



JACK LONDON CLEAN AND SAFE

STATISTICS

YEAR OF 2017

**Jack London's
Ambassadors have been
hard at work**

Comments? Contact us at:
info@jacklondonoakland.org



61,073 LBS
of trash and debris
removed from the
Public Right-Of-Way

816
Illegal Dumping
sites have been
cleared.

1,499
Graffiti sites
addressed

2,660
Stickers, Posters,
Flyers removed
from City Fixtures.

1,321
Blocks of weed
abatement

3,667
Individuals
assisted by our
Ambassadors

JACK LONDON CLEAN AND SAFE

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2018 REPORT

**OUR AMBASSADORS HAVE BEEN HARD
AT WORK! HERE IS THE IMPACT WE HAD
THIS YEAR**



346,161 lbs
of trash and debris
removed from the
Public Right-Of-Way

1,373
Illegal Dumping
Sites have been
Cleared

1,418
Stickers, Posters,
Flyers Removed
from City Fixtures.

1,331 persons safely escorted by
an ambassador
27,119 visitors greeted by an
ambassador

477
Graffiti Sites
Removed

746
Blocks of Weed
Abatement

368
Block Faces Power
Washed

JACK LONDON CLEAN AND SAFE

STATISTICS

2019 REPORT

**AMBASSADOR DISPATCH PHONE
510 363 0989**



341,373 lbs
of trash and debris
removed from the
Public Right-Of-Way

3371
Illegal Dumping
sites have been
cleared

2188
Stickers, Posters,
Flyers removed
from public
fixtures

7810 Hospitality contacts,
including motorist
assistance, business
assistance, walking escorts.

454
Graffiti sites
addressed

642
Blocks of Weed
Abatement

175
Block Faces Power
Washed

2019 Projects Review

- Redesign and Installation of District Branding / Banners
- Broadway Median Improvement
- Quarterly Panel Talks/Community Forums
- Quarterly Special Events Promoting Local Businesses
- National Night Out Block Party
- Waterfront Warehouse District Project
- B-Shuttle Sponsorship & Onboard Branding

2019 / 2020...

We'll take a look at 2019 special projects, and 2020 possibilities for expansion, diversification and continuation.



Environmental Branding Program



2019



2020...

Broadway Beautification Design & Install



Panel Talks and Community Forums



Community Seasonal Special Events

2019

2020...

