



# Business Improvement Districts Annual Impact Reporting 2025

# Who Oakland BIDs Support

2,517 Businesses

5,156 Parcels

1,884 Occupied  
Storefronts

19,226 Residents



The metrics encompass Oakland's 8 property-based and tourism-based BIDs

# Staffing of Full Time Employees, 2023-2025

Staff Type	2023	2024	2025
FTE paid General/Admin	23.65	27.35	29.11
FTE paid Cleaning Ambassadors/Workers	33.32	33.22	47.1
FTE paid Public Safety Officers/Security Ambassadors	7.3	16.3	43.75
FTE paid Hospitality/Business Outreach Ambassadors	23.92	14.87	13.65
FTE paid Other Seasonal/ Part-time staff	3.75	5.25	8.5
<b>Total Paid FTE</b>	<b>91.94</b>	<b>96.99</b>	<b>142.11</b>
Total Volunteer FTE	374	371	278



FTE = Full Time Equivalent

# Oakland's 8 Property-Based BIDs Provided Services in 4 Main Areas

Safety

Cleaning

Beautification

Marketing

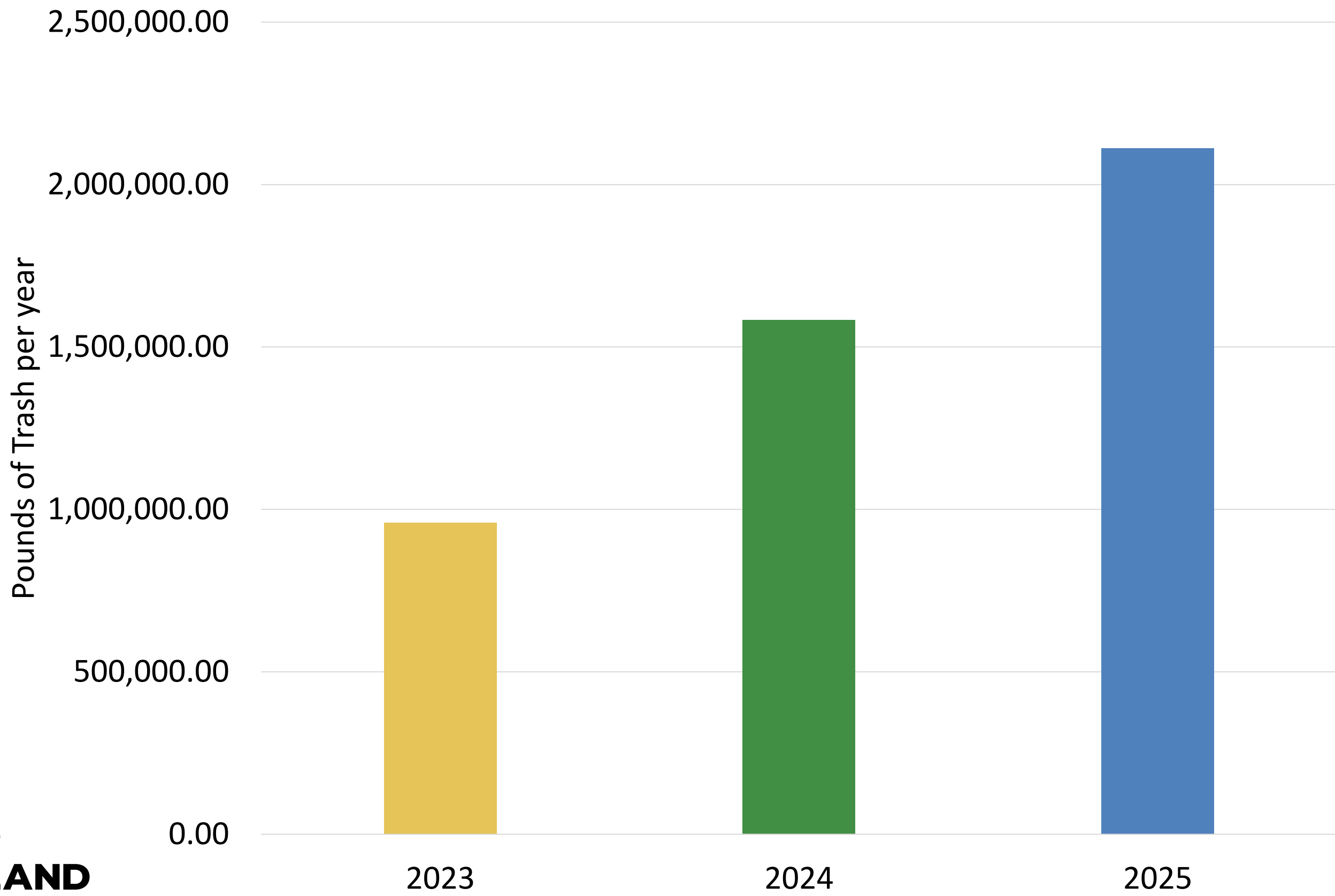


CITY OF  
**OAKLAND**

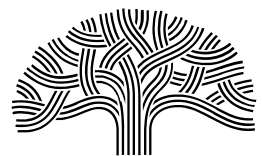
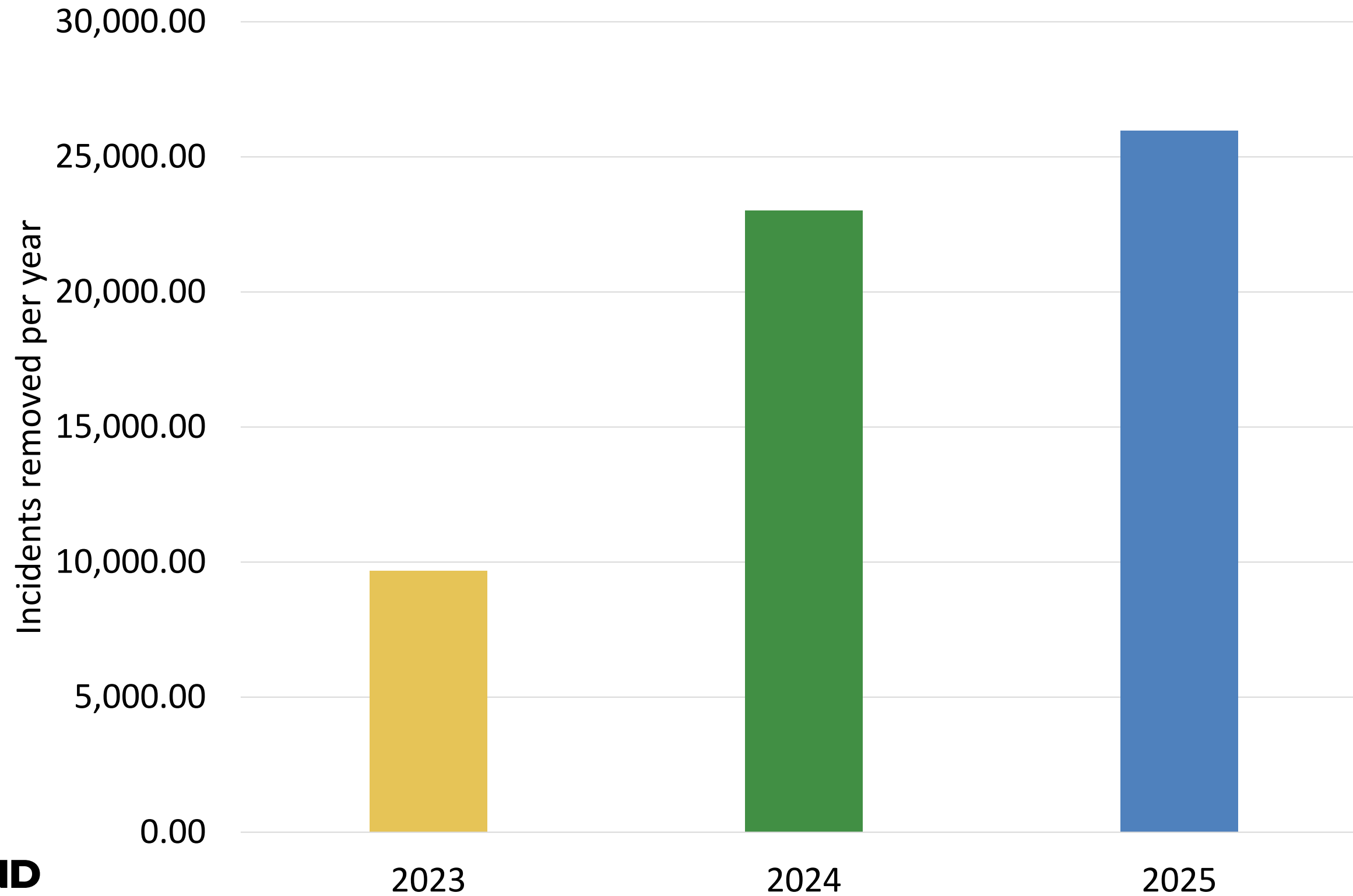
# Cleaning Outputs, 2023-25

