



West Coast Urban District Forum

Reno, Nevada

June 2022



INSPIRED LEADERS
SHAPING CITIES



A Tale of Three Cities Fueling Recovery

Friday, June 17 | 8:30am – 9:45am

Speakers:

Anthony Rodriguez, Executive Director, LA Fashion District

Robbie Silver, Executive Director , Downtown San Francisco

John Caner, CEO, Downtown Berkeley Association



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SHAPING CITIES



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IDA LPM professionals can earn credit hours for this session.

Please visit the Resources section on downtown.org/certification to learn more.



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please
silence your
mobile
phones



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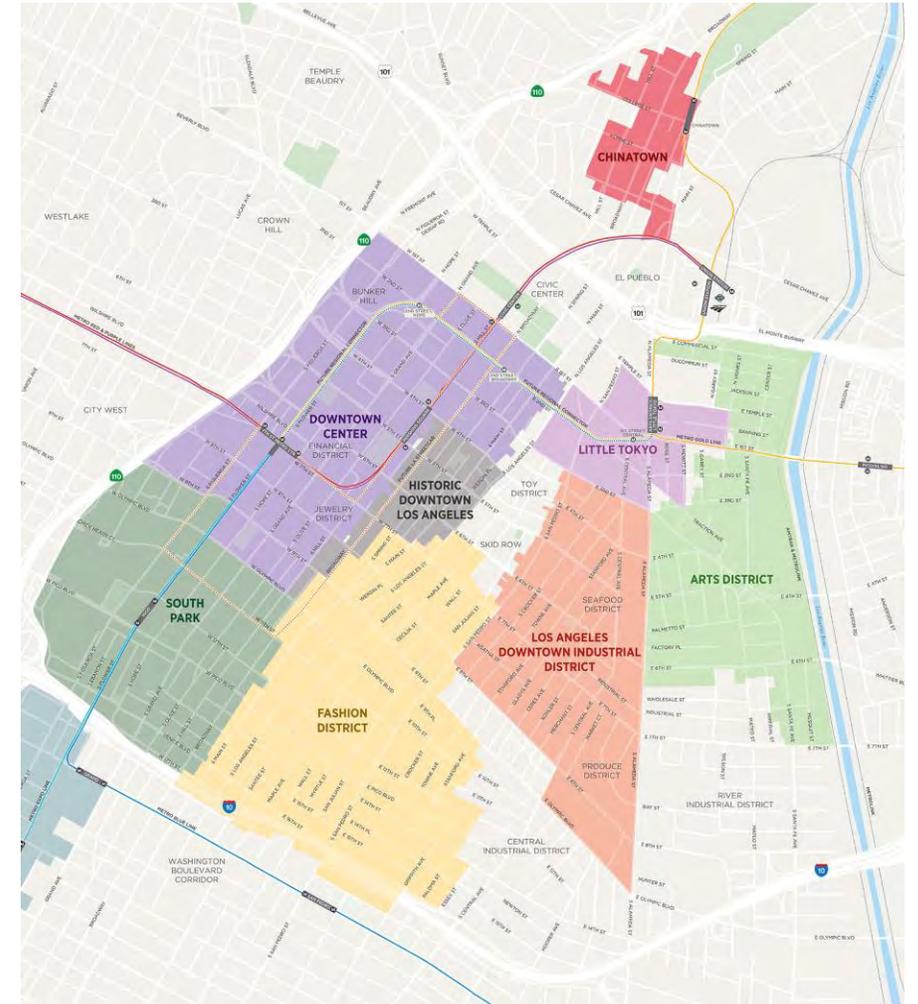
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A Tale of Three Cities Fueling Recovery

Anthony Rodriguez
Executive Director
LA Fashion District BID

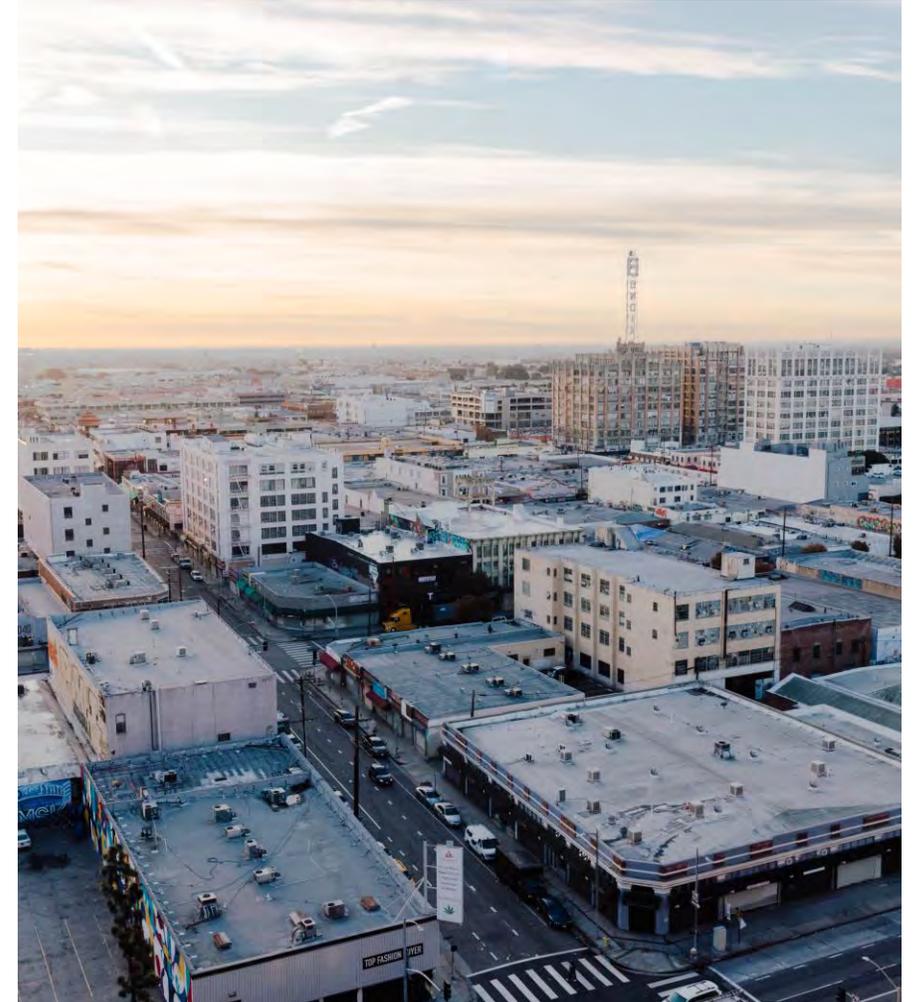


In the southeast corner of downtown Los Angeles is the LA Fashion District. It's the first established BID within the city of Los Angeles and state. As is the situation for most BIDs across the country, the desire to create such an organization came from the feeling of lack of services offered by the city.



After running the initial pilot program in 1995, the formation of the BID was approved by City Council and began official operation in 1996.

Today the LA Fashion District is a staple of Los Angeles that offers a variety of different types of businesses and experiences to all.





World renowned restaurants such as Sonoratown and Rossoblu



Home to the largest selection of textiles & notions in the United States



There are obvious places and many hidden gems to be discovered



The largest wholesale flower district in United States



High-end designer showrooms



The Santee Alley – a famously unique shopping experience

20.5M

2019

13.3M

2020

20.5M

2021

9.6M

2022

YTD

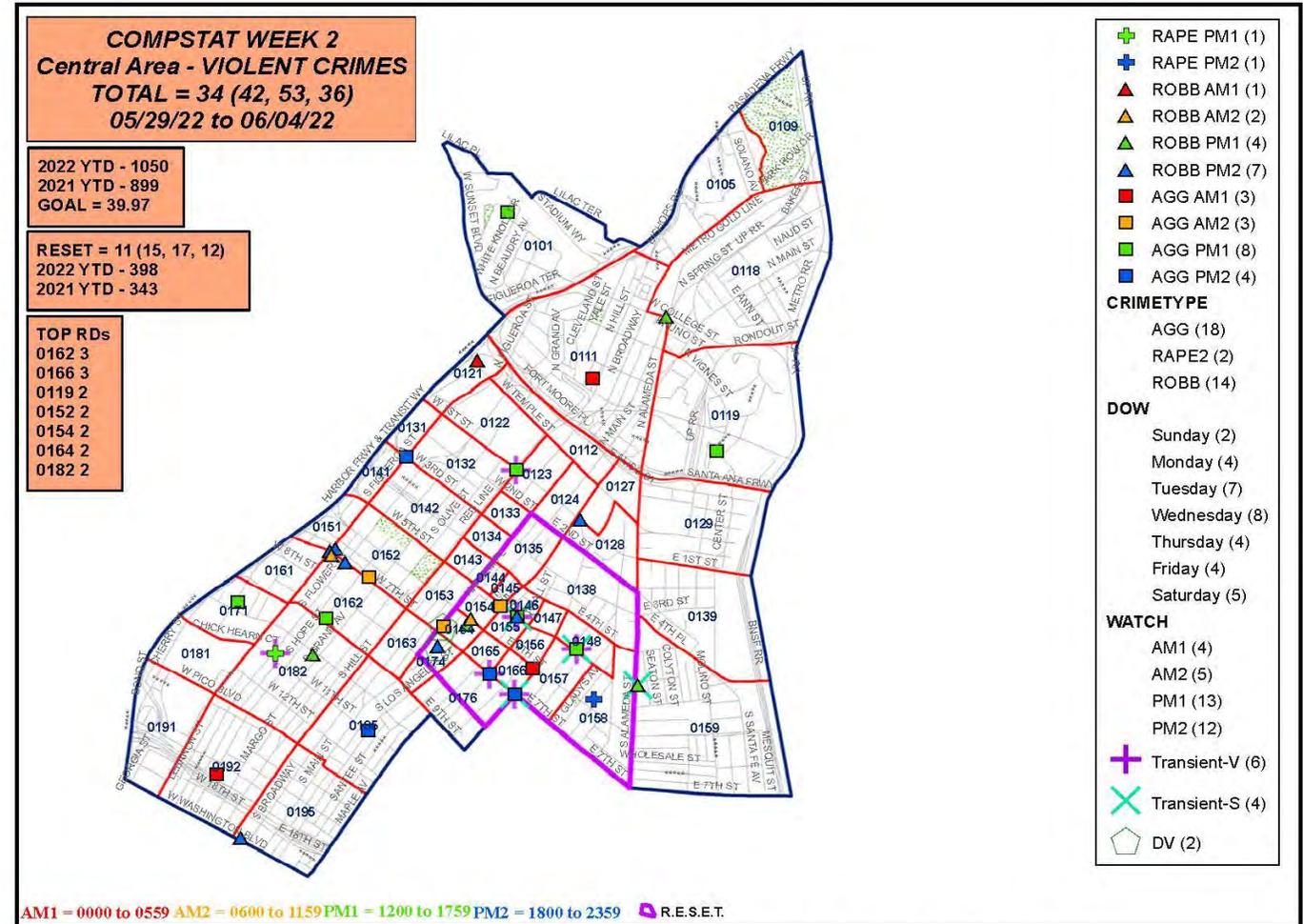
Numbers provided by Placer.ai

Business were shut down leading to:

- Sense of fear/unknown of what was going on
- Rent
- Income
- Crime
- Increase in stress



- Emergency order initiatives
- An unbalanced shift in local government taking a direction of not favoring small businesses



Map prepared by Central Area Crime Analysis Detail on 06/06/22 1055 HRS. For internal distribution only.

