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OFFICE OF THE CITY CLERK
OAKLAND

2016 JUN 30 AM 11:53

Approved as to form and legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION No. 86299 C.M.S.

RESOLUTION (A) APPROVING THE FISCAL YEAR 2015-2016 ANNUAL REPORTS OF THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT OF 2007, THE DOWNTOWN OAKLAND COMMUNITY BENEFIT DISTRICT OF 2008, THE LAKE MERRITT/UPTOWN COMMUNITY BENEFIT DISTRICT OF 2008, THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011, THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT OF 2012, THE JACK LONDON IMPROVEMENT DISTRICT, AND THE TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT 2015 ADVISORY BOARDS; CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH APPLICABLE DISTRICT 2016-2017; AND (B) AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2016-2017 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF \$219,120.93 FOR CITY-OWNED PROPERTIES IN THE KOREATOWN/ NORTHGATE DISTRICT, THE DOWNTOWN OAKLAND DISTRICT, THE LAKE MERRITT/UPTOWN DISTRICT, THE FRUITVALE DISTRICT, THE JACK LONDON DISTRICT, AND THE TEMESCAL/TELEGRAPH DISTRICT 2015

WHEREAS, the City of Oakland Business Improvement Management District (BIMD) Ordinance allows for the formation of business improvement management districts (Chapter 4.48, Ordinance 12190. 1999); and

WHEREAS, affected property owners petitioned to form the Koreatown/Northgate Community Benefit District of 2007 ("Koreatown CBD"), the Downtown Oakland Community Benefit District of 2008 ("Downtown CBD"), the Lake Merritt/Uptown Community Benefit District of 2008 ("Lake Merritt CBD"), the Fruitvale Property Business Improvement District of 2011 ("Fruitvale BID"), the Lakeshore/Lake Park Business Improvement Management District of 2012 ("Lakeshore BID"), the Jack London Improvement District ("Jack London BID"), and the Temescal/Telegraph Business Improvement District 2015 ("Temescal BID") (together, the "Districts") under said legislation to undertake the Management Plans for the Districts ("Plans") which are on file with the City Clerk; and

WHEREAS, the Plans provide for enhanced services such as new security, crime prevention, beautification, parking resolution, sidewalk sweeping, economic development, lighting, and marketing activities with the intent of creating a positive atmosphere in the District areas (as more specifically identified in their respective Plans); and

WHEREAS, the Plans were prepared in accord with the provisions of the law overseeing the formation of the Districts as referenced above, and have been filed with the City; and

WHEREAS, pursuant to the requirements of the law the Districts were established as follows:

- o the Koreatown CBD on July 17, 2007 pursuant to Resolution No. 80788 C.M.S.;
- o the Downtown CBD on July 15, 2008 pursuant to Resolution No. 81479 C.M.S.;
- o the Lake Merritt CBD on July 15, 2008 pursuant to Resolution No. 81478 C.M.S.;
- o the Fruitvale BID on July 19, 2011 pursuant to Resolution No. 83500 C.M.S.;
- o the Lakeshore BID on July 17, 2012 pursuant to Resolution No. 84004 C.M.S.;
- o the Jack London BID on July 16, 2013, pursuant to Resolution No. 84534 C.M.S.;
- o the Temescal BID on July 29, 2014, pursuant to Resolution No. 85148 C.M.S.; and

WHEREAS, the FY 2015-2016 Annual Reports (attached in **Exhibit A**) have been prepared by the District Advisory Boards and filed with the City Clerk; and

WHEREAS, the FY 2015-2016 Annual Report for the Koreatown CBD includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2016-2017 for the Koreatown CBD, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY 2015-2016 Annual Report for the Fruitvale BID includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2016-2017 for the Fruitvale BID, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY 2015-2016 Annual Report for the Jack London Improvement District includes a determination and recommendation by the District Advisory Board for a 5% increase in the amount of the annual assessment beginning in fiscal year 2016-2017 for the Jack London Improvement District, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the City Council desires to approve and confirm the FY 2015-2016 Annual Reports, and the continuing annual assessments for the Districts for fiscal year 2016-2017; and

WHEREAS, the City owes a cumulative fiscal year 2016-2017 fair share assessment of \$219,120.93 for the following City-owned properties:

District	APN	Site Description	Annual Assessment
Downtown CBD	3-65-9-2	551 16th Street (250 Frank Ogawa Plaza Building area)	\$ 27,195.59
Downtown CBD	3-67-3	1 Frank H Ogawa Plz. (City Hall)	\$ 31,663.23

Downtown CBD	3-67-2	1414 Clay Street (Clay Street Garage)	\$ 12,007.55
Downtown CBD	8-619-8-1	150 Frank H Ogawa Plz (L. Wilson Building)	\$ 30,094.62
Downtown CBD	8-620-9-3	524 16 th Street	\$ 2,369.87
Downtown CBD	2-97-45	1327 Broadway	\$ 4,494.83
Downtown CBD	8-641-8-5	540 17 th Street (Oakland Ice Rink)	\$ 23,720.35
Lake Merritt CBD	8-623-6-1	1731 Franklin St. (Franklin St. Garage)	\$ 7,373.22
Lake Merritt CBD	8-655-6	Grand Avenue	\$ 2,160.67
Lake Merritt CBD	10-768-4	200 Grand Avenue (Veteran's Memorial Bldg.)	\$ 8,689.34
Lake Merritt CBD	8-649-5	2025 Broadway (Paramount Theatre)	\$ 4,706.42
Lake Merritt CBD	8-635-1	274 19 th Street (Snow Park)	\$ 24,695.40
Lake Merritt CBD	8-668-4	2315 Valdez St.	\$ 2,262.79
Lake Merritt CBD	8-668-9-7	2330 Webster St.	\$ 3,272.34
Lake Merritt CBD	8-649-9	490 20 th Street	\$ 1,468.25
Koreatown CBD	8-648-16-3	2100 Telegraph Avenue	\$ 10,582.48
Koreatown CBD	8-649-10	2016 Telegraph Avenue	\$ 2,267.43
Fruitvale BID	25-722-26	Josie de la Cruz Park	\$ 7,358.09
Fruitvale BID	33-2130-35-2	3510 International Blvd.	\$ 712.22
Fruitvale BID	33-2135-26-2	Foothill Blvd	\$ 4,341.38
Fruitvale BID	32-2084-51	3600 Foothill Blvd	\$ 937.13
Fruitvale BID	32-2115-37-1	3566 Foothill Blvd	\$ 576.91
Fruitvale BID	25-719-7-1	3050 International Blvd	\$ 2,868.00
Fruitvale	32-2084-50	3614 Foothill Blvd	\$ 440.82
Fruitvale	32-2115-38-1	3550 Foothill Blvd	\$ 1,048.96
Jack London BID	18-425-4-1	Embarcadero	\$ 131.83
Temescal BID	14-1219-3	5205 Telegraph Ave (Temescal Library)	\$ 1,681.22
		CITY TOTAL	\$ 219,120.93

; and

WHEREAS, it is possible that additional properties will be transferred to City of Oakland ownership during fiscal year 2016-2017, thus increasing the City's fair share assessments; and

WHEREAS, funds to pay the assessments owed by the City will be budgeted as follows:

For assessor parcel numbers 3-65-9-2, 3-67-3, 3-67-2, 8-619-8-1, 8-623-6-1, 8-655-6, 10-768-4, 8-649-5, 8-635-1, 25-722-26, 33-2130-35-2, 33-2135-26-2, 32-2084-51, 32-2115-37-1, 25-719-7-1, 18-425-4-1, and 14-1219-3 funds will be budgeted in General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (C138410)/IP50

For assessor parcel numbers 8-620-9-3, 2-97-45, 8-668-4, 8-668-9-7, 8-649-9 and 8-649-10 funds will be budgeted in Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13

For assessor parcel number 8-648-16-3 funds will be budgeted in Multipurpose Reserve Fund (1750)/ Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Telegraph Plaza (P472710)/SC13

For assessor parcel numbers 32-2084-50 and 32-2115-38-1 funds will be budgeted in Central City East Taxable Bond Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Non-Project (0000000)/SC18

For assessor parcel number 8-641-8-5 funds will be budgeted in Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13

and

WHEREAS, until disbursed, BID assessments will be held in a special trust fund established by the Finance and Management Agency on behalf of the Districts in Miscellaneous Trusts Fund (7999)/Treasury Operations (08721)/Pass Thru Assessments Account (24224)/Undetermined Project (0000000); **now therefore be it**

RESOLVED that the City of Oakland does hereby find that the Advisory Boards for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, the Lakeshore BID, the Jack London BID, and the Temescal BID were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2015-2016 fiscal year as required by law; and be it

FURTHER RESOLVED that the FY 2015-2016 Annual Reports and the continuing annual assessments for the Koreatown CBD, the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, the Lakeshore BID, the Jack London BID, and the Temescal BID for the 2015-2016 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2016-2017 fiscal year in accordance with the assessment formulas as provided for in the seven Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the FY 2015-2016 Annual Report and the continuing annual assessments for the Koreatown CBD for the 2016-2017 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Koreatown CBD Advisory Board, beginning in fiscal year 2016-2017 and the City Council does hereby levy and direct the collection of the assessments for the 2016-2017 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED that the FY 2015-2016 Annual Report and the continuing annual assessments for the Fruitvale BID for the 2016-2017 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Fruitvale BID Advisory Board, beginning in fiscal year 2016-2017 and the City Council does hereby levy and direct the collection of the assessments for the 2016-2017 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED that the FY 2015-2016 Annual Report and the continuing annual assessments for the Jack London Improvement District for the 2016-2017 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Jack London Improvement District Advisory Board, beginning in fiscal year 2016-2017 and the City Council does hereby levy and direct the collection of the assessments for the 2016-2017 fiscal year in accordance with the assessment formula as provided for in the Annual Report and the Plan on file with the City Clerk; and be it

FURTHER RESOLVED that the proposed method and basis of levying the assessments to be levied against each property in the Districts have not been changed, increased, or modified and are those specified in the Plans and Annual Reports on file with the City Clerk which were previously adopted after holding the required public meetings and public hearings and protest procedures as provided for by law; and be it

FURTHER RESOLVED that the assessments shall be attached to the property and collected with the annual county property taxes, and in certain cases, as specified in the Plans, through a special municipal billing; and be it

FURTHER RESOLVED that the boundaries of the Districts shall remain the same as specified in the Plans on file with the City Clerk and there are no changes to the boundaries or benefit zones; and be it

FURTHER RESOLVED that the types of the improvements and activities proposed to be funded by the levy of assessments on property in the BIDs are those described in the Plans and the Annual Reports on file with the City Clerk. There are no substantial changes in the improvements or activities for the Districts; and be it

FURTHER RESOLVED that the 2016-2017 fiscal year assessments for the Districts are as follows:

- Approximately \$295,418 for the Koreatown CBD; and
- Approximately \$1,030,173 for the Downtown CBD; and
- Approximately \$1,208,712 for the Lake Merritt CBD; and
- Approximately \$340,919 for the Fruitvale BID; and
- Approximately \$154,644 for the Lakeshore BID, and
- Approximately \$780,770 for the Jack London BID, and
- Approximately \$482,616 for the Temescal BID, and be it

FURTHER RESOLVED that the amount chargeable to each parcel in each District shall be as determined by the Plans and Annual Reports on file in the Office of the City Clerk; and be it

FURTHER RESOLVED that the City shall pay a cumulative fiscal year 2016-2017 fair share assessment of an aggregate approximate amount of \$219,120.93 for City-owned property as more specifically described in the recitals above from the General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (C138410)/IP50 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/ Taxes and Assessments (53511)/ Downtown Capital Project (C339410)/SC13 and the Multipurpose Reserve Fund (1750)/Central District Organization (85245)/Taxes and Assessments (53511)/Telegraph Plaza (P472710)/SC13 and the Central City East Taxable Bond Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Non-Project (0000000)/SC18 and the Central District Projects Fund (5610)/Central District Redevelopment Organization (85245)/Taxes and Assessments (53511)/Oakland Ice Center Project (P131210)/SC13; and be it

FURTHER RESOLVED: That the City Administrator is authorized to pay the fair share assessments from the funds listed above for any additional properties located in any of the Districts that are transferred to City of Oakland ownership during fiscal year 2016-2017.

