

MEET ME
DOWNTOWN



DOWNTOWN BERKELEY

2015
ANNUAL REPORT



Henry Worontz in 'An Iliad', Photo courtesy of KevinBerne.com



Heading Towards Renewal



MISSION

The Downtown Berkeley Association provides leadership to create and sustain a welcoming, vibrant, and prosperous City Center.

ORGANIZATION

The Downtown Berkeley Association is a 501(c)(6) nonprofit membership organization and the Owners Association for the Property-based Business Improvement District (PBID), representing Downtown property owners and their business and nonprofit tenants.

BOUNDARIES

The Downtown Berkeley Association Property-based Business Improvement District (PBID) is approximately bounded by Delaware to the north, Oxford and Fulton Streets to the east, Martin Luther King Jr. Way to the west, and Dwight Way to the south. (In 2017 the PBID will expand south to Carleton St. and west to Grant St. See map on back of this Report).

In 2015 the DBA laid the foundation for renewal of the Downtown Berkeley Property-based Business Improvement District (PBID) as well as the continued revitalization of Downtown Berkeley.

In September 2015 the DBA Board and staff—after extensive stakeholder input—completed a new DBA Strategic Plan.* The plan recommends continuing our work on creating a clean, beautiful, safe and welcoming Downtown, expanding our efforts in placemaking as new public space projects come online, improve the Downtown parking and transit experience, and increasing our voice in leadership and advocacy within the City.

With guidance from the Strategic Plan, in October 2015 the board adopted a new Downtown Berkeley Management District Plan* for a ten-year renewal 2017-2026, including a five-year review in 2021. In January the DBA submitted petitions to the City with 63% support of property owners weighted by assessment. On April 5 the City of Berkeley will be sending out ballots to all property owners for a final vote on the renewal of the PBID.

The new PBID expands the district three blocks south along Shattuck Ave., to pick up Parker Place and other new residential projects part of the Downtown renaissance. The new PBID also extends one block west on University Ave. to pick up the Trader Joe's/New Californian building, as well as the Chamber, and new Overture project. (See map on back of this Report.) Additionally there is a 10% rate increase with the new PBID to cover increased costs, after only a 5% increase over the past five years of operation.

2016 is a year for many new beginnings. In January the new Berkeley Art Museum and Pacific Film Archive had a stellar opening on Center Street. The newly renovated UC Theatre Taube Music Hall opens in early April, followed by the Cornerstone restaurant/nightclub and

Draw Billiard/restaurant opening mid-year. In June BART begins the \$11 million makeover of the BART Plaza, and the City closes the Center Street garage for 14 months to rebuild a 64% higher capacity seismically safe new garage. We are working with the City on an extensive parking mitigation plan. And a number of new apartment complexes and restaurants come online in 2016, with more to come in future years.

In December 2015 the City Council, after many months of debate, finally passed the Community Sidewalks Ordinances which deals with problematic street behavior. The City will start enforcing ordinances once a new homeless storage facility comes online in or near the Downtown.

From an operations point of view we continued our cleaning, hospitality and beautification, with a transition to elegant drought-tolerant succulents, and water efficient cleaning measures in response to the continued drought, and implemented a number of new measures for timely and efficient delivery of service. (See story on pages 4 & 5.)

Also in December 2015 we launch our “Meet Me Downtown” marketing campaign with six partners, culminating the Meet Me Downtown Day on March 20 drawing a thousand of new visitors to the Downtown. And we welcomed and supported the ground breaking Bay Area Book Festival, bringing out 50,000 book lovers to the Downtown. (See stories on the next page.)

From here it only gets better. Let the renewal begin!

Sincerely,

John Caner, CEO

*DBA Strategic Plan & Management Plan can be viewed on the Documents section of our website.

Meet Me Downtown Again and Again

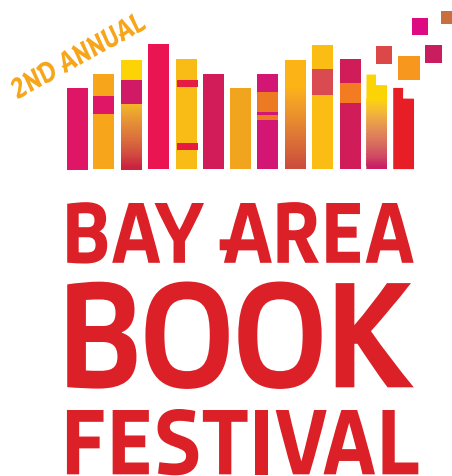
In August 2015 the DBA convened leading downtown arts partners to develop a “Meet Me Downtown” (MMDT) marketing campaign, to coincide with the opening of the new Berkeley Art Museum & Pacific Film Archive (BAMPFA), The UC Theatre, and the Berkeley Rep’s Peet’s Theatre. Other partners included the Freight and Salvage and Visit Berkley.

The MMDT concept was introduced by BAMPFA in 2014 in anticipation of their move to the Downtown. The DBA asked for permission to expand the use of their catchy tagline into a marketing campaign for the entire Downtown. They replied, “of course!”

With the creative assistance of Berkeley-based Radiant Brands, the six partners co-funded a \$60,000 marketing campaign including the following: 1) in November a colorful MMDT brand concept (see cover of this Annual Report), 2) in December 86 double MMDT banners installed throughout the Downtown promoting Theatre, Music, Concerts, Work&Play, and Food&Drink, 3) in January online ads at Berkeleyside, East Bay Express, and other sites, 4) in February print ads in BART stations and on AC Transit buses, 5) on March 20 culminating in “Meet Me Downtown” Day.

On March 20, approximately a thousand Berkeley and Bay Area residents braved the rain to celebrate the inaugural “Meet Me Downtown Day”, with free events at six cultural venues, and specials at over twenty restaurants. Attendees collected different color MMDT stickers at the various venues to enter into contest for generous Extravaganza Weekend package sponsored by the Hotel Shattuck Plaza, FIVE, Comal, Berkeley Rep, Freight & Salvage, The UC Theatre, and BAMPFA.

DBA will continue the Meet Me Downtown theme in all of its marketing programs, including a new mobile friendly website to be launched later this spring, and as well as other events and programs. There are plenty of reasons to say “Meet Me Downtown!”



Booklovers Everywhere!

What is more Berkeley than books, authors, and vibrant exchange of cutting-edge ideas? When Cherilyn Parsons, the founder of the Bay Area Book Festival, approached the DBA in June 2013, with a bold idea for an international book festival in Downtown Berkeley, we said, “Awesome idea, how can we help?”

Cherilyn was deciding between doing the festival in San Francisco, with lots of potential visibility and sponsors, or in Berkeley, her adopted hometown. According to Cherilyn, “The responsiveness of the City, University, and the DBA made all the difference. Everyone jumped through hoops to make this possible. And what better town than Berkeley—a global intellectual and cultural hub—to host an international book festival.”

Hence the Bay Area Book Festival was born in Downtown Berkeley, by Cherilyn and her amazing team of staff and volunteers. On June 6 and 7, 2015, the inaugural festival brought together over 50,000 booklovers, and over 300 authors spoke in 145 keynotes, interviews, panels and performances at 12 Downtown cultural venues. Nine blocks of Downtown became the outdoor fair with over 160 exhibitors, including pop-ups from the Bay Area’s famed bookstores and the “Lacuna” art installation. (See photo on page 6.)

And this year’s festival on June 4 and 5 will be even bigger and better. What a perfect partner for the DBA, bringing thousands of book lovers to “Meet Me Downtown” for books and a lot more. Learn more at www.baybookfest.org.

DBA Operations Report 2015: A Year in Review

Cleaning Statistics 2015

185	Requests submitted to City of Berkeley Service Center
6,227	Bills/Stickers Removed
1,235	Graffiti Removed
3,334	Hazardous Waste Clean-up
252	Block Faces Power Washed
441	Public Fixtures Painted
135,574	Pounds of Trash Picked up
4,994	Trashcans Leveled Off

Landscaping Statistics 2015

2,651	Tree Wells Weeded
1,378	Block Faces Weeded
12	Succulent Baskets Pilot Program
6	Circular Planters with Succulents

Hospitality Statistics 2015

11,735	Business Contacts
21,685	Hospitality Assistance
9,999	Maps/Information Distributed
2,372	Referral to Shelter/Resources
7,877	Street Population Contacts
2,320	Assistance Requested by Business
224	Request for Police/Fire/EMS
909	Safety Escorts
212	Safety Hazards Reported
3,562	Trespassers/Loiterers

In 2015 the DBA implemented a number of new processes and procedures to improve customer service and analytics to create a cleaner, more vibrant and welcoming Downtown:

Automated Data Capture

In 2015 Ambassadors were equipped with iPods to collect cleaning and hospitality statistics for more accurate and timely reporting of data. The iPods also allow the Ambassadors to connect directly to the DBA Smart System to report on work as it is completed, submit work orders they cannot immediately handle (e.g., graffiti), and forwards certain category service requests to the City 311 dispatch department (e.g., illegal dumping).

