



Port Share Plan 2024 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 an 11-member volunteer Board of Directors representing a thriving and engaged mixed-use community.

In 2023 the JLID completed its successful renewal for another 10 years of service to the District, which involved an extensive process of community engagement. The Board of Directors has identified two key priorities to focus our work in the upcoming year: responding to public safety and creating welcoming gateways. Oakland is still challenged with recovery from the pandemic. Our organization has committed itself to promote diversity, equity, and inclusion in our work, and is pivoting along with our resilient and innovative merchants to navigate new safe ways of doing business.

This 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. As neighborhood stewards and community builders, the Improvement District 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 \$251,362.09 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 continues its contract with service provider Block By Block to deploy much-needed 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. 2024'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.

Overview of Cleaning and Safety Program

In 2023, the Ambassador team has:

- Collected over 196,000 lbs. of litter from sidewalks and public spaces
- Cleaned up 3,100 biohazards
- Provided over 3,500 hospitality interactions
- Removed 4,400 instances of graffiti

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, Caltrans, ACTC, and all projects to move this forward. 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. We continue to convene a task force focused on reducing crime, 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. Crime remains a concern, but police presence and responsiveness has increased and incident numbers have gone down. In our public safety work, along with other important efforts, we work with a variety of 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. Thanks to the advocacy and coordinated work of a group of Downtown stakeholders convened by the Oakland Metropolitan Chamber of Commerce, this year the JLID was awarded a City grant, serving as fiscal sponsor and project lead for a broader downtown coordinated safety effort, improving technology and public-private coordinated response.

The District is working and advocating to ensure welcoming access and deter unwanted street activity, blight, and hazardous encampments. This enormous regional challenge is a significant concern to all --- sidewalks and streets are unsafe and unhealthy places for people to live.

The District recognizes the Port of Oakland as a vital part of Oakland's economic success and infrastructure, and has extended the 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 business and 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. Property owners, business owners, residents and visitors alike have thanked our ambassadors and given compliments to our team. We expect the benefits to broaden as an improved standard is established, maintained, and even more people enjoy living, working, and visiting our district.

Attachments:

- 1) Jack London Improvement District 2024 Operating Budget
- 2) Jack London Improvement District Map of Port Share Plan

Jack London Improvement District Simplified View:

Operating Budget 2024

	2023	2024 Proposed
Revenue		
Total 4000 Assessment Income	\$1,160,256	\$1,617,800
8700 Contingency allowance for uncollected assessments	-\$92,821	-\$113,246
Budgeted Revenue	\$1,067,436	\$1,504,554
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$390,360	\$557,346
7150 & 7200 Subtotal- Port Share	\$195,143	\$251,362
7400 Maintenance Operations + Management	\$53,408	\$214,392
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$638,911	\$1,023,100
7700 MED Marketing & Economic Development		
7710 & 7800 Management & Operations	\$137,735	\$147,000
7800 Special Projects	\$55,400	\$78,500
Total 7700 MED Marketing & Economic Development	\$193,135	\$225,500
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance	\$149,485	\$126,227
8510-8580 Office Operations	\$56,530	\$61,115
Total 8000 AGCR Administration & Government/Community Relations	\$206,015	\$187,341
Total 8600 Collection Fees	\$29,375	\$68,496
Total Expenditures	\$1,067,436	\$1,504,437
Gross Difference	\$0	\$0

