

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 • Steve Faber • 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 • Rachael Tamez • Aaron Terpstra
Lynee Wells

July 25, 2016

11:00a – 12:30p

29 Pearl Street, NW Suite #1

Main work items: Parks Master Plan input session and work group session.

1. Call to order
2. Public Comment, Current Business – 3 minutes per person
3. May Minutes, Downtown Ambassador Report, GRPD Report – 10 minutes – *motion*
4. Food Truck Policy Update (Guy/Kirk) – 10 minutes
5. Parks Master Plan Input Session (CityGR Parks staff and Alliance members) – 20 minutes
6. Project Updates (DGRI Staff) – 15 minutes
 - a. Refuse Containers
 - b. Pedestrian Counters
 - c. DASH re-route/SilverLine service
 - d. Skate Park/Plaza
 - e. August Resident Network Event
7. Working Groups (full Alliance) – 15 minutes
8. Public Comment, Old/Other Business – 3 minutes per person
9. Adjourn



DOWNTOWN



DOWNTOWN
GRAND RAPIDS INC.

Alliance for Livability

May 23, 2016

1. Call to order- Wells called the meeting to order at 11:05am
2. Members Present- Trevor Bosworth, Ben Bozek, Regina Bradley, Asante Cain, Amy Cogswell, Joe Elliot, Christian Frank, Erika Hanson, Johannah Jelks, Nicole Kosheba, Lance Marconi, Jon Oeverman, Haley Patrone, Kelli Jo Peltier, Marcia Rapp, Jenn Schaub, Aaron Terpstra, Lynee Wells

Members Absent- Shaun Biel, Lamont Cole, Robert Dean, Lynn Locke, Jay Schrimpf, Rachael Tamez

Others Present: Captain Matt Ostapowicz, Steve Faber, Bill Kirk, Annamarie Buller, Jennie Kovalcik
3. Approval of April Meeting Minutes-
Moved approval of April 25, 2016 minutes as presented.
4. Public Comment / Current Business-
None
5. Ambassador / GRPD Report-
Captain Ostapowicz said there was a bank robbery at the Huntington Bank on Pearl Street that was discovered by police walking in the area. Captain Ostapowicz said downtown foot patrols will increase on Friday and Saturday nights during the summer season. Captain Ostapowicz said kids disturbing the peace in the downtown promenade and at Rosa Park's Circle have been addressed. Captain Ostapowicz said there will be no parking on Ionia Street between Fulton Street and Cherry Street during summer weekends after 7:00pm. Captain Ostapowicz added vehicles parked in this restricted area will be towed, active June 23. Terpstra said the shuttle used last week during events was successful and helped alleviate parking needs; Captain Ostapowicz agreed.
6. Alliance for Investment Policy Priorities Review-

Kirk said some of the priorities outlined by the Alliance overlap with the Alliance for Investment and Vibrancy. Kirk provided a list of overlapping items shared with the Alliance for Investment. Kirk asked members to sign up for item discussions that they would like to attend for scheduling purposes.

7. Work Group Planning-

Wells asked members to use the provided budgets and group worksheets to identify projects that are priorities for each working group, including a timeline for completion. Wells added this exercise will help define projects. Kirk said each working group is equipped with details discussed in the past for each project. Kirk added completion date goals will help in building a schedule moving forward.

**The Alliance broke into working groups.*

- a. Engagement Workgroup: Buller said the group strategized for future resident network events. Buller said the goal is to have four (4) resident events in the next year, including an event in August. Buller said the work group will meet in July to troubleshoot before the event. Buller added the group came up with activities to liven and engage residents, creative ways to get feedback and present actionable expectations for important residential topics. Buller continued the group created a loose framework of what these events will look like throughout the year. Wells said the City of Minneapolis created a parade of urban living with a map of residential buildings, similar to Grand Rapids' tour of homes. Wells said this could be a creative way to engage residents.
- b. Clean, Safe, Beautiful: Schaub said the main priorities of the working group are: mural completion, refuse containers, and signal boxes. Schaub said the group recommends partnering with the UICA to conduct the call of artists. Schaub added a second option for partnership would be the GRAM, as they are an underutilized asset in the community. Schaub said the group has no desired theme for the remainder of the mural due to the already present mixed of themes and styles. Schaub said depending on the number of signal boxes, a phased timeline may be the best option for that project. Schaub added that partnering with the GRAM was an option to oversee the first phase of the project to be completed by the start of ArtPrize. Schaub said the signal box art could focus on the history of Grand Rapids, and DGRI could collaborate with the library, museums, etc. Schaub said the RFP should be distributed to a wide variety of partners in the art and culture community, adding the group has a list for outreach. Schaub said the deadline for the first phase of this project is the start of ArtPrize; however, community painting and engagement during ArtPrize could become the second phase. Schaub went on to explain the group would like to push for the refuse containers to be completed by the end of summer. Schaub said the Alliance could choose from a variety of refuse designs during the June meeting. Kirk said the refuse designs could be provided to the Alliance prior to the next meeting. Kirk added that there are approximately twenty-five (25) signal boxes. Hanson added from a safety standpoint, hazards in bike lanes like pot holes might be a project for this working group to consider. Kirk said both working groups with bike lane concerns can connect to address this priority.

