

AGENDA

ALLIANCE
FOR
LIVABILITY



AFL

Board Members:

Shaun Biel • Trevor Bosworth • Ben Bozek • Regina Bradley • Asante Cain • Amy Cogswell • Lamont Cole • Robert Dean
Joe Elliot • Christian Frank • Erika Hanson • Johanna Jelks • Nicole Kosheba • Lynn Locke • Lance Marconi • Jon Oeverman
Haley Patrone • Kelli Jo Peltier • Marcia Rapp • Jenn Schaub • Jay Schrimpf • Rachel Tamez • Aaron Terpstra • Lynee Wells

March 28, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

Main work item: Approve priority projects to proceed to cost estimation for formal budget recommendation at April's meeting.

1. Call to order
2. Public Comment, Current Business – 3 minutes per person
3. February Minutes, Downtown Ambassador Report, GRPD Report – 10 minutes – *motion*
4. Project & Staff Updates (DGRI Staff) – 20 minutes
 - a. Alliance for Investment (Kelly)
 - b. Alliance for Vibrancy (VanDriel)
 - c. Special Events Collaboration: OSE & DGRI (VanDriel)
 - d. Residential Engagement (Buller)
 - e. Ambassador Refuse Can Project (Eledge)
5. Budget Planning: Phase 2 (Full Alliance) – 25 minutes
 - a. Project Discussion and Review
6. Public Comment, Old/Other Business – 3 minutes per person
7. Adjourn



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Alliance for Livability

February 22nd, 2016

1. Call to order- Wells called the meeting to order at 11:06am
2. Members Present- Trevor Bosworth, Asante Cain, Christian Frank, James Hurt, Johannah Jelks, Lance Marconi, Marcia Rapp, Jenn Schaub, Lynee Wells

Members Absent: Shaun Biel, Amy Cogswell, Kim Dabbs, Robert Dean, Joe Elliot, Stephen Faber, Dr. Wendy Falb, John Helmholdt, Matt Koning, Chris Muller, Nate Phelps, Jay Schrimpf

Others Present: Officer Matt Ostapowicz, Bill Kirk, Jennie Kovalcik, Melvin Eledge, Jamie Hock, Aaron Terpstra
3. Approval of January Meeting Minutes-
Motion: Marcia Rapp, supported by Trevor Bosworth, moved approval of January 25, 2016 minutes as presented. Motion carried unanimously.
4. Downtown Ambassador Report/GRPD Report-
Officer Ostapowicz said crime and graffiti is lower overall in Heartside. Officer Ostapowicz said a steering committee is reviewing valet parking and hooding policies in the efforts to enforce parking on busy streets. Eledge said the Ambassador Team has deployed teracycle recycling urns for cigarettes. Eledge added that the team is recruiting for seasonal clean team positions, and reviewed highlights from the Ambassador Report.
5. Project Updates-
 - a. Monroe North Gateway: Kirk said MDOT construction near this project is planned for 2017. Kirk added that the Alliance will line-up goals with the construction schedule.

