AGENDA – PBID BOARD MEETING

Date: **Friday, November 13, 2026 PBID BOARD MEETING**
Time: **9:00-10:30 am**
Place: **Municipal Building, 411 Main Street, 3rd Floor Conference Area Chico, CA 95928**

Downtown Chico PBID Board of Directors
Eric Hart, President
Greg Scott, Vice President
David Halimi, Treasurer
Chris Daniels, Secretary
Jennifer Mackall
Anika Burke Rodriguez
Mike O'Brien, Council Representative

Board Directors Advisors
Megan Kurtz, CSU Chico
Erik Gustafson, Assistant City Manager
Skyler Lipski, City Public Works
Sgt Bailey, Chico Police
Jennifer Ellingson, Attorney
Olivia Henderson, Waste Management

Copies of this agenda packet available for review at the following locations:

- Diamond W Western Wear, 181 2nd Street, Chico, Ca 95928
- www.pbid-downtownchico.com

Posted on: November 9, 2026
Prior to: 5:00 p.m.

The Downtown Chico PBID Board welcomes you to this meeting and invites you to participate in matters before the Board. Send requests to be added to a mailing list for PBID meeting to hdllcchico@gmail.com, Audrey@ChabinConcepts.com, with subject: Add to PBID Mailing List.

Information & Procedures

- All members of the public may address the board on any item listed on the agenda.
- All members of the public may address the board on non-agenda items under Public Questions/Comments of the agenda
- No action can be taken by the Board on any items brought forward at a meeting. The board may request an item to be brought back at a subsequent meeting.
- Agenda copies are available at the meeting, can be downloaded from the website.
- A special presentation may be made to the Board with prior approval and agenized.
- Any member of the PBID may request an item to be agenized and should be delivered to the President of the Board at least 8 days in advance of the meeting, or sooner, for copies to be included and the board has opportunity to review material in advance.

Downtown Chico Property-Based Improvement District
PO Box 3098
Chico, CA 95927
pbid-downtownchico.com
audrey@pbid-downtownchico.com

Board
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Advisors
Sgt David Bailey
Jennifer Ellingson
Eric Gustafson
Olivia Henderson
Skyler Lipski
Sergio Sanchez

Meeting Agenda – November 13, 2026

Monthly Board Meeting Purpose: Provide oversight and direction ensuring programs and resources are managed effectively and efficiently to enhance safety, cleanliness, beautification and economic vitality for downtown.

Expected Outcomes: The goal of every PBID Board meeting is to get things done — making clear decisions that deliver visible improvements downtown, return value to property owners and advance the District Plan.

1.0 Call to Order – Eric Hart, President

1.1 Welcome & Introductions

1.2 Call to order

2.0 Consent Agenda (5 minutes)

2.1 Approval of Minutes – October 14, 2026 meeting minutes, no actions taken.

2.2 Financial Statements – as of November 2, 2026. Report from Treasurer David Halimi.

2.3 **PBID Truck** – David Halimi to discuss the repairs need to the truck and conversations with BBB on repair/replace.
ACTION: *Call for questions/discussion, call for motion to accept Minutes and Financial statements.*

3.0 Public Comments (10 minutes)

Opportunity for members of the public to address the Board on items not on the agenda, 3 minutes are allocated for each public member. No action may be taken on any item presented, but items can be agendized for further discussion at another meeting.

4.0 Regular Agenda Items

4.1 Legal Item Report. Jennifer Ellingson. Time is scheduled on the agenda for legal and/or operations items to come before the board, action or non-action, to inform the board on policies or action to ensure the Board operates in accordance with its bylaws, Brown Act and the PBID District Plan.

- Update on annual voting process in accordance with Bylaws and proxy votes.
- New directors taking office
- Annual review of Bylaws.

4.2 PBID Renewal – Update on Kristin Lowell, Kristen Lowell, Inc. Public Finance Solutions-Zoom
Review specific elements of the renewal process:

- Assessment Parcel Methodology
- New Management Plan
- District Term – 5 or 10 years
- Boundary clean-up
- Process and Director Responsibilities

4.3 Downtown Holiday Tree Lights – Anika Rodriguez

4.4 Trash Can Issue, Zone B – Olivia Henderson

4.4. Entertain Zone – Adding Additional Clean Up to Ambassadors – Erik Gustafson

4.4 Initiative Updates

1) Restore Downtown – Sergio Sanchez, Restore Downtown Report
2) Block by Block – Anida Rodriguez
3) Fresh Coat – Update Audrey Taylor
4) Park & Go – David Halimi / Anika Rodriguez
5) Safe Street – Greg Scott, meeting with Gillian Haen, Erik Gustafson, Skyler Lipski, regarding Slow Traffic & Hybrid Alternative for Downtown
6) Investment Ready – Opportunity Zone 2.0 Designation – Erik Gustafson

5.0 Partner Update (10 minutes)

1) City of Chico – Erik Gustafson, Asst City Manager
2) City of Chico PD, Downtown Target Team – Sgt. Bailey
3) CSU Chico & DCBA – Megan Kurtz
4) Waste Management – Olivia Henderson, Doug Hipche

6.0 Reports & Communications . Information only.

7.0 Old Business The following items are ongoing discussion items by the Board and still remain on the on board list for discussion/action:

- Zoning review for building reuse
- Long-Term parking discussions – discussion started at October 6 Meeting. If PBID wants to add their voice to planning the long-term parking need to be invited to the table.
- Safe Street – traffic and lightning

7.0 Other & New Business . Items may be introduced for discussion or placement on a future agenda.

- Holiday Season & Ambassadors – Audrey Taylor

8.0 Adjourn Regular Meeting. President will call for motion to adjourn.

Attached

1) Meeting Minutes, October 14, 2026
2) Financial Reports as of November 2, 2026
3) Restore Downtown Block 1 & Block 2 Reports
4) Traffic Calming & Hybrid Revitalization Model – small things now.

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Advisors
Sgt David Bailey
Jennifer Ellingson
Eric Gustafson
Olivia Henderson
Skyler Lipski
Avery Williams

Meeting Minutes – October 14, 2026

Date: October 14, 2026
Time: 9:00
Place: Municipal Building, 411 Main Street, 3rd floor Conference Area, Chico, Ca

BOARD DIRECTORS IN ATTENDANCE: Eric Hart, President: Greg Scott, Vice President; David Halimi, Treasurer, Jennifer Mackall, Anika Burke Rodriguez, Megan Kurtz

BOARD ADVISORS: Erik Gustafson, Asst. City Manager, Olivia Henderson, Waste Management, Jennifer Ellingson, PBID Counsel, Sergio Sanchez, Ambassadors

ABSENT DIRECTORS & ADVISORS: Chris Daniels, Secretary, Mike O'Brien**,** Skyler Lipski, Public Works; Sgt David Bailey, Chico Police.

PUBLIC MEMBERS IN ATTENDANCE: Dale Bennett, Debra Barger, League of Women Voters; Linda Zorn, Celeste Cramer, Daniel LaBrecht, Dustin Vaughn, Anna Rose, Gillian Haen, City Manager

Call to Order – Eric Hart, President

President Eric Hart called the meeting to order at 9:01 and asked for self-introductions.

2.0 Consent Agenda (5 minutes)

President called for approval of September 9, 2026, meeting minutes.
ACTION: *M/S Megan Kurtz/Anika Rodriguez, all in Favor.*

David Halimi, Treasurer, reported on the financial review, note line items that would be adjusted due to posting in wrong line items, no net difference in P/L or Balance Sheet. David reported that there were some outstanding receivables and that due to tax delinquencies the assessment revenue was short $11,000.
ACTION*: M/S Greg Scott/Jennifer Mackall. Approval to be confirmed.*

3.0 Public Comments (10 minutes)

Dustin Vaughn and Anna Rose announced that the El Rey escrow closing was complete, and the El Rey was now owned by a non-profit. The keys will be handed over on October 23 at 6:00pm and the Board was invited to attend.

