



Jack London Improvement District Meeting of the Board of Directors and Governance Development Session

September 13th, 2023, 3PM In-Person at 222 Broadway – Kim Cole Real Estate

1. **Call to order and introductions** 3:00
2. **Public Comment and Announcements** 3:00
3. **Executive Update**—*Savlan Hauser* **Discussion Items** 3:05
 - a. Renewal Task Force Update
 - b. SafeCity Surveillance Demonstration of first JLID installation funded by City grant--AVS
4. **Clean & Safe Streets** **Discussion Items** 3:20
 - a. Cleaning and Safety Ambassador Program—Report Attached- *Josh Maratea*
 - b. Public Safety Update
 - i. Public Safety Advocacy: Budget Adoption, Downtown Stakeholders Collaboration, Grant Collaboration
 - ii. Encampment Advocacy: 2nd+MLK, Brush; Oak+Embarcadero, Caltrans airspace
 - iii. Merchant Public Safety Task Force: Coordination between OPD, merchants, private security teams focused on auto burglary and retail-related crime
 - c. Underpass Conditions Task Force Update
5. **Marketing & Economic Development** **Discussion Items** 3:40
 - a. Merchant support: Flex Streets transition to Permanent Parklet Program and Safety Improvements – See Attached Project description
 - b. New website and branding recharge in progress
6. **Financial Review** **Action Items** 3:50
 - a. Approval of July 2023 Financial Reports
7. **Approval of Minutes** **Action Item** 3:55
 - a. July 12th 2023 Meeting
8. **Adjourn Business portion of Meeting** 4:00
9. **Board Development Session** – Governance and Brown Act- *Rena Leddy of UPC* 4-5:00

Jack London Improvement District – 333 Broadway, Oakland, CA 94607 – 510-388-4412

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Jack London Improvement District agendas are posted with the City of Oakland. Action may not be taken on items not posted on the agenda. Copies of the agenda are available at 333 Broadway, Oakland, CA 94607 or through jacklondonoakland.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify info@jacklondonoakland.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item during agenda item number 2.



Second Annual Brewing District Block Party – Boasting all six Jack London breweries plus guests

Executive Update September 2023

- Savlan Hauser, Executive Director

This Summer's Work and Highlights:

Residents, merchants, friends and visitors came together to celebrate the summer in the district. We were proud to sponsor and produce the second annual Brewing District Block Party which celebrated the diverse and acclaimed array of Jack London breweries, with music, prizes, and more. Dozens of local merchants and hundreds of residents partied on Alice street, and connected with first responders, electeds' representatives, building community and awareness. Thank you to volunteers who participated in helping make these events successful.

The Jack London Improvement District's renewal was unanimously approved by City Council in July, with strong support from voting stakeholders. We are focused on the priorities of the community: creating and maintaining a welcoming, safe, active historic destination commercial neighborhood with renewed energy.

In the next several months, we will be working with merchants to improve outdoor seating areas and parklets allowed by the temporary flex street initiative and assist with permits. We continue our focused meetings with District coordinating private security teams, residents, businesses, and OPD to support public safety. [please get in touch](#) if you would like to join the effort. For graffiti or vandalism prevention resources, [get in touch](#). [Bookmark 311](#) or call (510) 615-5566 to report dumping, blight, potholes, etc. Our team addresses what we can as quickly as possible—reporting drives more deployment to our District.

Upcoming Events and Meetings

- **Link21 and Megaprojects Forum 5-7pm** Community forum for briefing on megaprojects soon to break ground and on the horizon including: Link21, Oakland Alameda Access Project, Estuary Bike/Pedestrian Bridge, Estuary Shuttle, and Lake Merritt BART Station Area Development. 9/2/23 in-person at Port of Oakland Community Room, Water Street
- **Beat 1X Neighborhood Council meets Fourth Tuesdays.** Next Meeting 8/26/23 at 6:15PM Via ZOOM all welcome.

Development/ Construction Updates:

Under Construction

- **412 Madison** Groundbreaking 9/9/21. 157 homes, ground floor retail. Developer: Swenson
- Rehabilitation at **322 Broadway @ 4th** Continues, Developer: Smart Growth
- **"Mirador" 201 Broadway**- 48 Homes 4,000sqft retail—Entitled property listed for sale
- **233 Broadway (Z Hotel):** Conversion to 130 residential units and 13 restricted affordable, Buttercup to stay
- **335 3rd Street** – construction underway. 38 Homes, 3 very low income, LEED Certified, by R2 Building

Entitled

- **4th and Alice** Developer: Stay Cal Hospitality + Strombom Properties: Leased to Curopet Veterinary Hospital
- **County-Owned Broadway Properties:** Design/Entitlement Phase: Related Companies and EBALDC
- **200 Alice Street** – 205 Homes, including 62 below market-rate units proposed in entitlement phase by Riaz Capital, Designed by Natoma Architects/ Stanley Saitowitz

CONNECTED SECURITY FOR THRIVING COMMUNITIES

SafeCity™ builds ties between the public and private sector and encourages community-driven and policy-based solutions that enhance public safety and livability. SafeCity™ is a framework that facilitates public-private collaboration to improve urban safety. Built on a foundation of technology that reinforces community policing, our approach allows members of a community to participate and work towards common goals such as public safety, economic growth and operational efficiency.

- ▶ Public-private
- ▶ Community-focused
- ▶ Privacy-centric
- ▶ Policy-based
- ▶ Secure
- ▶ Managed
- ▶ Open and inclusive
- ▶ Data-driven



PRIVACY-CENTRIC MODEL



SafeCity™ video request and retrieval process provides end-to-end continuity, visibility and control across the entire chain-of-evidence. The GDPR-aligned workflow supports a citizen's "right to be forgotten" in how their data is processed and used.

PROGRAM APPLICATIONS



Public Safety



Traffic Safety

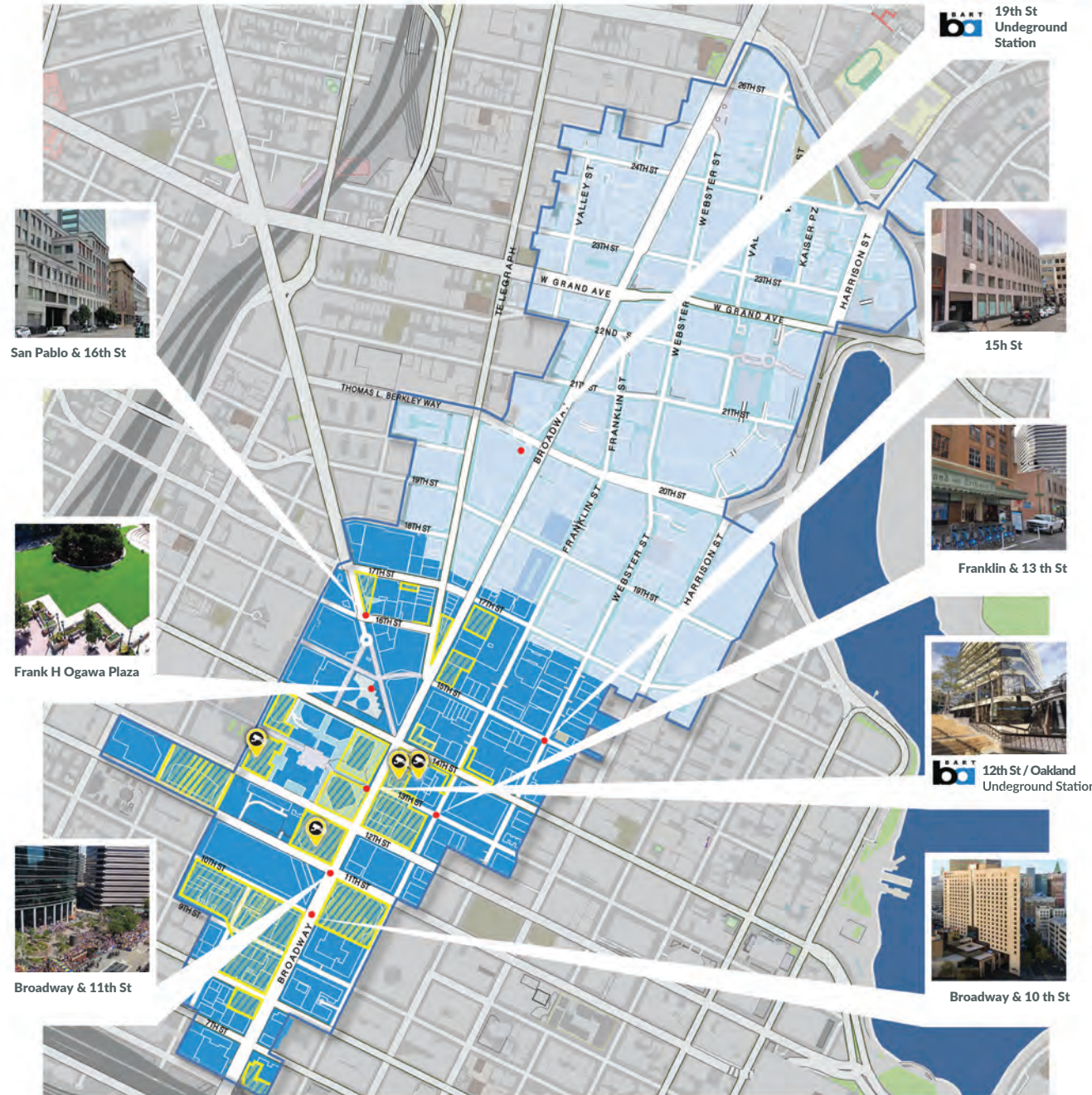


Economic Development



Street Conditions

DOWNTOWN & UPTOWN OF OAKLAND



Legend



Uptown & Downtown Area



Video Surveillance Coverage



Stakeholders and Partners | Participants and Requestors

Community Groups

A community-driven camera program empowers connectivity between residents and community stakeholders as a platform for civic engagement.

Private Sector

Property owners, managers, and merchants play an important role as partners to provide access to footage from exterior facing cameras on the protected community network.

Public Sector

Investigators, prosecutors, public defenders, direct service nonprofits, and health officials request access to forensic-grade video via a policy-based retrieval process with privacy protocols in place.

