

AGENDA REPORT

PROPOSED ACTION: **Resolution:** Approve the Port Share Plan for the Jack London Improvement District for Year 2025, and Authorize Payment of \$251,362.09 for Year 2024 and \$263,930.18 for Year 2025 to the City of Oakland Treasurer for Certain Services Provided Within the Jack London District, and Finding that the Proposed Action is Exempt Under the California Environmental Quality Act (**CRE**)

Submitted By: Jonathan Veach, Chief Real Estate Officer; Kristi McKenney, Executive Director

Parties Involved: Jack London Improvement District, Oakland CA, Savlan Hauser, Executive Director; City of Oakland, City Treasurer

Amount

\$251,362.09; FY2024-2025

\$263,930.18; FY2025-2026

Operating Expense

EXECUTIVE SUMMARY: The Jack London Improvement District (JLID) is a Business Improvement District that enhances and improves the greater Jack London District (District) using funds through a property tax assessment levied on property owners within the District. The JLID was first established in 2013, and in 2023 the Oakland City Council voted to renew the District.

Port staff requests approval of the Port Share Plan for Year 2025 and payment of amounts owed for Year 2024 and 2025.

BACKGROUND & ANALYSIS**A. Original JLID**

On July 16, 2013, the Jack London Improvement District (JLID) was first formed after majority approval was obtained from property owners within the District boundaries. The Port voted in support of the formation of the JLID after executing a Public Trust Agreement with the City of Oakland (City) and the JLID Steering Committee, in collaboration with staff from the California State Lands Commission and the California Attorney General's Office.

The purpose of the JLID is to enhance and improve the greater Jack London District by providing street beautification services, security patrols, marketing and directional signage, public art installations, and other amenities designed to improve the quality of life for District residents, businesses, and property owners, as well as enhance the visitor experience.

The JLID is funded through a property tax assessment levied on all property owners within the District, with amounts varying by land use type and location. The City collects these assessments annually and distributes the funds to the JLID pursuant to a Disbursement Agreement. This Agreement incorporates the provisions of the Public Trust Agreement to ensure that the use of Port funds remains consistent with Public Trust restrictions.

The Public Trust Agreement requires that the JLID develop an annual budget and Port Share Plan detailing intended uses of the Port's assessment for the year. This plan must be approved annually by the Board of Port Commissioners before the Port remits payment of its assessment to the City Treasurer. Both the original JLID and the associated Public Trust Agreement expired in 2023.

B. Renewed JLID

On July 18, 2023, the Oakland City Council unanimously approved renewal of the JLID under the City of Oakland's Business Improvement Management District Ordinance (Chapter 4.48, Ordinance 12190, 1999) and applicable state law. The renewed JLID has a 10-year term beginning January 1, 2024, and ending December 31, 2033.

The JLID Board of Directors has identified two key priorities for 2025: responding to public safety issues and creating welcoming gateways to Jack London Square. The District continues to focus its resources on maintaining clean and safe streets and contracts with Block-by-Block for litter and graffiti removal, sidewalk plantings, and other beautification services on rights-of-way leading to and abutting Jack London Square.

The Port's assessment directly funds services that provide a special benefit to Port lands and tenants by ensuring that key gateways into Jack London Square and the waterfront are clean, safe, and welcoming for workers, residents, and visitors. In 2024, JLID's ambassador team:

- More than 373,000 pounds of litter collected from sidewalks and public spaces — a 30% increase over the prior year.
- Removed over 8,000 instances of graffiti — a 20% increase from 2023.
- Conducted 9,143 biohazard cleanups and provided nearly 5,000 hospitality interactions for visitors

These services fill gaps that neither the City nor the Port is staffed to address at the street level. They are especially critical in high-traffic areas such as the I-880 underpasses, which are essential pedestrian gateways connecting downtown Oakland to Jack London Square and the waterfront.

JLID also plays a leadership role in public safety coordination, including securing a downtown-wide safety grant in 2024 to enhance camera technology and coordinated response. JLID convenes forums with OPD, merchants, and residents, provides crime prevention training and grants, and ensures alignment with citywide and regional safety initiatives.

