



**City of Santa Cruz  
Downtown Commission**

**2025 Plan**

**Commissioners**  
**Chair-Joe Ferrara**  
**Vice Chair-Jennalee**  
**Dahlen**  
**Rebecca Acosta**  
**Elizabeth Carr**  
**Peggy Dolgenos**  
**Cynthia Mathews**  
**\*Vacant**

**City Staff**  
**Gaven Hussey**  
**Anna Bobisuthi**

## 2025 Draft Work plan

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
<b>1. The Downtown Commission supports the management of existing parking, the development of new parking, and the creation of long-term parking strategies.</b>	a. Review Parking Toolkit Matrix provided from ED Parking Study, Review Scenarios for Parking Supply Project (s) and ensure demand is being addressed	Public Works staff Planning Economic Development Agency	Ad-Hoc Sub Committee Commissioner TBD Commissioner TBD Commissioner TBD	
	b. Support the objectives of the Master Transportation Study parking policies: 1. Implement paid parking measures 2. Promote, implement and track TDM Strategies & Go Santa Cruz Programming 3. Enlarge Electric Vehicle Charging Station program	Public Works staff Sustainability & Climate Action staff	Gaven Hussey	
	c. Provide input on maintenance, parking equipment, and technology project priorities.	Public Works staff	Gaven Hussey	
	d. Provide input on Parking Division Budget	Public Works staff Finance	Gaven Hussey	
<b>2. The Downtown Commission makes recommendations to the City Council regarding traffic and transportation plans for downtown.</b>	a. Work with Public Works to address traffic and transportation issues. b. Shuttle Services and other modes	Public Works staff Planning Economic Development Agency	Ad-Hoc Sub Committee of Commissioners TBD Commissioner TBD Commissioner TBD Commissioner TBD	
	c. Provide input On Shared Mobility downtown	Public Works staff	C. Gallogly, J. Edmonds	

<b>Comments:</b>			Standing Committee vs Ad Hoc Committee (By Laws), committees less than 6 Months	
<b>3. The Downtown Commission solicits and utilizes community input in decisions and activities that affect the health and vitality of the downtown community.</b>	a. Attend meetings of downtown business and residential groups and provide oral and/or written reports to Commissioners b. Create Legislative and/or Policy Ad Hoc Sub Committee	-Downtown Association----- -Visit Santa Cruz County----- -Downtown Management Corporation----- -Transportation/Public Works Commission----- -Planning Commission----- -Sustainable Transportation Groups----- -Public Safety Committee-----	<b>2025 Assignments</b>	

Goal	Action Items	Resources	Lead(s)	Target Dates:
<b>4. The Downtown Commission evaluates public and private activities in the districts and recommends policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown community.</b>	a. Solicit updates from city staff and key stakeholders in the downtown business district as well as the public. 1. Review Parking Resolution and provide input on updates and revisions. 2. Provide Input on Space Activation & Parklet Program Policies	City staff through program staff reports, Council updates, Laura Schmidt/Assistant City Manager, Bonnie Lipscomb/Economic Agency, DTA, Police, Merchant representatives, concerned members of the Public	Commission Chair Ad-Hoc Sub Committee of Commissioners – TBD	<u><b>2025 Schedule</b></u> January 23 March 27 May 22 July 24 September 25 November 20*  *Moved due to holiday
	b. Attend Council meetings that include agenda items of concern to the Downtown Commission	Designated Commissioners appointed by Chair	Jan---- TBD Feb---- TBD Mar---- TBD Apr---- TBD May---- TBD June---- TBD July – TBD Aug---- TBD Sept--- TBD Oct---- TBD Dec--- TBD Jan 26'- TBD	

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
<b>5. Downtown Commissioners serve as informed and active advocates for effective city government and a healthy downtown community.</b>	a. Review and update Work Plan annually	Commissioners, Public Works staff, Council	Commission Chair, Gaven Hussey	
	b. Commissioners meet regularly with Council members and others as appropriate and provide updates to the Commission	Council members, City officials, DTA, representatives of the public, other stakeholder groups	All Commissioners	
	c. Commissioners provide updates on issues of concern to the Commission	Commissioners	All Commissioners, Public Works staff	

For Reference:

<b>Downtown Commission By-Laws</b>
a. Advise Council on all matters pertaining to the maintenance and management of the District.
b. Develop long-range plans and recommendations for providing parking in Districts. Report to Council on recommendations and conclusions regarding the Districts improvements including estimated costs of such recommendations.
c. Study traffic problems in the Districts
d. Make recommendations regarding the allocation of funds derived from revenues collected on behalf of the Districts. Such recommendations shall be consistent with state and local law and outstanding bond covenants.
e. Perform other functions and duties as may be directed by Council or prescribed or authorized by any city ordinance.
f. Evaluate public and private activities in the Districts and recommend policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown.