



Jack London Improvement District - Meeting of the Board of Directors Agenda November 9, 2015 – 4:00 p.m. at Jack London Headquarters – 333 Broadway

1. Call to order and introductions- Bill 4:00
2. Public comment and announcements- Bill 4:05
3. Executive update 4:10
4. Financial Review- **Discussion Items** 4:20
 - a. October 2015 Financial Report
 - b. 2016 Operating Budget Draft- First Review
5. Parking Benefit District- **Discussion Item** 5:10
 - a. Consider formation of a Parking Benefit District for Jack London, following 2013 City Council Resolution on Parking Principles which states “...*whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.*”
6. Art on Utility Boxes- **Action Item** 5:20
 - a. Approve expenditure of up to \$14,400 to fund art-covered utility boxes with \$8,400 from Account 7800, Special Projects-- Marketing and Economic Development and \$6,000 from Account 7400, Special Projects-- Maintenance and Beautification
7. Board Meeting Schedule- **Action Item** 5:25
 - a. Approve bi-monthly Board meeting schedule, with monthly Committee meetings and Task Force/Work Group meetings as frequently as is necessary
8. Adoption of position statement on Coal Transport by Rail- **Action Item** 5:30
9. Approval of minutes- **Action Item** 5:35
 - a. Board meeting: October 12, 2015 (Attached)
10. Board Composition and Membership- **Action Item** 5:40
 - a. Board of Director’s Elections- *Board Members Bill Stotler, Vivian Kahn, Sara May, Barry Pilger, Michael Carilli, Paul Thyssen seeking re-election for 2016-2017 term.*
11. Next regular meeting: December 14, 2015, 4:00 p.m. 5:55
12. Adjournment 6:00

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts agendas with the City at 1 Frank H. Ogawa Plaza, #101. Action may not be taken on items not posted on the agenda. Copies of the agenda are available from the Jack London Improvement District at 333 Broadway, Oakland, CA 94607 or through jacklondonoakland.org. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify our office at info@jacklondonoakland.org at least 48 hours prior to the meeting. The public will be provided with an opportunity to address the board on any item described in the meeting agenda under agenda item number 2.

Executive Update, November 2015:

This past month, Jack London engaged in multiple infrastructure and planning processes. We hosted an underpass Charette, began work on the Building Art and Utility Box programs, and contributed input on various aspects of the Downtown Plan. We're seeking participants to help us with the Train Quiet Zone, Parking Benefit District, Day of Service Volunteer Coordination, coal transport advocacy, and final panel talk event of the year. In addition to the management of normal operations, below are highlights from our work in moving special projects forward:

- **We were closely involved in the Plan Downtown Oakland Design Week**, the launch and framing of the Downtown Specific Plan. Savlan will continue to serve on the "Think Tank" technical advisory group throughout the rest of the planning process. We supported the City of Oakland in their outreach efforts within our district, to ensure stakeholder input was inclusive and diverse, from residents to small business owners to Produce District owners and industrial stakeholders such as the Port of Oakland.



- **We are shaping an improvement project to be implemented at the 880 underpasses.** In collaboration with Gensler's "g-Lab", we hosted a charette at their offices to focus intensively on the 880 underpass gateways to our district—with the stakeholders we've worked with for over a year in strategizing underpass improvements. Site and parcel information was provided directly by CalTrans. Representatives of the Circulation Study, the Freeway Interchange Study, Visit Oakland, the Specific Plan team (Dover Kohl), City of Oakland Planning (Rachel Flynn) and Economic Development (Mark Sawiki), CalCEF, Gensler, the Public Arts Advisory Committee, as well as two of our own Board Members (Sara May and Paul Thyssen) were in attendance, contributing to a rich discussion of implementable ideas. Interested in helping move this project forward? Summary and next steps will be circulated soon.



- **We are working on retail cross-promotion for the holiday shopping season** collaborating with Uptown/Downtown, TownSquared, the Downtown Merchants Group, East Bay Express, and Oakland Grown to promote our local retailers in a coordinated "Plaid Friday" event, the indie alternative to "Black Friday". The marketing campaign will begin later this month, and will be spread through social media as well as printed collateral.



- **We have hosted 5 Neighborhood Crime Prevention Council Meetings**, with good attendance from residents, businesses, and our partners in public safety throughout the district. The next meeting is November 24th. Please spread the word.
- **We are working to improve service delivery.** In response to the widespread concern over increased Waste Management service fees from commercial and residential stakeholders alike, we are working with our partners through the Oakland-wide BID/CBD group to advocate for structural and policy changes to improve the delivery of services to businesses, residents, and in the public right-of-way throughout the city.

I hope to see you all at this month's events and committee meetings.
Savlan Hauser, Executive Director

Jack London Improvement District YTD Summary October 2015

Cash Available Summary	Annual Budget	Actual	Variance	Notes
Assessment Income	\$780,769.99	\$746,079.96	-\$34,690.03	
2014 Carryover	\$76,824.00	\$76,824.00	\$0.00	
Other Income	\$0.00	\$8,546.67	\$8,546.67	Bank interest; recycling; TQZ
Less Contingency	\$45,727.00	\$45,727.00	\$0.00	
Total Cash Available	\$811,866.99	\$785,723.63	-\$26,143.36	
Expenses	Annual Budget	Actual	Remaining	Notes
Maintenance and Beautification	\$424,575.68	\$324,252.07	\$100,323.61	
Marketing and Economic Development	\$174,625.00	\$54,330.83	\$120,294.17	
Administration and Gov't/Community	\$195,806.32	\$132,428.61	\$63,377.71	
Collection Fees	\$16,737.00	\$17,476.75	-\$739.75	
Total Expenses	\$811,744.00	\$528,488.26	\$283,255.74	
Cash Available Remaining	\$122.99	\$257,235.37		

Jack London Improvement District 2015 Assessment Income

TY 2014-2015 Assessment Income	Annual Budget	Actual	Variance	Notes
Dec 2014 (50%)	\$390,396.50	\$322,214.87	-\$68,181.63	
Apr 2015 (40%)	\$312,317.20	\$277,435.41	-\$34,881.79	
Aug 2015 (10%)	\$78,079.30	\$142,170.32	\$64,091.02	Final disbursement includes full Port Assessment of \$109,868.46
Total TY 2014-2015 Assessment Income	\$780,793.00	\$741,820.60	-\$38,972.40	
Prior Year Adjustments	\$0.00	\$4,259.36	\$4,259.36	Unpaid assessments from TY 13-14
Total Assessment Income	\$780,793.00	\$746,079.96	-\$34,713.04	

Financial Report- October 2015

Jack London Improvement District 2015	BUDGET				ACTUAL	
	Calendar year				Period ending 10/31/15	
	ASSESSMENTS		2014 carryover	TOTALS	YTD Actual	Remaining
Revenue	Non-Port	Port Share approved on 7-24-14				
4000 Assessment Income			\$76,824.00			
4100 Assessment Income:Port of Oakland Assessments		\$109,868.46			\$109,868.46	
4200 Assessment Income:Non Port Assessment Income	\$670,901.53				\$636,211.50	
Total 4000 Assessment Income	\$670,901.53	\$109,868.46		\$780,769.99	\$746,079.96	\$34,690.03
4390 Individual Donations					\$7,328.84	
9100 Bank Interest					\$685.85	
4510 Program Income					\$531.98	
Total Revenue	\$670,901.53	\$109,868.46	\$76,824.00	\$857,593.99	\$754,626.63	
Total Cash Available					\$831,450.63	
Expenditures						
7000 MBSSI Maintenance, Beautification, Safety, etc.						
7100 Ambassador Services (Block By Block)	\$298,203.01	\$89,867.99		\$388,071.00	\$323,392.50	\$64,678.50
7200 Services on Tidelands Trust Lands		\$20,000.00		\$20,000.00	\$0.00	\$20,000.00
7300 Public Right of Way (Special Projects)	\$1,075.00		\$5,377.68	\$6,452.68	\$39.95	\$6,412.73
7400 Public Right of Way (Maintenance Operations)	\$10,052.00			\$10,052.00	\$819.62	\$9,232.38
Total 7000 MBSSI Maintenance, Beautification, etc.	\$309,330.01	\$109,867.99	\$5,377.68	\$424,575.68	\$324,252.07	\$100,323.61
7700 MED Marketing & Economic Development						
7710 Marketing Coordination (ED 0.30 FTE)	\$25,853.00			\$25,853.00	\$22,504.21	\$3,348.79
7720 Marketing Assistance (MAA 0.15 FTE)	\$8,618.00			\$8,618.00	\$7,217.44	\$1,400.56
7750 Marketing / Branding / Public Relations	\$50,871.00			\$50,871.00	\$5,182.13	\$45,688.87
7800 Special Projects	\$50,871.00		\$38,412.00	\$89,283.00	\$19,427.05	\$69,855.95
Total 7700 MED Marketing & Economic Development	\$136,213.00		\$38,412.00	\$174,625.00	\$54,330.83	\$120,294.17
8000 AGCR Administration & Govt/Community Relations						
8010 District Management (ED 0.70 FTE)	\$60,324.00			\$60,324.00	\$52,509.90	\$7,814.10
8020 District Management Assisance (MMA 0.35 FTE)	\$20,108.00			\$20,108.00	\$16,840.80	\$3,267.20
8050 Training & Professional Development	\$4,070.00			\$4,070.00	\$2,917.40	\$1,152.60
8080 Annual Stakeholder Meeting	\$4,578.00			\$4,578.00	\$0.00	\$4,578.00
8110 Accounting & Taxes	\$3,052.00			\$3,052.00	\$2,061.25	\$990.75
8130 Computer Service & Support	\$2,035.00			\$2,035.00	\$258.00	\$1,777.00
8150 Consulting & Legal Expenses	\$5,087.00			\$5,087.00	\$2,587.50	\$2,499.50
8200 Fees & Permits	\$254.00			\$254.00	\$280.25	-\$26.25
8410 Insurance (D&O)	\$616.00			\$616.00	\$600.00	\$16.00
8420 Insurance (General Liability & Auto)	\$3,322.00			\$3,322.00	\$2,862.00	\$460.00
8430 Membership Fees	\$1,750.00			\$1,750.00	\$0.00	\$1,750.00
8450 Special Projects	\$509.00		\$33,034.32	\$33,543.32	\$12,285.77	\$21,257.55
8510 Office Rent	\$28,500.00			\$28,500.00	\$23,500.00	\$5,000.00
8520 Office Improvements	\$13,000.00			\$13,000.00	\$2,723.31	\$10,276.69
8530 Office Furniture & Equipment	\$2,500.00			\$2,500.00	\$921.08	\$1,578.92
8540 Postage, Shipping, Delivery	\$1,017.00			\$1,017.00	\$370.42	\$646.58
8545 Local transportation	\$0.00			\$0.00	\$196.90	-\$196.90
8550 Printing & Copying	\$2,035.00			\$2,035.00	\$1,275.18	\$759.82
8560 Supplies	\$2,035.00			\$2,035.00	\$1,558.28	\$476.72
8570 Telephone & Telecommunications	\$2,220.00			\$2,220.00	\$2,118.99	\$101.01
8580 Utilities (Office Expenses)	\$4,380.00			\$4,380.00	\$3,143.58	\$1,236.42
8590 Utilities & Rent (Offsite Expenses)	\$1,380.00			\$1,380.00	\$3,418.00	-\$2,038.00
Total 8000 AGCR Administration & Govt/Comm Relations	\$162,772.00		\$33,034.32	\$195,806.32	\$132,428.61	\$63,377.71
8600 CFC Collection Fees & Contingency						
8610 Collection Fees	\$16,737.00			\$16,737.00	\$17,476.75	-\$739.75
8680 Contingency Allowance for Uncollected Assessments	\$45,727.00			\$45,727.00	\$0.00	\$45,727.00
Total 8600 CFC Collection Fees & Contingency	\$62,464.00			\$62,464.00	\$17,476.75	\$44,987.25
Total Expenditures	\$670,779.01	\$109,867.99	\$76,824.00	\$857,471.00	\$528,488.26	
Cash On Hand					\$302,962.37	

Jack London Improvement District 2016 Draft Operating Budget

Chart of Accounts	2016 Draft Operating Budget			2015 Operating Budget			Notes
	Non-Port 2016	Port Share 2016	2015 Carryover	TOTALS	TOTALS	2015 Port & Non-Port	
Revenue							
4000 Assessment Income							\$76,824.00
4100 Assessment Income:Port of Oakland		\$115,361.87				\$109,868.45	
4200 Assessment Income:Non-Port	\$704,446.61					\$670,901.53	
Total 4000 Assessment Income	\$704,446.61	\$115,361.87		\$819,808.48	\$857,593.98	\$780,769.98	\$76,824.00
Total Cash Available				\$819,808.48	\$857,593.98		
Expenditures							
7000 MBSSI Maintenance, Beautification, Safety, etc.							
7100 Ambassador Services (Block By Block)	\$313,089.00	\$94,361.87		\$407,450.87	\$388,048.45	\$388,048.45	Reflects increases to Ambassador starting wages
7200 Services on Tidelands Trust Lands	\$0.00	\$21,000.00		\$21,000.00	\$20,000.00	\$20,000.00	
7300 Trash and Equipment Management	\$19,996.12			\$19,996.12	\$6,452.68	\$1,075.00	\$5,377.68
7400 Special Projects	\$1,937.07			\$1,937.07	\$10,052.00	\$10,052.00	
Total 7000 MBSSI Maintenance, Beautification, etc.	\$335,022.19	\$115,361.87		\$450,384.07	\$424,553.13	\$419,175.45	\$5,377.68
7700 MED Marketing & Economic Development							
7710 District Management (0.9 FTE)	\$88,890.97			\$88,890.97	\$25,853.00	\$25,853.00	45% of Executive Director and Administrative Coordinator (2 FTEs)
7720 Marketing Assistance (MAA 0.45 FTE)	\$0.00			\$0.00	\$8,618.00	\$8,618.00	Merged staff accounts
7750 Accounts and Organizations (2015 "Marketing/Branding/Public Relations")	\$2,202.00			\$2,202.00	\$50,871.00	\$50,871.00	Monthly web marketing services and professional (SPUR, ULI, Chamber of Commerce) memberships
7800 Special Projects	\$51,704.89			\$51,704.89	\$89,283.00	\$50,871.00	\$38,412.00
Total 7700 MED Marketing & Economic Development	\$142,797.86			\$142,797.86	\$174,625.00	\$136,213.00	\$38,412.00
8000 AGCR Administration & Govt/Community Relations							
8010 District Management (1.1 FTE)	\$108,644.51			\$108,644.51	\$60,324.00	\$60,324.00	55% of Executive Director and Administrative Coordinator (2 FTEs)
8020 District Management Assisance (MMA 0.55 FTE)	\$0.00			\$0.00	\$20,108.00	\$20,108.00	Merged staff accounts
8050 Training & Professional Development	\$1,200.00			\$1,200.00	\$4,070.00	\$4,070.00	
8080 Annual Stakeholder Meeting	\$0.00			\$0.00	\$4,578.00	\$4,578.00	Annual meeting to be funded from 7800
8110 Accounting & Taxes	\$2,500.00			\$2,500.00	\$3,052.00	\$3,052.00	
8130 Computer Service & Support	\$500.00			\$500.00	\$2,035.00	\$2,035.00	
8150 Consulting & Legal Expenses	\$2,000.00			\$2,000.00	\$5,087.00	\$5,087.00	
8200 Fees & Permits	\$500.00			\$500.00	\$254.00	\$254.00	
8410 Insurance (D&O)	\$675.00			\$675.00	\$616.00	\$616.00	
8420 Insurance (General Liability & Auto)	\$2,900.00			\$2,900.00	\$3,322.00	\$3,322.00	
8430 Membership Fees	\$0.00			\$0.00	\$1,750.00	\$1,750.00	Membership fees to be funded from 7750
8450 Special Projects	\$500.00			\$500.00	\$33,543.32	\$509.00	\$33,034.32
8510 Office Rent	\$31,250.00			\$31,250.00	\$28,500.00	\$28,500.00	\$509.00 allocated in 2014, in 2015 all carry-forward in account category was allocated to 8450.
8520 Office Improvements	\$4,000.00			\$4,000.00	\$13,000.00	\$13,000.00	Rent to increase to \$2,750 months 36-48
8530 Office Furniture & Equipment	\$1,500.00			\$1,500.00	\$2,500.00	\$2,500.00	
8540 Postage, Shipping, Delivery	\$500.00			\$500.00	\$1,017.00	\$1,017.00	
8545 Local Transportation	\$500.00			\$500.00	\$0.00	\$0.00	New line item to cover district travel expenses for errands and events
8550 Printing & Copying	\$1,500.00			\$1,500.00	\$2,035.00	\$2,035.00	
8560 Supplies	\$2,000.00			\$2,000.00	\$2,035.00	\$2,035.00	
8570 Telephone & Telecommunications	\$2,684.59			\$2,684.59	\$2,220.00	\$2,220.00	
8580 Utilities (Office Expenses)	\$4,246.24			\$4,246.24	\$4,380.00	\$4,380.00	10% of WM services (90% WM funded from 7300) - 2015 WM fees funded from 8450
8590 Utilities & Rent (Offsite Expenses)	\$0.00			\$0.00	\$1,380.00	\$1,380.00	Storage/Parking fee for district truck moved to 7300
Total 8000 AGCR Administration & Govt/Comm Relations	\$167,600.34			\$167,600.34	\$195,806.32	\$162,772.00	\$33,034.32
8600 CFC Collection Fees & Contingency							
8610 Collection Fees	\$17,810.68			\$17,810.68	\$16,737.00	\$16,737.00	
8680 Contingency	\$41,215.53			\$41,215.53	\$45,727.00	\$45,727.00	
Total 8600 CFC Collection Fees & Contingency	\$59,026.21			\$59,026.21	\$62,464.00	\$62,464.00	
Total Expenditures	\$704,446.60	\$115,361.87	\$0.00	\$819,808.48	\$857,448.45		
Revenue				\$0.00	\$145.53		