Eric Hart introduced and welcomed new City Manager Gillian Haen. Gillian shared the importance of PBID and its role in supporting and advancing Downtown. She also reported that the city has for the holiday season retained private security guards (AGS), from 4-11pm Thurs-Sunday until the end of year to have more presence and eyes on downtown. City is preparing an Unsheltered Plan that will be taken to the public in October for input and then refinement of actions to begin on Jan 15 regarding public spaces throughout town. She shared that she is trying to increase communication with a monthly newsletter. She will be coming back to council with a 90-Day Assessment from her position as to priorities and actions the city needs to take over next year.

4.0 Regular Agenda Items

4.1 PBID Bylaws – Amendments and Clarifications

Jennifer Ellingson clarified the proposed First Amendment to the Bylaws concerning the relationship between the PBID District, PBID Ratepayers and Downtown Chico PBID, Inc.; property-owner representation on the Board; and the Director nomination and election process -Bylaws provide for a Director position reserved for a representative of California State University, Chico; the Board had previously fixed the authorized number of Directors at eight; and that no separate tie-breaking procedure is necessary because Board action requires the applicable majority and a tie vote does not pass.

ACTION: *M/S Greg Scott/Anika Rodriguez, to approve resolution for the First Amendment. All Directors voted in favor. Motion approved.*

4.2 City-PBID Partnership – Downtown Holiday

Gillian Hael, City Manager, reported on decorations the city was working on for holiday both for light poles and for photo ops. Currently city is working with DCBA and a private funder to get new decorations. No action needed.

4.3 Safe Street Initiatives – Greg Scott, Sergio Sanchez, Erik Gustafson, Audrey Taylor

Greg, Audrey, Sergio and Erik presented the **Restore Downtown** scope for providing intensive block-by-block cleaning by the PBID Ambassadors, beginning at First Street from Wall to Salem and moving south through Downtown. The goal is to complete Core A before Christmas Preview and continue south to 9th Street by January 14. As each block is cleaned, Ambassadors will also inventory sidewalk and public-realm conditions, trees and landscaping, lighting and safety issues, and building/property conditions for referral to the City for appropriate follow-up.

Action: M/S Jennifer Mackall/Eric Hart. All in favor.

4.4 PBID Renewal

The Board discussed the current Downtown Chico PBID term expiring December 31, 2027. Reviewed the renewal process including a new Management District Plan and Engineer's Report, property-owner outreach, a petition drive requiring support representing more than 50% of weighted assessments, and the City's Proposition 218 ballot and public-hearing process. Proposal from Kristen Lowell, Inc (KLI) who assisted in preparing the last renewal was presented for Board decision to bring on as the PBID renewal consultant.

Action: M/S Greg Scott, Megan Kurtz, to accept proposal and scope of work from KLI and authorize President to sign contract. All in favor.

4.5 Annual Meeting & Elections

Board reviewed the meeting and elections process with Jennifer Ellingson. Suggested that Gillian Haen be the guest speaker to update members on the Warren Settlement and Unhoused Strategic Plan.

Action: M/S Greg Scott/Eric Hart to schedule and inform all property owners December 9 would be the Annual Meeting held at the regularly schedule meeting. All in favor.

4.6 Initiative Updates

1) Park & Go – David Halimi. Council had reviewed the Park & Go program and approved extending the program until Jan 15. The program was successful in increasing parking in the lots and was less than half of the anticipated loss.
2) Ambassadors – Sergio Sanchez. Report on truck issues. David and Eric to work with Sergio on getting the truck fixed (if worth fixing).
3) Fresh Coat – Update Audrey Taylor. Program is gaining momentum. Eric Hart has painted the Senator, making a significant difference downtown, with 500 Main and 121 5th Street. Others in the pipeline.

5.0 Partner Update (10 minutes)

1) City of Chico – Erik Gustafson, Asst City Manager – Reported on decorations, update on Entertainment Zone
2) City of Chico – Skyler Lipski, Public Works, absent
3) City of Chico PD, Downtown Target Team – Sgt. Bailey , absent

   Sgt. Bailey noted that Erik Gustafson's report had covered the principal enforcement and public safety items he intended to report. No additional report.
4) Ambassador Program – Sergio Sanchez / Block by Block - absent
5) CSU Chico – Megan Kurtz – absent. Board discussed opportunities for more consistent coordination between Chico State, Chico State Police and downtown, including public safety and downtown events. Discussion included outreach to University leadership regarding future coordination.
6) DCBA – Celeste Cramer – report on Entertainment Zone, Art & Walk success, Street Treat upcoming.
7) Waste Management – Olivia Henderson, provided update on clean up day, great collaboration eight tons of trash cleaned up, 650 volunteers.

