



## **Port Share Plan 2018**

### **Jack London Improvement District**

Jack London Improvement District proposes to use funds collected from the Port assessment of \$122,122.92 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 (see attachment 2). 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 District will reimburse the Port \$22,050.00 for services on Tidelands Trust Lands, which includes a stakeholder-supported 5% permitted increase from the 2017 assessment. Since initiation of operations, Jack London Improvement District has incurred significant cost increases, such as the 2015 minimum wage increase due to Measure FF (Lift Up Oakland), office rent, and Waste Management Trash Pickup. Our fixed costs that include Ambassador staffing, garbage collection, and office expenses represent 76% of our annual budget.

The Port's resources are applied to critical gateways to Oakland's waterfront that experience increased pedestrian and visitor traffic. The annual budget 2018 includes the deployment of an ambassador team 7 days a week, from 7AM to 9PM Monday through Thursday, 9AM to 11PM Friday and Saturday, and 8:30AM to 4:30PM Sunday.

In 2017, the Ambassador team has:

- Collected over 61,000 lbs. of litter from sidewalks and public spaces
- Cleaned up 816 illegal dump sites
- Provided over 3,667 walking escorts and/or greeted visitors to give directions
- Removed 1,499 instances of graffiti

Intensive 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 and ACTC on relevant improvement projects. The District worked intensively with the City of Oakland to successfully scope and select a project team for the ambitious Walk This Way project (Broadway/Webster Improvements). As the Cleaning, Safety and Hospitality team has been established; we have taken on more special projects including the removal of hazardous fixtures in the public right-of-way, painting of street furnishings, removal of extensive graffiti in the public right-of-way, drought-tolerant plantings in public medians and more. In addition, the District has coordinated street tree plantings, and installed light pole banners to visibly beautify and enhance the brand of the District. This year the District takes on additional special projects to improve the public right-of-way; including expanding blight abatement through building art, promoting District businesses through creative promotions and events, and extending the City's pilot wayfinding signage program in Jack London—in close coordination with Jack London Square, Amtrak, WETA, and other stakeholders.

The District recognizes the Port of Oakland as a vital part of Oakland's economic success and infrastructure, and has found opportunities to extend 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 the National Night Out celebration for the past few years.

Development is crucial to the economic vibrancy of Jack London District-- including making the development vision of the Square a reality. The District therefore has been working closely with its developers—including Carmel Partners, Mill Creek Residential, Austin Group, and most important to the Port, CIM; moving entitlements forward through consistent project advocacy to staff and elected officials. In comparison to other adjacent development projects, the District's projects have moved ahead faster and more smoothly.

The District is working to deter unwanted street and public right-of-way blight, ensure safe and welcoming access, and deter property damage. To that end, the District has focused on sustainable solutions to encampments present at areas around Jack London. This enormous regional challenge is a significant concern to all of us involved in community development as sidewalks and streets are unsafe and unhealthy places for people to live—both for passers-by and the homeless. We have seen some notable success from advocacy work in encampment mitigation through the sanctioned encampment established at 5<sup>th</sup>/6<sup>th</sup> and Brush streets. Though the sites are geographically outside the bounds of the District, District has convened unprecedented policy discussions and has joined Old Oakland and West Oakland stakeholders in strongly advocating for City and County action to address the Encampment Crisis.

Jack London Improvement District has received considerable positive feedback on the improvements, and is becoming increasingly relied-upon for its beautification, safety, and economic development services. Merchants, business owners, 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.