Metric	2023	2024	2025	% Change 23-25
Pounds of Trash Collected	959,509	1,583,949	2,111,927	120%
Incidents of Illegal Dumping Removed	9,670	23,024	25,977	169%
Pressure Washing (hrs/yr)	3,432	3,238	7,074	106%
Graffiti Removed	98,038	48,024	45,376	-53.7%
Stickers/Posters Removed	34,575	23,473	11,489	-67%

# Pounds of Trash collected

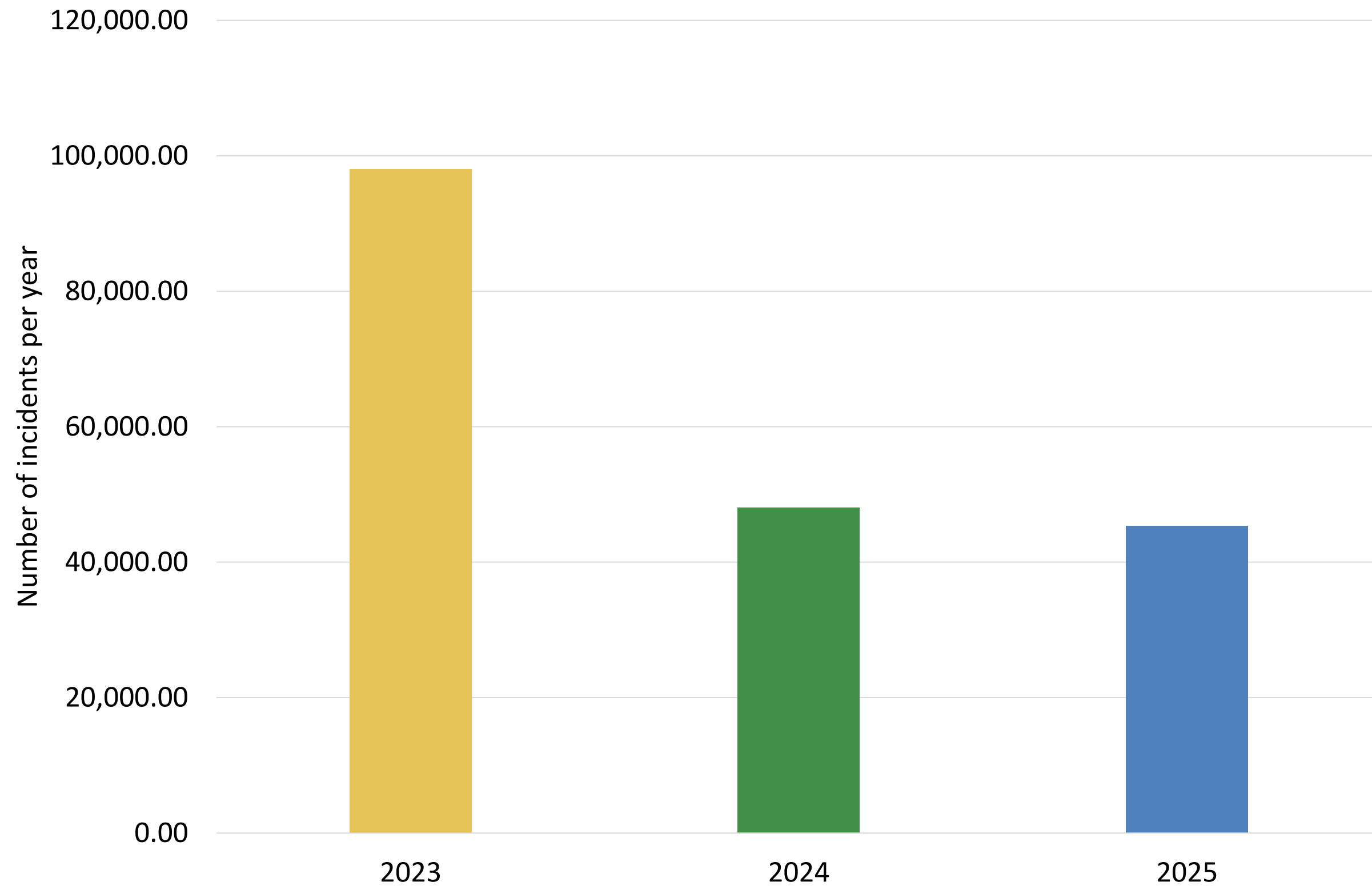


# Incidents of illegal dumping removed



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**OAKLAND**

# Graffiti Removed



# Security Outputs, 2023-2025

Metric	2023	2024	2025	% Change 23-25
Non-Patrol Hours	19,495	13,851	75,305	286%
Patrol Hours	41,070	43,588	53,832	31%
Merchant Checks	89,962	215,008	221,796	147%
Service Responses*	-	-	21,676	-
911 Calls Made by the BID	253	196	275	9%
Footage Provided to OPD/Merchants/Insurance	149	229	203	36%
Non-Emergency Calls	256	263	255	0%
Security Cameras Maintained	295	525	538	82%



\*Metric Added in 2025

# Streetscape/Beautification: Infrastructure Maintained, 2025

Metric	2025
Planters and Hanging Baskets	456
Tree Wells	1,010
Banners on Street/Light Poles	444
Pedestrian-Oriented Lighting Elements	312
Big Belly Trash Cans Maintained	13
Public Plazas Maintained	6
Public Art Pieces Maintained	121

# Marketing and Social Media

BIDs Reached  
170,543 Followers on  
Instagram



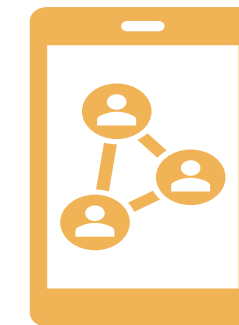
Visit Oakland  
Reached 89,244  
Instagram Followers

39,037 Email  
Subscribers



212,123 BID Emails  
Opened

>20 Million Accounts  
Reached Via Social  
Media Platforms



Platforms include  
Facebook,  
Instagram, Twitter,  
TikTok, and YouTube

The numbers encompass the 8 property-based and the tourism-based BIDs

# TRASH FREE, CLEAN SIDEWALKS

## > Sidwalk Power Washing

From Lakepark to Mandana the Lakeshore BID made a significant investment in having the sidewalks powerwashed. Eliminating years worth of built up grime.

## > Hundreds of Bags of Trash Removed

Between quarterly community clean ups and daily avenue cleanings we have removed hundreds of bags of trash from Lakeshore in 2025.

## > Gardening & Landscaping

The Lakeshore BID tends to the greenery inside the corridor triangle at Trestle Glen as well as several planters along Lakeshore Ave. utilizing drought tolerant and native plants to Oakland.



# 2025 TEMESCAL ANNUAL REPORT



**TEMESCAL  
TELEGRAPH**  
BUSINESS IMPROVEMENT DISTRICT

## GRAFFITI REMOVAL

Number of incidents  
of graffiti removal

**2,314**

## TRASH PICK UP

Pounds of trash  
collected

**121,700**

## ILLEGAL DUMPING

Number of incidents  
of illegal dumping  
removed

**110**

## STICKER / POSTER REMOVAL

Number of  
stickers/posters  
removed

**1,649**

## CLEANING SERVICES BY THE DAY

Number of days per  
week cleaning  
services are provided

**5**

## CLEANING SERVICES BY THE HOUR

Number of hours per  
week of cleaning  
services provided

**120**

NUMBER OF ANNUAL PATROL HOURS DEDICATED BY PUBLIC SAFETY  
OFFICERS/ SAFETY AMBASSADORS: **1,572**



## OAKLAND'S NEIGHBORHOOD ...BY THE NUMBERS

**20** Public Events & Festivals

**25,000** Events & Festivals Visitors

**20,600** e-Newsletter Opens

**760,299** Social Media Reach

**23,400** lbs of Trash Picked Up

**7-Days / Wk** Cleaning

**7-Days / Wk** Holiday Security

**2000** Patrol Hours per Year

**25** High Resolution Cameras

**225** Graffiti Tags Removed

**50** Illegal Dumpings Cleared

Laurel

One Year Anniversary Black Forest Kitchen  
Kono and Yelp Collaboration



Chef Pierre



25<sup>th</sup> St. Tree Wells Community Collaboration with  
KONO



# Process & Engagement Summary



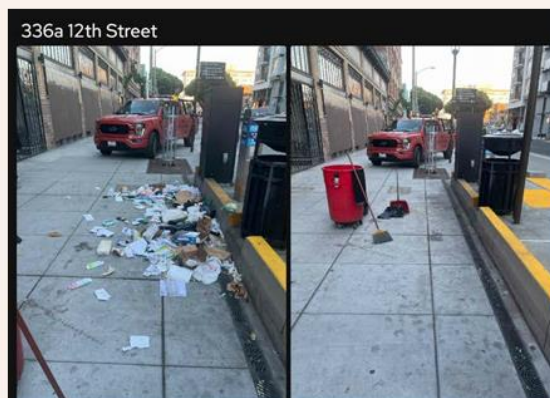
## Success Signals

- ▼ Measurable decrease in visible graffiti or litter in high-priority zones.
- 📄 Increase in authorization forms collected from property owners.
- ⊕ Positive feedback from stakeholders or renewed support from skeptical property owners.
- 👁️ Increased visibility and recognition of OCIC cleaning efforts via social media or third-party coverage.
- ⊕ Signs of replication interest from other districts or city departments.

**OCIC's strategic planning process was inclusive, iterative, and grounded in listening.** Between mid-2025 and late 2025, Starkey Strategies worked closely with OCIC leadership to gather input from a broad range of voices representing property owners, merchants, community organizations, public agencies, and internal stakeholders.