6.0 Reports & Communications . Information only.

7.0 Old Business . No report.

8.0 Other & New Business . No new business.

8.0 Adjourn Regular Meeting. President called for motion to adjourn. M/S David Halimi/Greg Scott. Meeting adjourned 10:14.

Respectfully submitted,

Audrey E Taylor

On behalf of Chris Daniels, Secretary
notes recorded by Audrey Taylor, PBID Coordinator

Downtown Chico PBID, Inc.

Statement of Financial Position

As of Nov 2, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
1001 Checking Account - TCBK	$225,401.30
1002 Cash Reserve	2,228.85
Total for 1001 Checking Account - TCBK	**$227,630.15**
Total Bank Accounts	**$227,630.15**
Accounts Receivable	
Accounts Receivable (A/R)	5,000.00
Total Accounts Receivable	**$5,000.00**
Other Current Assets	
Undeposited Funds	21,738.00
Total Other Current Assets	**$21,738.00**
Total Current Assets	**$254,368.15**
Total Assets	**$254,368.15**
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable (A/P)	0.00
Total Accounts Payable	**$0.00**
Credit Cards	
CC 2333	0.00
Total Credit Cards	**$0.00**
Other Current Liabilities	
2310 Line of Credit	-14.50
Short Term Loan	0.00
Total Other Current Liabilities	**-$14.50**
Total Current Liabilities	**-$14.50**
Total Liabilities	**-$14.50**
Equity	
Retained Earnings	89,515.81
Net Income	164,866.84
Total Equity	**$254,382.65**
Total Liabilities and Equity	**$254,368.15**

	TOTAL			
	Actual	Budget	Over Budget	% of Budget
Revenue				
3000 General Benefits Income	45,738.00	21,738.00	24,000.00	210.41 %
3200 County Tax Assessments	480,713.05	492,053.91	-11,340.86	97.7 %
Total Revenue	**$526,451.05**	**$513,791.91**	**$12,659.14**	**102.46 %**
Gross Profit	**$526,451.05**	**$513,791.91**	**$12,659.14**	**102.46 %**
Expenditures				
5100 Interest Expense	2.00	150.00	-148.00	1.33 %
Administration				
5400 Bank Charges		500.00	-500.00	0.0 %
5510 Government Fees		500.00	-500.00	0.0 %
6320 Prof. Services - Contract Staff				
PBID Coordinator	19,016.25	25,000.00	-5,983.75	76.06 %
Willdan Services		2,000.00	-2,000.00	0.0 %
Total for 6320 Prof. Services - Contract Staff	**$19,016.25**	**$27,000.00**	**-$7,983.75**	**70.43 %**
6330 Professional Fees - Accounting				
Bookkeeper	705.00	750.00	-45.00	94.0 %
CPA	1,075.00	2,500.00	-1,425.00	43.0 %
Total for 6330 Professional Fees - Accounting	**$1,780.00**	**$3,250.00**	**-$1,470.00**	**54.77 %**
Insurance				
4800 CGL Insurance	675.00	667.00	8.00	101.2 %
4830 D&O Insurance	2,610.00	2,407.00	203.00	108.43 %
Crime Insurance	1,870.00	1,870.00	0.00	100.0 %
Total for Insurance	**$5,155.00**	**$4,944.00**	**$211.00**	**104.27 %**
Total for Administration	**$25,951.25**	**$36,194.00**	**-$10,242.75**	**71.7 %**
Ask My Accountant	80.19		80.19	
Communations	$2,137.50		$2,137.50	
6105 Marketing Printing Copies Postage	6,145.18	5,500.00	645.18	111.73 %
Database Management	150.00	2,250.00	-2,100.00	6.67 %
Website	3,514.36	6,500.00	-2,985.64	54.07 %
Total for Communations	**$11,947.04**	**$14,250.00**	**-$2,302.96**	**83.84 %**
Eligible Management Activities				
Beautification & Placemaking	33,631.25	44,500.00	-10,868.75	75.58 %
Clean & Safe-Block by Block	$525.00		$525.00	
6310 Block by Block Fees	274,813.11	366,760.00	-91,946.89	74.93 %
7030 Utilities -PBID Office	1,008.48	1,100.00	-91.52	91.68 %
Computer and Internet Expense	576.72	900.00	-323.28	64.08 %
Total for Clean & Safe-Block by Block	**$276,923.31**	**$368,760.00**	**-$91,836.69**	**75.1 %**
Economic Vitality	13,049.17	27,500.00	-14,450.83	47.45 %
Total for Eligible Management Activities	**$323,603.73**	**$440,760.00**	**-$117,156.27**	**73.42 %**
Taxes Paid		150.00	-150.00	0.0 %
Total Expenditures	**$361,584.21**	**$491,504.00**	**-$129,919.79**	**73.57 %**
Net Operating Revenue	**$164,866.84**	**$22,287.91**	**$142,578.93**	**739.71 %**
Net Income	**$164,866.84**	**$22,287.91**	**$142,578.93**	**739.71 %**

