

**DOWNTOWN COMMITTEE WORK PLAN  
Fiscal Year 2025-26**

Title and Description	Key Milestones	Est. Date (per milestone)	Notes
<b>Ongoing Work Items, 2025-26</b>			
<p>A. Review, comment, recommend programs, projects, and policies to implement the vision for downtown.</p>	<p>Receive updates on Downtown development projects and new businesses.</p> <p>Provide input on projects and policies which are tangentially connected to the downtown.</p> <p>Review policy considerations and recommendations that support greater activation and utilization of the downtown (e.g., including additional live entertainment and active uses).</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p><i>Received monthly updates from the Planning Staff.</i></p>
<p>B. Support City economic vitality initiatives in downtown.</p>	<p>Discuss opportunities that support and retain a diverse mix of downtown businesses and coordinate discussions on challenges and opportunities facing downtown businesses.</p> <p>Develop a Downtown Committee budget to support activation and implementation of business programs for the downtown.</p>	<p>Ongoing</p> <p>TBD</p>	<p>Received monthly updates on Economic Development Initiatives in the Downtown</p>

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C. Promote a variety of business outreach services and activities to create a viable downtown.	<p>Collaborate with the Chamber of Commerce and Downtown Business Association (DBA) on supporting downtown activations.</p> <p>Form an ad hoc committee to discuss opportunities to promote downtown locally and regionally, including additional events.</p>	<p>Ongoing</p> <p>Ongoing</p>	<p><i>Committee to provide input on World Cup/Super Bowl 2026 Activations and Business Collaborations.</i></p> <p><i>Downtown/Visual Arts/Performing Arts Committees joint ad hoc committee established to collaborate to discuss opportunities to promote downtown events and create stronger connections between the Center for Performing Arts and Pedestrian Mall.</i></p>
D. Make recommendations on the implementation of the Downtown Parking Strategy and development and maintenance of downtown public parking facilities	<p>Continued implementation of downtown parking programs.</p> <p>Review downtown parking occupancy data, including parking permit information.</p>	<p>Ongoing</p> <p>Ongoing</p>	
E. Provide the City Council with recommendations on the assessment districts [the Business Improvement Areas (BIA) and Parking Maintenance Assessment District].	<p>Review BIA annual renewal.</p> <p>Review Downtown Parking Maintenance Assessment District annual renewal.</p>	<p>Fall 2025</p> <p>Spring 2026</p>	
F. Support the implementation of the Economic Vitality Strategy (EVS).	<p>Review and discuss relevant initiatives and implementation strategies specific to the downtown that are identified in the Strategy.</p>	<p>Ongoing</p>	

Title and Description	Key Milestones	Est. Date (per milestone)	Notes
<b><i>Fiscal Year 2025-26 Work Items</i></b>			
1. Support the continued implementation and activation of the Interim Castro Street Pedestrian Mall.	<p>Discuss the midterm improvements, 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>	<p>Ongoing</p> <p>Ongoing</p>	<i>Received monthly updates on Castro Street along with Pedestrian Mall implementation actions.</i>
2. Collaborate with the Visual Arts Committee (VAC) on downtown public art opportunities.	Support the development of the VAC Public Art Strategy.	<p>Summer/Fall 2025</p> <p>Summer/Fall 2025</p>	
3. Continue to implement Downtown Parking Strategy.	<p>Discuss and review the Downtown Parking Permit Program.</p> <p>Provide input on parking programs and policies related to Downtown Parking Strategy Implementation.</p>	<p>Ongoing/ as needed</p> <p><i>As Needed</i></p>	
4. Receive updates from City departments on downtown events, programs, and initiatives.	<p>Receive updates on transportation initiatives from Public Works Department.</p> <p>Receive updates on downtown events and programming from 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>	