## Before and After



# Identity and Reputation

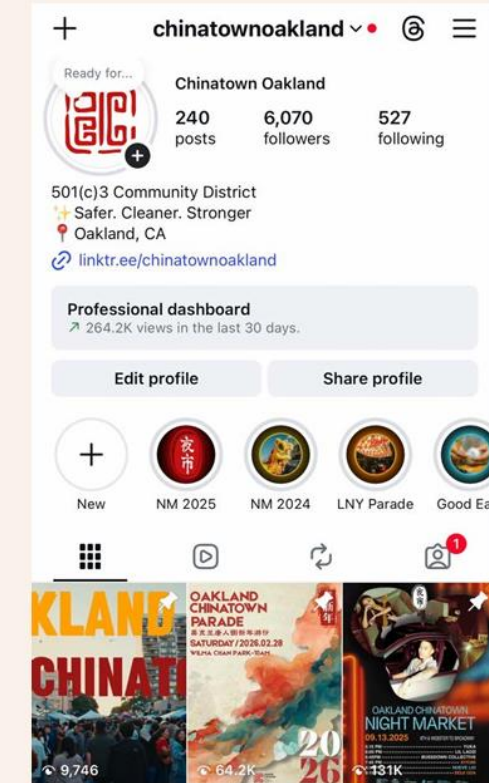
