

Oakland City Attorney's Office

2018 JUL -3 AM 10:06

OAKLAND CITY COUNCIL
RESOLUTION No. 87807 C.M.S.

RESOLUTION (A) APPROVING THE FISCAL YEAR 2017-2018 ANNUAL REPORTS OF THE FRUITVALE PROPERTY BUSINESS IMPROVEMENT DISTRICT OF 2011, THE LAKESHORE/LAKE PARK BUSINESS IMPROVEMENT MANAGEMENT DISTRICT OF 2012, THE JACK LONDON IMPROVEMENT DISTRICT, THE TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT 2015, AND THE LAUREL BUSINESS IMPROVEMENT DISTRICT 2016 ADVISORY BOARDS; (B) CONFIRMING THE CONTINUING ANNUAL ASSESSMENT FOR EACH SAID DISTRICT AND FOR THE KOREATOWN/NORTHGATE COMMUNITY BENEFIT DISTRICT 2017 FOR FISCAL YEAR 2018-2019; AND (C) AUTHORIZING PAYMENT OF THE CITY'S CUMULATIVE FISCAL YEAR 2018-2019 FAIR SHARE ASSESSMENT IN AN APPROXIMATE AMOUNT OF \$26,453.74 FOR CITY-OWNED PROPERTIES IN THE FRUITVALE DISTRICT, THE JACK LONDON DISTRICT, THE TEMESCAL DISTRICT AND THE KOREATOWN DISTRICT

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 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"), the Temescal/Telegraph Business Improvement District 2015 ("Temescal BID"), the Laurel Business Improvement District 2015 ("Laurel BID"), and the Koreatown/Northgate Community Benefit District 2017 ("Koreatown CBD") (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 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.;
- o the Laurel BID, July 7, 2015, pursuant to Resolution No. 85682 C.M.S.;
- o the Koreatown CBD, July 18, 2017, pursuant to Resolution No. 86864 C.M.S.;and

WHEREAS, the FY 2017-2018 Annual Reports (attached in **Exhibit A**) have been prepared by the District Advisory Boards and filed with the City Clerk; and

WHEREAS, the FY 2017-2018 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 2018-2019 for the Fruitvale BID, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY 2017-2018 Annual Report for the Lakeshore 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 2018-2019 for the Lakeshore BID, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY 2017-2018 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 2018-2019 for the Jack London Improvement District, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY 2017-2018 Annual Report for the Temescal BID includes a determination and recommendation by the District Advisory Board for a 3% increase in the amount of the annual assessment beginning in fiscal year 2018-2019 for the Temescal BID, which is within the maximum annual assessment increase set forth in the approved plan; and

WHEREAS, the FY 2017-2018 Annual Report for the Laurel 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 2018-2019 for the Laurel BID, 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 2017-2018 Annual Reports, and the continuing annual assessments for the Districts for fiscal year 2018-2019; and

WHEREAS, the City owes a cumulative fiscal year 2018-2019 fair share assessment of \$26,453.74 for the following City-owned properties:

Table 1: List of City and ORSA properties subject to FY 2018-2019 BID Assessment Levies

| District | APN | Site Description | Annual Assessment |
|-----------|--------------|--|-------------------|
| Fruitvale | 25-722-26 | Josie de la Cruz Park | \$8,112.29 |
| Fruitvale | 33-2130-35-2 | 3510 International Blvd. | \$785.22 |
| Fruitvale | 33-2135-26-2 | Foothill Blvd | \$4,786.37 |
| Fruitvale | 32-2084-51 | 3600 Foothill Blvd | \$1,033.19 |
| Fruitvale | 32-2115-37-1 | 3566 Foothill Blvd | \$636.05 |
| Fruitvale | 25-719-7-1 | 3050 International Blvd | \$3,161.97 |
| Fruitvale | 32-2084-50 | 3614 Foothill Blvd | \$486.00 |
| Fruitvale | 32-2115-38-1 | 3550 Foothill Blvd | \$1,156.48 |
| Koreatown | 8-648-16-3 | 2100 Telegraph | \$3,814.12 |
| Koreatown | 9-684-5-1 | 404 26 th Street | \$ 663.81 |
| Temescal | 14-1219-3 | 5205 Telegraph Ave (Temescal Library) | \$1,818.24 |
| | | CITY TOTAL | \$26,453.74 |

; and

WHEREAS, it is possible that additional properties will be transferred to City of Oakland ownership during fiscal year 2018-2019, 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 25-722-26, 33-2130-35-2, 33-2135-26-2, 32-2084-51, 32-2115-37-1, 25-719-7-1, 14-1219-3, 9-684-5-1, and 8-648-16-3 funds will be budgeted in General Purpose Fund (1010)/Citywide Activities Organization (90591)/Taxes and Assessments (53511)/Business Improvement District Project (1000147)/IP50

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)/ Project (1000151)/SC18

; 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)/Administrative Project (1000007); **now therefore be it**

RESOLVED that the City of Oakland does hereby find that the Advisory Boards for the Downtown CBD, the Lake Merritt CBD, the Fruitvale BID, the Lakeshore BID, the Jack London BID, the Temescal BID, and the Laurel BID were duly appointed by Resolutions of the City Council and have filed their Annual Reports for the 2017-2018 fiscal year as required by law; and be it

FURTHER RESOLVED that the FY 2017-2018 Annual Reports and the continuing annual assessments for the Fruitvale BID, the Lakeshore BID, the Jack London BID, the Temescal BID, and the Laurel BID for the 2017-2018 fiscal year are hereby approved, adopted, and confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2018-2019 fiscal year in accordance with the assessment formulas as provided for in the five Annual Reports and the Plans on file with the City Clerk; and be it

FURTHER RESOLVED that the continuing annual assessment for the Koreatown CBD is hereby confirmed and the City Council does hereby levy and direct the collection of the assessments for the 2018-2019 fiscal year in accordance with the assessment formula as provided for in the Koreatown/Northgate Community Benefit District 2017 Management District Plan on file with the City Clerk; and be it

FURTHER RESOLVED that the FY 2017-2018 Annual Report and the continuing annual assessments for the Fruitvale BID for the 2018-2019 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 2018-2019 and the City Council does hereby levy and direct the collection of the assessments for the 2018-2019 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 2017-2018 Annual Report and the continuing annual assessments for the Lakeshore BID for the 2018-2019 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Lakeshore BID Advisory Board, beginning in fiscal year 2018-2019 and the City Council does hereby levy and direct the collection of the assessments for the 2018-2019 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 2017-2018 Annual Report and the continuing annual assessments for the Jack London Improvement District for the 2018-2019 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 2018-2019 and the City Council does hereby levy and direct

the collection of the assessments for the 2018-2019 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 2017-2018 Annual Report and the continuing annual assessments for the Temescal BID for the 2018-2019 fiscal year are hereby approved, adopted, and confirmed, including a 3% increase in the amount of annual assessments recommended by the Temescal BID Advisory Board, beginning in fiscal year 2018-2019 and the City Council does hereby levy and direct the collection of the assessments for the 2018-2019 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 2017-2018 Annual Report and the continuing annual assessments for the Laurel BID for the 2018-2019 fiscal year are hereby approved, adopted, and confirmed, including a 5% increase in the amount of annual assessments recommended by the Laurel BID Advisory Board, beginning in fiscal year 2018-2019 and the City Council does hereby levy and direct the collection of the assessments for the 2018-2019 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 2018-2019 fiscal year assessments for the Districts are as follows:

- Approximately \$394,690 for the Fruitvale BID; and
- Approximately \$164,114 for the Lakeshore BID, and
- Approximately \$908,115 for the Jack London BID, and
- Approximately \$540,851 for the Temescal BID, and
- Approximately \$198,095 for the Laurel BID, and
- Approximately \$565,388 for the Koreatown CBD, 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 2018-2019 fair share assessment of an aggregate approximate amount of \$26,453.74 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 (1000147)/IP50 and the Central City East Taxable Bond Fund (5643)/Central City East Redevelopment Organization (85246)/Taxes and Assessments (53511)/Project (1000151)/SC18; 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 2018-2019.

