



**Downtown Commission
2023 Work Plan**

Commissioners

Chair Joe Ferrara

Vice Chair Jennalee Dahlen

Enda Brennan

Elizabeth Carr

Peggy Dolgenos

Cynthia Mathews

Daniel Nelson

2023 Work plan

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
<p>1. The Downtown Commission supports the management of existing parking, the development of new parking, and the creation of long-term parking strategies.</p>	<p>a. Review Parking Toolkit Matrix provided from ED Parking Study, Review Scenarios for Parking Supply Project(s) and ensure demand is being addressed</p>	<p>Public Works staff Planning Economic Development Agency</p>	<p>Ad-Hoc Committee of Commissioners Standing Committee vs Ad Hoc Committee (By Laws), committees less than 6 Months</p>	
	<p>Support the objectives of the Master Transportation Study parking policies: Implement paid parking measures Promote, implement and track TDM Strategies & Go Santa Cruz Programming Enlarge Electric Vehicle Charging Station program</p>	<p>Public Works staff Sustainability & Climate Action staff</p>	<p>H. Sawyer C. Gallogly (TDM)</p>	
	<p>c. Provide input on maintenance, parking equipment, and technology project priorities.</p>	<p>Public Works staff</p>	<p>H. Sawyer</p>	
	<p>d. Provide input on Parking Division Budget</p>	<p>Public Works staff Finance</p>	<p>H. Sawyer</p>	
<p>2. The Downtown Commission makes recommendations to the City Council regarding traffic and transportation plans for downtown.</p>	<p>a. Work with Public Works to address traffic and transportation issues. b. Shuttle Services and other modes</p>	<p>Public Works staff Planning Economic Development Agency</p>	<p>Ad-Hoc Committee of Commissioners Standing Committee vs Ad Hoc Committee (By Laws), committees less than 6 Months</p>	
	<p>c. Provide input On Shared Mobility downtown</p>	<p>Public Works staff</p>	<p>C. Gallogly J. Edmonds</p>	

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<p>3. The Downtown Commission solicits and utilizes community input in decisions and activities that affect the health and vitality of the downtown community.</p>	<p>a. Attend meetings of downtown business and residential groups and provide oral and/or written reports to Commissioners</p> <p>b. Create Legislative and/or Policy Ad Hoc Sub Committee</p>	<p>Downtown Association----- Visit Santa Cruz County----- Downtown Management Corporation----- Transportation/Public Works Commission----- Planning Commission----- Public Safety Committee----- Chamber of Commerce-----</p>	<p>2023 Assignments</p> <p>Ferrara/Dahlen Brennan/Dahlen/Mathews Nelson Ferrara Dolgenos Carr Mathews</p>	

<p>4. The Downtown Commission evaluates public and private activities in the District and recommends policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown community.</p>	<p>a. Solicit updates from city staff and key stakeholders in the downtown business district as well as the general public:</p> <ol style="list-style-type: none"> 1. Review Parking Resolution and provide input on updates and revisions. 2. Provide Input on Space Activation & Parklet Program Policies <p>b. Attend Council meetings that include agenda items of concern to the Downtown Commission</p>	<p>City staff through program staff reports, Council updates, Laura Schmidt/Assistant City Manager, Bonnie Lipscomb/Economic Agency, DTA, Police, Merchant representatives, concerned members of the Public</p> <p>H. Sawyer, C. Gallogly</p> <p>Staff will directly outreach to Commissioners of upcoming agenda items of concern to the Downtown Commission that would require attendance.</p>	<p>Commission Chair, Ad-Hoc Committee of Commissioners</p> <p>Standing Committee vs Ad Hoc Committee (By Laws), committees less than 6 Months</p> <p>Jan---- N/A Feb---- Mar---- Apr---- Dahlen/Ferrara May---- June---- July - N/A Aug---- Sept--- Oct---- Dec--- Jan 24'-</p>	<p>2023 Schedule January 26 March 23 May 25 July 27 September 28 November 30* *Moved due to holiday</p>
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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, H. Sawyer	
	b. Commissioners meet regularly with Council members and others as appropriate and provide updates to the Commission	Council members, City officials, DTA, representatives of the public, other stakeholder groups	All Commissioners	
	c. Commissioners provide updates on issues of concern to the Commission	Commissioners	All Commissioners, Public Works staff	

For Reference:

Downtown Commission By-Laws
a. Advise Council on all matters pertaining to the maintenance and management of the District.
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.