*Accounts eliminated for 2016

Jack London Improvement District 2016 Proposed Pricing & Budget

PRICING	Cleaning Ambassadors	Safety Ambassadors	Team Leader (Safety)	Operations Manager
Pay Rate	\$ 15.00	\$ 15.00	\$ 17.00	\$ 28.72
FICA	\$ 1.15	\$ 1.15	\$ 1.30	\$ 2.20
WC	\$ 0.90	\$ 0.90	\$ 1.01	\$ 1.71
Liability	\$ 0.23	\$ 0.23	\$ 0.26	\$ 0.45
Unemployment	\$ 1.19	\$ 1.19	\$ 1.35	\$ 2.28
Subtotal	\$ 18.47	\$ 18.47	\$ 20.93	\$ 35.35
Weekly Hours	134.50	40.00	40.00	40.00
Annual Hours	6,994.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 129,144.21	\$ 38,407.20	\$ 43,528.16	\$ 73,527.77
Overhead	\$ 5.26	\$ 5.26	\$ 5.26	\$ 5.26
Benefits	\$ 1.61	\$ 1.61	\$ 1.61	\$ 1.61
Profit	\$ 2.27	\$ 2.27	\$ 2.27	\$ 2.27
Bill Rate	\$ 27.61	\$ 27.61	\$ 30.08	\$ 44.50
Weekly Hours	134.50	40.00	40.00	40.00
Annual Hours	6,994.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 193,127.84	\$ 57,435.79	\$ 62,556.75	\$ 92,556.36
ANNUAL BILLING				\$ 405,676.74

Weekly Hours	
Cleaning Ambassadors	134.50
Safety Ambassador	40.00
Team Leader	40.00
Operations Manager	40.00
Weekly Total	254.50
Annual	13,234.00
Employees	6.36

Above pricing reflects:

- Increase in average wage rates to be in line and competitive with similar BBB accounts in the Bay Area, and to ensure a qualified candidate pool in today's challenging employment market.
- Purchase of one additional Mega Brute trash can to increase efficiency of clean team. First one was purchased with BBB funds
- No changes to hours or deployment from 2015

2015 Employee Average Wage Rates and Bill Rates

PRICING	Cleaning Ambassadors	Safety Ambassadors	Team Leader (Safety)	Operations Manager
Pay Rate	\$ 14.50	\$ 14.50	\$ 15.00	\$ 27.88
FICA	\$ 1.11	\$ 1.11	\$ 1.15	\$ 2.13
WC	\$ 0.87	\$ 0.87	\$ 0.90	\$ 1.66
Liability	\$ 0.22	\$ 0.22	\$ 0.23	\$ 0.43
Unemployment	\$ 1.15	\$ 1.15	\$ 1.19	\$ 2.21
Subtotal	\$ 17.85	\$ 17.85	\$ 18.47	\$ 34.33
Weekly Hours	134.50	40.00	40.00	40.00
Annual Hours	6,994.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 124,839.40	\$ 37,126.96	\$ 38,407.20	\$ 71,398.00
Overhead	\$ 5.08	\$ 5.08	\$ 5.08	\$ 5.08
Benefits	\$ 1.53	\$ 1.53	\$ 1.53	\$ 1.53
Profit	\$ 2.17	\$ 2.17	\$ 2.17	\$ 2.17
Bill Rate	\$ 26.64	\$ 26.64	\$ 27.25	\$ 43.11
Weekly Hours	134.50	40.00	40.00	40.00
Annual Hours	6,994.00	2,080.00	2,080.00	2,080.00
Annual Billing	\$ 186,302.16	\$ 55,405.85	\$ 56,686.09	\$ 89,676.89
ANNUAL BILLING				\$ 388,070.98

