

# Staff Report

---

To: CID Board  
From: Katie Essing  
Date: June 12, 2018  
Re: FY2019 Work plan Recommendations - Operations

---

The Operations Committee focuses primarily on beautification/streetscape enhancement and cleaning/maintenance programs. The CID 5-Year Plan includes the following operational projects:

- Enhance the Downtown Environment
  - Capital Improvements
    - Streetscape enhancements such as landscaping, flowers, street furniture and lighting
    - Cosmetic improvements such as seasonal banners and decorations
  - Enhanced Cleaning and Maintenance
    - Increased sidewalk cleaning
    - Enhanced maintenance and cleaning of alleys and parking garages
    - Enhanced services that would not be expected from City, such as power washing
  - Increased Safety
    - Partnering with the Columbia Police Department to increase or improve safety patrols
    - Deploying downtown ambassadors
    - Providing additional equipment for safety patrols

In past years we have accomplished the following:

- Added monthly alley cleanings around dumpsters and compactors
- Implemented sidewalk recycling on Ninth and Broadway
- Designed and installed holiday and spring/summer banners
- Installed more trash cans
- Created the Gateway Master Plan
- Created the Design Guidelines
- Hired Block By Block Janitorial Team

## **FY19 Budget and Priority Recommendations**

The Downtown CID has one major long-term project, the Gateways Project. The FY19 goal should be to stay focused with time and staff resources for a successful result.

### Gateways Project

Continue dedicating funds to this key project, driving the process of garnering support and applying for grant funding. Many grants will require matching funds, which is the purpose of our budgeted dollars.

*Gateways Project - \$100,000*

Contracted Janitorial Ambassadors

Clean, safe, secure. This simple focus should guide our efforts to improve the experience of the Downtown CID for guests, employees and residents. By contracting with a professional vendor to provide janitorial ambassador services, we will improve our environment. A consultant will handle staffing, training, scheduling, supplies and equipment, allowing staff to provide oversight and guidance.

*Janitorial - \$170,000 for Contracted Services; \$2,500 for Capital Janitorial Projects*

Public Safety Programs - Funding for potential public safety program expenditures, identified during Hospitality Zone Assessment. Includes \$25,000 for Panhandling/Homeless Outreach program, \$5,150 for substation rent and \$2,500 for equipment and lighting.

*\$32,650*

Banner Program – Provide seasonal banners to enhance The District branding campaign and enhance the downtown environment. Explore new hardware to lower banners and potential expand banner locations.

*Banners - \$20,000 (detailed pricing below for program)*

- *\$10,000 installation (professional vendor, 2 – 3 times per year, including repairs)*
- *\$10,000 replacement banners, hardware and potential expansion, with new light pole project funded by City of Columbia. Consult with City to see if new poles can be pre-equipped with banner hardware. Explore lowering banners for increased visibility and impact.*

Landscaping – Flowers and Trees- Work with the City Parks and Recreation Department to implement programs to improve downtown landscaping by adding impactful flower and tree plantings. Explore creating landscape designs with a consultant or self-watering flower containers to install along high visibility areas.

*Landscaping Enhancements - \$24,000*

City Horticulture – Partner with City's Park and Recreation Department for Broadway planters. Downtown should be viewed as a park setting, with increase plantings, rotations and color.

*\$8,000*

Downtown Parking – Work with City Parking to add parking garage signage, increase ease of downtown parking and advocate for improved parking system.

*\$0*