# Chinatown

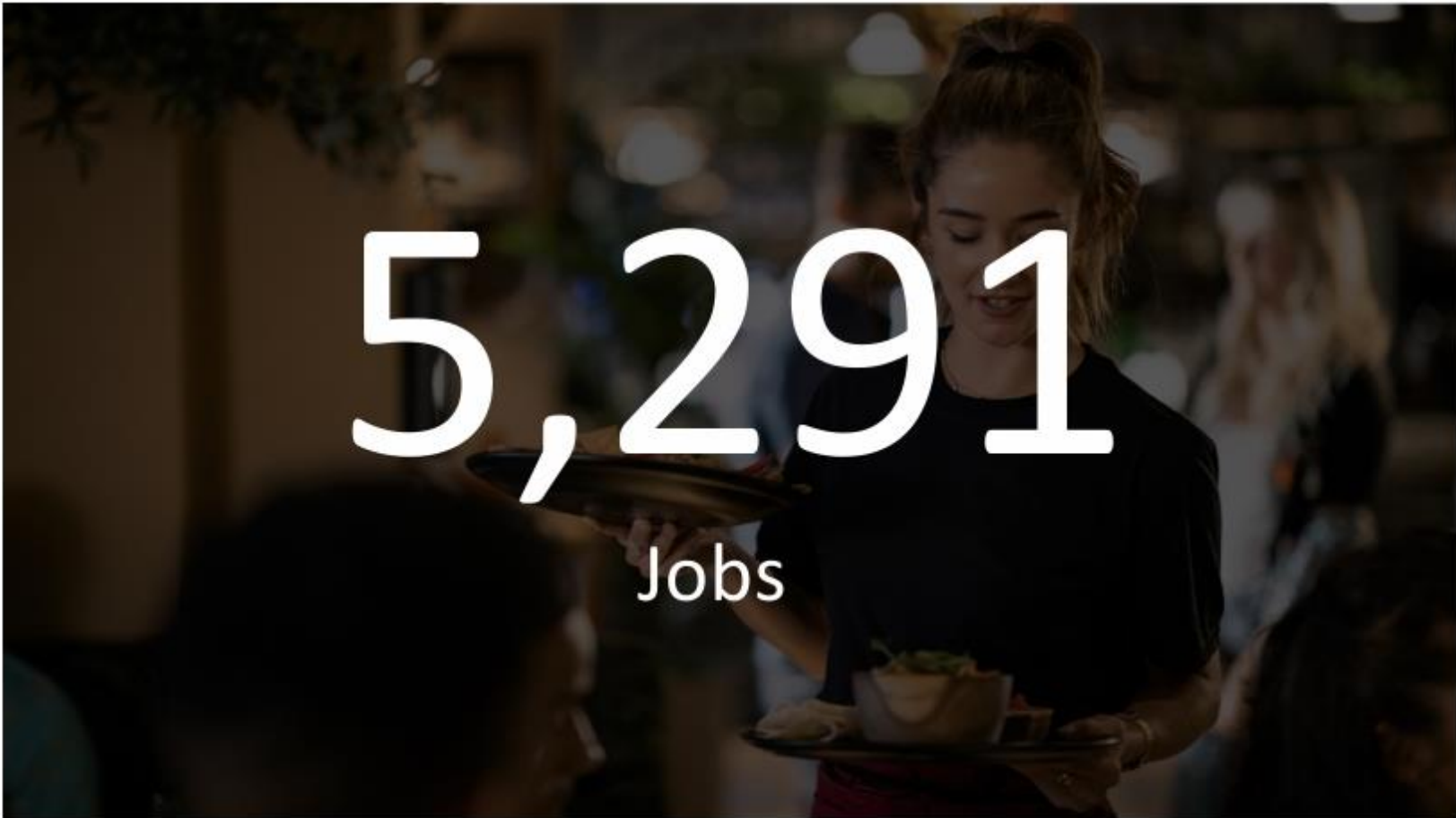
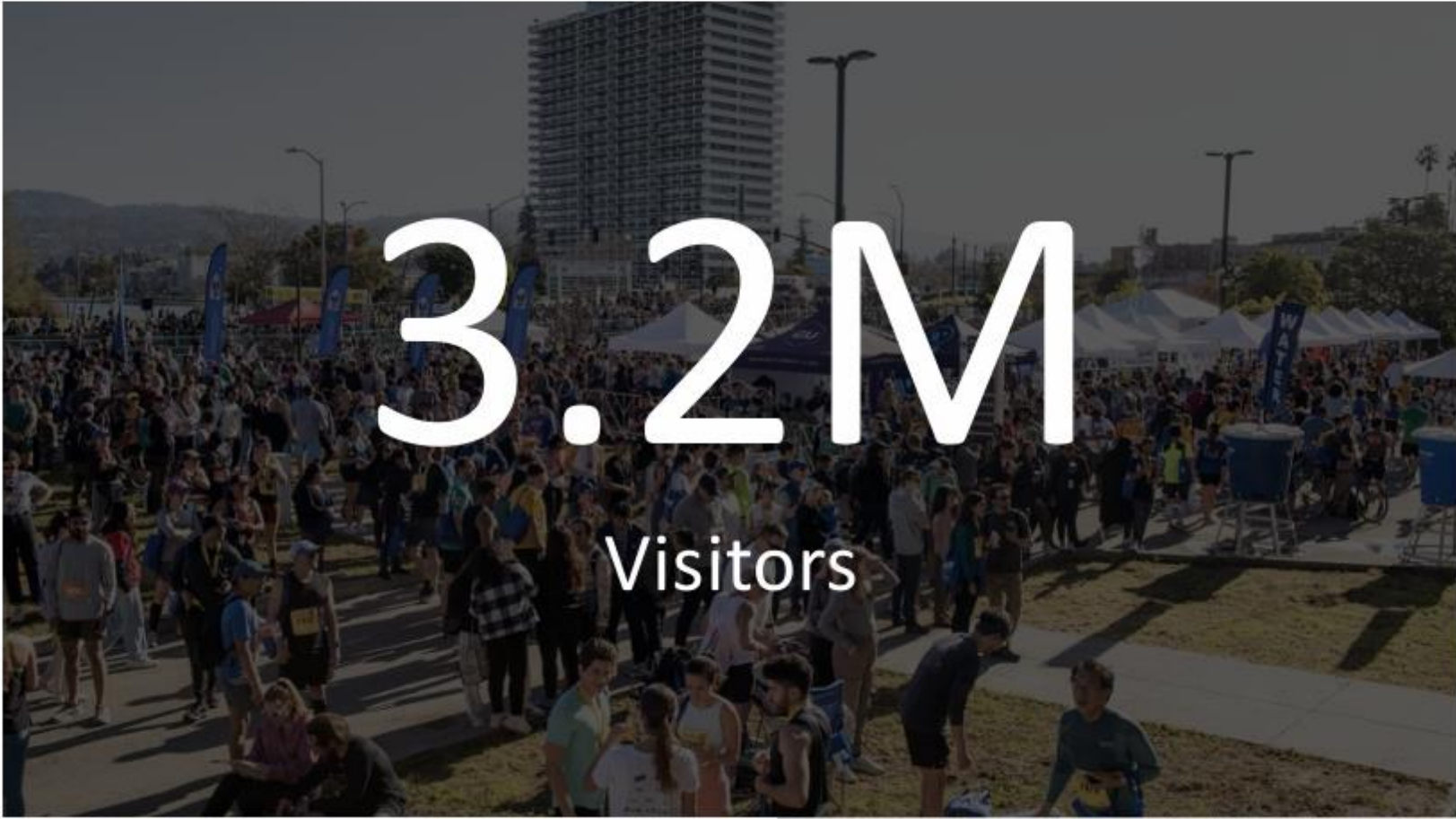