- b. Ionía Bikeway: Kirk said the City and MDOT are pursuing grant funding to support bikeway efforts. Kirk said the Alliance will follow the MDOT/City of Grand Rapids construction schedule for this project as well.
 - c. Exit Space/Signal Box: Kirk said MDOT is supportive of extending the mural on Division Avenue, and the Alliance will follow the same process as before. Kirk said locating all signal boxes is still ongoing.
 - d. Food Trucks: Kirk said DGRI is working with the Mayor's Office and a steering committee to review food truck policies, with updates to come.
 - e. Urban Recreation; skate park/skate plaza: Kirk said conversations with the Parks Department will move this project forward. Officer Ostapowicz asked where potential sites for the park were. Kirk responded that Clemente Park; space near Fish Ladder; and lots including Scribner, Arena South, and 6A are being considered. Wells said the committee for this project is interested in the 6A lot because of its potential of being a public civic space in conjunction with a skate park. Kirk said a meeting with the Parks Department will determine which option is favorable.
 - f. Lyon Square: Kirk said the project is being funded through a public-private partnership. Kirk added that conversations on design and concepts are underway currently to coincide with the GR Forward design. Members asked for a more detailed update on this project.
6. Budget Planning: GRWFD Implementation Discussion & Concept Prioritization-
Kirk asked the Alliance to review 2016 budget priorities and consider which priorities would be included in the 2017 budget. Kirk explained that primary focus areas should align with GR Forward goals. Kirk added that after today's discussion, potential projects could be discussed in depth during next month's meeting. Cain said that focusing on a few small projects that have a timeline and measurable outcomes is more favorable than large topic projects. Cain added that projects should be implementable, and allow the Alliance to see progression. Marconi asked if the engagement line item was specified towards Downtown students and residents only. Kirk said yes. Marconi said getting ideas and input from communities outside of Michigan could allow the Alliance to tap into other segments and grow the job market. Wells said that Experience Grand Rapids and other organizations aim to focus on that type of outreach. Cain asked what work had been done in the engagement line item, and if the line item should be dropped as a priority. Kirk discussed the Downtown Census project in the context of this line item. Kirk said that the Alliance has worked with students in the past and that the residential scope is growing. Schaub said that Annamarie Buller's position could be maximized to coincide with the engagement line item, specifically to build the resident's council. Kirk said Buller's intent is outreach and networking, which would allow the Alliance to provide assistance for resident gatherings. Jelks asked how the Alliance could help streamline the process of hosting an event Downtown from an engagement standpoint. Kirk responded that Kim Van Driel is focused on the production side of events, while Buller recruits businesses to take part. Kirk added that one facet of Buller's role is to help facilitate the creation of a resident's network that would allow for communication and networking. Schaub said that it is essential to create relationships around a resident's council before event promotion can take place. Kirk summarized goal prioritization from the Alliance's feedback as: achievable goals instead of general projects; Buller's outreach for the resident's council network; and

beautification, including lighting along the river and more public art projects with measurable goals. Kirk added that mobility is an important goal for 2017 with the new Mobile GR; including the new DASH reconstruction, pedestrian safety, changes in crosswalks and bike lane development. Kirk asked if there were any other priorities the Alliance wanted to consider. Schaub said working to define specific business corridors and districts is an important priority. Bosworth said improving wayfinding signage should also be a priority. Wells suggested double sided wayfinding signs that have clear road names. Eledge added that an Ambassador picture and contact number could be added to wayfinding signs to help with directions and general inquiries.

7. Public Comment/Old & Other Business-
None
8. Next Meeting-
March 28, 2016
9. Adjourn-
Wells adjourned the meeting at 12:37pm

Minutes taken by:
Jennie Kovalcik
Administrative Assistant
Downtown Grand Rapids Inc.



Downtown Grand Rapids Ambassador Program February 2016 Report



Hospitality Highlights



Accomplishments

The ambassadors continue to participate in conventions offered by showspace and we continue to evolve our booth at the conventions to make our presence more engaging.

Valent-ICE appeared to be a great success bringing people into around downtown. The ambassadors assisted in the set-up and tear down of the ice sculpture stands and worked to engage the people that came to participate in the event.

QUICK VIEW

Feb 01, 2016 -- Feb 29, 2016

- 1** Motorist Assist
- 2** Request for Police
- 2** Suspicious Package
- 8** Observation - Fighting
- 11** Request for Fire/EMS
- 15** Panhandling - Aggressive
- 31** Suspicious Person
- 36** Panhandling - Passive
- 72** Sidewalk Violation (skateboarding/Bicycling/Rollerblading)
- 111** Business Contact
- 175** Safety Escort
- 556** PA - Directions
- 619** Outreach Contact
- 793** PA - Program Information
- 1532** PA - Information
- 9011** PA - Other

Cleaning Highlights



Tyler & Melvin recycled 1000lbs of discarded metal found throughout the downtown



The first cigarette recycling urn installed downtown

Initiatives

The ambassador team kicked off its cigarette recycling project by successfully installing 8 cigarette urns throughout the downtown in February. The urns are an integral part of the ambassador strategy to help make and keep downtown clean. The cigarettes collected in the urns will be sent to our partner, Terracycle, for recycling where they will be converted into plastic products.

The ambassador team also acquired 15 additional trash cans from the Office of Special Events. These cans will be refurbished and be used to replace existing trash cans that are in need of repair or to add additional trash cans where needed throughout the downtown.

