



"Bring businesses and people together to build a better community." -PLAN PARTICIPANT

GOAL 1

Build a culture of authentic engagement and inclusion with Downtown's diverse community

Why this matters:

Among the most common refrains heard during the public engagement process was the desire for the DRA to earn a reputation as the convener of Downtown stakeholders. In direct response to resonant concerns expressed during the process, Goal 1 also demonstrates an intent to build a stronger partnership with the Downtown residential community. Accomplishing the goal will require additional investments in repositioning long-term programs such as the Ambassadors, plus a cultural shift among DRA staff. Further, there exists a growing concern about the effects of displacement which motivates the DRA, as a community based organization, to rally behind efforts that support a diverse Downtown community.

Key Objectives:

- Be the proactive convener of all stakeholders, both regularly and as opportunities and challenges require, to advise on the direction of Downtown and the work of the DRA.
- Position the Ambassador program with a community engagement focus, building on the foundation of safety training. Use the program as on-the-ground feedback and insight collection for stakeholder-facing programs and initiatives.
- Expand DRA-produced engagement opportunities to offer more inclusive and diverse opportunities for stakeholders to engage with and participate in the Downtown community.
- Support efforts to build a Downtown community that is home to a diverse population.

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IMPLEMENTATION

PARTNERSHIPS

FY19 FY20 FY21

1.1	Be the proactive convener of all stakeholders, both regularly and as opportunities and challenges require, to advise on the direction of Downtown and the work of the DRA.			
1.2	Provide a resource to support communications with residential and collaborative associations within Downtown and its near neighborhoods.			

PROJECTS

1.1	Identify and transition into a new database and CRM that will improve the DRA’s capacity to communicate with and engage stakeholders, inclusive of Downtown companies, agencies, employees, residents, partners, and others.			
1.2	Simplify and streamline DRA newsletter, enabling opportunities for interest area self-selection. Transition from broadcasting information to compelling engagement.			

PROGRAMS

1.1	Position the Ambassador program with a community engagement focus, building on the foundation of safety training. Use program as on-the-ground feedback and insight collection for stakeholder-facing programs and initiatives. Ensure Ambassadors are trained to connect individuals experiencing homelessness with area resources.			
1.2	Establish residential coordinator position at DRA to provide direct link between the needs of residents and neighborhoods and the organization.			
1.3	Expand DRA-produced engagement opportunities to offer more inclusive and diverse opportunities for stakeholders to engage with and participate in the Downtown community.			
1.4	Develop programs and collateral to orient new companies, employees, and residents to Downtown.			

POSITIONING

1.1	Weave priorities from the Downtown Plan into general stakeholder communications to improve awareness and encourage implementation.			
1.2	Through engagement and knowledge of industry best practices, offer context-sensitive solutions that maximize benefits for Downtown’s diverse set of stakeholders.			
1.3	Support efforts to build a Downtown community that is home to a diverse population.			