FURTHER RESOLVED that the City Administrator is hereby authorized to enter into contracts and related amendments with any nonprofit corporation comprised of the assesseees 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, JUL 24, 2018

PASSED BY THE FOLLOWING VOTE:

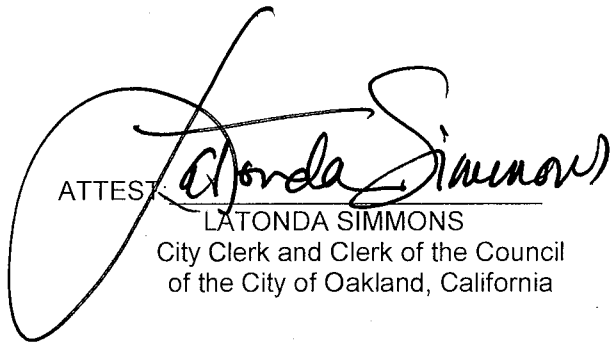
AYES BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY,
GUILLEN, KALB, KAPLAN, and PRESIDENT REID - 8

NOES - 0

ABSENT 0

ABSTENTION 0

ATTEST



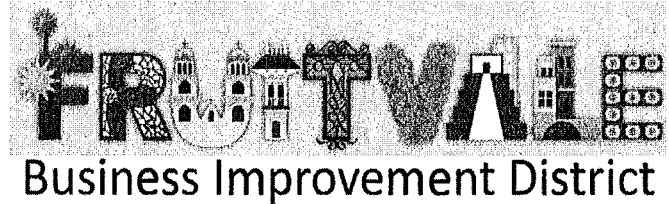
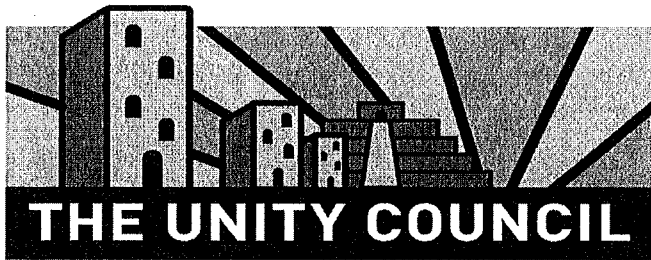
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

Exhibit A

To A Resolution (A) Approving The Fiscal Year 2017-2018 Annual Reports Of The Fruitvale Property Business Improvement District Of 2011, The Lakeshore/Lake Park Business Improvement Management District Of 2012, The Jack London Improvement District, The Temescal/Telegraph Business Improvement District 2015, And The Laurel Business Improvement District 2016 Advisory Boards; (B) Confirming The Continuing Annual Assessment For Each District And For The Koreatown/Northgate Community Benefit District 2017 For Fiscal Year 2018-2019; And (C) Authorizing Payment Of The City's Cumulative Fiscal Year 2018-2019 Fair Share Assessment In An Approximate Amount Of \$26,453.74 For City-Owned Properties In The Fruitvale District, The Jack London District, The Temescal District And The Koreatown District

Annual Reports for the:

- 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
- Laurel Business Improvement District 2016



**Fruitvale Property Business Improvement District
2017 Annual Report to the City of Oakland with
Budget Projections for the 2018 Calendar Year**

FBID Overview

The Fruitvale Business Improvement District (FBID) is a comprehensive neighborhood commercial revitalization program focused on 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 are aimed at increasing economic activity and celebrating community assets. The FBID currently supports nearly 375 businesses.

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 FBID teams fundraising efforts.

We appreciate both property and business owners for solely covering the cost for any and all façade improvements. We thank our numerous partner organizations for the multitude of ways in which they support the FBID for a thriving Fruitvale.

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 district or benefit zones within the district.
2. Improvements and activities provided during calendar year 2017 (January 1- December 31):
Improvements and activities during the 2017 calendar year are as follows:

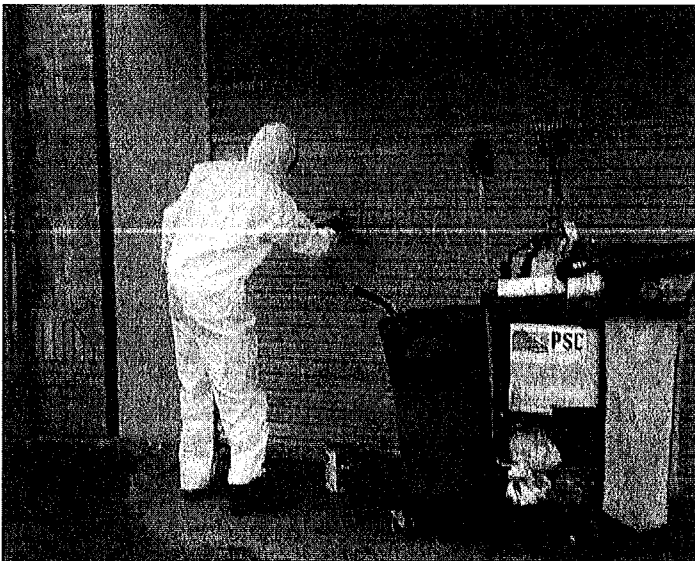
FRUITVALE, Cleanness Activities Accomplished in 2017



Peralta Crew power washing the BID side walk on International Blvd



Peralta Crew sweeping the BID side walk and gutters on Foothill Blvd



Graffiti Abatement by Peralta Crew on the business rollers gate on International Blvd.



Illegal dumping on In international Blvd

HIGHLIGHTS:

The Peralta Service Corporation (PSC) performed the following services in the Fruitvale Business Improvement District (FBID) for the year 2017: sidewalk sweeping and picking up litter, weeding, graffiti abatement, power washing, garbage removal, illegal dumping and illegal posting removal.

Due to changes in the neighborhood, increased street vending, and diminished presence of City of Oakland Public Works, the PSC incurred in enormous amount of cleaning and maintenance in the BID. In order to meet these challenges, we retrained our crew members, instituted daily supervision with logs and checklists, and assigned several new workers to the F-BID

Below are numbers of services performed throughout the FBID:

- Area 1 Sidewalk Power Wash Took Place June-July to November 2017
- Graffiti cleaned in Zone 1: 1,950 incidents
- Graffiti in Zone 2, log only (with the help of volunteers) cleaned and provide information to business owners about resources and the importance to maintain the building free of graffiti
- Illegal Dumping collected: 600 occurrences, 9 tons in total
- Illegal flyers and posters removed: 560
- Garbage Collected in 2017 by street sweepers in the FBID: 68.30 Tons
- The PSC donated 48 Saturdays 4 hours per Saturday for a total of 192 hours to Noel Gallo's operation of community service 216 (including staff hours & truck) to remove illegal dumped items/debris

DESCRIPTION: PSC performs hot, high pressure power washing throughout BID on an ongoing monthly basis with intensive power washing services performed in July to October. As highly trafficked pedestrian and vehicle corridor, the sidewalks have an enormous volume of gum, graffiti, dirt, grime, spills, particulate dust, and are frequently under serviced by the City of Oakland in comparison to its needs. The PSC Power Washing and Hydro-Service are strong catalyst to help mitigate these issues having a dramatic effect on the general appearance of sidewalks, and areas around trash receptacles.

CHALLENGES:

Illegal dumping continues to be a great challenge.

Despite Council Member Gallo's "Beautiful Oakland" initiative, the amount and frequency of illegal dumping continued to grow. The PSC is looking forward to work with C.M. Gallo and BID team to keep finding scalable and sustainable solutions to illegal dumping.

PROSPECTUS FOR 2018:

We are excited to launch several different new cleaning methodologies to the services we provide such as the "Green Machine." On its own accord, the PSC has obtained a Tennant 400 series mobile maintenance vehicle to better attack the volume of dirt, grime and overall debris throughout the district.

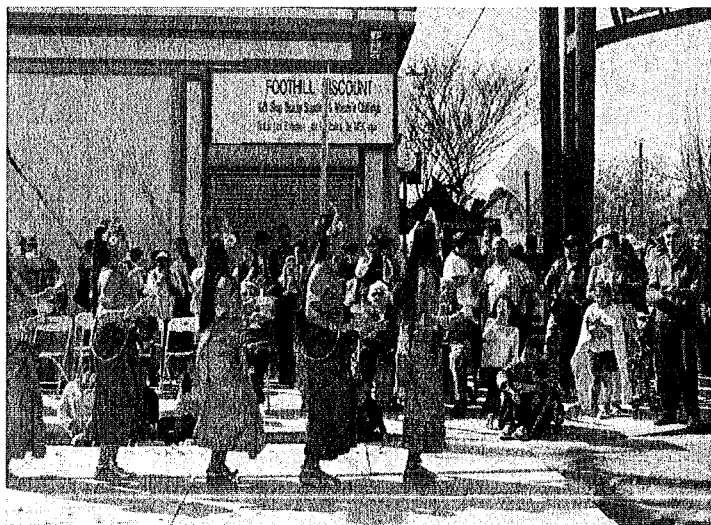
We have also reinvented ourselves with something we call "Hydro-Service." We believe that wet technique cleanings that are a combination of power washing, pressure washing and pressurized rinse eventually over the course of time help restore sidewalks that are perpetually blighted. We will see less particulate dust, overall grime including the people fecal matter and other materials that degrade the level of cleanliness on our Fruitvale streets. This also helps leverage the amount of power-washing for the district as trash cans, receive regular wet treatment through hydro-service lessening the effect of flies, bugs, and rodents around trash cans.

We are thankful for the opportunity to work with the Fruitvale Business Improvement District, and a great honor to serve the community, employ the community, and help forge a new pathway for cleaner, more prosperous Fruitvale District.

