

### REFRESHING – Clean & Outreach

- Maintain Clean Team work to disinfect high-touch surfaces throughout Downtown
- Maintain a safe environment across Downtown for returning workers and visitors
- Increase volunteer hours to 10,000+ annually [back to pre-pandemic levels]
- Revise the volunteer sign-up process with Pittsburgh Cares
- Develop Workforce Development Program
- Integrate Outreach Team work with the Allegheny Health Network's Program for Homeless and Urban Poverty Medicine to support homeless community

### RECONNECTING – Mobility

- Release the Downtown Pittsburgh Mobility Plan in the spring
- Engage community discussion on mobility plan projects
- Prioritize projects for implementation and further consideration
- Build upon the successful outdoor and on-street dining areas
- Integrate public art, greening, sidewalk amenities, and pedestrian-friendly lighting at Fort Duquesne Boulevard, Market Square, Strawberry Way, Penn Avenue and sections of 6th Street.
- Release vision for Smithfield Street to ensure that this corridor becomes a premier destination Downtown
- Prepare for the Downtown to Oakland Bus Rapid Transit project providing enhanced amenities for bus riders and improved traffic flow at peak periods

### REDEFINING – Leadership & Inclusion

- Increase utilization of minority and women-owned businesses to 50 percent
- Attract more diverse staff and board leaders
- Attract more minority-owned retail and commercial office businesses through incentives and proactive outreach

### REINVIGORATING – Economic Development

- Realign DWNTWN Business Attraction Campaign to focus on talent and business acquisition as the neighborhood rebounds from pandemic restrictions
- Regularly deliver Downtown reactivation metrics, including office building occupancy, parking garage utilization, bus ridership, and visitor information
- Release 2021 State of Downtown Pittsburgh report of market data and trends
- Develop a post-pandemic Restaurant Recruitment Program building collaborative framework between local property owners, the commercial real estate community, and public officials
- Maintain and promote the Downtown Community Takeout program to purchase over 50,000 meals from Downtown restaurants and continue to combat food insecurity
- Develop additional impactful programs to help restaurants regain momentum
- Market and promote unique real estate opportunities in Downtown
- Engage new and existing customers through innovative campaigns

### REINVENTING – Events & Marketing

- Establish plans for the reactivation and re-engagement of the returning workforce
- Showcase Downtown to a diverse audience, locally, regionally, and nationally
- Help maintain confidence in health and safety through ongoing resources and assets
- Re-engage membership in creative ways to expedite Downtown's recovery post-pandemic through safe outdoor member events, member discounts, and other incentives
- Provide creative development and delivery of initiatives across marketing platforms
- Implement public art that highlights contributions of Black and minority artists
- Reestablish Strategic Communications Committee to advance "Reforge Downtown"
- Build on the experiences of 2020 to create safe activations, and unique expanded events that create renewed vibrancy
- Re-energize Market Square with a full season of weekly programming featuring the Farmers Market, Yoga in the Square, live music, and the return of the Saturday Night Market, as well as programming that supports expanded outdoor dining areas
- Activate community programming at the 'Allegheny Overlook,' a new pop-up park on Fort Duquesne Boulevard
- Refresh Light Up Night to mark its 60th anniversary [COVID-19 guidance permitting]
- Explore options to expand holiday attractions to more locations Downtown