



### **OC Streetcar Business Association Support Agreements**

The OC Streetcar project is entering into the next phase of construction when trackwork, station platforms, and catenary system infrastructure will be built on the Pacific-Electric Right-of-Way and city streets. Businesses in downtown Santa Ana along Fourth Street have unique challenges related to reduced street parking, narrowed sidewalks, street closures, and driving detours. In order to provide support to the business community, staff proposes to partner with two local downtown business associations to provide additional resources for events and marketing efforts to draw visitors during construction and OC Streetcar testing.

- A. Authorize the Chief Executive Officer to enter into agreement C-0-2051 with Downtown Inc., in the amount of \$100,000 per year, for a term of two years, for a total of \$200,000, beginning April 1, 2020, and ending on March 31, 2022, to provide funding to support events and expand marketing efforts in downtown Santa Ana.
- B. Authorize the Chief Executive Officer to enter into agreement C-0-2052 with the Santa Ana Business Council, in the amount of \$100,000 per year, for a term of two years, for a total of \$200,000, beginning April 1, 2020, and ending on March 31, 2022, to provide funding to support events and expand marketing efforts in downtown Santa Ana.
- C. Authorize the use of \$400,000 in Measure M2 Project S funds to support the above recommendations.
- D. Authorize staff to process all necessary amendments to the Federal Transportation Improvement Program, and execute or amend all necessary agreements to facilitate the above actions.