



CITY OF OAKLAND

AGENDA REPORT


TO: Jestin D. Johnson
City Administrator

FROM: Ashleigh Kanat
Director, Economic &
Workforce Development
Department

SUBJECT: Corridor Safety Ambassador Grants

DATE: October 21, 2024

City Administrator Approval


Jestin Johnson (Oct 31, 2024 17:33 PDT)

Date: Oct 31, 2024

RECOMMENDATION

Staff Recommends That The City Council Adopt a Resolution 1) Awarding Grants For The 2024-2025 Corridor Safety Ambassador Program To Non-profit Organizations Black Cultural Zone, Laurel Business Association, Jack London Improvement District , Spanish Speaking Unity Council Of Alameda County, Inc., And Trybe Inc., For The Fiscal Year 2024-2025 In An Amount Not To Exceed Three Hundred Thousand Dollars (\$300,000) Per Grantee For A Total Amount Not to Exceed One Million Five Hundred Thousand Dollars (\$1,500,000) To Immediately Enhance Safety Ambassador And Personnel And Safety Programs During The 2024 Holiday Shopping Season And Throughout The Program Year In High Priority Neighborhood Business Corridors Including The Dimond, Greater Downtown, Laurel, Little Saigon, Hegenberger, and Fruitvale Business Corridors And To Establish A Community of Practice Linking City Services And Training For Safety Ambassadors And Personnel; And 2) Authorizing the Administrator To Negotiate And Enter Into Grant Agreements With Grantees For The Fiscal Year 2024-2025 With Authority To Extend The Terms Without Increasing The Amount Of The Grant Awards.

EXECUTIVE SUMMARY

Following roll-out of the Fiscal Year (FY) 2023-24 Corridor Safety Ambassador grants and the reported effectiveness of the program as a crime mitigation strategy, the adopted mid-cycle FY 2024-25 budget allocates \$1.5 million toward Corridor Safety Ambassador grants to support key business corridors across the City of Oakland (City).

Neighborhood-serving business corridors are integral to the City's economic vitality. Yet businesses in Oakland continue to struggle. Property crime in these business corridors increased year over year from 2022 until the start of 2024, creating additional obstacles for

CED Committee
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businesses to recover and build from the economic losses sustained during and following the Covid-19 pandemic. While overall crime has trended downward since the start of 2024 by 34% against last year, robbery, burglary and larceny which impact the viability of the city's business corridors continues to persist (see Attachment A, Weekly Crime Report Citywide).

The proposed resolution would aim to support interventions in six of Oakland's high priority commercial districts as defined by the [OakDOT Geographic Equity Toolbox](#)¹, serving a large sector of the City's visitors, commercial and business groups, and residents alike. Community-initiated interventions, like this Corridor Safety Ambassador program, help build safer, more welcoming, and thriving business corridors, and include streetscape improvements, public safety personnel, and community ambassadors as some of the ways to bring community members together, build communication networks, and draw critical mass to our business districts as a deterrent to theft and property crime.

BACKGROUND / LEGISLATIVE HISTORY

In the FY 2023-25 budget approved by City Council on June 26, 2023, \$1,000,000 was allocated for the Community Ambassadors and Safety Improvements for Business Corridors for FY 2023-24. These funds were allocated to support community driven corridor safety and ambassador initiatives in the Greater Downtown, Fruitvale and Hegenberger business corridors. During the first year of these programs, all community partners reported various degrees of success with community driven interventions, from further building out safety communications and infrastructure within the Greater Downtown community, to providing wellness checks and escorts to promote safety in the Fruitvale and Hegenberger areas, providers reported a number of outcomes that promote safer business corridors and increased commercial activity (see **Attachment C FY23-24 Impact Reports**).

On July 2, 2024, the Oakland City Council approved \$1,500,000 in the FY 2024-25 Budget to support established corridor safety and ambassador programs, again identifying specific neighborhoods of need (see **Table 1** for funding allocations by area and focus). Economic Workforce Development (EWD) staff is tasked with implementing the FY 2024-25 Ambassador Program, guided by a data-driven, equity-based approach that prioritizes areas of need and considers potential impact. Community partners were selected based on 1) evidence of effectiveness in each area, 2) capacity to participate in the Community of Practice, and 3) ability to leverage additional investment in the Ambassador Program.

Based on these criteria and building on the FY 2023-24 results, the Ambassador Program is an opportunity to expand the reach of City Services by strengthening links with local communities. With a focus on clean and safe business corridors, Community Ambassadors play a central role connecting City services and programs to businesses and their communities. Service teams from the Oakland Police Department (OPD), Neighborhood Services Division (NSD), MACRO, 311, Oakland Public Works (OPW) and the Oakland Department of Transportation (OakDOT)

¹ *A tool created as a way for the City of Oakland to prioritize neighborhoods based on concentrations of people with demographic factors determined to have experienced historic and current disparities*

benefit from the Ambassador program's front-line view as they establish and/or improve public service delivery in high and highest priority business corridors.

As part of the next program phase, EWDD will oversee and administer the launch of a quarterly Community of Practice between Oakland's ambassador programs and their Community Based Organizations. The exchange of methods, experience and challenges informs the City's corridor management and local economic development strategies. Community Based Organizations can make this capacity building aspect of the program effective through their own design and input on curriculum.