Policy-based Access Portal

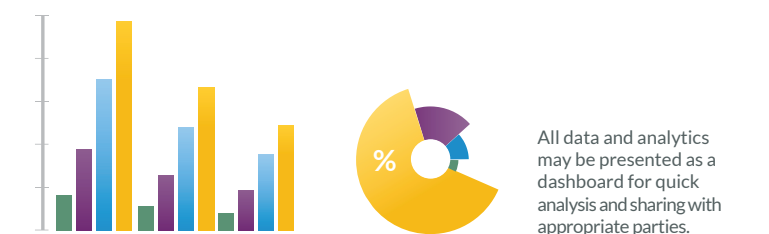
Roles and permissions



Policy-based Workflow



Usage Analytics Reporting





August 2023

JACK
LONDON
OAKLAND™

 SMARTsystem

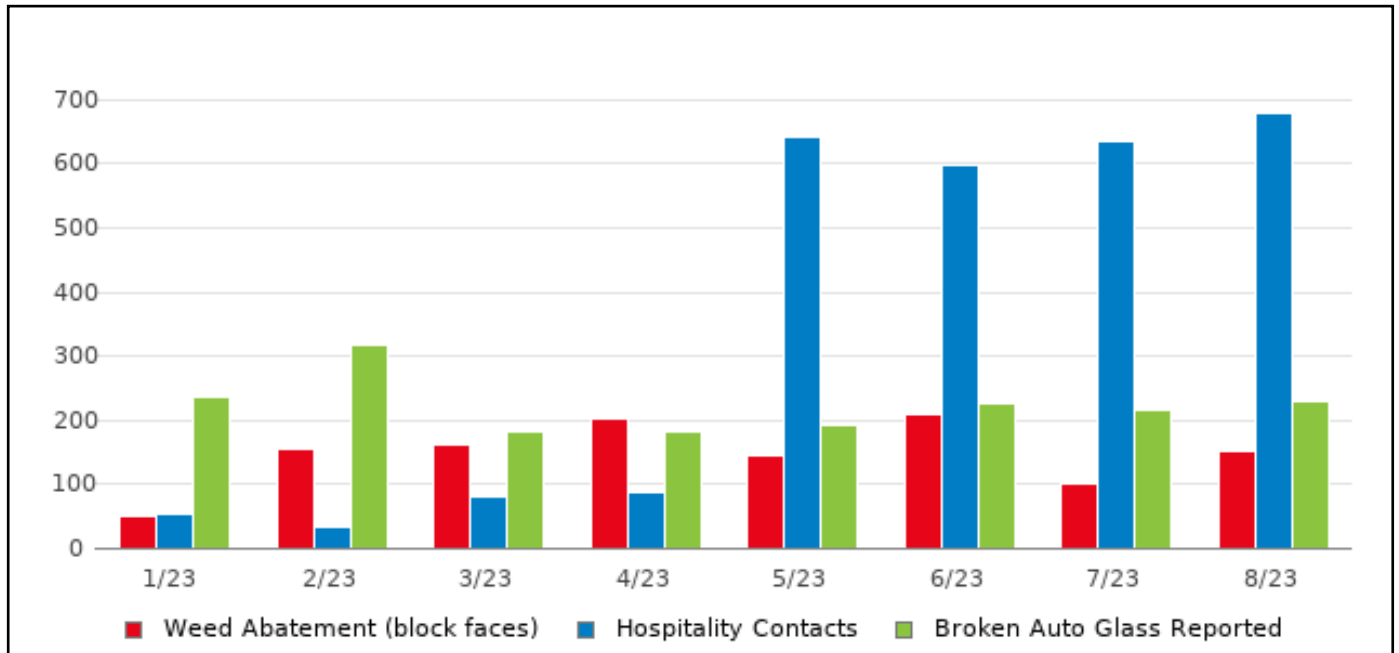
Cleaning Statistics

January 2023 through August 2023

	01/2023	02/2023	03/2023	04/2023	05/2023	06/2023	07/2023	08/2023	TOTAL
Biohazard Clean Up	203	598	347	223	140	196	199	254	2160
Broken Auto Glass Reported	226	325	184	183	191	221	219	229	1778
Business Contacts	205	35	3	22	31	29	35	38	398
Escorts	3	24	3	9	6	8	10	4	67
Graffiti - Removed	168	515	548	233	243	592	457	431	3187
Hospitality Contacts	53	29	85	87	643	599	635	678	2809
Illegal Dumping	4	64	50	66	11	141	26	25	387
Motorist Assist	3	15	7	0	3	22	3	21	74
Parking Meter Cleaned	1976	1763	1423	982	211	216	349	631	7551
Power Washing (block faces)	2	26	15	7	67	23	29	28	197
Trash (lbs)	10111	16201	27563	21798	13827	15928	11856	16813	134097
Trash Cans Cleaned	476	900	1102	208	252	382	265	305	3890
Weed Abatement (block faces)	50	154	162	203	144	211	101	153	1178

Cleaning Statistics

January 2023 through August 2023



Cleaning Highlights

Initiatives

With the addition of our new Team Lead Walter Cook, it has allowed us to focus some more time on powerwashing and cleaning the block faces of businesses to keep storefronts fresh and clean. We also were able tackle the graffiti that plagues the curblines, alongside brick buildings and on the sidewalks.



QUICK VIEW

Aug 01, 2023 -- Aug 31, 2023

28 Power Washing (block faces)

Cleaning Highlights



Field Observations

We have also worked hard to tackle the weeds. Despite the warmer weather, weeds are continuing to grow and we are working to keep them to a manageable level.

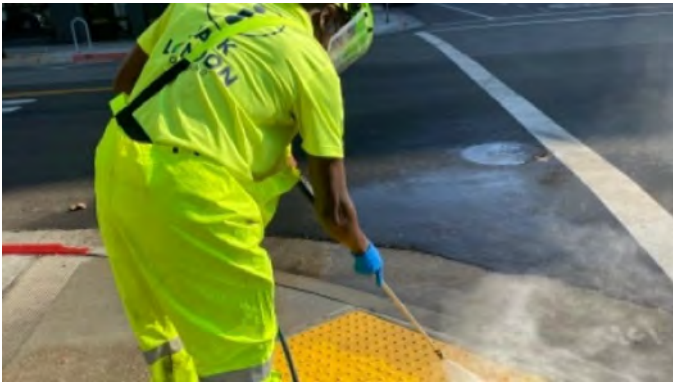
QUICK VIEW

Aug 01, 2023 -- Aug 31, 2023

153 Weed Abatement (block faces)



Cleaning Highlights





Cleaning Statistics

Broken Auto Glass

As many of us aware car break ins are still a big threat to the district and personal property and we are still seeing a vast number each day.