- c. Mobility: Hanson said the working group identified key locations for pedestrian counters, along with secondary locations. Hanson said the group brainstormed adding helpful health information, city information, or encompassing other livability efforts like the DASH system to the pedestrian count boxes. Hanson said the group discussed how to inform the public of the new DASH system, including using maps, creating infrastructure shelters, and color coordinating DASH lines. Hanson continued, the bike share/parking is utilized by commuters and tourists who choose park-and-ride options. Hanson said an app or map detailing how to utilize and implement bike share and bike parking, including locations, could increase the frequency of use. Hanson said the group discussed adding bike corrals and racks in strategic places, like Ionia Avenue and Monroe Center. Hanson added the difference between bike corrals and individual racks needs to be shown either on the app or map as well. Marconi said adding DASH line marketing aspects to projects is important. Marconi added that organizations along the DASH routes may be interested in funding a pocket map detailing the upgrades and advertising local business offerings. Marconi said engaging businesses in the DASH marketing efforts can help businesses along the route grow. Kirk said marketing for the DASH is a priority. Wells said the goal is to not spend a ton of money on stop infrastructure as it is a pilot that may change stop locations in the upcoming years. Wells said maps and signage to promote ease and use, like color coding, is most important at this time.
 - d. Urban Recreation: Cain said the working group focused on setting a meeting date of June 15 with the Parks Department and DGRI to discuss advancements in the skate plaza project. Cain added the group would like to engage with the Parks Master Plan that is currently in process. Cain said the group would like to introduce winter recreation ideas and amenities by October 1, after discussing details with the Alliance in the August or September meetings. Cain said a meeting with the City Engineering Department, Parks Department, and DGRI to discuss the river trail project will be scheduled by June 1. Cain added an RFP for trailhead design should be issued by September 1st.
8. Public Comment/Old & Other Business-
Kirk said DGRI is partnering with LINC for transportation to and from Ah-Nab-Awen Park during Movies in the Park. Kirk also said the movies will have either subtitles for the hearing impaired or Spanish speaking attendees, adding that the Movies in the Park handbill designates which will occur on each date.
9. Next Meeting-
After discussion between alliance attendees, Kirk and Wells cancelled the June meeting. Kirk said some goals will have to be addressed prior to the July meeting, and all advancements made will be documented for the alliance to review in July. Wells suggested hosting a community walk touring some project sites on the day that the June meeting was scheduled if anyone was interested.
10. Adjourn-
Wells adjourned the meeting at 12:23pm