The Community of Practice will also intentionally focus on the role Ambassador programs play as a workforce development tool. Acknowledging the experience Ambassadors receive on the job provides an opportunity to highlight employment pathways in other sectors such as security, healthcare, environmental construction and maintenance, and public management, building assets and wealth for local residents as communities care for their corridors. The Community of Practice can also help advise on the design of direct links with Oakland's Workforce Development programs.

Table 1: Funds Available

In the FY 2024-25 Budget the following amounts were allocated by area:

Business District/Corridor	Amount Allocated
Downtown	\$300,000
Dimond/Laurel	\$300,000
Fruitvale	\$300,000
Hegenberger	\$300,000
High Priority Corridors, Little Saigon, San Antonio/Clinton Park; Community of Practice for Safety and Corridor Ambassador Services	\$300,000
Total funds allocated	\$1,500,000

Corridor Safety and Ambassador Service Plan

Greater Downtown Area

Within District 3, Downtown Oakland plays an important role in the City and the entire Bay Area, serving as a regional employment center, transit hub, civic and cultural center, and visitor destination. This District hosts 40,000 employees¹ and 5,447 businesses. Hotel, retail, and office uses, as well as arts, entertainment, and nightlife all generate significant fiscal benefits for the City since visitors, shoppers, employers, workers, arts patrons, and nightlife revelers pay a variety of taxes and fees, as well as support local businesses. The safety and cleanliness profile shows 59,375 Service Requests to the City's 311 site. Requests were mainly illegal dumping, police and abandoned autos. District 3 sits within OPD crime Area 1 where commercial burglary increased by 59% from 2021 and 52% since 2017. Downtown, within District 3, is home to many

areas with concentrations of arts and cultural uses, including Jack London Square, Chinatown, the Art + Garage District, Uptown, Koreatown/Northgate, and the Black Arts Movement and Business District (BAMBD). The greater Downtown Oakland is the largest employment center in Oakland and the East Bay, accounting for more than one-third of all jobs in Oakland in 2022. Economic activity in Downtown Oakland also generates tax revenues that support municipal services for Oakland residents throughout the city. As of 2023, Oakland is seeing a slow but significant resurgence of new businesses, including restaurants and entertainment venues owned by a diverse cross-section of Oakland residents.

Dimond/Laurel Business Corridors

Located in District 4, the Dimond business district is comprised of independently owned businesses (Farmer Joe's, La Farine, Bombera) and franchises (Peet's Coffee, CVS, Safeway) concentrated along a two-block radius surrounding the intersections of Macarthur Blvd and Fruitvale Avenue. The business corridor is also a busy transportation hub serving residents in the adjacent Oakmore, Glenview, and Lincoln Highlands neighborhoods. A series of business closures and long-term vacancies increased in 2023 due in part to increased property crime. In 2023, OPD crime data for Area 3 reported commercial burglary increased 92% over the previous year. The Dimond Improvement Association, a volunteer led community group convenes monthly to coordinate and implement a variety of activities including monthly community clean ups, and production of the annual Oaktobefest, a family friendly two-day festival along the Fruitvale/Macarthur business corridor.

The Laurel business district, also in District 4 is on Macarthur Blvd, from 35th Avenue to High Street, and serves as an important business district that serves eastern neighborhoods as well as the District 4 area in the Laurel, Allendale, Redwood Heights neighborhoods to the east, the Dimond District to the north and the Maxwell Park neighborhood to the south. The Laurel Business Improvement District implemented a safety ambassador program during the 2023-2024 holiday shopping season. The program results included a 27% decrease in property crime and a 31% decrease in violent crime during the course of the program from December 1, 2023 to January 15, 2024. The Laurel Business Improvement District will administer the ambassador grants for both the Dimond and Laurel business districts in coordination with the Dimond Improvement Association.

Hegenberger Business Corridor

Within District 7, the Hegenberger commercial corridor serves as an entry point for visitors to Oakland and includes the Airport Business Park. District 7 hosts 4,000 employees and 3,318 businesses including the Airport Business Park which supports the Oakland International Airport, making it a major economic engine for the SF Bay Area. Creating a safe and vibrant commercial district that services the thousands of visitors, business owners and operators in the area is critical to support the region's economy and continued growth. The safety and cleanliness profile shows 64,532 Service Requests to 311 in 2022, 31% were for Illegal Dumping, 11% were for police and 3% were for Abandoned Autos. District 7 sits within OPD Area 6 where commercial burglaries have increased by 124% since 2021 and 59% since 2017. These are some of the highest increases in burglary in the city and the impact of the increase in commercial crime has been felt by District 7's leading employment sectors including hospitality, car rental, gas stations, construction and manufacturing and business owners and operators identified several pressing issues that need immediate attention to provide for a safer business

environment conducive to the increased activity expected during the holiday travel and shopping season including a lack of police presence and slow response times for emergency calls.

Fruitvale Business Corridor

Within District 5, the Fruitvale/International Boulevard commercial area, anchored by the Fruitvale BART Station, the Fruitvale Transit Village adjacent to the BART Station, and various commercial areas located in the District have emerged as an important cultural and commercial center for the Bay Area's Latino community. District 5 hosts 2,659 businesses that employ 9,000 people, offering Latino-oriented goods and services, authentic Mexican and Central American cuisine. The District features widely attended cultural events such as Día de Los Muertos which draws as many as 80,000 people per year. In addition to its retail and restaurant offerings, a distinguishing feature of the district is its rich network of social services, including health centers, schools, and social service organizations, which serve as major employers, draw additional customers to the area, and provide services that help stabilize the surrounding community. Specifically, health and service agencies employ approximately a quarter of the workforce in this area. The three largest non-profit organizations in this area serve more than 40,000 people per year. The Fruitvale Village is a multimodal corridor accessible by vehicle, BART and Bus Rapid Transit (BRT) along International Boulevard and attracts the highest vehicle traffic of any commercial area along International Boulevard (50,000 daily vehicles). The Fruitvale BART station is the 4th busiest BART station in the East Bay with an average of 80,000 monthly trips. The Fruitvale Transit Village, developed by The Unity Council, acts as an important mixed-use, transit-oriented development linking the BART station to International Boulevard. District 5's safety and cleanliness profile includes 67,833 Service Requests to 311 in 2022; 32% were Illegal Dumping, 12% were for Police and 4% were Abandoned Autos. District 5 sits within OPD Area 3 where commercial crime has increased by 92% since 2022 and 73% since 2017.

Community of Practice/Little Saigon/San Antonio/Beat 19X

Trybe Family currently provides corridor safety and ambassador services in the Clinton Park/Little Saigon and San Antonio neighborhoods (Beat 19X). As part of this year's program, Trybe Family will implement and maintain those services in highest priority neighborhood of Beat 19x, and will also lead the peer learning and training model design and facilitation, that is the Community of Practice, wherein Trybe Family will convene, co-train, and provide a working training guidebook that aims to document promising practices and skills training for corridor safety ambassadors.

The curriculum design includes the following topics:

- Calming & de-escalation skills training
- Community engagement skills including direct outreach, relationship and trust building
- Beautification: picking up trash, graffiti abatement, 311, power-washing, trimming trees
- Community Improvements: garden, outdoor fitness equipment, chess/ play tables, gazebos, benches, respite areas, walking paths
- Outreach & Education: making contact with neighbors, patrons, businesses, city staff, visitors, and all general public to establish a safe, pro-social, and welcoming environment of peace and community
- Education of all stakeholders and visitors on community agreements and general safe

practices for the area

- Technical skills: pallet jack/forklift/liftgate, driving trucks, ladder safety
- Safety: CPR/First-Aid, Traffic Safety (how to set up proper traffic signs and how to be an effective signaler)
- Scenario and experiential training: responding to people in mental health crisis, arson, human trafficking
- Administrative skills: using computers, email, data/reporting, and Google Suite
- Resource Navigation and ongoing training for the ambassador team

Within each of these districts, Corridor Safety and Ambassador programs have been previously established to enhance public safety and hospitality. Designed as public private partnerships, leveraging public and private funds, this year's program includes on the job skills training to and local job opportunities, which further advances workforce development priorities in these highest and high priority neighborhoods.

ANALYSIS AND POLICY ALTERNATIVES

While we have seen positive trends with crime overall, property crime continues to have a negative impact on businesses, depressing foot traffic and therefore affecting economic activity. Commercial burglaries hit an all-time high in the City in 2023. Downtown Oakland's commercial burglaries increased 52% over the prior year, the Hegenberger area saw a 124% increase in commercial burglaries in the past year, and the Fruitvale/International Boulevard area experienced a 92% increase over last year. These statistics exclude vandalism and theft. Immediate community-based solutions continue to be needed to secure these and other areas of Oakland's critical business and commercial districts during the peak travel and shopping season, and to sustain recent abatement of property and commercial crime. The most recent crime data exhibits a significant decrease across all crimes since January of 2024, aligning with national crime trends from January 2024 through June 2024. OPD Area crime data is a year over year comparison from September 2023 to September 2024 and shows double digit decreases in burglaries citywide, especially in commercial and auto crime which disproportionately impact businesses (see **Attachment A**).

Community Ambassadors are one of several tools to address the business community's and residents' primary concerns regarding safety in our neighborhoods' heavily used business corridors as part of a holistic, community led citywide safety strategy. Community Ambassadors can play a variety of roles that support a holistic sense of safety and wellbeing, from providing a welcoming presence on the street for residents, visitors and shopkeepers to conflict de-escalation and reporting; they are a community resource to bridge a communication and service gap between neighborhoods and beat officers/street patrols. However, Community Ambassadors alone are insufficient to address more complex drivers of property crime and theft. Therefore, this initiative aims to provide communities with the resources to address specific needs through activities that are customized for the commercial corridors' community assets, resources, and capacity.

The proposed resolution would enhance Community Ambassador and Security Programs during the holiday shopping season in neighborhood shopping areas by making the following grant awards (see also **Table 2**).

