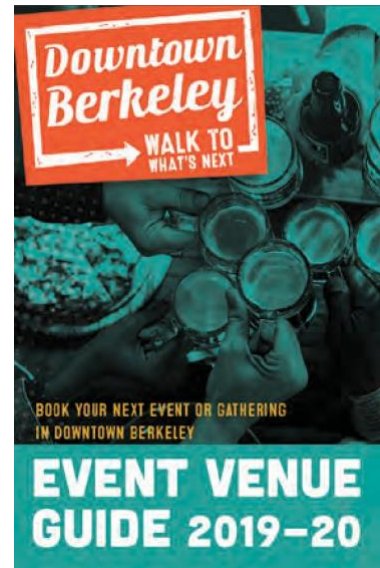


Shattuck Reconfiguration 2-Way "Switchover" Slated for October



The Shattuck Reconfiguration Pedestrian Safety Project is coming down the final stretch. Thank you all for your patience! In mid-October the City is expected convert the west side of Berkeley and Shattuck Squares to two-way traffic. This "switchover" will be announced at least a week prior with extensive outreach by the DBA and City detailing dates and plans. At the same time, the City will be closing for 6-8 weeks the eastern side of Shattuck and Center to build a new "tabletop" intersection, to slow traffic onto upper Center Street and the east side of Berkeley and Shattuck Squares. After this major final construction phase the City contractors will complete electrical work; install lighting, street furniture, landscaping; and finally pave the completed project. The ambitious goal is to have the project completed by the end of the year or early next year.



DBA Launches Event Venue Guide

The DBA recently launched the second edition of its Event Venue Guide in Downtown Berkeley, to assist any group in planning their next event--whether an intimate dinner or a large meeting or conference! The Venue Guide provides a detailed directory by category and capacity of private dining room spaces, meeting rooms, and performance venues at a myriad of Downtown venues--helping one find the perfect fit for their group of visitors and/or locals. Increasingly the visitor and conference industry is seeking transit and pedestrian oriented experiential venues, where folks can attend an event and then experience all that a dense urban area has to offer. And Downtown Berkeley fits the bill, and boot in next door to a world class university!

Save the Dates!



Berkeley LIVE! will feature a myriad of events this fall on the Plaza including:

5pm, Fri, Aug 30... Cal Football Kickoff Party

4pm, Sun, Oct 13.... Berkeley Symphony

5pm, Fri, Oct 25..... Halloween Hootenany

5pm, Thu, Dec 5 Holiday Tree Lighting

Also, come see our regular programming every Wednesday, Thursday and Friday in BART Plaza. More info on Plaza events can be found by visiting: ontheplaza.downtownberkeley.com

Also, save the date for the following key events elsewhere in the Downtown:

5-7pm, Mon, Sept 13..... Berkeley Visionary Awards @ Freight & Salvage (ticketed event)

12-5pm, Sat, Sept 28..... 2nd Annual FreightFest @ Addison between Shattuck & Milvia

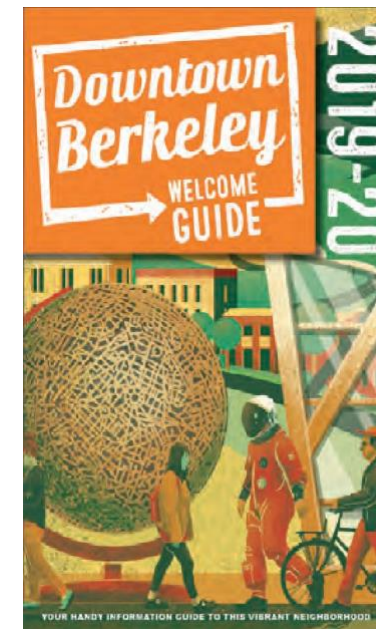
7am, Sun, Nov 17..... Berkeley Half Marathon @ Civic Center Park (ticketed for runners)

5-7pm, Wed Dec 11..... DBA /Chamber Holiday Party @ Five + Dime Music Hall
(honoring BPA Officer of the Year)



Downtown Berkeley Positive Change

September 3, 2019



DBA Releases 2019/2020 Welcome Guide

The Downtown Berkeley Association has released its third annual Downtown Berkeley Welcome Guide, "your handy information guide to this vibrant neighborhood". The guide which provides key info on a myriad of places to eat, drink, shop and have fun, and is available online at www.downtownberkeley.com or in print. Print copies are distributed to new residents at apartment buildings in and around the Downtown, and to new companies moving to the Downtown. Sections include: Civic Resources, Getting Around, Map, Eat & Drink, Arts, Fitness, Health & Wellness, Shopping, and Local Advertisements. Please contact Rion Manning at the DBA 510.549.2230 x3 or rmanning@downtownberkeley.com if you would like to get copies for your team.



Downtown Berkeley Visitor Brochure at Airports & Other Venues

Downtown Berkeley Visitor Brochures and map are now available at approximately 200 Bay Area locations including major airports, hotels, and other key visitor venues. Our first run of 25,000 brochures ran out in near record time, so we just ordered another 25,000! The brochure features colorful Downtown Berkeley Walk to What's Next branding, and includes a detailed map, and highlights amazing food, drink, arts, shopping and entertainment in the Downtown, as well as easy access via transit and parking. Please contact Rion Manning at the DBA 510.549.2230 x3 or rmanning@downtownberkeley.com if you would like to get copies if you would like brochures for your business.



