

RESOLUTION NO. 20091119-030

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The Austin Downtown Public Improvement District Service Plan and Budget for 2010-2011, attached as Exhibit "A", are hereby approved.

ADOPTED: November 19, 2009

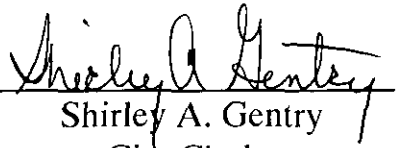
ATTEST: 
Shirley A. Gentry
City Clerk

EXHIBIT A

DOWNTOWN AUSTIN PUBLIC IMPROVEMENT DISTRICT

MAY 1, 2010 - APRIL 2011

Preliminary Budget

PROGRAM	Prelem Budget FY 5/10-4/11	Prelem Budget FY 5/09-4/10	Change Increase(Dec)	Percentage Allocation
SECURITY	809,505	815,670	(6,165)	31%
MAINTENANCE	365,583	376,111	(10,528)	14%
MEMBERSHIP	146,233	115,985	30,248	6%
ECONOMIC DEVELOPMENT	284,632	245,987	38,645	11%
STREETSCAPES & TRANSPORTATION	86,173	88,253	(2,080)	3%
ARTS, ENTERTAINMENT & MARKETING	305,523	309,836	(4,313)	12%
COMMUNICATION	261,131	270,876	(9,746)	10%
PARK & COMMUNITY SUPPORT	104,452	105,605	(1,153)	4%
BOD STRATEGIC PRIORITIES	96,618	106,638	(10,020)	4%
ADMINISTRATION	151,456	127,518	23,938	6%
TOTAL EXPENDITURE	\$ 2,611,305	\$ 2,562,479	\$ 48,826	100%

Revenue:	2009-2010	2008-2009	Variance	% Change
City Revenue				
PID Assessments	2,429,282	2,308,066	121,216	5.3%
City of Austin Contribution	150,000	150,000	-	0.0%
Prior year revenue & interest	32,023	204,413	(172,390)	-84.3%
Less: Reserve for Revenue Collection		(100,000)	100,000	-100.0%
Total City Revenue	2,611,305	2,562,479	48,826	1.9%

<u>SECURITY</u>		
Strategy:	Tactics:	Actions:
I. Advocate for changes in policies or laws that result in improved public safety	A. Following the recommendation from the RHI study, propose strengthening of City Solicitation Ordinance 9-4-13 to ban solicitation at all times in downtown Austin.	1. Board and staff to work with DAA legal counsel to determine the proposed language for revising the ordinance. 2. Present to the Security and Maintenance Committee for action 3. Present proposed language to DAA Board for approval. 4. Generate broad stakeholder support. 5. Gain support of City Council members to propose council action.
	B. Research possible zoning changes that mitigate the proliferation of bars downtown	1. DAA leadership and staff to work with legal counsel to determine possible changes to existing zoning. 2. DAA Board to consider action on possible zoning change recommendations 3. Determine next steps as appropriate
	C. Support the work of the Austin/Travis County Reentry Roundtable to enhance strategies for effective reintegration of former offenders.	1. Staff to serve on A/TCRRT Planning Council. 2. Board and staff to advocate for policy changes.
II. Increase Police, safety/ambassador presence downtown	A. Advocate for more/more visible law enforcement in key areas.	1. Organize a meeting with key property owners, APD, DA's office, heads private security agencies to discuss solutions. 2. Meet with Police Chief and City management to request increased officer presence in high pedestrian traffic areas. 3. Request increased Cap Metro security presence at critical transfer bus stops. 4. Define next steps as appropriate.
	B. Evaluate the Downtown Rangers program to improve effectiveness and explore alternative program options	1. Work with APD Support Lieutenant and Rangers supervisor to determine possible improvements in efficiency.

