

Neighborhood Commercial Revitalization

Community and Economic Development Agency (CEDA)	Neighborhood Commercial Revitalization (NCR)	\$2,207,283	Citywide
Agency	Project	2002-03 Funding	Districts

Project Description: NCR attempts to remove blight and improve the physical appearance of property within fifteen of Oakland's commercial districts.

Evaluation Findings

Objectives	Services - 100% delivered as proposed.	Data – Adequate to evaluate progress on goals and objectives	Client Benefit – Established	Community Benefit – Established
Overcome obstacles to economic revitalization in 15 business districts in Oakland	<input type="checkbox"/> On track to complete 50 façade improvements by June 30, 2003 <input type="checkbox"/> Provided technical assistance to 18 merchant associations	<input type="checkbox"/> Status report on implementation of façade improvements	<input type="checkbox"/> 80% Façade improvement clients were surveyed – very satisfied with services	<input type="checkbox"/> Merchant associations believe that business and physical climate of neighborhoods improved
Stimulate strategic partnerships with business, property owners, and community organizations	<input type="checkbox"/> Monitored implementation of five streetscape improvement projects in East Oakland	<input type="checkbox"/> Merchant meeting agendas and promotional material. <input type="checkbox"/> Contracts for activities on improvement projects	<input type="checkbox"/> Telephone interviews with evaluator – businesses improved	<input type="checkbox"/> More vibrant retail sector leads to improved use of local goods and services
Reduce blight and improve physical appearance of property within districts	<input type="checkbox"/> Developed and monitored contracts to provide assistance to small businesses including cost-free architectural design	<input type="checkbox"/> Status memo on technical assistance to Business Improvement Districts	<input type="checkbox"/> 50% of merchants were surveyed – very satisfied	<input type="checkbox"/> Growing businesses provide employment opportunities and tax revenues
	<input type="checkbox"/> Leveraged funding for Fruitvale and Eastlake Main Street improvements <input type="checkbox"/> Provided technical assistance to five Business Improvement Districts <input type="checkbox"/> Coordinated two planning/design studies	<input type="checkbox"/> Shopping profile data <input type="checkbox"/> Urban planning studies <input type="checkbox"/> Before – after photos <input type="checkbox"/> Client satisfaction – 2 surveys		<input type="checkbox"/> Façade renovations in one building inspire neighbors to do the same

Evaluator's Recommendations:

- City staff participate in merchant association meetings .
- Explore additional financing in neighborhoods where economic recovery is slow.
- Re-examine requirement to remove exterior security features in neighborhoods where security features are warranted.
- Examine complaints about payment and processing delays.
- Continue data collection and evaluation of project implementation.