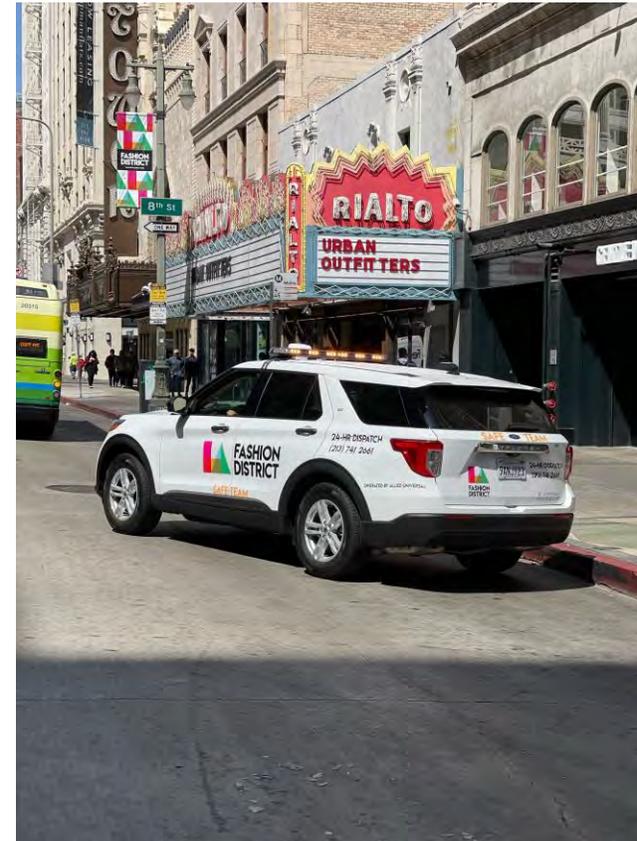
- Staffing levels haven't been fully restored
- Increase in cost of supplies and availability of items
- Impact of wage increases to budget

7/1/2016	7/1/2017	7/1/2018	7/1/2019	7/1/2020	7/1/2021	7/1/2022
\$10.50 *	\$12.00	\$13.25	\$14.25	\$15.00	\$15.00	\$16.04

* Employers with 25 or fewer Employees follow a deferred wage rate schedule.

Office of Wage Standards, Bureau of Contract Administration, City of Los Angeles

We creatively and strategically redesigned the deployment of our field teams



We transitioned the duties of our Safe Team from a public safety function into a social distancing business information ambassador



We made investments into specialized equipment that would allow us to continue with our cleaning mission with lower staffing levels



We took care of our people. With businesses being closed, we made sure staff had daily meals and enough PPE to protect themselves and their families.



Overall, as an organization we reevaluated our future plans and decided to focus on the physical conditions of the district. Our goal is to make the district the cleanest and safest it's ever been so it can be a more welcoming environment for our small businesses to thrive in.

We reconsidered our partnerships and chose to work with Streetplus as our cleaning vendor. We made this transition because their level of training of their staff allowed us to address two opportunities:

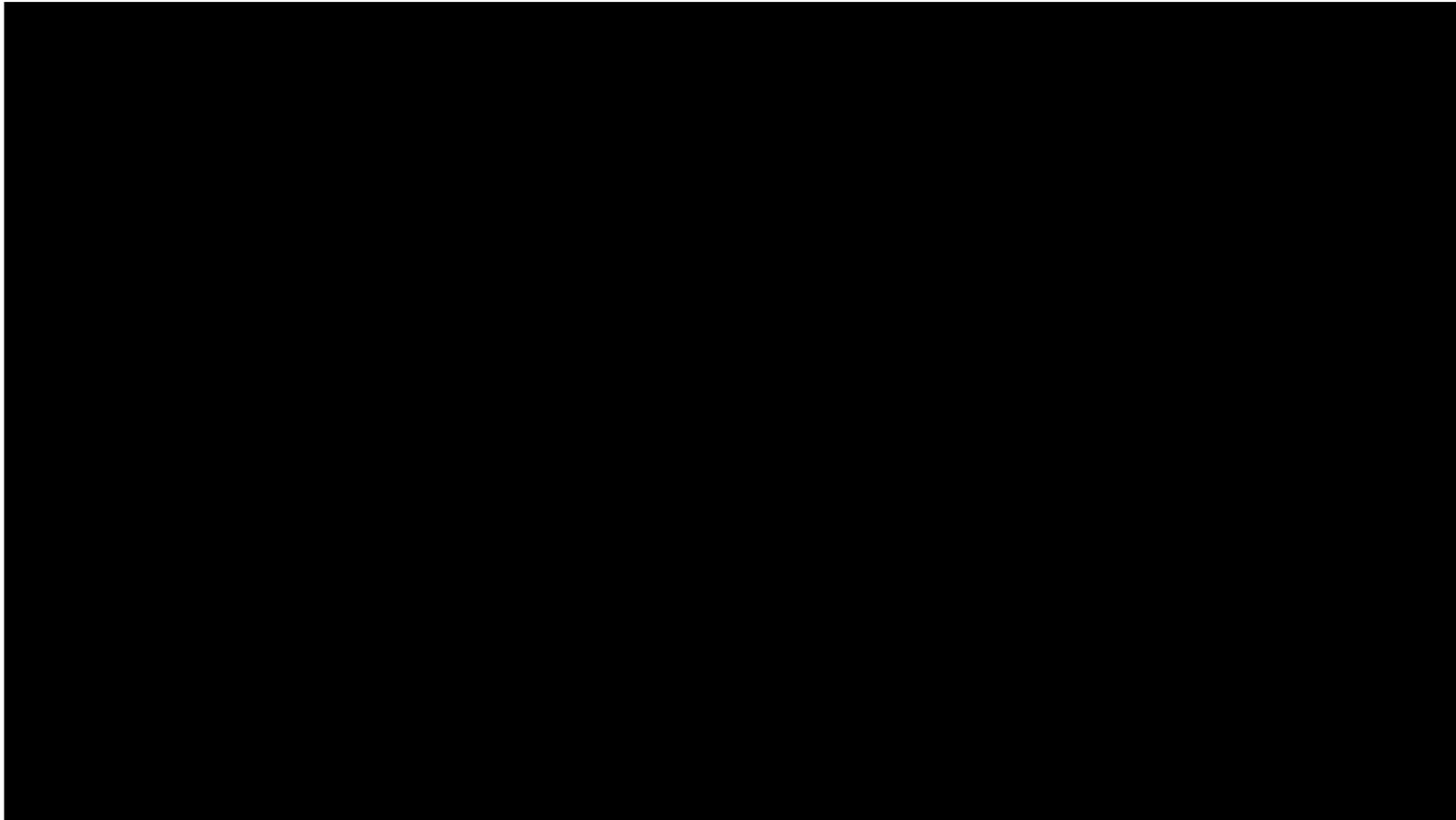
- Staffing levels
- Dual roles for the Clean Team



We created a strategy on allocating unspent labor funds to a detailed cleaning vendor targeting very specific projects throughout the district.



WHAT WE'RE DOING NOW



- Utility Box Wayfinding
- Video Showcases
- Summer Parklet Series
- Sidewalk Repair Survey
- Landscaping
- Traffic Median
Beautification
- Business Resource Hub

A Tale of Three Cities Fueling Recovery Los Angeles, San Francisco, Berkeley

John Caner, CEO, Downtown Berkeley Association
West Coast Urban District Forum
Reno, NV June 17, 2022

