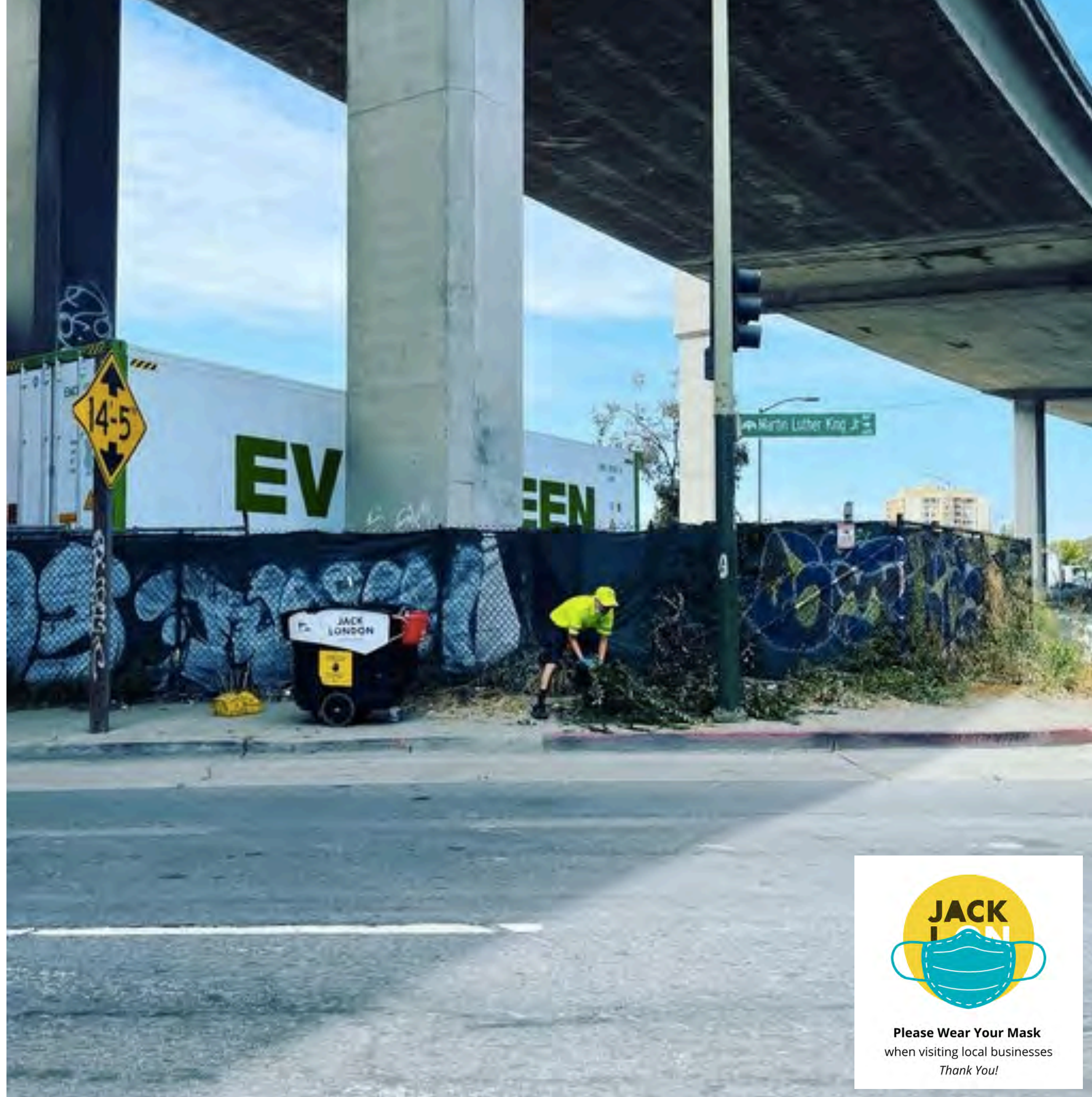


# September Update

## Jack London Improvement District



**Please Wear Your Mask**  
when visiting local businesses  
*Thank You!*

# Crime and Safety

- Task Force Work
- Community Sourced Ideas
- Meeting with DA Nancy O'Malley
- Meeting with Captain Hookfin

## "DEFLECT, DEFER, DIVERT" THE C.A.R.E.S. NAVIGATION CENTER

C.A.R.E.S. stands for "Community Assessment, Referral and Engagement Services." This program diverts individuals away from jail and the criminal justice system and into supportive services.



### SERVICES PROVIDED:

Respite  
Peer Counseling  
Housing Services  
Employment Services  
Mental health referrals  
Substance use treatment referrals

### WHO CAN MAKE REFERRALS TO C.A.R.E.S.?

Anyone can advocate for an individual to be referred to C.A.R.E.S. but police, probation or the D.A.'s Office primarily make the referrals.

- Notify the officer on scene that you would like the individual transported to C.A.R.E.S.
- Not everyone is eligible for C.A.R.E.S.
- The officer can evaluate eligibility in the field.
- The officer will provide transportation.



Partnering for a stronger, healthier and safer community



LEARN MORE:  
Alameda County District  
Attorney's Office  
Attn: Mental Health Unit  
1225 Fallon Street  
Oakland, CA 94612  
510-272-6222  
DA.MentalHealthUnit@acgov.org



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# Community Sourced Ideas

- Request police “Bait Cars”
- Strategic lighting
- District-funded cameras
- Employing street population
- Increase Foot Patrols
- Policy advocacy for repeat offenses and increased penalty
- Safer Train Crossings
- Periodic dumpster checks for discarded property
- Improved visual presence
- Quicker communications between businesses
- More “Stern” signage to not leave belongings in car



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# Art Activation Event

Night Watch

Viewing

Jack London Ferry Landing

7pm Sunday 9/19



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**Estuary Park  
Renovation  
Planning Update  
Community  
Meeting  
9/14 at 6:00PM**

**ESTUARY PARK RENOVATION & EXPANSION PROJECT**

**JACK LONDON SQUARE BUSINESS NEIGHBORS**

**MEASUREDD**



**September 14, 2021  
6:00-7:30 PM  
<https://bit.ly/3BPVKcS>**

For more information, please contact:  
Christine Reed at [CReed2@oaklandca.gov](mailto:CReed2@oaklandca.gov)



CITY OF OAKLAND

The City of Oakland and landscape architects WRT have begun the next phase of planning for the Estuary Park renovation and expansion project. Please join us for a stakeholders' meeting via Zoom to build upon the incredible input provide by interested stakeholders over the past two years. At the meeting, we will offer an overview of our progress on developing the Estuary Park Concept Plan and the project timeline. We hope to get additional feedback from you on the design, park elements, and preferred alternative.