- A \$300,000 grant to the Black Cultural Zone Community Development Corporation (BCZ) to implement a layered model of public safety personnel to secure the Hegenberger corridor between the Airport and 73rd Avenue.
- A \$300,000 grant to the Jack London Improvement District (JLID), representing the Oakland BID Alliance and the Downtown Partnership, to sustain and expand the existing safety network, enhance public safety, and support other community-driven initiatives in coordination and alignment with EWDD and citywide safety goals.
- A \$300,000 grant to the Laurel Business Association to support safety initiatives and provide safety ambassadors/security guards in the Dimond and Laurel business corridors.
- A \$300,000 grant to the Spanish Speaking Unity Council of Alameda County, Inc. to implement safety initiatives in the Fruitvale Village and International Boulevard business corridor.
- A \$300,000 grant to Trybe Inc. to design and implement the Community of Practice, and to provide safety ambassadors in the Clinton Park area of Little Saigon, including E.12 Street and International Boulevard business corridors and 19X police beat.

TABLE 2. Commercial Corridor Safety and Ambassador Grant Award

Commercial Corridor Safety and Ambassador Grants (\$1,500,000):		
Grantee	Individual Maximum Grant Amount	Total Not-to-Exceed Grant Amount
Black Cultural Zone Community Development Corporation (4533653), a Nonprofit Corporation to serve the Hegenberger commercial corridor	\$300,000	\$300,000
Laurel District Improvement District (2592345), a Nonprofit Corporation to serve the Dimond and Laurel commercial districts	\$300,000	\$300,000
Jack London Improvement District (3615695), a Nonprofit Corporation, to serve the Downtown commercial district via The Downtown Partnership	\$300,000	\$300,000

Spanish Speaking Unity Council of Alameda County, Inc. (527967), a Nonprofit Corporation to serve the Fruitvale commercial district	\$300,000	\$300,000
Trybe Inc. (3623859), a Nonprofit Corporation to serve the Little Saigon commercial corridor, to lead and administer training/workforce development program (Community of Practice)	\$300,000	\$300,000
TOTAL		\$1,500,000

Public safety is a citywide priority and has drawn support and partnership from several agencies and stakeholders both public and private.

For the Downtown commercial district, JLBID, on behalf of the Greater Downtown Partnerships stakeholder communities is proposing to prioritize technological investments to develop a robust and coordinated public safety network, lighting and streetscape improvements, increased ambassador presence and coordination with law enforcement and the business community, and potentially, a series of activations that aim to create spaces for positive patron engagement and a venue management approach to address crowd flows, engagement, and interactions that create positive experiences for the general public, including young people and families.

For the Hegenberger commercial district, Oakland Police Department, Alameda County Sheriff's Office and the California Highway Patrol have advanced coordinated law enforcement efforts to address crime hot spots. OPD has commenced installation of the City's Automated License Plate Readers (ALPRs) through the FLOCK camera system. These resources complement and will add another layer of support for the Black Cultural Zone, which is an organization that since 2022 has successfully piloted a Corridor Ambassador initiative, recruited and deployed dozens of corridor ambassadors to provide a presence along several business corridors, engaged with business owners, facilitated contact with City services, and reported making over 500 business contacts on everything from support with 311 reports of illegal dumping and service requests to access to business consulting services during the short pilot period (November, 2022 - January, 2023) (Resolution No. [89484](#)).

In the Hegenberger corridor, BCZ in partnership with trusted messengers and violence interrupters in East Oakland, will deploy a multi-layered community engagement strategy and public safety initiative which leverages relationships with a network of trusted ambassadors, CREW, influencers, interrupters, and messengers. BCZ will also engage with community-based private security/safety patrols, involve members of the East Oakland Small Business Alliance and other Commercial Corridor business and property owners, and will coordinate with City Agencies and entities, including the Department of Violence Prevention. The goal is to engage and unify all stakeholders, expedite appropriate responses, and address public safety and

quality of life concerns along the major commercial corridors in East Oakland bounded by Hegenberger/73rd Avenue, MacArthur/Foothill, 98th Avenue, and Doolittle. Building on the success of the BCZ Community Ambassador funding through the 2022 Shop Safe initiative, through this past year, BCZ will once again recruit, stipend, train, and deploy Community Safety Stewards and coordinate with public and private entities in a collaborative, multi-agency approach to secure the corridor during one of Oakland's highest travel seasons.

In the Fruitvale District, Peralta Services Corporation, a social impact subsidiary of The Unity Council, will provide community ambassador services in the heart of the Fruitvale neighborhood, working to keep it clean and safe. This area includes the perimeter of the Fruitvale BART Plaza (a major transportation and cultural hub in East Oakland), and East 12th street and International Blvd from Fruitvale Ave to 37th St. Ambassadors provide foot patrol services during business hours, de-escalate situations when possible and report any safety issues they encounter. They also provide waste management services such as removing trash and small bulk items, and they engage in beautification activities in the community. They will coordinate with City of Oakland cleaning services as needed as well as connect community members to resources to include; social and financial support services, career and resource fairs in the area, and events.

In the Dimond and Laurel Districts, the Laurel District Association will deploy security guards who will also act as ambassadors, patrolling MacArthur Blvd, Fruitvale Ave, Dimond Ave, 35th Ave, and High St during daylight and overnight hours as determined by community input. They will also modernize and upgrade the License Plate Reader camera systems at 10 intersections in the Dimond Laurel MacArthur corridor.

In the Clinton Park and Little Saigon area, Trybe Family will sustain its corridor safety and ambassador services along the E12th Street to Foothill Blvd business corridor, and between 6th Ave to 11th Ave, as well as continue providing services in the 19X police beat. Trybe Family will also convene, facilitate and train the Community of Practice, the cohort of ambassadors and service organizations that will be sharing promising practices as they deploy community driven ambassador services throughout the six business corridors in this program, and extending this training and resource sharing citywide.

In summary, Corridor Safety/Ambassador grants will:

- Immediately expand safety, security, and Community Ambassador programs used in high priority neighborhood shopping and travel areas through the holidays.
- Provide grants to implement community-specific initiatives and infrastructure improvements that support safety, network and community building goals.
- Establish a citywide community of practice, leveraging City service support and training for ambassadors to establish a baseline understanding and relationship with OPD, MACRO, 311 and Neighborhood Services programs to support business corridor organizing and service delivery.
- Respond to and advance community driven activities to build thriving, resilient business corridors across six Oakland neighborhoods.

These grants will compliment multi-agency efforts led by the Business Development team, which convenes Oakland Department of Transportation (OakDOT), Oakland Police Department (OPD), Fire, Code Enforcement and other key departments to steward operational enhancements including high-visibility patrol presence in commercial areas during key shopping times and enhanced coordination with commercial district ambassadors and security, including regular coordination meetings and shared communications devices.

Approval of the recommended action would advance the Citywide priority of **holistic community safety** by providing up to \$1.5M of investment into high priority areas to support safety efforts.

FISCAL IMPACT

The one million five hundred thousand dollars (\$1,500,000) in funding for these grants are available as part of the FY 2024-25 adopted midcycle budget in General Purpose Fund (1010), Economic Development Organization (85411), Miscellaneous Contract Services Account (54919), Business Creation, Attraction, Retention, & Expansion Program (SC11), across Business Corridor Community Ambassador Project (1007109), 1010 Ambassador-Downtown Project (1007627), 1010 Ambassador-Fruitvale Project (1007554), 1010 Ambassador-Hegenberger Project (1007555), 1010 Ambassador-Diamond-Laurel Project (1007556), and 1010 Ambassador- Trybe Project (1007628).

PUBLIC OUTREACH / INTEREST

Staff has been working across multiple City departments including the Oakland Police Department, Department of Transportation, Business Development, Special Events, Department of Disability, and the City Administrator's Neighborhoods Office to address business corridor safety concerns, including responding to safety concerns citywide, and leading and facilitating merchant and resident coordination and collaboration efforts in high priority neighborhoods in Diamond, Downtown, Fruitvale, Hegenberger, Laurel and Little Saigon, in addition to administering the City's Business Improvement Districts (BIDs), including the Laurel Business Improvement District.

Staff convenes a monthly online inter-agency workshop with the above-named City departments to steward, facilitate and implement solutions in close concert with the Uptown/Downtown Nighttime Economy Committee, which includes venue operators such as the Paramount Theater, The Fox Theater, and the multitude of business owners and operators, commercial landlords, residents, business leaders and associations. These efforts have significantly addressed the impacts of the shifts in the type, timing, and impacts of increased nighttime business activity and resulting spikes in property and violent crime.

In addition to our team's inter-agency coordination efforts, the Metropolitan Chamber and its membership, have been convening a diverse group of stakeholders since February of 2023 that represent small business owners, arts, education, developers, BIDs and CEO's – the goal is to have a strong cross section of business interests to ensure better coordination of efforts which in turn results in better coverage, better communication, and better outcomes. This group

continues to meet, coordinate and advance community driven safety activities and solutions and meets regularly with City staff to communicate their needs and priorities. The Jack London Business Improvement District is a key partner to integrate these community driven solutions into a cohesive strategy that addresses, daytime and nighttime safety investments.

The Unity Council has also been an instrumental collaborator, participating and collaborating with Merchants Public Safety Committee, Neighborhood Services Coordinator, business operations and Ambassadors to develop a set of community informed solutions, in addition to coordination with law enforcement and with Staff. Staff attend the Merchant Public Safety meetings in the community and continue to be in communication on responses to ongoing concerns.

COORDINATION

The Budget Bureau and Office of the City Attorney were consulted in the preparation of this report and resolution, as well as Oakland Public Works, Department of Transportation, Parking Enforcement, Oakland Police Department, Fire Department and the City Administrator.

SUSTAINABLE OPPORTUNITIES

Economic: The proposed grants support community driven initiatives and interventions to create safe and welcoming spaces for residents, workers and visitors alike to enjoy during the busy holiday events and shopping season in three of Oakland's high priority commercial corridors, located in the Dimond, Downtown, Fruitvale, Laurel, Hegenberger, and Little Saigon neighborhoods. These corridors play a critical economic and cultural role in Oakland's vibrancy and in the visitor experience, particularly during the holiday shopping and travel season. It is expected that these grants will preserve if not enhance economic activity, retain jobs and support safer business operations during a critical time for the business community.