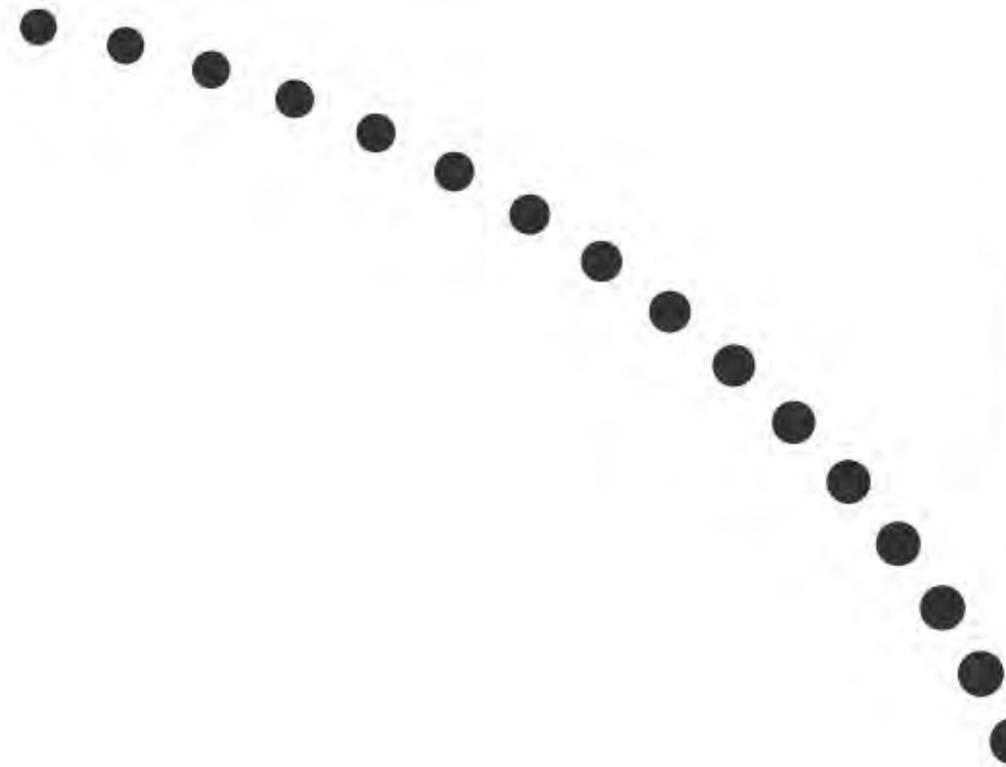


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DOWNTOWN BERKELEY



Bouncing
back
better



IMPACT OF COVID: BERKELEY

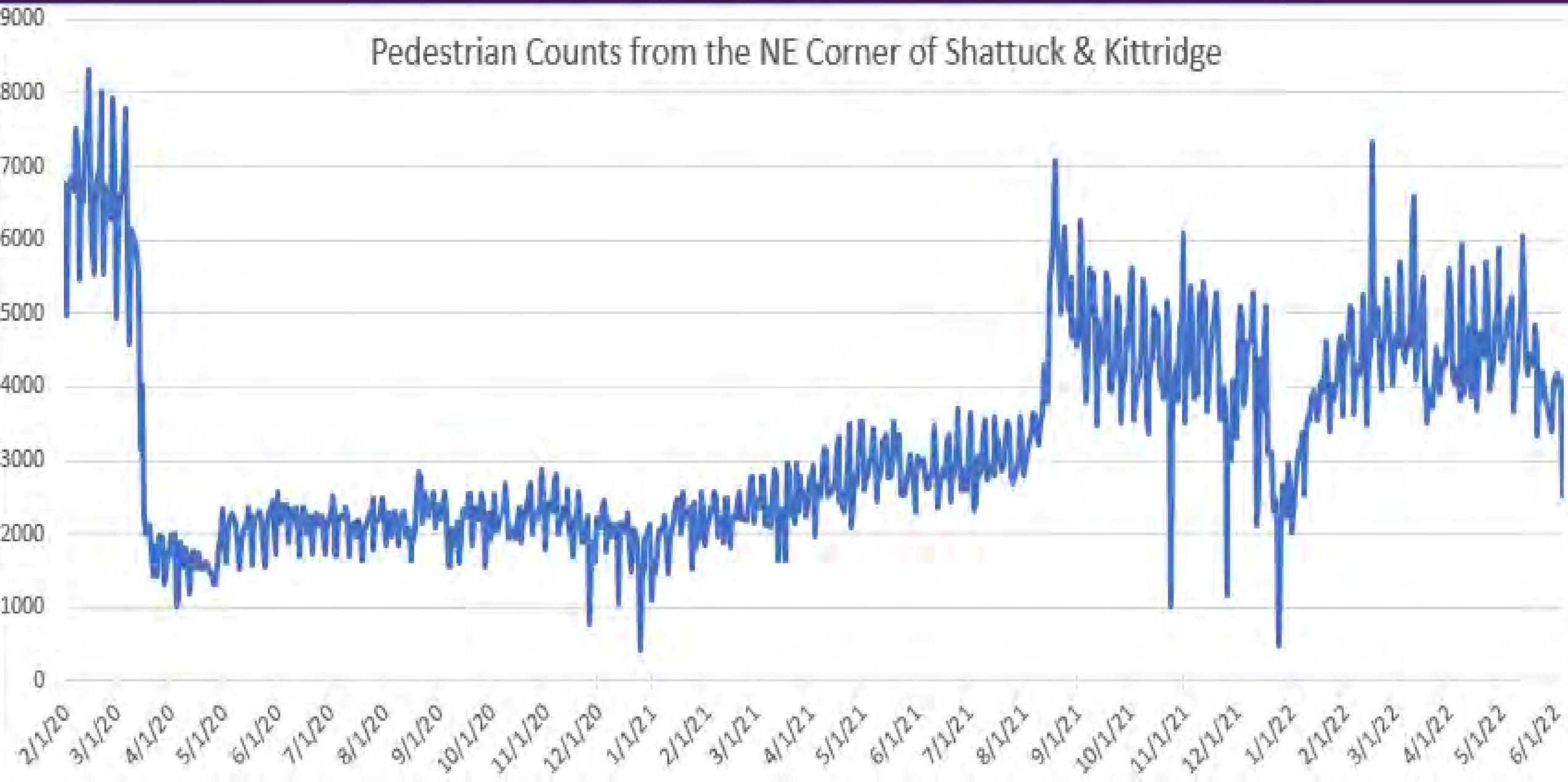


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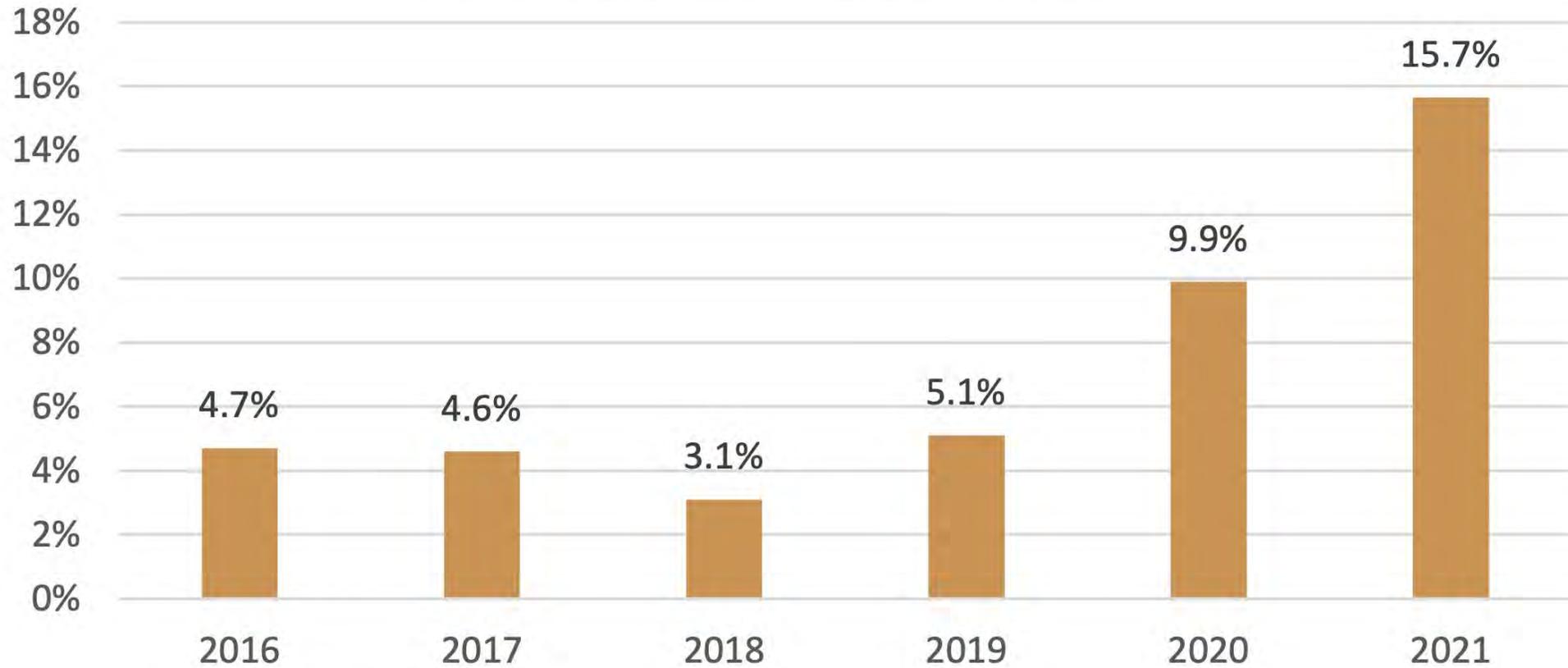
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plummeting ped counts