Expanding BigBelly Smart Waste Program

In April the City deployed six BigBelly smart waste trash compactors as a pilot program in and near the new Downtown BART Plaza. Two were donated by BART and four were purchased by the City. The pilot program has been a smashing success, and the DBA has agreed to co-fund 19 more BigBelly units in the Downtown. The solar powered trash compactors have up to ten times the capacity of regular trash bins, and they notify our staff when they are full. Moreover, there are no more overflowing cans and nasty spills that mar our Downtown. And the BigBellies include poster messaging panels that provide an excellent opportunity to promote Downtown events and programs.

“Porous Pavement” Pilot Program at YMCA



The YMCA and DBA have funded a “pour-in-place permeable paving” demonstration project in six tree wells in front of the YMCA. Lance Gorée, Executive Director of the Berkeley YMCA initiated the project co-funded by the Y and the DBA. Lance discovered and advocated for the porous pavement technology by Porous Pave (www.porouspaveinc.com) when he was Operations Manager and the DBA, impressed by its neat appearance, permeability for rainwater, and long life and low maintenance. Moreover, the pavement is an eco-friendly green building material made of recycled sustainable tires, significantly reduces the risks of trip and falls in tree wells, and comes in a variety of colors! For more information please contact Lance at the YMCA 510.665.3275 or lgoree@ymcaeastbay.org; or Matt Allen, DBA Operations Manager at 510.549.2230 x2 or mallen@downtownberkeley.com.

Council Approves Trash Corral Pilot Program



Artist rendering of trash corral near Telegraph

Tired of seeing those garbage bins crowding our sidewalks in a willy-nilly fashion, and often overflowing and making a mess? Unfortunately, Berkeley commercial districts rarely have alleyways, where most other cities are able to provide back of house garage service. Hence, Berkeley’s Zero Waste has to provide service from front of house via sidewalks. And while there are sometimes scofflaws who leave out bins all day long, it is often difficult for merchants to know when garage will be picked up, and/or bring in bins during business hours. Hence the challenge of so many bins on our sidewalks during business hours. On June 25, the City Council approved a trash corral project is Telegraph

District, and then Downtown. Each corral enclosure will hold up to nine bins, with locks only accessed by business owner and City, and decorated with mural or other artwork. Telegraph plans to install their trash corral in October at Channing and Telegraph; and we hope to install our corral by the end at Downtown location to be determined.

IKE Smart Kiosks Coming to Downtown Berkeley



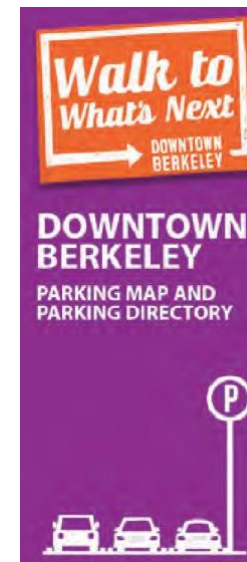
On September 24 the City Council is expected to approve the location of eight IKE Smart City Kiosks in Downtown Berkeley. With input from two community outreach meetings, the IKE Project Team (with representative from the City Staff, Council, Visit Berkeley, and DBA) have come up with recommendation for the eight locations which can be viewed as part of the Council package on the City website. Locations were constrained where PG&E power is readily available. Nevertheless, locations were selected for high traffic pedestrian areas and particular nodes of interest (e.g., City Hall, Arts District). Our hope is that this first phase will be installed by the end of the year, but installation is predicated on Council approval and scheduling PG&E power connection. There will be an opportunity for additional units in Downtown and elsewhere in the City during a second phase of deployment expected roughly a year after first phase installation. All merchants will be listed free of charge on kiosks in order of proximity to kiosk based on category of interest. Merchants can also buy discounted ad space on the kiosk also. Visit Berkeley will be hiring a project manager to administer and update the first phase kiosks located in Downtown, Telegraph and Lorin Districts. Stay tuned for future updates on this exciting project!

Downtown Berkeley Signage Pilot Program



The City of Berkeley, in coordination with the DBA and Councilmember Kate Harrison’s office, has deployed six new “Welcome to our Clean, Healthy & Accessible Downtown” 12” x 18” signs in and around BART Plaza, that provide a friendly but clear delineation of key quality of life ordinances in the Downtown. Design was an iterative process, to include graphic icons, Berkeley Municipal Code (BMC) references, and clear positive messaging. The DBA has printed several hundred postcard versions of the sign also for Ambassador to pass out when they are informing folks of City regulations. Please contact Rion Manning at the DBA 510.549.2230 x3 or rmanning@downtownberkeley.com if you would like to get copies if you would like brochures for your business. Please provide us your feedback. We hope to expand the program later this year.

New Parking Brochure with Map, Directory, & Pricing



The DBA was introduced new Downtown Parking brochure that includes a map, directory, and pricing for all Downtown garages and surface lots. Please note new brochure includes the City’s new 722 space Center Street Garage, as well as the University’s new 57 space Northern Extension Lot that is available to public during the evenings and on weekends. The brochure also provides pricing comparison by the hour, day, month, and if applicable early bird and evening rates also. The brochure is available online at www.downtownberkeley.com/visit and in paper form also. Contact Rion at the DBA to order copies of the brochure now for your employees, visitors, or customers.