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into contracts and related amendments with any nonprofit corporation comprised of the assessees themselves designated by the owners through the Advisory Boards for the Districts for the security, marketing, maintenance, or other activities and improvements for the Districts, or at the request of the owners through the Advisory Boards to conduct or contract for such services and improvements as provided for in the BIMD Ordinance.

IN COUNCIL, OAKLAND, CALIFORNIA, July 19, 2016

PASSED BY THE FOLLOWING VOTE:

AYES BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN,
 REID and PRESIDENT GIBSON McELHANEY - 8

NOES 0

ABSENT 0

ABSTENTION 0

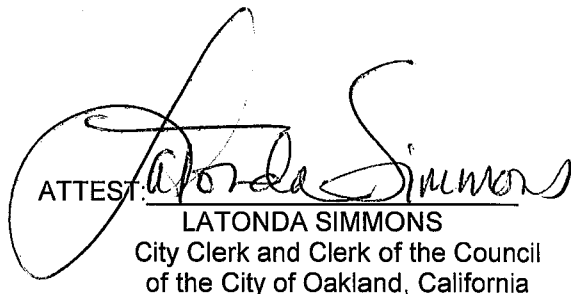
ATTEST: 
 LATONDA SIMMONS
 City Clerk and Clerk of the Council
 of the City of Oakland, California

Exhibit A

To A Resolution (A) Approving The Fiscal Year 2015-2016 Annual Reports Of The Koreatown/Northgate Community Benefit District Of 2007, The Downtown Oakland Community Benefit District Of 2008, The Lake Merritt/Uptown Community Benefit District Of 2008, The Fruitvale Property Business Improvement District Of 2011, The Lakeshore/Lake Park Business Improvement Management District Of 2012, The Jack London Improvement District, And The Temescal/ Telegraph Business Improvement District 2015 Advisory Boards; Confirming The Continuing Annual Assessment For Each District For Fiscal Year 2016-2017; And (B) Authorizing Payment Of The City's Cumulative Fiscal Year 2016-2017 Fair Share Assessment In An Approximate Amount Of \$219,120.93 For City-Owned Properties In The Koreatown/Northgate District, The Downtown Oakland District, The Lake Merritt/Uptown District, The Fruitvale District, The Jack London District, And The Temescal District

Annual Reports for the:

- Koreatown/Northgate Community Benefit District of 2007
- Downtown Oakland Community Benefit District of 2008
- Lake Merritt/Uptown Community Benefit District of 2008
- Fruitvale Property Business Improvement District of 2011
- Lakeshore/Lake Park Business Improvement Management District of 2012
- Jack London Improvement District
- Temescal/Telegraph Business Improvement District 2015



2633 Telegraph Avenue, Oakland, CA 94612

KOREATOWN NORTHGATE COMMUNITY BENEFIT DISTRICT ANNUAL REPORT TO THE CITY COUNCIL – 2015

1. Proposed Changes in the Boundaries of the CBD or in any Benefit Zones within the District:

There are no proposed changes in the boundaries of the KONO (Koreatown Northgate) CBD for the coming year. There is only one benefit zone in the existing district.

2. Improvements and Activities Provided During Calendar Year 2015:

Organization

- Represented the district through participation on the Oakland Business Improvement District Council.
- Hold monthly community Board meetings and committee meetings to discuss concerns, solutions and new projects.
- Maintained separate committee budgets for each committee to allow for a more efficient process in project implementation and track spending for each committee.
- Worked with other BIDs / CBDs managers and the City to help shape more district friendly policies, meet with key city staff, share resources and best practices and create a common voice to address problems and offer solutions which affect every district.
- Kept stakeholders, merchants and consumers updated on the CBD activities through email, website, Facebook, and Twitter and monthly newsletters.
- Handled all the day to day activities including monitoring all the financials and reviewing the budget each month.
- Set agendas, recorded minutes, and sent out announcements for all Board and Committee meetings.
- Processed payroll and all Board members' reimbursements.
- Created and distributed 151 annual Board recruitment letters to property owners.

- Fielded over 1,000 calls per year and 40,000 emails from stakeholders, business owners, city staff, vendors and residents for an average of 80 calls per month and 3,333 emails per month. (From gmail report).
- Provide mediation for property owners and business owners upon request to resolve issues.
- Assisted business owners to connect with appropriate City of Oakland Departments.
- Assisted business owner with Excessive Litter Fee waiver form.

Security & Operations (includes public right of way beautification)

- The Board continued to provide enhanced security services to reduce crime and disorder in the district by continuing the contract with Safety1st, a private security and maintenance company; Data through September 30, 2015
- The Safety1st ambassadors removed **three and one half tons of illegal dumping**. However, staff was able to get the city to respond to removing more dumping in the district this year than last year. Overall, dumping was down this year.
- The Safety1st Ambassadors abated **410 issues of graffiti** (Average of 2-3 graffiti abatement sessions per week) a **20% increase over last year**.
- The Safety1st Ambassador received **936 calls for service** in the district, (78 per month) for a 100% increase in calls. Likely attributed to a larger number of businesses in the district.
- The Safety1st Ambassadors removed **2,348 bags of litter**The increase in graffiti, litter, and service calls is likely due to the increase in the number of new establishments opening in KONO and the increased foot traffic in the district.
- Collaborated with City Council member district 3 to organize multiple neighborhood clean-up days to remove stickers from parking meters, light polls, pick up litter, weed tree wells, and paint out graffiti.
- Worked to maintain the Pollinator Posy planter boxes (five bee and butterfly friendly) in KONO as a beautification project to improve the public right of way.
- Maintained the art murals on all the utility boxes in the district in an effort to abate graffiti and increase the districts identity as an arts destination.
- Attended Neighborhood Crime Prevention Council (NCPC) meetings in an effort to reduce the number of crime incidents in the district and communicate with the PSO (Problem Solving Officer) and the beat 8X officer the district's concerns and problems.
- Held meetings with Safety1st to evaluate performance.
- Worked with property owners and business owners to encourage more murals in the district as an abatement tool for graffiti.
- Report any problems with the City **litter containers** in the district to the Public Works department and now to Waste Management in an effort to keep them well maintained.
- Co-coordinated Neighborhood Clean-up Day in May with Councilmember Lynnette MacElhaney. Breakfast sponsored by Sutter Hospital; planted new plants; cleaned district and filled up two pick-up trucks with trash; hosted over 30 volunteers, painted out graffiti; and removed stickers.

- Working with Sierra Club to replace all 13 broken or damaged trees in the district in December 2015/January 2016.

Marketing & Identity

- Provide community and stakeholders with district updates through email blasts and monthly newsletters.
- Boosted the number of “likes” on the KONO Facebook page to 345, a 13% increase from last year.
- Contributed a designated dollar amount and reasonable and limited CBD staff time to support the First Friday events which is contribute to successful marketing of the district.

Economic Development

- Reduced the **commercial vacancy** rate from 46% in 2011 to under 10% in 2015.
- Actively worked to recruit new businesses to the district.
- Promoted grand openings of new businesses through KONO email and social network.
- Worked with City of Oakland’s planning department on the new bike lane plan.
- Worked with the City to establish a KONO Community Garden Project at 22nd & Telegraph (unsuccessfully).
- Working with City of Oakland to add art to bulb outs on protected bike lanes.

3. Activities planned for FY 2016:

Organization

- Update property owner information with January 2016 Alameda County data.
- The Executive Director will continue to produce a regular newsletter to keep the community and the property owners informed of the CBD’s activities.
- The Executive Director will continue to keep stakeholders, merchants and consumers updated on the CBD activities through email, website, Facebook, and Twitter.
- Work with City Economic & Workforce Development department to obtain a Master Encroachment permit for the KONO district.

Security & Operations (includes public right of way beautification)

- The Security and Operations Committee will continue its involvement with the Neighborhood Crime Prevention Council meetings and work closely with the PSO officer to accomplish top three priorities.
- Coordinate with Oakland First Fridays Event, the City of Oakland, OPD, and the Art Murmur organization
- to assure the popular event will remain clean, and safe while operating within the CBD boundaries.
- KONO will seek out more **grant opportunities** to fund **murals** as a positive graffiti abatement tool in this popular art district.

- KONO will continue to work with Public Works and Code Compliance to **abate blighted properties** in the district.
- KONO will continue to work to increase the number of **bike racks** in the district.
- KONO will continue to mediate solutions between residents and businesses in the community that cause disturbances.

Marketing & Identity

- The M&I Committee will continue to work on the following Marketing & Identity projects:
- Produce a district promotional video.
- Create quarterly newsletters, email blasts and social media announcements.
- Create more permanent plaques for the utility art boxes.
- Work with business owners to market them through the KONO website by providing one-on-one instructions as well as group workshops.
- The CBD will contribute a fixed dollar amount and, separately tracked, limited CBD staff time to support the Oakland First Friday Event in that the First Friday Event contributes, in part, to the marketing and identity enhancement of the CBD.

Economic Development

- KONO will work with property owners and brokers to fill any of the districts vacancies.
- KONO will work to accelerate the economic development process through deliberate actions, by creating partnership with property owners; conducting community outreach to determine what types of businesses will be supported by the residents; locating and placing a “good fit” type of business into a vacancy; and providing extensive marketing once the businesses are opened, in an effort to increase the businesses chance of survival and create stability for the property owners and the district.
- KONO will continue to work with the Planning Commission to assure new developments are appropriate for the district.
- KONO will continue to work with LocalOn to strategize on getting more merchants to use the free postings on the website.

4. Estimated Cost of Providing the Improvement and Activities for 2016:

\$375,743 - See attached budget.

5. Method and Basis for Levying the Assessment:

The CBD Advisory Board is requesting a 5% increase to the FY 16-17 BID assessment as permitted by the District Management Plan on file with the Office of the City Clerk. The increase will fund the following expenses: Cost of living increase for staff and subcontracted services, maintenance for the 86 tree wells in te district, new ambassador uniforms and equipment, to cover an increase in office rent, to add an additional office computer, and to fund Board and BID Executive Director development training.

<i>Benefit Zone</i>	<i>Linear Frontage First Year Annual Costs</i>	<i>Lot Square Footage First Year Annual Costs</i>	<i>Building Square Footage First Year Annual Costs*</i>	<i>Single Family Residents Annual Cost, per Parcel**</i>
1	\$5.5697	\$0.1114	A -\$0.1337 B -\$0.0891 C -\$0.0557 D -\$0.0000 E -\$0.0000 F -\$0.0557	\$ 406.5899

*above figures rounded to the nearest four decimal points.

