



Downtown Berkeley Positive Change

January 10, 2019

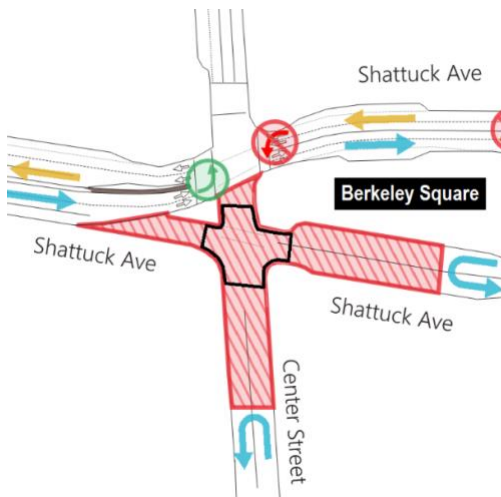
Farewell Matt Allen, Welcome Perty Grissett



As many of you have heard, Matt Allen, Downtown Berkeley Operation Manager, has accepted an exciting new job as Director of Operations for the new SOMA West Community Benefit District in San Francisco. We are happy for Matt, but sad to see him leave Berkeley where he has developed a great Ambassador team and strong partnerships with the City, merchants, and property owners. The good news is that Streetplus (our Operations Services partner) has hired Perty Grissett, a wonderful successor for Downtown Berkeley Operations Manager. Perty's first day was December 27, and Matt has been doing intense training and mind melding with Perty so he can hit the ground running. Please feel free to contact Perty at 510.549.2230 x2, or

pgrissett@downtownberkeley.com. And of course you can contact the Ambassador team anytime from 7am-11pm on our hotline at 510.550.7550 or service@downtownberkeley.com

Shattuck Switchover Complete, but Center St Closure thru Feb 13



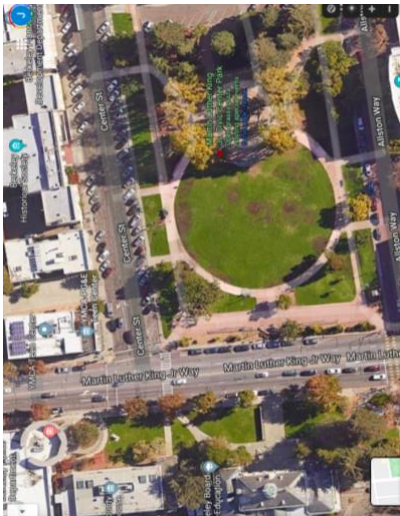
After two years of construction and preparation, on December 19 the SWITCHOVER to two way traffic on the west side of Berkeley and Shattuck Square was complete, eliminating the dangerous dog-leg for northbound traffic. However, at the same time the eastern intersection of Shattuck and Center Streets was closed for 8 weeks to construct "tabletop intersection denoting slow street now on east side of Berkeley and Shattuck Squares. Center Street is rescheduled to reopen by February 13. Next is repaving of the area, completion of landscaping, streetscape, and lighting, with expected completion of entire project my mid-year. Thank you for your patience.



“W2WN” Reusable Beverage Cups

Under the [Single Use Foodware & Litter Reduction Ordinance](#), on January 1 merchants are required to provide disposable foodware that is certified compostable, AND charge 25 cents for disposable cups. With implementation of the new ordinance the DBA has ordered several hundred beverage cups to promote the Downtown, with the “**Walk to What’s Next – Downtown Berkeley**” branding. While they last these “W2WN” 15oz orange plastic cups (with lids), are available at price of \$2 per cup (\$1 discount off the \$3 per cost to the DBA. Please contact Matthew Jervis at mjervis@downtownberkeley.com if you would like to purchase cups or explore co-branded reusable coffee cups also.

Civic Center Planning Process Continues



In 2016 Berkeley voters approved Measure T1 which allocated \$100 million in bonds for funding of infrastructure and facility projects, with \$376,430 targeted for the development of a vision and design concept for Berkeley’s Civic Center, including Old City Hall, Veterans Memorial Building, and Civic Center Park. In 2019, the Office of Economic Development (OED) secured internationally renowned Gehl Studio, with strong local partners, to lead the project. In the fall the team did a series of stakeholder, commission, and community meetings. Next on January 14, the team will be holding a worksession with Berkeley Council to get feedback on findings to date. Then in March there will be another community meeting to review design concepts. By fall 2020 Council is expected to review and approve a preferred design concept and implementation plan, with completion of the visioning process by the end of the year. If you would like to receive project updates and email notifications regarding this exciting project please send an email to: EHollander@cityofberkeley.info.

John Caner joins California Downtown Association (CDA) Board



In July 2019, DBA CEO John Caner was elected to the California Downtown Association (CDA) Board of Directors. John has also served on the board of the International Downtown Association (IDA) for the past six years where he has been exposed to urban place management best practices and concepts that he has incorporated into DBA plans and operations. At the CDA John is focusing on mental health reform, heading up a CDA task force on the issue. Having folks live on the streets of Berkeley and other cities with untreated severe mental illness (SMI) is a tragedy for them, their families, and our communities. And our public spaces, merchants, property owners, and Ambassadors have to deal the impact of this neglect on a daily basis.