



Jack London Improvement District - Meeting of the Board of Directors  
472 Water Street (SPECIAL LOCATION),  
September 10th, 2018 4:00PM (SPECIAL START TIME)

- |  |      |
|--|------|
| 1. Presentation of Oakland Alameda Access Project by Consultant Team and ACTC Staff  | 4:00 |
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| 2. Call to order and introductions   | 5:00 |
| 3. Public Comment and Announcements  | 5:05 |
| 4. Executive Update- <i>Discussion Items</i>   | 5:10 |
| a. Ambassador Cleaning and Safety Statistics and District Update   |      |
| 5. Jack London Improvement District and the B Shuttle- <i>Discussion Item</i>  | 5:15 |
| 6. Complete Wayfinding Project - <i>Action Item</i>  | 5:25 |
| a. Approve allocation of up to \$9,200 of additional funds to Pedestrian and Automobile Wayfinding Project. Pilot phase of Wayfinding Project is complete as of 6/2018, with \$4200 underspend from funds initially allocated to the project. Staff has received positive stakeholder feedback and recommends completing the design and installation of all signs that were designed as part of the project. |      |
| 7. Improving communications with relevant city departments for events, projects, street closures, and any disruption that could impact business activity in the District- - <i>Discussion Item</i>   | 5:30 |
| 8. 2018 Board Retreat with LightBox Content - October 5 <sup>th</sup> 2018 - <i>Discussion Item</i>  | 5:40 |
| a. Review of 2015, 2016, and 2017 Board Retreat Content  |      |
| 9. Approve Meeting Minutes- August 13th, 2018- <i>Action Item</i>  | 5:55 |
| 10. Adjourn  | 6:00 |

PG&E Pipeline Replacement Project Meeting at 6:00PM at 333 Broadway following Board Meeting.  
Next Meeting of the Board of Directors is October 8th, 2018

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. Jack London Improvement District agendas are posted with the City of Oakland. 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](mailto:jacklondonoakland.org). Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify [info@jacklondonoakland.org](mailto: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 during agenda item number 2.



Broadway Tree Canopy Pruning

**Executive Update, September 2018**

Here are this month’s highlights and projects going on in the District:

- **The Broadway Tree Canopy** received much needed maintenance this month—and is making the architecture of the street much more attractive! The attention to this important corridor improves visibility to storefronts, and safety.



- **AB 734 Passed by California State Legislature and is now headed to Governor for Signature.** This legislation, sponsored by Assemblymember Bonta, is an effort to streamline a ballpark development in Oakland provided it reach stringent environmental and labor standards.

- **The Waterfront Warehouse District is getting an Enhanced Signage Program.** We presented the final concept design on August 24<sup>th</sup>. The process has benefitted from the input of community members, historians, businesses, and City staff.



Scooter Summit August 27<sup>th</sup>

- **People are loving the Pilot Wayfinding Signage** that’s installed. It corresponds to the City of Oakland’s program in Downtown focusing on the gateways of Jack London. Thanks to economical fabrication we will be able to install another phase of the signs within the allocated budget.



Greg Pasquali, Carmel Partners Tours OBA and SFHAC Members at Fourth Street East

- **Scooter Summit Panel Talk was August 27<sup>th</sup>,** A great turnout and a panel of experts from DOT, Lime, BIRD, Bike East Bay, moderated by Cory Weinberg of The Information. The Panel discussed ways we should ensure they help make Jack London accessible, safe, & vibrant.

[Coverage by Roger Rudik of StreetsBlog.](#) Thanks Jack London Square for hosting.

**District Event Highlights**

- **Oakland Alameda Access Project Presentation** September 10<sup>th</sup>, 4PM, 472 Water Street
- **Jack London Beat 1X NCPC Meeting** – September 25<sup>th</sup> at 6:15PM, 333 Broadway

**Development/ Construction Updates**

- **4<sup>th</sup> and Madison-** by Carmel Partners- 330 Homes in two buildings on North & South sides of 4<sup>th</sup> Street/Planned completion date Q3 2018 (south)/Q2 2019(north). [JLS4thAndMadison@gmail.com](mailto:JLS4thAndMadison@gmail.com)
- **“Mirador”-**Austin Group, **201 Broadway-** 48 Homes 4,000sqft retail/ Construction RESTART 5/18
- **“Modera”-** Mill Creek , **377 2<sup>nd</sup> Street-** 134 Homes /Broke ground Q22017, complete Q2/3 2019.
- Citrine Advisors’ Rehabilitation at **322 Broadway @ 4<sup>th</sup>/** sold to Christopher Porto, Smart Growth
- 4<sup>th</sup> and Alice street sold to SunCal Hotel Developers
- **PG&E Pipeline Replacement** 3<sup>rd</sup> St underway-finished 10/18. For updates, the project team will be presenting following each District Board Meeting through project completion. Email [rect@PGE.com](mailto:rect@PGE.com)

We invite you to participate in our meetings and [collaborative events](#) in the District.  
-Savlan Hauser, Executive Director

# JACK LONDON CLEAN AND SAFE

STATISTICS

**AUGUST 2018 REPORT**

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## Jack London Ambassadors have been hard at work

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Comments? Contact us at:  
[info@jacklondonoakland.org](mailto:info@jacklondonoakland.org)



**24,968 lbs**

of trash and debris  
removed from the  
Public Right-Of-Way

**10**

Graffiti sites  
addressed

**21**

Blocks of weed  
abatement



**403**

Illegal Dumping  
sites have been  
cleared.

**134**

Stickers, Posters,  
Flyers removed  
from City Fixtures.

**3,738**

Individuals  
assisted by our  
Ambassadors

Broadway Shuttle Ridership 2014-2016

**Quarter**                      **Trips**                      Trips/hour

**Mon-Fri 7am-7pm (12 hrs each day):**

Jan-March 2014	2,701	225
April-June 2014	2,752	229
July-Sept 2014	2,794	233
Oct-Dec 2014	2,643	220
Jan-March 2015	2,645	220
April-June 2015	2,731	228
July-Sept 2015	2,537	211
Oct-Dec 2015	2,384	199
Jan-March 2016	2,243	187
April-June 2016	2,341	195
July-Sept 2016	2,251	188

**Mon-Thurs 7pm-10pm (3 hrs each day):**

Jan-March 2015 <sup>1</sup>	220	73
April-June 2015	212	71
July-Sept 2015	422	141
Oct-Dec 2015	350	117
Jan-March 2016	320	107
April-June 2016	362	121
July-Sept 2016	374	125

**Fri 7pm-1am & Sat 6pm-1am (13 hrs each weekend)**

Jan-March 2014	903	69
April-June 2014	1,104	85
July-Sept 2014	1,242	96
Oct-Dec 2014	984	76
Jan-March 2015	1,043	80
April-June 2015	896	69
July-Sept 2015	1,437	111
Oct-Dec 2015	1,086	84
Jan-March 2016	974	75
April-June 2016	1,073	83
July-Sept 2016	1,115	86

<sup>1</sup>No service prior to 2015

## Agenda Item 6

### Phase II Signage Proposal Jack London BID

MmM Design

15 August 2018

	MmM Design		Sign Cost		Install	Hardware
	# of signs	hours	each	subtotal		
<b>Auto Signs</b>						
Auto Banner Signs (30x80)	13	7	\$94	\$1,222		
Auto Small (Pole mounted) (36x36)	4	3	\$92	\$368		
Small Directional (14x36)	2	1	\$63	\$126		
<b>Ped Signs</b>						
Mini Directionals (14x36)	9	4	\$63	\$567		
Ped directionals (30x36 & 14x36)	9	7	\$158	\$1,422		
Ped Map signs (2@ 11x19)	3	4	\$62	\$186		
Total signs/Hours	40	26				
@ \$125/hr		\$3,250		\$3,891	\$4,750	\$1,500
<b>TOTAL</b>						<b>\$13,391</b>

Note: This proposal is an addendum to the existing contract between MmM Design and Jack London Improvement District. Through economization of fabrication and installation, of the previous phase, there remain \$4,200 of unspent funds. Therefore to complete the entire wayfinding plan, an additional \$9,200 is recommended for Board approval on 9/10.