Environmental: The proposed grants in part support community driven streetscape improvements, which shift the psychology of a space, lead to less illegal dumping, and combined with safety personnel, benefit the environment and can be used effectively as crime prevention strategies by altering how people engage in and move about the physical environment.

Race & Equity: This initiative centers on the urgency from the Oakland business community and residents in high priority neighborhoods, defined as communities with disproportionate concentrations of people of color, low-income households, and high levels of crime relative to other parts of the City. The Downtown, Hegenberger, and Fruitvale commercial corridors experienced a disproportionate increase (52%- 124% from 2022 to 2023) in property crime, retail theft, and robbery. In the current year, these have trended downward, in part due to more coordinated efforts. It is critical to sustain services to support this downward trend, particularly in communities which increasingly house Black, Indigenous and People of Color

business owners and operators who have been disproportionately impacted relative to other parts of the city.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Adopt a Resolution 1) Awarding Grants For The 2024-2025 Corridor Safety Ambassador Program To Non-profit Organizations Black Cultural Zone, Laurel Improvement Association, Jack London Improvement District , Spanish Speaking Unity Council Of Alameda County, Inc., And Trybe Inc., For The Fiscal Year 2024-2025 In An Amount Not To Exceed Three Hundred Thousand Dollars (\$300,000) Per Grantee For A Total Amount Not to Exceed One Million Five Hundred Thousand Dollars (\$1,500,000) To Immediately Enhance Safety Ambassador And Personnel And Safety Programs During The 2024 Holiday Shopping Season And Throughout The Program Year In High Priority Neighborhood Business Corridors Including The Dimond, Greater Downtown, Laurel, Little Saigon, Hegenberger, and Fruitvale Business Corridors And To Establish A Community of Practice Linking City Services And Training For Safety Ambassadors And Personnel; And 2) Authorizing the Administrator To Negotiate And Enter Into Grant Agreements With Grantees For The Fiscal Year 2024-2025 With Authority To Extend The Terms Without Increasing The Amount Of The Grant Awards.

For questions regarding this report, please contact Cristy Limon Johnston at 510-238-6193.

Respectfully submitted,


Ashleigh Kanat (Oct 31, 2024 17:10 PDT)

ASHLEIGH KANAT
Director, Economic & Workforce
Development Department

Reviewed and Prepared by:
Cristy Limon Johnston, Deputy Director, Economic
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Attachments (4):

- A: OPD Weekly Crime Report Citywide – 23 Sep – 29 Sep, 2024
- B. Percentage Changes in Burglary, Oakland Police Department 23, Sep '23 –ep '24, from Weekly Crime Report 23 Sep – 29 Sep,. 2024
- C. Percentage Changes in Burglary, Oakland Police Department Jan – Dec, 2022, from Weekly Crime Report
- D. FY23-24 Program Impact Report

ATTACHMENT A

OPD Weekly Crime Report Citywide – 23 Sep – 29 Sep, 2024



**Weekly Crime Report – Citywide
 23 Sep. – 29 Sep., 2024**

Part 1 Crimes <i>All totals include attempts except homicides.</i>	Weekly Total	YTD 2022	YTD 2023	YTD 2024	YTD % Change 2023 vs. 2024	3-Year YTD Average	YTD 2024 vs. 3-Year YTD Average
Violent Crime Index (homicide, aggravated assault, rape, robbery)	76	4,671	5,835	4,755	-19%	5,087	-7%
Homicide – 187(a)PC	1	89	88	64	-27%	80	-20%
Homicide – All Other *	-	2	5	4	-20%	4	9%
Subtotal - 187(a)PC + all other	1	91	93	68	-27%	84	-19%
Aggravated Assault	31	2,404	2,784	2,391	-14%	2,526	-5%
Assault with a firearm – 245(a)(2)PC	5	366	396	279	-30%	347	-20%
Subtotal - Homicides + Firearm Assault	6	457	489	347	-29%	431	-19%
Shooting occupied home or vehicle – 246PC	3	273	288	191	-34%	251	-24%
Shooting unoccupied home or vehicle – 247(b)PC	-	128	133	71	-47%	111	-36%
Non-firearm aggravated assaults	23	1,637	1,967	1,850	-6%	1,818	2%
Rape	3	145	154	134	-13%	144	-7%
Robbery	41	2,033	2,809	2,166	-23%	2,336	-7%
Firearm	19	868	1,225	891	-27%	995	-10%
Knife	1	80	118	83	-30%	94	-11%
Strong-arm	13	566	783	715	-9%	688	4%
Other dangerous weapon	2	64	68	72	6%	68	6%
Residential robbery – 212.5(a)PC	1	47	75	64	-15%	62	3%
Carjacking – 215(a) PC	5	408	540	341	-37%	430	-21%
Burglary	77	9,407	14,430	6,789	-53%	10,209	-33%
Auto	48	7,400	11,666	4,733	-59%	7,933	-40%
Residential	13	839	1,094	790	-28%	908	-13%
Commercial	11	1,024	1,344	826	-39%	1,065	-22%
Other (Includes boats, aircraft, and so on)	3	128	317	179	-44%	208	-14%
Unknown	2	16	9	261	2800%	95	174%
Motor Vehicle Theft	94	7,135	11,387	8,827	-22%	9,116	-3%
Larceny	61	6,418	7,397	5,236	-29%	6,350	-18%
Arson	1	133	89	81	-9%	101	-20%
Total	309	27,766	39,143	25,692	-34%	30,867	-17%

