

**DOWNTOWN BERKELEY ASSOCIATION (DBA)  
BOARD OF DIRECTORS MEETING AGENDA  
Thursday, April 25, 2019, 8:30am – 10:00am  
Kinzie Room (1<sup>st</sup> Floor), David Brower Center, 2150 Allston Way**

- 1. Call to order**
- 2. Public comment:** Each person may speak up to 3 minutes
- 3. Review agenda, Chair comments**
- 4. Approval of Minutes** Board meeting of March 23, 2019
- 5. Welcome New Board Members**
- 6. Election of Board Officers** possible action taken
- 7. DBA Board Committees**
- 8. Operations Report**
- 9. CEO Report**
- 10. Vitality Report**
- 11. Homeless Services & 1000 Person Plan** guest, Peter Radu
- 12. Increasing Sunday Ambassador Hours** possible action taken

The DBA Board usually meets the fourth Thursday of each month from 8:30 to 10am. Locations vary in Downtown Berkeley and will be announced with agenda prior to meeting Next Board Meeting, Thursday, May 23 (fourth Thursday), 8:30-10:00am, David Brower Center



# DOWNTOWN BERKELEY ASSOCIATION BOARD DIRECTORY 4-23-19

3

	BOARD MEMBER	COMPANY ADDRESS	CONTACT	TERM
1	Bill Schrader (President) Owner The Austin Group	The Austin Group 164 Oak Road Alamo, CA 94507	W 925.743.8836 C 925.683.8782 bill@austin-group.com	April 2014 3yrs+3yrs 2017
2	Jordan Klein Acting Director, Economic Dev. City of Berkeley	City of Berkeley 2180 Milvia Street, 5th Floor Berkeley, CA 94704	W 510.981.7534 C 650.281.22223 jklein@cityofberkeley.info	Dec 2016 3+yrs+3yrs 2020+
3	Ryan Call Principal ELS Architecture & Urban Design	ELS Architecture & Urban Design 2040 Addison Street Berkeley, CA 94704	W 510.549.2929 C 510.260.4306 rcall@elsarch.com	2019 3yrs + 3 yrs 2022
4	Ingrid Chen Owner Viv&Ingrid	Viv&Ingrid 2142 Oxford Street Berkeley CA 94704	W 510.384.4889 C 510.384.8138 ingrid@vivandingrid.com	Dec 2016 3+yrs+3yrs 2020+
5	Kathryn Collins Partner Harvest Properties, Inc.	Harvest Properties, Inc. 180 Grand Avenue, Suite 1400 Oakland, CA 94612	W 510.808.5216 C kcollins@harvestproperties.com	2019 3yrs + 3 yrs 2022
6	Wangmo Dixey Executive Director Dharma College	Dharma College 2222 Harold Way Berkeley CA 94704	W 510.809.2010 C wdixey@dharma-college.com	2019 3yrs + 3 yrs 2022
7	Sharon Dolan Executive Director Freight & Salvage Coffeehouse	Freight & Salvage Coffeehouse 2020 Addison Street Berkeley CA 94704	sharon@freightandsalvage.org W 510.859.1125 C 510.292.6574	2016 3yrs+3yrs 2019
8	Chris Hudson Co-Owner Hudson McDonald	Hudson McDonald 1600 Shattuck Ave., Suite 218 Berkeley CA 94709	W 510.548.1065 C 510.207.6173 chris@hudsonmcdonald.com	2015 3yrs+3yrs 2018
9	John Hyjer Vice President Equity Residential	Equity Residential 333 3rd Street, Ste. 210 San Francisco, CA 94107	W 415.767.7180 C 925.708.8994 jhyjer@eqrworld.com	2012 1½ + 3 yrs 2016
10	Eric Knecht, COO Resources for Community Development (RCD)	RCD 2220 Oxford St, Berkeley, CA 94704	W 510 841 4410 x324 C 415.373.2626 <a href="mailto:EKnecht@rcdhousing.org">EKnecht@rcdhousing.org</a>	2018 3yrs+3yrs 2021
11	John Lineweaver President 2000 Center Street LLC	2000 Center Street LLC P.O. Box 680 Alamo, CA 94507	W 925.837.3665 C 925.683.0197 john@diabloholdings.com	2015 3yrs+3yrs 2018
12	Emily Marthinsen Assistant Vice-Chancellor Univ. of California, Berkeley	Univ. of California, Berkeley 200 A & E Building, #1382 Berkeley, CA 94720-1382	W 510.643.3387 C 510.407.1273 emarthinsen@berkeley.edu	2016 3yrs+3yrs 2019
13	Amy Murray Owner Revival Bar + Ktichen	Revival Bar + Ktichen 2102 Shattuck Avenue Berkeley CA 94704	W 510.549.5590 C 510.409.5274 revival510@gmail.com	2019 3yrs + 3 yrs 2022
14	Susan Muscarella President California Jazz Conservatory	California Jazz Conservatory 2087 Addison Street Berkeley, California 94704	W 510.845.5373 C susan@cjc.edu	2019 3yrs + 3 yrs 2022
15	Laurie Rich Executive Director David Brower Center	David Brower Center 2150 Allston Way Berkeley CA 94704	W 510.809.0900 x117 C 415.509.1841 laurie@browercenter.org	Oct 2016 3+yrs+3yrs 2020+
16	Hae Won Rhow Executive Director Downtown Berkeley YMCA	Downtown Berkeley YMCA 2001 Allston Way, Berkeley, CA 94704	W 510 665 3229 <a href="mailto:hrhow@ymcacba.org">hrhow@ymcacba.org</a>	2018 3yrs+3yrs 2021
17	Mark Rhoades President Rhoades Planning Group	Rhoades Planning Group 46 Shattuck Square, Suite 11 Berkeley, CA 94704	W 510.5454341 C 510.219.3943 mark@rhoadesplanninggroup.com	2019 3yrs + 3 yrs 2022
18	David Shamszad CEO SG Real Estate	SG Real Estate 1625 Shattuck Ave, Suite 102 Berkeley, CA 94709	W 510.704.1240 C 415.430.5099 david@sgrealestateco.com	2016 3yrs+3yrs 2019
19	Grant Shoaf Vice President & Area Manager Mechanics Bank	Mechanics Bank 2301 Shattuck Avenue Berkeley CA 94704	W 510.647.0729 C 925.303.8550 grant_shoaf@mechanicsbank.com	2019 3yrs + 3 yrs 2022
20	Adam Stemmler Owner Farm League Restaurant Group	Farm League Restaurant Group (East Bay Spice, Spats, & Gio's)	C 619.838.2326 adam@farmleaguemgmt.com	2019 3yrs+3yrs 2022
21	Lu Tipping Business & Property Owner Tipping Structural Engineers	Tipping Structural Engineers 1906 Shattuck Avenue Berkeley CA 94704	W 510.549.1906 C 510.812.5411 lu.tipping@gmail.com	2012 3½ + 3 yrs 2015