Strategy:	Tactics:	Actions:
		2. Request program concepts and cost estimates from Austin Police Association and private security agency as potential program options. 3. Prepare a report to the on alternatives for a decision on program direction. 4. Implement programmatic changes based on Board's recommendation.
III. Implement a downtown safety camera system and improve lighting in key areas.	A. Generate broad community stakeholder and Council support for implementation of a camera system.	1. DAA Board and staff to speak at City Council & Public Safety Task Force meetings. 2. Staff to organize broad stakeholder support. 3. Monitor stimulus funding earmarked by the state legislation. 4. Organize broad stakeholder support for project implementation.
	B. Work with APD to promote downtown as the pilot area and most immediate area for implementation	1. Meet with Police Chief, and Bureau/command to promote need for downtown. 2. Schedule Chief for an Issues & Eggs presentation promoting use of cameras. 3. Consider proposal to help fund the cost of system and monitoring
	C. Work with APD, Austin Energy and PARD to improve lighting in dark or high crime areas.	1. Follow-up on lighting task force study to assure ongoing AE and PARD repairs are maintained. 2. Evaluate other areas where improved lighting may increase safety.

Strategy:	Tactics:	Actions:
IV. Monitor and take necessary actions to address problem liquor license operators.	A. Interface with TABC and APD to maintain awareness of problem establishments.	1. Obtain monthly reports on new license applications and violations. 2. Investigate concerns raised by community members of problem operators.
	B. Inform property owners of problem operator issues.	1. Work with 6th Street Austin and DAA network to proactively inform owners of issues and how to mitigate through effective leases or other actions. 2. Inform individual owners of actions pending against problem tenants to leverage their involvement.
	C. Take legal action or advocate for APD/District Attorney to act against bad operators.	1. File TABC protests against the renewal. 2. Support APD/DA in property/nuisance abatement actions.
V. Address public order issues and habitual offenders (see policy section above.)	A. Advocate for stronger, more enforceable ordinances. (See section I above.)	1. See Section I above.
	B. Advocate for consistent enforcement of all laws and ordinances.	1. Meet with APD Chief and command staff to request increased enforcement and zero tolerance for offenders. 2. Request Cap Metro enforcement of criminal trespass notices for individuals loitering at bus stops. 3. Work with the APD Downtown District Reps to address ongoing problem areas.
	C. Advocate for improvements in the Downtown Community Court.	1. Request to City management for an unbiased assessment of the Court's performance. 2. Advocate for a national search process to fill the Court Administrator position vacancy. 3. Staff to attend DACC Advisory Council meetings and to request monthly reports at DAA security and maintenance meetings.
VI. Address homelessness issues and issues that result from and impede operation of downtown social service agencies.	A. Become better informed on the issues and evidence-based solutions to reduce the number of homeless individuals in our community.	1. DAA leadership and staff to participate on ECHO committee. 2. Request presentations by Neighborhood Housing Community Development and HHS departments at Security and Maintenance and larger DAA forum. 3. Hire intern to study effective evidence based practices of other cities

<u>MAINTENANCE</u>		
Strategy:	Tactics:	Actions:
I. Develop and implement a plan for improved coordination and delivery of downtown maintenance services.	A. Gain support of City management to improve downtown maintenance.	1. Work with EGRSO director to update the March 1, 2007 "City Services to Downtown Austin" document to reflect current and desired conditions and responsible entities. 2. Meet with appropriate City department heads to review report and develop plan. 3. Present report to City Manager and Assistant City managers for commitment.
	B. Coordinate DAA services to supplement and complement City maintenance services.	1. Request that the City assign a single-point-of-contact to coordinate all downtown services. 2. Apply DAA services based on outcomes of City's plan to increase/improve services.
	C. Monitor DAA and City services for quality/delivery assurance.	1. DAA staff to monitor services daily. 2. Report all lapses in City services and all special needs to City point of contact or 311 call center. 3. Address any lapses in DAA services internally 4. Follow-up as needed.
III. Explore and propose DAA vendor contracts as an option to DAA or City provided maintenance services as most applicable and effective.	A. Based upon the City's service level and available funding, secure estimates for provision of specific maintenance services.	1. Obtain information from other downtown associations on effective contract programs. 2. Obtain estimates on pressure washing and other services. 3. Determine implementation plan based on City's proposed service levels and DAA needs.
	B. Monitor and evaluate effectiveness of the DAA/City's current bird control contract and determine future contract needs.	1. Monitor the 2008-2009 bird control program and current contract. 2. Obtain an after-action report from Texas Bird Services on the 2008-2009 bird control program. 3. Work with the Convention Center department and PARD to assess the 08-09 program. 4. Determine plan for continuing and/or changing service for 09-10. 5. Develop contract for 09-10 service.

