

**TEMESCAL
TELEGRAPH**
BUSINESS IMPROVEMENT DISTRICT

STRATEGIC PLAN 2015-2020



**The Future Of
Temescal Telegraph**

Business Improvement District

www.temescaldistrict.org

Temescal Telegraph Community Association

Last Revision April 20, 2015

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Introduction

The Temescal District and Telegraph Avenue business district is a vibrant place with a rich history. In recent years, Temescal has emerged as a food destination with artsy touches. The architectural charm, the street ambiance, access to the freeway and BART, are all assets which have made this not only a family-oriented residential district, but also an attractive and desirable business corridor.

Property owners along Telegraph Avenue and adjoining areas voted in August 2004 to form a *special benefits assessment district*. The boundaries included all parcels along Telegraph from 40th to the Berkeley border at 66th, Shattuck to the freeway bridge, Claremont one block up from Telegraph, and 51st Street to Children's Hospital Oakland.

This is known as the Temescal/Telegraph Business Improvement District (TTBID), having completed ten years of operation and renewed decisively for another ten years with a vote over 70%. It expanded its boundaries to the south to include 40th Street and to include MacArthur BART station. Any and all assessments generated from the formation of the district by law, are required to stay in the district's boundaries to fund special benefit services. The district's assessment revenues are controlled by a

non-profit organization known as the Temescal Telegraph Community Association.

The Temescal Telegraph Community Association is composed of up to 15 board members, including a President, two Vice-Presidents, a Secretary and Treasurer. The Board meets once a month at Faith Presbyterian Church, at 6 pm, on the fourth Wednesday.

The Executive Committee is composed of the President, Vice-President, 2nd Vice President, Secretary and Treasurer. This committee works under the direction of the Board of Directors to identify responsibilities that are better handled in a smaller forum. The purpose of the Executive Committee is to help manage and focus the Board's responsibilities.

The other Committees: Design / Economic Development and Promotion / Security are tasked to implement the strategies laid out in this plan.

The goals, strategies and objectives presented in this document represent stakeholders' requests within the boundaries of this organization.

As a measure of its success, the Temescal Telegraph BID is proud to report that since the BID's formation, the District's sales tax revenues have risen 50%, at a rate of almost 10% annually.

Copies of the minutes, the Management District Plan, City Agreement and other pertinent contracts, can be found on our website:

<http://temescaldistrict.org/Leadership-Minutes> or upon request, by contacting our organization.

Mission

The Temescal Telegraph BID strives to make the Temescal Telegraph commercial corridor a better place to live, work and shop.

NOTE: Integral to this effort is for the BID to explore expansion of its financial resources to further its mission's effectiveness.

***NOTE:** This Strategic Plan is created to provide direction for the organization and context for its interested parties. The Strategic Plan is a dynamic document that is constantly reviewed and updated, to reflect completed accomplishments and changing conditions and priorities.

Design Goal: *Enhance the physical and visual improvement of Temescal
Telegraph and ultimately its safety.*

OBJECTIVES	STRATEGIES
<p>STREETSCAPE IMPROVEMENTS</p>	<p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Add Five Trash Cans with Mosaics for Expansion area plus treat two existing cans • Add logo to existing 37 mosaic trash cans plus 7 other cans • Improved landscaping and maintenance for the 40th Street median. • Improve appearance of Gateway to Temescal at Berkeley borders i.e. Telegraph/Alcatraz intersection. • Support 51st Street Parking Implementation <p><u>MEDIUM - TERM</u></p> <ul style="list-style-type: none"> • Phase IV pedestrian-oriented lights on Telegraph Avenue <ul style="list-style-type: none"> 1) 49th to Street to Aileen 2) Short Shattuck 3) 40th Street 4) between BART and Broadway 5) North St to Berkeley border • Banners - Determine program whether to create new set • Advocate to add crosswalk at Telegraph & 43^d • Upgrade crosswalk at 49th & Telegraph with rumble strips • Upgrade tree lights from 49th to 51st and Alcatraz intersection • Upgrade Tree Lights where existing in each area; Plan for possible new installations: e.g. 40th- 45th Sts. & 40th from Telegraph to Shafter (approx.). • Explore Holiday decoration options • Improve crosswalks at target intersections (Bulb outs, rumble strips, etc.) • Treatment for MacArthur and Telegraph as new Gateway to Temescal

	<p><u>LONG-TERM</u></p> <ul style="list-style-type: none"> • Work with Community on Pedestrian Crosswalk Safety
PARKING MANAGEMENT	<p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Advocate for parking meter maintenance and request upgrade to kiosks • Explore flexible parking district program, similar to Montclair pilot project <p><u>MEDIUM-TERM</u></p> <ul style="list-style-type: none"> • Designate neighborhood spaces to promote car share, bike and other transportation programs. • Enhance connectivity to BART along 40th and Telegraph, including exploring pedi-cabs from BART to commercial district
BEAUTIFICATION	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Monitor Cleanup Crew • Maintenance: Parking Meters, Trash Cans, Landscaping, Benches, planters • Submit quarterly online complaints to Caltrans regarding on and off-ramps <p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Explore and implement graffiti abatement strategies referencing revised City legislation • Re-establish Mini-Grants to address problem buildings and beautification for problem sections. • Collaboration with Scenic Streets for designated locations, including Claremont Avenue • Collaboration with Idora Park/Clars for 56th Street overpass to include mural or other enhancements

PUBLIC ART**ON-GOING**

- Restore and maintain murals on PG&E building and Temescal Flows.
- Maintain utility box artwork

SHORT-TERM

- Identify funding and complete Temescal Flows Phase IV- one BART column and several CalTrans' columns along northern edge.
- Install several message boards throughout district to promote, district, meetings, and other community activities at Walgreens, Dollar Cleaner, Kaspers, Alcatraz and at BART on 40th.
- Seek other locations and opportunities for art installations in the District.