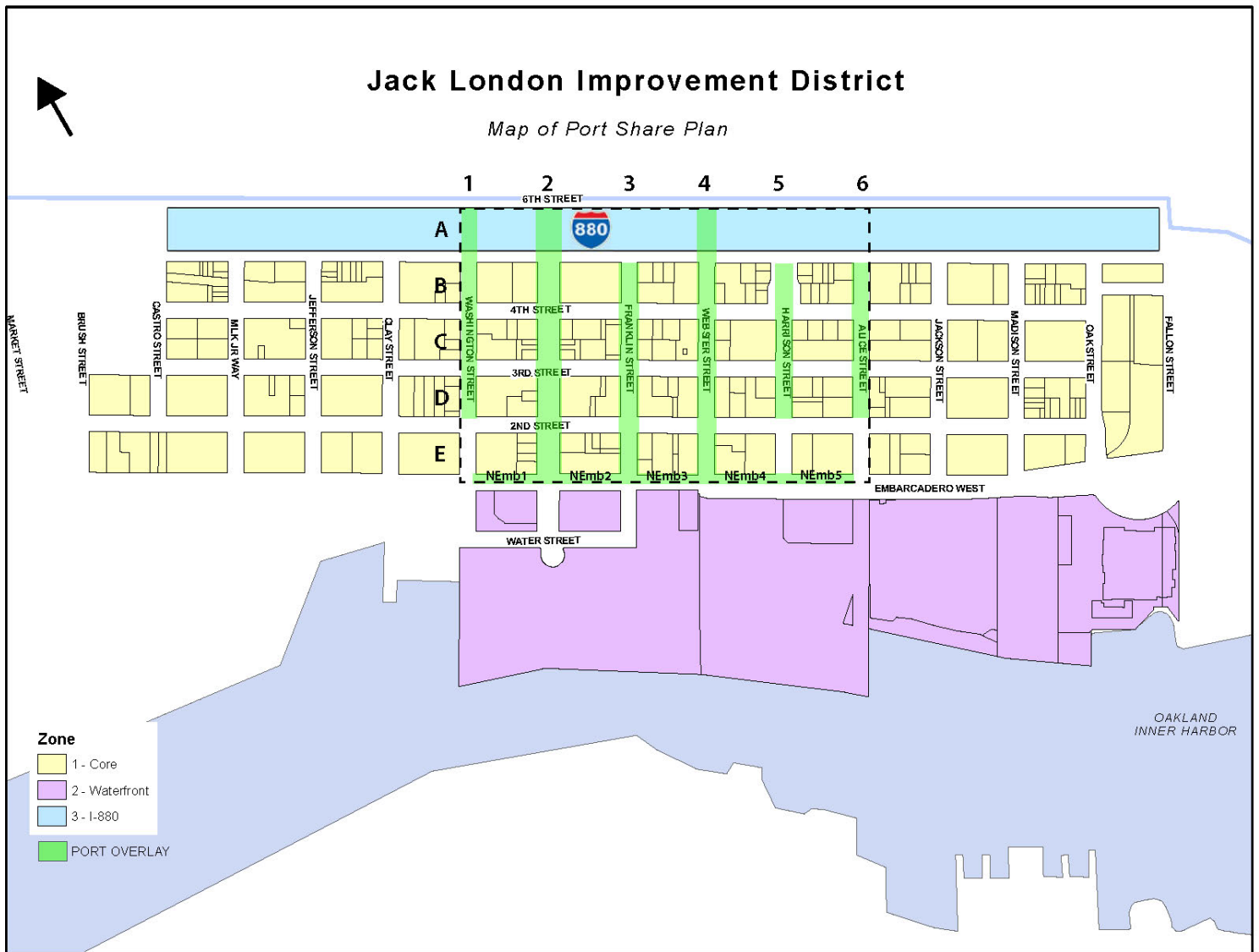
Attachments:

- 1) Jack London Improvement District 2018 Operating Budget
- 2) Jack London Improvement District Map of Port Share Plan
- 3) Clean and Safe Program Overview
- 4) 2017 Annual Report