Apportionment of Building Uses:

(Each Parcel and its building use have been categorized in the district. Some Special Benefit Services are allocated to specific building uses, other building uses are exempt from payment into that specific service, based upon anticipated benefit)

<i>Building Use Code</i>	<i>Description of Use</i>
A	Retail space, hotels, motels, visitor related, retail condos
B	Office and Commercial uses, office or commercial condos, Independent, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, Water District, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt

F	Multi-Unit Residential
G	Single Family residential/Condo units - \$ 398.51 flat fee per year, once parceled. The parcels, on which condos have been built, will have the individual property owners assessed only for the condo unit, and will be exempted from lot size, building size and linear frontage. Retail or commercial condos will be assessed as category "A" or "B" building use, and will use all three property variables (lot size, linear frontage and building use) factored in their assessments.

Explanation of Higher Assessments Based Upon Building Use:

Single family residential units/condos, will be assessed a flat annual assessment, regardless of floor level or size of unit. Once single family residents/condos have been parceled in the future mixed-use developments, an annual flat condo fee will be apportioned to underwrite and increase the SOBO portion of the budget to provide those new residents with cleaning services, public rights of way beautification and possible supplemental security.

Commercial or retail condos will be assessed on the same multi-variable basis as other parcels in the district. Buildings or land use will be assessed based upon the impact those land uses have on the public rights of way. All parcels will be assessed equally on the basis of linear frontage and lot size, however the land use or building will determine the amount that parcel is assessed in total, in other words, buildings will be assessed differently based upon their anticipated benefit from establishment of the CBD. Retail land uses, - restaurants, bars, coffee shops, liquor stores, drug stores, nail salons, etc. - or those land uses that benefit from increased walk-in traffic, will pay a higher annual assessment per square foot of retail building space, when compared to office, commercial, industrial or multi-family land uses. Only retail and visitor related land uses would be assessed for the marketing and promotions aspects of the CBD budget. Building square footage assessments for development projects would be adjusted during the demolition and construction phases.

6. Surplus or Deficit to be Carried Over From a Previous Fiscal Year:

As of the beginning of the district fiscal year commencing January 1st 2016, the anticipated surplus and carry forward funds will be \$80,325.

7. Amount of Any Contributions to be made From Sources other Than Assessments Levied.

None.

**Koreatown/Northgate CBD
Budget by Category, 2016:**

REVENUES

FY 15-16 BID revenues	\$	295,418
2015 Carryforward	\$	<u>80,325</u>
Total	\$	375,743

EXPENSES

<i>Category of Special Benefit Service</i>	<i>Percentage allocations per 3/15/2007 CBD Management Plan</i>	<i>Adjusted 2016 percentage allocations allowable per pg. 7 of 3/15/2007 CBD Management Plan</i>	<i>2016 Budget</i>
Sidewalk Operations, Beautification and Order (Security & Operations)	60.00%	60.00%	\$225,446
District Identity and Streetscape Improvements (Marketing & Identity)	10%	11%	\$41,332
Administration/Corporate Operations personnel and non-personnel.	20.00%	25.00%	\$93,935.75
Contingency/City Fees/Reserves	10.00%	4.00%	\$15,030
Total	100%	100%	\$375,743



2015 ANNUAL REPORT TO THE CITY OF OAKLAND

Downtown Oakland Association
388 19th Street, Oakland, CA 94612
info@downtownoakland.org
510-238-1122

1. Proposed Changes in boundaries of the Business Improvement District (BID):

There are no proposed changes to the boundaries of the BID/CBD.

2. Improvements and activities provided during fiscal year 2015:

The District Management Corporation continues to have no employees and contracts out all services.

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

\$729,376.19 was allocated for SOBO related activities in 2015. Martin Ward of PSAI Old Oakland Associates and Michelle Lane of CBRE, co-chair the SOBO committee.

The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety and Maintenance:

The district contracts with Block by Block (BBB) who provides safety and maintenance ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, and deterring panhandling and loitering, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$60,000.00 per month from our organization and is operated under the on-site supervision of Operations Manager Ted Tarver, working out of the CBD office.

DOWNTOWNOAKLANDASSOCIATION

B. District Identity and Streetscape Improvement Services (DISI) Committee:

\$73,539.55 was allocated for DISI related activities in 2015. Sara May of Metrovation chairs the committee. The following represents the work of the DISI Committee:

I. Public Relations:

In 2013, the Downtown Oakland Association re-bid the Public Relations contract and selected Gallen.Neilley & Associates Inc. to provide public relations services. Gallen.Neilley & Associates receives \$2,500 per month for their services.

II. Social Media:

The district has accounts with Facebook, Twitter, Constant Contact, Gmail, Flickr, and LocalOn who hosts our website.

III. Branding and Marketing:

In 2015, under the direction of the DISI Committee chairs, the district embarked on an effort to refocus its priorities relating to branding and marketing of the district. The strategic plan includes developing and managing a clear brand for Downtown and Uptown Oakland; overseeing an overall communication effort to the public, including developing criteria and expectations for work of contracted PR firm; determining key activities or programs to attract businesses, including broker and other influencer outreach; and developing criteria and objectives for sponsorships and partnerships. In April of 2015, the districts launched a new branding campaign called Oakland Central. The cornerstone of the new brand is a dynamic website that introduces Oakland Central- promoting the culture and amenities of the commercial Broadway corridor and adjacent neighborhoods.

IV. Sponsorship of events:

In 2015, the Downtown Oakland Association has sponsored Art and Soul, Bike to Work Day and the Oakland Music Festival. Also in 2015, we will sponsor the Plaid Friday campaign in coordination with Oakland Grown.

C. Organization (ORG) Committee:

\$233,468.21 was allocated to the ORG Committee in 2014. The ORG Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2015:

Oakland Venue Management (OVM) has been the principle administrator for the district. OVM employs five individuals, four full-time and one part-time, who manage various duties including the creation of financial reports, the scheduling and facilitating of board and committee meetings, board nominations and elections, maintaining public records, relations with the City of Oakland, community relations, biannual newsletters, monthly email blasts, and oversight of contractors and programs. (do you want to add Mike's title to this list?)

II. Business Attraction and Retention:

ORG funds programs that promote the attraction of retail businesses and fill empty spaces in the district. This includes the sponsorship of 2.Oakland.

III. The Free B Shuttle:

In 2015 the ORG committee gave \$18,000 of sponsorship funds to the Free B Shuttle.

3. **The improvements and activities to be provided for the fiscal year 2016:**

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

We plan to continue providing Ambassador and beautification services as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, medians, and Latham Square, in coordination with the city.

B. District Identity and Streetscape Improvement Services (DISI) Committee:

Our district identity and streetscape improvement services will continue in 2016 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Downtown Oakland Association will continue the sponsorship of events in 2016 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

C. The following special benefits will be prioritized over the next year or two:

- I. Retail Attraction and Blight Abatement
- II. Urban Ecology and Beautification Projects
- III. Promoting Oakland as a Technology and Green Business Hub

- IV. Resources for Oakland's Active Retirees (ROAR)
- V. Youth Internship and Job Training Opportunities
- VI. Repairing public amenities
- VII. Landscaping medians throughout the districts
- VIII. Public Space Development

4. Estimated cost of providing the improvements and activities for 2016:

It is estimated that it will cost \$1,128,517.15 to provide the improvements and activities described above in the 2016 calendar year. This amount includes our projected 94% assessment collection amount of \$968,362.30 plus our prior year reserve and unanticipated assessment revenue of \$160,154.85. Please see the attached budget ((Board approved budget to be provided after October 7, 2015 meeting).

5. Method and basis for levying the assessment:

The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, pages 24 through 34. The District requested a 5% assessment increase for both fiscal years 2014 and 2015, both of which were approved by City Council. The District Management Plan can be found in full on file with the Office of the City Clerk.

6. Surplus or deficit to be carried over from a previous fiscal year:

It is estimated that the Downtown Oakland Association will have carry-forward totaling \$160,154.85.

7. Amount of any contributions to be made from sources other than assessments levied:

The Downtown Oakland Association received no contributions from sources other than assessments levied in 2015, but continues to seek out potential funding opportunities. At this time we are unaware of any non-assessment income to be received in fiscal year 2016.

**DOA 2016 Proposed Annual Budget by Category
Board Approved-October 2015 - Updated May 24, 2016**

Revenue*		
Assessment Revenue 100% Collection	\$1,030,172.65	
Projected Prior Year Balance - Carry Forward	\$160,154.85	Per footnote, actual dollar amount changed to reflect final accounting for YE 2015.
Assessment Revenue 94% collection	\$968,362.30	
Total Income	\$1,128,517.15	
Expenses		
Category of Special Benefit Service	Estimated Percentage	Estimated Amount
SOBO	69%	\$742,883.99
DISI	5%	\$53,500.00
Organization	25%	\$280,765.34
Reserve	5%	\$51,367.82
Total	100%	\$1,128,517.15
*Actual dollar amounts to be based on final accounting for YE 2015		



LAKE MERRITT/UPTOWN
COMMUNITY BENEFIT DISTRICT

2015 ANNUAL REPORT TO THE CITY OF OAKLAND

Lake Merritt/Uptown District Association

388 19th Street, Oakland, CA 94612

info@lakemerritt-uptown.org

510-452-4529

1. **Proposed changes in boundaries of the business improvement district (BID):**

There are no proposed changes to the boundaries of the BID.

2. **Improvements and activities provided during fiscal year 2015:**

The District Management Corporation continues to have no employees and contracts out all services.

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

\$940,274.51 is allocated for SOBO related activities in 2015. Michelle Lane of the Cathedral of Christ the Light chairs the SOBO committee. The key elements of the work of this committee are summarized as follows:

I. Ambassadors/Safety:

The district contracts with Block by Block (BBB) who provides safety and maintenance ambassador services. The services provided by BBB include, but are not limited to, walking and bike patrols, safety and umbrella escorts, pedestrian and motorist assistance, acting as a witness to crimes, and deterring panhandling and loitering, as well as pressure washing of the sidewalks, the watering of plants, the removal and abatement of litter, urine, feces, graffiti, and any other object that obstructs the public rights of way. BBB receives approximately \$60,000.00 per month from our organization and is operated under the on-site supervision of Operations Manager Ted Tarver, working out of the CBD office.

LAKE MERRITT UPTOWN ASSOCIATION

388 19th Street - Oakland, California 94612

Phone 510.452.4529 - Fax 510.452.4530 - info@lakemerritt-uptown.org - www.lakemerritt-uptown.org

B. District Identity and Streetscape Improvement Services (DISI) Committee:

\$72,057.12 was allocated for DISI related activities in 2015. Andrea Kirkpatrick of the Swig Company chairs the committee. The following represents the work of the DISI Committee:

I. Public Relations:

In 2013, the Lake Merritt/Uptown District Association re-bid the Public Relations contract and selected Gallen.Neilly & Associates Inc. to provide public relations services. Gallen.Neilly & Associates receives \$2,500 per month for their services.

II. Social Media:

The district has accounts with Facebook, Twitter, Constant Contact, Gmail, Flickr, and LocalOn who hosts our website.

III. Branding and Marketing:

In 2015, under the direction of the DISI Committee chairs, the district embarked on an effort to refocus its priorities relating to branding and marketing of the district. The strategic plan includes developing and managing a clear brand for Downtown and Uptown Oakland; overseeing an overall communication effort to the public, including developing criteria and expectations for work of contracted PR firm; determining key activities or programs to attract businesses, including broker and other influencer outreach; and developing criteria and objectives for sponsorships & partnerships. In April of 2015, the districts launched a new branding campaign called Oakland Central. The cornerstone of the new brand is a dynamic website that introduces Oakland Central- promoting the culture and amenities of the commercial Broadway corridor and adjacent neighborhoods.

IV. Sponsorship of events:

In 2015, the district sponsored Art and Soul, Bike to Work Day, Love Our Lake Day and the Oakland Music Festival. Also in 2015, we will sponsor the Plaid Friday campaign in coordination with Oakland Grown.

C. Organization (ORG) Committee:

\$230,624.20 was allocated to the ORG Committee in 2015. The ORG Committee is responsible for the oversight of all administrative tasks.

I. Administration for 2015:

Oakland Venue Management (OVM) has been the principle administrator for the district. OVM employs five individuals, four full-time and one part-time, who manage various duties including the creation of financial reports, the scheduling and facilitating of Board and committee meetings, Board nominations and elections, maintenance of public records, relations with the City of Oakland, community relations, biannual newsletters, monthly email blasts, and oversight of contractors and programs.

II. Business Attraction and Retention:

ORG funds programs that promote the attraction of retail businesses and fill empty spaces in the district. This includes the sponsorship of 2.Oakland.

III.The Free B Shuttle:

In 2015 the ORG committee gave \$18,000 of sponsorship funds to the Free B Shuttle.

3. **The improvements and activities to be provided for the fiscal year 2016:**

A. The Sidewalk Operations Beautification and Order (SOBO) Committee:

We plan to continue our Ambassador and beautification programs in the year 2016 as outlined for the current year. We will continue to maintain the projects we have set in motion including the hanging plants, street planters, BART planters, and medians, in coordination with the city.

B. District Identity and Streetscape Improvement Services (DISI) Committee:

Our district identity and streetscape improvement services will continue in 2016 as they were outlined for the current year, with an emphasis on the promotion of the Oakland Central branding campaign and website.

I. Sponsorship of events:

The Downtown Oakland Association will continue the sponsorship of events in 2016 that align with our mission, vision and values and serve to promote the stated priorities of the committee.

C. The following special benefits will need to be prioritized with existing staff and within the existing budget over the next year or two:

- I. Retail Attraction and Blight Abatement
- II. Urban Ecology and Beautification Projects
- III. Promoting Oakland as a Technology and Green Business Hub
- IV. Resources for Oakland's Active Retirees (ROAR)
- V. Youth Internship and Job Training Opportunities
- VI. Repairing public amenities
- VII. Landscaping medians throughout the districts
- VIII. Public Space Development

4. Estimated cost of providing the improvement and activities for 2016:

It is estimated that it will cost \$1,378,146.95 to provide the improvements and activities described above in the 2016 calendar year. This amount includes our projected 94% assessment collection amount of \$1,137,146.95 plus our prior year budgeted reserve and unanticipated assessment revenue of \$241,670.37. Please see the attached budget.

5. Method and basis for levying the assessment:

The method and basis for levying the assessment is based upon a benefit unit analysis. In this process, linear frontage, lot size and building square footage data is used to calculate individual parcel assessments. Two benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, pages 20 through 27. The District requested a 2.9% assessment increase for both fiscal years 2014 and 2015, both of which were approved by City Council. The District Management Plan can be found in full on file with the Office of the City Clerk.

6. Surplus or deficit to be carried over from a previous fiscal year:

It is estimated that the Lake Merritt/Uptown District Association will have carry-forward totaling \$241,670.37.

7. Amount of any contributions to be made from sources other than assessments levied:

The Lake Merritt/Uptown District Association received no contributions from sources other than assessments levied in 2015, but continues to seek out potential funding opportunities. At this time we are unaware of any non-assessment income to be received in fiscal year 2016.

**LMUDA 2016 Proposed Annual Budget by Category
Board Approved-October 2015 - Updated May 24, 2016**

Revenue*		
Assessment Revenue 100% Collection	\$1,208,712.13	Changed per Treasury amount.
Projected Prior Year Balance - Carry Forward	\$241,670.37	Per footnote, actual dollar amount changed to reflect final accounting for YE 2015.
Assessment Revenue 94% collection	\$1,137,146.95	
Total Income	\$1,378,817.32	
Expenses		
Category of Special Benefit Service	Estimated Percentage	Estimated Amount
SOBO	73%	\$962,164.59
DISI	4%	\$53,500.00
Organization	21%	\$285,849.42
Reserve	6%	\$77,303.31
Total	100%	\$1,378,817.32
*Actual dollar amounts to be based on final accounting for YE 2015		



**Fruitvale Property Business Improvement District
2015 Annual Report to the City of Oakland with
Budget Projections for the 2016 Calendar Year**

FBID Overview

The Fruitvale Business Improvement District (FBID) of 2011 is a special assessment district program focused on providing special benefits to approximately 258 assessed parcels located along the International Boulevard and Fruitvale Avenue and Foothill Boulevard commercial corridors. Zone One includes Fruitvale Avenue from Foothill Boulevard to East 12th Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34th Avenue, International Boulevard from Fruitvale Avenue to 42nd Avenue, and East 12th Street from 33rd Avenue to 35th Avenue. The remainder of the district comprises of Zone Two. Daily maintenance and beautification improvements and limited marketing and promotions are eligible activities under the FBID 2011 Management Plan.

The itemized budget at the end of this report outlines how the Property Assessment Funds are allocated and lists the eligible costs covered by Assessment Funds. All other services mentioned are supplementary and accomplished by the Unity Council non-BID fundraising efforts, including, but not limited to a façade improvement program which supplements, but is not paid for by FBID funds

We thank our numerous partner organizations for the multitude of ways in which they support the FBID for a thriving Fruitvale.

The Fruitvale Business Improvement District (FBID) contract was renewed for ten years and related special benefit services began on January 1, 2012. We continue having quarterly Property Owner meetings to inform them of relevant issues in the community and receive feedback.

1. Any proposed changes in the boundaries of the BID or in any benefit zones within the district. There are no proposed changes to the boundaries of the FBID or benefit zones within the district.

2. Improvements and activities provided during calendar year 2015 (January 1-December 31)

The FBID participated in all the following events by organizing or playing a substantive participation roll in the activities. Improvements and activities during the calendar year are as such:

Commercial Corridor Maintenance (FBID-Funded)

Peralta Service Corporation (PSC); the maintenance crew for the Fruitvale Business Improvement District (FBID) provides more than 160 hours per week (excluding Sundays and holidays) to both areas 1 and 2 of the FBID. Removal of illegally posted flyers and posters, and reporting and removal of illegal dumping are performed throughout the entire FBID. Area 1 includes additional maintenance of sidewalk, sidewalk power wash, curb, and gutter sweeping, recycling, and graffiti abatement. The cleaning crew and their daily performance in the neighborhood are widely recognized by the merchants and residents in the FBID.

Below are numbers of services performed throughout the FBID:

- *Area I Sidewalk Power Wash Took Place May –June -July 2015*
- Graffiti cleaned in Zone 1: 583
- Graffiti in Zone 2, 1,403 (merchants were given written and verbal warnings to clean up graffiti,

- Illegal Dumping Collected : 520
- Illegal flyers and posters removed: 225
- Garbage collected in 2015, 37.44 tons
- PSC donated hours to Noel Gallo’s operation of community service, 216 hours- 2014, 2015 (including staff hours & truck)

Community Clean Ups (FBID funded)

Different groups of volunteers comprised of various Fruitvale members come together for community clean up events throughout the year to improve the quality of life and to beautify the Fruitvale neighborhood. Community clean ups consist of uprooting weeds, collection of street debris, restoring public fixtures, surveying, and planting around various locations including heavily trafficked intersections and parks. During the calendar year, a total of 450 volunteers participated in promotion events, organized clean ups in the Fruitvale, surveys, etc. Below are names of events, dates and descriptions that occurred throughout the calendar year 2015.

- *Fruitvale Plaza Park corner of 35th Avenue and International Blvd Clean up’s*
Saturday January 24th Saturday April 25th, Saturday September 17th

The Fruitvale Plaza Park is a very important open space in the commercial corridor. Hundreds of people wait for the bus and sit on the beautiful mosaic bench to rest and keep going with their shopping. The Fruitvale Plaza Park is also maintained by our cleaning team who sweeps the commercial corridor every day. Our projects at the park are to maintain and enhance the garden as to bring the community together.

- *Alley Way on Carrington Way between Ransom St. and Harrington Avenue*
Saturday March 21, Saturday March 28th and every other week to the present

The alley way was covered with graffiti, illegal dumping, shopping carts, needles, etc. With the help of a team of volunteers, neighbors, and Council Member Noel Gallo we collected loads of garbage and cleared the area. The first clean up that we collected made a huge difference. The Carrington Way street connects with a few schools: Jefferson Elementary that is on 40th Avenue and Calving Simmons and a middle School UPA that is on 35th Avenue. This alley way is very important path for kids and younger youth who want to walk home using a short cut. The Carrington Way street is clean and in better conditions thanks to all the volunteers.

- *Earth Day- April 18th, 2015*

As a registered Earth Day Site, Cesar Chavez Park received much needed maintenance. We had 30 community, youth from Fremont High School, United For Success, Oakland Youth and other community volunteers join us in efforts to beautify the park and the creek. We picked up trash, including some mattresses, a bike frame, cigarette butts, bottles and 4 bags of compost.

Safety Activities and Merchants Meetings (non-FBID funded)

Over the course of the calendar year, FBID has implemented efforts to improve the issue of safety and decrease crimes around the Fruitvale commercial corridors. Below are descriptions of safety related events and activities that the FBID organized, assisted, or attended:

- *Neighbor Crime Prevention Council Meetings (NCPC) – Ongoing*

Through NCPC, Unity Council works very closely with the Neighborhood Service Coordinator Ana M. Martinez, Problem Solving Officer Jorge Pereda, Captain Joshi, Nishant and staff from Councilmember Noel Gallo, concerning issues that affect the commercial and residential areas. NCPC meetings represent beat areas 20X, 23X, 24X with a consistent turnout of approximately 14 to 30 attendees each month. As a result of the monthly meetings, residents are reporting and working on different projects for a successful Oakland.

▪ *Monthly Merchant Meetings:*

The Monthly Merchant Meetings (MMM) are generally held on the last Wednesday of the month and are focused around different issues in an effort to keep business owners more aware and engaged. Below are descriptions of the meetings that have been conducted with the help of various community organizations. We also inform them of the workshops and resources that City of Oakland organizes to help the small businesses.

- *Tips for Economic Success, Oakland Minimum Wage Increase, Monthly Merchant Meeting- Wednesday January 28, 2015*
- *Fruitvale Merchants Welcome Mayor Libby Schaaf, Oakland Minimum Wage Increase. Thursday February 26th 2015*
- *OBDC Business Services and Loans, KIVA – Interest Free Loans and Fruitvale Phase 11 Wednesday March 25th 2015*
- *OBDC- Marketing Strategies, Oakland Youth Engage Free Summer Interns, Night Markets Wednesday April 29th 2015*
- *Property Ownership Workshop, Managing Stress self care as a business measure Wednesday May 27th 2015*
- *Mobile Food Vendors regulations, Employ Local Earn Programs Benefits Wednesday June 24th 2015*
- *BRT Bus Rapid Transit, Community Lawyers how to avoid lawsuits Wednesday July 29th 2015*
- *Let's Keep Fruitvale Safe Together, Safe Streets - Safe Kids Wednesday August 26th 2015*
- *Welcome to Fruitvale OPD Captain Joshi Nishant, FBID Promotional Events Wednesday September 30th 2015*
- *Holiday Safety, Holidays Promotion and Decoration Wednesday October 30th 2015*

▪ ***Neighborhood Patrol Group- Street Light Repair Reports- April 16, 2015***

Separated into 2 groups, we walked the FBID perimeter and discovered over 16 bulbs out, most of which were in Cesar Chavez Park. While we walked, Officer Jorge Pereda drove around the FBID area. This information was then reported to the City of Oakland, who responded quickly and repaired the lights within 2-3 days.

▪ ***Neighborhood Patrol Group- Street Light Repair Reports- September 15, 2015***

In an effort to increase safety in the BID, a yearly walkthrough of the commercial corridors is done after dark to report broken/malfunctioning lights. With the help of a couple dedicated volunteers and business owners, we were able to report 14 lights that needed maintenance throughout the FBID area. This information was then reported to the City of Oakland, who responded quickly and repaired the lights within 2-3 days.

Beautification Projects and Façade Improvements (non-FBID funded)

Our beautification projects contribute to the overall improvement and revitalization of the Fruitvale district. Beautification projects foster a sense of community unity, and serve as a deterrent for further vandalism, graffiti and blight in the neighborhood. An improved and aesthetically pleasing district attracts and increases visitors and tourism, thereby stimulating economic activity.

▪ ***Earth Day- April 18th, 2015***

The second team worked on the walls mural, a problematic corner that always had graffiti located on 35th Avenue and Foothill Blvd. The wall and the design were prepared for the next day's mural project but plans changed when new graffiti was discovered the next day. The team decides to implement the new graffiti that was already there into their design. The youth volunteers came up with a beautiful message "save water." The mural come out looking great with a great message and to help prevent future graffiti on this wall.

▪ ***Carrington Way Nature Mosaic Mural & Jelly Fish Paint Mural, March 21 through August 15th 2015***

Over 1000 hours of volunteer work took place to create/ accomplish a big mosaic mural. Approximately 14 yards long for 2.5 yards wide with the effort of Oakland artist team, who volunteer every Saturday and Sunday until the project was finished.

▪ ***Jelly Fish Mural at Carrington Way, August 2015***

Dan Fontes a very well know artist and his team of 4 volunteers did a beautiful jelly fish design mural at the 72 stairs. The Alley way on Carrington Way has now become a pleasure to walk through for hundreds of kids who always walk this way to/from school. Thanks to the additional support from Keep Oakland Beautiful, Councilmember Noel Gallo, Cynthia Eliot from Jingle Town, Ana M Martinez and the team of Oakland volunteers who supported the project in different ways.

▪ ***Alley Way on Carrington Way Celebration Saturday August 22nd 2015***

A celebration took place at the Alley Way on Carrington Way, where the artists, neighbors, staff from Keep Oakland Beautiful, The Unity Council Ana M Martinez and others celebrated the beautiful work that was done.

▪ ***Succulents Garden October 17th 2015***

Over 40 succulents of different varieties and sizes were planted at the Fruitvale Plaza Park, corner of 35th Avenue and International Blvd, a layer of mulch was added on top of the area to preserve moisture in the dirt and a thick layer of wood sheep also was added to preserve the humidity of the soil to conserve water. We hope they are well rooted to sustain themselves in the upcoming months. We thanked Keep Oakland Beautiful, Councilmember Noel Gallo and all the volunteers who volunteered to prepare the soil to plant the plants.

▪ ***3509 Foothill Blvd Mural in honor of Francisco Hernandez, October 2015***

Mr. Francisco Hernandez known as “Benito” a native indigenous was much appreciated and well known by the Fruitvale community. An artist group made a mural at the address in his honor.

▪ ***3509 Foothill Blvd Creative and business advertize mural December 2015***

A creative mural was done and a problematic corner that was always covered with graffiti. The new mural is artistic and creative bringing beauty to a once blighted area.

▪ ***Fruitvale Poppy Seed Planting- December 28th, 29th 2015***

With the help of OYE and other volunteers, the FBID team planted hundreds of California poppy seeds at 4100 Avenue Foothill Blvd, Fruitvale Plaza Park, Fruitvale Avenue a block before 880 Freeway and at the tree wells to enhance Fruitvale. We look forward on seeing them bloom in the spring!

▪ ***Storefront Façade Improvements***

Below is a list of storefronts that have independently completed façade improvements in the FBID area:

- **3509 International Blvd:** T Mobile restored the entire building inside outside the two businesses has been updated and beautified.
- **4000 International Blvd:** Radiator Engineer installed a new sign.
- **3401- International Blvd (Food Vale Groceries market before)** Restored all the first floor, facing International Blvd inside and outside.

Promotion of the Fruitvale Commercial Corridors (partially FBID funded)

▪ ***Fruitvale Wacky Wednesday Promotional Sales Campaign Every Wednesday***

A promotional campaign took place since 2014, attracting costumers to visit Fruitvale, and take advantage of the Wednesday promotion sales since we started we displayed more than a dozen banners, poster and flyers. Fruitvale is a family orientated neighborhood and the activities make the corridor more welcoming to families and to new visitors to enjoy Fruitvale.

▪ ***Fruitvale Farmers Market, take place Wednesday, Thursday and Sunday at the Avenida De La Fuente and Fruitvale Village all year round.***

The farmers market is another promotional activity that attracts hundreds of costumers to enjoy the organic, fresh produce and inviting different cultures to visit Fruitvale and shop locally.

▪ ***Cinco de Mayo Celebration- Sunday May 3, 2015***

Councilmember Noel Gallo organized the Fruitvale district celebration Cinco de Mayo Festival supported by the Unity Council, volunteers and community members. Through donations and volunteers, the celebration included entertainment, music, ballet folkloric, Mariachis, a DJ, face painting, information tables, and more. The event was widely popular and thousands were in attendance.

▪ ***Unveiling 7 new mural made by the California College of the Arts in Collaboration with the Mexican Museum-May 14th 2015***

The California College of the Arts Students met several times with the Fruitvale residents , the Mexican Museum and The Unity Council. From the conversations with the public and a collection of items from the Mexican Museum, the artist came up with 7 beautiful designs; each with its own story. Fruitvale residents loved the final product, the murals are located on the wall of the Masonic Tempo facing to International Blvd. At the unveiling there were different City representatives, organizations, the California College of the Arts and the media all in attendance.

▪ ***Summer Night Markets: Thursday June 25th Thursday July 30th Thursday August 27th from 3-10pm***

The summer Night Markets attracts customers to stay late and shop in the district. We encourage community building, with fun activities and a special movie called “The Book of Life Move” from 8-10pm. All of our events are family friendly and attracted hundreds of people to participate, creating a safe environment for the Fruitvale district.

▪ ***National Night Out Tuesday August 4th 2015 from 3pm-10pm***

When neighbors know each other, neighborhoods are safer!

The National Night Out is an event that invites neighbors to meet one another and be united. We had live entertainment such as Outdoor Zumba, Oakland talent Grupo Certeza, a Ballet Folkloric, and the 8-10pm movie show “The Book of Life”. Additionally we had a variety of community organizations that provided different resources and partners like Mayor Libby Schaaf.

▪ ***Fruitvale Survey; July/August 2015***

Working in collaboration with volunteers over 167 surveys were conducted at various points throughout the FBID . We gathered opinions on how the area can be improved, what attracts them to Fruitvale and get their opinions about our projects.

▪ ***Dia De Las Americas - Sunday September 20th, 2015***

Councilmember Noel Gallo to organize the Latin America Independence celebration supported by the Unity Council, volunteers and community members to bring everybody together to celebrate the richest of the diversity and the culture. The celebration included entertainment, music, ballet folkloric, Mariachis, a DJ, face painting, information tables, food, and more. The community enjoy and hundreds were in attendance.

▪ ***International Commercial Corridors Decoration for Dia Festival celebration October 27, 28, 29, 2015***

A team of 15 volunteers participated to decorate the light poles with the beautiful long vines of gigantic orange marigold flower. These wines also set the mood for the festival, over 130 vines were put outside to promote the Fruitvale District.

▪ ***Dia de los Muertos Community Altar; October 30, 2015***

A team of community volunteers, helped organize the Altar at Fruitvale Plaza Park. Every year, the Community Altar is a big altar made and sets the mood for the festival. This year, we honored the Fruitvale activists and other community members who are no longer with us. We had a small celebration with a one of the community Danza at the Fruitvale Plaza Park.

▪ ***Dia de los Muertos Festival- Sunday November 8, 2015***

The annual Festival is a celebration of the Day of the Dead where community, culture and fun all come together for the whole family. Over 35 altars were displayed thanks to the hard work of

merchants and community members. Over 45,000 people attended the Festival via BART and other forms of transportation to enjoy the festivities.

▪ ***Fruitvale Plaza Park and Fruitvale District Decoration December 4th, 7th, 2015***

In preparation for the Fruitvale Christmas tree lighting, and the Season, 11 volunteers helped to decorate the park and the Fruitvale corridors to bring the spirit of the holidays to Fruitvale!

▪ ***Fruitvale Christmas Tree Lighting at the Fruitvale Plaza Park corner of 35th Avenue and International Blvd. December 5th, 2015***

The Tree Lighting was a success merchants and community members attended the traditional activity by singing, drinking the traditional Christmas tea, popcorn and taking pictures next to the tree. This was a wonderful community building event.

▪ ***Foothill Fruitvale Fiestas, Fruitvale Carols, Friday December 18, 2015***

We started at the corner of Fruitvale and Foothill Blvd where we sing and walk to the Cesar Chavez Park. The families enjoyed the traditional Fruitvale Fiestas with Kaiser, merchants and councilmember Gallo in partnership we were able to have many activities for children. We had a clown who made beautiful balloons figures, face painters, Zumba group, Santa Clause, piñatas, gifts, traditional Christmas tea made from different fresh fruit, champurrado another traditional drink and the tamales food, The families enjoyed the activities!

▪ ***International Fruitvale Fiestas, Fruitvale Carols, Saturday December 19, 2015***

Foothill was a great starting point to the International Fruitvale Fiestas, Fruitvale Carols, where even more folks joined in the happiness. We walked on International Blvd to Avenida De La Fuente where the final celebration took place, and where we had same activities for the kids. We look forward to continuing this great tradition every year.

▪ ***International Fruitvale Fiestas, Fruitvale Carols, Wednesday December 23rd, 2015***

The success of the past Fruitvale Fiestas, Fruitvale Carols, the International Merchants asked for help to organize another celebration. The celebration started at 36th Avenue and ended at 38th Avenue where piñatas and food for the kids were made. We look forward to continuing this great tradition every year.

