



**2022**

**YEAR IN REVIEW**



# 2022

## YEAR IN REVIEW

Many conversations this year have revolved around projections of when people are coming back to downtown - Kaiser employees, City of Oakland employees? What percentage of the workforce? Will they ever come back? What this has really highlighted for all of us is this - we're still here. We've been here. And we will be here as the return to our downtown continues...reuniting people with their kidnapped

dogs, meeting people where they are, on their best day or their worst, assisting our neighbors, both unhoused and housed, creating spaces and opportunities for joy and celebration, and uplifting, promoting, and sponsoring the beautiful communities that make up the fabric of this dynamic and resilient town. Our mandate is clear and hasn't changed despite how much the world as we know it has. We continue to lead with our organizational values, putting compassion for others first and problem-solving with a human-centric approach.

As much as our consistent presence has helped to stave off a drastic decline in the street-level experience for our stakeholders, the absence of people in pre-pandemic numbers has allowed certain long-standing issues to fester. Because of this, and no doubt because of the invaluable insights we've gleaned as the eyes and ears of our downtown for the last 13+ years, the long-sought-after recognition by the city of our value is finally materializing. We are seeing real traction with

the mayor's office, OPD, and the City Administrator's office around public safety issues, nightlife management, and public space activation. Our institutional knowledge and proposed solutions complement their vision and resources and, combined, have the power to make all of us stronger. The public-private partnership model only works when both parties come to the table, and we feel more optimistic than ever that real and enduring progress is being made.

Whether convening critical conversations with our stakeholders, connecting an unsheltered person with services, or greeting someone as they exit BART on their way to work in the morning, we'll be here when everyone comes back, steadfast, approachable, accountable, and responsive. We'll be here because we never left.



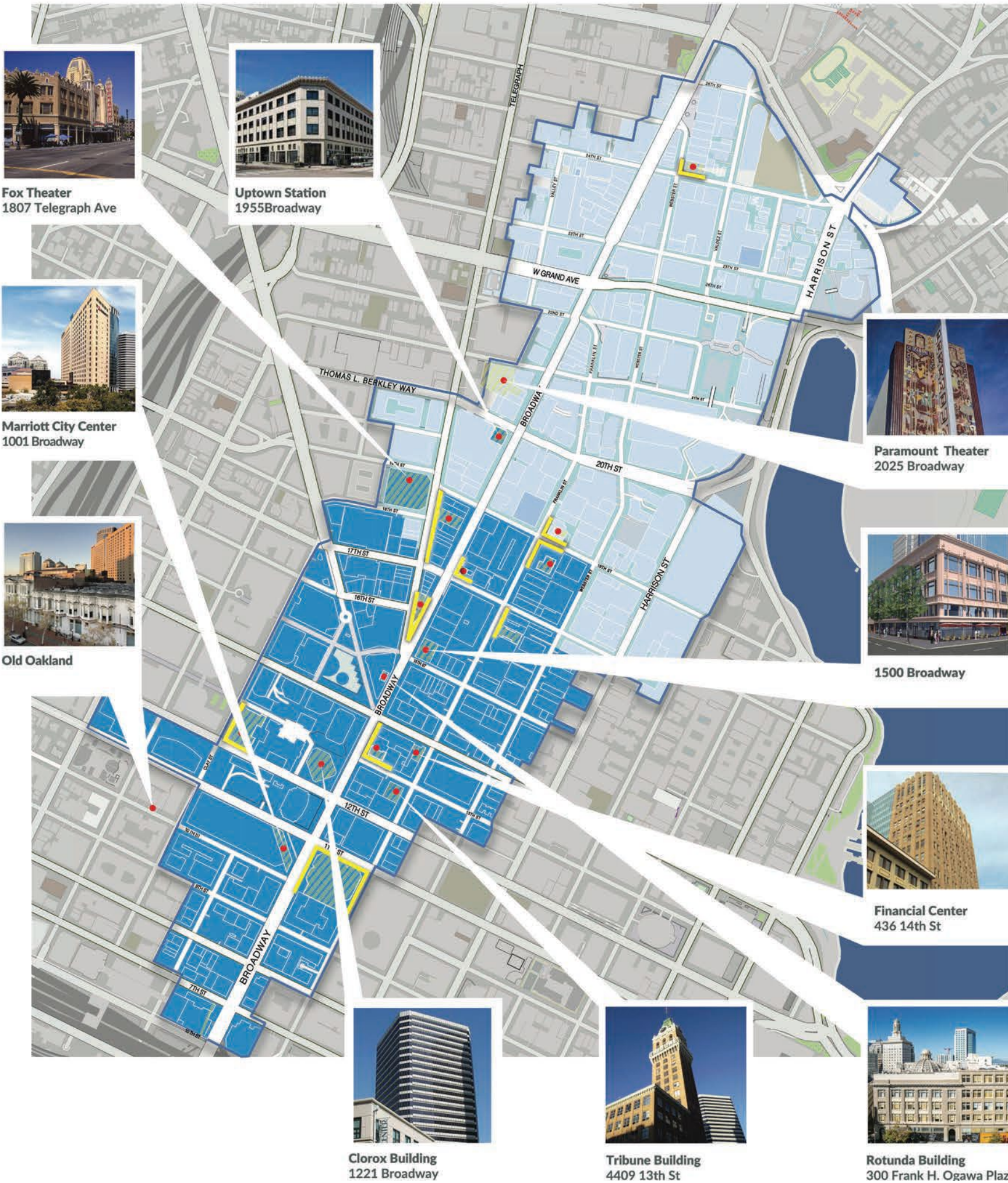
# STAKEHOLDER ENGAGEMENT

IN 2022, WE CONTINUED TO PRIORITIZE MEANINGFUL AND TARGETED ENGAGEMENT WITH STAKEHOLDERS AND FIND WAYS TO BRING VALUE TO THE DISTRICTS.



# ENHANCED TECHNOLOGY

IN 2022, WE ENHANCED OUR SAFETY/HOSPITALITY AND CLEANING PROGRAM BY CONTINUING TO FOLD IN MORE TECHNOLOGY, BOTH VIDEO SURVEILLANCE AND SOFTWARE, THAT TELL OUR STORY THROUGH DAILY, WEEKLY AND ANNUAL REPORTING.



EXPANSION OF SAFE CITY NETWORK TO (8 SITES ONLINE AND 3 IN THE QUEUE, CLOROX, ROTUNDA, AND UPTOWN STATION AND PROJECTED 6 NEW SITES FOR NEXT YEAR)

BOARD-READY MONTHLY OPERATIONS REPORTS FROM BLOCK BY BLOCK BUILT ON THE SMART PLATFORM THAT ALL AMBASSADORS USE IN THE FIELD



## HOMELESSNESS OUTREACH AND COALITION BUILDING

IN 2022 WE REFINED OUR APPROACH AND THE SERVICES WE OFFER OUR UNSHELTERED COMMUNITY, AND RAISED FUNDS FOR OUR EFFORTS IN SUPPORT OF THIS COMMUNITY.

SERVED AS FISCAL SPONSOR FOR URBAN COMPASSION PROJECT AS THEY WORKED TOWARD THEIR OWN TAX EXEMPT STATUS

WORKED CLOSELY WITH VINCENT WILLIAMS IN BOTH DISTRICTS THROUGHOUT THE YEAR TO CONDUCT ASSESSMENTS AND OUTREACH, RESULTING IN EMPLOYMENT AND HOUSING FOR MANY OF OUR MOST VULNERABLE INDIVIDUALS

EDUCATED OUR STAKEHOLDERS ABOUT OUR EFFORTS AND ASSISTED MANY PROPERTY OWNERS AND MANAGERS FIND COMPASSIONATE AND MEANINGFUL OPTIONS TO ADDRESS THE NEEDS OF THE UNSHELTERED IN AND AROUND THEIR PROPERTIES





# DEI EFFORTS

IN 2022 WE DEVELOPED AND DEEPENED OUR DEI EFFORTS BOTH INTERNALLY TO THE CBDS AND ON A COMMUNITY LEVEL

THROUGH CONTINUED THOUGHTFUL AND INTENTIONAL PARTNERSHIP BUILDING, WE SUPPORTED FINANCIALLY, AND WITH IN KIND SERVICES, THE DIVERSE COMMUNITIES IN OUR DOWNTOWN; BLACK JOY PARADE, OAKLASH, AFROBEATS AT THE LAKE, BLACK BAR CRAWL, OAKLAND PRIDE, AAPI HERITAGE MONTH-CHINATOWN PRETTY, E14 GALLERY HONORING OUR ANCESTORS, PABLO'S ALLEY, BLACK CULTURAL ZONE AND AKOMA MARKET

PARTICIPATED IN PROFESSIONAL DEVELOPMENT SESSIONS AT BOTH IDA AND CDA ANNUAL CONFERENCES. STAFF WAS PARTICULARLY INSPIRED BY AN IDA MASTER TALK FOCUSED ON DOWNTOWN BALTIMORE'S BOOST PROGRAM, CREATED TO SUPPORT THE LONG-TERM SUCCESS OF CREATIVE, BLACK-OWNED BALTIMORE BUSINESSES IN DOWNTOWN STOREFRONTS

THE CONTINUED CONVERSATIONS AROUND BLACK JOY STORYWINDOWS AND PROMOTION OF THE DOCUMENTARY AND ARTIST INTERVIEWS LEADING UP TO THE 2023 BLACK JOY PARADE

**BLACK JOY PARADE**



1



2



3



4

# DEI EFFORTS

**1** OAKLAND PRIDE

**3** E14 GALLERY HONORING OUR ANCESTORS

**2** AFROBEATS AT THE LAKE

**4** THE BLACK BAR CRAWL



5



6



7

## DEI EFFORTS

5

AAPI HERITAGE MONTH

7

CENTERING THE MARGINS

6

OAKLASH



SUMMER STAGE AT  
FRANK OGAWA PLAZA

# ACTIVATIONS

## SPONSORSHIPS BY THE NUMBERS

WE ENGAGED IN ACTIVITIES THAT CONTINUE TO BRING FOOT TRAFFIC TO OUR DOWNTOWN, SUCH AS SOCIAL MEDIA MARKETING, PUBLIC SPACE ACTIVATIONS, AND PARTNERSHIPS WITH KEY STAKEHOLDER GROUPS

ART & SOUL	\$15,000
OAKLASH	\$2,500
BIKE EAST BAY	\$2,500
BLACK JOY PARADE	\$5,000
POWER MURAL	\$5,000
ACO MURAL	\$5,000
BLACK BAR CRAWL	\$5,000
AFROBEATS	\$5,000
ART MURMUR	\$7,000
AMP OAKLAND	\$3,900
PABLO'S ALLEY	\$25,000
BANDALOO	\$10,000
HONORING OUR ANCESTORS	\$3,600
QUEER HOLIDAY EXPO	\$2,500
TOTAL	\$95,600



# ACTIVATIONS

1

OAKLAND LOVE LIFE

3

BANDALOOP

2

ART MURMUR GALLERY  
MAP & MURAL TOUR

4

AMP OAKLAND

4

3



## PABLO'S ALLEY

29

EVENTS

145

LOCAL VENDORS

16

WEEKS OF ACTIVATIONS

140

MUSICIANS



# CLEAN AND SAFE

WE WILL ENHANCE OUR SAFETY/HOSPITALITY AND CLEANING PROGRAM BY CONTINUING TO FOLD IN MORE TECHNOLOGY, BOTH VIDEO SURVEILLANCE AND SOFTWARES THAT TELL OUR STORY THROUGH DAILY, WEEKLY AND ANNUAL REPORTING



**4,128**  
ILLEGAL DUMPING



**33,809**  
BUSINESS CONTACTS



**42,792**  
CITIZENS ASSISTED



**57,306**  
BIO WASTE CLEAN UP



**19,115**  
POWER WASHING  
HOT SPOTS



**48,529**  
INSTANCES OF GRAFFITI  
ABATED



# BBB GOALS 2022 IN REVIEW

MEET CONTRACTED HOURS |

IMPROVE SMART DATA INTEGRITY AND ANALYSIS |

IMPROVE THE AMBASSADOR PROGRAM PROFILE  
WITH BUSINESS OWNERS |

RAISE THE AMBASSADOR PROGRAM PROFILE  
WITH RESIDENTS AND VISITORS |

OPTIMIZE OPPORTUNITIES FOR EQUIPMENT USE |



# BBB GOALS 2023

MEET CONTRACTED HOURS |

IMPROVE SMART DATA INTEGRITY AND ANALYSIS |

IMPROVE THE AMBASSADOR PROGRAM PROFILE  
WITH BUSINESS OWNERS |

RAISE THE AMBASSADOR PROGRAM PROFILE  
WITH RESIDENTS AND VISITORS |

OPTIMIZE OPPORTUNITIES FOR EQUIPMENT USE |

INCREASE EXPERTISE AND DEDICATION OF ALL  
AMBASSADORS |

LOCALIZED HIGH PROFILE GRAFFITI ABATEMENT |

**THANK YOU!**

**[WWW.DOWNTOWNOAKLAND.ORG](http://WWW.DOWNTOWNOAKLAND.ORG)**