22	Rowena Tomaneng President Berkeley City College	Berkeley City College 2050 Center Street Berkeley CA 94704	W 510.981.2850 C 650.743.9349 rtomaneng@peralta.edu	2019 3yrs+3yrs 2022
	John Caner CEO Downtown Berkeley Association	Downtown Berkeley Association 2230 Shattuck Ave. Suite C Berkeley, CA 94703	W 510.549.2230 x12 C 510.501.0256 <a href="mailto:jcaner@downtownberkeley.com">jcaner@downtownberkeley.com</a>	

**DOWNTOWN BERKELEY ASSOCIATION (DBA) BOARD OF DIRECTORS  
MEETING MINUTES**

**Thursday, March 28th, 2019, 8:30am – 10:00am**

**Kinzie Room (1st Floor), David Brower Center, 2150 Allston Way**

**Present:** John Caner, Sharon Dolan, John Hyjer, Chris Hudson, Eric Knecht, Bill Schrader, Lu Tipping, Bill Schrader, Jordan Klein, Emily Marthinsen, Laurie Rich, Larry Rinder, Ingrid Chen

**Absent:** Joel DiGiorgio, Dorthée Mitrani, John Lineweaver, Scott Newman, John Paluska, Hae Won Rhow, David Shamszad

**Guest(s):** Paul Buddenhagen, Deputy City Manager, Jeff Kringler (PG&E), Stuart Mark Rhodes, Wangmo Dixey, Adam Stemmler, Ryan Call

**8:37am – Call to Order**

Bill S. called meeting to order and went over today's meeting agenda.

**No Public Comment**

**Approval of Meeting Minutes**

- Chris moves to approve minutes from meeting 2/28/2019
- Larry seconds

**8:38am** – Bill S. goes thru the agenda.

**Chris Hudson:** Gives quick update of Nominating Committee

**8:40am** – Matt Allen/ Brian Barry presents Operation Report / Street Plus audit

- Adding positions
- Promoting from within
- Joby heading to Reno on 4/02 for continued Social Services training.
- Replacing flower baskets and general spring refresh
- Employee of the month: Coach Joe

**8:50am** – Matthew Jarvis presents the Vitality Report

Introduces Rion Manning our new Marketing Manager

**8:56am** – John C. give CEO Report

- Recommends no assessment rate increase next year
- New DBA office move
- Introduces Paul Buddenhagen

**9:00am** - Stuart (Telegraph BID) Speaks on his experience with encampments in his district.

**9:08am** – Paul Buddenhagen updates Board on sidewalk regulation

- Soft push toward overall enforcement

- City intends to enforce CPC 647e (no lodging on city streets or sidewalks from 7am-10pm)
- 72 hours' notice to homeless to move encampments
- Pilot outreach team launching. The team includes 1 BPD officer,
- 1 neighborhood services, 1 H.O.T Team member.  
They will go out 2 days a week. Will respond list from 311.
- Path of travel measurements not being enforced
- City would like to avoid lawsuits
- Need the city to up its efforts in preparation for the W2WN

**Comments:**

**Adam:** According to credit card charges he has noticed less out-of-city visitors spending money.

**John H:** Where's the help from the city that we were promised?

**9:31am** – PGE Jeff, Zach, Megan presents update on construction

- Project: McGee – University – MLK – Bancroft
- Work should be complete by Sept./ Thanksgiving
- The team will send a full report of impact and dates of segment completion to John Caner.
- Work will cause intermittent power outages throughout the district.
- Work schedule can be adjusted per segment to lessen impact.

**9:58am** – Bill S. adjourns meeting.

## DBA CEO REPORT

John Caner April 23, 2019

8:30-10am, Thurs, May 23	DBA Board Meeting, David Brower Center
10-11am, Thurs, May 23	IKE Smart Kiosk Community Meeting, David Brower Center
8:30-10am, Thurs, June 27	DBA Board Meeting, David Brower Center
8:30-10am, Thurs, July 25	DBA Board Meeting, David Brower Center

### 1. Peter Radu, City of Berkeley Homeless Coordinator

Peter Radu City of Berkeley Homeless Coordinator will be joining us for our board meeting providing a briefing and answer questions regarding City of Berkeley's homeless services, and if time allows provide a briefing of the [1000 Person Plan to Address Homelessness](#). If you have time read through the first couple pages of the plan. It is excellent but sobering study of what we face in addressing homelessness in Berkeley.

### 2. Sidewalk Regulations

Bill and I met with the City Manager and her staff on April 12 to discuss enforcement of sidewalk regulation, including no tents and sleeping on sidewalk between 7am and 10pm. We were told that the City is moving ahead with enforcement, but the first week or two would be information/outreach and soft enforcement. So far we have seen little action on enforcement but are still cautiously optimistic. We were also told that the City has formed a task force with a person from BPD, Neighborhood Services, and Public Works do deal with encampments, helping folks into services and enforcement when required.

### 3. Bigbelly Smart Waste System

Four additional Bigbellys (funded by the City) were finally installed on April 11 in or near BART Plaza in addition to two refurbished units installed in October, bringing a total of six in the Downtown. Assuming a successful pilot program with the City of Berkeley, we expect to deploy another 19 towards the end of this year or early next year, cofounded by the DBA and City as per the DBA three-year financial plan.

### 4. IKE Smart Kiosks

A community outreach meeting to discuss location of up to ten IKE Smart Kiosk in Downtown Berkeley has been tentatively scheduled for 10am, on Thursday, May 23, immediately following the DBA Board meeting. IKE locations will be based on: power availability, sidewalk space, pedestrian traffic, car traffic, exit and entry points to the Downtown.

### 5. Harold Way Project

After several years, the Harold Way project (16 stories & 274 units) appears to be moving forward. Hill Street Realty (HSR) has hired JRDV Architects to complete the construction documents, and also hired Suffolk Construction (both who are team on the new hotel. In next couple weeks they will be drilling soil samples along Harold Way and Kittredge. They hope to begin demo early next year. They will start on renovating the front retail and Shattuck early in the project, which is good news. Joe said he will have schedule (for demo construction, etc.) locked down by July.

### 6. DBA Office

DBA Office will have to move with the development of the Harold Way project. Joe Penner of Hill Street Reality (see above) is still saying that they hope to start demo early next year, so we would need to vacate by the end of the year. He will be able to provide final schedule in July. We have been negotiating with the Wells Fargo Building to move into their basement where Wells Fargo is giving up space including a large bank vault (which would be turned into a conference room). They have hired Geno Yun of ELS (and previously on DBA board) to do design for basement. They have had some delays with Wells Fargo and doing plans with ELS, that could put move date by end of year at risk. Also, need to work on Plan B in event space, terms, or timing does not work out.

## 7. Shattuck-Adeline-Stanford Greenway

The [Shattuck-Adeline-Stanford Greenway Vision](#) Plan was finally completed in early April, with funding by DBA, City of Berkeley, Austin Group, Lennar, and UC Chancellor Grant. The 80-page report authored by Matt Taecker, and sponsored by Bike East Bay, outlines a vision of a Greenway all the way from the Downtown Berkeley BART Station, down Shattuck, Adeline and Stanford all the way to the Bay Trail and beyond. It can also connect to the Ohlone Greenway to the north. Berkeleyside published story about the Greenway [“New ‘vision plan’ imagines 3-mile greenway from downtown Berkeley to Bay Bridge”](#). On-line reader comments were generally negative focusing on risk of homeless encampments, and ability to maintain parks and medians. I am told however that the Twitter comments were generally positive. Next step is for Mayor to work with Emeryville and Oakland to include in there bike/pedestrian plans so it can be eligible for Alameda County Transportation Commission (ACTC) funding.

## 8. Additional Funding for Increased Ambassador Sunday Hours (see attachment)

As per attached email to Finance Committee and Board Pres and VP, I am recommending the board increase Ambassador **Sunday hours** from 11am-7:30pm to **7am-8pm**. Sunday mornings there is often tremendous mess in Downtown from late night revelers and homeless. As we continue to grow our residential population and Sunday brunch business, the situation begs for us to start cleaning with regular hours on Sunday also--which is standard practice for Streetplus in its other markets. The cost of these additional hours is an additional **\$23,708 per year, or \$13,830 for the remainder of 2019**. With our reserves of \$767,664 we can well afford this additional expense, which is core to our mission of a clean, welcoming and vibrant City Center.



**From:** John Caner <jcaner@downtownberkeley.com>

**Date:** Wednesday, April 17, 2019 at 3:35 PM

**To:** Laurie Rich <laurie@browercenter.org>, Bill Schrader <bill@austin-group.com>, John Lineweaver <john@diabloholdings.com>, Sharon Dolan <sharon@freightandsalvage.org>, David Shamszad <david@sgrealestateco.com>, "Klein, Jordan" <JKlein@cityofberkeley.info>

**Subject:** Increased Ambassador Sunday Hours

DBA Finance Committee and Incoming & Outgoing Board Chair:

At our DBA Board meeting next week I would like to get approval from the board for increased Ambassador Sunday hours costing the DBA **\$23,708 per year**, as per below proposal from Steve Hillard, President of Streetplus. We are currently operating from 11am to 7:30pm with five Ambassadors. We are proposing two shifts of four Ambassadors from **7am to 8pm**. (Fyi, our Monday-Saturday hours are 7am-11pm, with at least five Ambassador per shift.)

As you may know this is my neighborhood, and I have been increasingly concerned that I see trash and encampments throughout Downtown on Sunday mornings.

The shorter Sunday hours stems from years ago with Block By Block, based on the idea that many Downtowns that are commercial centers and very quiet on Sundays. Steve says this is quite unusual. They recommend and operate similar hours for Sundays in most of their other markets.

While our Sunday mornings are quieter, we are increasingly becoming a neighborhood with more housing/residents coming on-line, and have a growing Sunday breakfast/brunch market. Moreover we have a vibrant Saturday night life that continues way past our 11pm hours, creating more trash etc. that needs to be cleaned up Sunday morning.

And given our surplus situation this modest investment of **\$23,708 per year** for increased Sunday hours would seem to be a wise investment.

Let me know if you have any question or concerns. If not, I would like to put on the agenda for the DBA board meeting next board meeting.

#### CURRENT SUNDAY STAFFING AND COST

Position	Shift Hours	Bill Rate	Hours	Total
BART Plaza	11:00 AM to 7:30 PM	\$ 27.31	8.00	\$ 218.48
Cleaning Ambassador	11:00 AM to 7:30 PM	\$ 27.31	32.00	\$ 873.92
Shift Supervisor	11:00 AM to 7:30 PM	\$ 29.68	8.00	\$ 237.44
<b>Total</b>			<b>48.00</b>	<b>\$ 1,329.84</b>

#### PROPOSED SUNDAY STAFFING AND COST

Position	Shift Hours	Bill Rate	Hours	Total
Cleaning Ambassador	7:00 AM to 3:30 PM	\$ 27.31	24.00	\$ 655.44
	11:30 AM to 8:00 PM	\$ 27.31	24.00	\$ 655.44
Shift Supervisor/BART Plaza	7:00 AM to 3:30 PM	\$ 29.68	8.00	\$ 237.44
	11:30 AM to 8:00 PM	\$ 29.68	8.00	\$ 237.44
<b>Total</b>			<b>64.00</b>	<b>\$ 1,785.76</b>