QUICK VIEW

Aug 01, 2023 -- Aug 31, 2023

229 Broken Auto Glass Reported

Cleaning Highlights



Field Observations

Graffiti is still another common problem that never seems to go away but we have worked hard to remain diligent and continue fighting it.

QUICK VIEW

Aug 01, 2023 -- Aug 31, 2023

431 Graffiti - Removed

Highlights

Welcome New Ambassador

We would also like to welcome Walter Cook as our new Team Leader for Jack London Improvement District. Walter comes from experience with Uptown Downtown and as well as a Rover for SF Travel and Tourism. Powerwasher extraordinaire, great athlete, and hard worker. We are glad to have him on the team!



BID+ Alliance

Draft Public Safety Policy Advocacy Points – To be distributed

Action is Urgent.

- 1. Improve Chances of Stopping Crime in Real-Time.** Revise no-chase policy: provide safety guidelines and speed limits for circumstances where chase is warranted and provide immediate air support, coordinate with additional outside resources, coordinate with CHP, chase alternatives such as spike strips, etc.
- 2. Intervene Proactively.** Revise “No Fix-It Tickets” policy: allow traffic stops for vehicles with no license plates, or illegally tinted windows– these are used for consequence-free crime, and intervention sends a strong message of vigilance.
- 3. Deploy all resources entitled to Oakland.** Provide foot patrol officers in all commercial districts and deploy all 15 federally funded positions now.
- 4. Ensure response, evidence and investigative capacity to apprehend and prosecute.** Ensure functionality of OPD’s Camera Registration system for critical coordination between merchant/BID and OPD, improve 911 dispatch, and hire additional OPD investigators to enable successful prosecution.
- 5. Fund key public safety technological upgrades.** Includes community-driven security camera systems, airplane and helicopter + extended hours of availability.
- 6. Coordinate secure, legible parking system.** Spotlight secured parking within commercial districts, explore incentives such as free parking, reimbursement of alternative transportation such as Lyft and public transportation.
- 7. Market and communicate action and successes.** Communicate safety practices, importance of reporting to OPD, real safety measures taken, and publicize successful arrests and apprehensions.

2022/3	Kim	Jonathan	Chris P.	Greg	Peter	Jen	Keith	Michael	Ener	John Eric
April	x	x	x	x		x		x	x	
May	x	x	x	x	x	x		x	x	
June		x	x		x	x	x	x	x	
July	x	x		x		x		x	x	
Aug	x	x	x	x	x	x	x	x	x	
Sept	x	x	x	x		x			x	
Oct		x		x		x	x	x		
Nov	x	x		x	x	x	x	x	x	x (first)
Jan	x	x	x	x	x	x		x	x	x
Feb	x	x	x	x		x	x	x	x	x
Mar	x	x	x	x		x		x	x	x
April	x	x			x	x	x	x		x
July	x		x	x		x		x	x	x



Marketing and Economic Development – Flex Streets to Parklet and Public Right of Way Encroachments Project Update

The City of Oakland is requiring all seating areas and street encroachments that are part of parklets and flex streets come into compliance with current guidelines, and apply for new permits. Many physical improvements related to durability, visibility, and accessibility were overlooked in favor of quick deployment of useable outdoor area during the COVID-19 pandemic. Businesses and their customers have come to rely on these outdoor spaces, which also benefit the overall vibrancy of the District. Therefore the BID has an interest in ensuring these structures are upgraded, supported by neighbors, and permitted by the City.