Downtown Chico PBID

Restore Downtown REPORT

Block by Block Initiative

Operations Manager: Sergio Sanchez

Date: October 30th, 2026

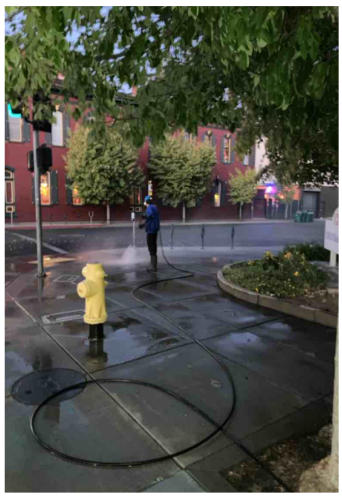
Cleaning Ambassadors:
Ashley Gettis
Aaron Boble
Korey Cross

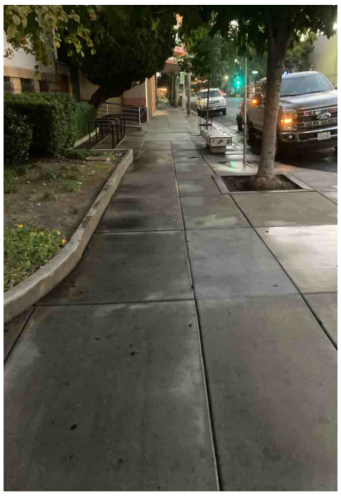






smart system





Block 1 Report

Our first day of the Restore Downtown initiative we started on Block 1 which is located between West 1st St and West 2nd St.

Block 1 businesses:
Celestinos Pizza
Tres Hombres
El Rey Theatre
BobaStop
Argus Patio & Grill
Paleteria Y Neveria
Bronze Burger
The Dungeon
Momos Poke
Vangs Plant Shop
Sign Club
Ethically Made
Love Hurts Tatto Shop

Cracked sidewalk *



Location of Cracked sidewalk *

Located on the Corner of 2nd and Salem Street in front of white sign labeled "Chico History Museum"

Raised Sidewalk/ trip hazard *



Location of Raised sidewalk *

On 1st Street side of Tres Hombres by tree well, one side of tree well has a raised sidewalk that is a potential tripping hazard.

Damaged Curb *



Location of Damaged Curb *

Corner of 2nd and Broadway Street by the Paleteria Y Neveria Michoacain business on 146 Broadway Street, red lined curbed is damaged and could use a repaint

Tree well damage/ condition *



Location of tree well *

On Salem Street of Block 1 by Chico Museum on the left side of the business entrance, one side of the metal plate on the tree well is loose and rising, can be a potential tripping hazard as well.

Empty/ Damaged tree well *



Location of tree well *

located on 2nd Street in front of Argus Patio Bar & Grill.

Damaged/ Deteriorated Awning *



Location of Awning *

located on 142 Broadway Street, Awning appears dirty and deteriorated.

Graffiti
*



Location of Graffiti
*

In alley way between Vangs Plant Shop and Tres Hombres.