Strategy:	Tactics:	Actions:
	C. Work with City management to determine possible funding stream needed for increased contracted services.	1. Based upon the gaps or needs for supplemental services over and above City services, develop a proposal for supplemental services and funding needed. 2. Propose supplemental plan to City Manager. 3. Implement programs as needed
IV. Continue to implement effective DAA direct maintenance services - litter removal, graffiti removal and sidewalk washing.	A. Effectively manage DAA maintenance crew	1. Maintain talented employee base of supervisor and laborers to carry out daily operations. 2. Reward and motivate staff for increased performance.
	B. Continue to raise the bar on quality expectations – particularly for Congress Avenue and E. 6 th Street.	1. Focus resources to the greatest extent possible to address the actions called out in the E. 6th Street RHI Hospitality Zone Assessment, and in the Congress Avenue Wow, and E. 6th Street Makeover strategic priorities. 2. Utilize potentially expanded staff resources to implement detailed cleaning programs in key areas.
V. Increase DAA direct-maintenance services	A. Expand maintenance laborer staffing to increase scope of daily litter removal, sidewalk washing and graffiti removal services.	1. Propose budget funding for additional staff. 2. Revise daily routes and work assignments. 3. Create detailed cleaning work plans for Congress Avenue, E. 6th and other key areas. 4. Hire and train new staff.

DAA Strategic Priorities Relating to Policy Development and Economic Development

Developing Downtown Leadership Capacity - Develop the capacity of people and organizations, including but not limited to the DAA, to enhance the value and vitality of downtown Austin.	
Strategy	Tactic
Advocacy and Policy Oversight & Development – monitoring and advocating for policy that enhances downtown’s economic prosperity and competitive advantage	Develop structure for development of policy recommendations for issues with long lead times (through typical public process) and emergencies Develop structure to communicate and advocate policy positions to key internal/external stakeholders, each at the appropriate time.
Research & Information – Identifying, collecting, maintaining and distributing key data that helps to describe, analyze, and assess the progress of downtown Austin	DAA has all relevant data and key metrics DAA has appropriate methods to display data and metrics DAA has appropriate methods to distribute data and metrics
Education – Providing educational events and communications to Downtown Property Owners and Stakeholders and the community in general	DAA anticipates key issues and develops educational programs and communications for key audiences Position DAA as universally recognized key DT stakeholder whenever planning activities are initiated
Actively participating in critical planning activities Developing Strong Partnerships – by identifying and developing effective relationships with key stakeholders; creating and sustaining liaisons and partnerships that align with and support the DAA’s mission and current and future strategic priorities	Expand/deepen relationships with property owners Expand/deepen relationships with key CoA staff and aides Expand/deepen relationships with key community organizations
Engaging Leaders – developing and engaging downtown leadership for 2010 and beyond Advocate for policies that protect and enhance the existing development and impending redevelopment of downtown Austin.	Further develop deep and diverse pool of passionate leaders, on and off the board Communicate DAA strategic plan progress to internal/external stakeholders Create opportunities for non-board members to inform DAA positions Recruit property owner representatives to committees
Maintain and enhance downtown Austin’s competitive advantage for residential, office, and hotel use.	See above Determine metrics that will serve as key indicators, as stated above

Strategic Priorities - Promoting Economic Prosperity - 2009

Retail Destination - Providing leadership in the implementation of the Downtown Retail Redevelopment Strategy