**Notes:** MmM Design Costs - includes design of sign + all other management/procurement/field checks etc.

Install costs are best estimate based on previous average of \$117/sign - costs may change based on type of signs that need to be installed

Hardware costs are a loose estimate - Tom may be able to know of better (cheaper resources for some of the hardware)

The Mini Directional signs replace any PM or PD sign that was previously shown out of district (plus one along Oak St. replacing a PD)

1 Ferry directional sign replaces an existing old ferry directional sign

1 Small Directional sign would replace existing old directional signs (the blue, white and red ones) at Broadway and 2nd.

Auto signs include a new Small directional located on Brush @ 11th street (at freeway exit) and new Banner on Brush between 4th and 3rd.

Shipping and taxes for signs is not included

Review of 2015, 2016 and 2017 Board Retreats

**2015 Board Retreat: Governance**

Facilitator: Marla Cornelius, CompassPoint

**Reference Material**

- Embrace, Embrace, Enable, and Educate: The Executive’s Role in Governance — Part 1 of a 2-Part Series [LINK HERE](#)
- Embrace, Enable, and Educate: The Board’s Participation in these CEO Strategies— Part 2 [LINK HERE](#)
- Governance and Management (attached)

**Retreat Recap:**

- Shared understanding of the board’s roles and responsibilities; the distinction between governance (board as collective) and management support (individual volunteerism); and staff and board partnership
- Shared understanding of our process for communicating and discussing organizational issues.

**2016 Board Retreat: Facilitated Decision Making**

Facilitator: Nelli Noakes, Community At Work

**Reference Material:**

- Slideset, Facilitated Decision Making [LINK HERE](#)

**Retreat Recap:**

Goal: to build tools to improve decision-making processes as a group.

- Insight into the underlying dynamics of groups.
- Practical method for building consensus and reaching closure.
  - Three meeting types: reporting, input-seeking, and group problem-solving— and designing meeting format to accommodate each
  - Allowing for divergent, thinking, time in the “groan zone”, then convergent thinking and consensus-building to reach a decision.

**2017 Board Retreat: Stakeholder Engagement**

Facilitator: Carol McHuron

**Retreat Recap:**

Goal: To achieve a shared understanding of who “Stakeholders” are and what “Engagement” means.

- Savlan gave presentation on current engagement efforts of the District and quantitative results. Group identified the words Pride, Participation, Education, Interaction and Communication.
- Group identified opportunities for further engagement: Outreach – through direct contact with District Stakeholders we can communicate what we are doing to contribute to the success of Jack London and invite participation.
- We discussed the importance of prioritizing issues and projects according to our capacity and relevance to our mission.
- Shared understanding of Stakeholder Engagement: “When we engage our community, we are accessible and responsive, invite participation and resource-sharing, fostering pride and ownership in Jack London.”

## Jack London Improvement District - Meeting of the Board of Directors August 13<sup>th</sup> , 2018 – 5:00 p.m., 472 Water Street

**Present:** Peter Gertler, Erin Coburn, Paul Thyssen, Sam Nassif, Mark Everton, Sara May, Jenni Koidal, Tim Engler, Saied Karamoos

**Absent:** Vivian Khan, Chris Pastena

**Staff:** Savlan Hauser, Kaylee Hudson

**Guests:** Carina Wittler, Chris Wittler, Jennifer Newman, Shae Pritchard, Gary Knecht, Pamela Kershaw, Alyssa Tomfohrde, David Monfredini, Debbie Monfredini, Tim Phillips