Business closures/New Businesses

Businesses that closed in 2015 and jobs lost: 6 businesses, 9 jobs

Businesses that opened in 2015 and jobs created: 19 businesses, 43 jobs

3. Improvements and activities to be provided for the upcoming calendar year: 2016

- Supervise street maintenance services and ensure performance delivery throughout FBID
- Focus on promotion of the FBID with different activities Night Markets and mobilize the community with different projects.
- Promote and support the annual Dia de los Muertos festival and other events
- Continue the efforts of Safety with: Merchants Block Captain, look for avenues to reinstate the Ambassador program in the Fruitvale commercial corridors and other avenues for safety (non-FBID funded)
- Participate and encourage merchants to attend the Neighbor Crime Prevention Council (NCPC) meetings and other City sponsored workshops (non-FBID funded)
- Provide relevant workshops to address the evolving needs of merchants (non-FBID funded)

- Provide support and online visibility to Fruitvale Merchants (non-FBID funded)
- Maintain an up to date property vacancy tracking database
- Serve as a liaison between Property Owners and Business Owners
- Provide a Welcome and Business Packet inclusive of City guidelines for future businesses (non-FBID funded)
- Conduct outreach and visit the merchants to log changes in the district periodically, provide technical assistance to business owners and ongoing support (non-FBID funded)
- Conduct a survey to engage district shoppers and gauge district needs (FBID funded)

4. Estimate of the cost of providing improvements and activities for the upcoming calendar year:

**THE UNITY COUNCIL
FRUITVALE BID SUPPORT SERVICES
BUDGET**

CALENDAR YEARS 2016

(With the five percent increase for FY 2015-16 per City of Oakland Resolution No. 85716 C.M.S.)based on Management District Plan Maximum Budget)

INCOME:

FY 2015-16 BID assessments	340,919
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EXPENSES:

Cleaning (63%)

Peralta Services Corp. Contract Services	214,508
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<u>Marketing and Promotions (5%)</u>	18,665
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Administration (25%)

Personnel - Program Manager (Maria Sanchez)	45,000
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Personnel - Taxes/Benefits	10,400
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Other Administration	<u>28,510</u>
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Total Administration	83,910
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<u>Fees and Contingency (7%)*</u>	23,866
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Total Operating Expenses	340,919
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*Under the Fruitvale BID agreement with the City of Oakland, \$23,866 of total proceeds is to be set aside for “contingency” and to pay fees charged by the County of Alameda and the City of Oakland for collecting and administering the BID assessments and to create a reserve to mitigate the impact of uncollectible assessments.

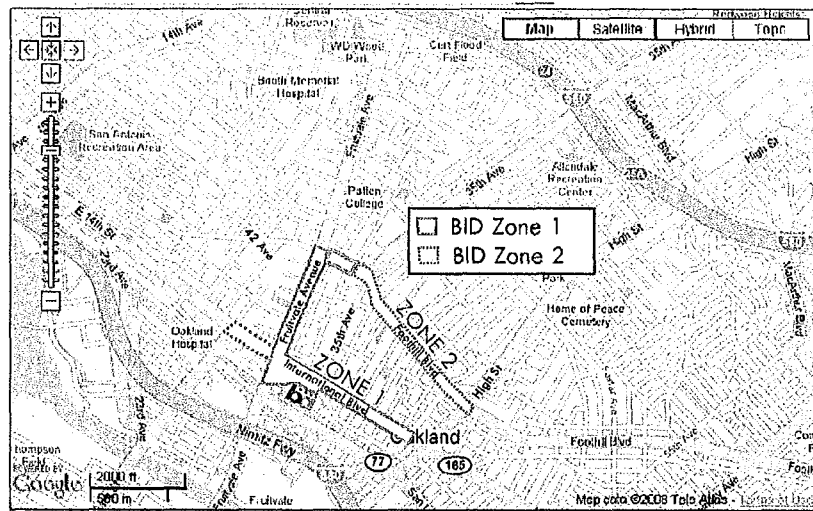
5. Method of Basis of Levying the Assessment

Each property owner pays an assessment based on gross lot square footage. The district is divided into two zones.

Zone One includes Fruitvale Avenue from Foothill Boulevard to East 12th Street (excluding 1500 to 1900 Fruitvale), Foothill Boulevard from Fruitvale Avenue to 34th Avenue, International Boulevard from Fruitvale Avenue to 42nd Avenue, and East 12th Street from 33rd Avenue to 35th Avenue. The remainder of the district comprises of **Zone Two**.

The FBID exercised the first ever 5% increment in 2015-2016 to fund services taking place in 2016. Due to voter approval of measure FF (Oakland Minimum Wage Law) in March 2015 the Unity Council seeks to increase the property assessment charges by 5% in FY 2016-17 to keep up with the rising cost of labor. The new increase will go into effect in fiscal year 2016-2017, and will be allocated in the 2017 calendar year budget. The FBID Steering Committee also sees a need to invest more funds into promotion to ensure Fruitvale is still a popular destination.

In FY 2016-2017, Zone One properties will be assessed at \$0.1874 per square foot and Zone Two properties will be assessed at \$0.0882 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.0882 per square foot in both zones. Residential properties with four units or fewer are not assessed in either zone.



6. The amount of any surplus or deficit revenues to be carried over from a previous year
The budget for calendar year 2016 is \$340,949 the expected assessment to be collected is \$340,949. Therefore, it is expected that there will be no surplus. The Unity Council will seek additional funding to provide services to supplement BID funded services within the commercial district.

7. Contributions from Sources Other than Assessments

The Unity Council seeks additional funding to provide non-BID supplemental services to business and property owners located within the Fruitvale commercial district. We project that we will be able to supplement BID services through funding sources including the following:

- Local Initiatives Support Corporation: \$25,000.00 annually
- Keep Oakland Beautiful : \$800.00 for Fruitvale Plaza Park garden beautification
- Kaiser Foundation \$5,000 for Fruitvale Fiestas
- Over 450 volunteers annually
- AmeriCorps Members

The Lakeshore/Lake Park Avenues Business Improvement District
4133 Balfour Avenue, Oakland, CA 94610
510-593-3721

2015 Annual Report

1. Proposed changes to boundaries of the BID.
None.

2. Improvements and activities provided during 2015.
 - Sidewalks and gutters swept daily on Lake Park and Lakeshore to Wesley Avenues plus the additional hours (3) of sweeping added last year.
 - Our purchase last year of three solar-powered trash compactors to reduce trash and garbage overflow at high pedestrian traffic intersections has been mostly successful.
 - We maintain one private security officer for seven hours a day four days a week and eight hours a day three days a week. In addition to discouraging illegal activity, he assists in the communication of concerns between the merchants, the management and the police department. He patrols throughout the district and monitors activities, and he assists with traffic control during our holiday events.
 - Our gardener has stepped up his watering activities during the drought and continues to replant and trim tree well gardens. This year, he redid the garden on the little plaza at Rand and Lakeshore as many plants had died and some city-installed irrigation had been disrupted.
 - We continue to hold 3 annual holiday events during the fall, spring and winter including children's fairs, face painting and carriage rides during the Christmas holidays. These events draw from all over Oakland.
 - The administrator produces a merchant newsletter every two months with information on issues, concerns, and resources of interest to the merchants. She also writes a blog for a local newsletter to keep our neighborhood shoppers abreast of activities or new businesses and other activities when they arise.
 - We continue to maintain a website and facebook presence that is available for free to our merchants.

- Our Advisory Board holds an annual meeting and dinner including relevant speakers, the council member, the mayor, police representatives, etc., with regular updates that include merchants who wish to participate.
3. Improvements and activities to be provided to the District during 2016.
No capital improvements were made this year. We considered more solar trash compactors but the price had risen considerably. We may assist Arizmendi if they decide to pursue building a parklet. See attached 2016 budget for other improvement and activities.
 4. Estimate of the cost of providing improvements and activities for 2016. .
Please see the attached budget.
 5. Method and basis of levying the assessment.
The assessment will be collected by Alameda County and turned over to the City Treasury Office which forwards them to the Lakeshore/Lakepark Avenues BID Management Corporation. Our annual assessment rate will remain \$24.048 per linear foot of frontage plus 0.2805 per square foot for collection in the next fiscal year.

Tax exempt parcels, regardless of size, will be assessed a flat rate of \$255.00 annually.
 6. Surplus or deficit revenues to be carried over from previous fiscal year.
It is anticipated that the surplus revenues to be carried over will not exceed \$33,000. No deficit is to be carried over.
 7. Contributions from sources other than the assessment.
None.

**Lakeshore Avenue Business Improvement District
Post Office Box 16268 - Oakland, California 94610**

LAKESHORE/LAKE PARK BID		
PROPOSED BUDGET FOR 2016		
Description	Amount	
Income		
Estimated Bid Collections		\$154,644.00
Total Income		\$154,644.00
Carry Forward 2015 (Reserve for Nonpayment) (Interest Bearing)		\$33,000.00
Total Available Funds	\$	187,644.00
Expenses		
Administration	\$	(39,000.00)
Annual Meeting		(\$1,200.00)
Beautification	Banners	(\$600.00)
	Gardeners	(\$11,200.00)
City (1%) & County Collections Cost (1.7%)		(\$4,175.00)
Insurance		(\$800.00)
Maintenance: Sweepers; Steam Cleaners		(\$30,000.00)
Office Expenses		(\$1,500.00)
Professional Expenses		(\$650.00)
Promotions; Capital Improvements		(\$15,000.00)
Security		(\$54,000.00)
Total Expenses		(\$158,125.00)
Reserve For Nonpayment (Year-End Balance)		(\$29,519.00)
Total Expenditures		(\$187,644.00)

**ANNUAL REPORT FOR THE
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK
LONDON IMPROVEMENT DISTRICT) 2016**

OAKLAND, CALIFORNIA

1. Proposed Changes in boundaries of the BID:

There are no proposed changes to the boundaries of the Business Improvement Management District.

2. Improvements and activities provided during fiscal year 2015:

The District's mission is to create, promote and maintain an inviting environment for people who visit, live or work in the Jack London District. Through programs focused on beautification, safety and promotion, it fosters economic vitality and quality-of-life in Oakland's unique, historic urban waterfront community.

The Jack London Improvement District Board of Directors directs organizational policy, administration, and development of District priorities. The Board has increased in membership to 11 Directors in 2015, all property owners, residents, business owners, or property owners' representatives in the District. All Board members are volunteer

Staff leads the management and administration of the district. The District Management Corporation has no employees. Two individuals, one full time (Executive Director) and one part time (Administrative Assistant) have been hired through Oakland Venue Management (OVM) the principle management contractor for the district. Staff is the primary point of contact for board members, district stakeholders, the City of Oakland, and the general community. Staff executes the preparation, coordination and implementation of all Jack London Improvement District program activities; oversees the daily business and operations of the PBID in accordance with the policies set by the District Management Plan and the Board of Directors; and provides information and guidance to the board in formulating objectives and decisions of general policy; manages budget and finance; and oversees all contracts, staff, interns, volunteers to fulfill the Jack London Improvement District's vision of a safe, clean, thriving district.

The District also has 3 committees focused on the District's areas of work: Maintenance and Beautification; Marketing and Economic Development; and Land Use and Transportation. Committee work is done in partnership with and through the leadership of the Executive Director and Staff. The committees encourage participation by members living, working, or who own property in the District and are willing to volunteer their time and skills in District improvement efforts.