Strategies	Tactics
Create a comprehensive plan for retail lead generation	1. Circle back yearly to those in the database ranking 4 or 5 2. Generate 20 new leads monthly. 3. Work Texas markets (Dallas, Houston, San Antonio) quarterly. 4. Out-of-State (Nashville, New Orleans & Los Angeles) 5. Work with Retail Consultant to identify leads and prospect national tenants
Develop strategic partnerships with other organizations in the community to strengthen retail leads, generation and success	1. Work with ACVB to define conventions, meetings that might provide potential retail clients 2. Work with and regularly attend AIBA meetings/seminars and networking opportunities. 3. Develop relationships with the City's EGRO Dept. & Small Business Development Center and participate in their workshops/seminars 4. Develop relationships with the Chamber of Commerce for networking and lead generation
Strategically manage & implement the recruitment process (hand holding, hand off to owner/ broker, development process to store opening	1. Define tactics with Josh & Sixth St. Austin org on developing systems of who is doing what and how to support one another. 2. Develop relationships with the Small Business Development Center of the City of Austin and define how to better serve our clients with their services. 3. Identify gaps in the broker/owner relationships
Educate & communitie with City leadership, property owners, developers, brokers and retailers the retail vision and progress of downtown	1. Create opportunities for property owners to get to know one another and learn about what is happening. 2. Define opportunities to create stronger relationships with the brokerage community 3. Develop in partnership with other organizations educational programs to strengthen existing downtown retailers
Maintain and build upon a robust proprietary database of property information including lease expiration, square footage, photos, etc.	1. Conduct semi-annual property owner and lease information updates for Congress & 6th Street. 2. Work with Michael Knox on quarterly tenant map updates for Congress & E. 6th Street. 3. Create comprehensive GIS database of downtown retail calculating NAIC codes, square footage, etc in order to monitor retail progress downtown and on-going demand analysis
Define DAA's evolving role in the creation of a dynamic retail destination and its succes	1. Update demand modeling from 2003 2. Review progress, upcoming leases and determine prime focus on annual basis 3. Update research, testimonials, facts & figures to support retail efforts
Market & support the on-going retail efforts of the DAA	1. Website - rework current website to provide accurate information 2. Develop strategies to market DAA retail services Downtown. (web, social networking, etc)

Support the efforts of Congress Avenue WOW and 6th Street Efforts of Board	3. Identify trade publications to pitch stories to about downtown retail 1. Develop ways to activate "dead" storefronts 2. Develop ways to activate the street (more sidewalk cafes) 3. Serve on 6th Streets RHI Business Development Task Group and provide support
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TV Website/Show Workplan* Regional Tourism - 2009	
Strategies	Tactics
Grow exposure of DOWNTOWN through DTTV Website	1. Get those featured in the show to add to their website/social networking sites
	2. Work with TV sponsors to get widget on their website
	3. Work with other downtown parnters to get widget on their site
	4. Identify other Austin-centric websites to host the video/widget
	5. Identify travel websites to connect widget/information to/with
	6. Work with KLRU to ensure the show is featured and promoted on their website
	7. Identify groups to promote site and content
	8. Identify ways to ensure site is optimized
	9. Fully promote on-line tools with target audiences
	10. Monitor website statistics to identify success of site, referral sites and how long consumers stay on site
	11. Incorporate content into new DAA website and other websites

*There is no separate monthly report for this area, it is included in the monthly report for Marketing & Communications

Strategic Priorities - Marketing and Communications to Key Stakeholders	
Objective: Communicate what DAA does (and doesn't do) to the right people at the right time)	
Strategies	Tactics
Communications Plan: Utilize strategic communications plan to set tone for organization's messaging, and media, marketing, member communications approach	Use results of DAA strategic plan, in conjunction with the Downtown Austin Plan and other community plans to guide the creation of the DAA communications plan Use resources such as Elizabeth Christian and Associates, and other firms, to assist in the execution of the plan Develop understanding of needs/affiliations/areas of interest/best way to communicate with members Distribute regular member communication on issues affecting downtown
Member Awareness: Heighten members' awareness of and propensity for action on issues affecting downtown and its constituents	Create issue briefs on topics of interest to downtown. Distribute briefs with board packets and make them available to members (either via website or other means). Briefs should include: Summaries of issue/trend, key statistics/facts, DAA position, proponents'/opponents' positions, players shaping issue/trend, actions/updates, related issues/trends and further reading Hold regular events (Issues and Eggs, forums, annual luncheons, etc.) whereby members have the opportunity to learn about issues affecting downtown Utilize Biennial Survey results to identify areas needing focus Utilize Biennial Survey results to identify areas needing focus
Policy Maker Awareness: Heighten policy makers' awareness of and propensity for action on issues affecting downtown and its constituents	Work with Economic Development and Advocacy staff and forum members to identify key issues and create action plans to address issues with key constituents Hold briefings, editorial board meetings to inform key media on issues and trends affecting downtown
Media Awareness: Heighten media awareness of and propensity for coverage on issues affecting downtown and its constituents	Maintain editorial calendar of downtown topics of interest to media with 2-3 paragraph mini-features and story ideas for media. Offer additional resources and potential visuals, interviews, etc.
Speakers Bureau: Create Speakers Bureau to enable members to become vocal advocates for downtown and DAA issues and to educate the community on issues	Identify priority topics for speeches, potential speaking venues and DAA board members/advocates who can deliver the message. Prepare presentations and offer training for speakers. Work with organizations to schedule DAA speakers at key events