311 Integration

In late 2015 the City of Berkeley provided the DBA with an email interface to electronically upload service requests including photos, from a DBA supervisor or Ambassador in the field. Not only is the process more timely and efficient for both the City and DBA, but it also provides more detailed and accurate information and photos. In three short months 311 emails have almost entirely replaced the prior process of making time consuming phone calls—achieving better results for everyone!

Online Service Request

In addition to calling our hotline, now Downtown stakeholders

and the general public can request assistance through the DBA website: www.downtownberkeley.com/service-request. Users can provide detailed information including address and type of problem, and also upload photos. Emails are screened by supervisors and then dispatched to Ambassadors or forwarded on the City 311 dispatch department.

Care to Share Program

In March 2015, the DBA introduced the “Care To Share” program in cooperation with the City, to to empower Downtown stakeholders, through information and training, on how to reports problems negatively effecting their businesses or customers. BPD and DBA Ambassadors need detailed, clear and timely information to address negative situations so they can produce positive outcomes. Even if BPD is not able to respond quickly to incidents, because of higher priority crimes, it is important to call so they have accurate data of hotspot problems which can help direct future resources. You can



For the past couple of months, I have lived as a homeless person in the city of Berkeley. I have experienced what has been the most kind and wonderful help from your employees. Robert is an exemplary example of the best the Ambassadors have to offer. I have watched him work tirelessly to help not only me, but he was worked hard to help all of us who have fallen on hard times. He worked diligently to help me get a ticket back home to NC. I am ever indebted to him for his kindness and genuine concern for those who society consider the “disenfranchised.” - Ronald P.

read more about Care to Share on the document section of our website.

Expansion of Succulent program

In response to the continuing drought the DBA expanded its succulent landscaping program, including planting of six additional round planters, and also doing a pilot program of succulent hanging baskets. Not only are the succulents beautiful and exotic, but they require less watering and maintenance, freeing up resources for other cleaning and maintenance activities. The pilot program of the hanging baskets was so successful that the DBA is converting all 192 flower baskets to succulent baskets by May 2016. We are now working with the City on a updated landscaping plan to coincide with the implementation of the renewed PBID, featuring succulents and other drought resistant plants and landscaping.

Increased Training

DBA Ambassadors receive extensive training upon starting with the DBA and

ongoing training as well. Working in the public realm day in and day out can be daunting, and hence Ambassadors need continued support and training. The DBA holds regular training sessions with City of Berkeley Police, Mobile Crisis, and Health and Human Services, providing their expertise to Ambassadors, with a focus on how to deal with challenging situations. In addition Block By Block has also converted its mandatory bi-weekly trainings from DVDs to online media so information can be kept up to date.

We welcome your ideas for further improvements. Please contact me if you have any questions or suggestions.

Sincerely,



Lance Gorée, Operations Manager

Community Feedback

"It was such a pleasure to meet Robert, a Berkeley Ambassador last week. He was down on his knees cleaning cigarette butts (and there were tons of them!) near Toyota on Shattuck. We had talked before and he even remembered our dog's name!. A hard worker and a very nice person: an excellent Ambassador for Berkeley." - **Sonia G.**

"I would like to pay compliment to Arianna. I brought to her attention human feces on the ledge of a city building near the corner of Center and Milvia. She took it on with a very courteous and professional attitude. I would have totally understood if she had balked at the task, but she was great about being asked to handle it. I realize how thankless the work can sometimes be and that her work is appreciated." - **C. Cobb**

"Yesterday Ernest was a Good Samaritan who made my day! I was rushing to get my grandchildren to their swim lesson at the Y on time. I found a parking spot but I didn't have any change. The grandkids are yelling, "grandma, we're going to be late!" Along comes Ernest. "Don't write the note", he said politely. And then he proceeds to pump \$2.00 worth of coins into my parking meter! I offered to pay him back but he said, "no, in the future do the same for someone else." Ernest deserves recognition for being so kind and thoughtful. He saved me \$42 and most importantly demonstrated to me and my grandchildren a random act of kindness. We need more of that in this world.." - **Kathy T.**

"I am a City of Berkeley employee, and I just wanted to take the time to acknowledge your staff. I have notice the difference in the downtown area, since your staff started working. There is a huge improvement. The streets, trash cans, and pavement are cleaner. They are doing an excellent job! Thank you for keeping the city clean." - **Tamra B.**



New Downtown Developments in 2015



"Lacuna" art installation, including 50,000 book giveaway, at the Bay Area Book Festival in June 2015.