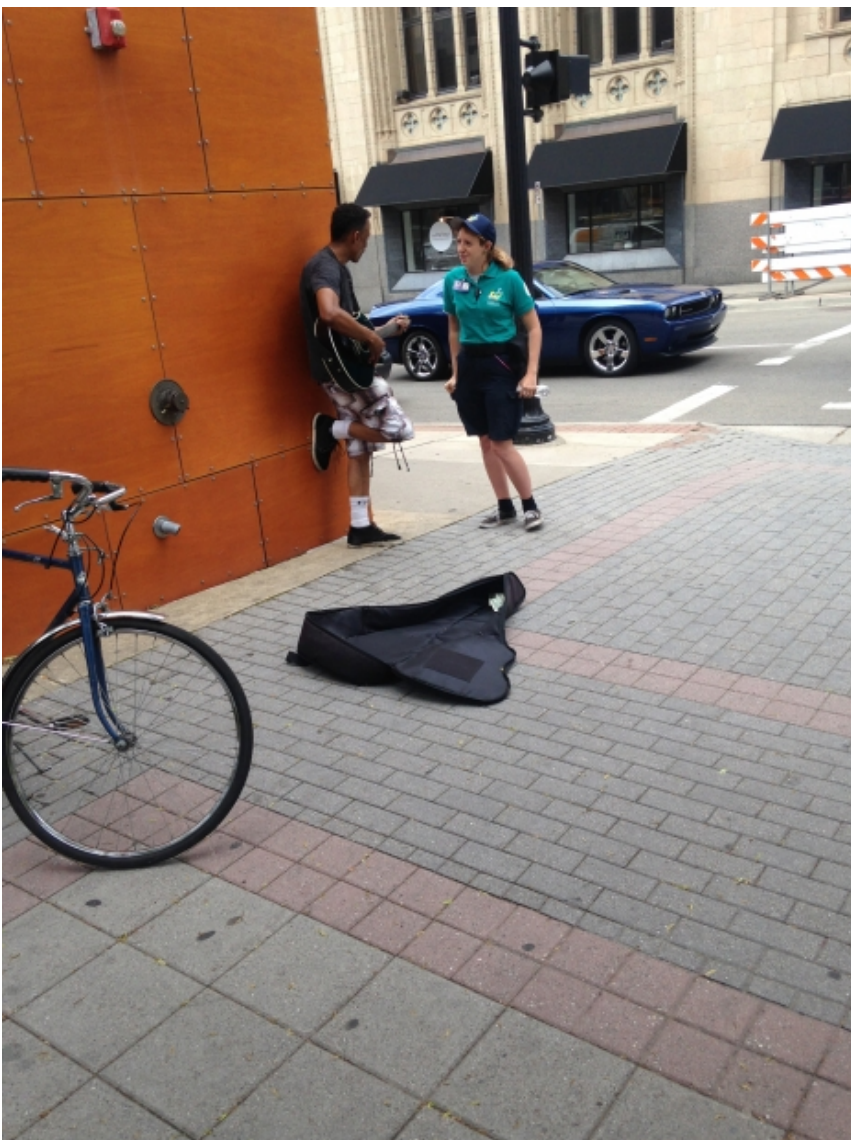
Minutes taken by:
Jennie Kovalcik
Administrative Assistant
Downtown Grand Rapids Inc.



Downtown Grand Rapids Ambassador Program May 2016



Hospitality Highlights



Field Observations

May proved to be a busy month for the Ambassador team. Several events and big name concerts brought crowds of people in during the evening/nighttime hours - it was a great way to kick off our summer season and put our customer service skills to good use!

QUICK VIEW

May 01, 2016 -- May 31, 2016

- 1** Umbrella Escorts
- 3** Suspicious Package
- 11** Suspicious Person
- 17** Request for Fire/EMS
- 19** Motorist Assist
- 23.5** Segway Hours
- 34** Observation - Fighting
- 39** Panhandling - Aggressive
- 51** Panhandling - Passive
- 83** Safety Escort
- 209** Business Contact
- 566** Sidewalk Violation (skateboarding/Bicycling/Rollerblading)
- 576** PA - Directions
- 621** PA - Program Information
- 2435** PA - Information
- 3500** Outreach Contact
- 11182** PA - Other

Cleaning Highlights



Initiatives

The Ambassador team continued its increased focus on graffiti removal throughout the downtown. We continue to use our many tools and tricks to tackle tough and long standing graffiti. We removed over 1,000 graffiti tags in the month of May alone and to date have removed more graffiti than we have all last year.

We have also made efforts to target areas with large accumulation of road debris. We have been deploying teams out to remove the gravel/dirts from curb cuts where it easily accumulates.

