



Tools

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biweekly electronic newsletter, print advertising, television and drive-time radio spots, a business development video, a Web page, and media briefings. Steering Committee members also mail refrigerator magnets and informational letters to new residents and businesses, to initiate them early to the program.



About CCDC

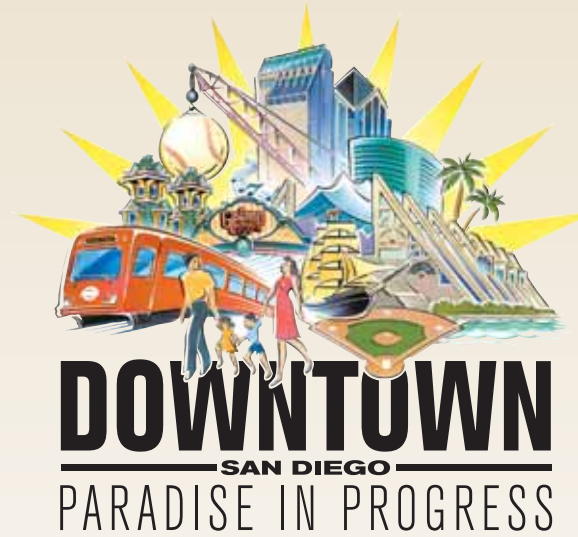
This publication has been produced by CCDC as a contribution to the Paradise in Progress collaboration. CCDC is the public, nonprofit corporation created in 1975 by the City of San Diego to staff and implement downtown's redevelopment, including the facilitation of retail, residential, office, hotel, cultural, educational and public improvement projects.

In the past 30 years, there has been more than \$6 billion dollars of investment in downtown's 1,500 acres, resulting in roughly 10,000 new homes, 6,000 new hotel rooms, 6 million square feet of office space, and more than 50,000 new jobs.

For more downtown redevelopment information, visit www.ccdc.com. For housing, business or lifestyle information, visit www.sandiegodowntown.org.

For a free tour, call (619) 235-2222.

Photography: CCDC/Skip Jurus



Paradise IN PROGRESS

FOR INFORMATION ON DOWNTOWN EVENTS,
PARKING AND TRANSPORTATION, VISIT
www.paradiseinprogress.org

"I've seen construction and special event coordination programs attempted in many cities in my career, and Paradise In Progress is by far the best."

— SHERM HARMER

2004 PRESIDENT, CALIFORNIA BUILDING INDUSTRY ASSOCIATION

President Peter Hall. "The program has facilitated detailed coordination and cooperation among public and private agencies and people, ensuring potential problems are effectively addressed."

Paradise in Progress creates relationships between contractors, special event organizers, and public officials that are invaluable when successfully resolving issues. Participating agencies include the Associated General Contractors, CCDC, City of San Diego, Downtown San Diego Partnership, East Village Association, Gaslamp Quarter Association, Little Italy Association, Metropolitan Transit Development Board, Port of San Diego, San Diego Convention and Visitors Bureau, San Diego Convention Center Corporation, and San Diego Padres. Program funding comes from in-kind contributions by the participating organizations as well as sponsorships from development teams and others engaged in downtown development.

"Project managers who finish up on one site and move to another keep coming back to these workshops," said

Paradise IN PROGRESS

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Paradise at Work

Downtown San Diego is in the midst of an urban renaissance, bringing an unprecedented amount of new homes, businesses and entertainment venues into the city. The new draft Community Plan predicts downtown's residential population will grow from 27,500 to 89,000, and its workforce increase from 85,000 to 165,000 by the year 2030. As the population increases, so does the buzz of construction activity.

Planning for downtown's high-volume development is a complex process that requires the collective participation of hundreds of individuals and organizations to ensure minimal impact on the city's day-to-day activity. At any given time, between 20 and 50 projects may be under construction downtown, creating such impacts as noise, dust, street and sidewalk closures and the removal of parking spaces. In 1999, when more than 100 projects were planned or under construction, twelve public and private organizations, including CCDC, came together to create Paradise in Progress, a construction management and information program designed to track and provide information on projects, changes in traffic patterns, best travel routes and most convenient parking. Now in its sixth year, Paradise In Progress continues to be one of the most successful and innovative programs of its kind in the United States.

"Paradise in Progress has been an enormous success," said Centre City Development Corporation (CCDC)



Paradise in Progress Founding Chair Carl Nettleton. "They understand the value of this program to keep their jobs running smoothly. Along with the intended purpose of minimizing impacts to the public, staying informed helps keep their projects on schedule and on budget."

The program has been tested over the years; a number of large events require coordination to ensure they can be held even while construction continues. Downtown's annual gatherings, such as the Rock 'N Roll Marathon, the Gaslamp's St. Patrick's Day, Mardi Gras and Cinco de Mayo celebrations, Street Scene and a number of large



Monthly Construction Special Events Workshop

The monthly workshops are held at CCDC's Downtown Information Center, 225 Broadway, across from Horton Square.

Awards

The Paradise in Progress program has won several prestigious awards in its six-year history. In 2000, the Public Technology Institute presented the program with a Technology Solutions Award for Large Jurisdictions. In 2001, the Downtown San Diego Partnership honored the program with an Alonzo Award for its contributions to downtown. Also in 2001, the San Diego Chapter of the Public Relations Society of America awarded the program an Edward L. Bernays merit award for community relations.

Paradise in Progress also celebrates the people and projects that participate in the program. At an annual breakfast ceremony, steering committee members recognize the people and organizations that help make the program a success.

Hotline (619) 533-7150

Paradise in Progress relies on effective communication to bridge the divide between project managers and citizens. The Paradise in Progress Construction Information Hotline improves the scope and intensity of the program's outreach efforts. It provides access to construction and special event schedules, and is available Monday through Friday from 9 a.m. to 4 p.m.

The hotline is staffed by Construction Information Officer Camille Ohlson, who has extensive experience in public affairs and development communications. Ohlson is assisted by Database Specialist Rick Smith in their daily management activities.

"All of the participating agencies have seen the value in this program," says Ohlson. "The nature of the challenges has changed over the years as downtown's population has grown considerably. Paradise in Progress will always be evolving to stay ahead of the need."

conventions bring millions of dollars into the economy and are important cultural attractions for residents and visitors. Paradise in Progress was also instrumental in preparing downtown for the 2002 Super Bowl and the 2004 PETCO Park opening. Both events brought thousands of new visitors into heavy construction activity areas, almost completely without incident.

"We want builders to build, businesses to conduct business and residents to live with a minimum of disruptions," said Paradise in Progress Vice Chair Derek Danziger. "Preparation, outreach and communication are the keys to achieving this. We like to say that Paradise in Progress has been a quiet success, but would have been a very noisy failure."



Workshops

Paradise in Progress resolves conflicts by creating networks of communication among public agencies, contractors, event organizers and neighborhood representatives. Monthly Downtown Construction/Special Events Workshops provide a forum for exchanging information and developing open relationships between construction and special event project managers and government agencies. As a testament to their effectiveness, the workshops have seen an average attendance of 75 people since the program's inception.

The workshops give construction managers and special events personnel information about possible public impacts well in advance so the number of simultaneous impacts can be minimized through cooperation and scheduling adjustments.



Tools

Geographical information system (GIS) technology is one of the most important tools used by Paradise in Progress. GIS stores project and event information and impacts, and overlays them onto a satellite view of downtown. The result is a graphical representation of downtown activity, allowing planners to see first-hand the potential conflicts and work to mitigate them before they arise. The GIS map is also an important tool in explaining the status of public impacts and future construction at the monthly construction/special events workshops.

Paradise in Progress has used a wide array of communication tools in its outreach efforts, including a