Annual Block Party





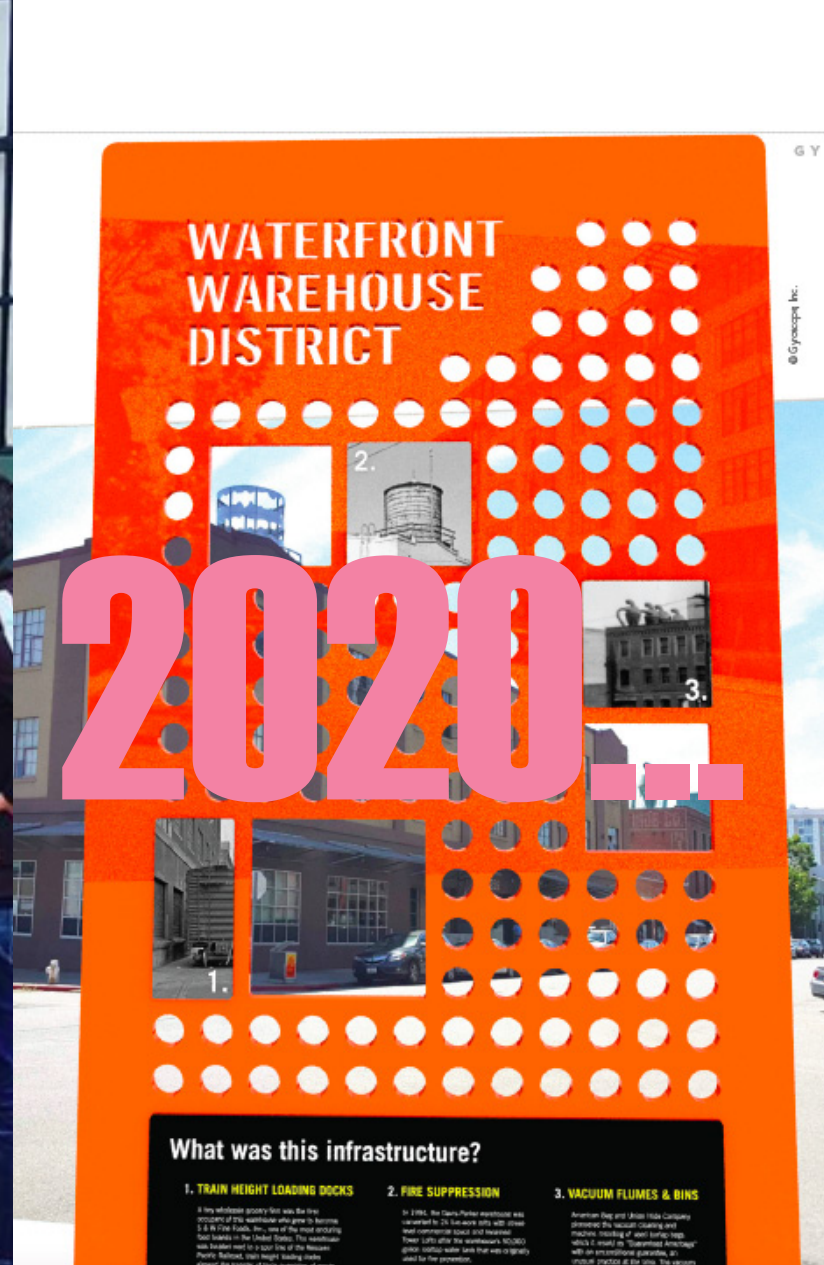
2019



2020...



Merchant Collaborative Programming



Waterfront Warehouse District Signage Installation



B Shuttle Sponsorship & Leadership

2019 Projects Review

These are a few of the additional projects/efforts that were added during the year.

- Stakeholder Meeting and Impact Report
- Downtown Specific Plan Advocacy
- Wholesale Produce Market Operations
- Targeted New Residents and Employees Marketing



2014
2019

JACK LONDON

CELEBRATING
5 YEARS OF SERVICE

2019



2020...

Annual Stakeholder Meeting, Survey,
Impact Report

San Francisco Business Times

New Jack London Square apartments leasing up amid ...
Modera Jack London Square is coming on the market amid a massive building boom in Oakland with a pipeline of more than 19,000 homes in ...
4 weeks ago



The Mercury News

Oakland Restaurant Week: The best deals for \$40 or less
20, Oakland Restaurant Week is celebrating its 10th year with more than ... You'll find it in Jack London Square, Rockridge, Temescal, Fruitvale ...
12 mins ago



San Francisco Chronicle

Oakland Assembly: With giant food hall, Jack London Square again seeks to fulfill potential
Over the years, in fits and starts, boosters of Jack London Square in Oakland have aspired to turn it into a major waterfront destination in the ...
3 weeks ago



PRNewswire (press release)

Mill Creek Announces Start of Leasing at Modera Jack ...
"We're excited to join the district and believe that Modera Jack London Square, with its proximity to Downtown Oakland, easy accessibility to ...
4 weeks ago

East Bay Express

Hot Highlights of Oakland Restaurant Week | Sponsored | Sponsored Food & Drink
Oakland Restaurant Week is more than just about eating great food. ... 11 and 18, 10 a.m., Jack London Square Meets San Francisco Tour: ...
5 days ago