In anticipation of this potential change, we allocated funds in the 2023 budget to support merchants or property owners in implementing these improvements, and make public-serving outdoor spaces safer and more inviting. Now that the permit process has been established and enforcement will begin, JLID will provide mini-grants to offset costs to merchants, as well as share resources, information as needed. New parklet permit fees will be about \$2,400 (application, records management & technology, OakDOT staff time to review and to inspect the installed parklet, and an annual parking space “rental”), and about \$1,500 each subsequent year (~\$500 permit fee + \$1,000 parking space “rental”). This is apart from design and construction expenses. There are currently 7-9 parklets/flex street sites in our District, and we plan to offer each of these merchants up to \$3,000 of the JLID-allocated funds to offset their expenses to install a permitted parklet or safety improvement in the public right-of-way, and our assistance in applying and completing the permit process.

The City does offer reduced fees and [merchant grants](#) for these improvements, however, our District is not in a zone that is eligible for reduced fees and is lowest priority to receive the grants as per the equity matrix.



Your input is welcomed on this and however else we can support merchants and improved spaces for the benefit of a vibrant and welcoming District.

Jack London Improvement District
Statement of Financial Position
As of July 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1100 Bridge Bank Operating Account	66,572.53
1105 Discretionary Spending at Bridge Bank	703.52
1110 Money Market at Bridge Bank	682,725.83
1120 Federal Credit Union CD	151,004.15
Total Bank Accounts	\$ 901,006.03
Total Current Assets	\$ 901,006.03
Other Assets	
1510 Security Deposits	2,000.00
Total Other Assets	\$ 2,000.00
TOTAL ASSETS	\$ 903,006.03
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	51,075.05
Total Accounts Payable	\$ 51,075.05
Total Current Liabilities	\$ 51,075.05
Total Liabilities	\$ 51,075.05
Equity	
3100 Without Donor Restriction	545,122.01
3300 With Donor Restriction	
3310 Steam Factory	4,625.00
3320 Train Quiet Zone	5,023.84
Total 3300 With Donor Restriction	\$ 9,648.84
Net Revenue	297,160.13
Total Equity	\$ 851,930.98
TOTAL LIABILITIES AND EQUITY	\$ 903,006.03
Cumulative Unpaid Caltrans Assessments	\$ 364,488.43

Thursday, Aug 24, 2023 07:19:03 AM GMT-7 - Accrual Basis

**Jack London Improvement District
Simplified View: Budget vs Actuals 2023**

As of July 31st, 2023

	Actual YTD	Budget YTD
Revenue		
Total 4000 Assessment Income	\$877,755	\$676,817
8700 Contingency allowance for uncollected assessments*	-\$110,368	-\$54,146
Total Budgeted Revenue	\$767,387	\$622,671
Expenditures		
7000 MBSSI Maintenance, Beautification, Safety & Streetscape		
7100 Ambassador Services- Non-Port Assessment Funds	\$225,789	\$227,710
7150 & 7200 Subtotal- Port Share	\$121,737	\$113,833
7400 Maintenance Operations	\$12,407	\$31,155
Total 7000 MBSSI Maintenance, Beautification, Safety & Streetscape	\$359,932	\$372,698
7700 MED Marketing & Economic Development		
7710 & 7750 Management & Operations	\$82,316	\$80,345
7800 Special Projects	\$17,179	\$32,317
Total 7700 MED Marketing & Economic Development	\$99,496	\$112,662
8000 AGCR Administration & Government/Community Relations		
8010-8450 District Management & Governance*	\$92,851	\$87,200
8510-8580 Office Operations	\$27,894	\$32,976
Total 8000 AGCR Administration & Government/Community Relations	\$120,745	\$120,175
Total 8600 Collection Fees	\$15,149	\$17,136
Total Expenditures	\$595,323	\$622,671
Gross Difference	\$172,065	\$0
PBID Renewal Costs	\$21,095	

Percentage Allocation by area of Work	Management Plan	2023
Maintenance & Beautification	55%	55%
Marketing & Economic Development	18%	17%
Administration & Government	19%	18%
Contingency & Collection	8%	11%
<i>Budget Management.</i> 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.		