THIS REPORT IS HIERARCHY BASED. CRIME TOTALS REFLECT ONE OFFENSE (THE MOST SEVERE) PER INCIDENT.
 These statistics are drawn from the Oakland Police Dept. database. They are unaudited and not used to figure the crime numbers reported to the FBI's Uniform Crime Reporting (UCR) program. This report is run by the date the crimes occurred. Statistics can be affected by late reporting, the geocoding process, or the reclassification or unfounding of crimes. Because crime reporting and data entry can run behind, all crimes may not be recorded.

* Justified, accidental, fatal, or manslaughter by negligence. Traffic collision fatalities are not included in this report.
 PNC = Percentage not calculated — [Percentage cannot be calculated.](#)
 All data extracted via CrimeTracer Analytics.



ATTACHMENT B
Percentage Changes in Burglary, Oakland Police Department 23, Sep '23 –ep '24, from
Weekly Crime Report 23 Sep – 29 Sep., 2024

<i>Percentage Change</i>	Area 1 (Downtown W Oak)		Area 2 (N Oak Uptown)		Area 3 (Fruitvale Central Oak)		Area 4 (E Oak Mills Leona)		Area 5 (E Oakland Knowland Park)		Area 6 (Coliseum OAK Airport)	
	1-Yr	3-YR	1-YR	3-YR	1-YR	3-YR	1-YR	3-YR	1-YR	3-YR	1-YR	3-YR
All Burglary	-59%	-43%	-57%	-35%	-38%	-20%	-19%	4%	-29%	-7%	-75%	-62%
<i>Commercial</i>	-48%	-31%	-40%	-25%	-50%	-34%	-21%	0%	-37%	-18%	-19%	-19%
<i>Auto</i>	-62%	-47%	-61%	-39%	-42%	-23%	-30%	-3%	-44%	-19%	-81%	-70%
Motor Vehicle Theft	-19%	2%	-31%	-5%	-14%	6%	-18%	1%	-29%	11%	-20%	-7%
Larceny	-37%	-30%	-23%	-18%	-9%	2%	-15%	-8%	-29%	-16%	-49%	-27%
Carjacking – 215(a) PC	-47%	-24%	-32%	-13%	-34%	21%	-35%	-20%	-21%	-9%	-34%	-20%

ATTACHMENT C

Percentage Changes in Burglary, Oakland Police Department Jan – Dec, 2022, from Weekly Crime Report

Percentage Change	Area 1 (Downtown W Oak)		Area 2 (N Oak Uptown)		Area 3 (Fruitvale Central Oak)		Area 4 (E Oak Mills Leona)		Area 5 (E Oakland Knowland Park)		Area 6 (Coliseum OAK Airport)	
	1-Yr	5-YR	1-YR	5-YR	1-YR	5-YR	1-YR	5-YR	1-YR	5-YR	1-YR	5-YR
All Burglary	2%	6%	18%	2%	-1%	-7%	-32%	-42%	-12%	-29%	66%	48%
Commercial	59%	52%	112%	82%	92%	73%	22%	19%	84%	41%	124%	59%
Auto	-1%	3%	14%	-3%	-7%	-8%	-52%	-59%	-35%	-47%	67%	56%
Unknown Location	73%	110%	25%	75%	217%	116%	300%	131%	22%	28%	20%	43%
Motor Vehicle Theft	19%	33%	1%	33%	4%	14%	0%	13%	6%	22%	-2%	13%
Larceny	30%	16%	30%	22%	-1%	2%	-2%	1%	2%	-3%	44%	24%
Carjacking – 215(a) PC	0%	30%	27%	74%	-3%	78%	-1%	61%	-7%	30%	2%	39%

ATTACHMENT D: FY23-24 Program Impact Report

Greater Downtown Partnership

The past Downtown Corridor Safety Grant are catalysts for additional investment; a “force multiplier” much like the technology infrastructure itself. Property owners have collectively provided tens of thousands of dollars of matching funds or expanded their systems to provide public right-of-way coverage to contribute to the system.

The following table summarizes the amplification of existing systems and the addition of new infrastructure that the 2023/2024 grant has made possible, on which the additional funding will expand:

	Current Installation Sites	Current Networked Cameras	New Installation Sites	Additional Networked Cameras	Additional Camera Views	Total Networked Views
Chinatown	12	32	5	+ 26	+ 41	73
Jack London	1	2	6	+ 40	+ 58	60
KONO	7	76	2	+ 9	+ 12	88
Uptown Downtown	20	200	0	0	0	200
	38	310	16	+ 75	+ 111	421

Fruitvale Business Corridor

The Safety Ambassadors program in the Fruitvale District community, managed by Peralta Service Corporation (PSC), aimed to ensure safety and foster a positive environment for customers, merchants, and vendors. Ambassadors engaged actively in various duties aimed at enhancing community comfort and security throughout their tenure.