Jack London Special Project Roster - 2016 - Draft

Available Funds

MAB 7400 Special Projects	2,437.07
MED 7800 Special Projects	51,704.89
Total Available	54,141.96

Project Roster

Landscaping /Planting Medians	8,000.00
Quarterly Panel Talks (with Land Use and Transportation)	6,000.00
Community Partner Events (NCPC, Business mixers, etc)	1,000.00
Building Art Launch Events	1,500.00
Business support	3,000.00
Economic Development Plan - Phase I	4,500.00
Economic Development Plan - Phase II	4,500.00
Economic Development Plan - Phase III	4,500.00
Economic Development Plan - Phase IIII	4,500.00
Kiva Micro loan Matching Fund	2,000.00
Arts and Culture	20,000.00
Art Consultant	9,000.00
Building Art	20,000.00
Email Template Design Development	250.00
Website Maintenance	1,000.00
Advertising	3,000.00
Communications	-
B-Shuttle Sponsorship	20,000.00
Fiber Optic - Free WiFi Website Design/Development	5,000.00
Joint Marketing with Sacramento Developers	-
Writer	-
Total projects cost	117,750.00

Remaining	-63,608.04
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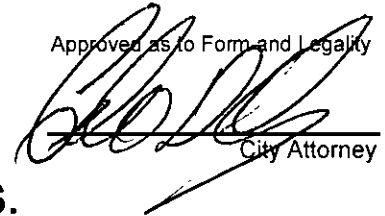
2013 SEP 26 PM 2:47

OAKLAND CITY COUNCIL

RESOLUTION NO. 84664 C.M.S.

Introduced by Councilmember _____

Approved as to Form and Legality



City Attorney

A RESOLUTION ADOPTING PARKING PRINCIPLES FOR CITY OF OAKLAND COMMERCIAL DISTRICTS

WHEREAS, these Parking Principles call for the active management of parking; and were first presented to the City Council in December, 2009; and

WHEREAS, these Parking Principles hold that parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas; and

WHEREAS, these Parking Principles hold that parking should be managed to achieve an approximate 85% maximum occupancy per block, so there will always be some available on-street parking for shoppers and visitors; and

WHEREAS, these Parking Principles hold that parking should be priced at market rates, and should be adjusted regularly to reflect current use; and

WHEREAS, these Parking Principles hold that pricing and policies should encourage the use of off-street parking lots where they are available; and

WHEREAS, these Parking Principles state that, whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district; and, therefore be it

RESOLVED, that the City shall adopt the following Parking Principles as official policy to guide actions dealing with parking in commercial districts city-wide:

- **Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.**
 - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
 - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.

- **Parking should be actively managed to maximize efficient use of a public resource.**
 - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
 - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
 - Parking should be priced to achieve usage goals (“market pricing”); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
 - Pricing and policies should encourage use of off-street parking lots where they are available.
- **Parking should be easy for customers.**
 - Costs, rules and penalties should be easily comprehensible.
 - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
 - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
 - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- **Parking policy and regulations should help the City meet other transportation, land use and environmental goals.**
 - Pricing policies should encourage a “park once” approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
 - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

OCT 15 2013

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

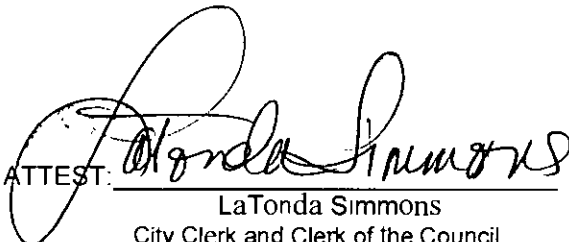
AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, ~~REID~~, SCHAAF ~~and PRESIDENT~~ *6*
~~KERNIGHAN~~