* Actual is over budget due to elevated insurance expense related to City of Oakland grant (to be reimbursed), and membership fees paid in Q1 2023

Jack London Improvement District - Meeting Minutes of the Board of Directors

July 12th, 2023 3:00-5:00 p.m., 101 Broadway

Present: Jen Nettles, Kim Cole, Michael Carilli, John Eric Henry, Chris Pastena, Greg Pasquali, Ener Chiu

Absent: Jonathan Fong, Peter Gertler, Keith Stephenson

Staff: Savlan Hauser, Rachel Gregory, Josh Maratea

Guests: Gary Knecht, Jenn Newman, Larry Carp, Ruth Meza (DOT), Neil Miller, Nicole Ferrara (DOT), Eric Adams (Nikki Fortunado Bas' office)

Discussions held and decisions made by the Board of Directors.

SUBJECT	DISCUSSION	ACTION?
1. Call to order and introductions	The Board of Directors meeting was called to order at 3:11PM by new Board President, Kim Cole.	-
2. Public Comments and Announcements	<ul style="list-style-type: none"> a. Gary Knecht: requested more notice of Board meetings in our merchant/community newsletters. Gary also inquired about the reallocation of the dormant B-Shuttle budget (addressed later in the meeting) b. Kim Cole: opened up a discussion about how we should be putting our businesses first to create a safer, more vibrant neighborhood. Kim has first-hand experience dealing with potential home-owners in the area, so she commonly has to think of ways to show the new developments on the horizon. Are there ways to show this environmentally/throughout the district? <ul style="list-style-type: none"> i. Jenn Newman: residents want more small businesses in the empty spaces ii. Greg Pasquali: need an updated one-page handout for what to do and where to shop in the neighborhood, what developments are on the horizon, etc. available on the front page of the website <ul style="list-style-type: none"> 1. Currently working on this as part of website redesign iii. Jen Nettles: sales are up in Jack London Square. The tenants that are here right now are happy to be here. JLS has a new farmer's market organizer and it's grown a lot. Wiggins is a Jack London resident who is working on cultivating more vendors, including more produce vendors. If you have suggestions/comments on the new farmer's market, forward them to Jack London Square. c. Gary Knecht: JLID should expand their services to help opening businesses with issues related to PG&E, EBMUD, ACDEH, City of Oakland, ABC, etc. <ul style="list-style-type: none"> i. Savlan: we offer these services, but we can better communicate this support and guidelines on how we can assist new businesses in the area. 	-