Difference - Daily \$ 455.92  
Difference - Annual \$23,707.84

*Note - the annual cost represents the increased staffing level for 52 Sundays*

## DBA VITALITY REPORT

April 25, 2019

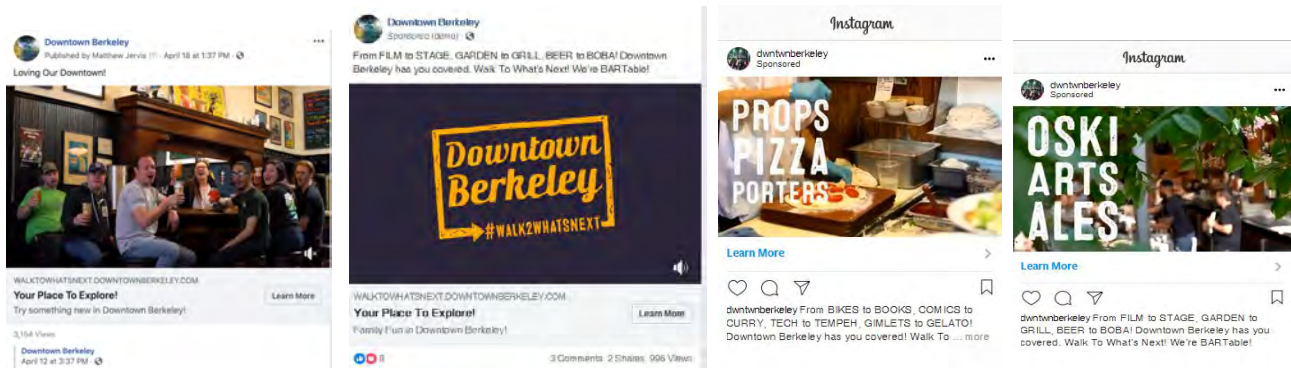
Welcome new board members! I'm very excited to share all the details happening with the DBA vitality efforts. Below please find some top level details regarding our current marketing, engagement, activation and events efforts. I will be reaching out to everyone individually with hopes to connect over coffee/beverage and pick your brain about your thoughts regarding our marketing and general vitality of the Downtown. I'm happy to go into more detail on any subject that interests you when we meet.

- Walk To What's Next Campaign Update
- Downtown Berkeley Event Venue Guide
- Merchant Marketing Meeting: May 7th
- Berkeley LIVE! Plaza Programming
- Summer Events in Downtown Berkeley!

### Walk To What's Next #W2WN Update

We are launched! We hit the streets with a first round of print and online ads as well as social media posts on facebook as well as the Street Banners! We will be launching the next wave of advertising on May 2<sup>nd</sup> and will be targeting more immediate area in the East Bay: Walnut Creek, Alameda, and Los Gatos.

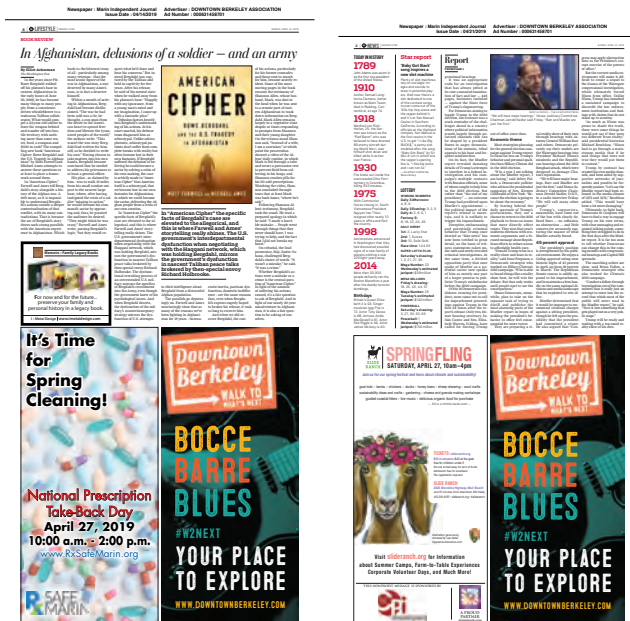
- **Social Media** Our first video has been seen over 3k times on Facebook and Instagram. This video will continue to run and will be pushed out through twitter as well as on our Youtube Channel. We will be launching an additional video featuring the Chancellor in May.



- **Online ads** directed 500+ uniques page views to the website lasting over a minute each visit. The digital impressions ran on these websites: mercury news, east bay times, marin IJ and bayarea.com. Our May launch will include online ads targeting Walnut Creek, Alameda, bayarea.com



- **Print ads** have been running Marin IJ. May will target the more immediate East Bay. Ads targeting Walnut Creek, Alameda, bayarea.com



- **BART ads** 2 sheet ads will begin launching in May on the platforms in the East Bay as well as on trains. I will have photo proof to share next meeting.

## Downtown Berkeley Event Venue Guide

Our first edition is available now for download. This guide will initially be available on downtownberkeley.com as a download. The purpose of this guide is promote the available rental spaces in Downtown Berkeley and be able to properly market this opportunity for people to see Downtown Berkeley as the perfect local destination for large events. The guide will remain in digital form and could possible go into print form in 2020.

## Downtown Merchant Marketing Happy Hour: May 7th @ TBD 5pm – 6pm

Our next meeting will be on May 7<sup>th</sup> place TBD. We will have a presentation by Dough.com a Cal students start up coming up with new ways for students to purchase food in select establishments using their student food credit.

## Social Media Ticker: March 28<sup>th</sup> - April 16<sup>th</sup>

**Instagram:** 1226 followers

**Facebook:** 2273 follows

**Twitter:** 6,313 followers

**Enews:** 3729 subscribers

## Plaza/Events Update

Berkeley LIVE! Programming for April

<b>Wednesday, Apr. 17</b>	Jazz School on the Plaza	12:00-1:00	Jazz
<b>Sunday, Apr. 21</b>	Sereno Capoeira, Capoeira class on the plaza: Taught by Helio Conceicao	11:30-12:30	Capoeira class on the plaza: Taught by Helio Conceicaos
<b>Monday, April 22</b>	Biketopia Music Collective	5:00-6:00	folk rock

<b>Monday, April 22</b>	Now The Changes	3:30-4:30	alternative rock
<b>Wednesday, Apr. 24</b>	Jazz School on the Plaza	12:00-1:00	Jazz
<b>Friday, Apr. 26</b>	Broakley Boiz with special guest Fela Kuchii	5:00-8:00	Dj- Hip Hop
<b>Saturday, Apr. 27</b>	The Golden Overtones	6:30-7:00	Collegiate A Cappella
	Shefali Das	7:00-8:30	singer songwriter
<b>Sunday, Apr. 28</b>	Family Yoga with Lara	11:30-12:30	yoga

## Summer Events in Downtown Berkeley

We are busily applying for our permits and making plans for a lot of fun and exciting stuff happening in Downtown Berkeley this Summer.

