The Downtown Sacramento Partnership (DSP) is a private, non-profit organization dedicated to the improvement of Sacramento’s central business district. The DSP oversees maintenance, safety, and revitalization programs financed by the Downtown Sacramento Management District, a property-based assessment district established in 1995.

The district is roughly bound by H Street to the north, 16th Street to the east, N Street to the south and the Sacramento River to the west. The 66-block district is located within the central business district C-3 zoning area.

The mission of the Downtown Sacramento Partnership is to establish Downtown Sacramento as the vibrant arts, entertainment, business and cultural destination of the greater Sacramento region through effective public-private collaboration for the benefit of residents, visitors and investors.
Several years ago, DSP’s board invested in a retail recruitment and retention program to help property owners fill their ground floor vacancies. This year, more than 26 new businesses have opened within our 66-block district. The bulk of that leasing activity is taking place in The Kay district with 17 new businesses and in Old Sacramento with 8 new businesses. We are seeing a new trend in entrepreneurs looking to build their dream in Downtown Sacramento so that they can be a part of the renaissance.

Downtown is also attracting interest from new investors and property owners. The purchase of the Downtown Plaza by JMA Ventures earlier this year, provides an opportunity to better connect the district and create a catalyst for economic growth—not only for Downtown but also for the City through increased revenue and development activity. Moving forward, DSP is committed to staying engaged with JMA and the City to ensure that a feasible development plan is in place that is not only innovative, but also focuses on a long-term sustainable solution for the future.

We have also heard positive feedback from our businesses. In October, our staff facilitated the Metro Chamber’s Downtown business walk. More than 50 volunteers spent the day interviewing business owners. The overwhelming sentiment was that business is slowly improving and owners are far more optimistic than the past few years. That leaves us with the onus to continue to move Downtown and Sacramento forward.

We have advocated for an improved parking zone ordinance which reduces burdens on infill development. We remain vocal supporters of advancing development and programs to improve the public safety of our Downtown District. Our community service team continues to remain vigilant in addressing maintenance and security issues. Earlier this year, we equipped our entire team with new technology to track activity electronically and to provide enhanced geo-coded reports. This allows our team and local law enforcement to identify trends and provides property owners with targeted activity reports on calls for service.

For the past 17 years, our organization has been dedicated to advancing the agenda for Downtown Sacramento. It remains our commitment to serve as a unified voice for you and to make Downtown Sacramento a better place to do business.

Sincerely,

Michael T. Ault
DSP Executive Director
DSP represents the interests of downtown property and business owners with a focus on economic development, smart growth, and opportunities to improve the social environment downtown. Over the past year, DSP was an active advocate for Downtown on numerous policy issues. DSP participated in more than 125 public meetings, and provided oral and written testimony on behalf of stakeholders at all levels of government.

Parking Zoning Code Modernization
DSP worked closely with city staff and stakeholders to revise the city’s zoning code as it relates to parking requirements. After two years of deliberations and community outreach, the City Council approved revisions to the zoning code in October 2012 to stimulate economic development and ease the entitlement process. The updated code removes minimum parking requirements in the Central Business District (CBD) and provides an exemption for non-residential portions of small infill projects that are on parcels less than 6,400 sq. ft.

ADA Reform (SB 1186)
The DSP, through our efforts with the California Downtown Association, advocated for reform of the Americans with Disability Act (ADA). The bill (SB 1186) will curb lawsuit abuse regarding ADA while promoting increased compliance with disabled accessibility building codes. The new legislation will prohibit attorneys from requesting money when submitting demand letters, reduce damages on unintentional violations, and will create a mechanism to increase compliance with state and federal ADA laws. This bill is being hailed as the most comprehensive and significant reform to California’s ADA Law.