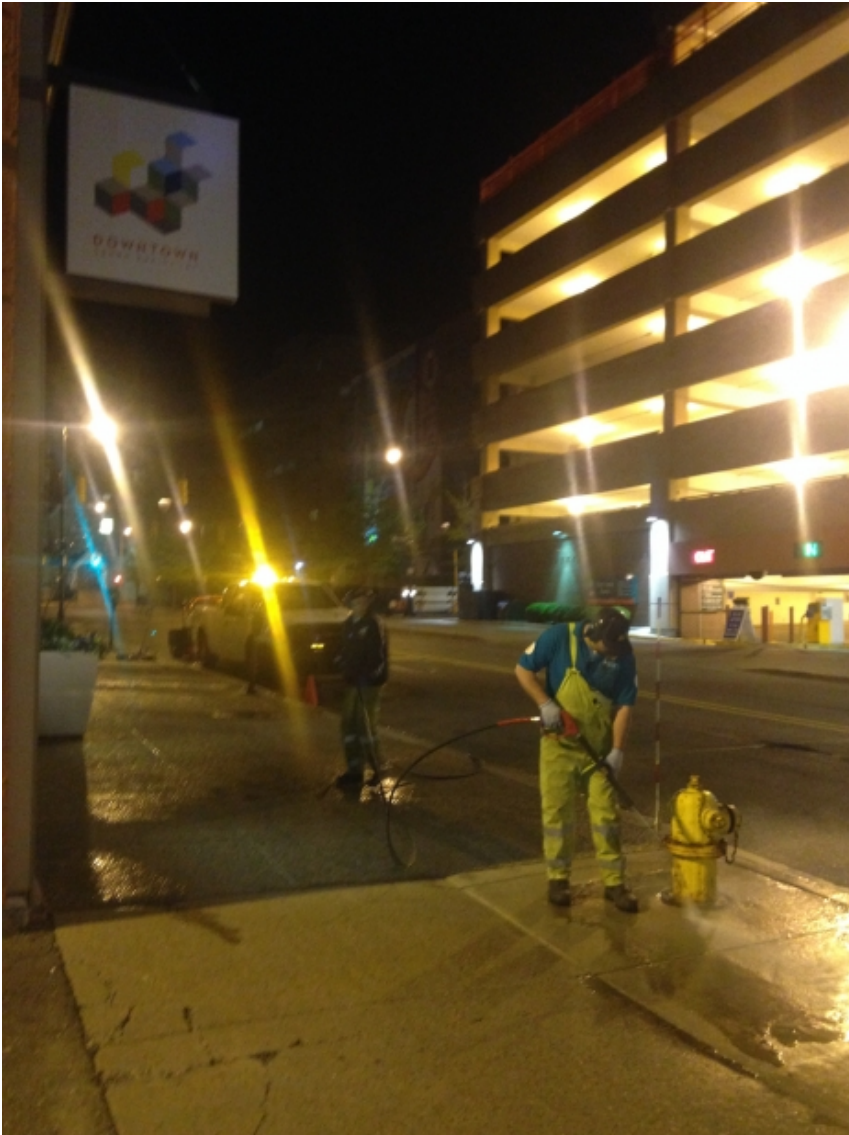
QUICK VIEW

May 01, 2016 -- May 31, 2016

925 Trash (Bags collected)

1197 Graffiti - Removed

Beautification & Special Projects



Accomplishments

May saw the start of our overnight pressure washing team hit the streets and we were able to complete 44 blocks in our first month of pressure washing.

We continue to refinish and replace trash cans throughout the downtown having deployed an additional 6 trash cans to replace cans that need work.

We also acquired 12 additional cigarette urns to be deployed throughout downtown.

QUICK VIEW

May 01, 2016 -- May 31, 2016

- 11** Billy Goat Hours
- 25.5** ATLV Hours
- 44** Power Washing (block faces)
- 48** Backpack Blower (hours)
- 819** Planters Watered
- 2519** Weed Abatement (block faces)

Stakeholder Feedback



Heather Hunt Wallace

5★ An ambassador saved me today! I was on a run when it started to rain- 2 miles from home and with my phone. She offered me a meijer bag to keep it dry in. Thank you so much for taking such great care of the city and its electrics!!



Carmen Villahermosa de Cox reviewed Downtown Grand Rapids Inc.

— 5+
May 11 at 8:45pm · 🌐

Marcia Rapp helped me by providing her "umbrella service" as it was raining and I was not prepared. What a great service offered to people in the city. Thank you #MarciaRapp!

Feedback

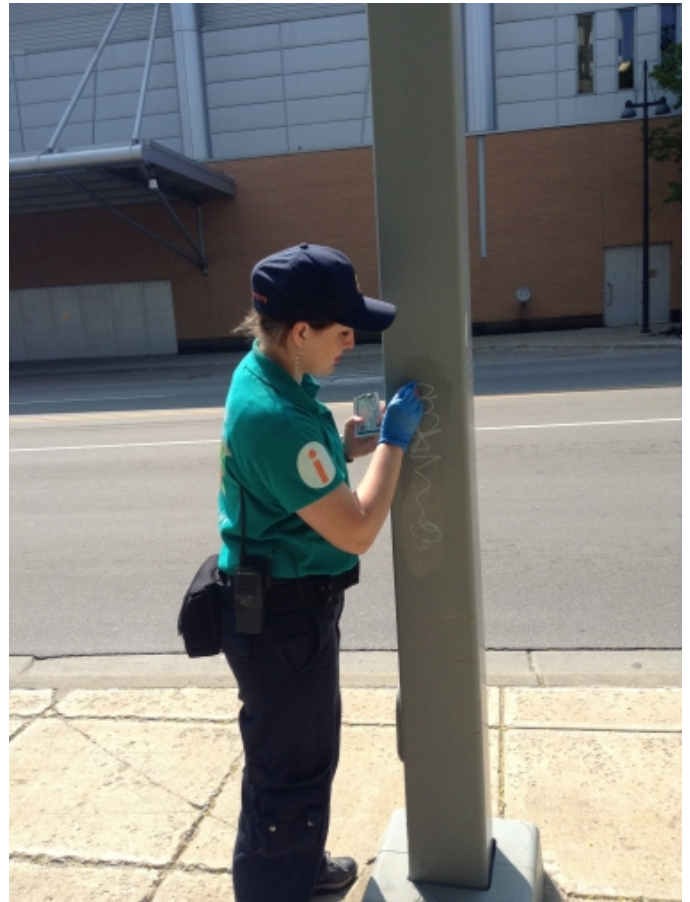
Rick is doing a wonderful, wonderful job. He is doing a great job around all of our properties up and down south division he is a very hard worker and a very nice man.