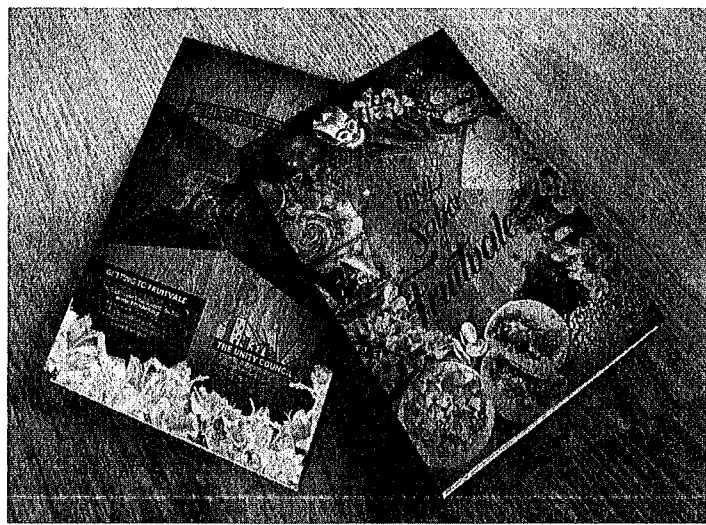
FRUITVALE, Promotion Activities Accomplished in 2017:



Dia Festival



Cesar Chavez Festival



2017 Fruitvale Directory

Events All events take place in the Business Improvement District (BID). The BID plans, coordinates, and advertises all of its events.

Holidays:

Cesar Chavez Festival in March, **Cinco de Mayo Festival** in May, **Dia de los Muertos Festival** in October, **Tree lighting** in December, **The Traditional Fruitvale Fiestas Posadas** (Christmas Carols) in December, **5 Fruitvale Night Markets** – took place in June/July **3 Tardeadas de Domingo** – Took place in July

Collateral:

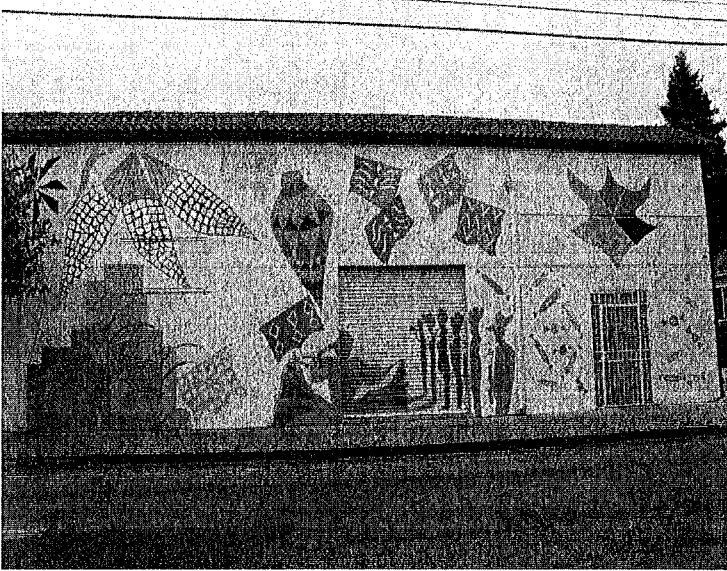
11 Monthly Bi-lingual Newsletters English/Spanish distributed to 350 businesses

6000 New Directories “Enjoy the Sabor of Fruitvale” distributed in the Bay Area in April, May, and June

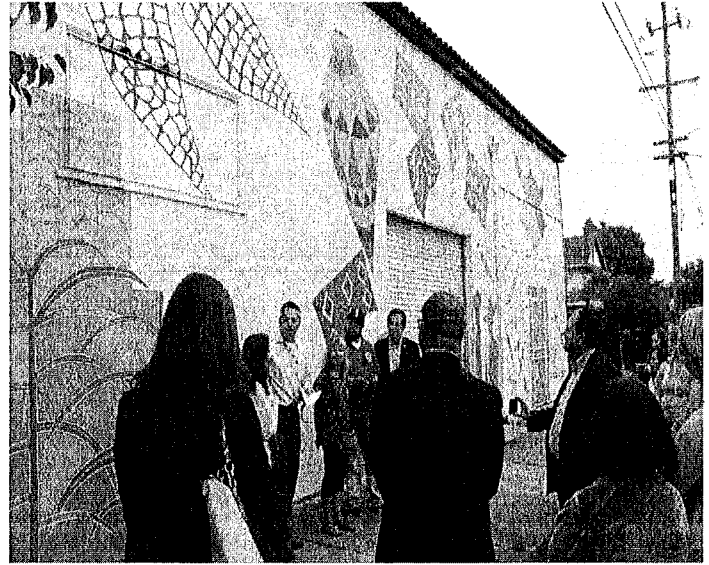
Decorations:

May, October, and December -The Fruitvale Business Improvement District (BID) was decorated for various promotional festivities. **Community Dia Altar Celebration** – took place at Fruitvale Plaza Park in October,

FRUITVALE, Beautifications Projects Accomplished 2017:



La Fiesta Mural, 3809 Foothill Blvd.



Trash Containers Mosaic Beautification



Trash Containers Mosaic Beautification

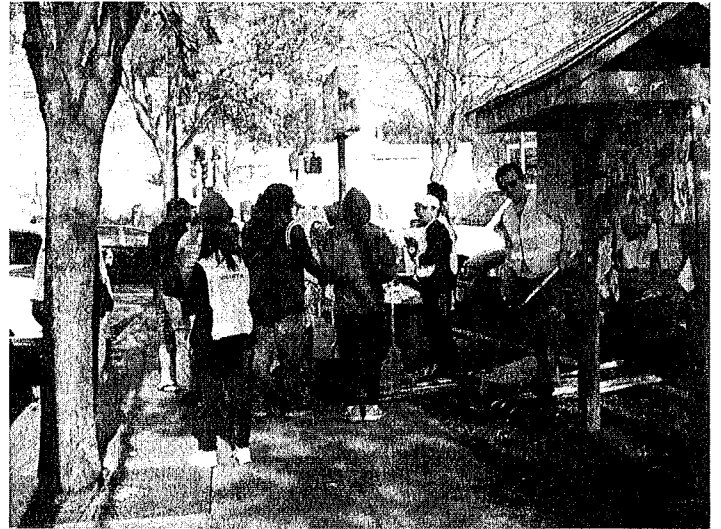
Beautifications Projects: All community activities take place in the Business Improvement District (BID). The BID plans, coordinates, and advertises all of its activities.

- La Fiesta Mural 3809 Foothill Blvd, La Finca Tortilleria Market took place in September
- 14 International Trash Containers Mosaic Beautification done between June to November along International Blvd #42 sides

FRUITVALE, Community Activities Accomplished, 2017:



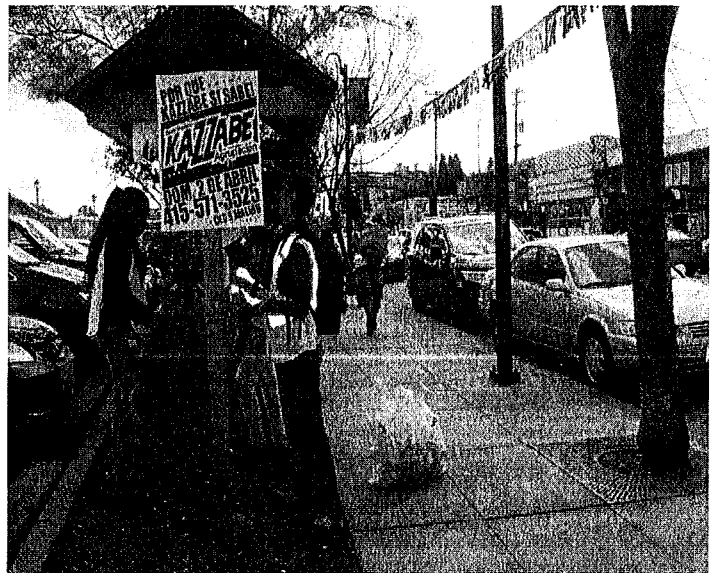
Fruitvale Plaza Park Community Clean up



Foothill Blvd & 33rd Ave Community Clean up



Fruitvale Plaza Park Community Clean up



Foothill Blvd & 33rd Ave Community Clean

Community Activities:

- **5 Community and Gardening Clean Ups** at the Fruitvale Plaza Park, 35th Avenue / International Blvd.
- **2 Community and Clean Ups**, at Foothill Blvd and cross avenues
- **200 Daffodils bulbs and hundreds of California poppy** planted on the Fruitvale BID (Business Improvement District) on December
- **Over 600 volunteers mobilized during the year** to accomplished the BID projects

FRUITVALE, Safety Activities Accomplished in 2017:



Night Walk to log the public lights not working



Monthly merchants meeting



Safety situations that are reported

Safety Activities:

2 Night Walks (March & September) to report the public lights that are not working

10 Block Captains into the BID mobilize their business partners to report safety issues

11 Monthly Merchants Meetings were provided information, resources, officers from the district attended.

10 Crime Prevention Council Monthly Meetings attended to share safety issues that affect the BID

182+ Report made to the Public Works and the OPD for various situations

350 Monthly Bilingual English Spanish Newsletters edited, delivered in the BID total 3,850 in 2017

975 Important Phone Numbers Cards, were distributed in the BID local businesses

3. **Improvements and activities to be provided for the upcoming calendar year 2018:** Cleanness, Promotion, Beautification, Safety Activities and Community Activities to be provided for the upcoming calendar year are as follows:

- Strategies with Peralta Corporation director to enhance the Fruitvale BID cleanness
- FBID Promotion with variety activities like Dia de los Muertos event that attract over 60,000 visitants to Fruitvale.
- Mobilize the community and volunteer with different beautification projects
- Enhance the communication between partners to have a safe commercial corridor and other avenues for safety.
- Organize the merchants to address the evolving needs of them
- Provide support and online visibility to Fruitvale Merchants
- Maintain property business vacancies and the property owners tracking database
- Serve as a liaison between property owners and business owners
- Provide a welcome packet to the new businesses and City guidelines for signs etc.
- Monthly newsletter to the Fruitvale merchants
- Conduct outreach and visit the merchants to log changes in the district periodically, provide assistance to business owners and ongoing support
- Partnered with others organizations that will support the Fruitvale businesses

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

**THE UNITY COUNCIL
FRUITVALE BID
BUDGET
CALENDAR YEAR 2018**

(With proposed five percent increase in FY 2018/19 assessment, based on Management District Plan Maximum Budget)

| | Proposed Budget 2018 |
|-------------------------------------|-------------------------------------|
| Income: | \$375,896 |
| Expenses: | (Reflects 5% Increase) |
| <u>Personnel</u> | |
| Program Manager | \$52,530 |
| Subtotal | 52,530 |
| Taxes/Benefits | <u>15,234</u> |
| Total Personnel | 67,764 |
| <u>Contract Services</u> | |
| Cleaning (PSC) | <u>233,040</u> |

| | |
|---|-------------------------|
| Total Contract Services | 233,040 |
| <u>Marketing/Operating Expenses</u> | |
| Marketing/Promotion/Operating | 22,716 |
| Administration | <u>32,352</u> |
| Total Marketing/operating Expenses | 55,068 |
| Total Unity Council Expenses | \$355,872 |
| Contingency & Fees (Alameda Co & City) Approximately 7% (1) | 20,024 |
| Total Expenses & Contingency | <u>\$375,896</u> |
| Net Profit / Loss | \$0 |

(1) "Contingency and Fees" includes a City of Oakland 1% administrative fee, a County of Alameda 2.7% BID assessment billing and collections fee and a reserve to mitigate the impact of uncollectible assessments.

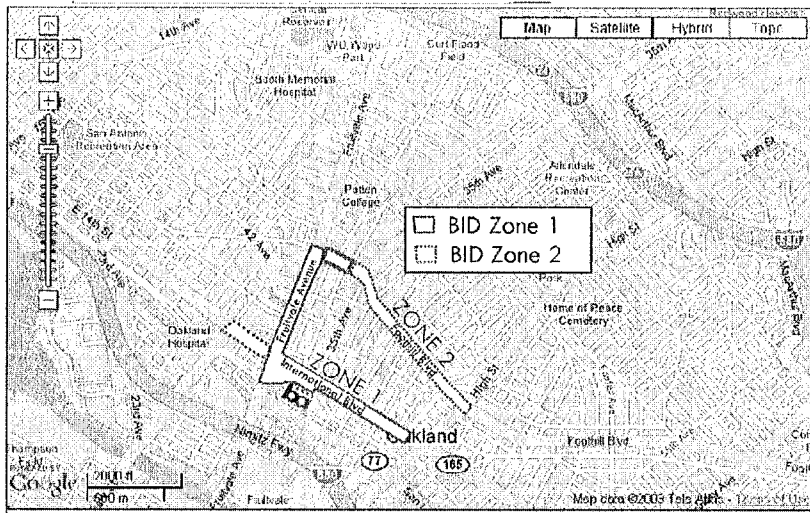
5. Method of Basis of Levying the Assessment:

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**.

Due to inflation, the cost of our baseline services has escalated. The FBID exercised for the third time a 5% increase in FY 2017-2018 for assessments to be received in 2018. We seek to continue exercising the process to increase the property assessment charges by 5% annually. The FBID Steering Committee sees a need to invest more funds into promotion and cleaning to ensure Fruitvale is still a popular destination.

Therefore, including the proposed 5% increase to the FY 2018-2019 assessment, Zone One properties will be assessed at \$0.20664 per square foot and Zone Two properties will be assessed at \$0.09723 per square foot. Properties owned by charitable tax-exempt organizations pay \$0.09723 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:

None.

7. Contributions from Sources Other than Assessments:

The services provided in the BID have been subsidized by the Unity Council. The Unity Council seeks additional funding to provide services to the business and property owners. 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
- Public Art Commission \$8,000
- Visit Oakland, \$5,000
- Over 600 volunteers annually
- Oakland Youth Engag

The Lakeshore/Lake Park Avenues Business Improvement District
3534 Lakeshore Avenue, Oakland 94610
510-893-2484

2017/18 Annual Report
(revised 5-24-18)

1. Proposed changes to boundaries of the BID.
None.
2. Improvements and activities provided during 2017.
 - Sidewalks and gutters are swept daily 7 days a week on Lake Park Avenue and Lakeshore Avenue to Mandana and to Wesley Way (3 hours from 6:00 a.m. to 9:00 a.m.) The BID plans to add an additional hour of trash pickup from the sidewalks and gutters each afternoon from 2:00 to 3:00 p.m.
 - In 2017 the BID began an ambitious gardening program for the tree wells and parklet spaces on Lakeshore. We brought in sustainable plants and flowers in bare tree wells.
 - We brought in crushed wood chips or crushed granite. We now have a willing and ambitious gardener, who takes pride in his work. The results are very positive.
 - With continued encouragement from the BID, The City of Oakland contracted to make major sidewalk repairs. All sidewalks that were raised more than 1 inch, due to tree roots were replaced. Several hundred feet of new sidewalks were installed, which was a major safety improvement to shoppers on Lakeshore.
 - The BID is working with the City of Oakland (Michael Ford) and Sansome Pacific to limit car parking to a 2-hour limitation in the Lakeshore parking lot plus add more security.
 - The BID maintains a security officer on Lakeshore Avenue and Lake Park Avenue 7 days a week, 8 hours per day. Our Officer Abbebb has been with us for 9 years and does a wonderful job. He is also our community ambassador on Lakeshore Avenue.
 - In answer to some car break-ins in the parking lot, the BID has been able to lobby for and actively receive more police presence on Lakeshore.
 - We have and maintain a Face Book page and are in the process of improving and updating our website. We are hiring a new technician, who is knowledgeable and has strong ties to the community.
 - We continue to hold holiday events for children at Easter, Halloween and Christmas.

- Our longtime Executive Director retired after 17 years and the BID is now considering our options for hiring a new administrator. In the meantime, Board members are more actively involved.
 - At the urging of the BID, the property owners of 3256 Lakeshore Avenue replaced an 18-year-old wall mural of Lake Merritt with a new beautiful full wall mural of
 - Lake Merritt (circa 1912). It was completed by local artist STEFEN in August 2017.
 - Our new administrator will continue to produce a merchant newsletter, every 2 months with information on issues, concerns and resources of interest to the merchants.
 - Our advisory board holds a monthly, as well as an annual meeting including dinner and local dignitaries, such as the Council Member, Mayor and police representatives, etc. The annual meeting will include an annual update, election of officers and open discussion from the floor.
3. Improvements and activities to be provided to the district in 2018.
Services provided in 2017 will continue with the addition of increased gardening services, more security and an additional hour of daily maintenance.
4. Estimate of the cost of providing improvements and activities in 2018.
Please see the attached budget.
5. Methods 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/Lake Park Avenues BID Management Corporation. Due to higher maintenance, safety and gardening costs, we propose a 5% increase to assessments in the coming fiscal year 2018-2019. With the proposed 5% increase, our annual assessment rate will be \$25.70 per linear foot of frontage plus 0.2945 per square foot. Tax exempt parcels, regardless of size, will be assessed a flat rate of \$267.75 annually.
6. Surplus or deficit revenues to be carried over from previous year.
No surplus or deficit is to be carried over.
7. Contributions from other sources.
None.

Lakeshore Avenue Business Improvement District

3534 Lakeshore Ave, Oakland, California 94610

LAKESHORE/LAKE PARK BID

PROPOSED BUDGET FOR 2018

| Description | Amount |
|--|-----------------------|
| Income | |
| Estimated Bid Collections (FY 17/18 Assessment roll total) | \$156,299.00 |
| Reimbursement * | \$ 12,000.00 |
| Total Income | \$168,299.00 |
| Carry Forward 2017 (Reserve for Nonpayment) (Interest Bearing) | \$0.00 |
| Total Available Funds | \$168,299.00 |
| Expenses | |
| Administration | (\$33,000.00) |
| Annual Meeting | (\$1,100.00) |
| Beautification | (\$2,000.00) |
| Banners | (\$2,000.00) |
| Gardeners | (\$13,000.00) |
| City (1%) & County Collections Cost (1.7%) based on \$156,299 | (\$4,220.00) |
| Insurance | (\$1,979.00) |
| Maintenance: Sweepers; Steam Cleaners | (\$39,000.00) |
| Office Expenses | (\$2,000.00) |
| Professional Expenses | (\$1,200.00) |
| Promotions; Capital Improvements | (\$7,000.00) |
| Security | (\$63,800.00) |
| Total Expenses | (\$168,299.00) |
| Reserve For Nonpayment (Year-End Balance) | \$0.00 |
| Total Expenditures | (\$168,299.00) |
| *Four property owners have agreed to reimburse the BID \$3000 each for repair and clean up of the garbage enclosure located in the Trader Joe's parking lot. | |

**ANNUAL REPORT FOR THE
JACK LONDON [BUSINESS] IMPROVEMENT [MANAGEMENT] DISTRICT (JACK
LONDON IMPROVEMENT DISTRICT) 2017/18**

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:

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 a membership of 11 Directors, all property owners, residents, business owners, or property owners' representatives in the District. All Board members are volunteers.