Activities in each of the District's areas of work are described below in greater detail.

Maintenance, Beautification, Safety & Streetscape:

The Maintenance and Beautification Committee, chaired by Sara May, property owner, has the following statement of purpose:

This committee guides coordination of Jack London Improvement District's contracted services and actively engages district stakeholders with the goal of creating safe, clean, beautiful streets, sidewalks, and public spaces.

The safety ambassador program is run by Block by Block (BBB). The services provided by BBB include but are not limited to:

- walking and bike patrols
- safety and umbrella escorts
- pedestrian and motorist assistance
- acting as a witness to crimes and reporting incidents to the City
- deterring panhandling and loitering

Many maintenance, beautification, and streetscape improvements are also implemented by ambassadors and delivered through a contract with BBB. The services include:

- Sidewalk Sweeping
- Sidewalk Steam Cleaning
- Landscaping and Weed Removal
- Reporting & Removal of illegal Dumping
- Graffiti abatement
- Public Space Improvements
- Gateway and underpass maintenance

BBB is operated under the on-site supervision of operations manager Carlos Paz Rivera, working out of the Jack London Improvement District office.

Other projects initiated by Jack London Improvement District in 2015 to continue into 2016:

- Determining the baseline services as outlined by the City of Oakland and tracks them in order to be able to ensure delivery.
- Monitoring property negligence and develop strategy for property owner engagement
- Continuation of a mural program—two Murals have been completed at sites that were previously frequent targets of vandalism and graffiti (in cooperation with the Marketing Committee and area community arts groups)
- Initiated 880 Underpass Improvements through workshops with City of Oakland, area stakeholders, and the City of Oakland Public Art Advisory Committee.

Marketing and Economic Development:

A committee has been established to guide activities in this area. The Marketing and Economic Development Committee, chaired by Paul Thyssen, district resident and property owner, has the following statement of purpose:

Through active community engagement with existing and prospective district stakeholders, the Committee guides efforts to promote and enhance the district as a place to live, work, and visit. These activities include but are not limited to: on-going collaborative and independent marketing, advertising, communications, public relations, events, and sponsorships.

Other projects initiated by Jack London Improvement District in 2015 to continue into 2016:

- Permitting process and design development of light-post banners throughout the district
- Promotion and representation of the district at City and other organizations' events
- Providing assistance and support to businesses locating in Jack London
- Publicizing business openings, events, and other happenings of the District through press releases and other media

- Maintaining active social media and online presence through active accounts with Facebook, Twitter, Townsquared, Nationbuilder (website host) and Instagram. Townsquared and Instagram are also integrated with the District website platform.
- Sponsorship of events such as well-attended community forums both on-site and at local venues which contribute to promotion and community building.
- Development of strategy to help achieve the district's vision of economic vibrancy
- Hosting popup businesses, and community events that activate public space at the corner at 4th and Broadway, and introduce the start-up business to the Jack London community. Pop-up businesses include Drip! Mobile Espresso and Pelican Po'Boys local food purveyors. Community groups hosted include the Beat 1X Neighborhood Crime Prevention Council, STEAM, a pop-up educational maker space, a shared electric bike charging station, and various business networking events.

Administration and Government/Community Relations:

The Board of Directors as a whole guides organizational policy and administration, seeks strategic community partnerships, and delegates the task force for recruiting and nominating new Board members.

Land Use and Transportation:

A committee has been established to guide activities in this area. The Land Use and Transportation Committee chaired by Vivian Kahn, district resident and business owner, has the following statement of purpose:

The Land Use and Transportation committee will advocate for projects and planning efforts that support Jack London's vibrancy, quality of life, accessibility and connectivity through active engagement of stakeholders and constructive, inclusive discussions about development in Jack London.

Other projects initiated by Jack London Improvement District in 2015 to continue into 2016:

- Hosting the forum series on development and revitalization of the District in collaboration with the Marketing and Economic Development Committee.
- Oversight of the train safe and quiet zone project, in 2015 nearly \$8,000 was raised for engagement of consultant for the feasibility study for project implementation and the District continues to advocate for advancement of this project.
- Monitor opportunity sites, current and prospective development projects, and other activity, actions, and planning efforts in or affecting district.
- Recommend action to Board regarding any land use issues where appropriate.

Jack London Improvement District also hosts an annual public meeting, noticed to all District stakeholders as required in Section 5.12.1 in the Disbursement Agreement between Jack London Improvement District and the City of Oakland.

3. The improvements and activities planned for the fiscal year 2016:

Maintenance, Beautification, Safety & Streetscape services and improvements

In 2016, Jack London Improvement District will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements guided by the Committee and through BBB as the primary

service provider and at the service level outlined in the management district plan. In addition, Jack London Improvement District will move the following projects forward:

- Jack London Improvement District will identify and address opportunities for more permanent crime prevention and elimination of blight through environmental design, strategies (CPDED) such as lighting, removal of PROW obstructions, improvement of visibility, and enhancement of overall district identity beyond the provision of a safe presence and consistent response to dumping and graffiti
- Continue coordination of Mural program with the Marketing committee,
- Implementation of district identity enhancements such as banners, median improvements, and utility box art.
- Coordinate the identification and mapping of security cameras in the district, both on private buildings and in the public right-of-way.
- Continue hosting, coordinating, and conducting outreach for Beat 1X Neighborhood Crime Prevention Council Meetings in close coordination with Oakland Police and district public safety stakeholders
- Continue data gathering to geo-reference maintenance and safety issues for prompt resolution.

Marketing & Economic Development

In 2016, Jack London Improvement District will continue to deliver the same Marketing and Economic Development services and improvements, guided by the Committee. In addition, Jack London Improvement District will move the following projects forward:

- Promotion of Jack London District identity and brand
- Maintenance and expansion of online presence
- Partnership with local businesses and property owners to promote leasing, development, and growth opportunities including direct assistance in securing necessary permits and navigating city entitlement process.
- Hosting of Forum for economic and land-use development - related topics (in collaboration with Land Use and Transportation committee)
- Hosting of annual community event
- Development of economic development and retail attraction strategy for improving neighborhood amenities and reducing vacancies
- Facilitation of public art; for example initiate collaboration with local business, sponsor utility box art wraps, and create mural district (in collaboration with the Maintenance and Beautification Committee)
- Continual review and creation of opportunities for business attraction and retention in the district and overall economic conditions in the district

Administration & Governmental/Community Relations

In 2016, Jack London Improvement District will continue to provide administration services and advocacy for the District, guided by the Board of Directors and implemented by Staff. Jack London Improvement District will continue to:

- Develop strategic partnerships inside and outside district boundaries including Caltrans, Port of Oakland, Visit Oakland, Oakland Chamber of Commerce and other important agencies.
- Seek inclusive community outreach around development and planning efforts such as proposed housing within the District, the City of Oakland 2015 Circulation study, Downtown Specific Plan

with the goal of creating a more welcoming and pleasant environment for businesses, residents, visitors, investors, and employees.

4. Estimated cost for providing the improvement and activities in 2016:

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	57	\$445,038
Marketing & Economic Development	16	\$124,923
Administration & Government/Community Relations	20	\$156,154
Contingency & Collection Fees	7	\$54,653
TOTAL	100%	\$780,769.98

Estimated cost for providing improvement activities in 2017

Category	%	Amount
Maintenance, Beautification, Safety & Streetscape Improvements	54	\$440,134
Marketing & Economic Development	18	\$143,023
Administration & Government/Community Relations	20	\$170,910
Contingency & Collection Fees	8	\$65,637
TOTAL	100%	\$819,704

5. Method and basis for levying the assessment:

Three benefit zones are used to apportion special benefit services based upon need. Further details regarding the methodology used can be found in the District Management Plan, page 10. The District Management Plan can be found on file with the Office of the City Clerk, or at http://www.jacklondonoakland.org/governing_documents. The BID Advisory Board has approved and is requesting a nominal increase related to the Consumer Price Index increase since the initiation of operations in order to maintain a consistent level of service. The Board has approved an assessment increase for 2016/2017 of 5% over the 2015/2016 assessment as permitted by the District Management Plan. All Property owners received written notification, and stakeholder input was solicited in this process.

6. Surplus or Deficit for 2016 to be carried over from a previous fiscal year.

It is estimated that the Jack London Improvement District will have no carry-forward beyond any portion of the prudent contingency reserve amount of \$65,587.

7. The amount of any contribution to be made from sources other than BID/CBD assessments to be levied.

No contribution from sources other than PBID assessments is anticipated.

TEMESCAL TELEGRAPH BUSINESS IMPROVEMENT DISTRICT

Temescal Telegraph Avenue Community Association (TTCA) Business Improvement District Annual Report to City Council Calendar Year 2015

I. PROPOSED CHANGES IN THE BOUNDARIES OF THE BID OR IN ANY BENEFITS ZONES WITHIN THE DISTRICT:

TTBID, renewed in 2014 for ten years, with boundaries to include parcels fronting along Telegraph Avenue from Woolsey Street on the north to the four corner intersection at W. MacArthur on the south; it also includes Children's Hospital on MLK Jr. Way, Shattuck Avenue from the 24 freeway to its merge with Telegraph Avenue; and Claremont Avenue from the 24 freeway to just south of Cavour Street. The renewed BID also includes 40th Street from Broadway to the MacArthur BART station, and properties in Temescal Alley. No future changes are contemplated.

II. IMPROVEMENTS AND ACTIVITIES PROVIDED DURING FISCAL YEAR 2015

The following are the major improvements and activities provided:

TO DATE:

ORGANIZATION

- Upon the Board and the Executive Director's mutual agreement to conduct a search for new staffing, a Search Committee placed ads in International Downtown Association, our website and word of mouth. Fifteen resumes were received and five candidates were interviewed. Three finalists were interviewed by the entire Board.
- The new Executive Director, Shifra de Benedictis-Kessner, began her new position on September 7 as a W2, full time, salaried employee. For the prior ten years, Urban Transformation performed management services as a contractor. Darlene Drapkin stayed on during September to ensure a seamless transition.
- Redesigned organization's logo and letterhead for use in marketing, branding and all communications.
- Participated on the Oakland Business Improvement Council (OBIC), particularly around issues with the Graffiti Abatement Ordinance and its enforcement; assisted in exploring organizational structures for OBIC.
- Conducted regular letter and email campaigns to property owners and merchants to inform them of BID activities.

- Held meeting on March 4 at SGI Buddhist Center at 3834 Opal, to welcome expansion stakeholders and invite feedback.
- Held Annual Meeting April 22nd at Temescal restaurant, Asmara's; attended by properties owners and merchants, and welcomed the expansion stakeholders. TTBID was expanded to 15 board members with Bill Lambert as the incoming President.
- Adopted revised bylaws to include improved Board and Officers' descriptions and clarify/update language.
- Maintained comprehensive relational database that includes property owners, the businesses that occupy the buildings, and all other stakeholder groups.

ECONOMIC DEVELOPMENT

- Maintained and updated inventory of Temescal commercial vacancies.
- Continued dialogue w/ commercial brokers despite low commercial vacancy rate.

