

Managing Our Environment

Position downtown to be the destination of choice for residents, visitors, and employees.

Goal #1: Develop expanded clean and safe teams to create efficiencies, oversight, effective adaptations, and enhanced levels of service.

- Street teams grew by 35%, with 8% decrease in turnover.
- 24/7 services available through Downtown Sacramento Partnership.

Goal #2: Further develop resources to assist unhoused people.

- Created Downtown Resource Coordinator (DRC) position to make one-on-one contacts with individuals and connect them directly to resources; in the last year, the DRC has made over 1,200+ contacts.*
- Launched Mobile Downtown Resource Center in June, offering space for individuals experiencing homelessness to access resources, strategically placed in high-impact areas downtown; connected 580+ people to services.
- Downtown Environment Enhancement Program (DEEP) implemented to mitigate amount of trash and debris created by encampments; collected approximately 20,000lbs of trash.
- X Street CORE Wellness Center opened in October after working with county staff to choose a viable central city location.
- Two Partnership managers completed certification for Crime Prevention Through Environmental Design (CPTED).

Goal #3: Leverage underutilized policies to get faster results on items impacting the district.

- Advocated for city's updated homeless response protocols, leading to the creation of the Incident Management Team which has expanded the city's capacity to enforce policies like critical infrastructure buffer zones and sidewalk ordinances.
- Advocated to authorize City Manager to implement temporary shelter program in August, streamlining efforts to create safe camping sites to reduce informal encampments while long-term projects are completed.
- Truncated release times and limited overnight releases from the county jail implemented following 2022 advocacy efforts.

*On average, individuals experiencing homelessness require 6-9+ points of contact with Partnership staff before accepting services.



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Creating Our Spaces

Position downtown to be the destination of choice for entertainment, leisure, and culture.

Goal #1: Complete signature lighting projects to enhance space and increase public safety.

- Completed audit of missing lights on K St. in March and worked with city to replace all lights; 2024 continuation of project ongoing.

Goal #2: Develop and implement a phased plan for Cesar Chavez Plaza.

- Installed lighting in Cesar Chavez Plaza in September in compliance with Crime Prevention Through Environmental Design (CPTED).
- Completed Phase One of Comfortable Spaces strategy, installing eight tables and umbrellas with 24 chairs in Cesar Chavez Plaza.
- Contracted local artists to complete and install table tennis and cornhole for comfortable activations, alongside an "imagination playground" and mobile library with bilingual books to make the space more inviting to families.

Goal #3: Participate in the city's Central City Mobility, Capitol Mall Revitalization, and Waterfront Development projects.

- Two-way conversion and protected bike lane underway on 5th street, to be completed in 2024.
- Engaged with city staff, AIM Consulting, and key stakeholders to form a plan for Capitol Mall revitalization that fits the Downtown Realignment Strategy, while stressing importance of implementing short-term activations to keep the Mall an active space.
- Worked with city staff to develop waterfront development plans, including renovation of buildings along the embarcadero and a playground designed to honor Native Americans of the region in conjunction with tribal members.

Goal #4: Assist event organizers through development and promotion.

- Secured \$300,000+ from Assemblymember District 6 office to support community events and public realm improvements.
- Finalized the Community Activations Grant, to provide funding to independent and unique events in underserved areas of downtown.
- Helped 16 producers create events downtown.

Goal #5: Create more pedestrian-friendly spaces in district to increase appeal to multiple generations and increase safety.

- Completed Phase 1 of Old Sacramento Waterfront flexible infrastructure, including 24 Adirondack chairs on the Embarcadero.
- Implemented Phase Two of Embarcadero flexible infrastructure, including 16 tables with umbrellas and 48 chairs.
- "Al Fresco on K" pilot program generated \$167,000+ of media value and reinforced the positive perception of a car-free environment in Old Sacramento Waterfront.



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Building Our Business

Position downtown to be the destination of choice for growing businesses, investment, and housing.

Goal #1: Complete audit of building inventory and create a more accurate picture of ground floor space.

- Inventory audit completed in June.
- Visual analysis of inventory completed; six subdistricts labeled with three different categories of vacant spaces.

Goal #2: Conduct a study that seeks to understand the changing downtown landscape and maximize on opportunities.

- Contracted Varshney and Associates to complete an in-depth economic analysis of the impacts the work from home model has had on downtown Sacramento.

Goal #3: Communicate the importance of the urban core and its economic value to garner new resources.

- Secured proposal for Urban3 study and funding line item with City of Sacramento to communicate economic importance of the urban core and return on investment.
- Formed data-driven Downtown Realignment Plan to guide the creation of a strategic plan to redefine downtown's value proposition with the Urban Land Institute.

Goal #4: Actively influence policy decisions to mitigate urban development barriers and support proactive recommendations.

- Mitigated short term impact of increased Department of Utilities development impact fees by implementing phased-in approach and securing exemptions for existing applicants.
- Advocated for updates to proposed Community Benefits Agreement Ordinance, including an exemption for the central city, to prevent roadblocks to making downtown a destination for catalytic investment.
- Led the charge to reject proposed changes to the Mixed Income Housing Ordinance that would make new housing infeasible; built central city coalition, met directly with city staff and councilmembers, submitted position letters, and provided public comment.



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Engaging Our Community

Position downtown to be the destination of choice for our community's emotional investment.

Goal #1: Leverage inclusive relationships to build sense of community & ownership with a broader set of stakeholders.

- Grew @oldsac Instagram following by 17% and @DowntownSac by 8%.
- Collaborated with community influencers to promote events & activations to build emotional investment and increase sales directly with small businesses downtown.
- Created "Downtown's New" campaign, promoting new businesses & activations, gathering an average of 30,000 views per post, directly impacting featured businesses.
- Built relationships with three residential properties to connect with downtown residents; events shared directly with hundreds of tenants via property newsletters and social media.

Goal #2: Capitalize on customers from events and promotions to increase return visits, growth in consumer base, and brand loyalty to downtown.

- Pivoted to user-generated content model for secondary social media profiles (i.e. Concerts in the Park); grew engagement 21% and doubled return visits to event.
- Implemented a consumer lifecycle from events and promotions and captured point-of-sale data to send follow-up emails; 1,000+ new SMS update followers and 500+ newsletter subscribers.

Goal #3: Elevate organization's profile as data resource and thought leader.

- Increased presence on moderation panels and speaking opportunities around Sacramento; reached thousands of new potential visitors, residents, and more while serving on panels with elected officials, thought leaders, and entrepreneurs.
- Staff currently serving on multiple boards and committees including Visit Sacramento Board, Metro PAC Board, California Downtown Association Board, GSEC Advisory Board, and Visit California Advisory Board.

Goal #4: Educate stakeholders on what the Partnership does, has accomplished, and is working toward.

- Started streamlined communication plan, automated from Salesforce, to update businesses on incidents and services provided to their buildings; average of 25 sent per week.
- Increased engagement and formalized call-to-action communications with policy items through Action Alerts and board updates.
- Revamped quarterly report and created a "new business packet" to welcome and inform new entrepreneurs of the Partnership's services.



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