



The Memo

May 2018

Third Street Promenade 3.0: Play a role in refreshing Santa Monica's 'living room'

In 1989, Third Street Promenade opened its roadway and sidewalks to millions of people who would, over the next 30 years, shop, dine, meet with friends, enjoy live street performances, dance, laugh and make lasting memories on the acclaimed pedestrian mall. There is no doubt that Third Street Promenade is one of the most successful public spaces in the world. But after three decades, it's time for an upgrade.

This spring, Downtown Santa Monica, Inc. invites you to our Third Street Promenade 3.0 Community Workshops. These fun, interactive meetings are designed to spark conversation as we embark on a capital improvement project that will update promenade infrastructure and design features to reinvigorate the beloved destination. Each workshop will feature guest speakers who are experts in urban design and placemaking. Understand the importance of creating and maintaining vibrant public spaces and learn about new trends in retail and customer engagement. Share your thoughts and help craft what Third Street Promenade will look like and how it will serve residents and visitors for generations to come.

Meeting Schedule

Tuesday, May 1
The Gallery, Second Floor
1315 Third Street
Promenade

Tuesday, May 15
1231 Third Street Promenade
6:30pm-8:30pm

Please RSVP to: <http://promenadeworkshops.eventbrite.com>

Town hall to discuss homelessness in downtown

Please join us and the City of Santa Monica Tuesday, June 5 at the Main Library - Martin Luther King, Jr. Auditorium - for an informative and collaborative town hall forum on homelessness. Learn what the city is doing to address the issue and what we all can do as a community to find solutions to this crisis that is impacting communities all across the state. City Manager Rick Cole will help lead the discussion, with representatives from the Santa Monica police and fire departments and social services on hand to answer questions from the public.

To familiarize yourself with the city's services and to download a copy of the Homelessness Toolkit, please visit www.weare.santamonica.gov.

The Main Library is located at 601 Santa Monica Blvd.

Pop-up parklet pilot program

DTSM, Inc. will be hosting a pop-up parklet on Thursday, May 10, from 9am — 3pm in front of Philz Coffee (525 Santa Monica Blvd). This event is part of a pilot program to encourage more businesses to host parklets throughout the downtown. The mini-park, which takes over a couple of metered parking spaces with colorful tables, chairs and umbrellas for shade, is free to use and open to the public.

Businesses interested in hosting a parklet in the future should contact DTSM, Inc. Public Space Manager Nick Efron at nick@downtownsm.com.

The Downtown Community Plan encourages the creation of more public spaces in downtown to meet the needs of residents, employees and visitors. Those could include courtyards and plazas that are privately owned and maintained, as well as pocket parks and parklets.

Bike to Work Day downtown pit stop

DTSM, Inc. will be hosting a pit stop for Bike to Work Day on Friday, May 18. We will be providing \$20 gift cards to the downtown Bike Center, as well as snacks for riders. The pit stop will be open from 7am to 10am and will be located at 520 Broadway. Bike to Work Day is a national event meant to encourage those who are already commuting by bike and those who would like to give it a try. May is National Bike Month.

Did you know that 40 percent of all trips in the U.S. are less than two miles, making bicycling a feasible and fun way to get to work. With increased interest in healthy, sustainable and economic transportation options, it's not surprising that, from 2000 to 2013, the number of bicycle commuters in the U.S. grew by more than 62 percent. For more information on Bike to Work Month visit www.bikeleague.org. For more pit stops in Los Angeles, visit www.metro.net/riding/bike-month/.

Meeting to consider banning plastic straws, lids, utensils

The City of Santa Monica is committed to reducing waste from disposable food service ware. Not only do these products end up in the landfills, but they also end up in our local bay. Single-use plastics end up in our oceans for hundreds of years.

Please join the City of Santa Monica to discuss banning single-use food service items that include straws, lids, utensils, stirrers, lid plugs.

Representatives from the Office of Sustainability and Environment, local non-profits, and a local business will provide information on the impacts of food service ware on the environment and the business community. This public meeting is open to members of the business community, residents, and anyone interest in attending.

Date and Time
Tuesday, May 29, 2018
9:30am – 11am

Location
Santa Monica Main Library
1350 Seventh St.
Multi-Purpose Room

Parking Structure 4 construction

Beginning Monday, May 7, the City of Santa Monica will commence structural repairs and maintenance work on Parking Structure 4 - 1321 Second St. Construction is expected to last for a few months. The structure is being kept open, however, the number of spaces will be reduced slightly from time to time. Parking is available in a number of parking structures located throughout downtown.

If you have questions, please contact the city's construction manager, Robert Zak, at sm.engineering@smgov.net or call 310.458.8721.

Employee reward of the month

You work hard for the money. Why not save a little? **The Downtown Employee Discount Program** is a great way to save and still show your love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit www.downtownsm.com/employee-rewards-program

Tistaert Dental offers 10 percent off exams, cleanings and fillings. They are located at 1333 Seventh St. and can be reached at 310.394.2661. Learn more at <http://tistaertdental.com/>.

Upcoming meetings

DTSM, Inc. District Issues Committee
May 8, 9:30am
Meetings typically held the second Tuesday of each month.

DTSM, Inc. Audit and Finance Committee
May 16, 9am
Meetings typically held the second Wednesday of every quarter.

DTSM, Inc. Lincoln Steering Committee
May 8, 12pm
SPACES, 730 Arizona Ave.
Meetings typically held the third Tuesday of every quarter.

DTSM, Inc. Board of Directors Meeting
May 24, 5pm
Meetings typically held the fourth Thursday of the month. Special meetings are held as needed.

All meetings are held at DTSM, Inc., 1351 Third Street Promenade, Suite 201, unless stated otherwise.