QUICK VIEW

Feb 01, 2016 -- Feb 29, 2016

- 1** Billy Goat Hours
- 61** Graffiti - Removed
- 523** Trash (Bags collected)
- 1141** Snow Removal - Block Faces

Stakeholder Feedback

Feedback

Hello,
I walk with my dog, Molly, downtown.
We have cross paths with Marcia almost everyday. She is always working to keep the area clean and beautiful. The best part is her smile. Everyday no matter what the weather is like she greets us with this amazing smile. We look forward to seeing her. Marcia's smile has become the best part of our walk. Thank-you for all you do.
Ruth and Molly Moyers

Dear Melvin & Team,

Thank you for ALL of your help with Valent-ICE. We appreciate all that you do for us. Your help and support for everything we do means more than you know. We could not do what we do without you.

Kim Van Driel & Annamarie Buller

 **Downtown Grand Rapids Inc.** added 2 new photos.
February 22 at 12:15pm · Grand Rapids, MI, United States · 🌐

Put your butts in Downtown's new butt bins to help keep our city, Grand River and beautiful Lake Michigan beaches clean. The bins are free and easy to use. Simply extinguish your cigarette butt before dropping it in the butt bin. We'll collect the butts and send them off for composting and recycling into new plastic products. Thanks to our Ambassadors and Block by Block for rolling out this new initiative in Downtown GR.



Katalina Corona, Katrin Ophoff, Kayem Dunn and 35 others like this. [Chronological](#)

1 share

 **Mike Ewer** Great idea! Should be at every bus stop! (Preferably not on the stop pole itself, to encourage smoking "away" from the stop)
👍 1 · February 22 at 1:27pm

Facebook post and feedback regarding the cigarette urn project

Highlights



Tyler and Melvin load the truck to take metal for recycling



The Ambassador team training in effective communication



Melvin fixes a stand for Valent-ICE

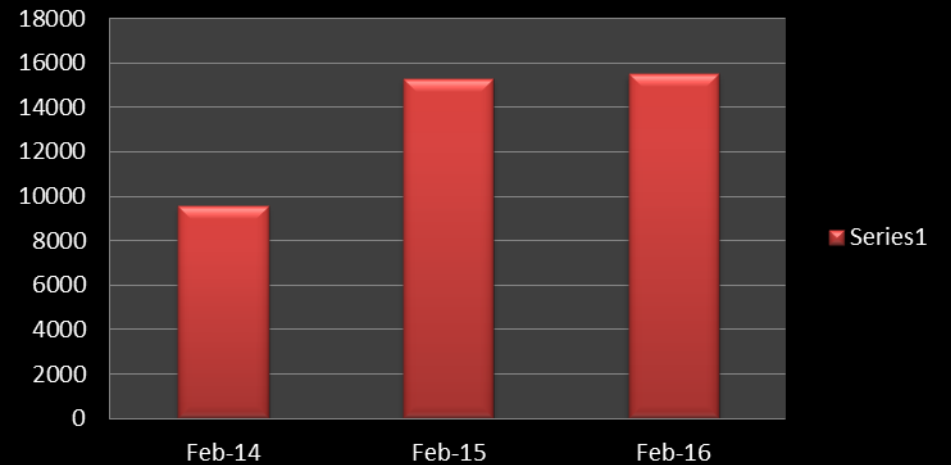


Deb documents her cleaning efforts in the field

Statistics

Activity		Feb. 2016	Feb. 2015	Feb. 2014	2016 YTD
Equipment	ATLV Hours	0	N/A	N/A	0
	Backpack Blower (hours)	0	N/A	N/A	0
	Billy Goat Hours	1	N/A	N/A	1
	Segway Hours	0	0	0.75	0
	Bicycle (miles)	0	0	0	0
Engagement	Business Contact	115	424	139	271
	Graffiti - Removed	68	53	5	119
	Motorist Assist	1	3	7	5
	Observation - Fighting	8	23	39	16
	Outreach Contact	647	0	0	1240
	PA - Directions	581	878	1406	1552
	PA - Information	1742	3058	2070	3051
	PA - Other	9449	7360	3041	19696
	PA - Program Information	821	2880	1736	3861
	Panhandling - Aggressive	19	40	49	38
	Panhandling - Passive	43	12	163	73
	Planters Watered	0	0	0	0
	Power Washing (block faces)	0	0	0	0
	Request for Fire/EMS	12	7	18	27
	Request for Police	2	0	15	6
	Safety Escort	183	242	504	244
	Sidewalk Violation	80	76	112	114
	Snow Removal	1141	N/A	N/A	4511
	Suspicious Package	2	60	3	4
	Suspicious Person	31	183	69	60
	Trash (Bags collected)	550	N/A	N/A	1772
	Umbrella Escorts	0	0	184	3
	Weed Abatement (block faces)	0	N/A	N/A	1
Total Contacts February 2016		15495	15299	9560	36664
Total Contacts February 2015					
Total Contacts February 2014					
Total Contacts 2016 YTD					

February 3 Month Comparison



Comparison of total statistics for the month of February for years 2014, 2015,

The Ambassador team finished February 2016 with 15,495 total contacts. This represents a 1% increase from 2015 and a 62% increase from 2014. The weather in February's weather was a mixed bag of warm sunny days and cold snowy days, The weather for events such as Valent-ICE was cold but clear making the conditions great for ice sculptures and did not seem to deter people from coming out.