Staff leads the management and administration of the district. The District Management Corporation has two employees, a full time Executive Director and a full time Program Coordinator. 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 various ad-hoc task forces as established by the Board as needed by projects in the areas of Maintenance and Beautification; Marketing and Economic Development; and Land Use and Transportation, through the leadership of the Executive Director and Staff. The task forces encourage participation by the District community 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 District provides the bulk of its safety and maintenance services through a contracted provider, Block by Block (BBB) and its Ambassadors. 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 crime and providing a presence of safety

Many maintenance, beautification, and streetscape improvements are also implemented by the Ambassadors. 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.

Other projects initiated by Jack London Improvement District to continue into 2018:

- Tracking the baseline services as outlined by the City of Oakland in order to ensure delivery.
- Monitoring property negligence and engaging property owners to address chronic blight
- Continuation of a mural program prioritizing sites that are targets of vandalism and graffiti
- 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:

The District's marketing and economic development efforts 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 to continue into 2018:

- Visible branding and enhancement of District identity
- Promotion and representation of the district at public events
- Providing assistance and support to businesses locating in Jack London in their permitting and build-out processes
- Publicizing business openings, events, and other happenings of the District through press releases and other media
- Maintaining active social media and online presence and accessibility through Facebook, Twitter, Townsquared, NextDoor, 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.
- 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/incubated businesses include El Sabrosito Pupuseria, 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, Open Oakland Coding/Programming Meetups, and various business networking events.

Administration and Government/Community Relations:

The Board of Directors as a whole guides organizational policy and administration, forms strategic community partnerships, and recruits and nominates new Board members.

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 2017/2018:

Maintenance, Beautification, Safety & Streetscape services and improvements

In 2018, Jack London Improvement District will continue to deliver Maintenance, Beautification, Safety & Streetscape services and improvements 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 (CPTED) such as lighting, removal of public right-of-way 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 Building Art Programs,
- 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.

Land Use and Transportation

The District also advocates for development 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 of Jack London Improvement District to continue into 2017/2018:

- Support projects and systems that improve access and safe mobility to the District such as Bike Share, Free B Shuttle, transit, ferry access, and more.
- Hosting the forum series on development and revitalization of the District
- 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 the District.
- Recommend action to Board regarding any land use issues where appropriate.

Marketing & Economic Development

In 2018, Jack London Improvement District will continue to deliver the same Marketing and Economic Development services and improvements. 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 through a new website

- Partnership with local businesses, tenants, and property owners to promote leasing, development, and growth opportunities including direct assistance in securing necessary permits and navigating city entitlement process.
- Hosting of community forums for economic and land-use development - related topics
- Hosting of annual community event
- Retail attraction 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
- 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 2018, 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 and other developments within the District, the Oakland Alameda Access Project, Oakland Bike Plan, and 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 2018:

| Category | % | Amount |
|--|-------------|------------------|
| Maintenance, Beautification, Safety & Streetscape Improvements | 60 | \$511,583 |
| Marketing & Economic Development | 13 | \$125,147 |
| Administration & Government/Community Relations | 19 | \$167,765 |
| Contingency & Collection Fees | 7 | \$65,384 |
| TOTAL | 100% | \$864,879 |

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 <https://jacklondonoakland.org/governing-documents/>.

The Board has approved an assessment increase for 2018/2019 of 5% over the 2017/2018 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 2018 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.

To comply with general benefit requirements the Jack London Improvement District corporation intends to raise approximately \$8,649 of non-BID revenues in calendar year 2018 to be used to help pay for district services.

TEMEscal TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT Temescal Telegraph Avenue Community Association (TTCA) Business Improvement District Annual Report to City Council Calendar Year 2017

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 Hwy 24 to its merge with Telegraph Avenue; and Claremont Avenue from Telegraph Ave to Vicente Way. 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 2017 TO DATE

The following are the major improvements and activities provided:

ORGANIZATION

- Participated on the Oakland BID Alliance, collaborating with other BIDs around best practices, enhanced communication with the city, and maintenance of baseline services.
- Conducted outreach to the residential neighborhood through attending Temescal Neighborhood Council meetings, promoting BID events and activities, as well as soliciting community input.
- Increased participation on BID committees by residents, businesses and property owners.
- Expanded the BID Board to 16 members, increasing the proportion of women and community members-at-large on the board.
- Conducted regular email campaigns to property owners and merchants to inform them of BID activities.
- Held Annual Meeting April 26th at a Temescal restaurant in the expansion area, Homeroom; attended by residents, employees, properties owners and merchants.
- Maintained comprehensive relational database that includes property owners, the businesses that occupy the buildings, and all other stakeholder groups.
- Implemented second annual survey of stakeholder perception of the Temescal area and the BID organization to determine the BID's performance over time and guide the organizational priorities.

ECONOMIC DEVELOPMENT

- Supported new independent businesses through the city permitting process, like Oakland Yard, Julies, and Roses Taproom.
- Facilitated Kiva Zip interest-free loans for small businesses in Temescal.

- Supported residential developments through the city permitting process and in community meetings, resulting in the approvals of over 1,000 new residential units in Temescal and robust community benefit agreements: MacArthur Transit Village Parcels A, B & C; 5110 Telegraph; 4801 Shattuck; and 4700 Telegraph.
- Conducted outreach and offered support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings.
- Maintained and updated inventory of Temescal commercial vacancies; connected potential tenants with commercial brokers and property owners of vacant spaces in Temescal, such as Colliers, Nautilus Group, and Lockehouse.

CLEAN/SAFE

- Hired Block by Block to provide enhanced cleaning, maintenance, and graffiti-removal services to the district; Expanded the contract for a full-time working Operations Manager as part of a three-person team working 112 hours a week.
- Continued regular power washing of hot spots in district to maintain health and safety of visitors.
- Expanded weekly watering to include 53 BID planters and 3 medians on 40th St.
- Removed 4,824 stickers, 366 pieces of graffiti, and 372 bags of trash February – July 2017.
- Monthly metrics reporting BBB performance over time.
- Installed four pilot security cameras; two at 40th and Shafter, and two at 47th and Shattuck. Key metrics are tracked to determine efficacy of the camera pilot.
- Enhanced communication and cooperation with the new OPD Community Resources Officer and Walking Officer for Temescal.

DESIGN

- Maintained BID-branded trashcan doors through regular graffiti abatement efforts
- Installed and maintained lighting on 18 trees in core commercial areas.
- Landscaped three 40th St medians with low maintenance drought tolerant agaves and succulents to complete a “40th Street Green belt” from Broadway to Telegraph.
- Secured \$170,000 in developer contributions for the BID to fund 13 pedestrian lights on Telegraph Ave from 40th St to West MacArthur Blvd. Lights will be installed once construction on adjacent development is completed.
- Signed a contract with design firm to initiate the design and community outreach process to create a vibrant, unique and attractive pedestrian plaza at Kasper’s Plaza (Shattuck between 45th and 46th, and 46th St between Shattuck and Telegraph).
- Supported the Idora Park Project at 56th Street through lobbying elected officials to change the Caltrans copyright requirement to allow for public art on Caltrans property.
- Supported a mural for installation at the Brignole building (on east side of Shattuck south of 47th St) and secured city funding of \$9,400, in addition to the BID’s pledge for \$3,000.
- Installed holiday decorations and lights across Telegraph Ave for the holiday shopping season.
- Replaced high water need plants in 25 planters with low maintenance, drought tolerant agaves and succulents.
- Continued coordination with Bikeshare and Temescal merchants and property owners to reduce Bikeshare docking stations’ effect on parking.

PROMOTION

- Held 14th annual Temescal Street Fair on Sunday, June 11th, which drew 15,000-20,000 attendees and generated \$2,500 in positive fund balance for the BID.
- Held second annual Temescal Holiday Art Fair in December '16 highlighting local businesses and craft vendors.
- Held second annual 40th Street Block Party on July 15th, drawing 3,000 attendees to the expansion area of the district, showcasing local businesses and music.
- Continued outreach to Temescal Art organizations and individual artists to determine how the BID can best support the emerging arts and culture in the district, which in part, led to...
- Initiated the creation of a BID art map highlighting Temescal art galleries, public art, and local artists.
- Initiated the redesign of the BID website with a mobile-friendly and pleasing design, dynamic events calendar, and accessible business directory.
- Telegraph Avenue street banner at 49th continues to promote events including Temescal Street Fair, Temescal Street Flicks, and holiday decorations.
- Updated website with new businesses and events in the district.
- Promoted Temescal businesses and events through daily Facebook posts, twitter and Instagram.