NOES - *0*

ABSENT - *0*

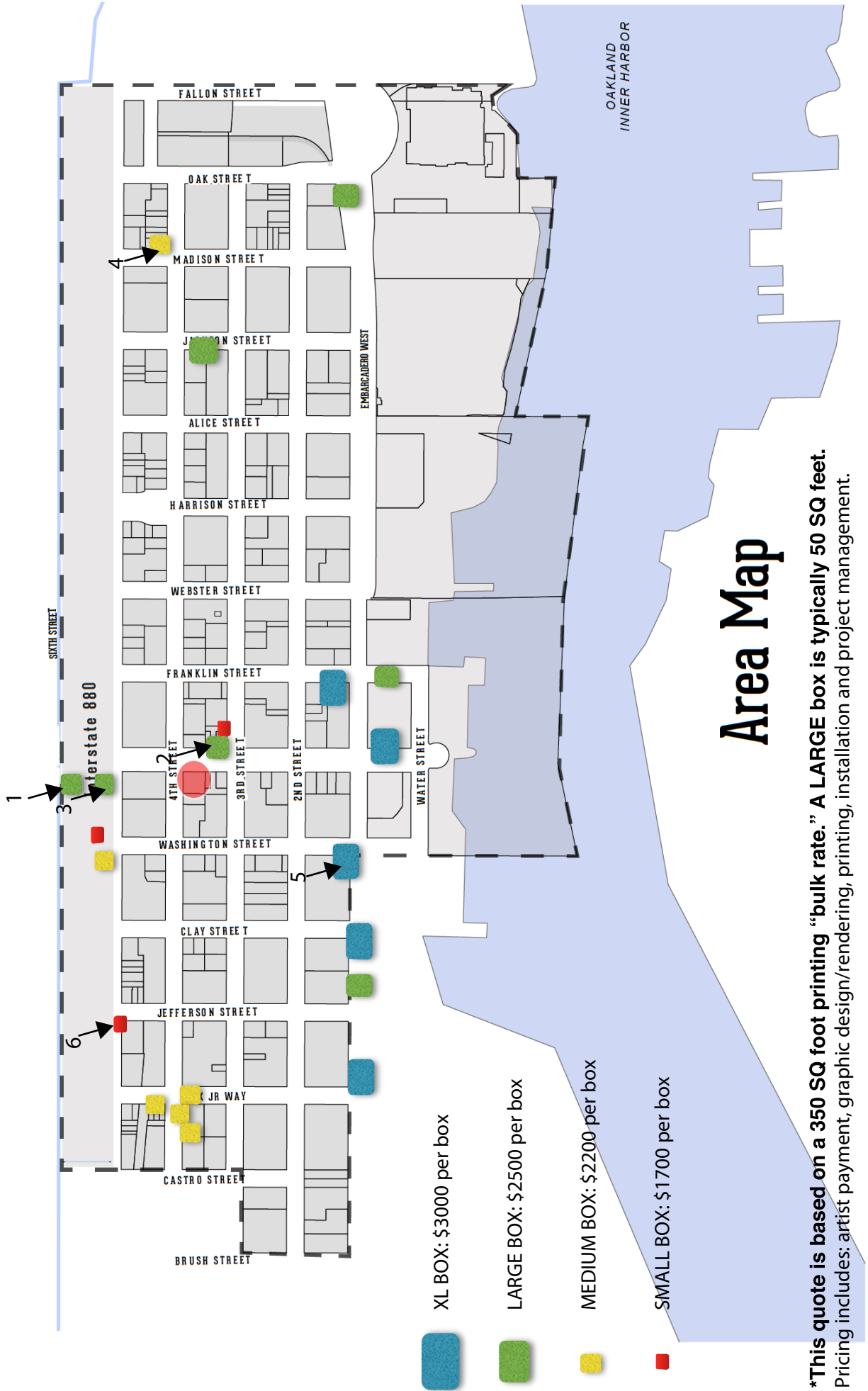
ABSTENTION - *0*

Excused - Reid, Kernighan - 2

ATTEST: 
 LaTonda Simmons
 City Clerk and Clerk of the Council
 of the City of Oakland, California



Jack London Improvement District



Area Map

*This quote is based on a 350 SQ foot printing "bulk rate." A LARGE box is typically 50 SQ feet. Pricing includes: artist payment, graphic design/rendering, printing, installation and project management.



November 4, 2015

Position Statement of the Jack London Improvement District Regarding the Transport of Coal through Oakland:

Whereas: The Jack London community is aware of recent rail accidents involving hazardous materials spills, fires, and resultant loss of lives and property damage. Hundreds of homes and businesses in Jack London are within close proximity to rail, heightening our concern about rail safety and the potential adverse economic and public safety impact of the transport of coal on the District. Oakland's rich network of transportation systems-- and proximity to rail in particular-- should be leveraged as an economic driver and asset to accessibility, instead of creating a burden and liability to its communities.

We believe that potential negative impacts of transport of coal by rail through the Jack London District will detract from the creation, promotion and maintenance an inviting environment for people who visit, live or work in the Jack London District, due to:

- Safety concerns that detract from the quality of our living environment;
- Decreased property value;
- Increased insurance premiums that burden property and business owners and increase the cost of doing business in the District;
- Potential development restrictions due to the proximity of property to the tracks that hazardous materials.

Be it resolved that the Board of Directors of the Jack London Improvement District supports action by the Oakland City Council to limit the transport of coal through Oakland, and advocate for improved rail safety and other appropriate measures at the State and Federal levels to mitigate the adverse impacts of hazardous material transport by rail on the Jack London District's economic well-being and quality of life.

**Minutes of the Jack London Improvement District - Meeting of the Board of Directors
October 12, 2015 – 4:00 p.m.
Jack London Headquarters – 333 Broadway**

Present: Bill Stotler, Sara May, Vivian Kahn, Paul Thyssen, Meredith Melville, Saied Karamooz

Absent: Michael Carilli, Barry Pilger, Peter Gertler, Jenni Koidal

Staff: Savlan Hauser, Fiona Simms

Guests: Dave Fennell, Sarah Canniff, Holly Neber

Discussions held and decisions made by the Board of Directors

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
1. Call to order and introductions	The meeting was called to order at 4:04 p.m.	
2. Public comment and announcements	The recent Waste Management rate increases and new “push/pull” fees were discussed. The plans for the county buildings and events for the Downtown Specific Plan were also discussed.	
3. Executive Update a. Board and Officer composition, recruiting, and elections b. Board meeting frequency and structure	Bill reported that next month is the annual meeting and board elections. He noted that the board can choose to elect additional directors and must also elect the officers of the board. He asked that the board consider skills that may be missing from the existing board and the number of members appropriate. The board discussed the 2014 candidates and other possible neighborhood stakeholders and new directors. Bill and Savlan outlined the difficulties of holding monthly meetings and trying to keep them under an hour, which restricts the ability of the board to have detailed discussions. Savlan noted that one option would be holding longer meetings less often to discuss high- level governance issues and holding more short events to discuss specific projects and issues. Bill asked that the directors send their thoughts to Savlan who will form a recommendation to be presented at the next meeting where this item will be listed as an action item.	
4. Financial Review a. September 2015 Financial Report	Savlan noted that the committees will be digging into the specific category budgets at the upcoming meetings and gave an update to the board on the negotiations with Caltrans for payment of their assessment.	
5. Approval of minutes a. Board meeting: September 14, 2015	The minutes of September 14, 2015 were presented to the board for review.	Sara moved and Paul seconded the motion to approve the minutes of September 14, 2015. The motion was approved unanimously.
6. Next regular meeting	Vivian noted a typo: The next meeting will be held on November 9, 2015 at 4:00 p.m. not November 10.	
7. Adjournment	The meeting adjourned at 5:03 p.m.	

Jack London Improvement District 2014-2015 Board of Directors

	Directors	Officers	Committee	Term
1	William Stotler	Board President		2013 - 2015
2	Sara May	Board Secretary	MAB	2013 - 2015
3	Barry Pilger	Board Tresurer	LUT	2013 - 2015
4	Paul Thyssen		MED	2013 - 2015
5	Vivian Kahn		LUT	2013 - 2015
6	Michael Carilli		LUT	2013 - 2015
7	Meredith Melville		MED	2014 - 2016
8	Peter Gertler		LUT	2014 - 2016
9	Sam Nassif		MAB	2014 - 2016
10	Jennifer Koidal		MED	2014 - 2016
11	Saied Karamooz		MAB	2014 - 2016