



Downtown Berkeley Positive Change

February 22, 2019

## DBA Hires Social Service Outreach Specialist



On February 6 the DBA Board of Directors approved the creation of a part-time Social Service Outreach Specialist through our service vendor Streetplus, focusing on assisting persons into services who are living on our streets in Downtown Berkeley. The DBA has promoted Ambassador **Joby Jackson** into this position. Since she started in May, Joby has shown an amazing ability to connect with the street population. Now she will have the time and focus to help those in need. Already on her first day she was able to walk a person into the men's shelter and assist them with the intake process. Joby will be receiving significant support and training from the City and Streetplus. Business improvement districts across the country are stepping into this role providing attention and care for those needing help in their districts. If you have a situation that that you think would benefit from Joby's attention, you can contact her directly at [JJackson@downtownberkeley.com](mailto:JJackson@downtownberkeley.com), or 510.549.2236, or through our service hotline 510.550.7550.

## BART Plaza Activation Continues



**1951 Coffee Kiosk** did a soft launch in BART Plaza on February 7, and will have their launch event on at 10am on February 26 to which the entire community is invited. 1951 Coffee joins the **Ecology Center's Berkeley Farm Stand**, as the two mission driven vendors that were licensed for the BART Plaza. 1951 trains refugees to become baristas and serves amazing coffee. Their innovative kiosk was designed by Berkeley-based Montaag. Also, **Sliver Pizzeria** has finally opened on the plaza on in January in the site previously occupied by Site for Sore Eyes, and expects their sidewalk seating license to soon be approved by the City. And finally in January the DBA installed their new Welcome Displays just north of the main entrance. And stay tuned for exciting new **Berkeley LIVE!** programing coming this spring to our wonderful Plaza.

## Working Smarter with New Equipment

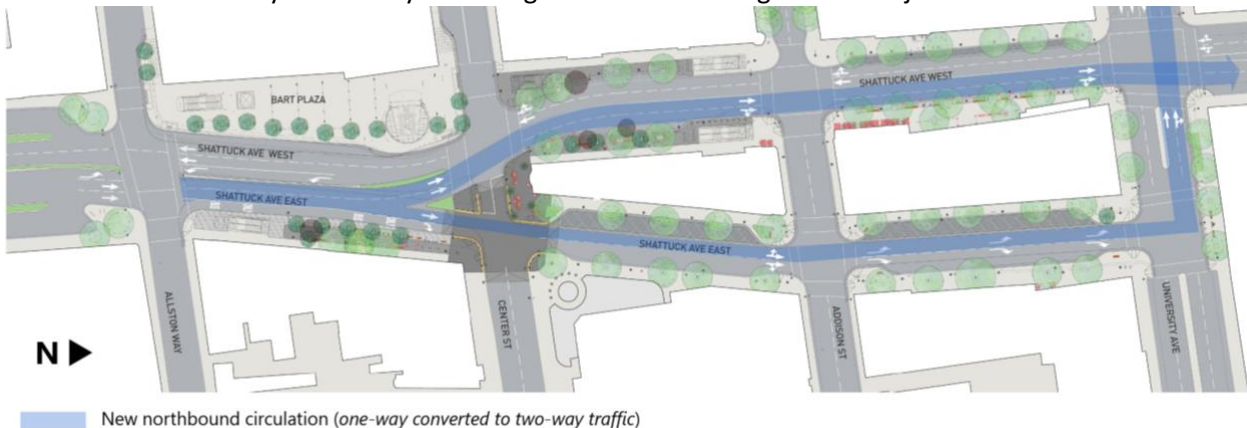


Streetplus, our services provider is always looking for ways for our Ambassadors to work more efficiently and provide higher level of services at an affordable cost—and in an environmental manner. Hence they recently purchased two new pieces of electrically powered equipment: 1) [Advance Terra 28B Sweeper](#) for faster and more thorough cleaning of sidewalks and curb lines, and 2) the [Sun Joe 3-in-1 Blower, Vacuum, & Mulcher](#) for hard to reach spots. And all of this is done with low-emission and low-nose battery powered electric equipment.



## Shattuck Reconfiguration Project Underway

The Shattuck Reconfiguration and Pedestrian Safety Project finally got underway on January 28 and will take approximately two years to complete. Once finished the west side of Berkeley and Shattuck Square will become a two-way street eliminating the dangerous dog-leg for northbound traffic at University. The east side of Berkeley and Shattuck Square will become a slow street, with transit and angled parking making up for the loss of parking on the other side of Shattuck. The project will also include improved streetscape and landscaping. The DBA along with the City will be sending out periodic update to all Downtown stakeholders. Thank you for your understanding of the noise and disruption during this project. You can find more information on the City website by searching “Shattuck Reconfiguration Project”.



## Save the Dates!

it starts here.

**DOWNTOWN  
BERKELEY**

**On Friday April 12, 5-8:30pm we will launch our new marketing campaign** with a celebration in BART Plaza featuring music, food, trivia games, prizes and much more. We are retiring the four year old [Meet Me Downtown](#) campaign and banners, and will be launching a innovative campaign inviting the nine-county Bay Area to come to Downtown Berkeley and experience all we have to offer. Stay tuned for our new banners, advertising, and announcements re the new campaign, developed in conjunction with Radiant Brands of Berkeley.

**On Tuesday April 16 5-7pm the DBA will hold our 2019 Reception & Annual Meeting** at the David Brower Center where we will share our successes, challenges of 2018 and plans for 2019, and will hear from Mayor Arreguin regarding the State of the Downtown. It is also a great opportunity to network with other Downtown stakeholders, City staff and elected officials.

