

**Downtown Austin Alliance 2008 Service Plan
Arts and Entertainment Marketing Program Area**

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Collaboration and Advocacy	Act as advocate for downtown cultural and arts organizations	Ongoing	A		2008
	Partner with the City of Austin to ensure alignment with and support for goals of the Downtown Austin Plan, the Downtown Arts Development Plan and the CreateAustin plan	Ongoing	A, S		2008
Public Art	Advocate for the placement of art in public places downtown	Ongoing	A, S		2008
Holiday Lights	Lead campaign for new Holiday decorations downtown: Fund raising, artist commission, maintenance, installation	2008	D	TBD	2008
Holiday Stroll/Tree Lighting/Sing-Along	Partner with KUT-FM to create a seamless event	2008	S		2008
	Manage Christmas Tree Installation and Lighting		D	\$15,800	2008
	Produce Holiday Stroll along Congress Ave.		D, S	\$15,000	2008
Event Sponsorships	Provide financial support for marketing of downtown cultural events. Sponsorships could include: First Night Austin, Farmers Market, Arts City Austin, Others TBD	2008	A, S, D	\$20,000	2008
Downtown Television Series	Possibly produce Season 4 or a variation thereof	Ongoing	D, S	\$200,000 + privately-raised \$250,000	2008
	Discuss options for Season 4 and research options for running past seasons in other markets and additional outlets in Austin, repurposing content from existing seasons, broadcasting on KLRU Web site	Ongoing	D	\$3,000	2008

Downtown Austin Alliance 2008 Service Plan Communications Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Message Development and Training	Work with Board and Staff to create and/or update key messages on topics relevant to the Downtown Austin Alliance	Ongoing	A, M		2008
	Hold annual training sessions for all Board and Staff members to ensure successful delivery of messages.		A		2008
Media Relations	Schedule regular proactive meetings with key media to establish an open dialogue, offer story ideas, resources, etc.	Ongoing	A, M		2008
	Proactively outreach to media with timely information on key issues, relevant topics, events information, etc.	Ongoing	A, M		2008
	Establish a single point of contact within the DAA to respond in a timely manner to media requests.	Ongoing	A, M		2008
	Position DAA staff, board and committee members as spokespeople for stories relevant to downtown and the DAA.	Ongoing	A, M		2008
Speakers Bureau	Create and maintain list of subject matter experts for DAA staff and board members. Post information on DAA Web site and provide to organizations scheduling meetings, speeches, etc.	Ongoing	A, M		2008
	Create template presentations for key issues		A		2008
Collateral Materials	Draft and distribute regularly-scheduled collateral pieces that focus on key DAA initiatives, downtown events, updates and current events.	Ongoing	D	\$12,000	
	This Week in Downtown: Weekly email newsletter	Weekly	A		2008
	Focus: Quarterly printed newsletter	Quarterly	D	\$30,000	2008
	Annual Report: Yearly document featuring financial results, accomplishments	Annually	D	\$8,500	2008
Web Site	Update Web site with current information.	Ongoing	D, A, M	\$5,000	2008
	Drive traffic to Web site by including URL on all methods of communication.	Ongoing	A, M		2008
	Research Web site revisions, designs, layout for future modifications.	Ongoing	A, M		2008
Special Events	Manage, host and promote events that enable the DAA to communicate important information about the downtown community to a wide audience. Events to include: Issues and Eggs, Annual Meetings, Impact Awards, Downtown ala Carte	Ongoing	D	\$32,900	2008
Membership	Continue to create partnerships with large building and property owners to ensure active participation in DAA.	Ongoing	S		2008

**Downtown Austin Alliance 2008 Service Plan
Economic Development Program Area**

Top Priority					
Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Development Issues	1. Participate in City of Austin Downtown Plan Process. Monitor "interim" development proposals.	Phase One near completion; monitoring possible interim recommendations from Design Commission; DAA board adopted position recommending that new development recommendations be economically modeled and analyzed comprehensively as part of the Downtown Plan.	A/M		Phase two begins early 2008
	Should be driven by economic potential, not design/land use				
	Address issues such as streamlining process, code simplification, FAR, height, I35, publicly-owned land, affordable/workforce housing, Capitol View Corridors, and urban rail/streetcar.				
	Create funding sources for downtown infrastructure needs (Great Streets, utility relocation, etc.)				
	Ensure result is implementable plan with Council action items				
Secondary Priorities					
Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Development Issues	2. Waller Creek Tunnel - Participate in corridor planning	Tracy Atkins is DAA representative on Citizens' Committee. Will continue to monitor as planning RFQ is issued	A/M		Early 2008 and ongoing
Retail/Entertainment Development	Continue targeted recruitment for Congress Avenue and East/West 6th Street according to now-completed merchandising strategies.	New retailers in last year: Authenticity, Enchante, and Alamo Drafthouse at the Ritz	D	\$ 82,575	Ongoing
Public Development as an anchor for Downtown	1. Federal Courthouse - Continue monitoring development and issues such as the transportation/security issues, design and role in Republic Square Park	Judge Austin and GSA rep. come to monthly Republic Square meetings. Courthouse design approved by GSA.	M/A		Ongoing
	2. Seaholm	City and Seaholm Power LLC MDA to go to Council in November	M		November 2007
	3. Block 21	Broke Ground	M		October 2007
	4. Green Water Treatment Plant	RFQ to be issued 2008	M		2008
	5. Austin Energy Substation & Energy Control Center	City announced redevelopment opportunity for portion of site	M		3 years
	6. New Central Public Library	\$90 m bond package passed	M		Start 2010
	7. Brackenridge Hospital	Interdisciplinary program launched	M		Ongoing
Marketing/Promotion/Retention	1. Office Retention Keep economic development packet updated as well as downtown demographic information. Continue producing downtown vacancy list for buildings under 20,000 sq. ft. every six weeks. Building fairs.	Continual	D	Other than staff time, this is included in Communications budget	Ongoing
	2. Ongoing demographic research and promotion Primarily distributed through downtownaustin.com; development and retail print materials targeted to key audiences.		D		

**Downtown Austin Alliance 2008 Service Plan
Maintenance Program Area**

Maintenance	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Overall Goal	Develop comprehensive approach to maintenance issues in the downtown PID thru a partnership with the City of Austin and other downtown stakeholders	On-going	A, M, S		2008
Supplemental to the City of Austin Maintenance Services and Advocacy					
1. Litter	Staff an in-house maintenance team, hiring disadvantaged individuals to provide litter removal services within the PID, 7 days a week year round with the exception of holidays.	Daily	D,S	\$82,131.00	2008
2. Sidewalk Washing	Provide regular sidewalk washing Saturday and Sunday to remove bird droppings, general dirt and spills on Congress Ave. from 5th to 11th Streets and in the 100 blocks of East and West 6th Street. DAA provides periodic sidewalk washing on blocks outside the mentioned areas when needed dictated by seasonal bird droppings, spills and requests of member property owners.	Minimum - 3 days a week	D	\$35,978.00	2008
	Provide grant funding for City service to support sidewalk cleaning operations for Congress Avenue and East 6th Street.	Minimum - 5 days a week	D	\$35,000.00	2008
	DAA to explore and test methods to remove gum from Congress Ave. and E. 6th Street and work with City to determine most effective manner to address this issue.		A, M		2008
	Continue working with the Downtown Community Court community service crews to supplement DAA's sidewalk washing to work in key areas.		A, M,S		2008
3. Graffiti Removal	Provide prompt, efficient graffiti removal service for all private properties located within the PID. Removal response time goal is to remove the tag within 24 hours of the tag being reported.	Daily	D	\$26,221.00	2008
	Public Right-of-Way - DAA to work in partnership with City of Austin's Graffiti Abatement program, DAA staff to notify COAGA supervisor and DAA will remove graffiti, with approval, from public right-of-way within the PID.	Daily	D		2008
	DAA to continue working with the Downtown Community Court's painting crew to maximize and expedite graffiti removal efforts.	On-going	A, M, S		2008
	DAA to report all graffiti crimes against private property owners located within the PID to APD detective assigned to graffiti crimes. DAA shall also continue to inform property owners of the proper channels to report graffiti crimes.	On-going	A, M		2008
4. Refuse/Waste Removal	DAA to continue to work closely with City Solid Waste Services staff to monitor and assure the effectiveness of the Downtown Refuse Contract District.	On-going	A, M		2008
5. Alley Reconstruction & Repair	DAA to continue to work with the Street and Bridge Department prioritizing and monitoring progress on alley reconstruction, patching and other surface repairs.	On-going	A, M		2008
6. Other Maintenance Issues	DAA will continue to work with City and other stakeholders to address other maintenance issues such as tree trimming; weed removal from sidewalks; maintenance and servicing of public litter cans; maintenance issues involving special events, parades/protests.	On-going	A, M, S		2008