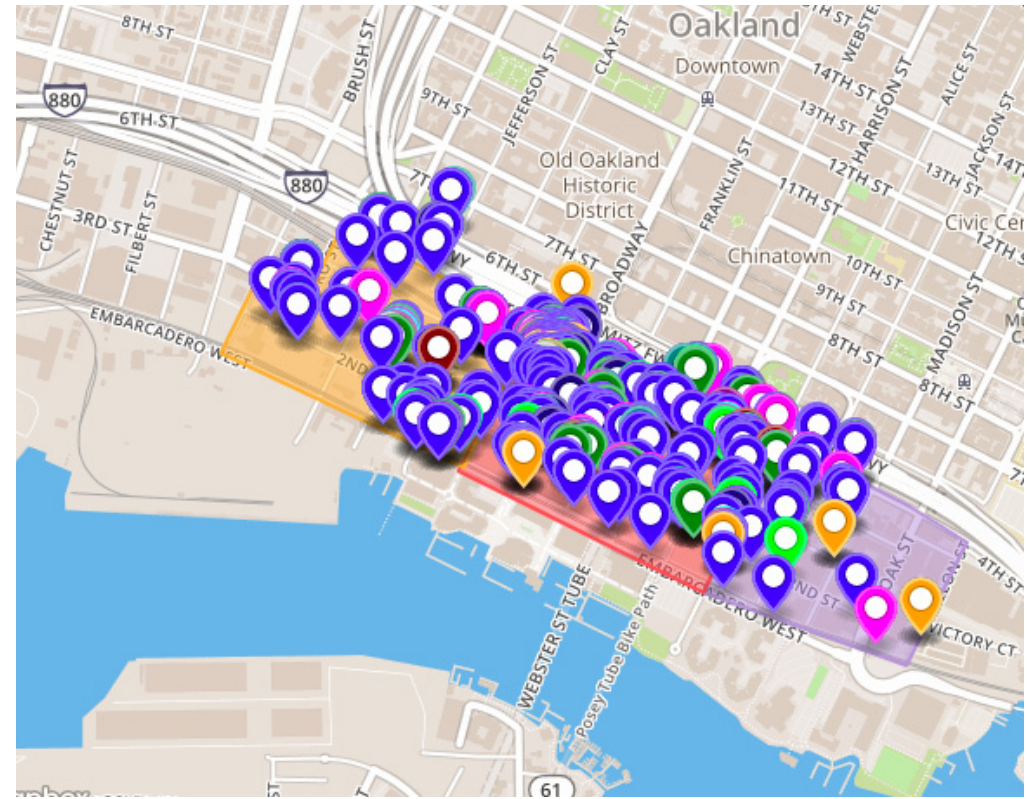
thebolditalic

Friday Five: Oakland Restaurant Week Steals Under \$30
So we took a look at the lineup of Oakland's 10th Annual Restaurant ... 336 Water Street (Jack London Square) | farmhouseethai.com/oakland ...
3 days ago

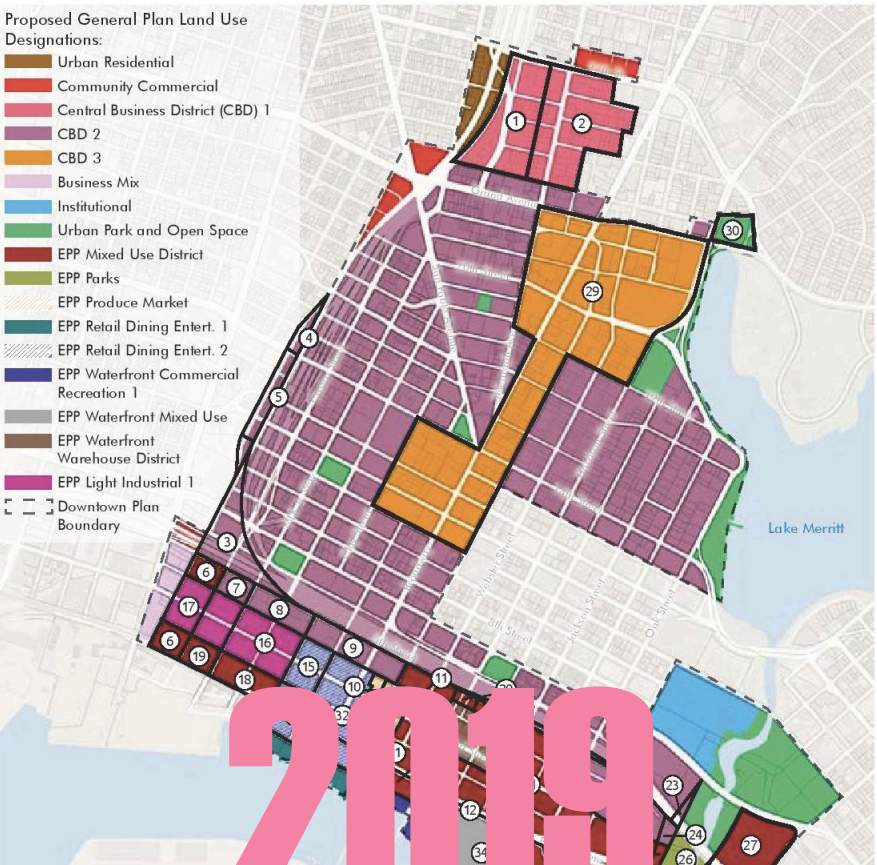


San Francisco Chronicle

The most anticipated Bay Area restaurants of 2020
Oakland's efforts to revitalize the Jack London Square food scene will continue with Oakland Assembly, a 35,000-square-foot food hall set to ...
3 days ago