### *Discussions held and decisions made by the Board of Directors*

<i>SUBJECT</i>	<i>DISCUSSION</i>	<i>ACTION?</i>
<b>1. Call to order &amp; introductions</b>	The meeting was called to order at 5:00 p.m.	
<b>2. Public comment and announcements</b>	David Monfredini from the Allied Pringle Company raised some concerns in light of the 5% assessment increase. First, what can the District and community do about scooter safety enforcement? Second, ambassadors do not seem to clean around his building 3 <sup>rd</sup> & Clay enough, it gets very dirty and weedy there. Third, how can we better manage the graffiti problem, especially on neglected warehouse buildings? Savlan responded with a reminder of our panel talk on dockless scooters on Monday, August 27 <sup>th</sup> to address the community's safety concerns. Savlan will discuss the area around 3 <sup>rd</sup> & Clay with the operations manager to make sure that area is getting enough attention and figure out ways to improve graffiti abatement. Mark suggested we continue to advocate for murals in graffiti prone areas. Mark mentioned the upcoming US Rowing Championships that starts this Thursday the 16 <sup>th</sup> for 4 days with 1350 athletes competing on Lake Merritt. Jenni mentioned that Jack London Square is rolling out their new street furniture and has bought more advertising around the District and welcomes feedback. Saied encouraged others to see the Oakland-based movies Blindspotting and Sorry to Bother You.	
<b>3. Waterfront Warehouse District Enhanced Signage Program</b> <b>a. Progress Update from Gyroscope, Design Consultant</b>	Tim Phillips from Gyroscope presented the design concept to the Board. Over the next two weeks, the design team is working on bids from fabricators and balancing the budget. The finished concept will be presented on Friday, August 24 <sup>th</sup> .	
<b>4. Executive Update</b> <b>a. Ambassador Statistics</b> <b>b. Update on Broadway Beautification</b> <b>c. Financial Report – Budget v Actual, Q1&amp;Q2</b>	Savlan presented the Executive Update to the Board. See agenda packet for executive update, ambassador statistics, and quarterly financial statements. Savlan also announced that our next coffee hour will be held at Slaínte on Thursday, August 23 <sup>rd</sup> .	
<b>5. Jack London Improvement District and the B Shuttle</b>	The item was moved to the September Board meeting to have more time for discussion.	
<b>6. 2018 Board Retreat Content</b>	The item was moved to the September Board meeting to have	

<b>– October 6<sup>th</sup> 2018</b>	more time for discussion.	
<b>7. IKE Implementation in Jack London</b>	Interactive signage/advertising kiosks were introduced to the Board as a potential project to pursue in partnership with IKE Smart City in July’s Board meeting. Sara suggested that Jack London retailers be brought into the discussion. Erin suggested that the Board vote on its position to move forward with IKE or not at next month’s meeting after more discussion.	
<b>8. Approve Meeting Minutes – July 9<sup>th</sup>, 2018</b>	The Board reviewed last month’s meeting minutes.	<b>Mark moved to approve the July meeting minutes as they are written. Peter seconded. The motion passed unanimously.</b>
<b>9. Adjourn</b>	The meeting was adjourned at 6:09 pm. Next Board meeting will be held Monday, September 10 <sup>th</sup> , 2018.	

	Tim	Sara	Erin	Sam	Vivian	Mark	Paul	Saied	Peter	Jenni	Chris
January	x	x	x	x	x	x	x	x	x	-	x
February	-	-	x	x	-	x	x	x	-	x	x
March	x	x	x	x	x	x	x	-	x	x	x
April	x	x	x	x	-	-	-	x	x	x	x
May	(Phone)	x	x	x	x	x	x	x	x	x	x
June	(Phone)	x	x	-	x	x	x	x	-	x	x
July	-	x	x	x	x	x	x	-	x	x	x
August	x	x	x	x	-	x	x	x	x	x	-
September											
October											
November											
December											

2018 Board Attendance Record