

DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2025-26

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

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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>	

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<i>Fiscal Year 2025-26 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 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>	