Photo: Alvin Wu, Daily Californian



Rep. Barbara Lee, John Caner, BAMPFA Director Larry Rinder, and architect Charles Renfro at the BAMPFA January 2016 opening.

Photo: Siciliana Trevino



Pure Barre opened on Center Street in May 2015.

Photo: DBA



Spats Saloon & Restaurant reopened in October 2015.

Photo: Daily Californian



Larry Rinder, director of BAMPFA, at gala opening in January 2016.

Photo: BAMPFA



The Berkeley Rep's new Pete's Theatre opened in January 2016.

Photo: Cheshire Isaacs



85C Bakery Cafe opened on University Avenue in September 2015.

Photo: DBA



Tupper and Reed opened on Shattuck Avenue in February 2015.

Photo: Tupper and Reed

Summary Financial Statements

Statement of Activities

Jan. 1, 2015 - Dec. 31, 2015

Assessment Revenue.....	\$1,200,075
Program Revenue	\$310,925
Interest Revenue	\$31
Total Revenue.....	\$1,511,031

Program Expenses*	\$1,295,728
Personnel Expenses	\$209,135
General and Admin. Expenses.....	\$77,291
Total Expenses.....	\$1,581,728

Total Change in Net Assets* **(\$70,697)**

*Includes one-time \$66,845 PBID Renewal expenses.

Balance Sheet

December 31, 2015

Checking/Savings.....	\$304,570
Receivables.....	\$15,255
Other Current Assets.....	\$1,186
Total Net Fixed Assets.....	\$10,134
Total Assets	\$331,145

Payables.....	\$89,265
Other Current Liabilities	\$152,236
Total Liabilities	\$241,501

Unrestricted Net Assets.....	\$89,644
Restricted Net Assets.....	\$0
Total Net Assets.....	\$89,644

Total Liabilities & Net Assets..... **\$331,145**

Board of Directors

OFFICERS

Bill Schrader, DBA President
The Austin Group

Robert Hatheway, DBA Vice
President *Retired*

Amy Thomas, DBA Treasurer
Pegasus Books

Dorothee Mitrani, DBA Secretary
La Note Restaurant and Cafe Clem

Lawrence Rinder
BAM/PFA

Steve Tipping
Tipping Mar

Fran Gallati
YMCA of the Central Bay Area

Sean Slater
ELS Architecture & Urban Design

Susie Medak
Berkeley Repertory Theatre

John Lineweaver
2000 Center Street LLC

Chris Hudson
Hudson McDonald

DIRECTORS

Michael Caplan
City of Berkeley

John Hyjer
Equity Residential

Laksh Lakireddy
Everest Properties

Emily Marthinsen
University of California, Berkeley

John Paluska
Comal

Scott Newman
Beacon Group Ventures

Ito Ripsteen
Vine Street Investments

Welcome New Businesses

DINING

Face to Face
2109 Milvia St.

Kobani
1901 University Ave.

Simply Bowl
2156 University Ave.

Spats Restaurant & Saloon
1974 Shattuck Ave.

Sumo Roll
2173 Allston Way

Sushinista
2235 Milvia St.

Tuper and Reed
2271 Shattuck Ave.

ARTS & ENTERTAINMENT

The UC Theatre Taube Music Hall
2036 University Ave.

Berkeley Art Museum & Pacific Film Archive
2155 Center St.

SHOPPING & SERVICES

CorePower Yoga
2295 Shattuck Ave.

Pure Barre
2055 Center St. Suite C

Target Express
2187 Shattuck Ave.

WeWork Berkeley
2120 University Ave.



Twilver Earle, Ambassador Story

Five years ago I was without a job, 64 years old, and did not know what I was going to do. I started volunteering at homeless shelters, recovery centers, and at City Team in Oakland. This led me to the Rubicon job placement program and then Block By Block and the Downtown Berkeley Ambassador program. As an Ambassador for the first time I enjoyed being part of a team. The many skills I learned, and used, are transferrable to other jobs and my volunteer work also. Lance worked with my schedule so I could continue to volunteer at City Team. Working in Downtown Berkeley for two years gave me the chance to leave everything behind, start new, and be the best I could be—while only missing one day I might add! Working here was a gift, is a gift, and in January I was given another gift. I am now the first full time paid driver with City Team.

it starts here.

DOWNTOWN BERKELEY

Downtown Berkeley Association

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2017-2026 Proposed Downtown Berkeley PBID Boundaries

