



**City of Santa Cruz
Downtown Commission**

2017 Work Plan

Commissioners

Zach Davis

Dexter Cube

Casey Coonerty Protti

Matt Farrell

Robert Singleton

City Staff

Marlin Granlund

2016 Workplan

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
1. The Downtown Commission supports the management of existing parking, the development of new parking, and the creation of long-term parking strategies.	a. Provide direction on new parking garage financing.	Public Works staff Planning Economic Development Agency	Ad-Hoc Committee of Commissioners – NEW	Sunset in June 2017 – per bylaws
	b. Support the objectives of the Master Transportation Study parking policies: 1. Implement paid parking measures 2. Promote TDM Strategies 3. Enlarge Electric Vehicle Charging Station program	Public Works staff	Granlund, Burr	Ongoing
	c. Provide input on maintenance project priorities.	Public Works staff	Granlund, Burr	Ongoing
	d. Provide input on Parking Division Budget	Public Works staff Finance	Granlund, Burr	Ongoing
2. The Downtown Commission makes recommendations to the City Council regarding traffic and transportation plans for downtown.	a. Work with Public Works to address traffic and transportation issues.	Public Works staff Planning Economic Development Agency	NEW	[TBD]
3. The Downtown Commission solicits and utilizes community input in decisions and activities that affect the health and vitality of the downtown community.	a. Attend meetings of downtown business and residential groups and provide oral and/or written reports to Commissioners	-Downtown Neighbors Association -Downtown Association -Convention and Visitor's Council -Downtown Management Corporation -Transportation/Public Works Commission - Sustainable Transportation Group	Cube Protti Davis Davis Farrell Singleton	Ongoing

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
4. The Downtown Commission evaluates public and private activities in the Districts and recommends policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown community.	a. Solicit updates from city staff and key stakeholders in the downtown business district as well as the general public	City staff through program staff reports, Council updates, Tina Shull/ Assistant City Manager, Julie Hendee/Bonnie Lipscomb/Economic Agency, Chip /DTA, Downtown Hosts, Police, Merchant representatives, concerned members of the public	Commission Chair	Jan: Downtown Massing Study - Planning March: Economics of Parking Report - EDA May: July: Wayfinding Project Update – EDA Sept: Dec:
	b. Attend Council meetings that include agenda items of concern to the Downtown Commission	Designated Commissioners appointed by Chair	Feb – Mar – Apr – May – Jun – Jul – Aug – Sept – Oct – Nov – Dec –	Ongoing

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5. Downtown Commissioners serve as informed and active advocates for effective city government and a healthy downtown community.	a. Review and update Work Plan annually	Commissioners, Public Works staff, Council	Commission Chair, Granlund	Annually in January
	b. Commissioners meet regularly with Council members and others as appropriate and provide updates to the Commission	Council members, City officials, Chip/DTA, representatives of the public, other stakeholder groups	All Commissioners	Ongoing
	c. Commissioners provide updates on issues of concern to the Commission	Commissioners	All Commissioners, Public Works staff	As needed

For Reference:

Downtown Commission By-Laws
a. Advise Council on all matters pertaining to the maintenance and management of the Districts.
b. Develop long-range plans and recommendations for providing parking in Districts. Report to Council on recommendations and conclusions regarding the Districts improvements including estimated costs of such recommendations.
c. Study traffic problems in the Districts
d. Make recommendations regarding the allocation of funds derived from revenues collected on behalf of the Districts. Such recommendations shall be consistent with state and local law and outstanding bond covenants.
e. Perform other functions and duties as may be directed by Council or prescribed or authorized by any city ordinance.
f. Evaluate public and private activities in the Districts and recommend policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown.