

FOR IMMEDIATE RELEASE

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THE NEW DOWNTOWN BERKELEY -- FAST FACTS

THREE MONTH DEEP CLEANING BLITZ COMPLETED -- DBA AMBASSADORS MAKE A BIG SPLASH!

Beginning in January of 2012, twelve Cleaning Ambassadors, working in conjunction with the City of Berkeley, have power washed 3.6 miles of downtown sidewalks, removed over 25,000 gum stains; painted 71 municipal fire hydrants, 426 light and traffic poles, 34 utility boxes, 18 postal boxes, and 92 trash receptacles; removed nearly 8,500 pounds of litter and trash; weeded and/or graded 307 downtown tree wells; painted, cleaned or replaced 92 news racks.

Working closely with area transit, the entrance of the Downtown Berkeley Station BART has been painted and the rotunda thoroughly cleaned and AC Transit has painted and cleaned its bus shelters.

BEAUTIFICATION

The installation of 180 hanging flower baskets offer spectacular bursts of color to the downtown streetscape; eight large landscape planters on Shattuck Avenue have been landscaped with a uniquely Berkeley design pallet and several street medians have been planted with decorative grasses. In addition, 88 colorful new street banners invite visitors, workers, and residents to "Taste, Create and Experience" in Downtown Berkeley.

AMBASSADOR CLEANING AND HOSPITALITY PROGRAM

As part of the April 3 kick-off event for The New Downtown Berkeley, attendees will be introduced to DBA's new Cleaning and Hospitality Ambassador Team. The new cleaning team and

existing Host Ambassadors have now been merged and expanded into one team. Team members will be specialized, but cross trained in key functions. Every Ambassador is a greeter to the new Downtown and picks up litter and debris as they move around the Downtown. Also, as part of the launch event on the BDA will unveil new eye-catching Ambassador uniforms, a new Segway for patrolling Downtown, and a new service truck wrapped in the Downtown Berkeley colors.

The DBA's Host Ambassador Program began in 2008, as part of Berkeley's "Public Commons for Everyone," focusing primarily on social service outreach. The expanded Hospitality and Cleaning Ambassadors will both clean and walk throughout the Downtown over 500 hours per week. All Ambassadors offer assistance to the public, area businesses and provide visitor hospitality. Ambassadors will work closely with the City and social service agencies to discourage problematic street behavior, offer referrals to social services, act as a neighborhood watch and report blight. In early May, the Hospitality Ambassadors will be staffing a mobile Welcome Kiosk in BART Plaza and other locations in the Downtown.

FUTURE VISIONS

With many improvements planned, Downtown Berkeley is only going to get better. BART Plaza is slated for a \$2.4 million makeover in 2013/14; the Berkeley Art Museum and Pacific Film Archive is expected to move into its new Downtown location in 2015; and the UC Berkeley Energy Biosciences Institute (EBI) will open later this year. Seven years in the making, the City has recently adopted a new Downtown Area Plan and Street and Open Space Plan. Earth Island Institute continues the rollout of their 60 Boxes Program with unique artwork on all Downtown utility boxes, and the UC Theatre is slated for renovation as a major regional music venue. The Arpeggio is expected to open soon with 143 living units on Center Street across from Berkeley City College and Acheson Commons is expected to bring 203 new dwelling units on upper University.

The DBA is also working with partners to bring new business to Downtown Berkeley. The DBA is a founding partner of Berkeley Skydeck and the Berkeley Startup Cluster which are committed to attracting and retaining startups in Downtown Berkeley in conjunction with the City of Berkeley, UC Berkeley, and Berkeley Chamber of Commerce. Future DBA efforts will be focused on attracting new retail, housing, and other businesses and uses to make Downtown Berkeley a more attractive and welcoming place to invest in the future.

For more information about Downtown Berkeley Association, 2230 Shattuck Avenue, Suite C, visit www.downtownberkeley.com, or call 510-549-2230.