3. Executive Update and Governance	<p>Executive Update:</p> <ul style="list-style-type: none"> a. Renewal Task Force Update <ul style="list-style-type: none"> i. Upcoming council vote on renewal 7/18 <ul style="list-style-type: none"> 1. 36% of total assessment in support in the petition phase, now the City has sent out ballots and a majority “yes” vote to be renewed for 10 years 2. Ballots counted on 7/18 and the council will vote ii. Upcoming board development sessions: Governance/Brown Act 101 Refresher and Communications Training TBD August, September 	-
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4. Clean and Safe Streets	<ul style="list-style-type: none"> a. Broadway Improvement Project - DOT Staff <ul style="list-style-type: none"> i. Ruth Meza presented on MLK Jr. street improvements, 2nd to 14th. Planned improvements include: <ul style="list-style-type: none"> 1. Constructing bike lanes to improve safety along bike route 2. New accessible curb ramps, crosswalks, lighting, and wayfinding signage 3. New street trees to keep the street cool in hot weather and improve air quality 4. Underpass improvements such as lighting and art 5. Traffic signal upgrades, included protected left turns to improve traffic safety ii. Nicole Ferrara presented on Broadway Improvements, from 2nd to 11th and 20th to Grand Ave. Planned improvements include: <ul style="list-style-type: none"> 1. Red bus lanes and transit signal priority to improve reliability 2. New ADA curb ramps, crosswalks, lighting, and wayfinding signage 3. Cable upgrades to enable free City Wi-Fi 4. Improvements to the Broadway I-880 underpass with lighting and art 5. Eliminating the existing curved right turn at 6th and Broadway to reduce high-speed turns 6. Traffic signal upgrades and protected left turns to increase safety iii. JLID wrote a Letter of Support for the 10 million dollar grant for these projects iv. OakDOT: will table at NNO on 8/1 v. You can sign up on the OakDOT website for their newsletter to receive updates about these projects <ul style="list-style-type: none"> 1. https://www.oaklandca.gov/mlk 2. https://www.oaklandca.gov/broadway vi. JLID will schedule another time to discuss more projects affecting JL area with DOT and other agencies; Link21, OAAP, Jackson Street, etc. Date set 10/2 at 5PM b. Cleaning and Safety Ambassador Program - Report, <i>Josh Maratea</i> <ul style="list-style-type: none"> i. Cleaning up biohazards, auto-glass, painting 	
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	<ul style="list-style-type: none"> telephone poles ii. Ener: ambassadors should be trained in <i>how</i> to observe and report crimes so we can recognize patterns as a community iii. Chris: recommended looking into having a text message alert system (Eric Adams recommended Signal or Slack) where the community could alert each other about suspicious behaviors and crimes in real time. <ul style="list-style-type: none"> 1. A person could opt in for updates on “car break ins” and opt out of other threads c. Public Safety Update <ul style="list-style-type: none"> i. Budget adoption <ul style="list-style-type: none"> 1. In June, a new budget was adopted by the City. We have been involved in advocacy throughout the budget process to focus on public safety as our number one priority. 2. There will be a new contribution of over \$2 million over the next two years citywide for Ambassador programs ii. Downtown stakeholders collaboration <ul style="list-style-type: none"> 1. “Back to Work Wednesdays” - effort to activate the streets in a coordinated way iii. Grant opportunities <ul style="list-style-type: none"> 1. State Retail Theft Grant (City of Oakland) 2. Savlan: auto-burglaries are currently the leading property crime in the District iv. Encampment advocacy: 2nd and MLK, Brush; Oak and Embarcadero, Caltrans airspace areas v. Merchant public safety task force: coordination between OPD, merchants, private security teams focused on auto burglary and retail-related crime <ul style="list-style-type: none"> 1. JLID is considering assisting the neighborhood and the local businesses set up a public/private SafeCity network model 2. After the Tenderloin district set up this camera system, they saw a significant reduction in local crime 3. Jen Nettles: meeting with SafeCity to see if JLS’ camera system could be integrated with the district’s camera system d. Underpass Conditions Task Force Update <ul style="list-style-type: none"> i. Caltrans is open to ideas of how to activate underpass areas ii. Currently the task force is reviewing leases to see how these areas are being used in other areas iii. Greg Pasquali: Caltrans does not want activations where people loiter (i.e. skateparks) because of the liability 	
<p>5. Marketing and Economic Development</p>	<ul style="list-style-type: none"> a. Merchant support: “flex streets” transition to “permanent parklet program” b. Special Events Sponsorship: Brewing District Block Party, National Night Out 	<p>-</p>

	<ul style="list-style-type: none"> i. Rachel presented on the upcoming JLBD Block Party that will involve 7 Jack London breweries. This small-scale beer fest is a celebration of the craft beer culture in our neighborhood. This block party will take place on Sunday, August 6th on 5th St between Harrison and Alice St. This event brought hundreds of folks to our district last year and we expect a great turnout this year, too. JLID is the sponsor and organizer/producer of this event, which is happening for the second year in a row. ii. Jenn Newmann, Beat 1X neighborhood council chair, is the coordinator of our annual National Night Out block party, happening on Alice St between 2nd and 3rd on Tuesday, August 1st. This event is free to all and invites residents, businesses, and law enforcement to join together and celebrate & strengthen our community. Over 20 Jack London based businesses and non-profits will be tabling at this event. c. New website and branding recharge in progress <ul style="list-style-type: none"> i. Chris Pastena: Instagram needs improvement, more posts about Jack London businesses ii. 20,000 previously allocated to the B-Shuttle was reassigned to merchant-supporting marketing projects, which will cover website redesign and several environmental branding projects. 	
6. Financial Review	a. Approval of May 2023 financial reports	a. Chris moved to approve the motion, Michael seconded, the motion was unanimously approved.
7. Approval of Minutes	a. Approval of Board Meeting minutes from April 12th, 2023	a. Jen Nettles moved to approve the motion, John Eric seconded, the motion was unanimously approved.
6. Adjourn	The meeting was adjourned at 5:15PM	-