



**DOWN  
AUSTIN TOWN  
ALLIANCE**

Downtown Public Improvement  
District Authorization  
**2023-2032**

# THE DOWNTOWN PID

- Created in 1993
- Renews every 10 years

## MAP LEGEND

-  PARCELS ADDED TO PID
-  PROPOSED PID BOUNDARY 2023-2032



# DOWNTOWN AUSTIN ALLIANCE

- 501(c)(4) non-profit management organization
- Funded by PID Assessment

## VISION

The downtown you will always love.

## MISSION

To create, preserve and enhance the value and value and vitality of Downtown Austin.

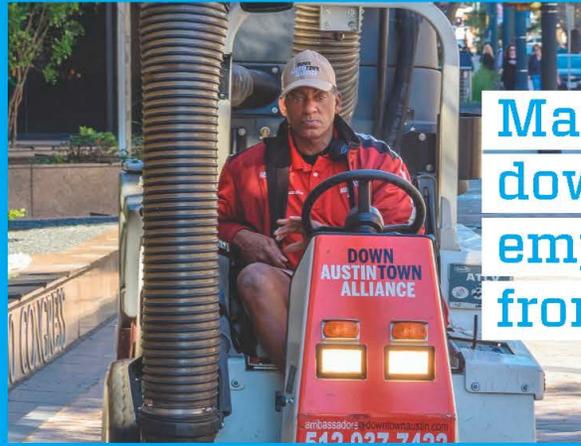


# DOWNTOWN AUSTIN ALLIANCE FOUNDATION

- 501(c)(3) non-profit

## MISSION

To ignite the potential of downtown—through art and creative spaces that capture the spirit of Austin—by and for everyone.



Maintaining a **clean, safe, and welcoming** downtown to attract and retain world-class employers, a talented workforce and visitors from near and far.

- Expand Downtown Ambassadors: double pressure washing capacity, expand beautification service area, form dedicated hospitality team to serve parks
- Fund APD Overtime Initiative and HALO cameras
- Partner with City of Austin on critical infrastructure and crisis planning



AMBASSADORS  
SERVING  
DOWNTOWN  
**70+**

CLEANING, SAFETY,  
BEAUTIFICATION &  
HOSPITALITY  
**\$4.4M**  
(ANNUALLY)

APD  
OVERTIME  
**140**  
(HOURS/WEEK)

## BY THE NUMBERS: DIRECT SERVICES 2021

### AMBASSADORS



**27,806**  
HOSPITALITY  
CONTACTS



**4,934,826**  
SQUARE FEET  
POWER WASHED



**601**  
SAFETY  
ESCORTS



**262,992**  
POUNDS OF TRASH  
REMOVED

### BEAUTIFICATION



**11,969**  
GRAFFITI &  
POSTERS REMOVED



**172**  
PLANTERS  
MAINTAINED



**58**  
BANNERS  
MAINTAINED



**148**  
TREES  
MAINTAINED

### OVERTIME POLICE



**\$600K**  
SPENT ON APD  
OVERTIME INITIATIVE



**1,479**  
HOSPITALITY  
CONTACTS WITH  
PEDESTRIANS



**571**  
POLICE CASES  
ASSISTED BY THE  
CAMERA SYSTEM



**Convening key partners and advancing short- and long-term strategies to reduce unsheltered homelessness downtown.**



- Influence policy and system planning at the local and state levels to address the issue of homelessness
- Continue supporting (through funding, partnerships and advocacy) Community First! Village and others providing housing and services

HOUSING  
GOAL  
**3,000**  
*(OVER 3 YEARS)*

DIRECT FUNDING FOR  
HOUSING & SHELTER  
**\$2.25M**  
*(10-YEAR PLEDGE)*

INDIVIDUALS  
SHELTERED OR  
HOUSED  
**512**

# UNSHELTERED HOMELESSNESS



## FAMILY REUNIFICATION PROGRAM

**81** individuals reunited with family

## HOMELESSNESS HEALTH & WELLNESS CENTER

**90** people enrolled

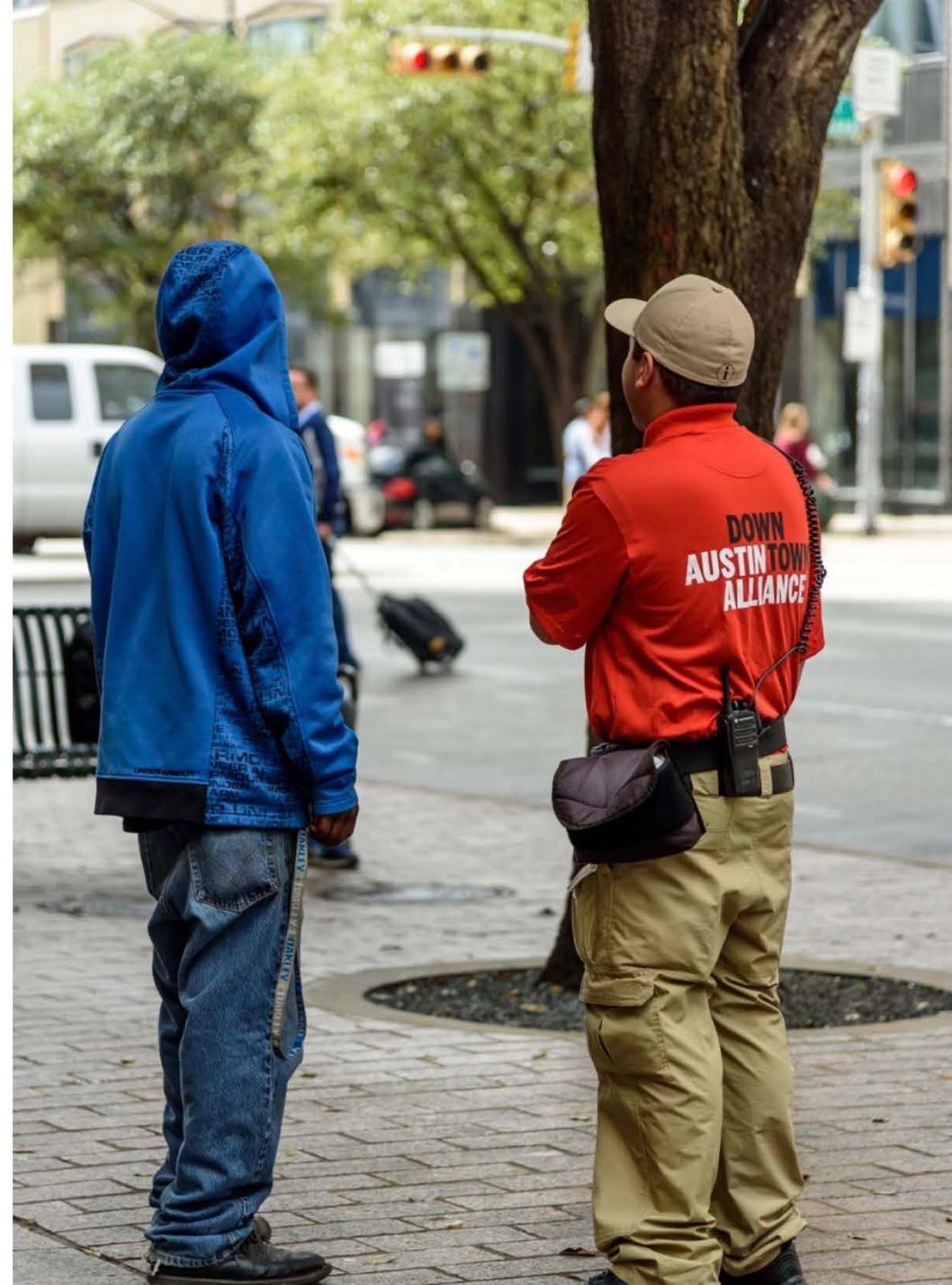
**37** people housed



## COMMUNITY FIRST! VILLAGE

\$1 million mark contribution

\$2 million committed



Ensuring our growing downtown retains its unique character and appeal, while improving **access and mobility.**

- Shape downtown portion of I-35 redevelopment
- Advocate for robust transit network: Project Connect, transit stations, downtown circulator
- Drive holistic district planning initiatives for iconic and emerging neighborhoods such as the Innovation District and Palm District

DOWNTOWN  
TRANSIT RIDERSHIP

**1.9M**

(ANNUAL RIDERS)

DAILY AVERAGE  
VEHICLE TRAVEL

**100K**

(WEEKDAY TRIPS  
ENDING DOWNTOWN)

MICROMOBILITY  
RIDERSHIP

**1.4M**

(ANNUAL CITYWIDE  
TOTAL TRIPS)



Championing initiatives that meet the downtown community's current and future needs, through **advocacy and education.**

- Host events that educate the downtown community on important issues, such as public safety, current market data, homelessness or the Innovation District
- Advocate for downtown-related policies; recent successes include the statewide camping ban that passed the 87th State Legislature
- Support downtown's growth through land use and transportation advocacy and thoughtful planning for downtown's future