Type: A = Advocacy; D = Direct; M = Monitor; S = Social/Partnerships

11/1/2007

Downtown Austin Alliance 2008 Service Plan Parks Program Area

Top Priorities					
Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Long-Term Planning	Co-manage (with APF and PARD) development of concept designs for the three historic squares	EDAW proposal received	D/S	\$300K (to be raised)	2008
Fundraising	Develop and implement fundraising strategies for plan.	Fundraising committee formed.	D/S		mid-2008
Secondary Priorities					
Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Develop Context and Stakeholders for Historic Squares, to guide planning process	Overall: Support City of Austin Parks Department in long-term lease negotiations with State of Texas for three historic squares.	Texas GLO determined it requires Legislative Action. Next step: contact Senator Watson and local representatives	A/M		2009 Session
	1. Wooldridge Square UTSoA completed site study June 2007. Presented findings at Issues & Eggs attended by 70 Austinites.	Next: include these and other interested stakeholders in planning process.	A/S		Ongoing
	2. Republic Square Auction Oaks preservation/decking project	APF to take lead; gathering board and commission support	A/S		Begin construction 2008
	3. Brush Square Now that new irrigation system has been installed (APF funded), continue small improvement projects and quarterly volunteer work days (usually get 40-50 volunteers); use 2007 charrette feedback in planning process	Next: installation of trash cans and benches	D/A/S		Ongoing
Programming	1. Park Programming Continue to support Austin Parks Foundation with annual \$25,000 grant and fund ongoing park programming and fulfill contractual agreement of co-sponsoring at least 4 events per year. Explore ways to incubate new and existing programs so that they become sustainable over time. Address issues of commercialization (closed/fee-based events). Explore new partners/events.	Small co-sponsorship budget restored; Consider expanding programming budget.	D/S	\$29,000	Ongoing
Palm Park	Advocate for Palm Park improvements to be included in Waller Creek Tunnel corridor planning	Have started discussing with Council Member Cole.	A/S/M		24 month planning process once consultant selected