Heading
SubHeader



Heading
SubHeader

In public parking area where Celestinos Pizza is located, behind green painted building.

End of report summary:
First day of the new initiative we had a successful start and removed multiple stickers, pressure washed all four sides of Block 1, keep up with the cleaning of the property of the soon to be re-open El Rey Theatre, we have had one request from a property owner to clean behind the Vangs Plant Shop area where the air conditioner is located which we were able to clean up with no issues, the other request from the owner was for the removal of the graffiti pictured in the report , it was in an area where it was out of the ambassadors reach so if we could get the city to work on it I am sure they would be appreciative.

Downtown Chico PBID

Restore Downtown REPORT

Block by Block Initiative

Operations Manager: Sergio Sanchez

Date: November 4th, 2026

Cleaning Ambassadors:
Ashley Gettis
James Loremore
Christian Morgan
Aaron Boble
Chase Moore







smart system

Block 2 Businesses located between West 1st and West 2nd Street:

Ali Baba-146 Broadway St

Gentleman's Barbershop: 151 Broadway St

Aca Taco:135 Broadway St

Snack Portal: 121 Broadwway St

B Street Public House: 117 Broadway St

Colliers Hardware (vacant): Corner of 1st and Broadway

The Bookstore Quality Used Books: 188 Main St

Upper Crust Bakery: 130 Main St

Bidwell Clothing: 138 Main St

Bodega Pizza: 148 Main St

Naked Lounge:118 West 2nd St

Bootleg:126 W 2nd St

The Banshee: 134 2nd St

Cracked/ Damaged Sidwalk
*



Location of Cracked sidewalk
*

Located on corner of 2nd and Broadway, red bricks in front Ali Baba, multiple cracks on the red bricks.

Raised sidewalk
*



Location of Raised sidewalk
*

Located in front of the black door entrance of Aca Taco, sidewalk appears raised and is a potential tripping hazard.

Damaged Curb
*



Location of Damaged Curb
*

Located in front of the entrance way of B Street Public House.

Empty/ Damaged tree well

*



location

*

located on 1st street side of the vacant Colliers Building. around the corner of 1st and Broadway.

Block 2 Summary:

we successfully were able to pressure wash all around Block 2, this particular block did not have many issues other than what has been reported on the inventory list.

Hybrid Alternative Concept: Main & Broadway (3-Lane Configuration with Enhanced Multimodal Design)

This proposal is provided by a group of concerned community members—including downtown business owners, cyclists, and professionals in architecture and planning—who share a common goal: *to see downtown Chico revitalized in a way that reflects the community's values and supports long-term success*. The goal is continuing the discussion, find areas of agreement and continuing to move forward with intention and purpose of achieving shared priorities. We are concerned there was:

1) **No Alternative** presented to Council that kept 3 lanes on Main & Broadway (although noted in Consultant's March 2-4, 2026 3-Day Event Memo, page 8, that they heard that comment often), and
2) The sewer and "revitalization" projects are two different projects at different times (which was new information – which should provide time to further vet the project.

Our process:

1) A thorough review of the available consultant reports, workshop summaries, comment cards, and available input[1] to better understand how the project has been shaped by community feedback. This included evaluating both areas of strong agreement and areas where meaningful differences remain.
2) This review confirmed for us there was broad alignment across the community on key priorities, along with clear points of friction related to how those priorities are implemented. We view this as a clear opportunity:
    - Build from the strong areas of agreement
    - Continue refining solutions where tradeoffs exist
    - Explore approaches that can balance multiple priorities simultaneously
3) Noted in the Consultant's March 2-4, 2026 3-Day Event Memo, page 12, there remains an opportunity to: "***refine the alternatives, address uncertainties, and potentially develop a hybrid solution that better reflects the full range of community priorities.***"

Proposed Path: A Hybrid Alternative (The City's Consultant Term)

The Hybrid Alternative is designed to maintain the operational functionality of Main and Broadway while incorporating the community input - clearly stated priorities around safety, walkability, and bicycle access. This approach builds on existing conditions and prior alternatives, while refining the design to better balance competing needs.