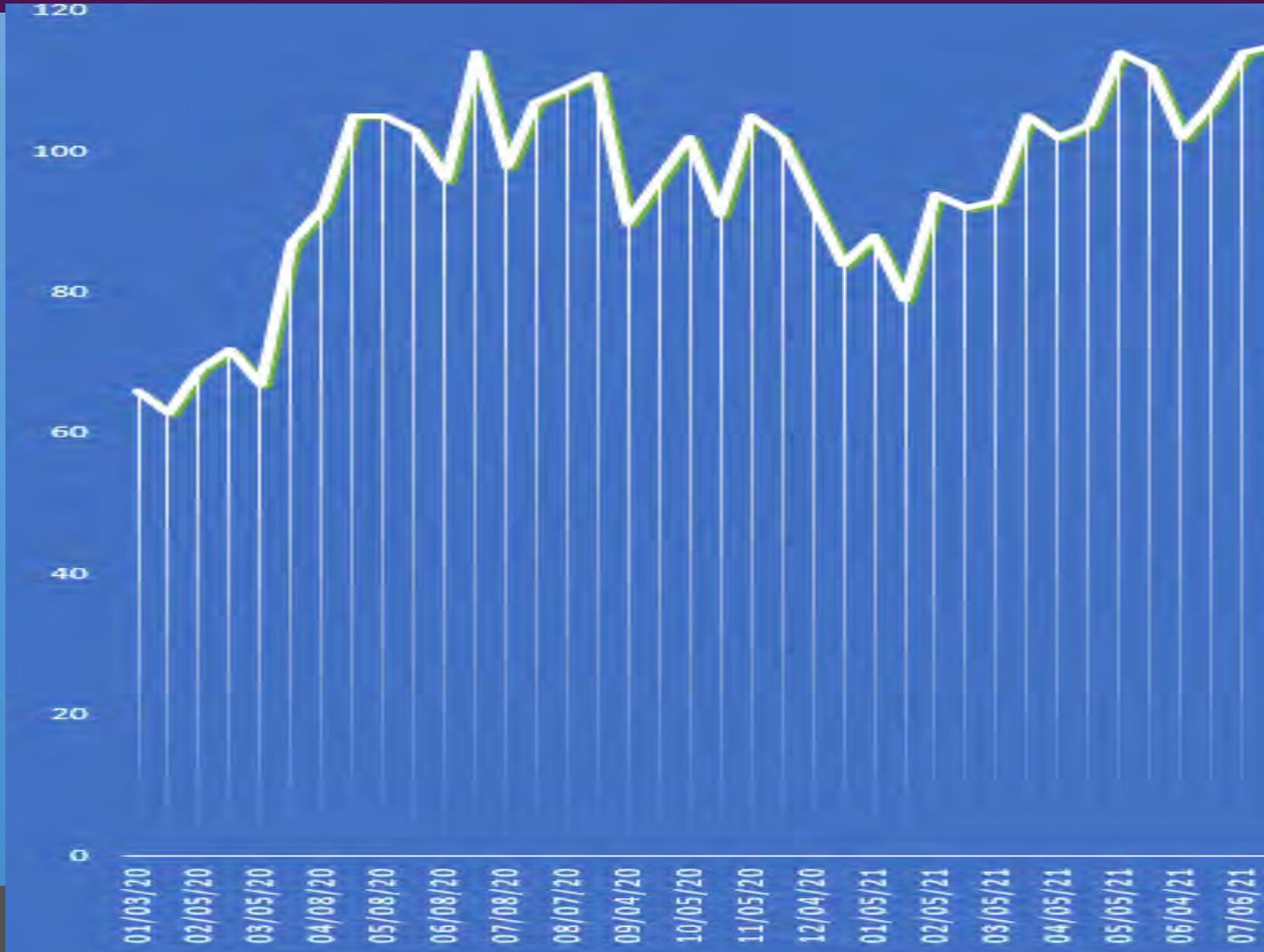
...rising vacancies

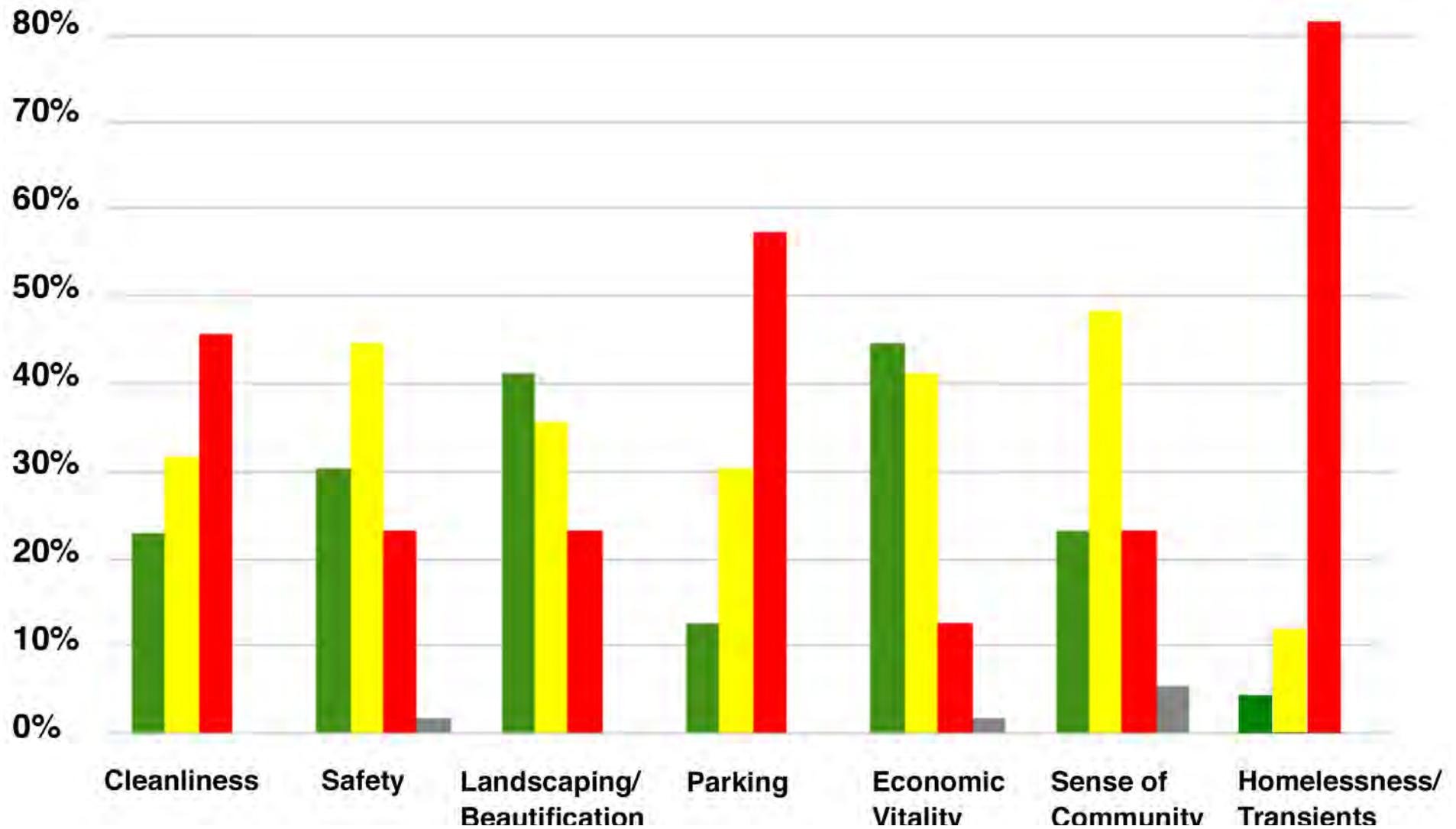
Ground Floor Commercial Vacancy Rate (by Square Footage), 2016-2021



Source: Berkeley OED

Rising encampments & safety concerns





IMMEDIATE RESPONSE: BERKELEY



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A Year of COVID

- ◆ Helping businesses survive
- ◆ Keeping Downtown clean & graffiti-free
- ◆ Keeping merchants safe with Community Engagement Ambassadors & BPD Bike Detail
- ◆ Humane social service outreach, policy regarding encampments
- ◆ Creative bootstrap of Mkting/Vitality program
- ◆ Ready for Rebound



but firm [#BERKELEYRELIEFFUND](https://www.instagram.com/berkeleyrelieffund)



Community Engagement Ambassadors

◆ Pilot Program: June-Aug '20

- Focus on BART Plaza
- Funded by partners
- CA Security training
- Significant training with BPD

◆ District-wide: Sept '20

- Two CE Ambassadors
- 7 days week: 11am-8pm
- T-3 Patroller & Bike

◆ Escalate to BPD Bike Detail

- 7 days week: 11am-9pm

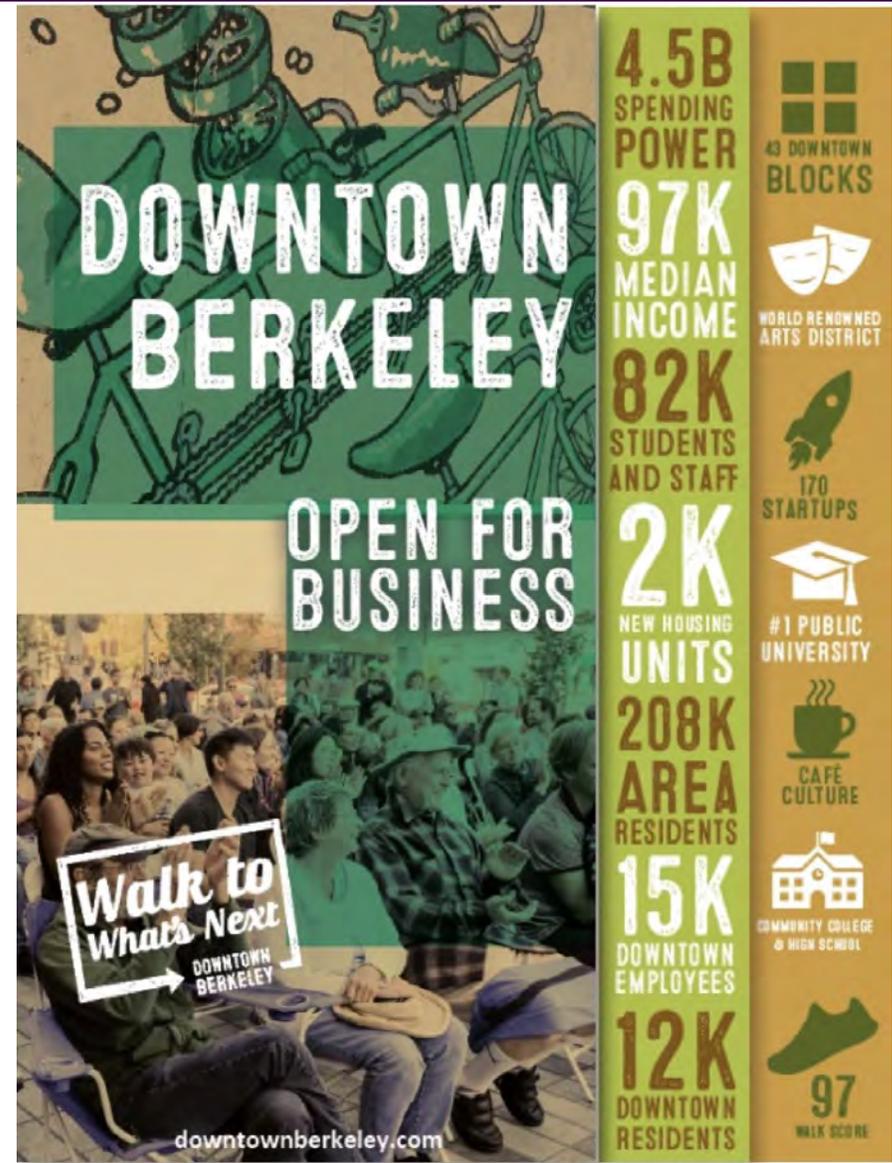
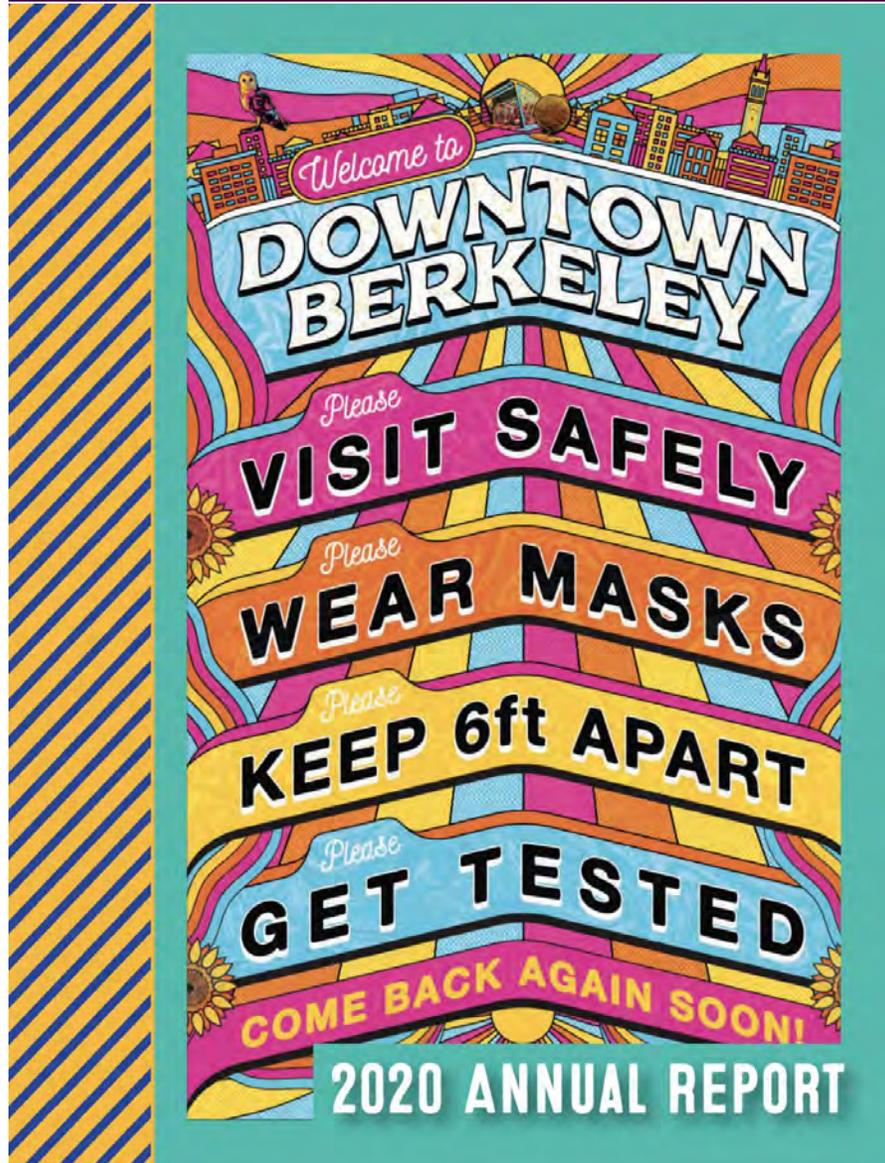


