



Port Share Plan 2024-2025 - Jack London Improvement District

THE JACK LONDON IMPROVEMENT DISTRICT (JLID) is focused on creating and maintaining a welcoming and vibrant Jack London. Founded in 2013, the Improvement District is led by a 12-member volunteer Board of Directors representing a thriving and engaged mixed-use community.

In addition to our two key priorities to focus our work: responding to **public safety and creating welcoming gateways**, we are focusing this organization's efforts on a **bold, positive narrative** for Jack London. Oakland still has work to do to recover from the impact of the pandemic, and welcome workers back to a safe, active downtown to support our diverse local business community.

This downtown neighborhood is a cultural gem and entertainment destination, a publicly accessible waterfront, a transportation and logistics hub, a residence for over 4,000 people, a one-hundred-year-old wholesale produce market, a home to legendary black-owned establishments, an artist and industrial fabricator district, and more. JLID is working to support and grow existing businesses and institutions, shape new development for the highest positive impact, and ensure all are welcome and can thrive in this dynamic place.

Port Share Plan

The Jack London Improvement District proposes to use funds collected from the Port assessment of \$263,930 to provide clean and safe services within the District, as authorized by the Port and City Public Trust Agreement, as illustrated on the attached map. Jack London Improvement District focuses the majority of its resources on creating and maintaining clean, safe streets and improvements in the public rights-of-way adjacent to and leading to Port lands. The Jack London Improvement District is committed to economy and cost savings while continuing to deliver the services that have become part of the fabric of the neighborhood.

The Port's resources are applied to critical gateways to Oakland's waterfront. These experience increased pedestrian and visitor traffic. 2025's annual budget includes the deployment of an ambassador team 7 days a week, from 7AM to 9PM Monday through Saturday, and 8:30AM to 4:30PM Sunday to welcome activity in the Waterfront District 7 days a week.

Current Key Areas of Collaboration with the Port

- Wayfinding and Connectivity: Interactive maps, pedestrian and automobile signage to increase access to the district in partnership with transit providers and environmental presence
- Welcoming Gateways: addressing persistent blight and encampments by convening social service providers, code enforcement, and convening responsible agencies and property owners
- Marketing and Events: Promoting and activating the fantastic waterfront district offerings of the Square and beyond through events, crawls, merchant support and robust online presence
- Advocacy for unlocking the potential of our waterfront district: The JLID supports state and local legislation to evolve and support a broader range of active and community-serving uses in this unique commercial area.

Cleaning and Safety Program



In 2024, the Ambassador team has:

- Collected over 373,943lbs. of litter from sidewalks and public spaces—a 30% increase over 2023
- Cleaned up 9,143 biohazards
- Provided over 4,845 hospitality interactions
- Removed 8,064 instances of graffiti—a 20% increase over 2023

Cleaning of the public right-of-way, sidewalks, gutters, and fixtures and illegal dumping pickup continues to fill service gaps and improve the street-level experience, particularly in chronically neglected areas. The 880 underpasses—critical to connecting Oakland’s downtown with our waterfront-- continue to be a central area of work and we continue to work with the City, social service providers, Caltrans, ACTC, and stakeholders to address blight and encampments in these areas. Other improvement projects include the removal of hazardous fixtures in the public right-of-way, painting of street furnishings, removal of graffiti, drought-tolerant plantings in public medians, street tree pruning, light pole banners to beautify and enhance the brand of the District, building art, extending a wayfinding signage program in Jack London, and establishing cleaner operations at the Wholesale Produce Market. The essential cleaning and safety crew maintain a strong visible presence.

Public safety is a key community priority, and our statistics are improving significantly. In 2024 Jack London Improvement District was awarded a significant grant to serve as project lead for a downtown-wide coordinated safety effort, improving community-based camera technology and public-private coordinated response, thanks to the advocacy and coordinated work of a group of Downtown stakeholders convened by the Oakland Metropolitan Chamber of Commerce. We continue to convene public safety forums for both residents and merchants focused on reducing crime with a diverse group of property and business owners, residents, members of OPD and elected representatives. We have provided multiple crime prevention trainings, grants, and other direct assistance to merchants to keep workers and visitors safe. We advocate with partners and stakeholders including the Oakland Metropolitan Chamber of Commerce, Visit Oakland, neighboring Business Improvement Districts, the DA’s Office, OPD, and elected officials to ensure maximum positive impact and that efforts are aligned.

The Port of Oakland is a vital part of Oakland’s and Jack London’s economic success and infrastructure, and extends Port’s educational and community reach in the District. The District is proud to highlight the Port and its programs through promoting its educational and community events such as the Harbor Tour, and has coordinated with the Port’s Community Affairs and Social responsibility for Port presence at community events and to extend contracting opportunities to the local business community.

Development is crucial to the economic vibrancy and livability of Jack London District-- including making the development vision of the Square a reality. Today, transportation improvement designs, housing and commercial projects, and long range plans are underway. The District works closely with developers and project staff; from hosting community forums to tracking entitlements so these important community processes can ensure maximum positive impact.

Jack London Improvement District is becoming increasingly relied-upon for its beautification, safety, and economic development services as an improved standard is established, maintained, and even more people enjoy living, working, and visiting our district.



Attachments:

- 1) Jack London Improvement
- 2) Jack London Improvement District Map of Port Share Plan

District 2025 Operating Budget