Continual eye towards impact and renewal.
Strong press mentions, data, & financial health



2019



Date: January 8th 2020

To: Oakland City Councilmembers Lynette McElhane and Nikki Fortunato Bas; Directors William Gilchrist, Alexa Jeffress, Kelley Kahn, City of Oakland; Supervisors Wilma Chan and Keith Carson,

Re: Plan Urgently Needed for 5 Publicly Owned City Blocks

Dear People,

We request an immediate plan for how the City of Oakland and Alameda County will work together to implement the Downtown Oakland Specific Plan to specifically address the future of five publicly owned city blocks spanning Broadway and 5th at I-880 between Franklin and Jefferson. You have an unprecedented opportunity; these five blocks are contiguous, publicly-owned, and predominantly vacant. Don't let them continue to be an eyesore, safety hazard, and economic drain. It is urgent that the City and County plan for and implement redevelopment of these blocks.

These five entire city blocks... couldn't be more critical... dangerous dumping and... detrimental to economic well-being and the safety of adjacent neighborhoods including Chinatown, Old Oakland, and Jack London. Inaction now and cleanup after-the-fact is an irresponsible and wasteful use of taxpayer dollars. There is no excuse for the City and County to impose blighted burdens on our neighborhoods that are already struggling to keep our businesses thriving and streets welcoming for all. These five contiguous blocks are a gateway to three vibrant neighborhoods that are immediately adjacent, and to Oakland's downtown and waterfront. An opportunity of this scale, under public control, and vacant (or anticipated to be in the case of the Police Station), is unprecedented. While many

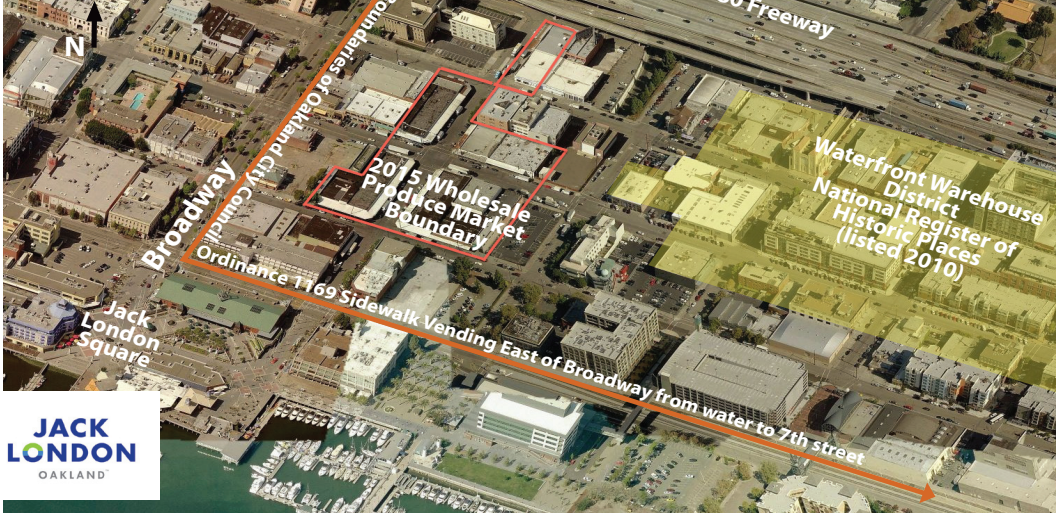
Jack London Improvement District • 333 Broadway Oakland CA 94607 • 510.267.0858

Adam Goldenberg, Owner; 11 West Partners, etc

Jessica Chen, Executive Director; Chinatown Chamber of Commerce

2020

Downtown Plan, Stadium, 5 Vacant City Blocks...



Oakland's Wholesale Produce Market



Cleaner Produce Market Operations

January Events:

Business Coffee Hour - @ Planted Table

1/17, 10-11AM

Oakland Restaurant Week 1/9-1/20

CiderCon 1/26-31

Beat 1X NCPC 1/28