# Jack London Improvement District Budget 2018

	Budget
<b>Revenue</b>	
4000 Assessment Income	
4100 Port of Oakland Assessment	\$122,122.92
4200 Non Port Assessment Income	\$742,756.00
Caltrans Assessment	\$28,547.58
4250 Prior Year Assessment Adjustments	
<b>Total 4000 Assessment Income</b>	<b>\$864,878.92</b>
4350 Corporate Donations	
<b>Total 4300 Grants/Contributions</b>	
Uncategorized Revenue (2017 Carry-Forward)	\$5,000.00
9100 Bank Interest	
<b>Total Revenue</b>	<b>\$869,878.92</b>
<b>Expenditures</b>	
7000 MBSSI Maintenance, Beautification, Safety & Streetscape	
7100 Ambassador Services	\$370,960.15
7150 Ambassador Services-Port of Oakland	\$100,072.92
7200 Services on Tidelands Trust Lands	\$22,050.00
7400 Maintenance Operations	\$18,500.00
<b>Total 7000 MBSSI Maintenance, Beautification, Safety &amp; Streetscape</b>	<b>\$511,583.07</b>
7700 MED Marketing & Economic Development	
7710 District Management	\$92,079.65
7750 Marketing Operations	\$8,000.00
7800 Special Projects	\$25,067.16
<b>Total 7700 MED Marketing &amp; Economic Development</b>	<b>\$125,146.81</b>
8000 AGCR Administration & Government/Community Relations	
8010 District Management	\$92,079.67
8050 Training & Professional Development	\$4,500.00
8110 Accounting & Taxes	\$4,200.00
8130 Computer Service & Support	\$500.00
8150 Consulting & Legal Expenses	\$3,000.00
8200 Fees & Permits	\$500.00
8410 Insurance (D&O)	\$675.00
8420 Insurance (General Liability & Auto)	\$3,350.00
8425 Insurance (Workers Comp)	\$1,300.00
8430 Membership Fees	\$1,300.00
8450 Special Projects (Board Development)	\$3,200.00
8510 Office rent	\$37,500.00
8520 Office Improvements	\$2,500.00
8530 Office Furniture & Equipment	\$1,400.00
8540 Postage, Shipping, Delivery	\$1,200.00
8545 Local transportation	\$1,000.00
8550 Printing & Copying	\$1,200.00
8560 Supplies	\$2,000.00
8570 Telephone & Telecommunications	\$2,580.00
8580 Utilities	\$3,780.00
<b>Total 8000 AGCR Administration &amp; Government/Community Relations</b>	<b>\$167,764.67</b>
8600 Collection Fees & Contingency	
8680 Contingency allowance for uncollected assessments	\$43,243.95
8610 Collection Fees	
8630 Alameda County fees (1.7%)	\$14,702.94
8640 City of Oakland fees (1% except Port)	\$7,437.49
<b>Total 8600 Collection Fees + Contingency</b>	<b>\$65,384.38</b>
9310 Taxes/Fines/Penalties	
<b>Total Expenses</b>	<b>\$869,878.92</b>

## Attachment 2: Jack London Improvement District Map of Port Share Plan



## **Attachment 3**

### **Clean and Safe Program Scope of Services**

#### **Services – Safety & Hospitality**

Ambassadors patrol the District on the lookout for unwanted activity and deterring criminal behavior. These patrols provide a broad opportunity to interact with pedestrians as friendly, goodwill representatives of Jack London, sharing information and making recommendations. Ambassadors assigned to the safety and hospitality function will perform the following services:

##### **Hospitality**

- Offer a friendly greeting and assistance
- Provide directions
- Provide recommendations on things to see and do
- Answer any questions the public might have
- Identify customer service opportunities such as carrying packages or holding a door

##### **Deter & Report**

- Continually circulate through their assigned zone and through the specified parking facilities within the district to provide high visibility to deter unwanted behaviors
- Report unwanted activities, crimes or disturbances
- Assist police by being 'witness complainants' in cases involving Ambassadors
- Ambassadors will be responsible for interacting with persons creating quality of life issues, to advise them of local ordinances and requesting compliance. All Ambassadors are trained in 'situational protocol' to appropriately handle situations in a firm, courteous manner.

##### **Public Safety**

- Ambassadors offer a walking escort between any two points within the District

##### **Information Sharing**

- Ambassadors work with the local police department to share safety and security related information with stakeholders. For instance, if the police department has crime prevention brochures, the Ambassadors are utilized to distribute this information. The Beat 1X NCPC is hosted monthly at the District Headquarters, with Ambassador staff and District stakeholder participation.

##### **Business Contacts**

- Engage the manager of the business
- Share safety related public information
- Gather information on any matters affecting the business and report back

##### **Social Service Outreach**

- Ambassadors will engage homeless persons to conduct welfare checks and encourage engagement with service providers.

