

THE SOCIABLE CITY

HARNESS THE POWER OF THE NIGHTTIME ECONOMY



FORM AN ALLIANCE



PLAN FOR PEOPLE



ASSURE SAFETY



ENHANCE VIBRANCY

Social District Assessment

SHAPE THE FUTURE OF YOUR CITY'S NIGHTLIFE



GOALS OF A SOCIABLE CITY PLAN

RHI's Sociable City Plan is a team building and action planning process with the following aims:

- To preserve and advocate for the social, cultural and economic value of dining and entertainment
- To provide suggestions for improvement for allocation of resources and updates to legislation
- To ensure public safety, reduce crime, harm and disorder while minimizing quality of life impacts
- To maintain communication between government and businesses regarding policy and procedures

FOUR PRIMARY BUILDING BLOCKS INCREASE SOCIABILITY, SAFETY AND VIBRANCY

The Social District Assessment uses RHI's four building blocks as a framework to evaluate a city's nighttime economy. Strengths, weaknesses and opportunities are analyzed in each area to develop a strategic action plan for improvement. You'll have access to implementation support and tools.

THE SOCIAL DISTRICT ASSESSMENT RESULTS IN THREE PRIMARY OUTCOMES

1) Selection and training of DEDICATED STAFF to be leading advocates for a safe and vibrant nightlife

- 60-80 people from government, business and community organizations trained on nightlife trends and strategies to maintain vibrancy and safety
- Tools and effective practices in six core measures for a Social District Assessment
- Design a job description for a primary coordinator of nighttime economy management

2) Development of a CITYWIDE ALLIANCE to implement a consensus-driven action plan

- Analysis of the most appropriate structure of an alliance
- Selection of alliance members to oversee action plan implementation
- Six measures will be used to rank priorities and identify individuals from government, business and community perspectives to serve on the alliance

3) DATA COLLECTION to evaluate and monitor progress over time to assure public safety enhance diversity of social options, and improve management of quality of life impacts

- Street level audit to identify the current mix of social options in three districts
- Procedures to monitor and assess the district mix, crime rates and alcohol harm-related incidents
- Design a framework for a study on the economic, fiscal and community impacts of nightlife
- Data-driven decision making to guide new policies and procedures PPP



FORM AN ALLIANCE

RESOURCES | ACTION TEAMS



PLAN FOR PEOPLE

QUALITY OF LIFE | MOBILITY



ASSURE SAFETY

PUBLIC SAFETY | VENUE SAFETY



ENHANCE VIBRANCY

ENTERTAINMENT | PUBLIC SPACE

CORE MEASURES OF SOCIAL DISTRICT DEVELOPMENT | SIX ACTION TEAMS IDENTIFY GAPS, CHALLENGES AND SET PRIORITIES FOR IMPROVING NIGHTTIME MANAGEMENT



QUALITY OF LIFE

Noise Control
Trash Pick-up
Cigarette Litter
Public Restrooms
Public Standards
Resident Forum
Vandalism
Zoning



MOBILITY

MOBILITY

E-Hail
Safe Rides
Taxi Stands
Valet Parking
Transport Hubs
Parking Safety
Traffic Safety
DUI Prevention



PUBLIC SAFETY

PUBLIC SAFETY

Closing Time
Crowds
Permits
Police Unit
Ambassador
Safety Alliance
Business Mentor
Crime Prevention



VENUE SAFETY

VENUE SAFETY

Safety Plan
Server Training
Security Training
Nightlife Network
Customer Service
Age Identification
Patron Behavior
Extended Hours



ENTERTAINMENT

ENTERTAINMENT

Performance Venue
Dining Venue
Social Venue
Marketing
Craft Culture
Demographics
Talent Retention
Economic Impact



PUBLIC SPACE

PUBLIC SPACE

Outdoor Dining
Public Markets
Vendors/Kiosks
Pedestrian Safety
Street Performers
ADA Compliance
Panhandling
Lighting



ABOUT RHI

THE RESPONSIBLE HOSPITALITY INSTITUTE (RHI) is a non-profit organization founded in 1983. RHI's conceptual framework – **BUILD AN ALLIANCE, PLAN FOR PEOPLE, ASSURE SAFETY, ENHANCE VIBRANCY** – guides cities throughout the world to invest in the nighttime economy. Utilizing global insights and model practices gathered from dozens of cities and countries worldwide, RHI is in a unique position to guide communities' nighttime economy development by sharing lessons learned and helping city leaders avoid common pitfalls of nightlife management.

RHI's VISION

RHI's vision is to assist communities in the planning and management of social districts to create safe, vibrant and economically prosperous places for people to share food, drink, music and dance.

THE PROCESS

RHI's Social District Assessment is a strategic process to analyze nighttime planning and management systems with a focus on social activity primarily occurring in restaurants, bars, nightclubs and entertainment establishments in social districts.

EVALUATE: The process begins with an inventory of social options and a baseline analysis of crime and venue compliance.

MOTIVATE: Stakeholders from diverse sectors are oriented on how to create a safe and vibrant social economy to enhance their individual mission.

ENGAGE: Focus groups discuss current trends and develop an action plan to better manage risk and enhance social opportunities for residents and visitors.

IMPLEMENT: A formal alliance is created to guide implementation of the action plan.

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