- Bay Area Book Fest: May 4-5<sup>th</sup>.**  
 We have been more involved in the promotion this year including a ½ page in the Book Fest pullout section in the Chronicle. Multiple social media posts and our booth will be in the park on both days with general info as well as a trifold of places to Walk To Next!
- Pride in Berkeley: June 27<sup>th</sup>**  
 Coordinating partners to help curate a fun celebration on the Plaza.
- Sunday Streets: July 14<sup>th</sup>**  
 This year we have our very own SS here in Downtown. This years route will be along Shattuck from University to Durant, up to Fulton.
- Conerfest #3: July 14<sup>th</sup>**  
 The third installment of Downtown's celebration of live music will be held during Sunday Streets and is condiering featuring local non profit HipHopfor Change as the non profit partner this time.
- City Open House 2019: Date TBD**  
 We are currently working with the City to help them host an open house in Downtown featuring the Fire Dept, BPD and other departments sharing their work with the public on the streets of Downtown. This event may be held during Sunday Streets.
- Summer Cinema Series 2019: 6/13-7/11-8/8-9/12-10/10**  
 This Summer the BAMPFA Summer Cinema Series will be all about Rock n Roll. This year film will be held at 7pm on second Thursday of each month from June thru October.
- Welcome Back Students Pub Crawl: 2019 August TBD**  
 This year we will be hosting a full pub crawl featuring over a dozen drinking establishments, live music and food throuout the Downtown. A perfect way to welcome new students to their new downtown community!
- Freight Fest: Sept 28<sup>th</sup> and a string of lead-up events on the Plaza**  
 Once again the F&S will be closing down Addison Street for their 2<sup>nd</sup> FreightFest. This year we hope to include a string of promotional events in the Plaza at lead-ups to September. We would also be looking into including a beer garden component to the plaza for these lead-up promotional concerts as after work happy hours featuring music from the Freight!



# Street Report

it starts here.

DOWNTOWN  
BERKELEY

MARCH 2019 DOWNTOWN BERKELEY ASSOCIATION ACCOMPLISHMENTS

## CLEANING AND HOSPITALITY AMBASSADOR SERVICES

The following data and information is provided to the Downtown Berkeley Association for tracking purposes. The period covered is November 1 through March 31, 2019. The data and information is obtained from Ambassadors conducting counts and from work orders entered in Statview.



Clean + Safe + Friendly

## GENERAL COMMENTS

The month of March gave us a glimpse of Spring weather, for a welcomed change. Spring landscaping refresh is in full form; Downtown Berkeley received a little bit of sunshine and our pressure washing team is aggressively hitting the sidewalks. Weeding, gardening, watering and trimming trees back was the main focus of DBA Ambassadors for March.

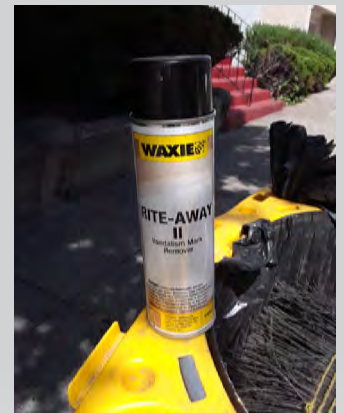


### Equipment: Advance Terra

You will be seeing this labor saving piece of equipment more as the sun comes out. The Advance Terra machine allows us to keep sidewalks and curb line cleaner with less elbow grease, and with greater efficiency. The Advance Terra is a favorite among the Ambassadors because of its ease of use.

### Graffiti:

In the month of March, Ambassadors were under attack with graffiti. Ambassadors abated large numbers of tags, of varying sizes. Our team started using a new type of graffiti remover that is more cost effective than our previous product. So far the ambassadors are all smiles about the new product (pictured).



