



**GOALS AND
ACCOMPLISHMENTS
NEXT STEPS**



ENTERTAINMENT



PUBLIC SAFETY



MULTI-USE SIDEWALK



VENUE SAFETY



TRANSPORTATION



QUALITY OF LIFE

HOSPITALITY ZONE ASSESSMENT *of* RHI's SIX CORE ELEMENTS

RESPONSIBLE HOSPITALITY INSTITUTE: Assisting Businesses and Communities to Create Safe and Vibrant Places to Socialize

HZA Objectives and Outcomes



- Facilitate productive dialogue
- Reduce public safety risks
- Minimize quality of life impacts
- Improve communication
- Build alliances
- Establish on-going problem solving resource
- Research ways to improve public safety visibility in the daytime/evening hours

WHAT ARE THE CHALLENGES



- Limited business variety
- Restaurants morph into bars
- Closing time crush
- Noise
- Fights
- Public urination
- Trash
- Underage drinking
- DUI
- Narrow consumer base
- Drain on City services



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P R O C E S S P H A S E S

Phase 1: Engagement

- Create a team

Phase 2: Orientation

- Intro HZA Process
- 6 Core Element Groups
- Late Night Tour Assigned

Phase 3-4: Roundtables and Summary Report

- Six Focus Groups
- Identify trends, issues, gaps & resources
- Informs Summary Report

Phase 5: Leadership Summit

- Consensus Recommendations
- Prioritize Actions, Identify Resources and Create Timeline
- [Recruit Action Work Group](#)

TEAM FOCUS



ENTERTAINMENT

Dining Venue
Social Venue
Performance Venue
Events
Demographic
Talent Retention
Marketing
Economic Impact



VENUE SAFETY

Server Training
Security Training
Customer Service
Safety Plan
Nightlife Networks
Patron Behavior
Age Identification
Extended Hours



PUBLIC SAFETY

Crime Prevention
Closing Time
Crowds
Police Units
Ambassadors
Business Support
Business Permits
Safety Alliances



MULTI-USE SIDEWALK

Outdoor Dining
Street Performers
Vendors/Kiosks
Public Markets
Pedestrian Safety
ADA Compliance
Lighting
Panhandling



QUALITY OF LIFE

Noise Control
Soundproofing
Trash Pick-up
Cigarette Litter
Public Urination
Vandalism
Resident Forums
Public Standards



TRANSPORTATION

Night Service
Traffic Safety
Safe Rides
Taxi Stands
Shared Rides
Valet Parking
Parking Lot Safety
DUI Prevention



Transformation Team Leaders

Mike Burke
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Chief Thomas Ryff

John Caldwell
Kelly Fogg
Laura Guerrero
Kim Hale
Darwyn Harp
Jessica Heinz
Lance Henderson
Mike Jennings
Adam Jones
Gene Laramee
David McAlliser
William Orr
Greg Ruiz
James Shmit

Action Items

- Convene regular meetings: identify conflicts, solutions and steps for moving forward.
- Create a plan for code enforcement after city hours utilizing safety patrol and possible nighttime coordinator.
- Research feasibility of blanket sidewalk permit.
- Research ways to reduce perception of lack of safety when addressing the street population

Actions to Date

- Safety Patrol and PD will meet weekly to discuss timely situations. PD and DTC have monthly meetings
- Safety Patrol will act as eyes and ears for code enforcement – program will be implemented starting in March
- Need Council action to create blanket permit
- Revised panhandling ordinance



Transformation Team Leaders

Lisa Collins
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Robert Ferraro
Jeff Kulaga
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Heather Sikita
Hans Silberschlag
Patrick Simeri
Sean Still
Greg Swick
Jeff Tamulevich
Joni Wolfe

Action Items

- Hire a Night-time Coordinator
- Manage street noise while promoting vibrancy and exploring a reduction in amplification of street performers
- Review ordinances and permitting processes for public space use

Actions to Date

- DTC created Night-time coordinator position – started September 2012
- City implemented a no amplified sound pilot – program worked to reduce all residential complaints. City working on changes to make program enforceable
- Need Council action to create blanket permit
- Taking first step – working with City Attorney to revise panhandling ordinance



Transformation Team Leaders

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Amity Peters
Fran Santos
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Shauna Warner

Action Items

- Public Restrooms: find a way to make it work at night
- Improve door to curb experience with creation of a late night maintenance plan
- Create a homeless discussion forum

Actions to Date

- DTC and Public Works Department will meet to discuss
 - Mill Ave Electrical project
 - Mill Ave Tree replacement and irrigation system status
 - Mill Avenue Crosswalks
 - Centralized literature racks
 - *Transi-Potti*
 - DTC Street Closure Policy
 - Distribution of literature



Transformation Team Leaders

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Dave Meredith
John Minett
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Action Item:

- Update signage in the district to better accommodate multiple uses
- Integrate the use of taxis into an overall late night transit strategy.

Actions to Date

- Identified and removed 13 signs along Mill Ave that were no longer necessary. This has helped to reduce sign clutter and improve overall consistency.
- Converted 6 loading zones to serve as taxi standing zones between the hours of midnight and 5am.
- Working with Graphic Designer to come up with overall parking signage



Transformation Team Leaders

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Kevin Metz
Darek Pittam
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Julian Wright
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John Valenzuela

Action Items

- Reconvene the Mill Avenue Coalition
- Assure safety of patron by creating a safe zone
- Manage safety on the sidewalks

Actions to Date

- Mill Avenue Coalition met to work on NYE event and will continue to work on issues
- Nighttime Coordinator is working with Bars and Clubs to make sure over inebriated patrons find safe rides home



Transformation Team Leaders

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Action Items

- Revitalize the live music scene
- Attract quality street performers
- Solve transportation gaps between restaurants and theatres

Actions to Date

- Need to create blanket permit
- Working with 12 seat pedi- cab for transportation between downtown and entertainment venues

NEXT STEPS - priorities



- Identify funding sources for public Restrooms.
- Create a pilot program in renting Port-o-lets to establish demand and Location
- Develop and Implement a Downtown Survey
- Develop a Media Rack Program
- Investigate other ways to address street population and downtown park inhabitation
- Investigate a Public Use/Overlay District
- Investigate cost of purchasing OR Leasing trolleys for arts/entertainment transportation.

Hospitality and Sociability



*Social Offerings, such as entertainment venues and places to meet, ranked as **the most important quality** that attaches people to community.*

Gallup and Knight Foundation's 2008 *Soul of the City Study*, which interviewed nearly 43,000 people in 26 cities over three years.