Patrol Methods include Bicycle Patrol, Foot Patrol, which will provide the above services using the most practical, efficient methods possible

#### **Services – Cleaning and Safety**

Cleaning and Safety Ambassadors serve primarily as a custodial service with a secondary role as a public information resource to District visitors, workers, shoppers and residents. Unless otherwise specified, areas of responsibility for the Clean Team include all pedestrian public rights of way, the sidewalks from the building line to the curb and alleys adjoining benefiting properties of the District Area from the

building line to the opposing building line. Activities of the Clean Street Team include:

- Litter Abatement- Removal of litter, trash, and debris, and extending a distance of 18 inches beyond the curb into the street or alley, by mechanical or manual means
- Weed Abatement- Killing and removal of weeds and grass. Contractor shall spray weeds as needed with chemicals meeting all Federal, State and Municipal laws and regulations.
- Removal of Graffiti- Remove or cover graffiti from the first floor of buildings facing or visible from public rights of way, and from utility poles, mail boxes, courier boxes, newspaper or magazine boxes and kiosks, public telephones, parking meters and other fixtures, within 24 hours after the graffiti appears (subject to any delay necessary to obtain consent of the owner of any private property),
- Power Washing- as-needed, responding to hazardous conditions and public health concerns,
- Special Projects- including signage installation, way-finding, decorative painting, median planting, street tree installation and maintenance.

Problems and issues related to baseline services which are the responsibility of the City of Oakland will be reported to the responsible city agency by the Operations Manager as they occur or are observed.

## **JLID Position Overviews**

The following positions comprise the Ambassador program of the Jack London Improvement District:

### ***Operations Manager***

The Operations Manager is the single most important position to the success of each of our programs. The Operations Manager is assigned solely to the District and serves as the daily point of contact for the organization to the program.

Core functions of the Operations Manager are as follows:

- Coordinate recruitment, selection, training and scheduling of staff
- Manage program outcomes and reporting requirements
- Participate in field work assignments, interact with property owners, and inspect the quality of work
- Work with the Block by Block corporate staff to make recommendations for continual program improvement

### ***Team Leader***

Team Leaders serve as working team members, with responsibility of serving as the primary supervisor for all front-line activity on their respective shift. They will provide work assignments to staff, ensure quality and maintain performance standards.

### ***Ambassadors***

Ambassadors are the front line staff of the program, and will provide a high level of visibility and public engagement as they circulate through their assigned zone, providing described safety and hospitality or cleaning services.

# JACK LONDON CLEAN AND SAFE

STATISTICS

YEAR OF 2017

## Jack London's Ambassadors have been hard at work

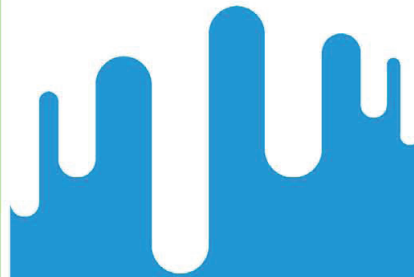
Comments? Contact us at:  
[info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)



**61,073LBS**  
of trash and debris  
removed from the  
Public Right-Of-Way

**1,499**  
Graffiti sites  
addressed

**1,321**  
Blocks of weed  
abatement



**816**  
Illegal Dumping  
sites have been  
cleared.

**2,660**  
Stickers, Posters,  
Flyers removed  
from City Fixtures.

**3,667**  
Individuals  
assisted by our  
Ambassadors



# JACK LONDON

OAKLAND™



2017  
ANNUAL  
REPORT

[JackLondonOakland.org](http://JackLondonOakland.org)

# 2017 IMPACT REPORT

Jack London Improvement District nears 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 in 2017 with exciting new businesses, developments, programs, community partners, and events in store.

Savlan Hauser  
Executive Director

Courtney Rosiek  
Administrative Coordinator

Bill Stotler, Outgoing President

Sara May, Outgoing Secretary  
Incoming Treasurer  
Metrovation Real Estate

Saied Karamooz, Incoming President  
Business and Property Owner

Vivian Kahn  
Kahn Mortimer Associates

Sam Nassif  
Z Hotel Jack London Square

Peter Gertler  
Property Owner

Paul Thyssen  
Property Owner

Erin Coburn  
Business Owner  
minimo Wine Shop

Michael Carilli  
The Port Workspaces

Jennifer Koidal  
GM, Jack London Square

# CLEAN SAFE STREETS PROGRAM

**Operations Manager**  
Carlos Paz Rivera

**Ambassadors:** Jerrold Mack,  
Markisha Johnson, Camri Manney,  
Fabian Sanchez, Geronimo Jones



# JACK LONDON CLEAN AND SAFE

STATISTICS

**DECEMBER 2016 YTD**

**Jack London's  
Ambassadors have been  
hard at work**

Receive Jack  
London's Clean  
Safe Statistics by  
signing up for a  
monthly email  
update!



**46,327 lbs**

of trash and debris  
removed from the  
Public Right-Of-Way

**664**

Illegal Dumping  
sites have been  
cleared.

**766**

Blocks within the  
District have  
undergone weed  
abatement.

**1,786**

Graffiti sites  
addressed

**2,802**

Stickers, Posters,  
Flyers removed  
from City Fixtures

**2,268**

Individuals assisted by  
our Ambassadors  
while in the District

# CELEBRATING DISTRICT IDENTITY

## THIS YEAR, JACK LONDON...

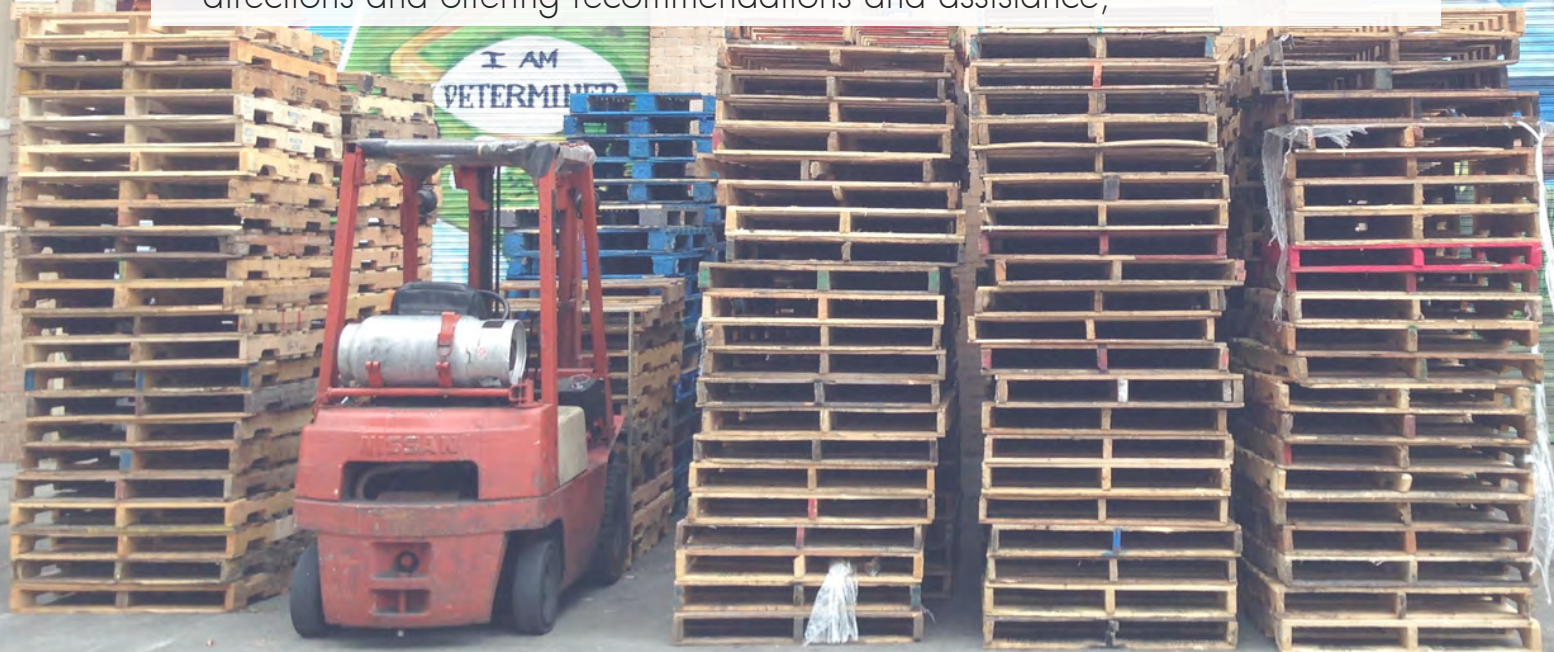
Installed over 100 iconic light post banners created by a local design team, celebrating District's unique identity.