### Ambassador of the Month:

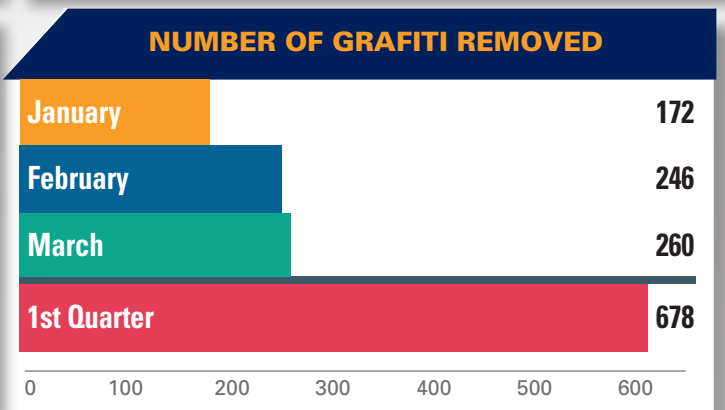
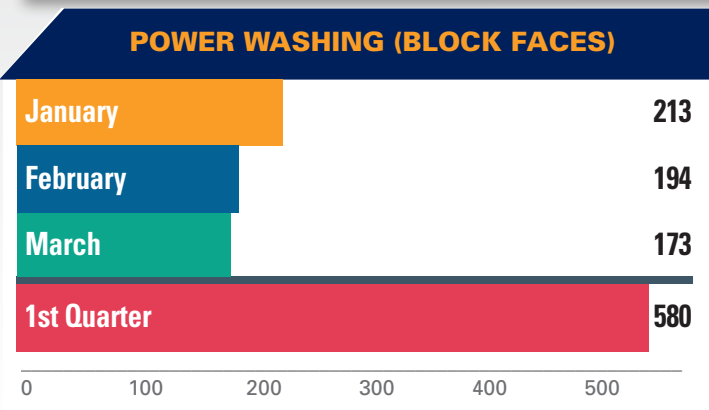
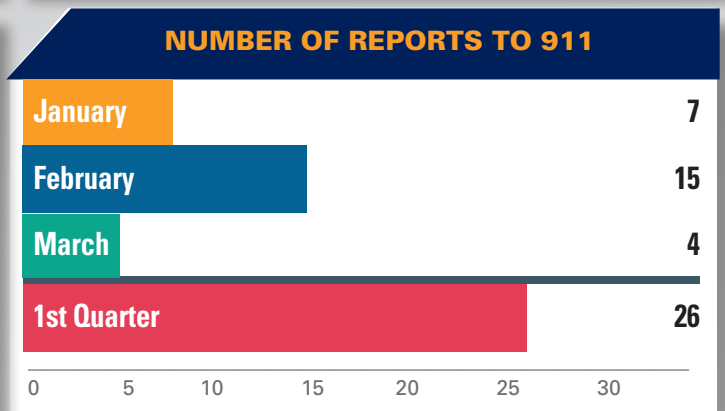
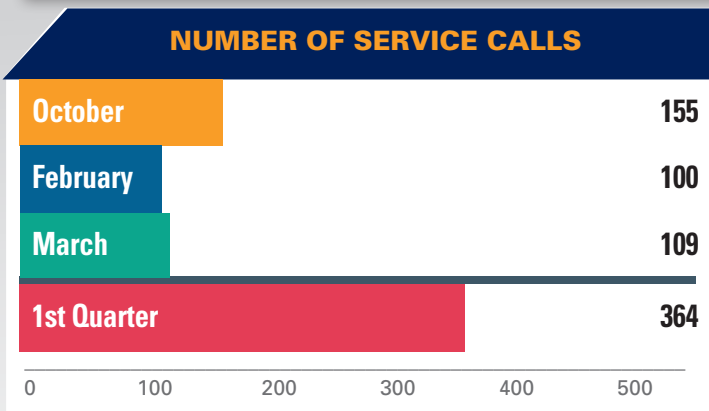
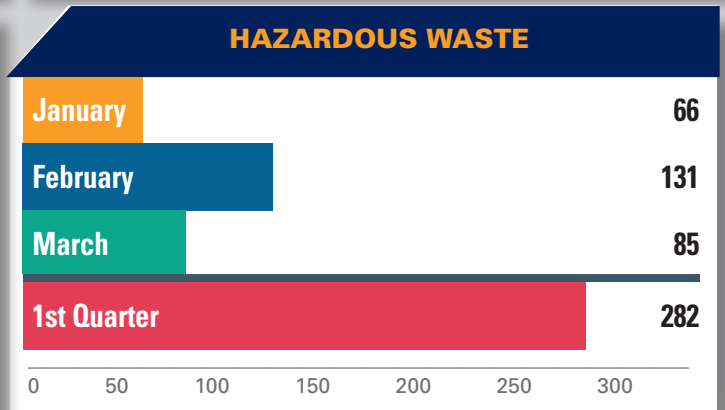
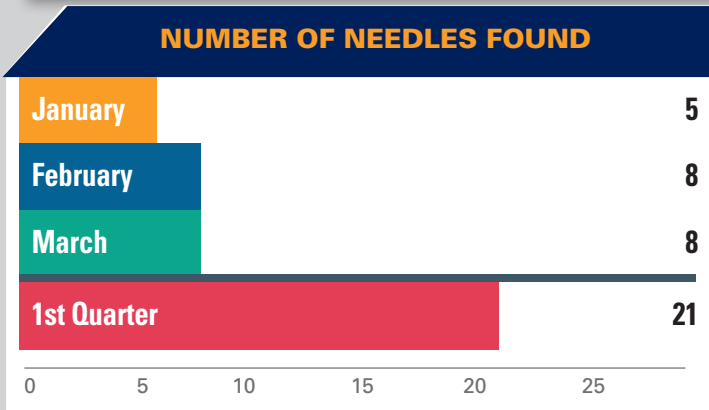
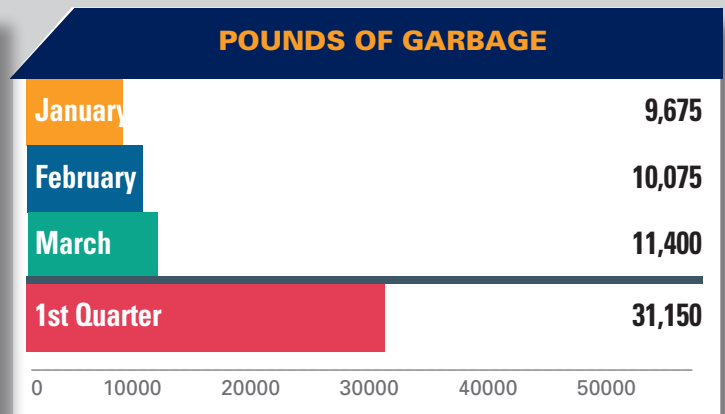
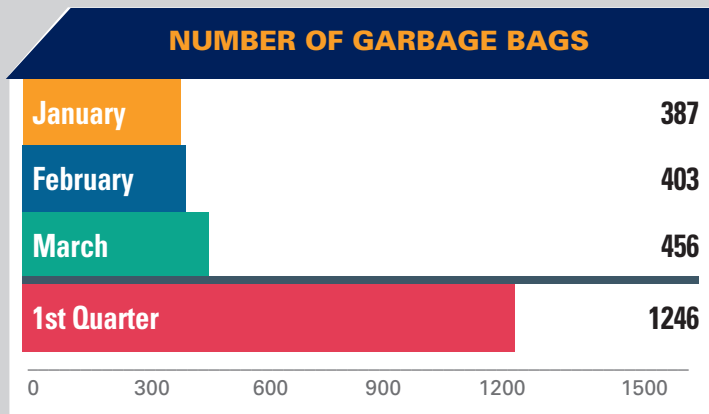
Joby Jackson, our new Social Service Outreach Specialist is the employee of the month for March. She has taken the position by storm, all of the street population know and her and respect what she is trying to accomplish in her new role. Our ambassadors' love her because she is able to engage and help with removals and wake ups, which makes their day go smoother. In only one month she has already assisted someone with housing and numerous others with referrals to city services.

### Looking Forward:

We are getting ready for an awesome spring and summer, putting the finishing touches on spring refresh and preparing for new and exciting things to come. For instants have new Big Belly's, new BART Plaza décor and bright new paint jobs on tops of the garden rounders. Landscaping and weeding will be at the forefront of our duties for this month.



## CLEANING AMBASSADORS



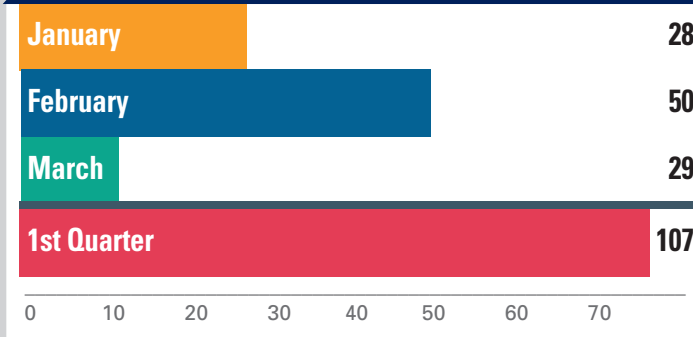


# Street Report

DOWNTOWN BERKELEY ASSOCIATION MARCH 2019 REPORT

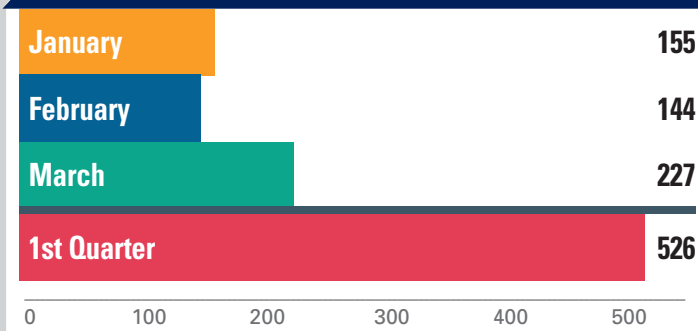
CLEANING AND HOSPITALITY AMBASSADOR SERVICES