Beyond cleaning and safety, JLID extends the Port's reach into the community by:

- Supporting wayfinding and connectivity projects that make Port lands more accessible.
- Promoting the waterfront through marketing and events, drawing visitors to Jack London Square.
- Advocating for legislative initiatives that support activation and community-serving uses along the waterfront.

The 2025 Port Share Plan proposes use of \$263,930.18 in Port assessment funds to continue and expand these services. Staff believes these investments provide a direct and measurable benefit to the Port's commercial real estate portfolio by increasing foot traffic, improving public perception of safety, supporting tenants, and enhancing the long-term economic vitality of Jack London Square.

Port staff requests authorization to remit payment of \$251,362.09 for the Port's 2024 assessment, along with \$263,930.18 for the Port's 2025 assessment, to the City Treasurer for disbursement into the JLID account.

Approval of the Port Share Plan ensures that the Port remains current on its obligations, that the JLID can continue delivering high-impact services, and that Port properties within the District remain attractive, safe, and competitive in the marketplace.

A copy of the 2025 Port Share Plan is attached as **Attachment A**.

OTHER FINDINGS AND PROVISIONS

ENVIRONMENTAL REVIEW

The proposed action was analyzed under the California Environmental Quality Act (CEQA) and was found to be:

- ☐ Categorically exempt under the following CEQA Guidelines Section:

Choose an item.

- ☒ "Common Sense" exemption under CEQA Guidelines Section 15061(b)(3).

- ☐ Other/Notes:

BUDGET

- ☐ Administrative (No Impact to Operating, Non-Operating, or Capital Budgets); OR

☒ Operating

☐ Non-Operating

☐ Capital

Analysis: There is no budget impact from the proposed action to approve this matter as these expenses were anticipated and included in the adopted non-departmental operating expense portions of the budget.

STAFFING

- ☒ No Anticipated Staffing Impact.

- ☐ Anticipated Change to Budgeted Headcount.

Reason:

- ☐ Other Anticipated Staffing Impact (e.g., Temp Help).

Reason:

MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):

Applies? No (Not Aviation or Maritime CIP Project) – proposed action is not covered work on Port's Capital Improvement Program in Aviation or Maritime areas above the threshold cost.

- ☐ Additional Notes:

LIVING WAGE (City Charter § 728):

Applies?

No (CRE) – proposed action entails tenancy outside of the Maritime or Aviation areas and therefore not subject to Living Wage requirements.

- ☐ Additional Notes:

<p><u>SUSTAINABLE OPPORTUNITIES:</u></p> <p><u>Applies?</u> No.</p> <p><u>Reason:</u> There are no sustainability opportunities related to the proposed action because it does not involve a development project, purchasing of equipment, or operations that present sustainability opportunities.</p>	<p><u>GENERAL PLAN</u> (City Charter § 727):</p> <p><u>Conformity Determination:</u></p> <p>No Project – conformity determination not required because proposed action does not change use of or make alterations to an existing facility, or create a new facility.</p>								
<p><u>STRATEGIC PLAN.</u> The proposed action would help the Port achieve the following goal(s) and objective(s) in the Port's Strategic Business Plan:</p> <table border="0"> <tr> <td><input type="checkbox"/> Grow Net Revenues</td> <td><input type="checkbox"/> Modernize and Maintain Infrastructure</td> </tr> <tr> <td><input checked="" type="checkbox"/> Improve Customer Service</td> <td><input type="checkbox"/> Pursue Employee Excellence</td> </tr> <tr> <td><input checked="" type="checkbox"/> Strengthen Safety and Security</td> <td><input checked="" type="checkbox"/> Serve Our Community</td> </tr> <tr> <td><input checked="" type="checkbox"/> Care for Our Environment</td> <td></td> </tr> </table>		<input type="checkbox"/> Grow Net Revenues	<input type="checkbox"/> Modernize and Maintain Infrastructure	<input checked="" type="checkbox"/> Improve Customer Service	<input type="checkbox"/> Pursue Employee Excellence	<input checked="" type="checkbox"/> Strengthen Safety and Security	<input checked="" type="checkbox"/> Serve Our Community	<input checked="" type="checkbox"/> Care for Our Environment	
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