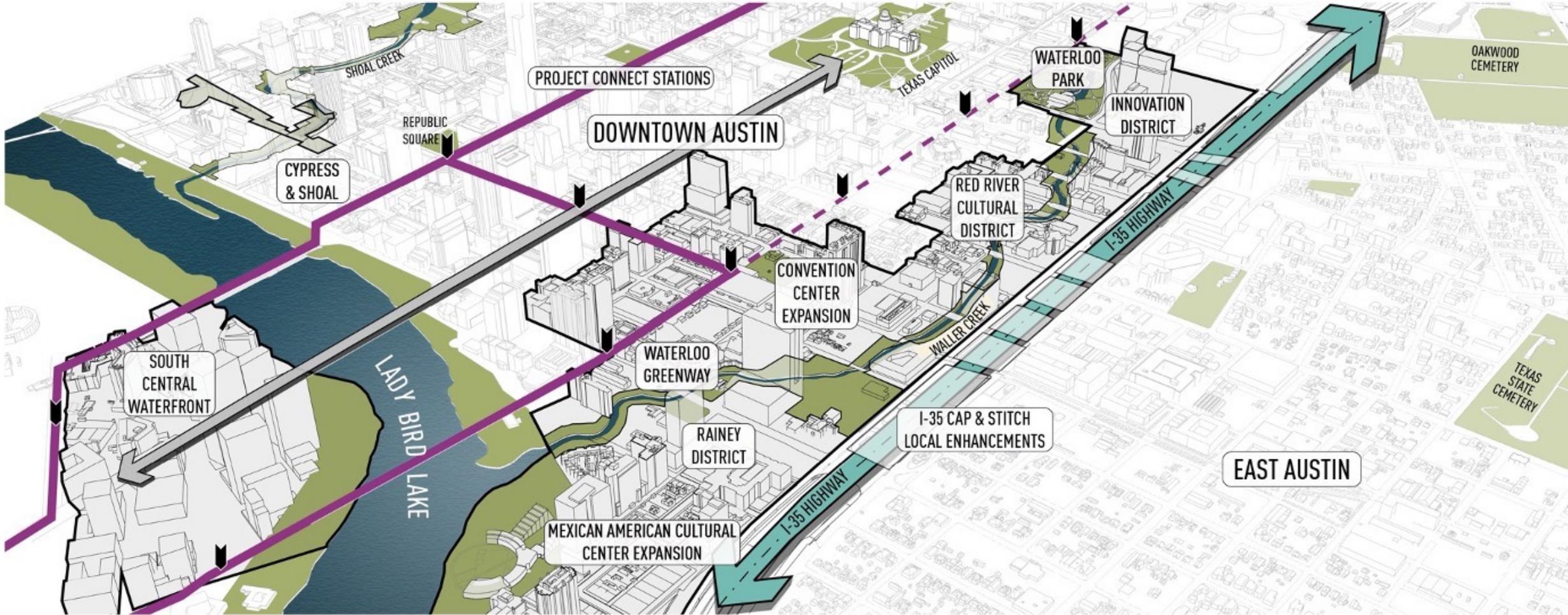


PHOTO: WATERLOO GREENWAY

# ADVOCACY

- I-35 Cap and Stitch
- Project Connect
- Congress Avenue Urban Design Initiative

- South Central Waterfront Plan
- Convention Center Expansion
- Palm District Planning
- Innovation District
- Land Development Code Changes



Cultivating and programming engaging,  
inclusive **spaces for recreation and  
respite**, as downtown grows.

- Continue Republic Square operations, maintenance and programming
- Enhance other parks, historic squares and public spaces (Waterloo Greenway, Shoal Creek, Butler Trail, etc.) through funding and partnerships
- Create vibrancy through events, murals, Wi-Fi and more