**Goal – Develop and communicate a clear, credible identity for both the district and OCIC that builds pride, trust, and recognition among stakeholders and the broader public.**

## Success Signals

- 📰 Positive media coverage highlighting the district and OCIC's work.
- ⬆️ Increased awareness among stakeholders of OCIC's purpose, services, and events.
- 👥 Stronger attendance and sponsorships for signature events.
- 📄 Brand assets are consistent and widely used across OCIC communications.
- 👁️ Stakeholders report greater pride and recognition of the district's identity.
- 🤝 Community partners seek out OCIC to co-promote initiatives or share stories.





\$740M

Total Economic Impact



## Clean & Safe Program cont.



Ambassador hours worked



Hanging plants installed and maintained



Medians planted and maintained (linear feet)



Illegal dump sites abated



Graffiti instances abated



Trash collected

### HOSPITALITY OUTREACH STATS

- > Business check-ins: 67,421
- > Welfare checks and outreach: 12,557
- > Hospitality engagements (30-second engagements and directions provided): 115,825

“Seeing two ambassadors walking the streets between the library and 19th & Broadway made such a difference for me walking home alone in the dark.”

*Lilly* Oakland School for Arts, Staff

As we enter 2026, our Ambassador teams hold a clear focus on excellence, accountability, and impact. Through strong leadership, rigorous training, and shared values, Ambassadors are delivering a more coordinated, confident, and visible presence throughout downtown Oakland. This disciplined approach allows teams to respond in real time, work seamlessly across functions, and engage the public with professionalism and care.

Guided by a commitment to Oakland’s diversity, history, and community, the Ambassador team is helping shape a vibrant 24/7 downtown where public spaces are well cared for, businesses are supported, and residents and visitors feel welcomed every day.

# First Saturdays - Building Community Momentum

Increasing merchant activation:

- JLID Sponsor: The Fat Lady's 55th Anniversary Block Party
- JLID Sponsor: "Cheeky Market" at Xingones
- AirTemple's vintage clothing and vinyl pop-up
- Oakland United's "Pints with a Purpose"
- Union Machine Works "Open House"



# Holiday Activations

Local artist-painted windows for the holidays



# Public Safety: Partnership with Electeds + Organizations

Awarded additional \$300K Grant to implement safety strategies across downtown geography in collaboration with partners



2025 Review