DESIGN

- New vendor, Peralta Service Corporation, began providing sidewalk sweeping and landscaping services to expansion area in January. Releaf was hired as a subcontractor to focus on the 40th Street median.
- Obtained four concrete trash cans for the expansion area and inventoried four additional cans to receive mosaic tile treatment; finalized agreement to have all cans repainted and new logo placed on the doors.
- Negotiated \$880,000 bank loan to continue the TTBID's pedestrian lights program, the organization's highest priority capital project. The loan should close in November; materials should be purchased and delivered by January 2016, and installation should be completed by March. The 2016 phase of installation will include installations portions of Telegraph Ave from 49th St to Aileen St, from North St to the Berkeley border, on the west side of Shattuck from 46th to 52nd, on 40th St from Broadway to the MacArthur BART station. Deferred until a later phase will be lights installed by private development and the BID on portions of Telegraph between 51st and Aileen St, between 40th and W.MacArthur, and the east side of Shattuck from 46th to 52nd.
- Supported the 51st Street Parklet with a \$2,000 investment.
- Supported a mural for installation at the Brignole building (on east side of Shattuck south of 47th St) with a pledge for \$3,000 in matching funds.
- Supported the Idora Park Project at 56th Street by making a \$15,000 pledge and paying out \$1,500 prior to 10/1/15.
- Negotiated w/ BART to be reimbursed approximately \$30,000 to have local artist Alan Leon repaint 2 columns at Temescal Flows mural (Hwy 24 & 52nd St) after BART repair work, and to paint one additional column. Work should be completed by 12/31/15.

SECURITY

- Invested in innovative security mobile application, Local Security Network, for enhanced safety and maintenance response and accountability from our service

provider to be used by up to twenty community users; it also provides an incident history reporting database.

PROMOTION

- Held 12th annual Temescal Street Fair which was well attended and generated \$2,000 in positive fund balance.
- Held Taste of Temescal restaurant-stroll event on October 20.
- Held 7th annual Temescal Street Cinema (six week summer series) as part of nighttime community activity.
- Held Summer Art Hop, drawing 1,500 attendees to Temescal, showcasing the district's art and cultural amenities.
- Agreed to subsidize Temescal News & Views.
- Telegraph Avenue banner poles at 49th continue to promote events including Street Fair, Farmer's Market, Shop Local Holiday, and springtime Temescal is Blooming themes.

FOR REMAINDER OF CY 2015:

ORGANIZATION

- Working with Caltrans to receive Caltrans assessment contribution owed for past ten years of TTBID services, and next ten years of TTBID.
- Conduct outreach to residential neighborhood through attending Temescal Neighborhood Council.

ECONOMIC DEVELOPMENT

- Conduct continuing outreach and offer support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings
- Continue to maintained and update inventory of Temescal commercial vacancies.
- Continue dialogue w/ commercial brokers to fill remaining vacancies.

DESIGN

- Negotiating w/ City Public Works to install 5 newly designed Gateway signs at the expanded District's new entry points as well as replace 4 previously installed signs. Work should be completed by 12/31/15.
- Working w/ City Public Works to change incandescent fixtures to LED to improve brightness and energy efficiency at Hwy 24 underpasses at 52nd St and 56th St. Work to be completed pending funding.
- Continuing to Support the Idora Park Project at 56th Street by investigating other funding sources to compliment pledged TTBID contribution of \$15,000.
- Working to install December holiday lighting across Telegraph at 49th St. Work to be completed by December 2015.
- Redesigning pole banners and considering placement on new pedestrian lights. Design work completed. Install likely in first half of 2016.

- Supported a mural for installation at the Brignole building (on east side of Shattuck south of 47th St) with a pledge for \$3,000 in matching funds.
- Starting discussions with Children’s Hospital to add shopper stops on Telegraph Ave, connecting the district with BART. Investigating funding partners: BART, BAAQMD, etc.
- Coordinating with Bikeshare and Temescal merchants and property owners to determine best locations for Bikeshare pods.

CLEAN/SAFE

- Considering hiring private security for the December holiday season to enhance merchant and customer security.
- Restarting power washing focused targeted hot spots throughout the district.
- Working with new Peralta Services supervisor to retrain staff & do additional refresh of district to address rampant graffiti.
- Developing monthly metrics reporting to track PSC performance over time.

PROMOTION

- Holding the 9th annual safe Temescal Trick or Treat, highlighting the nighttime safety of Temescal, and encouraging the growing number of families in the area to visit.
- Working with Smokey’s Tangle to produce 2015 Winter Art Hop.
- Working to host a first annual Temescal Holiday retail event in the first weekend of December.
- Updating website with new businesses and events in the district.
- Promoting Temescal businesses and events through daily Facebook posts, twitter and Instagram.

III. IMPROVEMENTS AND ACTIVITIES TO BE PROVIDED DURING 2016.
Please see the attached proposed budget for 2016

IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR CY 2016
Please see the attached proposed budget for 2016.

V. METHOD AND BASIS OF LEVYING THE ASSESSMENT
TTBID continues to execute its highest priority capital project, explained throughout this document.

The 2016 rates are included in the following table:

<i>Property Variable</i>	<i>Benefit Zone 1</i>	<i>Benefit Zone 2</i>	<i>Benefit Zone 3</i>
Lot Size	0.06	0.06	0.02
Building Size	0.08	0.03	0
Linear Frontage	8.00	3.00	15.00
New Condo Fee	.20	.20	.20

VI. SURPLUS OR DEFICIT REVENUES TO BE CARRIED OVER FROM A PREVIOUS FISCAL YEAR

See attached budget.

VII. THE AMOUNT OF ANY CONTRIBUTIONS TO BE MADE FROM SOURCES OTHER THAN BID ASSESSMENTS TO BE LEVIED.

See attached budget.

**Temescal Telegraph BID
2016 CALENDAR YEAR BUDGET**

PROWSO		<i>Zone 1</i>	<i>Zone 2</i>	<i>Zone 3</i>	<i>Condos</i>	<i>Total</i>
Allocated PROWSO Revenue		\$ 211,386	\$ 44,883	\$ 21,718	\$ 11,583	\$ 289,570
Proposed PROWSO Expenditures						
	Peralta Services	\$ 98,500	\$ 21,500	\$ 12,000	\$ 5,000	\$ 137,000
	Security measures	\$ 28,500	\$ -	\$ -	\$ 1,500	\$ 30,000
	Children's Hosp. Maintenance			\$ 5,000		\$ 5,000
	Improvement Mini Grants	\$ 1,500	\$ 1,000	\$ -	\$ -	\$ 2,500
	Loan service on Ped lighting	\$ 72,886	\$ 20,566	\$ -	\$ 5,000	\$ 98,452
	Pes Lighting	\$ 4,000	\$ 1,000			\$ 5,000
	Executive Director fees	\$ 10,000	\$ 4,000	\$ 1,000	\$ -	\$ 15,000
	Total Proposed PROWSO Expenditures	\$ 215,386	\$ 48,066	\$ 18,000	\$ 11,500	\$ 292,952
	PROWSO Pro Forma Surplus / (Deficit)	\$ (4,000)	\$ (3,183)	\$ 3,718	\$ 83	\$ (3,382)
MARKETING & IDENTITY ENHANCEMENT						
Allocated Marketing Revenue		\$ 66,939	\$ 14,213	\$ 6,877	\$ 3,668	\$ 91,697
Proposed Marketing Expenditures						
	Temescal Street Fair	\$ (5,000)	\$ -	\$ -	\$ -	\$ (5,000)
	Street Cinema	\$ 4,000	\$ -	\$ -	\$ -	\$ 4,000
	New Event (40th St.)	\$ 5,250	\$ -	\$ -	\$ 250	\$ 5,500
	Temescal Flows	\$ -	\$ -	\$ -	\$ -	\$ -
	New Banners	\$ 9,000	\$ 2,500			\$ 11,500
	XMAS Decorations	\$ 5,000	\$ 2,000			\$ 7,000
	Tree Lights	\$ 3,500	\$ 1,500			\$ 5,000
	Semi-Annual Art Hop	\$ 2,000	\$ -	\$ -	\$ 500	\$ 2,500
	Halloween Event	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000
	Cross-Telegraph Banner	\$ 2,500	\$ -	\$ -	\$ -	\$ 2,500
	Child.Hosp. Strtscp Improv/Mtnce			\$ 5,000		\$ 5,000
	Local Security Network	\$ 1,000	\$ 400			\$ 1,400
	Temescal News & Views	\$ 1,200				\$ 1,200
	East Bay Express Ad	\$ 800	\$ 200			\$ 1,000
	Website, Logo, Maps, Directories	\$ 3,000	\$ 1,500	\$ 750	\$ 750	\$ 6,000
	Loan Service on Ped lighting	\$ 20,085	\$ 4,363			\$ 24,448
	Exec Directors Fees	\$ 8,000	\$ 2,250	\$ 1,125	\$ 1,125	\$ 12,500
	Total Proposed Marketing Expenditures	\$ 61,335	\$ 14,713	\$ 6,875	\$ 2,625	\$ 85,548
	Marketing Pro Forma Surplus / (Deficit)	\$ 5,604	\$ (500)	\$ 2	\$ 1,043	\$ 6,149
ADMINISTRATION						
Allocated Administration Revenue		\$ 56,370	\$ 11,969	\$ 5,791	\$ 3,089	\$ 77,219
Proposed Admin Expenses						
	Executive Director fees	\$ 33,763	\$ 7,169	\$ 3,469	\$ 1,850	\$ 46,250
	Rent	\$ 6,570	\$ 1,395	\$ 675	\$ 360	\$ 9,000
	Phone and Internet	\$ 1,351	\$ 287	\$ 139	\$ 74	\$ 1,850
	Food for meetings	\$ 1,716	\$ 364	\$ 176	\$ 94	\$ 2,350
	Legal and Accounting	\$ 4,015	\$ 853	\$ 413	\$ 220	\$ 5,500
	Insurance	\$ 5,110	\$ 1,085	\$ 525	\$ 280	\$ 7,000
	Professional Development	\$ 1,095	\$ 233	\$ 113	\$ 60	\$ 1,500
	Office Supplies and Other	\$ 1,460	\$ 310	\$ 150	\$ 80	\$ 2,000
	Total Proposed Admin Expenditures	\$ 55,079	\$ 11,695	\$ 5,659	\$ 3,018	\$ 75,450
	Admin Pro Forma Surplus / (Deficit)	\$ 1,291	\$ 274	\$ 133	\$ 71	\$ 1,769
CONTINGENCY						
Allocated Revenue		\$ 17,615	\$ 3,740	\$ 1,810	\$ 965	\$ 24,131
	TOTAL BUDGETED REVENUE	\$ 352,310	\$ 74,805	\$ 36,196	\$ 19,305	\$ 482,616
	<i>Check</i>	<i>73.0%</i>	<i>15.5%</i>	<i>7.5%</i>	<i>4.0%</i>	<i>100%</i>
	TOTAL PROPOSED EXPENDITURES	\$ 331,800	\$ 74,474	\$ 30,534	\$ 17,143	\$ 453,950
	TOTAL SURPLUS / (DEFICIT)	\$ 20,510	\$ 332	\$ 5,662	\$ 2,162	\$ 28,666

Notes

Includes sidewalk & planter cleaning, graffiti removal, steam clean sidewalks, water and maintain planters, 40th St. median maintenance and illegal dump removal

\$880,000 9 yrs = \$10,241.66/mo = \$122,900 annual debt service. Net DS taken from MIE below per pg 21 of the TT BID 2015 District Management Plan

Income generated by Street Fair