Celebrates the Centennial of the Historic Wholesale Produce District.

Promoted local tourism with partners Amtrak San Joaquin and Visit Oakland through initiatives such as the Oakland Urban Wine Trail and Ale Trail.

Hosted community partner events and incubated startups including Bike Solar Oakland, STEAM Factory, and food businesses to activate the gateway to the District.

Jack London Ambassadors served as a hospitality presence, helping with directions and offering recommendations and assistance,







# TACKLING TOUGH ISSUES

We host interactive educational events with local leaders and subject matter experts, attracting broad stakeholder attendance and media attention

Past panel talks include:

Industry in Jack London, Art in Public Space, Homelessness, Voter Forum, Retail in Jack London, Future of Jack London

# Connecting Oakland's Waterfront with its Downtown

This year we:

Improved the gateways to the District at the I-880 underpasses. The Ambassador team provided short-term solutions, including pressure washing, and maintenance.

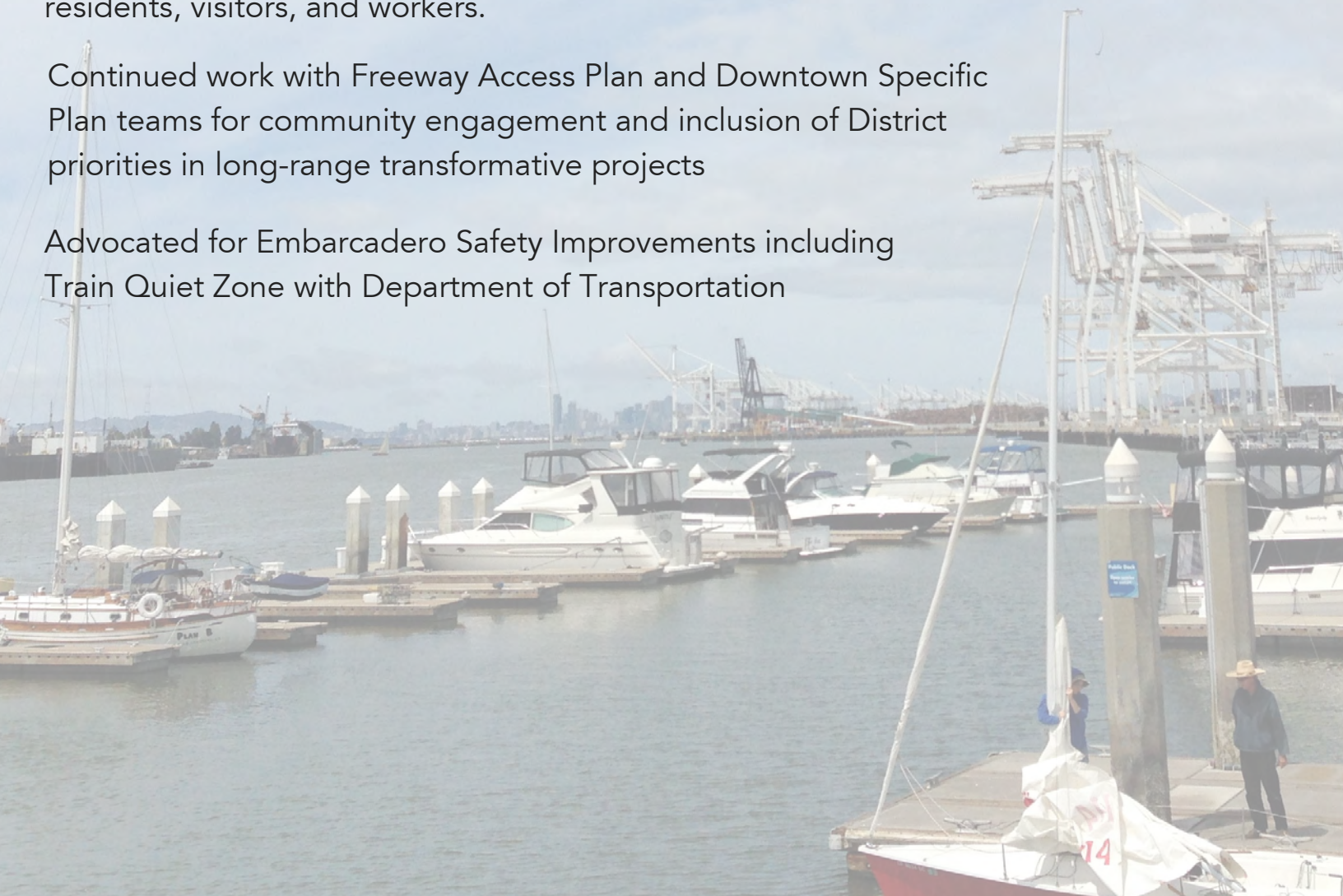
Worked with the City to launch the "Walk This Way" project and selected a consultant team for the soon-to-initiate Broadway Webster Underpass Improvements

