



Downtown Berkeley Positive Change

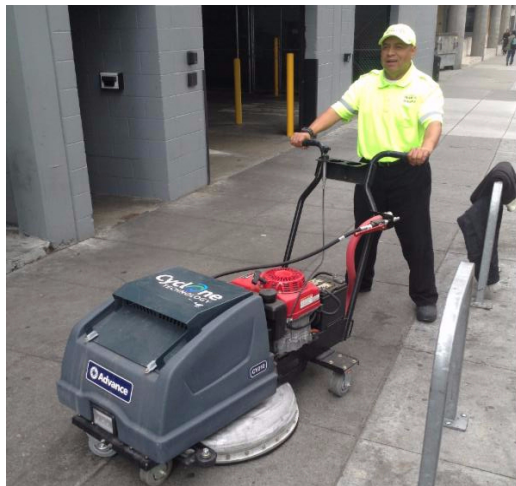
September 2015



## DBA Expands Donation Box Program

The Downtown Berkeley Association (DBA) has installed six additional boxes (total of ten) in the Downtown to increase donations and the positive impact of the program. Since the installation of the original four Donation Boxes in early May, the DBA has collected over \$500 to help fund social services for Downtown's homeless population. With these funds, the Berkeley community has helped Berkeley Food and Housing Project (BFHP) provide funds for transportation to individuals seeking various housing situations ranging from permanent, transitional and emergency housing. The funds have also helped the homeless pay for California Identification Cards and Birth

Certificates. The homeless population has also received socks, t-shirts and toiletries through the program, as well as helping homeless individuals reunite with their families, both locally and out of state.



## Water Conservative Cleaning

To help maintain a clean Downtown during the severe California drought, the Ambassador team acquired an Advance Cyclone cleaning system that simultaneously blasts and scours away dirt, all while reclaiming 80% of water, filtering out contaminants, and reusing the water. This cleaning system is more labor intensive and slower than previous methods, but has helped ambassadors to save up to 3,840 gallons per week. The Cyclone's chemical-free cleaning and water recovery/recycling enables the DBA to be EPA compliant, offering an environmentally friendly outdoor surface cleaning that is 80% more efficient in reducing water usage than traditional wand watering.

## Water Conservative Landscaping



To further conserve water while continuing to beautify the Downtown, the Ambassador team has partnered with non-profits and private companies to landscape Downtown planters with drought-tolerant and water-conservative succulents. So far, the ambassadors have saved 3,400 gallons of water this year due to replacing water-intensive traditional landscaping.

In addition the watering of the flower baskets in Downtown Berkeley was reduced from 5 days per week to four. This alone accounted for a significant (20%) reduction in the use of water. Furthermore, the watering of the flower baskets was

switched to being done overnight, which has presented many significant benefits: less evaporation, minimization of possible sun scorching, and allowed the DBA to again eliminate a day of watering due to reduced evaporation (to three days per week).

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## Event Management for Summer Festivals



With the summer festival season in full swing, Downtown Berkeley has been the chosen location for many first-time and returning festivals. Ambassadors provided logistics support for the Brower Center's free community Earth Day event, the Global Coworking Un-Conference (GCUC), and most recently for the Vigil in remembrance of the balcony collapse. Ambassadors are also invaluable event staff, offering hospitality and directions to attendees at Downtown conferences, the Bay Area Book Festival and more. Ambassadors are key event production staff for Downtown Berkeley Association events like Berkeley Spark pre-Burning Man Festival and Eats, Beats & Brews monthly block parties on Center St. Their professional demeanor, hospitality skills

and experience help differentiate Downtown events.

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## Opening of Varsity Apartments



The Varsity Berkeley apartment complex at 2024 Durant Ave opened this summer in Downtown Berkeley, with 79 apartments featuring studios, 2 bedroom, and 3 bedroom units. Varsity Berkeley is the first project completed under the Downtown Plan that passed in 2010. Varsity Berkeley boasts breathtaking views of the bay and Berkeley hills, rooftop terrace with a sun deck, resident lounge, resident courtyard with a fire pit, and electric car charging stations, City CarShare, bicycle parking and AC Transit passes for all residents. In addition, each unit features a washer and dryer, spacious bathrooms, huge windows with amazing views, kitchens equipped with microwaves and dishwashers, as well as Wi-Fi throughout the building.