2012 Advocacy Issues
- ADA Reform
- Affordable Housing Funding
- American River Crossings Alternatives Study
- Bicycle Infrastructure Improvements
- City/County Budget Process
- Civic Amenities Master/Strategic Plan
- Continuum of Care Advisory Board/Sacramento Steps Forward
- Downtown Sacramento Revitalization Corporation
- Downtown Circulation Study
- Downtown/Riverfront Transit Study
- Entertainment and Sports Complex
- General Plan Update/Housing Element
- Old Sacramento State Parks General Plan
- Parking Monetization and Modernization
- Railyards: ULI Rose Institute Case Study
- Railyards: Infrastructure/Intermodal Funding
- Redevelopment: Oversight Board/State Legislation
- Single Room Occupancy: No Net Loss Policy
- Solid Waste Authority Franchise Fee Increases
- Sacramento Charter Commission (Measure M)
- Taxicab Ordinance
- Water/Sewer/Sanitation Rates
- Zoning Code: Parking Requirements/Modernization
This summer the Community Service Department began utilizing electronic tablets to track activity in the field. The custom designed software facilitates communication between team members, improves reporting to stakeholders, enhances customer service, and provides data to support proactive solutions to chronic issues.

**DSP’s Community Service Department** support the development of downtown office, retail and entertainment uses by maintaining a clean and safe environment. The department includes the Community Service Guides, Homeless Outreach Navigators, and the Clean Streets team. By creating strategic alliances with government agencies, law enforcement, community service organizations, and the business community, these programs efficiently and effectively provide services to downtown users.

**Community Service Guides**
The Guides provide customer service to downtown patrons. They act as information ambassadors, patrol downtown streets seven days a week, direct and assist visitors, and serve as a communication link to other departments. They also support law enforcement agencies, business owners, and property owners in crime prevention.

**Community Service Guides Calls for Assistance**

<table>
<thead>
<tr>
<th>Month</th>
<th>Directions + Assistance*</th>
<th>Nuisance + Criminal Abatement</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2011</td>
<td>2,523</td>
<td>129</td>
</tr>
<tr>
<td>October 2011</td>
<td>2,238</td>
<td>177</td>
</tr>
<tr>
<td>November 2011</td>
<td>3,130</td>
<td>113</td>
</tr>
<tr>
<td>December 2011</td>
<td>3,315</td>
<td>123</td>
</tr>
<tr>
<td>January 2012</td>
<td>2,014</td>
<td>156</td>
</tr>
<tr>
<td>February 2012</td>
<td>1,767</td>
<td>192</td>
</tr>
<tr>
<td>March 2012</td>
<td>1,870</td>
<td>140</td>
</tr>
<tr>
<td>April 2012</td>
<td>1,484</td>
<td>91</td>
</tr>
<tr>
<td>May 2012</td>
<td>1,436</td>
<td>104</td>
</tr>
<tr>
<td>June 2012</td>
<td>794</td>
<td>51</td>
</tr>
<tr>
<td>July 2012</td>
<td>1,105</td>
<td>143</td>
</tr>
<tr>
<td>August 2012</td>
<td>1,282</td>
<td>141</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22,958</strong></td>
<td><strong>1,560</strong></td>
</tr>
</tbody>
</table>


* Cumulative number of directions and assistance, merchant assistance and citizen escort calls

**Navigator Outreach**

- In-active*: 67%
- Active Contact: 20%
- Refusing Service: 13%

Total Clients Served: **320**

*Includes clients who have entered into a stable living environment, or moved out of district.

Source: DSP Navigator Program, January 2012 - September 2012
Clean Streets

The Clean Streets team responds to maintenance issues seven days a week. On average, the team removes 166 pieces of graffiti, 51,035 pounds of trash, and pressure washes more than 103 miles of sidewalks and alleys every month.

Navigators Homeless Outreach

Navigators connect homeless individuals with local community service programs, facilitate access to care, and identify solutions to improve living conditions. The team tracks clients’ progress as they move through the social service system. This year, the Navigators’ homeless outreach efforts resulted in a 25 percent housing rate, placing 81 downtown homeless individuals into housing.