## NUMBER OF CALLS TO NON - EMERGENCY

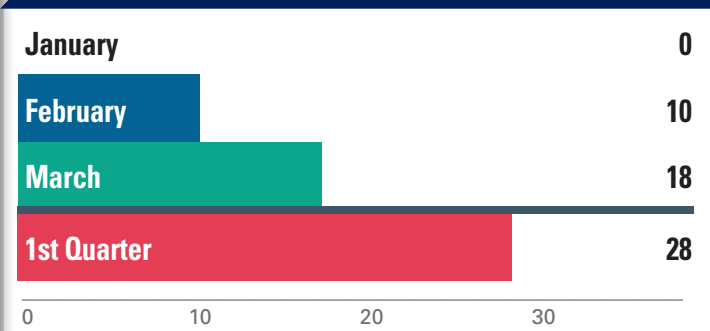


## SOCIAL SERVICE REFERRALS & CONTACT

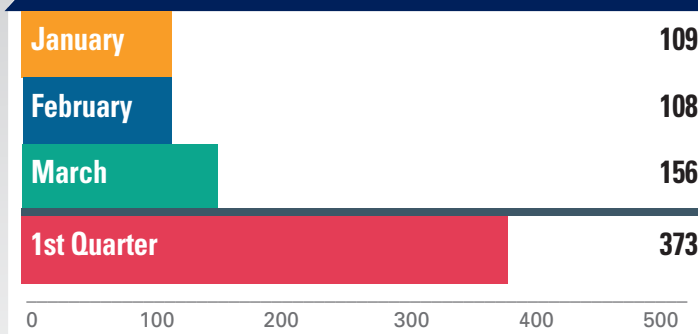
### HOMELESS MORNING WAKE UPS



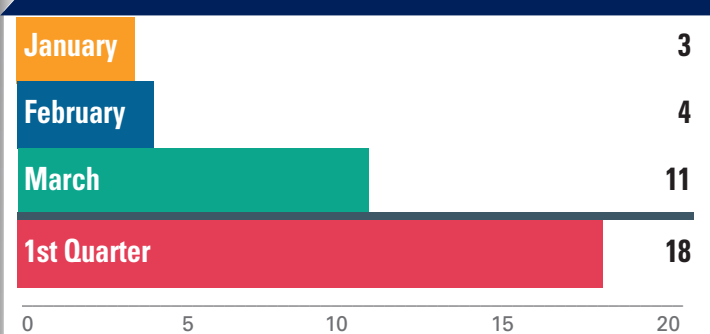
### REFERRALS FOR SERVICE



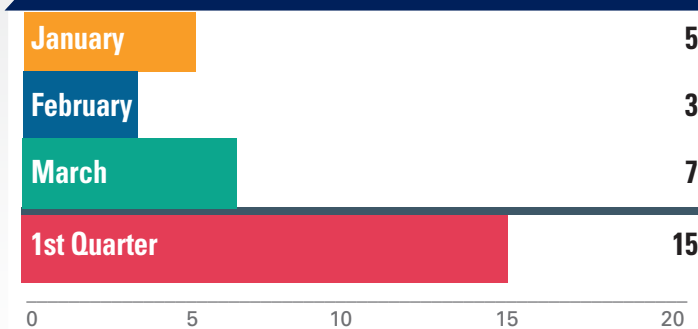
### HOMELESS DOORWAY REMOVALS



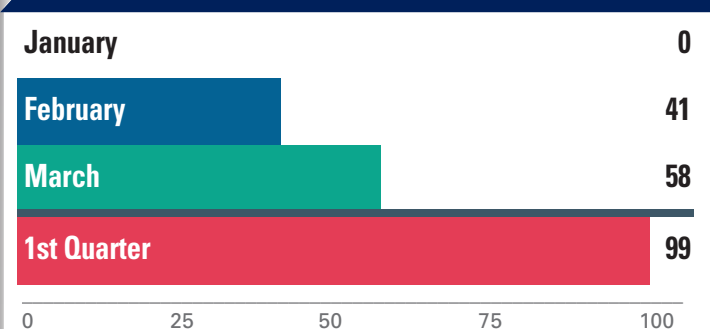
### HOTT TEAM CALLS



### ENCAMPMENTS REMOVALS



### ASSISTANCE (FOOD, CLOTHES, ECT)





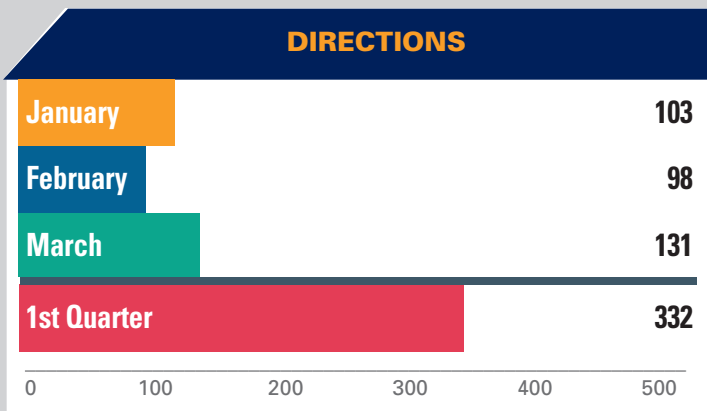
# Street Report

DOWNTOWN BERKELEY ASSOCIATION MARCH 2019 REPORT

CLEANING AND HOSPITALITY AMBASSADOR SERVICES

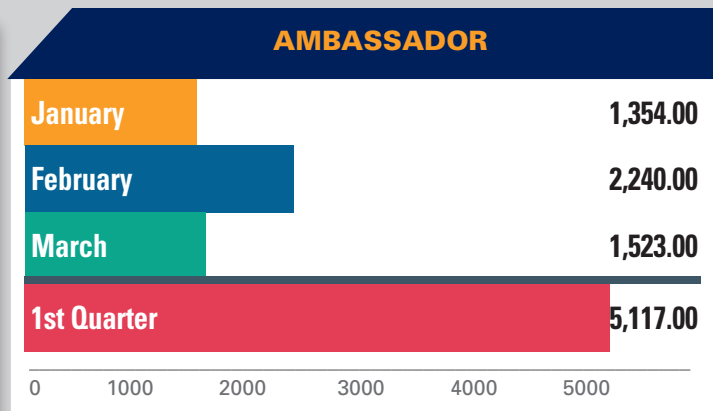
## HOSPITALITY

### DIRECTIONS

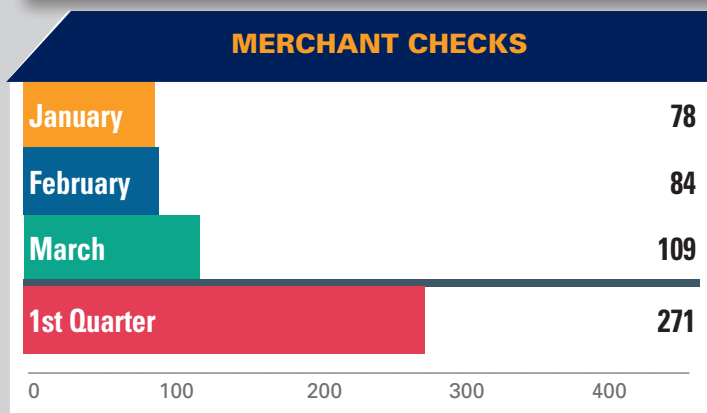


## LABOR DEPLOYMENT

### AMBASSADOR



### MERCHANT CHECKS



## CHRONOLOGIC STATISTICS

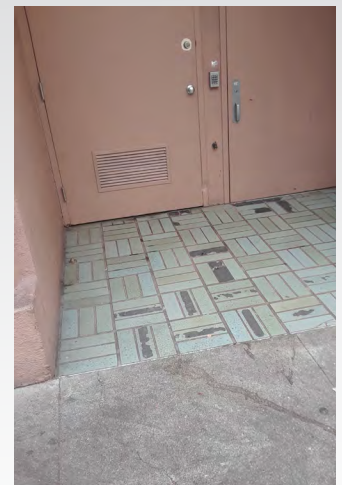
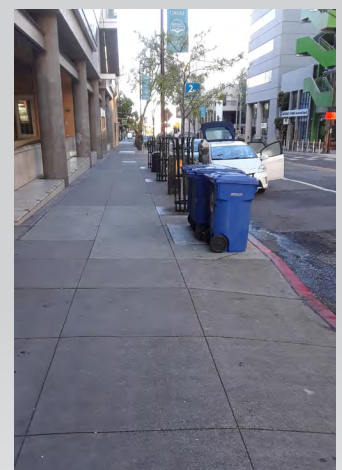
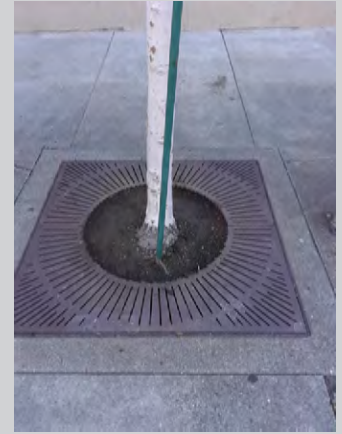
### Statistics 2019

	JAN	FEB	MA
Pounds of Garbage	9675	1075	11400
Graffiti - Removed	172	246	260
Needles Found	5	8	8
Power washing block faces	213	194	173
Service Calls	155	100	109
Hazard Waste	66	131	85
Non Emergency Calls	28	50	29
Directions	103	98	131
Merchant Checks	78	84	109
911 Calls	7	15	4

### Social Services 2019

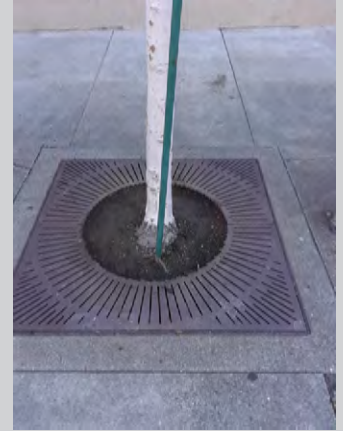
Homeless Morning Wake-Ups	155	144	227
Homeless Doorway Removals	109	108	156
Assistance	0	41	58
Hott Team Calls	3	4	11
Referrals for Service	0	10	18

## BEFORE/AFTER





## BEFORE/AFTER



## DEFINITIONS FOR THE TERMS USED IN THE STATISTICS:

### **Panhandling-Aggressive**

Panhandling while making unwanted physical contact, following, making repeated requests, yelling, or blocking the path of passers-by.

### **Panhandling-Passive**

Legally panhandling in a safe manner.

### **(Appears to be) Under the influence**

Individual behaving in a manner that is congruent with intoxication.

### **Drug Paraphernalia**

Visible drug paraphernalia. Either possessed by an individual or discarded.

### **Open Container**

Visibly open alcohol container, possessed by an individual.

### **Vandalism**

Destruction, or defacing of public or private property.

