

**DOWNTOWN COMMITTEE DRAFT WORK PLAN
Fiscal Year 2024-25**

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Ongoing Work Items, 2024-25</i>			
A. Review, comment, recommend programs, projects, and policies to implement the vision for downtown.	Downtown development projects and new businesses. Development of City-owned properties. Projects and policies which are tangentially connected to downtown. Policy considerations and recommendations that support greater activation and utilization of downtown (e.g., including additional live entertainment and active uses).	Ongoing Ongoing Ongoing Ongoing	Received monthly updates from Planning staff.
B. Support City economic vitality initiatives in downtown.	Discuss opportunities that support and retain a diverse mix of downtown businesses. Discuss opportunities that support the downtown corporate community. Coordinate discussions on challenges and opportunities facing downtown businesses.	Ongoing Ongoing Ongoing	

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	Develop a Downtown Committee budget to support activation and implementation of business programs for downtown.		
C. Promote a variety of business outreach services and activities to create a viable downtown.	Collaborate with the Chamber of Commerce and Downtown Business Association (DBA) on supporting downtown activations. Form an ad hoc committee to discuss opportunities to promote downtown locally and regionally, including additional events.	TBD	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of downtown parking programs. Review downtown parking occupancy data, including parking permit information.	Ongoing Ongoing	
E. Provide the City Council with recommendations on the assessment districts (the Business Improvement Areas (BIA) and Parking Maintenance Assessment District).	BIA annual renewal. Downtown Parking Maintenance Assessment District annual renewal.	Fall 2024 Spring 2025	
F. Support the implementation of the Economic Vitality Strategy (EVS).	Review and discuss relevant initiatives and implementation strategies specific to the downtown that are identified in the EVS.	Ongoing	

Title and Description	Key Milestones	Est. Date (per milestone)	Current Status/Notes
<i>Fiscal Year 2023-24 Work Items</i>			
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 the Castro Street closure and engage businesses and residents in planning process.</p>	Ongoing	Received monthly updates on Castro Street along with Pedestrian Mall implementation actions.
2. Collaborate with the Visual Arts Committee (VAC) on downtown public art opportunities.	<p>Support the VAC Call for Artists for the Castro Street Bollard Interim Art Project.</p> <p>Support the development of the VAC Public Art Strategy.</p> <p>Explore a mural program to enliven and enrich open building walls in the downtown area.</p>	<p>Summer 2024</p> <p>Fall Council Study Session</p> <p>TBD</p>	Committee to receive updates twice a year on arts and performing arts in the downtown area.
3. Continue to implement and/or update downtown parking programs.	Discuss and review the Downtown Parking Permit Program.	Ongoing/ as needed	
4. 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>	