Community Prosecutor

The only one of its kind in the region, the Community Prosecution Program is a vital component in the economic development and revitalization of Downtown. The Community Prosecutor, a Deputy District Attorney, works with downtown businesses, property owners, social services, law enforcement, and community organizations to identify and implement broader solutions to nuisance crimes specific to the Central City. In 2012, our community prosecutor successfully prosecuted 20 individuals multiple times as serial inebriates, 4 individuals for indecent exposure, and 19 other individuals for crimes committed in Downtown Sacramento and on Regional Transit. This position also works with the Sacramento Police Department, Sacramento Sheriff’s Department, the City and County of Sacramento, the Department of Corrections and Rehabilitation, Volunteers of America, Sacramento Housing and Redevelopment Agency (SHRA), and Sacramento Self Help Housing to identify proactive solutions.
Cooperative Marketing Programs
DSP partners with downtown businesses to develop cooperative marketing campaigns including the Downtown Marketing Collective, Cap City Sips, Dine Downtown, and Shop Local promotions. These programs help businesses extend their audience reach, maximize budgets with a shared investment, and generate buzz.

This year, Dine Downtown generated an estimated $1.3 million in economic impact through restaurant sales and parking revenue. DSP’s public relations efforts earned Dine Downtown 49 media hits during the 10-day period with an audience reach of 2.3 million.

DSP also developed a new branding strategy for Downtown to support retail recruitment efforts. DSP rolled out The Kay, a new district identity for the area between J through L streets, and 5th through 13th streets, with new banners, signage, and messaging.

$1.3 Million in Economic Impact Generated by Dine Downtown

DSP supports the district’s economic vitality by cultivating a positive image for Downtown through community outreach, cooperative marketing campaigns and media outreach.

OWNED MEDIA REACH

Our integrated communications approach leverages digital media owned by DSP, keeping Downtown the center of attention.

Website: Attracts nearly 190,000 annual visitors and 438,000 annual page views
Facebook: More than 4,755 engaged fans
Twitter: More than 6,400 followers
YouTube: 78 videos with more than 23,000 views
Email Marketing: More than 6,000 email subscribers
DSP’s signature events attracted more than 100,500 visitors to the district. In 2012, DSP events experienced significant growth with a 20 percent increase in Concerts in the Park attendance and 39 percent increase in Ice Rink skaters. DSP also partners with local businesses to encourage event attendees to spend dollars in the district before and after an event.

In addition to event production, DSP works closely with other event producers and the City of Sacramento to ensure downtown events are not only successful, but also generate positive activity for the district. On average, the City permits 65 events at Cesar Chavez Plaza annually. DSP plays an active role on the City Events Review Board to represent downtown stakeholder interests.

Tourism
Downtown continues to be the hub of Sacramento’s $2.4 billion tourism industry with more than 400 conventions and more than 2 million attendees for the 2011-2012 fiscal year. Hotel occupancy rates are trending up for Sacramento as well as Downtown. Old Sacramento continues to average more than $3.3 million annual visitors.

Source: Sacramento Convention & Visitors Bureau, City of Sacramento Department of Finance, and Old Sacramento Business Association.
The Sacramento region’s office market showed slow but steady improvement in 2012. The public sector continues to create activity Downtown through lease renewals, relocation, and consolidation into single locations. The largest lease transaction in 2012 was the State Controller’s Office renewal at 300 Capitol Mall with 190,000 sq. ft.

While there is no current construction activity in the office market, Downtown is poised for progress with the forecasted growth in the health and professional services industries. These trends will have a positive affect on future demand for commercial space. With the largest inventory of Class A space, downtown’s office market is ideal for tenants looking for competitive lease rates, and for incentives and opportunities to ‘trade up’ for more space or a more prestigious business address. Industry reports forecast that this tenant-favored market is likely to continue into 2014.