III. IMPROVEMENTS AND ACTIVITIES TO BE PROVIDED FOR 2018

ORGANIZATION

- Work with Caltrans to receive Caltrans assessment contribution owed for past ten years of TTBID services, and next ten years of TTBID, roughly \$24,000.
- Continue participation in the Oakland BID Alliance, collaborating with other BIDs to enhance communication with the city, and maintain baseline services.
- Conduct continual outreach to the residential neighborhood through attending Temescal Neighborhood Council meetings.
- Maintain regular email campaigns to property owners and merchants to inform them of BID activities.

ECONOMIC DEVELOPMENT

- Advance discussions with local banks to work towards opening a bank branch in Temescal.
- Continue supporting new independent businesses and residential developments through the city permitting process and in community meetings.
- Facilitate additional Kiva interest-free loans for small businesses in Temescal.
- Initiate dialogue with commercial brokers and property owners to fill vacancies in Temescal.
- Conduct continuing outreach and offer support to Temescal Merchants through in person business visits and attending Temescal Merchants Association Meetings.
- Continue to maintain and update inventory of Temescal commercial vacancies.
- Maintain an updated commercial vacancy inventory and regularly promote that information with local commercial brokers and entrepreneurs seeking space.

DESIGN

- Assignment of ownership over the BID's 83 new pedestrian lights throughout the district to the City of Oakland.
- Secure \$143,000 in in-lieu funds from Nautilus/5110 Telegraph Ave to fund 11 pedestrian lights on Claremont and the east side of Telegraph Ave between 51st St and Aileen St.
- Complete the design and community outreach process for a pedestrian plaza at Kasper's Plaza (Shattuck between 45th and 46th, and 46th St between Shattuck and Telegraph); select a plaza design that fulfills the needs of diverse Temescal stakeholders and reflects thorough community outreach.
- Facilitate the installation of a mural at the Brignole building (on east side of Shattuck south of 47th St).
- Replant the remaining 28 BID sidewalk planters with low maintenance, drought tolerant agaves and succulents.
- Paint all 53 BID Planters to deter graffiti and provide a unified look across the district streetscape.
- Work with City Public Works and CalTrans 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 by CalTrans.
- Continue to support the Idora Park Project at 56th Street through the permitting and funding processes.
- Expand the holiday lighting program to include additional placement across Telegraph near Alcatraz Ave.

CLEAN/SAFE

- Hire Hospitality Ambassadors to provide additional security for the December holiday season to enhance merchant and customer security.
- Consider purchasing additional security cameras to deter auto burglaries in 'hot spot' areas, if metrics show that pilot camera program has been successful.
- Maintain strong communication and cooperation with the new OPD Community Resources Officer and Walking Officer for Temescal.

PROMOTION

- Hold the 8th Annual Taste of Temescal restaurant-stroll event on October 3rd, drawing over 500 visitors to the district.
- Hold the 9th annual outdoor movie series in Temescal, Temescal Street Flicks, every Thursday in September.
- Hold the 10th annual safe Temescal Trick or Treat, highlighting the nighttime safety of Temescal, and also showcasing local businesses.
- Hold the third annual Temescal Holiday Art Fair to showcase local fine art organizations and individual artists in a holiday showcase, and drawing patrons to local merchants and restaurants.
- Facilitate and promote the participation of independent Temescal businesses in Oakland's Plaid Friday Weekend.
- Create and distribute a BID art map highlighting Temescal art galleries, public art, and local artists.
- Complete the redesign of the BID website with a mobile-friendly and pleasing design, dynamic events calendar, and accessible business directory.

- Promote Temescal businesses and events through daily Facebook posts, twitter and Instagram.
- Expand the cross-Telegraph Ave banner program at 49th with a banners promoting the general district branding.

IV. AN ESTIMATE OF THE COST OF PROVIDING THE IMPROVEMENTS AND THE ACTIVITIES FOR CY 2018

Please see the attached budget for 2018.

V. METHOD AND BASIS OF LEVYING THE ASSESSMENT

The Board of Directors of the Temescal Telegraph Business Improvement District worked with staff to prioritize services, and evaluate budget projections and service cost increases for the next three years. After thorough evaluation and deliberation, the Board found that additional funding is necessary. A 3% increase in assessments will enable the TT BID to continue to provide thorough and consistent maintenance services to the district, create adequate reserves to fund long-term projects like the redesign of Kasper’s Plaza and increase the operating budget to allow for increased BID projects and staffing. Overall, the increase will allow us keep up with cost of living increases (2.5% in 2017) to maintain current service levels.

The 2018/2019 rates are included in the following table*:

*A 3% increase has already been included in the 2018 rate table

| <i>Property Variable</i> | <i>Benefit Zone 1</i> | <i>Benefit Zone 2</i> | <i>Benefit Zone 3</i> |
|--------------------------|-----------------------|-----------------------|-----------------------|
| Lot Size | 0.065 | 0.065 | 0.022 |
| Building Size | 0.087 | 0.032 | 0 |
| Linear Frontage | 8.65 | 3.24 | 16.22 |
| Condo Fee | 0.216 | 0.216 | 0.216 |

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

The TT BID will carry forward \$200,000 of reserve funds into CY2018. This prudent and budgeted reserves will be maintained to cover 2-4 months of operating expenses, in addition to the planned reserve budget:

| <i>TTBID Reserves budget</i> | <i>Amount</i> |
|--|-----------------|
| IDORA PARK | \$13,500 |
| TREE LIGHTS | \$2,853 |
| LORI FISCHER "RISE" MURAL | \$3,000 |
| ALCATRAZ ART PROJECT | \$5,000 |
| COMPLETE STREETS CONSULTANT | \$10,000 |
| KASPER’S PLAZA PEDESTRIAN PLAZA REDESIGN | \$21,435 |
| TOTAL | \$59,663 |

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

See attached 2018 budget.

Summary Budget

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT
CALENDAR YEAR 2018 BUDGET

| | | |
|----------------------------|-----------|----------------|
| 2018 Assessments | \$ | 525,100 |
| Interest/Other Income | \$ | - |
| Delinquent Payments | 0.50% \$ | (2,626) |
| Total Assessed Revenue | \$ | 522,475 |
| Total Other Revenue | \$ | 87,250 |
| GRAND TOTAL REVENUE | \$ | 609,725 |

| | | Zone 1 | Zone 2 | Zone 3 | Condos | Total |
|--|---------------|---------------|---------------|--------------|--------------|----------------|
| ALLOCATION PER 2015 MANAGEMENT PLAN | | 73.00% | 15.50% | 7.50% | 4.00% | 100.00% |
| PROWSO | 60.0% | 43.8% | 9.3% | 4.5% | 2.4% | 60.00% |
| Marketing | 19.0% | 13.9% | 2.9% | 1.4% | 0.8% | 19.00% |
| Admin | 16.0% | 11.7% | 2.5% | 1.2% | 0.6% | 16.00% |
| Contingency | 5.0% | 3.6% | 0.8% | 0.4% | 0.2% | 5.00% |
| Total | 100.0% | 73.0% | 15.5% | 7.5% | 4.0% | 100.0% |

| | | Zone 1 | Zone 2 | Zone 3 | Condos | Total |
|---|-----------|----------------|-----------------|-----------------|---------------|-----------------|
| PROWSO | | | | | | |
| Allocated PROWSO Revenue | | 228,844 | 48,590 | 23,511 | 12,539 | 313,485 |
| Total PROWSO Expenditures | | (232,336) | (45,297) | (22,418) | (12,190) | (312,242) |
| PROWSO Pro Forma Surplus / (Deficit) | \$ | (3,493) | \$ 3,293 | \$ 1,093 | \$ 350 | \$ 1,243 |

| | | Zone 1 | Zone 2 | Zone 3 | Condos | Total |
|--|-----------|------------|--------------|---------------|--------------|---------------|
| MARKETING AND IDENTITY | | | | | | |
| Allocated Marketing & ID Revenue | | 72,467 | 15,387 | 7,445 | 3,971 | 99,270 |
| Other Revenue - See Detail | | 63,693 | 13,524 | 6,544 | 3,490 | 87,250 |
| Total Marketing and ID Expenditures | | (135,744) | (28,852) | (13,864) | (7,394) | (185,854) |
| Marketing Pro Forma Surplus / (Deficit) | \$ | 416 | \$ 58 | \$ 125 | \$ 67 | \$ 666 |

| | | Zone 1 | Zone 2 | Zone 3 | Condos | Total |
|---|-----------|--------------|---------------|---------------|---------------|-----------------|
| ADMINISTRATION | | | | | | |
| Allocated Administration Revenue | | 61,025 | 12,957 | 6,270 | 3,344 | 83,596 |
| Total Administration Expenditures | | (58,212) | (12,360) | (5,981) | (3,190) | (79,742) |
| Administration Pro Forma Surplus / (Deficit) | \$ | 2,813 | \$ 597 | \$ 289 | \$ 154 | \$ 3,854 |

| | | Zone 1 | Zone 2 | Zone 3 | Condos | Total |
|--------------------|----|--------|--------|--------|--------|--------|
| CONTINGENCY | | | | | | |
| Allocated Revenue | \$ | 19,070 | 4,049 | 1,959 | 1,045 | 26,124 |

| | | | | | | |
|--|-----------|------------------|--------------------|--------------------|--------------------|---------------------|
| GRAND TOTAL REVENUE | \$ | 445,099 | \$ 94,507 | \$ 45,729 | \$ 24,389 | \$ 609,725 |
| Check | | 73.0% | 15.5% | 7.5% | 4.0% | 100.0% |
| TOTAL PROPOSED EXPENDITURES | \$ | (426,292) | \$ (86,510) | \$ (42,263) | \$ (22,774) | \$ (577,838) |
| Check | | 73.8% | 15.0% | 7.3% | 3.9% | 100.0% |
| TOTAL PRO FORMA SURPLUS / (DEFICIT) | \$ | 18,807 | \$ 7,997 | \$ 3,466 | \$ 1,615 | \$ 31,887 |