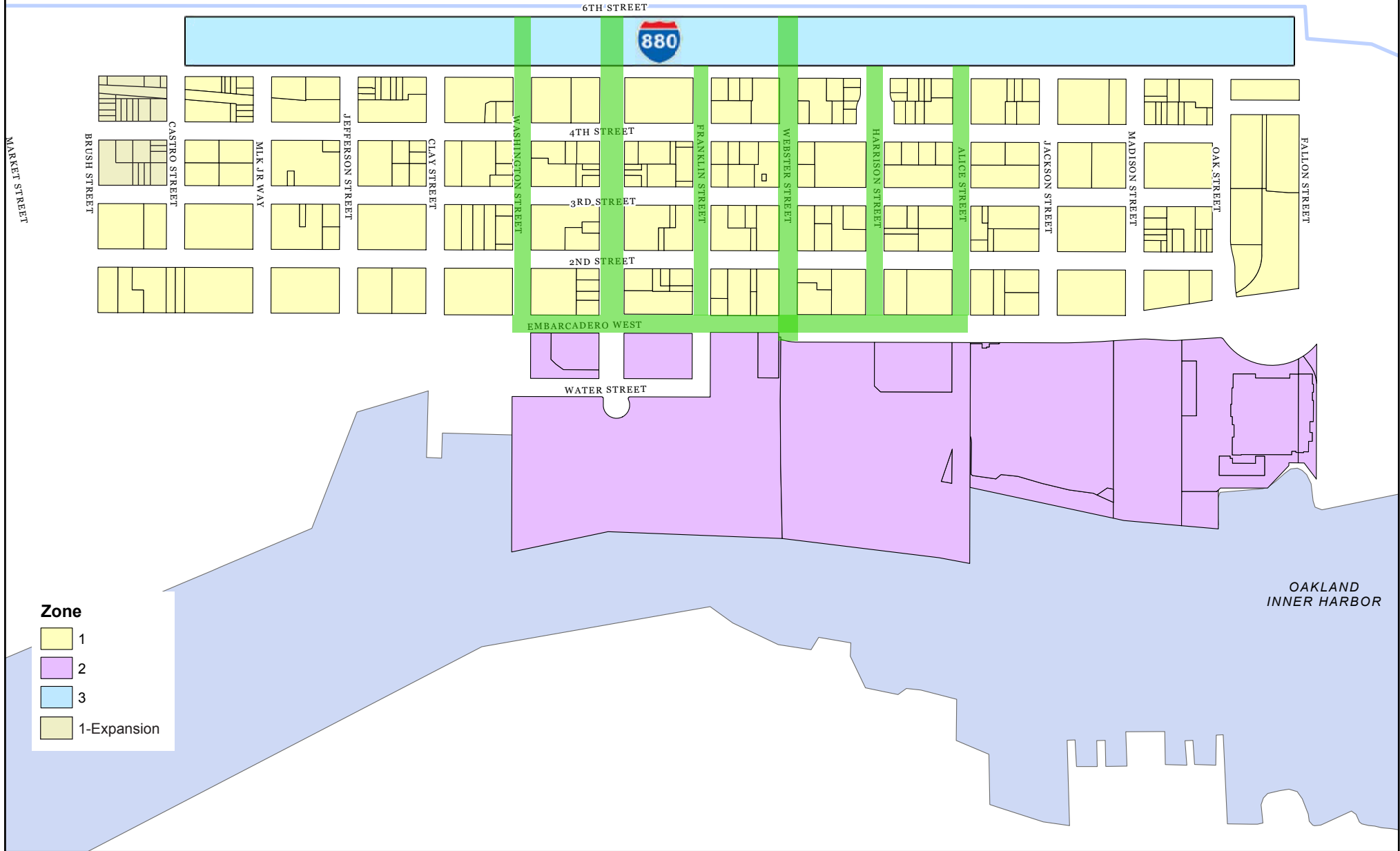
Percentage Allocation by area of Work	Management Plan	2023	2024
Maintenance & Beautification	55%	55%	63%
Marketing & Economic Development	18%	17%	14%
Administration & Government	19%	18%	12%
Contingency & Collection	8%	11%	11%

Budget Management. The management corporation may reallocate funding within the service categories, not to exceed 10 percent of the annual budgeted amount for each category consistent with the Management District Plan.

2024 Operating Budget Notes: Three new staff positions including two new Ambassador positions and a Public Space Manager, supporting equipment including bikes and branded clean/safe program equipment. Staff positions are more accurately funded by time allocation within work categories.



Jack London Improvement District



Zone

- 1
- 2
- 3
- 1-Expansion