This group is suggesting consideration of a *Hybrid Alternative* based on **the key areas of agreement and concerns identified** and intended to build from shared priorities while addressing key points of friction. This Hybrid Alternative includes immediate areas of action, ability to test concepts and all at a lower cost focusing on three key areas:

1) **Pedestrian Safety**
2) **Cyclist Safety**
3) **Vehicle Safety**

[1] Input submitted directly to Council was not reviewed.

TRAFFIC CALMING – Main & Broadway

1. Lower Speed limits & increase enforcement.
2. Add a "Friction Lane" on Broadway & Main (*A travel lane where vehicle movement is slowed or influenced by surrounding activity, creating "friction" that reduces speed and increases driver awareness. Friction lanes are used intentionally downtown to slow traffic speeds, improve pedestrian safety, create a more walkable environment, and support adjacent businesses*).
    a. Left hand lane on both streets is marked off as a Loading/Unloading Lane regardless of what type of delivery or loading is made
    b. Narrow center lanes on both Main & Broadway
        a. Friction Lane remains the same width, center lane narrowed to 10.5 feet
    c. Create Bike Boulevard
        a. Stripe the right-hand lane of both Broadway & Main to create a shared lane for cyclists and motor vehicles
    d. Adaptive Traffic Signals
        a. Pedestrian Lead Signals
            i. Crosswalk allows pedestrians 3-7 seconds to cross before vehicles are allowed to move
        b. Use "All Red" cycle, all four lights are red for 2-3 seconds will prevent the current timing/speeding attempts
        c. Adjust signal timing that encourages speeding
        d. Higher cost, radar to auto-cycle to red if approaching vehicles are speeding

Cyclist Safety

1. Install Class II, bike lanes on Salem and Flume (to Humboldt), and 4th & 5th Streets
    a. Provides connection to Barber Yard, Chico State campus, and the Park via Annies Glenn,
2. Add Bike Boulevard on 4th or 5th Streets and lower the speed limit from 30 mph to 20 mph,
3. Improve Flume all the way to Humboldt (vs. adding bicycle to the already challenge 9th, Hwy 32, Park, Oroville Ave intersection,
4. Close 5th Street between Broadway & Main (Placemaking Moment Later)
    a. Extend the Plaza to incorporate the historic Plaza into the Plaza and utilize the office spaces as complimentary spaces to activating the plaza, create a Pedestrian/Bike pathway and add secure biking parking areas.

Pedestrian Safety

1. Repair sidewalks to remove tripping hazards and improve walkability,
2. Smooth uneven pavement and address gaps or deterioration in high-traffic areas,
3. Refresh and restripe crosswalks for better visibility at key intersections,
4. Assess and replace failing trees; add shade trees where gaps exist to improve walkability and comfort, trim trees to improve pedestrian clearance and tree health,
5. Improve existing lighting (repair, replace bulbs, adjust coverage) for safety and visibility,
6. Install pedestrian-scale lighting along sidewalks, alleys, and gathering areas,
7. Install lighting that supports nighttime activity and downtown safety perception,
8. Add simple seating elements (benches or seating notes) in key downtown locations,
9. Consider curb extensions (bulb-outs) at key intersections to shorten crossing distances,
10. Clearly define pedestrian space versus vehicle space to improve safety and flow

Conclusion

Addressing these safety concerns will make traveling to and through Downtown safer for everyone. Main and Broadway are key north-south corridors that should be retained and improved, particularly as infill development such as Barber Yard occurs to the south, so traffic is not pushed into surrounding neighborhoods.

When reviewing the raw accident data, there is no indication of fault, suggesting there is more to understand before making significant changes. Increased enforcement of speed limits, along with addressing cyclist behaviors such as riding on sidewalks or not using designated bike lanes—can improve safety for all users. The growing presence of e-bikes and e-scooters, and the associated increase in accidents and injuries, must also be considered.

Many of these improvements can be implemented at relatively low cost and tested on a trial basis. Some may qualify for smaller ATP grants to help offset costs. If results show improved access and safety, additional measures—such as raised intersections, curb bulb-outs, and enhanced intersection treatments—can be introduced in a way that maintains the historic character of Downtown, without years of construction disruption that could negatively impact local businesses.