TEMESCAL/TELEGRAPH BUSINESS IMPROVEMENT DISTRICT
CALENDAR YEAR 2018 BUDGET

| PUBLIC RIGHTS OF WAY SIDEWALK OPERATIONS | | Total | Zone 1 | Zone 2 | Zone 3 | Condos |
|--|-------|------------------|------------------|-----------------|-----------------|---------------------|
| <u>Total Prowso Revenue</u> | | <u>313,485</u> | <u>228,844</u> | <u>48,590</u> | <u>23,511</u> | <u>12,539</u> |
| Prowso Expenditures | | | | | | |
| 40th St Median Maintce | OpEx | (5,000) | (5,000) | 0 | 0 | 0 |
| Cleaning/maintenance contract | OpEx | (194,000) | (141,620) | (30,070) | (14,550) | (7,760) |
| Executive Director Salary & Benefits | OpEx | (17,238) | (12,583) | (2,672) | (1,293) | (690) |
| Loan service on Ped lighting | OpEx | (81,004) | (59,133) | (12,356) | (6,075) | (3,240) |
| Security measures | OpEx | (15,000) | (14,000) | 0 | (500) | (500) |
| <u>Total Prowso Expenditures</u> | | <u>(312,242)</u> | <u>(232,336)</u> | <u>(45,297)</u> | <u>(22,418)</u> | <u>(12,190)</u> |
| Prowso Pro Forma Surplus/(Deficit) | | 1,243 | (3,493) | 3,293 | 1,093 | 350 |
| MARKETING & IDENTITY ENHANCEMENT | | Total | Zone 1 | Zone 2 | Zone 3 | Condos |
| Marketing Revenue | | | | | | |
| Allocated Marketing Revenue | | 99,270 | 72,467 | 15,387 | 7,445 | 3,971 |
| Temescal Street Fair | | 70,000 | 55,100 | 10,850 | 5,250 | 2,800 |
| Temescal Street Flicks | | 2,250 | 1,643 | 349 | 169 | 90 |
| Taste of Temescal | | 15,000 | 10,950 | 2,325 | 1,125 | 600 |
| <u>Total Marketing Revenue</u> | | <u>186,520</u> | <u>136,160</u> | <u>28,511</u> | <u>13,989</u> | <u>7,461</u> |
| Marketing Expenditures | | | | | | |
| Cross-Telegraph Banner | CapEx | (2,000) | (1,460) | (310) | (150) | (80) |
| Holiday Decorations | CapEx | (5,000) | (3,650) | (775) | (375) | (200) |
| Pedestrian Light Pole replacements | CapEx | (1,000) | (730) | (155) | (75) | (40) |
| Pole Banners | CapEx | (1,000) | (730) | (155) | (75) | (40) |
| Trash Can Doors | CapEx | (2,000) | (1,460) | (310) | (150) | (80) |
| Tree Lights | CapEx | (4,000) | (2,920) | (620) | (300) | (160) -3k over 2017 |
| Utility Box Upgrades | CapEx | (2,000) | (1,460) | (310) | (150) | (80) |
| 40th St. Event | OpEx | (5,000) | (3,650) | (775) | (375) | (200) |
| Art Support | OpEx | (2,500) | (1,825) | (388) | (188) | (100) |
| East Bay Express Ads | OpEx | (1,000) | (800) | (200) | 0 | 0 |
| Executive Director Salary & Benefits | OpEx | (13,954) | (10,187) | (2,163) | (1,047) | (558) |
| Halloween Event | OpEx | (250) | (185) | (39) | (19) | (10) |
| Holiday Fair | OpEx | (5,000) | (3,650) | (775) | (375) | (200) -2k over 2017 |
| Loan Service on Ped lighting | OpEx | (41,900) | (30,587) | (6,495) | (3,143) | (1,675) |
| Paint Planters | OpEx | (500) | (365) | (78) | (38) | (20) |
| Taste of Temescal | OpEx | (15,000) | (10,950) | (2,325) | (1,125) | (600) |
| Temescal Street Fair | OpEx | (55,000) | (47,450) | (10,075) | (4,875) | (2,600) |
| Temescal Street Flicks | OpEx | (10,250) | (7,483) | (1,589) | (769) | (410) |
| Upper Telegraph Event | OpEx | (2,500) | (1,825) | (388) | (188) | (100) |
| Website, Logo, Maps, Dng-Shp Guide | OpEx | (6,000) | (4,380) | (930) | (450) | (240) -2k over 2017 |
| <u>Total Marketing Expenditures</u> | | <u>(185,854)</u> | <u>(135,744)</u> | <u>(28,852)</u> | <u>(13,864)</u> | <u>(7,394)</u> |
| Marketing Pro Forma Surplus/(Deficit) | | 666 | 416 | 58 | 125 | 67 |
| ADMINISTRATION | | Total | Zone 1 | Zone 2 | Zone 3 | Condos |
| <u>Administration Revenue</u> | | <u>83,596</u> | <u>61,025</u> | <u>12,957</u> | <u>6,270</u> | <u>3,344</u> |
| Administration Expenditures | | | | | | |
| Office Supplies and Other | CapEx | (2,000) | (1,460) | (310) | (150) | (80) |
| Bookkeeping / Accounting | OpEx | (7,500) | (5,475) | (1,163) | (563) | (300) |
| Executive Director Salary & Benefits | OpEx | (50,892) | (37,151) | (7,888) | (3,817) | (2,036) \$ 82,084 |
| Food for meetings | OpEx | (2,350) | (1,716) | (364) | (176) | (94) |
| Insurance | OpEx | (3,000) | (2,190) | (465) | (225) | (120) |
| Phone and Internet | OpEx | (2,000) | (1,460) | (310) | (150) | (80) |
| Professional Development | OpEx | (1,500) | (1,095) | (233) | (113) | (60) |
| Rent | OpEx | (10,500) | (7,665) | (1,628) | (788) | (420) |
| <u>Total Administration Expenditures</u> | | <u>(79,742)</u> | <u>(58,212)</u> | <u>(12,360)</u> | <u>(5,981)</u> | <u>(3,190)</u> |
| Administration Pro Forma Surplus/(Deficit) | | 3,854 | 2,813 | 597 | 289 | 154 |
| CONTINGENCY | | Total | Zone 1 | Zone 2 | Zone 3 | Condos |
| <u>Contingency Revenue</u> | | <u>26,124</u> | <u>19,070</u> | <u>4,045</u> | <u>1,959</u> | <u>1,045</u> |
| SUMMARY | | Total | Zone 1 | Zone 2 | Zone 3 | Condos |
| Total Revenue | | 509,725 | 445,099 | 94,507 | 45,729 | 24,389 |
| Revenue Allocation by Zone | | 100.0% | 73.0% | 15.3% | 7.5% | 4.0% |
| Total Expenditures | | (577,838) | (425,292) | (86,510) | (42,263) | (22,774) |
| Expenditures by Zone | | 100.0% | 73.8% | 15.0% | 7.3% | 3.9% |
| Pro Forma Surplus/(Deficit) | | 31,887 | 18,807 | 7,997 | 3,466 | 1,615 |



LAUREL DISTRICT ASSOCIATION (PBID)
ANNUAL REPORT TO CITY COUNCIL FY 17-18

I. Proposed Changes in the Boundaries of the BID or in any Benefits Zones Within the District:

No changes.

II. Improvements and Services Provided to Businesses and Property owners in 2017:

DISTRICT IDENTITY (DISI)

PUBLIC EVENTS

- Shop with Soul, Shop Laurel holiday campaign, included the Santa Stroll, and Light up the Laurel. Laurel emphasizes on the marketing, branding, and integration of Laurel District so that we can foster a true sense of community and pride.
- Coordinated 2017 Lion Dance Parade and Blessing of Businesses.
- Facilitated Monthly Makers Market series June-October.
- Established Small Event Grant Fund to support merchant activities and Oakland artists.

LAUREL STREET FAIR

- **Continued Success** - The Laurel Street Fair continues to grow in attendance, participation and reputation. Approximately 15,000 people attended the event, and mainstream media outlets advertised and reported on our event at no cost to the LDA. We continue to produce the event with a grassroots, neighborhood base-building and marketing strategy, and leveraged the attention from our full calendar of events to attract attendees and bring additional attention to the district.
- Management of 18th Annual Laurel Street Fair (2017). Received overwhelming feedback from vendors and attendees that the festival was expertly organized and well laid out. Expanded new revenue stream through beverage sales and secured City of Oakland fairs and festivals money to offset approximately \$3000 in fees.

FACEBOOK MARKETING AND NEW LDA WEBSITE FEATURES

- **Launch New Website** - Launch of the new district website and new Laurel Street Fair website. District website has comprehensive and updated merchant directory, community calendar, and Facebook integration. Laurel Street Fair website allows online vendor registration.
- **Local List serves** - Monitor the daily digests for Laurel, Maxwell Park, Redwood Heights, and Allendale list serves. Post as needed in reply to LDA related issues and submit posts in promotion of Laurel events, activities, new businesses, and business announcements.

PRINT ADVERTISING

- Actively work to position Laurel for positive press in area media outlets. Achieved front page coverage in the Montclairion on multiple occasions, items were also covered in the Oakland Tribune.
- District Marketing Campaign promoted the Laurel District and its events and local businesses through facebook and instagram. Print advertising was placed in East Bay publications and outdoor billboards.

PROPERTY IMPROVEMENTS (SOBO)

SECURITY

- Working with OPD to mitigate excess vehicle traffic speeds along MacArthur Blvd. Working with the mother of a young man lost in a traffic fatality to create a permanent memorial, bringing awareness to the dangers of street racing.
- Worked with City of Oakland Staff to implement near term safety measures at (3) unprotected intersections along MacArthur.
- The Laurel District Association works through a technology application as a direct tool for communication and documentation of security staff.
- Handling Community Concerns - The Laurel District Association acts as a community liaison to property owners for assistance with business attraction and/or property sale. The City of Oakland Planning Department works closely with the LDA when reviewing applications. Formal board positions of support for well-designed projects help ensure projects keep moving and the district vision of growth is achieved. The LDA often works to assist in monitoring problem properties in support of the property owner, helping to prevent incidents of illegal dumping, vagrancy, and vandalism and theft.

CAPITAL IMPROVEMENTS

- The LDA installed additional decorative lighting for year round ambiance and improved visibility after dark.
- Funded year 2 of a facade improvement matching grant program. Funds granted to nine tenants or property owners with structures in the most need of improvement or need for improved signage. Funds are also used for exterior security camera installations.

MAINTENANCE AND LANDSCAPING

- Inventoried and coordinated the addition of 30 murals from four artist teams on the sidewalk planters along MacArthur.
- Coordinated the repainting of the Laurel columns at the gateways to the district.
- Coordinated district wide sidewalk steam cleaning with identification and focus on "hotspots."
- Partnership with Mills College Masters program to develop guidelines and outreach plan for the implementation of traffic calming measures. Currently underway.
- Supported (3) mural installations in partnership with Visit Oakland and the Center for Biological Diversity, along with the neighborhood group the Laurel Village Association. Partnered with a Laurel business owner and Oakland high school students as artists on the project. Hosted dedication ceremony to celebrate the District and the message of the mural.
- Worked closely with subcontractors and service providers (Peralta, Urban Shield, First Building Maintenance, City of Oakland) to ensure high-quality deliverables on core services and contracted responsibilities. Reviewed all existing contracts with a performance assessment for continuous quality improvement and adaptation to current district needs.
- Facilitating impacts on surrounding businesses of a new Development Project. Helping ensure the planned addition of 4,000 square feet of new retail space at Brown and MacArthur Blvd.

ORGANIZATION

MERCHANT TRAININGS AND COMMUNICATIONS

- **Monthly Merchant Meetings** - The LDA continues to conduct monthly Board meetings and assist in forming an active Merchants Association.
- Implemented the recommendations from a strategic planning consultant for early steps toward the long term LDA strategic plan. Currently underway.

- Responsiveness to Board Direction - Prepare and properly notify board meeting with appropriate guest coordination and supporting materials. Finalize and post meeting minutes as submitted by Secretary Wong-Lam. Ensure LDA is in compliance with the Sunshine Ordinance and Brown Act.
- Attending community meetings and building/maintaining positive, collaborative relationships with neighborhood associations (Laurel Village Association, Redwood Heights Neighborhood Association, Beat 25Y Crime Prevention Council, Maxwell Park Neighborhood Association).

COMMUNITY ENGAGEMENT

- Community Collaborations – Assisted with the outreach and connectivity to property owners throughout the BID renewal process.
- Expand salesforce database of businesses and property owners for improved communication through a stakeholder newsletter.
- Attend monthly BID managers meeting, actively supporting the coordination of best practices and improved access to City staff and resources.

III. Improvements and Activities to be Provided in Calendar Year 2018:

DISTRICT IDENTITY

Facebook Marketing and New Website

- Continue Online Engagement – Maintain 2 Facebook accounts, updating daily with photos, features, and discussions. Enlist more merchants to utilize the “Laurel District Association” page as a direct-marketing.
- Tie Facebook marketing to business attraction strategies.
- Enhance “Business Opportunities” listings on our website.

Print Advertising

- Maintain current print advertising output.

Business Directories and Business Promotions

- Continue distribution of Laurel business directories and marketing of district businesses locally and throughout greater Oakland.

Street Banners

- Maintain rotation of two newly created banner sets.

Public Events

- Continue the annual Laurel Street Fair, Halloween, Lunar New Year Lion Dancing, Monthly Makers Market, and Laurel Outdoor Movie Event Series.

- Increase the attendance at the Laurel Street Fair.

Laurel Block Captains

- Expand and Support the active participation of Laurel business owners to improve the safety and cleanliness of the commercial district

PUBLIC RIGHTS OF WAY (PROW)

Maintenance and Landscaping

- Maintain the Maintenance and Landscaping Program.

Capital Improvements

- Façade Improvements – Continue to assist and facilitate façade improvement projects on the commercial corridor with a second round of facade improvement matching grants.
- Leveraging City Resources – Seek ways for existing efforts (Laurel Design Guidelines, Litter Studies, Business Attraction Studies, etc.) to be implemented and supported by the City in zoning and business attraction efforts.
- Continue to share Design Guidelines with prospective and existing business and property owners.

Security

- Maintain the Laurel Security Ambassador Program, security hours, and efforts.
- Work with property owners and merchants to enhance existing security camera coverage in high-crime areas.

ORGANIZATION

Merchant Trainings and Communications

- Conduct quarterly merchant meetings, consisting of news updates, event scheduling and planning, security trainings, and specialized online marketing training.

Community Engagement

- Continue to Present Online and Neighborhood Surveys
- Coordinating Volunteers and staff for Business Attraction
- Continue relationships and projects with Mills College Public Policy Department, Laurel Village Association.

IV. An Estimate of the Cost of Providing the Improvements and the Activities for Calendar Year 2018:.

See attached budget for details.

V. Method and Basis of Levying the Assessment

- The method of levying the assessment has not changed from the adoption of the original ordinance - Laurel Business Improvement District 2017.
- Assessment Increase of 5%: Pursuant to the City Council Resolution 85682 dated July 7, 2015 and the City of Oakland's Management District Plan provide that the LDA Board of Directors, acting as the Laurel BID Advisory Board, has the option to recommend an increase to assessments annually up to 5% from the previous year's assessment. The LDA Board of Directors is recommending a 5% assessment increase to the fiscal year 2018-2019 assessment subject to Oakland City Council approval. The proposed increase is needed do to increasing costs of core services including maintenance and security, along with rising materials costs.

VI. Surplus or Deficit Carried Over From a Previous Fiscal Year. 2017

- There was no surplus or deficit carry over from a previous fiscal year.

VII. Contributions from other sources.

See attached budget for details.

| Laurel Business Improvement District | | |
|--|-----------------------------|-------------------------|
| Proposed Annual Budget by Category | | |
| | Calendar Year 2018 | |
| Board Approved August 21, 2017 | | |
| Revenue | | |
| Assessment Revenue 100% Collection | 188,662.00 | |
| Carry Forward | \$0 | |
| Non-BID Income to Cover District General Benefits - From donations to the 501ciii | \$5,660 | |
| Assessment Revenue 94% Collection | \$177,342 | |
| Total Income | \$183,002 | |
| Expenses | | |
| Category of Special Benefit Service | Estimated Percentage | Estimated Amount |
| PROW/ SOBO (Public Rights Of Way) | 37% | \$67,711 |
| DISI (District Identity) | 35% | \$64,051 |
| Organization | 25% | \$45,751 |
| Reserve | 3% | \$5,490 |
| Total Expenses | 100% | \$183,002 |