52% of Sacramento’s Class A Office Space is Located Downtown

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Vacancy Rate</th>
<th>Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roseville/Rocklin</td>
<td>29.3%</td>
<td>7,017,473</td>
</tr>
<tr>
<td>Elk Grove</td>
<td>21.4%</td>
<td>969,927</td>
</tr>
<tr>
<td>Folsom</td>
<td>25.8%</td>
<td>2,827,640</td>
</tr>
<tr>
<td>Howe/Fulton</td>
<td>20.8%</td>
<td>1,619,569</td>
</tr>
<tr>
<td>Midtown</td>
<td>16.5%</td>
<td>1,805,117</td>
</tr>
<tr>
<td>West Sacramento</td>
<td>17.9%</td>
<td>1,280,782</td>
</tr>
<tr>
<td>Suburban Total</td>
<td>25.0%</td>
<td>41,718,525</td>
</tr>
<tr>
<td>Downtown</td>
<td>16.7%</td>
<td>11,203,101</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23.3%</strong></td>
<td><strong>52,925,626</strong></td>
</tr>
</tbody>
</table>

Source: CBRE, Q3 2012 Sacramento Office Market Report
**DSP’s Business Recruitment** & Retention Program is a solution-oriented approach to improving downtown’s business environment. The retail recruitment manager serves as a liaison between property owners, brokers, tenants, the City of Sacramento and county and state agencies to facilitate retail development.

This year, 26 new downtown businesses opened, accounting for nearly 80,000 sq. ft. of restaurant and retail space. Of those new businesses, 77% were either directly recruited or assisted by DSP.

Downtown is also attracting new interest from investors. JMA Ventures’ purchase of the Downtown Plaza provides an opportunity for additional investment in Downtown’s largest retail space and better connectivity with the rest of the district. Sports Basement’s pending purchase of 730 I Street would make them the second single largest retail business with more than 70,000 sq. ft. of retail space in the Downtown.

In order to maximize future retail opportunities for Downtown, DSP began working with Buxton in 2012. As the leader in consumer analytics, Buxton utilizes a variety of data sets that identify retail leakage and surplus in the market and uses predictive modeling to match retailers to current sites. DSP can now provide site-specific data to current property owners and brokers to assist with their leasing efforts.

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**NEW DOWNTOWN BUSINESSES**

- **Independent**: 23%
- **DSP Recruited**: 31%
- **DSP Assisted**: 46%

Source: DSP Merchant Database, January 2012 – September 2012
The Sacramento housing market began to see activity in 2012 and earned a spot on the National Association of Home Builders’ list of improving housing markets. Sacramento experienced a 3.7 percent increase in home value from the third quarter of 2011 to the third quarter of 2012. Downtown’s median home value rose by 8.7 percent in Q3 2012 compared to the same quarter for the previous year.*

This year, three new residential projects were completed in the Central City. The 80 year old Berry Hotel underwent a $24 million renovation preserving 107 single room occupancy units. An additional 231 units were added to Downtown’s housing stock with the completion of the La Valentina project and Mercy Housing’s 7th & H Housing Community.

RESIDENTIAL DEVELOPMENT ACTIVITY

<table>
<thead>
<tr>
<th>COMPLETED IN 2012</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7th &amp; H Housing Community</td>
<td>150</td>
</tr>
<tr>
<td>Berry Hotel</td>
<td>107</td>
</tr>
<tr>
<td>La Valentina</td>
<td>81</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>338</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNDER CONSTRUCTION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tapestri Square</td>
<td>58</td>
</tr>
<tr>
<td>Township 9</td>
<td>2,700</td>
</tr>
<tr>
<td>East End Gateway 2 &amp; 3</td>
<td>84</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,842</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROPOSED</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>700 Block of K Street</td>
<td>137</td>
</tr>
<tr>
<td>Capitol Lofts</td>
<td>122</td>
</tr>
<tr>
<td>Docks Project</td>
<td>1,155</td>
</tr>
<tr>
<td>East End Gateway 4</td>
<td>30</td>
</tr>
<tr>
<td>East End Gateway 5</td>
<td>50</td>
</tr>
<tr>
<td>The Warren</td>
<td>117</td>
</tr>
<tr>
<td>Railyards (infrastructure under construction)</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,611</strong></td>
</tr>
</tbody>
</table>

*Source: Metrolist MLS, October 2011–October 2012, tracked within 95814 and 95811 zip codes.
DSP MANAGES a budget of $3.7 million. The organization receives its support primarily from a property assessment. The management district encompasses 494 parcels equaling more than 7,283,289 million sq. ft. of land and currently 24,378,148 million sq. ft. of buildings.