DAA Branding: Provide clear, consistent, action-oriented messages to DAA members and constituents	Use DAA logo and brand identity to reflect strategic initiatives Use standard format for board and committee meetings to ensure key messages from committees are communicated throughout the organization Ensure that DAA members and constituents, and their interests and affiliations are clearly identified, and shape messages and requests accordingly.
Website: Use DAA website as a central communications tool for members, community, visitors, and other key constituents	Create site that is more user-friendly for DAA staff and external audiences, provides key information and allows for future additions, technological advances, etc. Keep Current DAA website up to date
Integrated Downtown Constituent Communications Plan: Create seamless system for reaching downtown employees with information about downtown, issues/events/opportunities that affect	Team with BOMA, APD, EMS, AFD, DANA, etc. to identify potential scenarios, best methods of communication and ongoing plan Work with BOMA, key building and office managers to understand their needs, options and limitations for connecting with employees and create a strategy for partnerships
Inter-Committee Communications: Work with all DAA committees to communicate their key initiatives to entire DAA membership and other key stakeholder groups	Create and utilize systems to provide committee updates to key constituents
Event/Organization Promotion: Provide organizations with new and expanded ways to promote their events/initiatives and communicate key messages to DAA	Use weekly newsletter as a way to communicate timely event and issues information Use DAA website calendar as means to communicate timely event and issues information
Strategic Partnerships: Foster strategic relationships with partner organizations' marketing/communications teams to ensure downtown messages are kept top of mind	Hold ongoing meetings with PIOs and Communications staff of key organizations like ACVB, City of Austin, BOMA, DANA, arts organizations, etc. to ensure that key downtown messages are shared and communicated through all groups.

Streetscapes and Transportation 2009 Workplan

Above-ground Infrastructure and Amenities: Provide leadership to facilitate above-ground infrastructure in Downtown.

Strategy	Tactic
Advocate for streetscapes improvements in line with the Great Streets Master Plan.	Identify public and private projects and partnership opportunities.
	Ensure that above-ground infrastructure needs are IDed in the DAPdistrict planning process.
	Meet with project managers.
Support efforts to reduce "visual clutter" in streetscape.	Work with Bike/Ped Program and property owners to coordinate distribution of bike racks.
	Encourage progress on newsrack replacement project.
	Support replacement of parking meters.
	Work w/ 6ixth Street Austin to develop sidewalk activity plan
Encourage vibrant and sustainable use of sidewalks.	Educate business owners on potential uses.
Build leadership on downtown issues.	Form relationships with members of appropriate commissions and other bodies; educate on streetscapes issues.

Wayfinding: Provide leadership and facilitate the creation of a comprehensive wayfinding system for Downtown Austin.

Strategy	Tactic
Develop Council leadership to include wayfinding in the DAP or other planning effort	Identify a Council champion for a wayfinding system.
	Define scope of work
Continue DAA and key stakeholder participation in the planning process .	Define ownership and role of DAA in creating a wayfinding system
	Re-establish contact with stakeholder group.
Provide for ongoing maintenance of historic street signs.	Develop a plan to generate funds for sign replacement by selling replica signs.

Circulation, Parking and Demand Management: Provide leadership to facilitate effective traffic circulation, parking, and congestion mitigation strategies.

Strategy	Tactic
Build demand for Capital Metro's services and increase usage of other alternatives to single-occupancy vehicles.	Initiate an educational program, possibly a precursor to a TMA, to introduce and explain commuting options.
	Promote commute alternatives to downtown community through employers and property managers.
	Include information on commute alternatives on website.
	Create other material, such as a white paper, that will support the need for more commuting alternatives.