Social Service Outreach Specialist

- ◆ Co-funded by City – Measure P
- ◆ Build trust & relationships
- ◆ Referral to services
- ◆ Case mgmt with City & agencies
- ◆ Wakeups & requests
- ◆ Shelter / Housing
- ◆ Reunification with family
- ◆ Training & support



positive messaging & marketing



SUCSESSES: BERKELEY



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See our Metrics in Annual Report (p.3)

Crimes / Offenses

Aggravated Assaults	48
Harassment	295
Hate Crimes	25
Thefts & Attempts	238
Verbal Threats	1,034
Automobile Accidents	13
Car Jackings	1
Drug Paraphernalia Sightings	20

Quality of Life

Blocking Sidewalks	607
Wellness Checks	287
Disturbances/Service Calls	934
Noise Complaints	196
Open Containers	451
Panhandling – Aggressive	21
Panhandling – Passive	743
Public Indecency	85
Property Found	13

BPD "Bike Detail"



Strong advocacy...



September 16, 2020

Mr. Tony Tavares, Director
California Dept. of Transportation, District 4
111 Grand Ave
Oakland, CA 94612

Mayor Jesse Arreguin
City Manager Dee Williams-Ridley
2180 Milvia Street
Berkeley CA 94704

Dear Director Tavares, Mayor Arreguin and City Manager Williams-Ridley,

It has been over a year and a half since we wrote the attached letter. While there has been progress at Ashby and Gilman I-80 exits, the University Ave exit, particularly on the west side of the freeway, has

Horizon Transitional Village - June 2021



City and Caltrans take action...



Caltrans can remove homeless encampment in East Bay

By KTVU Staff | Published April 28, 2022 | Updated 8:59AM | News | KTVU FOX 2



Federal court allows CalTrans to remove encampments in East Bay

Federal appeals court ruling permits CalTrans to remove homeless encampments in the East Bay.

myWalgreens
BOGO FREE*
select vitamins and supplements
Shop now

*Details

Hey check out the shows



Advocacy & Partnering with D.A.'s Office



Office of the Alameda County District Attorney

Nancy E. O'Malley, District Attorney



ABOUT THE
OFFICE

MEET
YOUR DA

NEWSROOM

VICTIM-WITNESS
SERVICES

COMMUNITY OUTREACH
& YOUTH PROGRAMS

CONSUMER, ENVIRONMENTAL
& WORKER PROTECTION

RESOURCES &
PUBLICATIONS



CARES Navigation Center | La Familia & Alame...

Copy link



Watch on  YouTube

What is C.A.R.E.S?

When police contact a person suspected of committing a low-level offense, but who may display mental health or substance use struggles, they will be offered transport to the CARES center rather than jail. There, they meet with a peer support specialist and will be assessed by a clinician.

[Learn more...](#)

Resulting in reduced bail schedules...



OAKLAND
CHAMBER of COMMERCE



**OAKLAND
CHINATOWN**
Chamber of Commerce
屋崙華埠商會

**BERKELEY
BUSINESS
DEVELOPMENT
NETWORK**



**Berkeley
Merchants
United**



VIA EMAIL & US MAIL
January 21, 2022

Presiding Judge Charles Smiley
Alameda County
1225 Fallon Street
Oakland, CA 94612

Dear Presiding Judge Charles Smiley,

On behalf of the Oakland and Berkeley Business Owners we extend our greetings and express our collective concerns about the dramatic rise in theft crimes and violent crimes that our respective business communities are experiencing. The rise in crime is having a tremendous impact on our businesses and our quality of life as citizens. Our customers have been victims of car break-ins, misdemeanor and felony

TODAY: DOWNTOWN BERKELEY

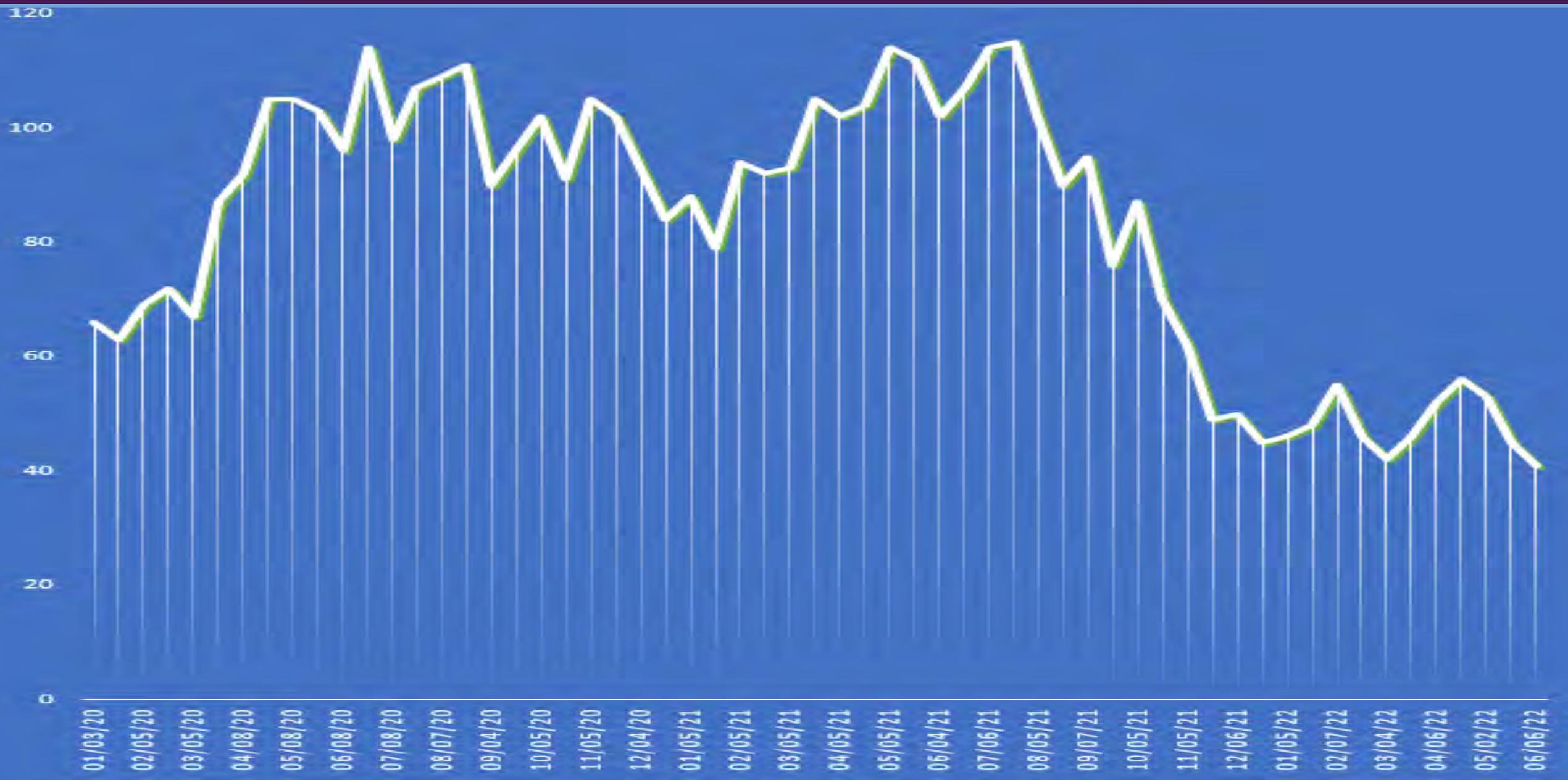


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Significant Reduced Encampments





**BUILT
SINCE 2015
1,434**

**UNDER
CONSTRUCT
ION
1,129**



**ENTITLED
149**

**PROPOSED
1,492**



Public Space Enhancements



Placemaking



**RENAMING DEDICATION
KALA BAGAI WAY**
AND SHATTUCK RECONFIGURATION RIBBON CUTTING
FEBRUARY 11, 2021
3:00PM PST



JOIN
MAYOR ARREGUÍN, CITY OFFICIALS
AND THE BAGAI FAMILY FOR THE RENAMING OF
SHATTUCK AVE EAST TO KALA BAGAI WAY!
MUSIC BY ANJU



DOWNTOWNBERKELEY.COM/KALABAGAI



Events

THIRST N' THIRD THURSDAYS
Featuring!
TRIPLE ROCK BREWERY
MAY 5 5-7PM
DOWNTOWN BERKELEY PLAZA
DJ Zero Effs and Friends
FREE!

AUG 5TH 5:30PM
BERKELEY SYMPHONY PRESENTS
SUMMER STRINGS
ON THE PLAZA

Celebrate Summer in Downtown Berkeley with Music Director Joseph Young and string players from Berkeley Symphony



Featuring
Tchaikovsky
Vivian Fung
Mozart
Copland
Bartok
and more

Downtown Berkeley Association Presents
Celebrate PRIDE
2021 On The Plaza!

Harold Way PUMPKIN PATCH
Btwn Kittredge and Allston Way
In Downtown Berkeley
The Patch Will Be Open:

SEPTEMBER 3 | 5PM-7PM
2021 CAL FOOTBALL KICKOFF
DOWNTOWN BERKELEY PLAZA
GO BEARS
BE THERE!

SUNDAY AUGUST 1ST
3RD ANNUAL
DOWNTOWN BERKELEY - NORTH SHATTUCK
PET PARADE!
FREE to JOIN
Judges! Live Music!
Best Dressed Pet!
Best Dressed Owner!
Registration Opens at 10:00am
at the Parking-lot located at Cedar Ave & Shattuck Ave
Parade ends on the Plaza in Downtown Berkeley

BERKELEY ART MUSEUM & PACIFIC FILM ARCHIVE
FREE OUTDOOR FILMS
TUESDAYS, 7 PM
SEP 2, 26, SEP 9
@ Oxford

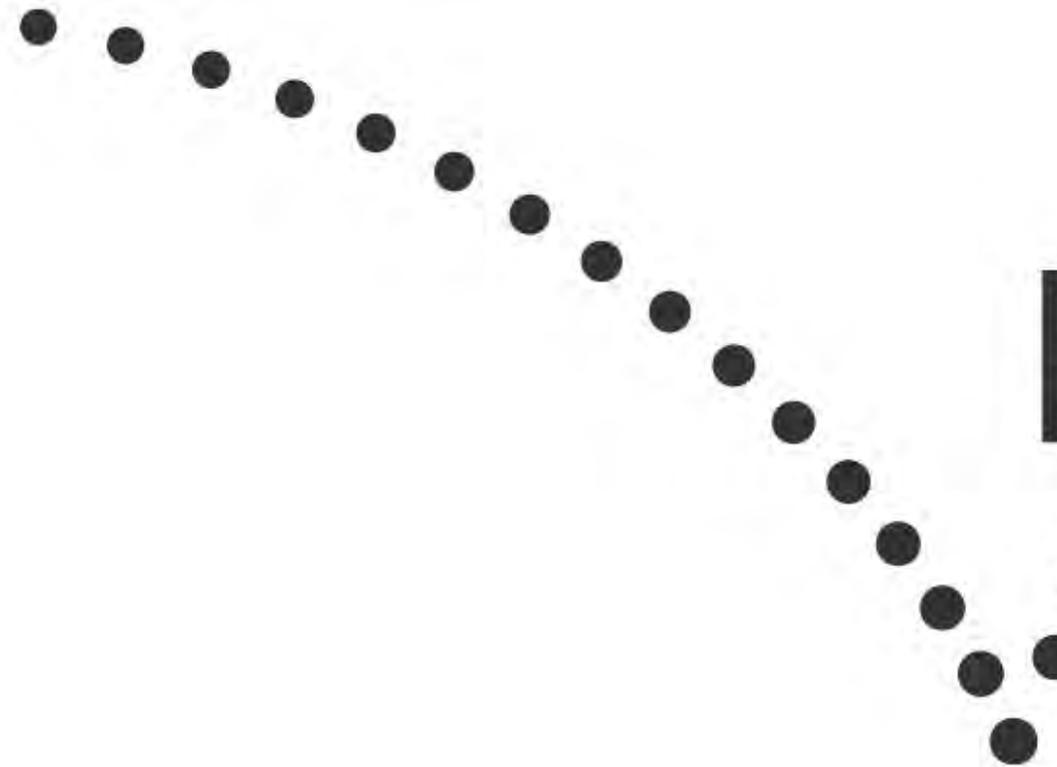
FRONT ROW FESTIVAL
A Celebration of the Arts in Downtown Berkeley
SATURDAY APRIL 9 2022
DOWNTOWN BERKELEY BART PLAZA
11am-6pm
FREE

ANNOUNCES AUG. 28
IN THE MO
SIC & FRIEN
IN DOWNTOWN BER
Crafts!
Downtown Berkeley
SPARC...
BAY AREA Chronicle
CALIFORNIA
JAZZBOX ORCHESTRA
ON

8th Annual
BAY AREA BOOK FESTIVAL
in partnership with
San Francisco Chronicle
May 7+8 | DOWNTOWN BERKELEY
TOP AUTHORS • TIMELY CONVERSATIONS
YOUTH PROGRAMS
BOOKS BUILD BRIDGES
BayBookFest.org

FRIDAY, DECEMBER 10TH 4PM-7PM
Holiday ON THE PLAZA!
CRAFTS! TREATS!
DOWNTOWN BERKELEY
FREE FAMILY FUN!
W/ SPECIAL DJ SET BY
SANTA CLAUS AND MRS CLAUS!
SAY HI TO SANTA

DOWNTOWN BERKELEY



Bouncing
back
better





#WCUDF22



Wayfair - Shop Now
Wayfair



CHRONICLE EXCLUSIVE

SFNext: Downtown San Francisco is on the brink, and it's worse than it looks

The downtown area, the city's primary economic driver, has been teetering on the edge since the pandemic and is facing challenges greater than previously known, new data shows.

BY NOAH ARROYO



OCCUPANCY OVER TIME - MARCH 4, 2020 TO JUNE 8, 2022



*On March 22, 2021, Kastle moved from daily to weekly data reporting to provide a more robust and comprehensive picture of office occupancy. We have also recalculated data back to the start of the time series for consistency. This has only a marginal impact on most cities and the national average.

To learn more about KastleSafeSpaces, visit: www.kastle.com/kastlesafespaces/



Inclusivity Matters

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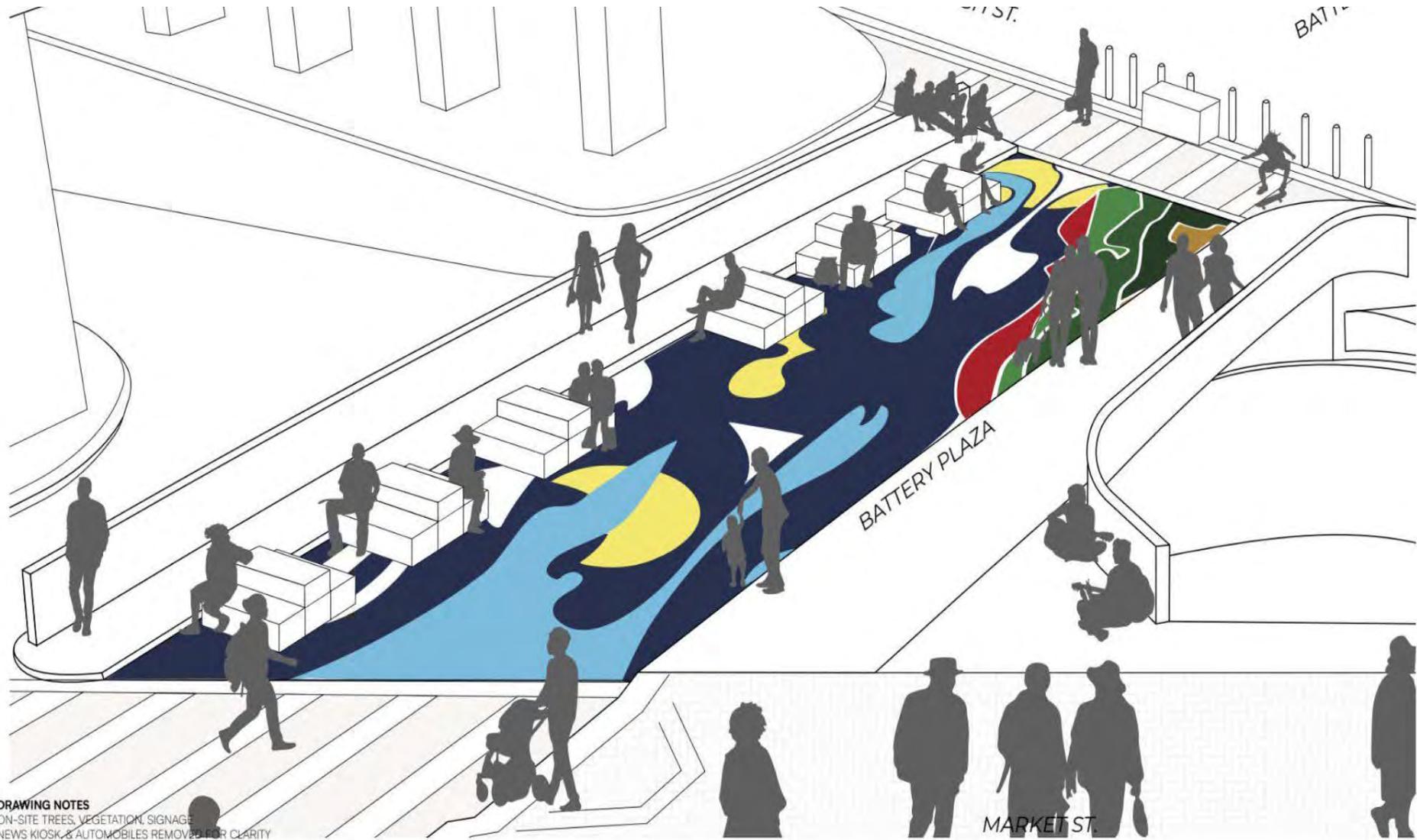


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Downtown as a Canvas



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DRAWING NOTES
 ON-SITE TREES, VEGETATION, SIGNAGE,
 NEWS KIOSK, & AUTOMOBILES REMOVED FOR CLARITY