Economic Development

Goal: *Strengthen and broaden the economic base of Temescal Telegraph*

MARKET ANALYSIS	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Monitor economic trends - Obtain Retail Sales figures, etc.
BUSINESS RETENTION	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Determine types of needed support based on Merchant concerns and interests • Assist merchants with advancing optimal utilization of social media tools. • Encourage merchants to become “green” businesses • Explore micro lending program, e.g. Kiva, Cutting Edge Capital
BUSINESS RECRUITMENT	<p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Assist to advance viable businesses in the buildings that are vacant longer than six months • Update Business Recruitment Brochure <p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Maintain Space Inventory & Operator Inventory • Link prospective tenants/buyers to property owners & brokers. • Quarterly e-blast to commercial brokers and property owners

Strategic Plan 2015 - 2020

Organization*

Goal: *Provide management and oversight of Temescal Telegraph*

*BID. *(Executive Committee coordinates these efforts)*

OBJECTIVES	STRATEGIES
<p>STEERING/OVERSIGHT</p>	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Hold yearly Board Election and Annual Meeting • Continue to integrate Temescal Merchant Association efforts more effectively <p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Strategize and carry out transition for new Executive Director
<p>OUTREACH/VOLUNTEER DEVELOPMENT</p>	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Increase volunteer participation on committees • Form new partnerships to help plan and implement activities • Advocacy – Attend Oakland BID Council, and other pertinent City meetings. • Maintain property owner communication on quarterly basis. • Develop an action plan for implementation of strategies outlined in this document
<p>FUNDRAISING</p>	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Seek grant and/or debt opportunities to help organization achieve objectives • Identify and implant revenue producing strategies

Promotion Goal: *Market Temescal Telegraph as the community's social, cultural, and economic center*

OBJECTIVES	STRATEGIES
IMAGE DEVELOPMENT	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Rotate Street Banner located at Telegraph & 49th • Maintain Pole Banner Rotation program along District
COMMUNICATIONS	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Submit article(s) to Temescal News and Views bi-monthly • Maintain Merchant Database • Maintain regular E updates • Maintain Website to promote organization and its commercial activity • Optimize social media to promote district including Facebook • Maintain monthly Temescal Locals e-bulletin • Submit article leads to Major Media <p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Implement strategy to place positive articles/postings in social media and also local and Bay Area publication
RETAIL & SPECIAL EVENTS	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Support Temescal Street Cinema • Support Temescal First Fridays • Organize Trick or Treat Event • Support Temescal Street Fair • Organize Taste of Temescal event with local non-profits • Support Farmer's Market <p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Explore adding new event at Kasper's or Temescal Ramble • Explore adding new event on 40th St.

Security

Goal: *Enhancing the public safety of Temescal Telegraph*

OBJECTIVES	STRATEGIES
SAFETY	<p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Interface with NCPC regularly • Continue implementing Security Strategies based on 2007 consultant assessment <p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Explore viability of Local Security Network application to impact maintenance accountability and interface with City Public Works and Oakland Police Dept. <p><u>MEDIUM-TERM</u></p> <ul style="list-style-type: none"> • Add Security Cameras in key locations, including Temescal Plaza
EDUCATION	<p><u>SHORT-TERM</u></p> <ul style="list-style-type: none"> • Homeless/Transient Strategy <p><u>ON-GOING</u></p> <ul style="list-style-type: none"> • Provide Merchant Education based on Consultant Recommendations

Join Us

The Temescal Telegraph Community Association is a non-profit organization composed of property owners, merchants and residents who are committed to the growth and prosperity of this community. We invite other community members to join our efforts by participating in the following committees.

DESIGN

Physical improvements &

Beautification

This committee manages and encourages façade and streetscape improvements and provides guidance to its PROWSO (public rights of way and sidewalk) operations.

PROMOTION

Marketing to Promote the Commercial

District and Image Enhancement

This committee enhances the image of the Temescal/Telegraph Avenue commercial district through marketing events, promotional materials and by maintaining positive media relations.

ECONOMIC DEVELOPMENT

Business Retention &

Recruitment strategies

This committee develops strategies to recruit and retain business owners. It also monitors the economic performance of the business district through market analysis and develops programs to nurture the economic health of businesses.

EXECUTIVE

Assist with the

Management of the

Board's Responsibilities

This committee develops policies and procedures to improve the Board's effectiveness and efficiency during meetings and to ensure the overall success of the organization.

SECURITY

This committee works to implement and/or improve security measures in the business district.

Get Involved

If you would like to get involved with one or more of these committees, please contact Darlene Rios Drapkin, the Executive Director at info@temescaldistrict.org or call 510-860-7327

For More Information

Visit our Web site at <http://www.temescaldistrict.org>

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