	Advocate for TxDOT/CAMPO to perform a mode-split analysis to use in projecting future traffic conditions.
Improve public's perception of downtown parking	Reactivate wayfinding effort
	Cooperate with City of Austin and create new GIS-based parking map for distribution, web site.
	Through education campaign, support new parking pay stations. Advocate for market pricing for on-street parking to encourage turnover.
	Educate employers about parking cash-out.
	Support efforts of parking enterprise to establish publicly owned parking facilities.
Support ridership on the Dillo	Advocate for a major marketing effort by Capital Metro.
	Participate in Dillo marketing task force.
	Continue to monitor Dillo performance, including schedule and proper vehicle spacing.
Mitigate effects of street closures on Downtown operations.	Communicate information regarding upcoming closures to DAA membership.
	Monitor and assist in implementation of Task Force recommendations.

Strategic Priorities - Membership, Admin Services, Holiday Stroll

MEMBERSHIP

Strategies	Tactics
Create a database that is a hub of all knowledge for the DAA.	1. Establish monthly & regular updates for DB information. 2. Upgrade database software. 3. Assess who needs to be /is not in database. 4. Create criteria for entries into databas. 5. Establish rules/regulations/policies on how we share our information with others.
Have current accurate information that dictates how we interact with our members.	1. Complete DAA Board Matrix to see what our Boards' areas of interests are and establish their level of community involvement. 2. Survey membership to find out their areas of interest and levels of community involvement. 3. Create standards & regulations about how long information is kept in the database and how to appropriately "tag" records.
Identify DAA Stakeholders	1. Utilitze new database to create categories identifying why someone is important to our organization. 2. Use TCAD to identify all assessed members & optimize the use of TCAD information.

Leadership Engagement (Education)

Survey membership to determine levels of interests & community participation.	1. Create an "Influence Matrix". 2. Survey Membership to begin collecting information needed to populate influence fields in database. 3. Determine what are our membership benefits 4. Educate staff on how to use database 5. Continually manage and update all categories & lists in database. 6. Create standards for av speakers needs.
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Holiday Stroll

Establish timeline for event preparation.	1. Solidify partnerships with past partners and discuss bringing in new ideas. 2. Meet with current venue partners to establish venue guidelines. 3. Create guidebook about how the event is produced and seek ways to enhance the stroll experience.
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Downtown Basics: Natural Environment (Parks)

Improving Basics / Public Realm - Ensure that the basics (the natural environment, the built infrastructure, and the cleanliness and safety of the area) continue to improve.	
The Natural Environment – protecting and enhancing the natural environment through a Downtown Parks and Open Space Master Plan, Waller Creek district planning and implementation, increased usage and ownership of parks, and maintenance	
Strategy	Tactic
Downtown Parks Master Plan	Continue to monitor and provide input on the downtown parks and open space master plan
	Work collectively to include changes to Cooperative Agreement between DAA, APF, and PARD
Waller Creek Corridor planning and implementation	Participate in the Waller Creek Corridor master plan, which will include Waterloo and Palm Parks
	REPUBLIC
Increased usage and ownership of parks	* Phase 2 redevelopment
	* Programming
	BRUSH
	* Support Brush Square subcommittee's efforts to develop proposal for the City of Austin regarding significant downsizing of the AFD parking lot at Brush Square by providing most of the parking spaces off-site
	* Continue semi-annual work days * Work with SXSW to effect improvements and practices to minimize impact of their event on the park (SXSW gift to re-sod park after their 2009 event) * Work with Capital Metro on any lingering construction issues, or logistical issues when rail line opens

Downtown Basics: Natural Environment (Parks)

Strategy	Tactic
	WOOLDRIDGE * Programming for the 100 year anniversary events * Raising funds to support programming * Multi-disciplinary approach to Woolldridge Square improvements, including operations and possible baseline physical improvements
Maintenance	* Short-term solutions * Long-term plan addressed in DT Parks MP (see above)
Other	Lease renewal for three squares with State of Texas Develop relationship with new parks director

Strategic Priority: Music, Culture and Events	
region	
Strategies	Tactics
Community Plans: Monitor cultural and community plans and recommendations to ensure that plans contribute to a supportive environment for music, culture and events downtown	Work with the CreateAustin team to understand next steps in the implementation of the Plan.
	Follow Downtown Austin Plan to understand what role the arts will play in the final recommendations
	Follow the Waller Creek Plan to understand what role the arts will play in the final recommendations
	Follow Live Music Task Force recommendations to understand how they will impact music industry as well as downtown neighborhood
Policy: Provide avenue for downtown arts organizations to discuss plans, issues, policy, trends that affect their organizations, and to develop approaches for affecting those plans, issues, etc.	Connect with AIPP staff members to discuss and understand next steps in the implementation of the Downtown Arts Development Study
	Use monthly meetings as opportunity to vet issues and discuss action plans.
	Identify top issues and trends affecting arts organizations and form working groups to address challenges and opportunities.
	Use executive and board meetings as avenue for educating members, discussing key issues affecting arts, new initiatives, programs, etc.
DAA Engagement: Heighten awareness and value of arts among DAA members	Create DAA membership programs with arts organizations, potentially offering discount memberships, tickets, VIP treatment, etc.
	Distribute regular member communication on issues affecting arts organizations
	Work closely with DAA Congress Avenue WOW, East 6th St. and Mobility strategic teams to ensure arts are a key factor in decision-making process.
	Facilitate joint ad buys, PSAs, complementary marketing programs
Marketing Partnerships: Help arts organizations leverage their marketing dollars by facilitating joint marketing opportunities and partnerships	Facilitate partnerships between for- and non-profit organizations for mutual benefit
	Use weekly newsletter as a way to communicate timely event and issues information
	Assist arts organizations in the use of online DOWNTOWN TV content to promote their organizations
Promotions: Provide organizations with new and expanded ways to promote their events/initiatives and communicate key messages to DAA members, stakeholders and the	

community	Use DAA website calendar as means to communicate timely event and issues information
Financial Support: Provide financial support for marketing of downtown events and organizations	Enhance DAA marketing sponsorship program, providing funds to organization to market events and initiatives occurring downtown.
Art Programs: Create and support ongoing art programs in partnership with property owners, City of Austin, organizations and artists	Complete initial Bike Rack Sculpture project, building support within all stakeholder groups (boards and commissions, property owners, cycling community, artist community, etc) to ensure successful installation.
Christmas: Use "Christmas" holidays as an opportunity to highlight Austin's rich cultural arts scene	Maintain current Congress Ave. holiday lights and add additional phases to decorations each year, when applicable Work with organizations to plan and manage Holiday Stroll event that highlights downtown cultural organizations and community interaction and involvement with the arts
Performance Spaces: Make arts more accessible by activating underutilized downtown spaces as performance/exhibit venues	Work with Parks committee, APF and PARD to create sustainable programs that activate downtown squares by using them as performance/exhibit space for arts organizations Work with BOMA and building managers to activate downtown building lobbies, courtyards, etc. by using them as performance/exhibit space for arts organizations

Mobility Working Group 2009 Workplan

Access to and Mobility Within Downtown – Work with local and regional entities to ensure people can easily get into, around, and out of downtown.

Strategy	Tactic
Support MoPac managed lane efforts.	Ensure CTRMA, City, and Cap Met are coordinating efforts.
	Educate membership on the operation and benefits of managed lanes.
Encourage progress on the design and implementation of a central transfer facility.	Educate DAA leadership on transfer center function.
	Coordinate meetings w/ Cap Met and County officials; coordinate meetings w/ Cap Met and potential private partners.
	Meet with Cap Met board members to build support for transfer facility.
Increase Service on MetroRail Red Line.	Ensure success of Red Line shuttle bus connectors.
	Build demand for Capital Metro's services (See S&T work plan.)
	Disseminate information to DAA membership regarding developments on the opening of service.
	After Red Line begins service, ID ways to upgrade.
Build support for the Urban Rail Connector/Circulator.	Build demand for Capital Metro's services (See S&T work plan.)
	Build and support strategic partnerships for building and managing urban rail.
Build support for Metro Rail Green Line.	Build demand for Capital Metro's services (See S&T work plan.)
	Monitor plan through CAMPO process.
Support state legislation: local funding options; Rail Relocation Fund; Cap Metro board bill; Buses on shoulder.	Monitor and influence .
	Build and support strategic partnerships.