Launched a wayfinding signage program-- first District to do so outside of the City's Uptown pilot project.

Sponsored the B Shuttle, specifically extended its evening hours for residents and commuters from 7 pm to 10 pm on weeknights, for safe, convenient access for District residents, visitors, and workers.

Continued work with Freeway Access Plan and Downtown Specific Plan teams for community engagement and inclusion of District priorities in long-range transformative projects

Advocated for Embarcadero Safety Improvements including Train Quiet Zone with Department of Transportation





# ATTRACTING AND SHAPING DEVELOPMENT

Over 500 units are currently under construction—bringing much-needed housing and vibrancy to the District. Jack London has worked closely with Carmel Partners, CIM, Mill Creek Residential, and Austin Group to support positive impact. The District facilitated multiple forums for proposed development projects within the District as well as the ongoing Downtown Specific Plan. These meetings fostered a pipeline for community input on a project.

Thanks to Carmel Partners' support through the project underway at 4th and Madison, secured over \$300K of funds for a façade improvement matching grant program, and for improvements to the Historic District Signage Program.



## MORE THAN JUST A MURAL

The Building Art Program, initiated in 2016, aims to attract artists, and identify space and resources to create and show work. Works to date include wall art, pop-up exhibitions, and original paintings on utility boxes in the District.

With the Building Art Program, we've facilitated 13 unique pieces and became grant recipients for the nationally recognized Museum of Capitalism

Take a walking tour and find out more on our interactive map: [Building Art Map](#)

# Welcome

and to some, welcome back!

Brooklyn West Winery

Federation Brewery

Dolma's

Slainte

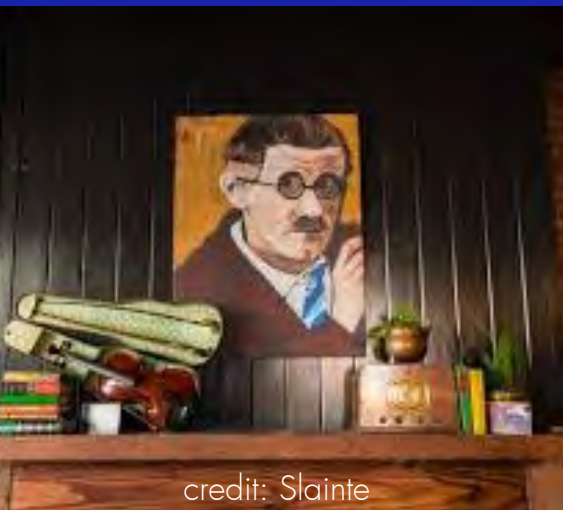
Sea Wolf Public House

Creative Integration

A3 Ventures (AAA Innovation Lab)

Grocery/Cafe JLS

Belcampo



credit: Slainte



credit: Seawolf



credit: Berkleyside




# Financials

Maintenance, Beautification, Safety and Streetscape Improvements	58%	\$472,778
Marketing and Economic Development	15%	\$128,593
Administration, Overhead, Government and Community Relations	19%	\$159,538
Contingency, City, County Collection Fees	7%	\$58,792
TOTAL	100%	\$819,704

Detailed financial reports are publicly posted with board meeting agenda packets. See link below:

[Jack London Board Meetings](#)



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.

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