

**DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2022-23**

| Title and Description | Key Milestones | Est. Date (per milestone) | Current Status/Notes |
|--|--|--|---|
| <i>Ongoing Work Items</i> | | | |
| <p>A. Recommend programs, projects, and policies to implement the vision for downtown.</p> | <p>Downtown development projects and new businesses.</p> <p>Development of City-owned properties.</p> <p>Projects and policies which are tangentially connected to the downtown.</p> <p>Policy considerations and recommendations that support greater activation and utilization of downtown, including music and alcohol.</p> <p>Downtown Precise Plan Phase 1 update.</p> | <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> | <p><i>The Downtown Committee hears monthly updates on projects and new businesses entering or exiting downtown. Updates on Hope Street Parking lots and Lot 12 have been provided. The Downtown Committee was engaged on the Precise Plan Phase 1 update completed this past fiscal year.</i></p> |
| <p>B. Support City economic development initiatives in downtown.</p> | <p>Discuss opportunities to support and retain a diverse mix of downtown retailers.</p> <p>Discuss opportunities to support the downtown corporate community.</p> | <p>Ongoing</p> <p>Ongoing</p> | |

| Title and Description | Key Milestones | Est. Date (per milestone) | Current Status/Notes |
|--|--|------------------------------|--|
| | <p>Coordinate panel discussions on challenges facing downtown businesses.</p> <p>Explore options for creating a Downtown Committee budget.</p> | Ongoing | |
| C. Promote a variety of business outreach services and activities to create a viable downtown. | <p>Partner with the Chamber of Commerce and Downtown Business Association (DBA).</p> <p>Form an ad hoc committee to discuss opportunities to promote downtown locally and regionally, including additional events.</p> | <p>Ongoing</p> <p>TBD</p> | <i>Quarterly updates from the Chamber/DBA on activities and activations.</i> |
| D. Make recommendations on the development and maintenance of downtown public parking facilities. | Continued implementation of downtown parking programs. | Ongoing | |
| | Review downtown parking occupancy data, including parking permit information. | Ongoing | |
| E. Provide the City Council with recommendations on the assessment districts (the Business Improvement Areas and Parking Maintenance Assessment District). | Business Improvement Areas renewal. | Fall 2022 | Annual renewal. |
| | Downtown Parking Maintenance Assessment District renewal. | Spring 2023 | |

| Title and Description | Key Milestones | Est. Date (per milestone) | Current Status/Notes |
|--|---|---|---|
| <i>Fiscal Year 2022-23 Work Items</i> | | | |
| 1. Contribute to the development of an Economic Vitality Strategy. | <p>Assist with community engagement and stakeholder outreach efforts.</p> <p>Provide feedback and input into the development of Economic Vitality Strategy.</p> <p>Review and discuss relevant initiatives and implementation strategies specific to the downtown that arise out of the Strategy.</p> | <p>Begin Fall 2022</p> <p>Fall/Winter 2022</p> <p>Winter 2022</p> | Study Sessions were conducted in winter 2023. |
| 2. Receive updates and provide input on the Castro Street closure and Pedestrian Mall law process. | <p>Discuss the midterm improvements and changes for Castro Street closure and engage businesses in the process.</p> <p>Discuss long-term options for Castro Street closure and engage businesses and residents in planning process.</p> | Ongoing | <i>Received monthly updates on Castro Street along with Pedestrian Mall implementation actions.</i> |
| 3. Collaborate with the Visual Arts Committee on downtown public art opportunities. | <p>Develop a Downtown Storefront Activation Pilot Program.</p> <p>Explore Phantom Gallery opportunities for vacant downtown properties.</p> <p>Explore a mural program to enliven and enrich vacant building walls in downtown.</p> | <p>TBD</p> <p>TBD</p> <p>TBD</p> | |

| Title and Description | Key Milestones | Est. Date (per milestone) | Current Status/Notes |
|---|---|--|--|
| 4. Continue to implement and/or update downtown parking programs. | Discuss and review the Downtown Valet Parking Pilot Program. | TBD | |
| | Discuss and review the Downtown Parking Permit Program. | TBD | |
| 5. Receive updates from City departments on downtown events, programs, and initiatives. | <p>Receive updates on transportation initiatives from the Public Works Department.</p> <p>Receive updates on downtown events and programming from the Community Services Department.</p> <p>Receive updates from the Police Department on various topics related to downtown efforts.</p> | <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> | <p><i>Received updates on the Historical Preservation process along with proposed sewer work on portions of Castro Street and Wild Cherry Lane along with proposed bike lanes for the 400 to 900 blocks of Castro Street. Updates on upcoming downtown events were given by the Community Services Department.</i></p> |