### **Public Intoxication**

Individual that is publicly intoxicated. As determined by law enforcement on scene.

### **Assault**

Assault according to state and federal law, witnessed by an ambassador.

### **Questionable activity**

Record of individuals loitering, or intentionally avoiding detection on private property. As requested by property owners or management.

### **Verbal Abuse**

Individuals behaving in a verbally threatening, or aggressive manner toward unwilling recipients. Yelling at, threatening, or slandering in public.

### **Hot Spots**

Regular patrol of areas high in Panhandling, drug activity, pedestrian foot traffic, or homeless encampments. Any area that needs regular and consistent ambassador presence for Hospitality services, or Social Outreach Services.

### **Contact with Homeless**

Any contact with a homeless individual that includes the offering of services. Or a request for information about services or service providers.

### **Referral-Clothing**

Referral to service provider for Clothing

### **Referral-Food**

Referral to service provider for food.

### **Referral-Shelter**

Referral to service provider for shelter

### **Wellness Checks**

Verbal, or visual check to ensure an individuals safety and well being

### **Self-Reported Mental Health**

Mental Health issue that the individual shares with an ambassador to seek aid, or define personal behavior.

### **Encampments – Reported**

Any homeless encampment as defined by a sleeping area or shelter (Tent, Tarp, Lean-to).

### **Encampments – Unclaimed Property**

Any homeless encampment as defined by a sleeping area or shelter (Tent, Tarp, Lean-to), that is unoccupied.

### **Directions**

Directions provided by ambassadors to any that request information.

### **Merchant Checks**

Contact with a merchant or property owner to either;  
A) provide contact materials for the ambassador program or provide with Downtown Alliance materials.  
B) Respond to a merchant request via contact with the Ambassador program.

### **Citizen Assist**

Any assistance provided to a citizen other than directions. For example; Information about festivals, service providers, or the ambassador program. Or Downtown event dates and times.