members.

Land Use and Transportation:

A committee has been established to guide activities in this area. The Land Use and Transportation Committee chaired by Vivian Kahn, district resident and business owner, has the following statement of purpose:

The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London.

The Land Use and Transportation Committee focuses mainly on advocacy and does not have an allotment of funding, however, it develops and oversees projects and initiatives such as:

- Hosting the forum series on development and revitalization of the District in collaboration with the Marketing and Economic Development Committee.
- Oversight of the train safe and quiet zone project, starting with the raising of funds and engagement of consultant for the initial feasibility study for project implementation.

Staff:

The management and administration of the district is led by contracted Staff. The District Management Corporation has no employees and contracts out all services. Two individuals, one full time (Executive Director) and one part time (Marketing and Administrative Assistant) have been hired through Oakland Venue Management (OVM) the principle contractor for the district. The staff oversees District projects and programs and is the primary point of contact for board members, district stakeholders, the City of Oakland, and the general community. Staff executes the preparation, coordination and implementation of all JLID program activities; oversees the daily business and operations of the PBID in accordance with the policies set by the District Management Plan and the Board of Directors; implements the Strategic Plan for District Management and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all service contracts, staff, interns, volunteers to fulfill the JLID's vision of a safe, clean, and thriving district.

JLID also hosts an annual public meeting, noticed to all District stakeholders as required in Section 5.12.1 in the Disbursement Agreement between JLID and the City of Oakland.

3. The improvements and activities planned for the fiscal year 2015:

Maintenance, Beautification, Safety & Streetscape services and improvements

In 2015, JLID will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements guided by the Committee and through BBB as the primary service provider and at the service level outlined in the management district plan. In addition, JLID will move the following projects forward:

- JLID will identify and address opportunities for more permanent crime prevention through environmental design, strategies (CPDED) such as lighting, removal of PROW obstructions, improvement of visibility, and enhancement of overall district identity beyond the provision of a safe presence and consistent response to dumping and graffiti
- Continue coordination of Mural program with the Marketing committee,
- Implementation of district identity enhancements such as banners, median improvements, and utility box art.
- Coordinate the identification and mapping of security cameras in the district, both on private buildings and in the public right-of-way.
- JLID will consider investment in improved data gathering technologies to allow geo-reference of maintenance and safety issues for prompt resolution.

Marketing & Economic Development

In 2015, JLID will continue to deliver the same Marketing and Economic Development services and improvements, guided by the Committee. In addition, JLID will move the following projects forward:

- Development of District identity and brand
- Redesign and improve online presence
- Development of public relations strategy
- Forum for economic and land-use development - related topics (in collaboration with Land Use and Transportation committee)

- Host annual community event
- Development of retail strategy for improving amenities
- Improve communications and connections between district businesses and the City of Oakland through in-person and online platforms, focused meetings, and outreach.
- Facilitate public art; for example initiate collaboration with Schnitzer Steel, sponsor utility box art wraps, and create mural district (in collaboration with the Maintenance and Beautification Committee)
- Streetscape improvements such as banners and holiday lighting on Broadway to promote District identity as visitor destination
- Creation and promotion of special retail events
- Continual review of opportunities for business attraction and retention in the district and overall economic conditions in the district

Administration & Governmental/Community Relations

In 2015, JLID will continue to provide administration services and advocacy for the stakeholders of the district, guided by the Executive Committee, approved by the Board, and implemented by Staff. JLID will continue to develop strategic partnerships inside and outside district boundaries to create a more welcoming and pleasant environment for businesses, residents, visitors, investors, and employees.

4. Estimated cost for providing the improvement and activities in 2015:

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	54	\$419,846
Marketing & Economic Development	16	\$127,370
Administration & Government/Community Relations	17	\$133,737
Contingency & Collection Fees	8	\$62,463
Repayment of formation loans	5	\$37,375
TOTAL	100%	\$780,793

5. Method and basis for levying the assessment:

Three benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, page 10. The District Management Plan can be found on file with the Office of the City Clerk, or at <http://www.jlid.org/documents>.

6. Surplus or Deficit for 2015

It is estimated that the JLID will have no carry-forward beyond the prudent contingency reserve amount of \$45,726.