BATTERY PLAZA PROPOSED PERSPECTIVE
 NORTH-WEST FACING ALONG MARKET STREET



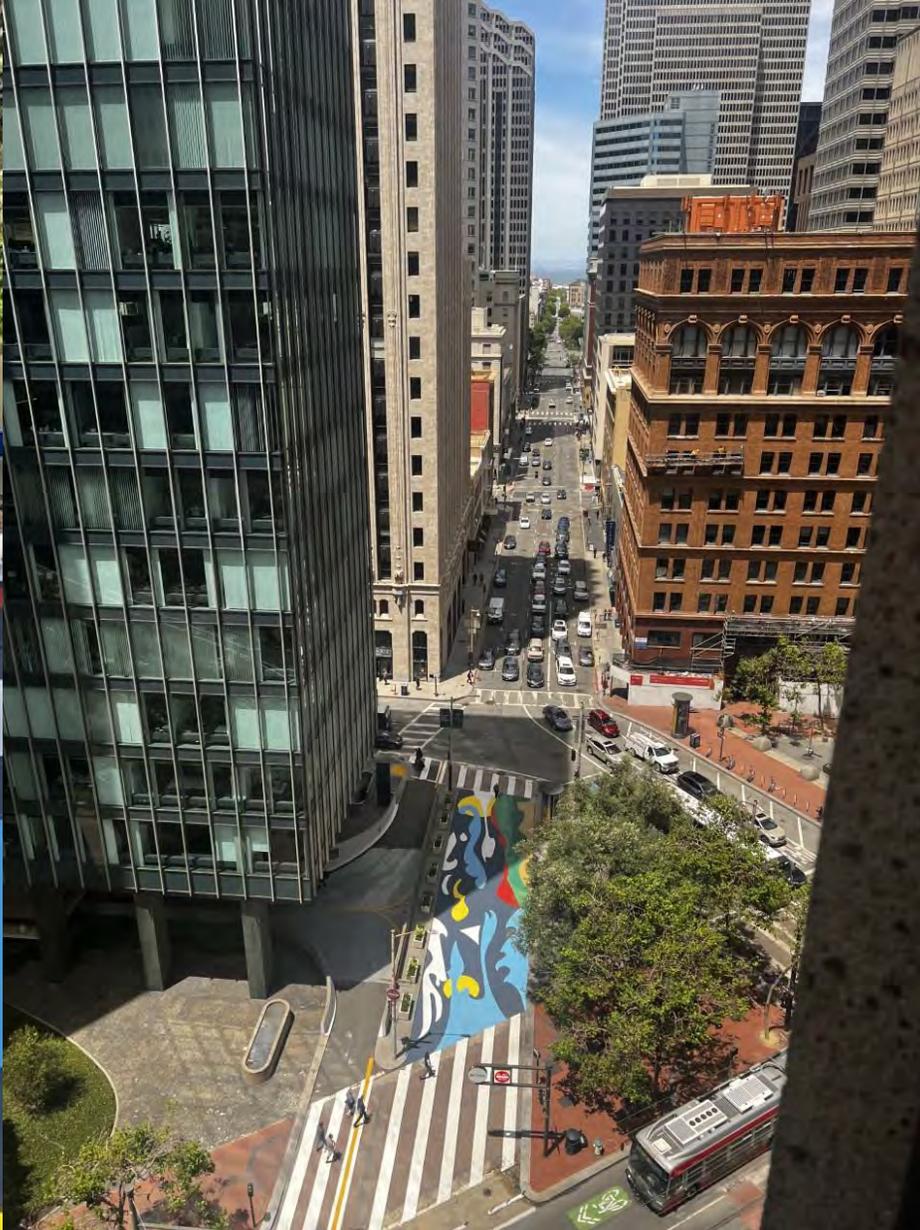
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“Battery Bridge”

**1,900 sq ft on-
street mural**

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Let's
GLOW
SF



#WCUDF22



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'Let it Glow' SF Lights Up San Francisco To Revive Pandemic-Stricken Downtown

By Betty Yu December 4, 2021 at 12:04 pm Filed Under: Public Art, San Francisco News



SAN FRANCISCO (CBS SF) — Colorful holiday projections are now lighting up buildings in downtown San Francisco each night to help revive and reinvigorate the area from the COVID pandemic slowdown.

TOURISM

'Let's Glow SF': How high-tech projection mapping aims to bring people back to San Francisco

Let's Glow SF is being billed as the largest projection mapping event in the U.S.

By Amanda del Castillo
Friday, December 3, 2021



EMBED <> MORE VIDEOS ▶

Friday the Downtown Community Benefit District, Downtown SF, kicked off "Let's Glow SF," its inaugural holiday projection mapping event.

SAN FRANCISCO (KGO) -- A Friday night countdown in Downtown San Francisco brought bright lights and a cause for celebration.

The Downtown Community Benefit District, Downtown SF kicked off "Let's Glow SF," its inaugural holiday projection mapping event.



Public Realm Action Plan

From the San Francisco Business Times:
<https://www.bizjournals.com/sanfrancisco/news/2021/10/18/downtown-cbd-selects-partner-for-fidi-recs-design.html>

DIVE BRIEF

Initiative will rethink San Francisco downtown for 'post-COVID' work patterns

Published Nov. 15, 2021

By [Jason Plautz](#)
Contributor



Downtown CBD selects S.F. design firm to sketch revitalization plans for FiDi

Oct 18, 2021, 3:00pm PDT Updated: Oct 18, 2021, 5:11pm PDT

Design firm Sitalab urban studio has been chosen to develop comprehensive, actionable ideas to revitalize the Financial District and boost its engagement outside of the 9-to-5 office crowd that remains slow to return to offices there.

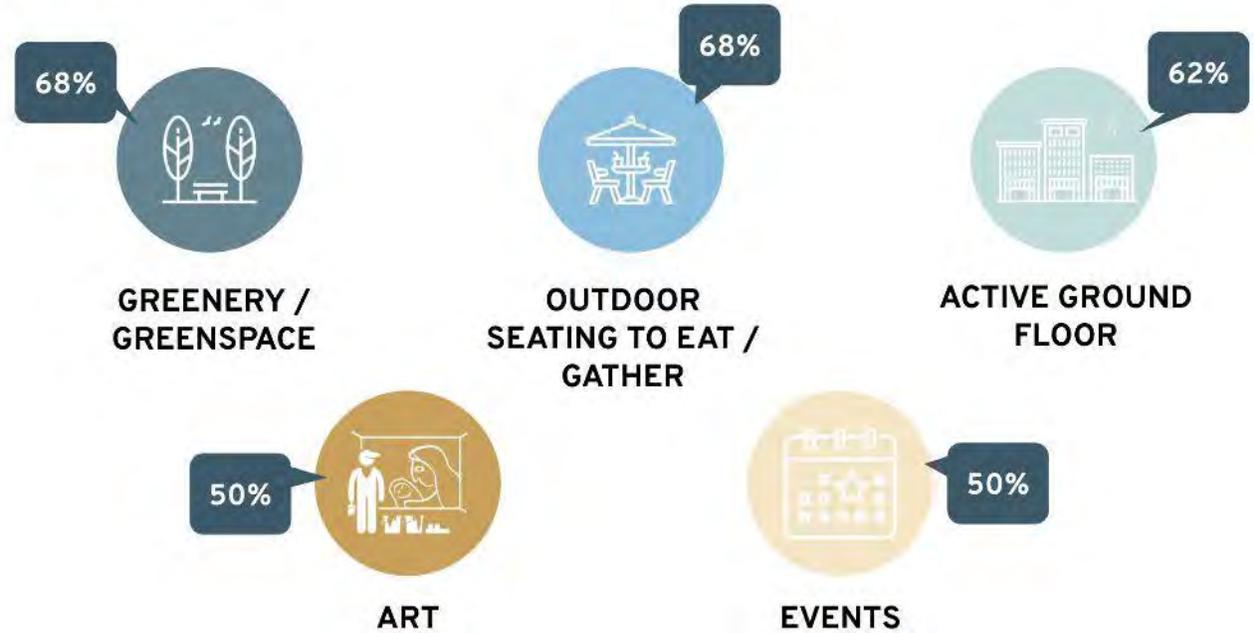
Selected by the Downtown Community Benefit District, San Francisco-based Sitalab will begin its



TODD JOHNSON | SAN FRANCISCO BUSINESS TIMES
Laura Crescimano, principal of

Besides cleanliness and safety, Almost half of workers want more food + beverage options and more places to gather + socialize.

If you **used** to work in Downtown SF (pre-COVID) but are currently working from elsewhere, what feature(s) would bring you back?



Downtown SF Public Realm Action Plan
...**COVID resolutions** was not the top reason for **workers** to return to Downtown SF **25%**