The safety ambassador program in the Fruitvale district served:

- 50,000 residents and 15,000 households, part of the Fruitvale and the International Boulevard primary trade area, the area is home to many young families with children.
- 8,000 daily passengers, The Fruitvale Village is next to the Fruitvale BART station which is the East Bay’s 4th busiest station.
- 365 businesses and non-profit organizations, including 45 health, education, and human services organizations, 20 establishments specialize in personal and business services and over 200 retail storefronts and restaurants which the corridor houses.
- International Boulevard, a major road that attracts 50,000 vehicles daily, is particularly vulnerable to property crime.

Fruitvale Public Safety Survey

Between December 2023 and February 2024, fifty-three business owners were surveyed to assess their sense of safety as the grantee The Unity Council sought to increase public safety measures by hiring safety ambassadors to patrol the area.

In the pre-survey, business owners reported high levels of feeling unsafe and crime victimization. Nearly three quarters (74%) stated they did not feel safe during their business hours, and about two-thirds (68%) also indicated that their employees did not feel safe. Additionally, forty-two percent of business owners reported that they had been a victim of a crime near their business, and nearly two-thirds (62%) stated they had witnessed a crime occur against others near their business in the last three months. Their feelings of unsafety were exacerbated by a lack of police and safety ambassadors in the area, with two thirds (66%) reporting that they had not seen police or safety ambassadors in the area in the last three months.

These safety concerns have also impacted their business sales with almost three-quarters (72%) of business owners indicating they experienced a decrease in sales in the last three months.

Twenty-four business owners were then surveyed again in June 2024 to assess the impact that hiring safety ambassadors between December 2023 and March 2024 had on their perceived sense of safety.

According to the post-survey, business owners reported lower levels of feeling unsafe and crime victimization. Half (50%) stated they did not feel safe during their business hours, but nearly two-thirds (63%) indicated that their employees did not feel safe during their business hours. Furthermore, a third (33%) stated they had been a victim of a crime near their business, and about half (58%) reported they had witnessed a crime occur against others near their business in the last three months. These changes could potentially be attributed to the hiring of safety ambassadors, since there was an increase in business owners who indicated they had seen more police and safety ambassadors between December and March, from thirty-four percent to forty-two percent.

Business owners also indicated more positive sales outcomes. Twenty-one percent of business owners who completed the post-survey indicated they saw an increase in sales, compared to only eight percent of business owners who completed the pre-survey.

Hegenberger Business Corridor

Ambassador provider, Black Cultural Zone (BCZ) recruited, trained and deployed 40 Oakland residents that provided conflict resolution, de-escalation and service connections along the Hegenberger business corridor and surrounding streets.

BCZ reports the following outcomes:

- Ambassadors completed nearly 3,000 interactions with businesses and corridor visitors. This reflects their continuous outreach efforts, including weekly check-ins with businesses along their routes.

- Ambassadors provided valuable information on various resources and initiatives, including: BCZ Events, Shop Safe Oakland program, COVID-19 safety protocols, Business Network Support Network (BNSN), Small Business Alliance resources, Oak 311 non-emergency services, Keep Oakland Housed programs, Safety Ambassador Program, Market Hall information
- Ambassadors identified and reported concerns raised by businesses, such as:
 - Business counseling need
 - Public safety issues
 - Issues requiring reporting via Oak 311 (e.g., trash, blight)
- Observations: During their walks, ambassadors documented key observations to inform future program actions, including:
 - Trash and illegal dumping
 - Public drug use
 - Crime activity

Building a Safer, More Connected Community: The Safety Ambassador program goes beyond simply walking the corridors. It fosters a collaborative environment where residents, businesses, and ambassadors work together to create a safer, more vibrant community.

Dedicated Ambassadors: Our dedicated team of Safety Ambassadors walks the designated areas, engaging with residents and local businesses. This interaction builds trust and fosters a shared sense of responsibility for public safety. Beyond these walks, ambassadors become trusted resources, providing residents and businesses with critical information, assistance, and general support daily.

Life-Changing Opportunities: The program's impact extends beyond safety. We've hired and trained several unemployed, underemployed, and hard-to-employ individuals. Many ambassadors expressed immense gratitude for the chance to contribute to their community and regain a sense of belonging. The program provides valuable skills and training, helping them reintegrate into the community and secure future employment.

Collaborative Problem-Solving and Community Vision: Bringing together safety ambassadors and neighborhood messengers fosters a space for residents to share ideas and develop a collective vision for their community. Our January 2024 meeting resulted in a range of "Visionary Ideas" for East Oakland's International Boulevard, addressing issues like youth development, abandoned vehicles, arts & culture, and education. These ideas showcase the community's diverse needs and aspirations, providing valuable insights for future planning and development initiatives.

Looking Forward: The program continues to operate successfully in the Hegenberger and International Boulevard corridor, with ongoing assessments confirming positive community

feedback and sustained safety improvements. BCZ is actively planning year three, focusing on expanding safety walks and fostering deeper partnerships for a more vibrant and secure community.