The Property Based Improvement District (PBID) assessment district includes private property owners, the City of Sacramento, County of Sacramento, State of California’s Department of General Services and the Sacramento Housing and Redevelopment Agency.

```
FINANCIAL STATEMENT

Assets

CURRENT ASSETS:
- Cash and Equivalents $640,514
- Accounts Receivables $342,938
- Related Party Receivables $3,991
- Prepaid Expenses $81,032
- Deposits $50,000
- Other Current Assets $75,044

TOTAL CURRENT ASSETS $1,193,519

Property and Equipment, Net $118,580
Other Assets $11,265

TOTAL ASSETS $1,323,364

Liabilities & Net Assets

CURRENT LIABILITIES:
- Accounts Payable $64,192
- Accrued Expenses $253,695
- Other Liabilities $19,221
- Deferred Revenue $26,645

Total Current Liabilities $355,753

NET ASSETS
- Unrestricted $438,559
- Restricted $519,052

TOTAL NET ASSETS $957,611

TOTAL LIABILITIES & NET ASSETS $1,323,364
```

Enhancing Downtown’s circulation to enable access via multiple modes of transit is critical to the future growth and success in the core. DSP continued efforts to improve the existing transportation network and advocated for greater access through river connections, enhanced bicycle infrastructure, and federal funding options for a streetcar, which would link key assets in the Central City.

Rail Line Relocation
The relocation of the Union Pacific mainline was completed in the summer of 2012 and is the first phase of infrastructure improvement in the Railyards. The relocation replaced a half-mile of track, straightened track alignment and moved the track about 500 feet to the north. Additionally, the project included passenger platforms, three pedestrian tunnels, and two bridges. While the bridges are complete, the 5th and 6th street roadways connecting both sides of the bridges to Downtown will not be completed until 2013.

Downtown Bike Infrastructure
The City re-striped numerous downtown streets to accommodate bike lanes. This new bicycle infrastructure is among the first in the history of the CBD, and was funded by local transportation sales tax funds. The new bike lanes enhance mobility while improving air quality and public health.

Streetcar Planning/Downtown Circulation Study
The DSP was engaged in efforts to enhance downtown’s transportation network though more efficient bus service, greater pedestrian and bicycle linkages and determining the feasibility and benefits of a streetcar system.
**Downtown Sacramento** is the largest employment center in the region with a daytime population of more than 70,000.* The public sector continues to be the largest employer, accounting for approximately 55 percent of the workforce population. Downtown’s residential population consists of 17,700 people and approximately 7,500 households.

**Trade Area**

In 2012, DSP partnered with customer analytics firm Buxton, to examine the retail potential of Downtown. Buxton created a primary drive-time trade area of 12-minutes from the City’s core of 7th & K. The trade area has a residential population of 205,000 and a daytime employment population of nearly 210,000.

According to Buxton’s psychographic profiles, Downtown’s dominant segments consist of Aspiring Contemporaries, and Upscale America. Both groups have an affinity for Downtown amenities, such as arts and culture, and account for more than 30% of the trade area population.

---

**Downtown Demographics**

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Downtown*</th>
<th>Trade Area Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Population</td>
<td>17,776</td>
<td>205,049</td>
</tr>
<tr>
<td>Employment Population</td>
<td>70,109</td>
<td>209,854</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$59,041</td>
<td>$66,629</td>
</tr>
<tr>
<td>Average Age</td>
<td>32</td>
<td>34</td>
</tr>
</tbody>
</table>

*Source: Buxton, 12 minute drive time - 7th & K streets, 1 mile radius

**Downtown Psychographics**

Downtown’s dominate psychographic segments include:

- **Aspiring Contemporaries 18%**
  Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves.

- **Upscale America 13%**
  College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles.

