

# TEMESCAL TELEGRAPH

BUSINESS IMPROVEMENT DISTRICT

**Temescal Telegraph Community Assoc.**

490 43<sup>rd</sup> Street • Oakland, CA 94609

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- 1) Supporting the District's economic base of both longtime and new businesses**
  - a) Market Analysis
  - b) Business Retention
    - i) Supporting existing and legacy businesses
  - c) Business Attraction
    - i) Vacancy tracking & listing on website
  - d) Analysis of residential demographics inside/outside the District
  - e) Business analysis
  
- 2) Celebrating, supporting and encouraging the diverse cultures of the District**
  - a) Image Development & Destination marketing
    - i) Social media
      - (1) Help merchants with their website & social media
    - ii) Online Media buys & strategic media partnerships
  - b) Communications
    - i) eNews
    - ii) Website
    - iii) Social media
  - c) Special Events
    - i) Annual events calendar
  
- 3) Enhancing Temescal Telegraph's physical environment and public safety**
  - a) Strive to maintain a clean public environment
  - b) Refuse receptacles
    - i) Adding receptacles
    - ii) Maintaining receptacles
    - iii) Explore multi-stream / recycling options!
  - c) Pedestrian lights
    - i) Fund & Install lights on East side of Shattuck Ave
    - ii) Explore/prioritize additional locations for lights
  - d) Landscaping
    - i) Maintain cohesive style of landscape design, prioritizing ease of long-term upkeep

- ii) Realistic maintenance plan
- e) Public art
  - i) Celebrate, support, and encourage diverse local art
  - ii) Realistic maintenance plan
- f) Relevant Wayfinding signage
- g) Banners
  - i) Cohesive branding
  - ii) Realistic maintenance plan
- h) Pedestrian Plaza @Kasper's Activation
  - i) Attract anchor business
  - ii) Explore short-term uses (pop ups)
  - iii) Ongoing programming
  - iv) Design
    - (1) Short term & long term
    - (2) Find funding - grants & partnerships
    - (3) Implement design
    - (4) Realistic Maintenance plan

**4) Better serve District stakeholders as a convener and advocate on issues that impact the success of the district**

- a) Communicate with district - Engage in activities to enable communication and building community
  - i) Housed and Unhoused resident outreach
    - (1) Supporting programs/resources for unhoused residents in the District
    - (2) Engage with Neighborhood associations
  - ii) Merchant outreach
    - (1) Engage and support Merchant groups
- b) Strengthen capacity, professional development & leadership role of BID organization
  - i) Participate in IDA & CDA conferences & visit other BIDs to learn best practices and build network of other directors
  - ii) Diversity in leadership and membership
- c) Advocacy on behalf of District to City, County, etc.
  - i) Follow and Take positions on local public policy affecting district
  - ii) Advocate for funding for large capital improvements: pedestrian lights, Pedestrian plaza, etc.
  - iii) Building coalitions and connections with like-minded communities to achieve advocacy goals

**5) Support enhanced accessibility & safety of the District for businesses, residents and visitors**

- a) Parking Management
  - i) Commercial Loading
  - ii) Short term parking & food delivery (12 minute)
  - iii) Metered (customers)

- iv) Employee parking
- v) Residential parking
- b) Transit
  - i) Explore creation of a free Shuttle service in the District
  - ii) Explore an Employee transit pass program
- c) Pedestrian
- d) Bicyclists and micro-mobility users
- e) Thorough data collection, including public input
  - i) Advocate for the City to conduct parking study of Temescal