

Appendix A: PB-68-16

Core Commitment Initiatives Tracking

SHORT TERM: 1 – 18 MONTHS

Initiative	Lead	Status
Complete the review of funding options for the provision of 27kv hydro service and burial of overhead lines in the downtown.	Capital Works	Report E-1-14 approved by City Council on Feb 18, 2014.
Prepare an employment strategy for the downtown supported by a business case and including the development of a strategy to attract niche office users, and including a strategic review of City owned lands.	BEDC: Frank McKeown	Strategic land review completed by Capital Works with BEDC. Employment Strategy deferred.
Examine the options for incentives to attract employment uses including TIF's, grants, interest-free-loans, and the benefits of a Community Improvement Plan.	BEDC: Frank McKeown	Draft report completed.
Complete Beachway Plan.	Capital Works (Parks and Open Space): Rob Peachey	Complete.
Complete and implement near term recommendations arising from the parking Study with respect to rates, fees and governance.	Transportation Services: Paul Byrne	Fee structure in place. New equipment installed in the summer of 2016. Fully funded through DP Reserve Fund. Interactive mapping in place.
Complete the OPR Mobility Hubs Opportunities and Constraints Study.	Planning and Building: Andrea Smith	Complete.
Complete a strategic review of the City's real estate assets in the downtown.	Capital Works: Allan Magi	Complete.

MEDIUM TERM: 18 – 36 MONTHS

Initiative	Lead	Status
Develop a targeted retail business recruitment program including resource implications and business case.	BEDC	BDBA has retained a contract person to pursue targeted businesses for the downtown.
Explore opportunities to establish a	Special Business	Discussions underway.

Initiative	Lead	Status
year-round farmer's market in the downtown and report to Council, including considerations for providing start-up support, financial or otherwise, and/or a permanent indoor space for the market.	Area Coordinator	
Examine, in conjunction with the Region, the need for and the feasibility of a graduated tax rate structure for small retail properties.	Finance	Not started.
Explore opportunities to attract an educational institution to the downtown.	BEDC	Blythe Academy opened Fall 2014.
Implement the recommendations of the Cultural Action Plan once approved by Council, including the potential for a cultural district.	Manager of Arts and Culture	Underway.
Develop and implement the pedestrian priority pilot program as directed by the Strategic Plan.	Transportation Services	Not started.

LONG TERM: 36 – 60 MONTHS

Initiative	Lead	Status
Explore opportunities for the expansion of Wi-Fi Capability throughout the downtown.	ITS	Not started.
Develop and install an interactive downtown business directory.	BDBA	Not started.
Consider a pilot program for a seasonal road closure including programming.	BDBA	Not started.
Complete and implement long term recommendations arising from the parking study with respect to rates, fees and governance.	Transportation Services	Long term fee structure in place for street, lots and garage. Occupancy data collection equipment ongoing, and expanding the project to install equipment on all pay parking streets by end of 2016. Monitoring requirements for future structure/lot expansion. Increased number of available spaces in the downtown from 1419 to 1453 in May 2016.

ONGOING INITIATIVES

Initiative	Lead	Status
Continue to work with the Halton Region Police Services (HRPS) to increase police presence and safety measures downtown.	BDBA: Brian Dean	
Enhance marketing of the downtown to raise awareness of downtown shopping and services.	BDBA: Brian Dean	
Consider the parking needs of the downtown workforce in the development of parking options.	Transportation Services	Ongoing – staff who work in the downtown are assigned to furthest locations from city hall ensuring that closer lots are available for customer parking that support the downtown businesses.
Explore partnerships with the private sector with respect to making public parking available as part of redevelopments.	Transportation Services	Staff report PB-43-16 approved by City Council on May 9, 2016.
Leverage the existing policy to waive or reduce fees for use of civic square and other downtown public spaces for small scale events.	Parks and Recreation	Opportunities currently exist for organizations to request one-time fee support for events. Enhanced promotion of the overall fee waiver opportunity to be included in future Live and Play guides and in other promotional vehicles.
Continue to add public art in the downtown through the Public Art Program.	Manager of Arts and Culture	
Promote Downtown Events.	Tourism: Pam Belgrade	Ongoing promotion through social media (e.g. Twitter, Facebook), print materials, etc.
Continue Annual Reporting to Council on transit operations and programs.	Transit	
Continue to implement recommendations of the City's Cycling Master Plan to enhance linkages and cycling safety to and within the downtown.	Capital Works (Parks and Open Space)	Proposed Elgin Promenade connects the Centennial Path through the downtown. Funding secured for 2016. Future phases being developed and included in future capital budgets (2017-2019).