

Attachment A

2022 Downtown Phoenix Partnership (DPP) Proposed Work Plan

Developed by staff for Board of Director and City Council approval, the following goals and objectives are guided by the priorities of Enhanced Municipal Service District (EMSD) stakeholders and take into consideration the objectives not accomplished in 2020/2021 due to the COVID-19 pandemic.

Administration, Finance, and Information Technology

Goal: To manage shared resources and maximize efficiencies while supporting initiatives and projects organization-wide

Proposed Objectives to Achieve Goal

1. Complete buildout and opening of Downtown Phoenix Bike Commuter Facility
2. Implement website platform for PCA membership and stakeholder engagement using current applications to streamline accounting processes
3. Continue to identify process improvements, training, budget saving opportunities, and ways to help staff across all DPI departments and affiliates work more efficiently and effectively
4. Create documentation for all IT assets, processes, and security protocols
5. Support the work of all DPI departments and affiliates through finance, administrative, and IT services

Marketing & Events

Goal: Propelling our neighborhood forward through continued business support, dynamic storytelling, and enhanced visitor resources

Proposed Objectives to Achieve Goal

1. Continue to create content that enhances dtphx.org as an invaluable resource for Downtown news, event information, and development
2. Continue to enlist artists, community contributors, and social media influencers to help us tell diverse, inclusive, and authentic Downtown stories
3. Safely and strategically return our events portfolio to pre-pandemic levels, with special attention paid to cultural events, intellectual events, cross-over pop-up events, and family friendly events
 - a. Use large events as megaphones for telling Downtown's story
4. Continue to promote and raise awareness of family-friendly infrastructure
5. Continue to infuse Downtown with public art through our sustaining partnership with Artlink Phoenix, and by advocating for the value of art across all constituencies

6. Continue to work with Visit Phoenix, Phoenix Convention Center, and hospitality partners to bring convention business back to Downtown
 - a. Use conventions to tout the transformative growth that continues to push Downtown forward
7. Continue to support Downtown's bike culture and pedestrian experience with an emphasis on safety, especially once the Downtown Phoenix bike commuter facility opens
8. Dive deeper into data organization and consolidation so that stakeholder records can be accessed cross-departmentally
 - a. Streamline delivery lists for convention welcome posters and our popular What's Happening guides
9. Continue to work with Valley Metro and Kiewit to strategize around Light Rail construction mitigation
10. Ensure proper communication channels are in place with property management and security teams leading into Super Bowl 2023

DTPHX Ambassadors and Clean & Green Team

Goal: To curate a distinguishing sidewalk experience that is clean, safe, welcoming, and inclusive

Proposed Objectives to Achieve Goal

1. Continue to serve as eyes and ears for Downtown and increase Ambassador presence as a safety tool
 - a. Return program to 24 full-time Ambassadors
2. Continue to develop Ambassadors through ongoing series of monthly trainings beyond new and improved 30/60/90-day onboarding program
 - a. Provide familiarization tours to teams to keep up with the rapid growth and development of Downtown
 - b. Offer trainings such as nonviolent crisis intervention, CPR, and self-defense
3. Continue to participate in the City's coordinated efforts to reducing homelessness by connecting individuals experiencing homelessness to services
4. Continue to clean and disinfect high touch, high traffic public spaces, and infrastructure with high pressure washing equipment
5. Further multi-modal transportation initiatives and act on recommendations from both the Parking and Curb studies
 - a. Determine feasibility of a shuttle service to better connect residents, visitors, students, and employees in Central City South, Warehouse District, and Roosevelt Row to amenities in the EMSD
 - b. Work with City of Phoenix Street Transportation Department to implement additional co-branded 15-minute metered parking spaces near new high rise residential and street level restaurants
6. Improve walkability of Downtown's corridors and enhance the street level experience through place-making efforts

- a. Increase shade through tree plantings and a new focus on shade structures for high traffic sidewalks where trees can't be planted
- b. Add planters with flowering plants to beautify building exteriors near main intersections throughout the EMSD
- c. In partnership with the city's Public Works Department, replace trash and recycling receptacles to better match needs of Downtown and improve diversion rates
- d. Continue to commission art, including 3-D, and create cross-collaborative pop-up activations with stakeholders in public spaces
- e. Build and maintain new lending libraries and develop a daily management plan for books
7. Assess and improve public amenities throughout the Streetscape Improvement District, such as:
 - a. Site furnishings like benches and chess/checkers tables
 - b. Outdoor string lights across pedestrian corridors and other decorative lighting
 - c. Interactive activations such as motion-detected street planter speakers
8. Assess existing vehicular and pedestrian wayfinding signage throughout the EMSD and provide recommendations for updating or sunsetting
9. Modify "hydration station" to be battery powered for easier mobility and to use as a mobile collateral kiosk by Ambassadors

Business Development

Goal: To foster Downtown as a sustainable, economically-viable business, education, and residential center of our city and region

Proposed Objectives to Achieve Goal

1. Promote and provide personalized tours of Downtown, in partnership with city's Community & Economic Development Department (CEDD), to developers, investors, companies, and brokers showcasing Downtown's growth and amenity package
2. Attend all pre-development meetings at the City of Phoenix and offer support to developers and business owners looking for data or assistance to move their project forward
3. Support the transition of the Phoenix Biomedical Campus (PBC) into a major employment center in health, bio and life sciences
4. Focus on retaining current Downtown-based companies and retailers
5. Act as the "one-stop" information resource for developers, brokers, investors, and companies interested in locating Downtown
6. Continue to support co-working growth and the growing entrepreneurial/start-up ecosystem in Downtown
7. Focus on adding Downtown non-food & beverage retail offerings in collaboration with CEDD
8. Focus on adding family-friendly infrastructure and programming to emphasize Downtown as a competitive place where families can live, work, play, and learn
9. Proactively seek opportunities to use GIS mapping and interactive visual storytelling to promote Downtown and engage new audiences in its growth and development

10. Raise awareness of Downtown development outside of our local sphere by pursuing opportunities to participate on panels and engage in relevant industry conferences