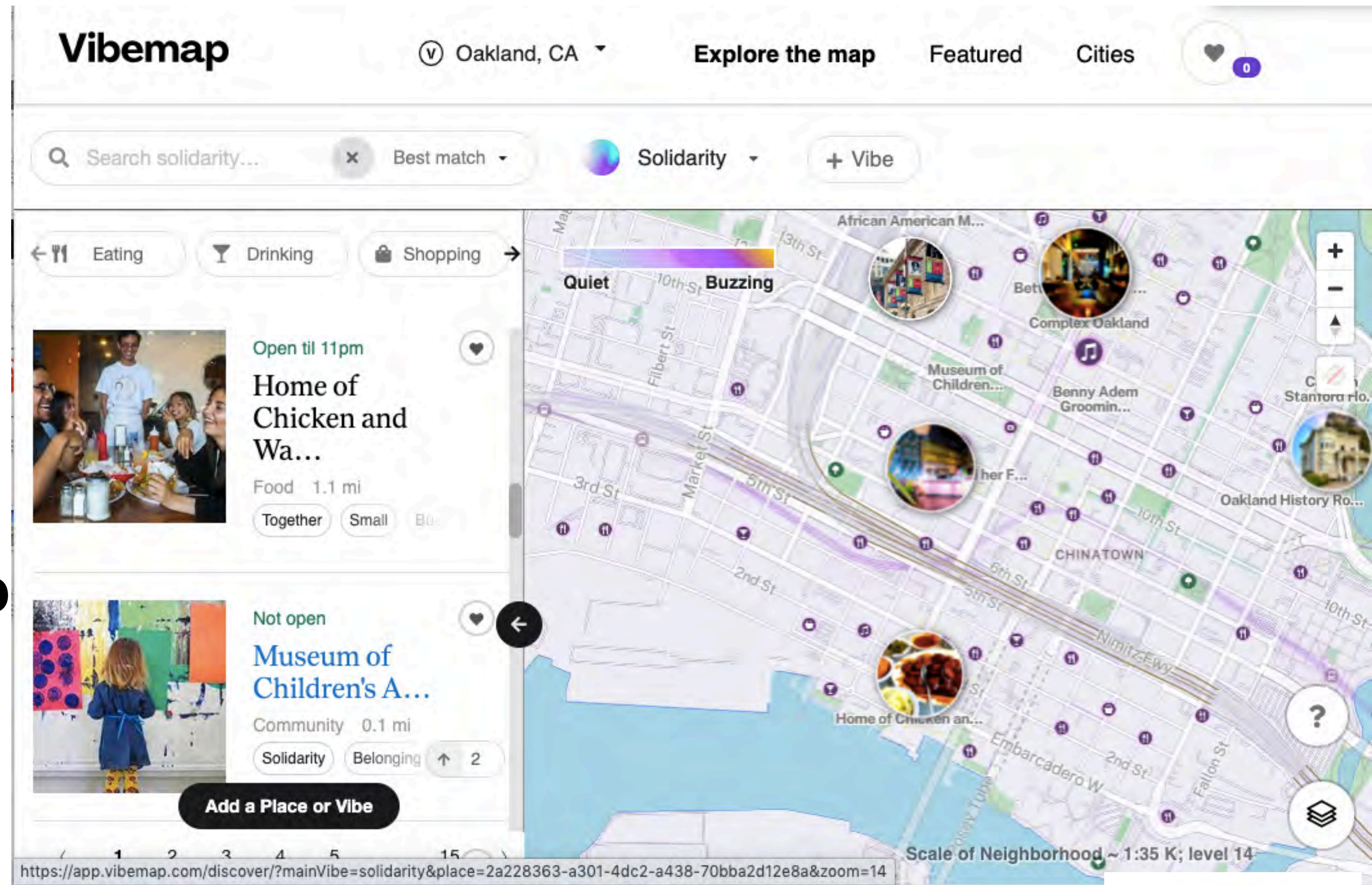
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# Marketing Campaign

Jack London + Vibemap

Launch 9/21/21

Dozens of participating businesses.



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# Groundbreaking

412 Madison

Swenson + Grubb Properties

Link Apartments

157 Homes

Intro: Belal Kaddoura,  
Project Manager



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# New Concept

Z Hotel Sale

Riaz Capital

102 Affordable by Design  
Homes

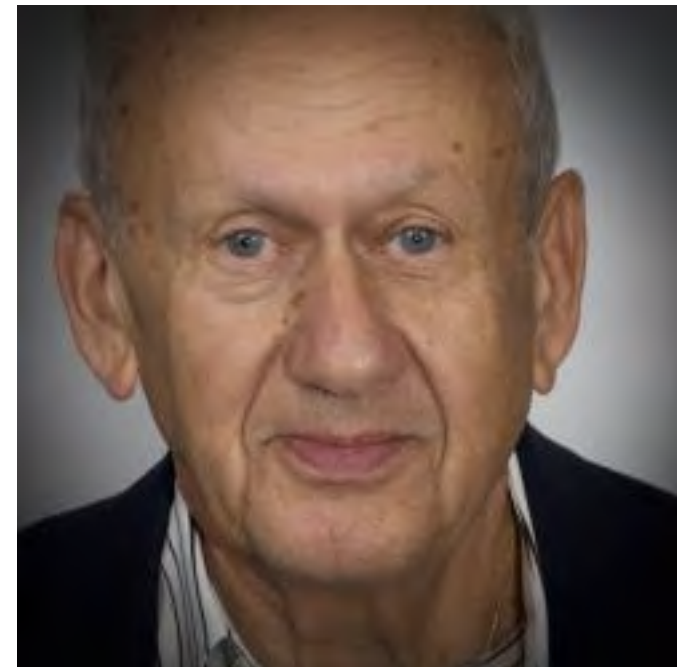
Introduction: Brett Thomas,  
Seth Lang, Lisa Vilhauer



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**Thank You**  
**Departing Board Member**  
**Sam Nassif**  
**For your significant**  
**contributions to our District**  
**and Organization!**



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*Thank You!*