*Source: Buxton, Retail Site Assessment, August, 2012*
15. Marshall Hotel [Proposed] - The proposed renovation of this historic concrete five-story structure into a 150-room boutique hotel will transform this historic concrete building into a modern hotel. The building will include a rooftop bar and restaurant, providing a unique urban experience.

21. Science Center [Proposed] - This site will be a visitor center for the proposed development and will include interactive exhibits and educational programs.

8. Downtown Plaza [Completed] - This project includes 65 apartments being the first development on the site designed for seniors. The site will be located on the ground floor.


3. The Woodward [Proposed] - This project includes 117 units of affordable housing.

1571-1531 N 7th & L streets. This project includes 81 units of affordable housing, 1016-1022 K 6th & R streets. This project includes 59 units of affordable housing.

12. The Ridgeway [Under Construction] - This project includes 65 acres in the River District.

13. The Revival [Proposed] - This project includes 65 acres in the River District.


20. E. Claire Barry Studio for the Performing Arts [Proposed] - This project includes 65 acres in the River District.

25. The Sacramento Regional Transportation Project [Proposed] - This project includes 65 acres in the River District.

26. Railroad Square [Under Construction] - This project includes 65 acres in the River District.
2012 Officers
CHAIR: Steve Green, F&M Bank
VICE CHAIR: Jason Goff, Jones Lang LaSalle
SECRETARY: Janie Desmond-Ison, Steamers
TREASURER: Sid Garcia-Heberger, Crest Theater
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OFFICER: John Shirey, City of Sacramento

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Kipp Blewett, Rubicon Partners
David Brennan, CB Richard Ellis
Elisabeth Brinton, SMUD
Butch Corum, Corum Real Estate
Chris Delfino, Downey Brand
LaShelle Dozier, SHRA
Paul Faries, JMA Ventures, LLC
Kevin Fat, Fat City Bar & Café
Steve Hansen, City of Sacramento
Al Gianini, Al Gianini Consulting
Steve Hammond, Sacramento CVB
Lloyd Harvego, Harvego Enterprises
Michael Heller, Heller Pacific, Inc.
John Hodgson, The Hodgson Company
Mayor Kevin Johnson, City of Sacramento
Moe Mohanna, Western Management
Joe Mugartegui, DGS, State of California
Roger Niello, Sacramento Metro Chamber
Ron Russell, BTV Crown Equities
Phil Serna, County of Sacramento
Heather Stallion, Macy’s
Pati Brown, California State Parks
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Jacqueline Whitelam, CADA
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Ali Youssefi, CFY Development

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SR EVENT OPERATIONS & DEVELOPMENT MANAGER: Annie Stuckert
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GUIDE SHIFT SUPERVISOR: Ramon Cano-Grimes
GUIDE SHIFT SUPERVISOR: Zane Lopez
COMMUNITY SERVICE GUIDE: Donaciano Castaneda
COMMUNITY SERVICE GUIDE: Sean Chapman
COMMUNITY SERVICE GUIDE, Tevon Debb
COMMUNITY SERVICE GUIDE, Michael Jordan
COMMUNITY SERVICE GUIDE, Corey Mahony
COMMUNITY SERVICE GUIDE, Gary McLaughlin
COMMUNITY SERVICE GUIDE, Michael Moore
COMMUNITY SERVICE GUIDE, Michael Munson
COMMUNITY SERVICE GUIDE, Shawn Peter
NAVIGATOR, Shirl Johnson
NAVIGATOR, Crystal Jordan
NAVIGATOR, Teresa Olivas
CLEAN STREETS TEAM MEMBER, Ruben Arvayo
CLEAN STREETS TEAM MEMBER, Alan Coulter
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CLEAN STREETS TEAM MEMBER, George Saucedo
CLEAN STREETS TEAM MEMBER, John Trovatten
OSBA EXECUTIVE DIRECTOR, Chris McSwain

ACCOUNTING SERVICES, Laura B. Catchot, CPA, MBA
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PRINT MANAGEMENT, T Dogg Studios
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