Downtown Austin Alliance 2008 Service Plan Security Program Area

Security	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Overall Goal	Through partnership with the City of Austin, APD, TABC, the District Attorney's Office, the local social service network and the local judiciary, the DAA will strive to develop a comprehensive approach to address issues concerning public order, crime and public safety.	On-going	A, M, S		2008
Supplemental to the City of Austin Police/Security Services and Advocacy					
1. Downtown Rangers	APD Civilian staff safety/citizen assistance program. DAA will continue to grant fund the cost of eight, full-time equivalent Rangers positions. DAA currently houses the Rangers offices/locker facilities and will continue to provide this support.	7 days per week, number of Rangers per shift/day varies	D	\$369,164	2008
2. Downtown Parks Police	City Parks Police/Public Safety Department officers assigned to patrol downtown parks and green spaces. DAA's financial support of this program will end 9/30/2008.	2-4 officers, 8 hours per day, 7 days per week.	D	\$92,976	Thru Sept. 2008
3. Downtown Assistant District Attorney	Assistant DA is assigned to focus on crime/prosecution of felons in APD's Downtown Area Command. DAA co-funds the cost of this position in partnership with the Travis County DA's Office and City of Austin.	On-going	D	\$20,000	2008
4. Monitor Liquor Licensed Establishments	Work with all possible city departments, TABC, downtown stakeholders and property owners to address issues related to problem liquor licensed establishments.	On-going	A, M, S		2008
5. Community Court	Work with Community Court to assure that the Court remains effective in addressing downtown public order issues and the needs of habitual offenders. Monitor the effectiveness of Project Recovery and make appropriate recommendations to the DAA Board pertaining to future community advocacy for this program.	On-going	A, M, S		2008
6. Austin/Travis County Reentry Roundtable	Continue to support the work of this community collaboration to improve the opportunity for former offenders to successfully reenter the community. DAA staff to continue serving on the Planning Council.	On-going	A, M, S		2008
7. Ending Chronic Homelessness Committee	Continue to support the work of this collaboration to address the needs of the homeless community and provision of social services downtown. DAA staff to continue serving on steering committee.	On-going	A, M, S		2008
8. Austin/Travis County Mental Health Jail Diversion Committee	Continue supporting this initiative to divert offenders with mental health issues into programs that address the treatment and case management needs of this population. DAA staff to continue serving on this committee.	On-going	A, M, S		2008

Downtown Austin Alliance 2008 Service Plan

Streetscapes Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Streetscapes	1. Sidewalk Repair and Reconstruction Work with City staff to determine highest priority sidewalks for repair and reconstruction in 2008.	2007 package under construction as of November.	A, M, S		Work to begin mid-2008.
	2. Great Street Advocacy Participate in City's planning process for Great Streets implementation on Brazos. Work with developers and encourage Great Street provisions as part of Downtown building projects.	Public Works hosting meetings to gather public input on the project. Nine projects initiated in 2007.	A, M, S A, M, S A, M, S		On-going Construction - fall 2008; est. completion - fall 2009. On-going
	3. 2nd Street Redevelopment		M		Construction to begin mid 2008
	4. Beautification		A, M, S		On-going
	Advocate for change in City's newsrack policy.	Publisher meetings scheduled November 2007.	A, M, S		2008
	5. Wayfinding Build a strong stakeholder group to participate in the wayfinding project.	DAA staff is meeting with City to draft process.	A, S		On-going

Downtown Austin Alliance 2008 Service Plan Transportation Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Transit	1. Support Mayor's call for a November 2008 rail referendum for an intra- and intercity rail system. Participate in the Mayor's rail transportation task force. Identify opportunities to build support for rail initiative.		A, S A, S A, M, S		Election- November 2008
	2. Work with Capital Metro to ensure timely selection of a permanent location for downtown commuter rail station and central transfer facility.	Capital Metro searching for an appropriate site.	A, S, M		On-going
	3. Develop a transportation "message" and strategy for communicating it.		A, S		2008
	4. Advocate for improvements to the Dillo system. Participate in Capital Metro's Dillo Task Force.		A, M, S A, S		Fall 2008.
	5. Commute Solutions Continue to work with Commute Solutions Coalition to encourage alternatives to single-occupant vehicles.		M, S		On-going
Access and Mobility	1. Managed Lanes Monitor TxDOT progress on plan for MoPac.		M		Construction slated for late 2008 or early 2009.
	2. Street Closures Notify property managers and residents of street closures. Work with city staff to improve closure policies.	Recommendations given to city manager.	A, M, S A, M, S		Notices in weekly newsletter. On-going
	3. Pedestrian Safety Explore changing walk signals to counters. (Cesar Chavez pilot)	Research results given to City staff. Awaiting response.	A, S		Project opening mid-2008.
Parking	1. Improve Public Perception of Parking Issues Expand parking information available to public. Include parking in downtown wayfinding system.	Creating GIS map. Parking part of draft RFQ.	A, M, S S A, S		Jan-08 On-going
	2. Public Parking Enterprise Monitor City proposal to form enterprise, research extant enterprises, and develop DAA position		A, M A, M		2008