The ambassador team was able to deploy a little over 50% of the cigarette urns in the downtown and with the weather slated to clear up in the next few weeks we will be completing the project by mid-March.



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Alliance for Livability

Budget Planning/Focus Areas

Based on discussion and input at last month's Alliance for Livability meeting, the following project focus areas are being prioritized for the FY 2017 Alliance for Livability Budget:

- Public Art Initiatives
- Lighting and Façade Improvements
- Downtown Clean Efforts
- Downtown Resident Engagement
- DASH 2.0 Infrastructure
- Bike Friendly Improvements
- Wayfinding Analysis
- Urban Recreation Enhancements

Please review this list, and come prepared to the March meeting with feedback, questions, and suggestions.

Clean, Safe, and Beautiful

- Public Art: continuation of ExitSpace project (completion of mural on North Division); continuation of Signal-Box project (additional artwork on City-owned signal boxes Downtown).
 - In addition, there was a request to explore opportunities for more “non-mural” art interventions, i.e. in coordination with current/upcoming projects (Canal Park/Coldbrook, Calder Plaza, etc.), as well as “district” identification via public art (Avenue for the Arts/Heartside, business corridors, etc.).
- Lighting/Façade Improvements on South Division: staff has identified opportunities within existing DDA programs (Building Reuse Incentive and Signage Grant Programs) for properties to improve lighting, facades, and signage. DGRI staff will work to identify and target eligible properties, with a focus on South Division (as outlined in the Division Avenue Task Force report from 2012).
- Downtown Refuse Containers: this item was proposed by the Downtown Ambassador team after the February Alliance for Livability meeting: the Ambassadors are identifying areas in need additional refuse containers, as well as researching containers that can be adorned with artwork and branding. More information will be presented at the March meeting.

Engagement

- Downtown Residents Network: support for events and programs to supplement DGRI's Stakeholder Engagement Specialist (A. Buller) work.

- Using the data from the Downtown Census Report (to be reviewed at the March AFL meeting) as a foundation, Annamarie will be working with existing and developing resident groups in Downtown properties, as well as those is properties without formal groups, to connect and engage residents. She will be reviewing the 2016-2017 plan at the March meeting.

Mobility

- DASH 2.0 Infrastructure/Branding: in conjunction with the pending re-alignment of the DASH system this summer, DGRI will be working with MobileGR and The Rapid to build infrastructure and branding of the new system.
 - Pending approval, the new DASH system will be treated as a pilot project, with the goal of enhanced infrastructure (stops, digital information, vehicle branding, etc.) deployment in Spring 2017.
- Bike Friendly Improvements: installation of additional bike parking Downtown, as well as the opportunity to partner with MobileGR on bikeshare feasibility/planning work (MobileGR is discussing this effort at the July Parking Commission meeting).
- Wayfinding: an audit of current systems, including street signs, will be performed to identify opportunities for consolidation, enhancement, and expansion (i.e. additional street signs at Downtown intersections).

Urban Recreation

- Pending discussion and coordination with the Alliance for Vibrancy and the Parks and Recreation Department, there may be opportunities for partnership on infrastructure (Alliance for Livability), activation (Alliance for Vibrancy), and operations/maintenance (Parks and Recreation Department) at Heartside Park (winter recreation) and other locations. DGRI staff is currently in discussion with Parks and Recreation to understand these potential opportunities, and will provide more information at the March meeting. Included in these opportunities are continuing discussion related to a Downtown Skatepark/Plaza. Parks and Recreation is exploring potential funding sources for planning and construction, and DGRI is committed to working in close partnership with the Department to keep this project moving forward.

Policy Advocacy / Planning Efforts

- Sidewalk/Street closure policy for construction/development projects
- Bike Safety & Education Project
- Vital Streets Planning Effort
- Parks Master Planning Effort