Reducing lanes, widening sidewalks, or adding outdoor dining alone will not resolve the challenges facing Downtown. This is about improving safety for all modes—pedestrians, vehicles, and the biking community—while enhancing Downtown and preserving the character, fabric, and sense of community that define Chico.

Appendix: Review Summary of Available Consultant Reports, Workshop Summaries, Comment Cards, and Available Input

References:

1. 5.12.25 Chico Workshop Meeting Summary Final
2. 7.24.25 Chico Downtown Revitalization Project Pop-Up Summary
3. 8.12.25 Chico Summary Workshop
4. 8.12.25 SRF Downtown Chico Revitalization Stakeholder Meeting
5. 12.8-10.25 Downtown Chico Revitalization Project Preview Summary
6. 3.2-4.26 Downtown Chico Revitalization 3 Day Event Memo
7. 4.6.26 / 4.21.26 Staff Report

Areas of Strong Community Alignment	Areas of Ongoing Concern & Friction
Across all engagement efforts, the most highly referenced and supported elements by attendees in order of comment were:	These are not disagreements about *whether* to improve downtown—but about how to balance safety, mobility, access, and economic function in specific locations.
• **Improved walkability** Safer, more comfortable pedestrian environments, including better sidewalks, crossings, and places to gather. • **Trees, shade, and landscaping** A strong desire for more tree canopy, cooling, and an enhanced downtown environment. • **Slower traffic and improved safety** Widespread concern about vehicle speeds and a clear preference for traffic calming and safer conditions. • **Safer intersections and crossings** Strong interest in improved crosswalks, signalization, and intersection design. • **Improved bicycle safety** Consistent support for making biking safer, particularly through separation from vehicle traffic.	• **Lane Configuration (3 lanes vs. 2 lanes)** Some support reducing lanes to slow traffic and improve safety, while others strongly support maintaining three lanes to preserve circulation and business access. • **Location of Bike Lanes** While there is strong support for protected bike infrastructure, opinions are split on whether those facilities should be located directly on Main and Broadway or on parallel streets such as Salem and Wall. • **Parking Impacts** Concerns about parking loss and business access are consistently raised and remain a central issue across all alternatives.

Report Review Details by Areas of Focus:

Notes - Summary of Priority Order based on consultant report voting data (hard numbers), repeated comments, "key themes" summaries (includes repeated comments)

1. Strongest, Most Consistent Agreement

1) Walkability (sidewalks, crossings, pedestrian focus)
   - "wider sidewalks, parklets, seating"
   - "improved walkability" listed as top feedback category
2) Trees, shade, landscaping
   - "more trees, flowers"

- "retain large, established trees"

3) Slower cars / safety / traffic calming
   - "slow traffic down"
   - "reduce speeds"
   - "narrow lanes"
4) Crosswalks / safer intersections
   - dangerous crossings
   - need for signals, refuges, bulb-outs
5) Protected bike lanes (as a safety concept)
   - "protected bike lanes"
   - "separate bikes from cars"

2. Strong but More Divided

6) Bike lanes on Main & Broadway specifically – split

   Support:
   - "Need bike lanes on Main and Broadway"
   - "We really need bike lanes on Main and Broadway"

   Opposition:
   - "No bike lanes on Main and Broadway"
   - "Prefer them on Salem/Wall"

7) Reducing from 3 lanes to 2 – mixed responses

   Support:
   - "decrease lanes from 3 to 2"
   - "lane reduction proposals… 40 years too late"

   Opposition:
   - "Please keep three lanes"
   - "Maintain flow… not just two lanes"

3. High Concern / Friction Topics

8) Parking (overall)

   "Parking is most often a tension point"
   - loss of parking
   - impact on businesses
   - delivery/loading conflicts

9) Bike parking
   - Mentioned, but not dominant

10) Parking lanes / configurations
   - diagonal vs parallel
   - loading zones
   - curb use

11) Crash Data
   - most serious incidents are concentrated at key gateway intersections—particularly around 8th, 9th, and the Highway 32, and Esplanade/1st connections.
   - Transition points, where drivers are moving between higher-speed corridors and the downtown street network or to/from Downtown & Esplanade. The shift in speed, traffic patterns, and user expectations create complex and higher-risk conditions.