# ACTIVATING PARKS & PUBLIC SPACES

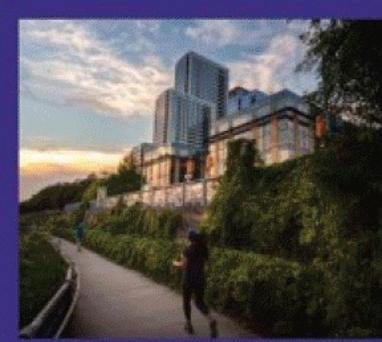
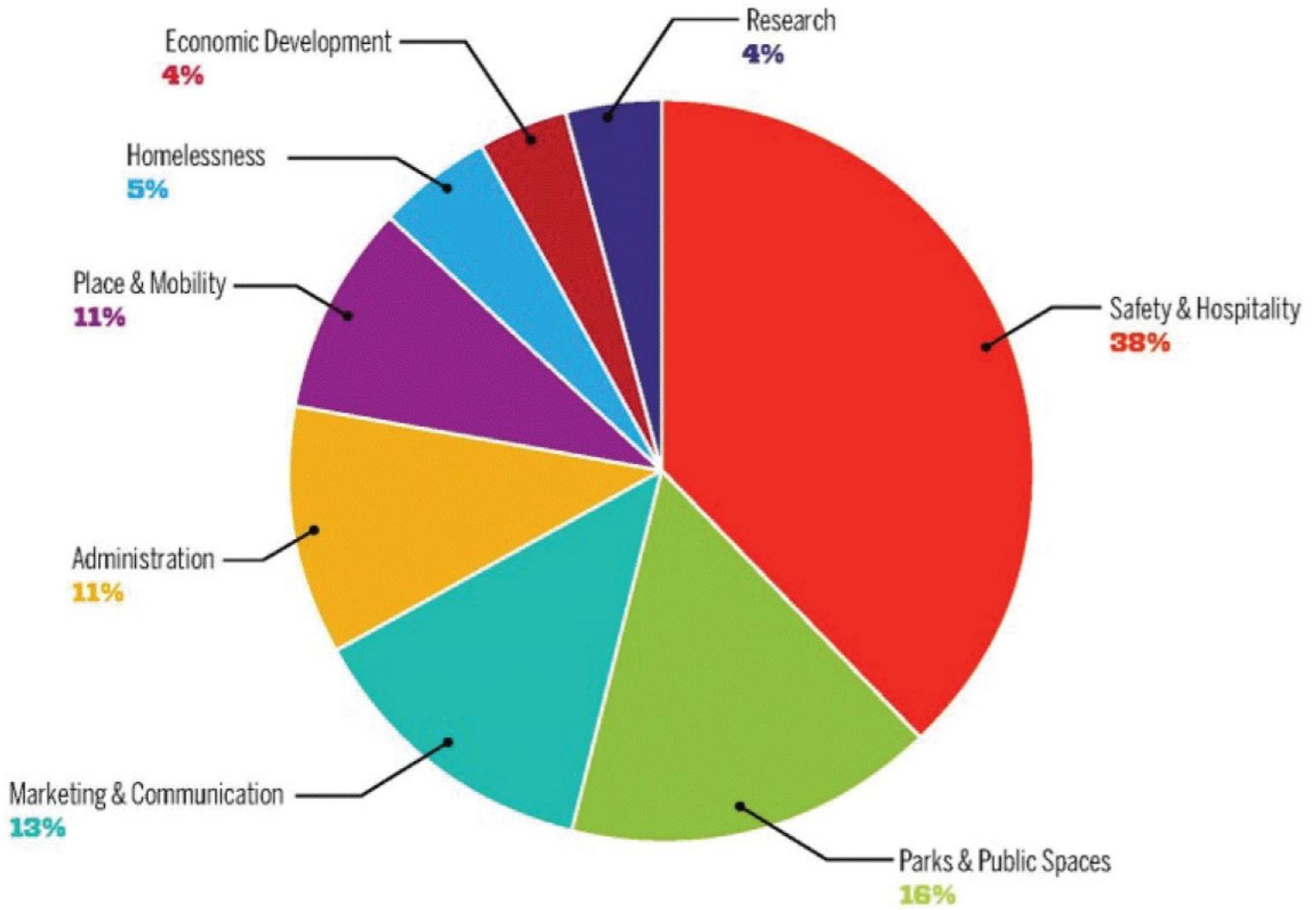


**DOWN  
AUSTINTOWN  
ALLIANCE**

**FOUNDATION**



FY 2023-2024 PROJECTED BUDGET: \$13M



# GOALS & INITIATIVES

- Advance **Homelessness Summit** goals increasing shelter and services
- Collaborate for a cohesive **Austin Core Transportation Plan**
- Advocate for a comprehensive regional **Construction Mitigation Plan**
- Continue property owner engagement and ensure world-class design elements are incorporated into the **Project Connect** design
- Develop an actionable and implementable plan for the **Palm District**
- Develop a comprehensive funding strategy and a community driven **I-35 Cap and Stitch** design
- Advocate for **South Central Waterfront** implementation
- Improve **East Sixth Street** infrastructure and safety
- Actively improve the community's overall **perceptions of safety** downtown
- Create programming that will make downtown **welcoming and inviting** for everyone
- Grow the **Clean & Safe** program from 56 to 72 employees, adding a power washing team and equipment to support the growing demands of downtown



Austin - The downtown *you* will always love...