Latisha, Employee at the Westons

Highlights



2 ambassadors walk an intoxicated individual to the PIC



Shannon removes graffiti from a pole on Monroe Ave



Marcia rollin' on the Segway.



Ellen mulching the beds in the Campau Promenade

Statistics

Equipment Usage	Activity	May 2016 Totals	May 2015 Totals	May 2014 Totals	2016 YTD
	ATLV Hours	25.5	NA	NA	73
	Backpack Blower (hours)	48	NA	NA	67
	Bicycle (miles)	67	129	559.5	103.8
	Billy Goat Hours	11	NA	NA	26.5
	Segway Hours	23.5	61.25	58	29.25
Engagement	Business Contact	209	300	342	765
	Graffiti - Removed	1186	94	208	2084
	Motorist Assist	19	5	4	58
	Observation - Fighting	34	82	34	70
	Outreach Contact	3500	3080	3126	7514
	PA - Directions	576	1622	3069	4420
	PA - Information	2435	3911	6013	11079
	PA - Other	11183	5458	6851	49779
	PA - Program Information	621	2419	4044	6192
	Panhandling - Aggressive	39	186	120	137
	Panhandling - Passive	51	160	195	238
	Planters Watered	819	NA	NA	966
	Power Washing (block faces)	44	NA	NA	58
	Request for Fire/EMS	17	20	43	194
	Request for Police	1	16	28	13
	Safety Escort	83	757	1544	614
	Sidewalk Violation	566	532	661	1500
	Snow Removal	0	NA	NA	6346
	Suspicious Package	3	41	27	15
	Suspicious Person	11	416	173	81
	Trash (Bags collected)	925	NA	NA	4394
	Umbrella Escorts	1	212	113	15
	Weed Abatement	2517	NA	NA	3817
Total Contacts May 2016		24840	19311	26595	100349
Total Contacts May 2016					
Total Contacts May 2016					
Total Contacts 2016 YTD					

Fig. 1: Overview of total contacts for May 2014, 2015 and 2016 as well as the total contacts for 2016 YTD by category.

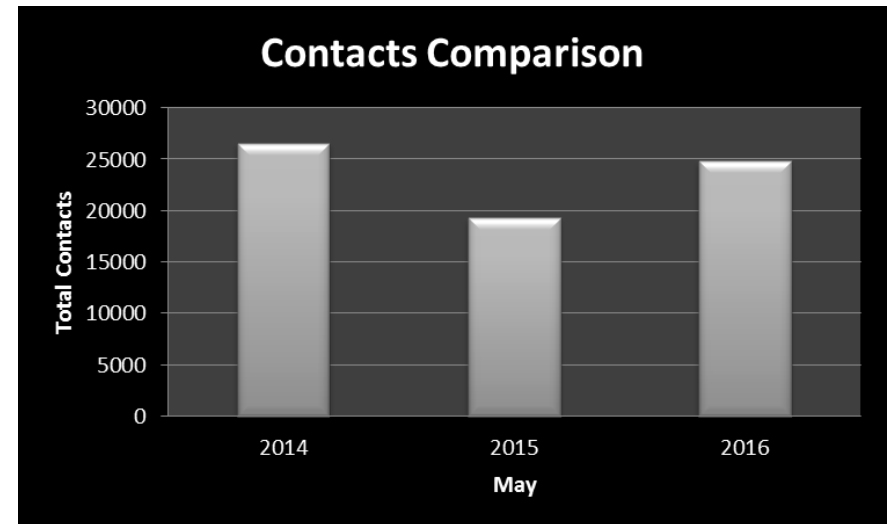


Fig. 2: Graph comparing total contacts for May for 2014, 2015 and 2016

The Ambassador had a strong finish to the month of May. We increased our statistics by over 5,000 from the previous time frame last year and we were close to achieving the same totals as May 2014.

Our team has increased its graffiti removal efforts throughout the downtown area. We have removed over 2000 pieces of graffiti/vandalism to date already this year which was more than we finished the year with in 2014.