Action Area A: Dine on

Leidesdorff

Proposed



You are Here
String lighting across alleyway



Curate a Downtown Canvas
Large scale mural or projection



Targeted Revamp
Host a pop-up vendor to add buzz



Recall the Layered History
Historic horse posts tell a story



Street Opening
Pedestrianize Leidesdorff block



Green the Streets
Planters and trees line the streets

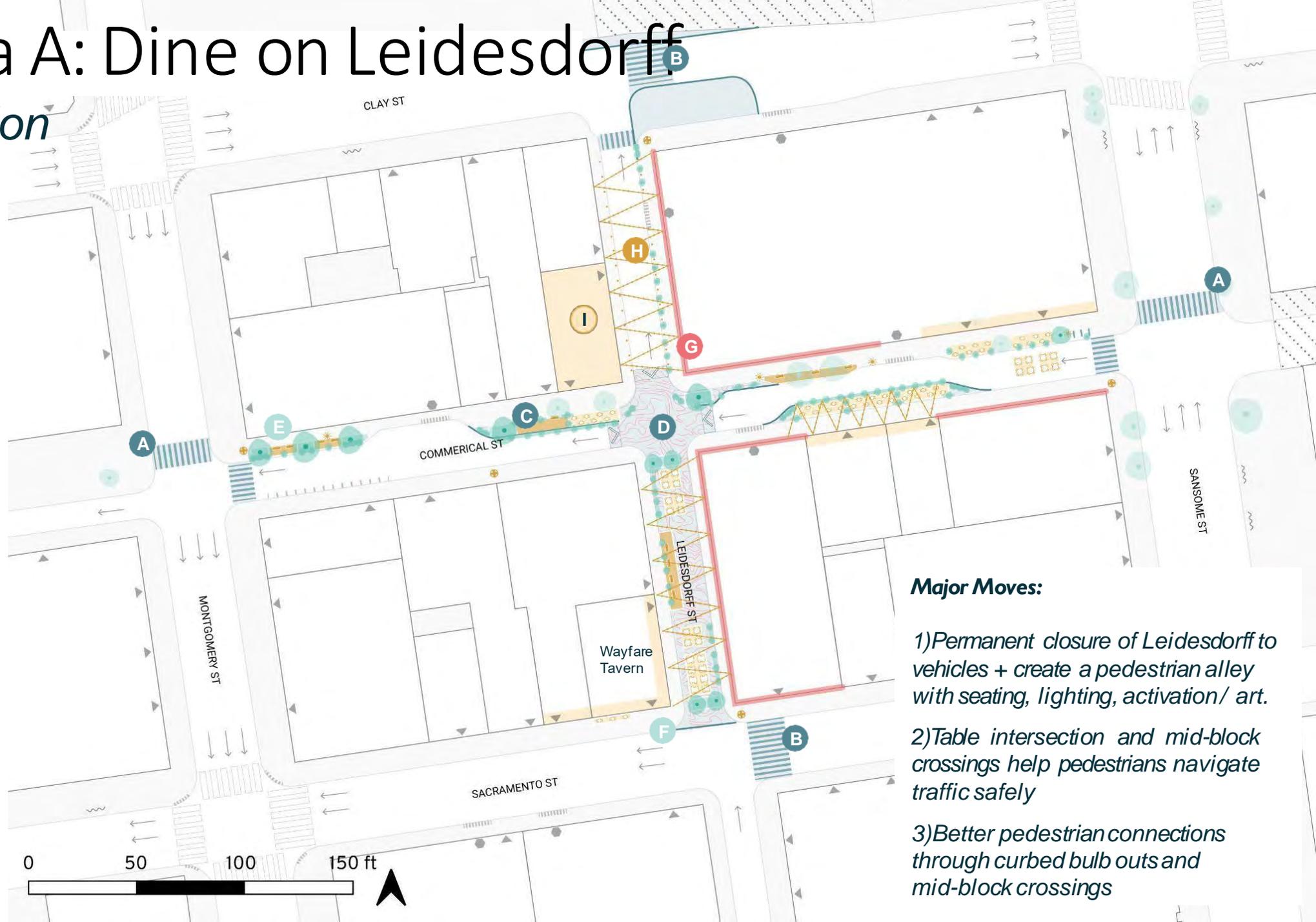


Targeted Revamp
Seating for outdoor dining

Action Area A: Dine on Leidesdorff

Long-term Vision

- A** Safer crosswalks to Kearny St + Chinatown to the east and Embarcadero Center to the west
- B** Fortify safer mid-block crossing to Transamerica Park to the north and continue down Leidesdorff St alley network
- C** Curb adjustments are made permanent
- D** Table intersection creates safer, more comfortable pedestrian crossing
- E** Generous trees and in-ground plantings
- F** Trees to reduce wind tunnel effect and create more comfortable staying space into the evening
- G** Additional activation of Leidesdorff St with art
- H** Lighting activation is continued north
- I** Target revamp strategy to temporarily closed restaurant for new opening

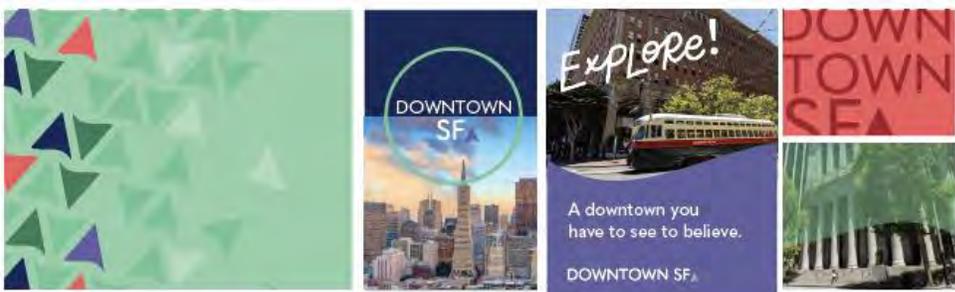


Major Moves:

- 1) Permanent closure of Leidesdorff to vehicles + create a pedestrian alley with seating, lighting, activation/ art.
- 2) Table intersection and mid-block crossings help pedestrians navigate traffic safely
- 3) Better pedestrian connections through curbed bulb outs and mid-block crossings

A New Identity

#WCUDF22



SHELL MOUND MIDDEN TRANSAMERICA REDWOOD SF DAHLIA SF "MINT" NAUTICAL NAVY

Colors in use



DOWNTOWN SF PARTNERSHIP

Flexible supporting variations



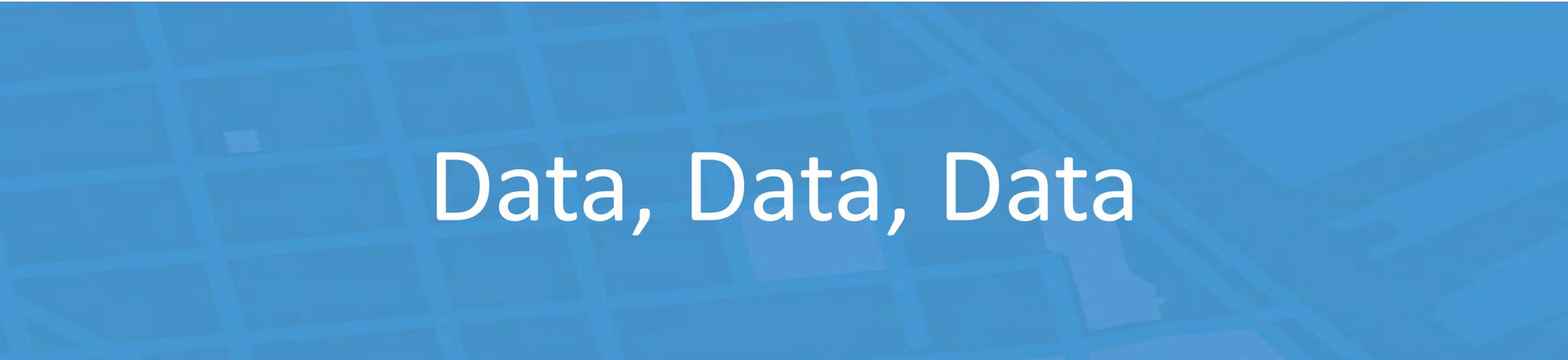
MODERN CLEAN UPWARD PROFESSIONAL NAUTICAL NUANCED

Mood



Supporting icons





Data, Data, Data

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DOWNTOWN SF

Grand Reopening!



170,800

Downtown employee visits Mar. 2021

503,300

Downtown employee visits Mar. 2022



AVG. DAILY PED COUNTS:

MON. 148,900 • TUES. 188,500 • WED. 167,600 • THURS. 169,200 • FRI. 130,900



PED COUNT

Montgomery corridor ped traffic up 77% since Jan. 2022



DWELL TIME

Avg. stay of workers up 13.5% since 2021



BART RIDERS

3x more riders at downtown stations



MUNI RIDERS

Increased 85% from Feb. 2021 to Feb. 2022



BAY BRIDGE

Bay Bridge traffic has returned to 100% of pre-pandemic levels

Jan. 2022	48,768
Mar. 2022	86,221

Q1 2021	378 mins
Q1 2022	429 mins

	Q1 2021	Q1 2022
Embarcadero	5,636	15,412
Montgomery	5,545	14,277

Feb. 2021	188,040
Feb. 2022	348,220

Jan. 2022	76%*
Mar. 2022	100%*

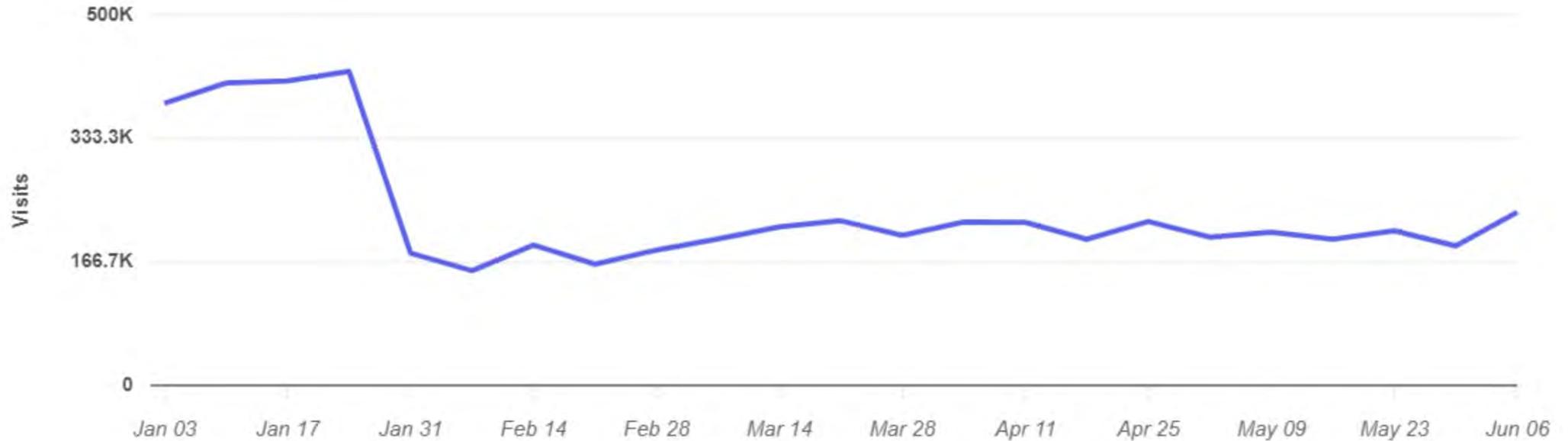
*% of typical bridge capacity pre-pandemic

Visits Trend



Downtown San Francisco

San Francisco, CA



Weekly | Visits | Jan 1st, 2022 - Jun 12th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Contact Information:

Anthony Rodriguez, Executive Director, LA Fashion District

Email: anthony@fashiondistrict.org

Robbie Silver, Executive Director , Downtown San Francisco

Email: RSilver@downtownsf.org

John Caner, CEO

Downtown Berkeley Association

Email: jcaner@downtownberkeley.com



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