



CONNECT & SHARE

PUBLIC SAFETY FORUM





CENTRO

SAN ANTONIO

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TRISH DEBERRY

**President & CEO
Centro San Antonio**

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Learn about the impact that the Centro Ambassadors have on the Downtown San Antonio community.

An aerial, grayscale photograph of a city skyline. In the center, a tall, slender tower with a circular observation deck at the top stands out. To its left, a large stadium with a distinctive roof structure is visible. The foreground and middle ground are filled with various urban buildings, including older multi-story structures and modern high-rises. The sky is overcast. A large, semi-transparent white shape is overlaid on the right side of the image.

The Decade of Downtown is Dead.

Downtown is Everyone's Neighborhood

SA202

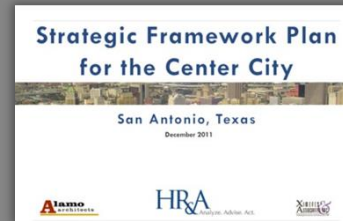


Community Vision:

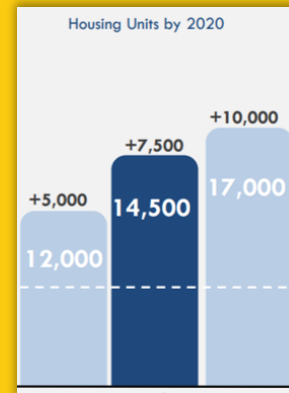
In 2020, Downtown is the heart of San Antonio and is everyone's neighbourhood.

Strategic Framework Plan

Goal: attract thousands of residents to boost demand for retail, arts, culture, and, ultimately, job creation



Implementation



+10,000 housing units were built, serving low-to moderate-income households and those at market rates.



COVID-19

Then, the **pandemic**, **millions of dollars** of conference business were lost while at the same time, **CCHIP expired**.



Remote Work

The shift to remote work disrupted downtowns nationwide.



Private and Public Development in the Pipeline

Investment in infrastructure, hotels, residential, and cultural assets **diversified our downtown economy**.

Disruption +Fortitude

An aerial, grayscale photograph of a city skyline. The image is dominated by various high-rise buildings and structures. A prominent feature is a tall, slender tower with a circular observation deck at the top, located in the center-right. To the left, there are several tall, rectangular skyscrapers. The foreground shows a dense urban landscape with smaller buildings, streets, and some greenery. The sky is overcast with soft, diffused light. A large, semi-transparent dark gray shape is overlaid on the right side of the image, partially obscuring the background.

What are we doing about it?

**Creating a clean, safe, and beautiful downtown San Antonio
that is welcoming and inclusive to all.**

Public Improvement District .83 sq mi



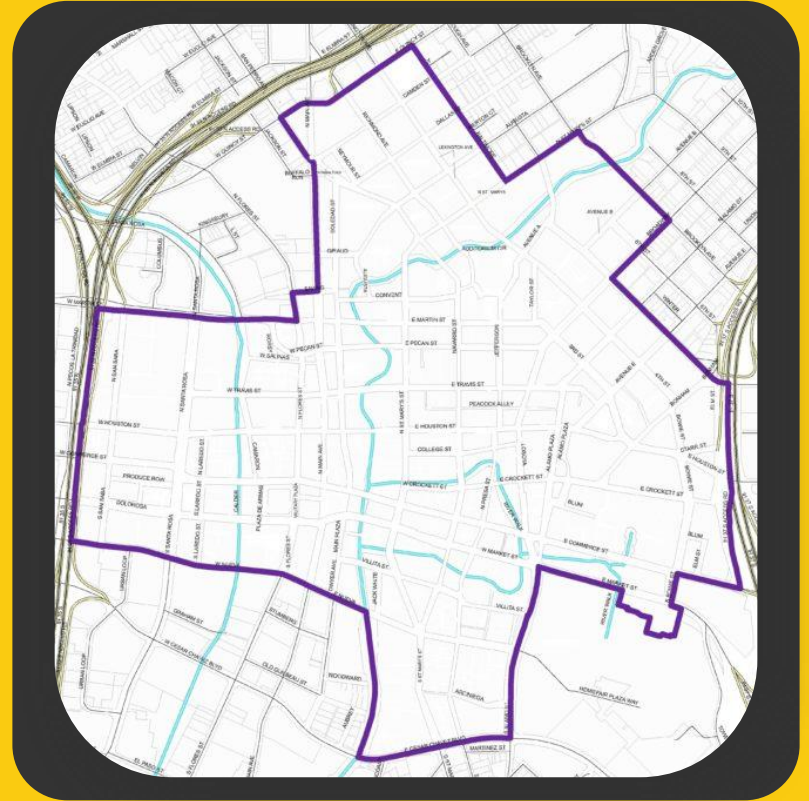
Baseball
Stadium
District



Security
Camera
Network
Pilot



89th
Legislature
Texas HB 548







CLEAN SERVICES

8,993 Graffiti Removed

160.1k Trash Bags

50.4M sq ft Pressure Washing



Quality of Life

10 Quality of Life Ambassadors

8 Quality of Life Pop-Up Kiosks

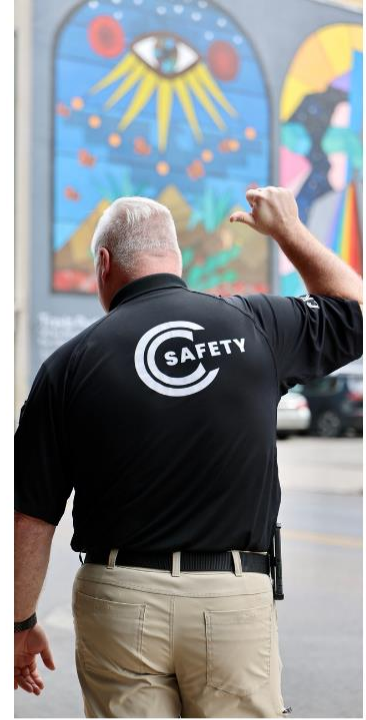


Public Safety

3 Centro Safety Administrators

- Respond to acute or persistent quality of life violations using de-escalation techniques
- Report crimes to law enforcement agencies
- Transport individuals requesting services to resource centers
- Required to have previous law enforcement experience and complete crisis intervention training
- 6 am to 11 pm, 7 days a week

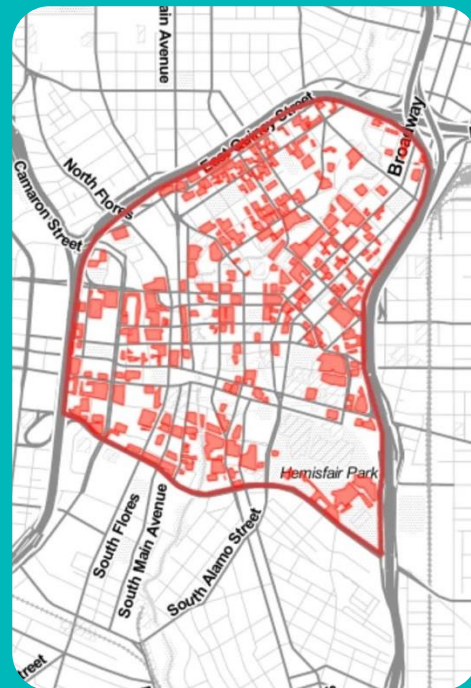
NEW - SAPD Downtown Security Camera Network Pilot Program



Access and Mobility

Centro is committed to ensuring downtown is accessible to all

The Little Runner



Parking Study

Program Overview

The Trees Everywhere Project is a long-term partnership between the City of San Antonio and Centro to expand downtown's tree canopy, reduce urban heat, and strengthen climate resilience. Grounded in a commitment to shade equity, the initiative prioritizes areas most impacted by extreme heat and limited existing canopy, creating a more walkable, healthy, and welcoming downtown.

Impact & Objectives

- Reduce urban heat through shade and evaporative cooling
- Improve air quality, stormwater absorption, and energy efficiency
- Support walking and biking in high-use pedestrian areas

Goals

- 1,000 trees by 2035
- 100 trees by the end of 2026

FY26 Implementation

- *Phase 1 (Jan–Feb):* Activate existing tree wells and in-ground beds
- *Phase 2 (Feb–Apr):* New build-outs requiring curb cuts and infrastructure

Grant Funding Secured

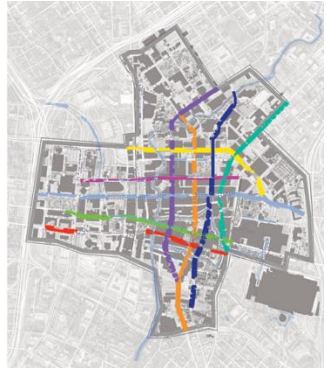
- City of San Antonio Urban Forestry Tree Mitigation Fund- \$100,000
- Nancy Smith Hurd Foundation- \$126,000
- HEB- \$50,000
- Affinius Capital- \$10,000
- Amegy- \$5,000
- CoSA City Council D1, City Council Project Fund (CCPF), \$1,500

Next Steps:

- Officially launch Trees Everywhere Initiative with press conference in February, invite partners for first tree planting
- Identify and apply for additional grants to make up \$225,000 to meet 100 tree goal for FY26



Trees Everywhere Endorsed By:



Not just well made. **LEDWELL MADE.**



Texarkana, TX | ledwell.com
sales@ledwell.com | 888.533.9355



Bexar Blooms HQ — Travis Park

Presented by Centro San Antonio and Texas Spine Care Center

Travis Park will transform into a striking field of bluebonnets featuring large-scale art installations for one of the most unique bluebonnet experiences in the city. Local vendors will be onsite, and VIA Metropolitan Transit will provide free rides to Travis Park to encourage community access and participation.





181+ Art
Pieces
10 Art
Exhibitions





Activate Houston Street Corridor

New Vision

Center City Strategic Framework Implementation Plan Update

Centro San Antonio & Visit San Antonio



VISION & GOALS

Centro, the City, Visit San Antonio, and local stakeholders envision an active and diverse Downtown that expands on its current strengths.

Vision

Downtown is a fabric of inclusive, connected, mixed-use neighborhoods that draws San Antonians and visitors to a thriving and sustainable center of culture, innovation, and urban living.

Goals



Greatly increase local participation
Downtown that complements the visitor
economy



Achieve a mixed-income environment with
accessible options across the housing
continuum



Leverage investment in Downtown in
support of other goals including
sustainability, equity, and broader city
success

An aerial, grayscale photograph of a city skyline. The image shows a dense collection of buildings of various heights and architectural styles. A prominent feature is a tall, thin tower with a circular observation deck at the top, located in the center-right of the frame. To the left, there are several tall, modern skyscrapers. The foreground is filled with lower-rise buildings, some with distinctive architectural details like arched windows. The sky is overcast with soft, diffused light. The text "Why Does It Matter?" is overlaid in the center of the image in a white, sans-serif font. A large, semi-transparent gray shape is visible in the upper right corner of the image.

Why Does It Matter?

An aerial, grayscale photograph of San Antonio, Texas, showing a dense urban landscape. The Tower of the Americas is a prominent feature in the center. The image is overlaid with a semi-transparent dark gray shape in the upper right corner. A yellow rounded rectangle contains the text 'Downtown's Importance'.

Downtown's Importance

Downtown is San Antonio's birthplace. It is a confluence of culture and commerce vital to the health of the entire city

Impact
Development Health of
Persons & Development



MAJESTIC
WORLD PREMIERE
REPUBLIC PICTURES PRESENTS
THE LAST COMMAND IN TRUCOLOR

COCA-COLA

Paris

WAL

WAL

ROTHMAN

WELCOME

WELCOME



7.4M Annual Visitors

Downtown Today

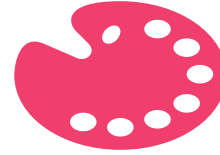
Downtown San Antonio is the region's historic and cultural hub, attracting **8.7M annual visitors**, including **7.4M in the downtown core**. It features the River Walk, Alamo, Hemisfair, Market Square, the Convention Center, and key cultural landmarks.



50+
PLACES
OF
WORSHIP



20+
PLAZAS &
PARKS



80+
MUSEUMS &
ART
GALLERIES



350+
RETAIL
BUSINESSES



5
LARGE
PERFORMING
ARTS VENUES



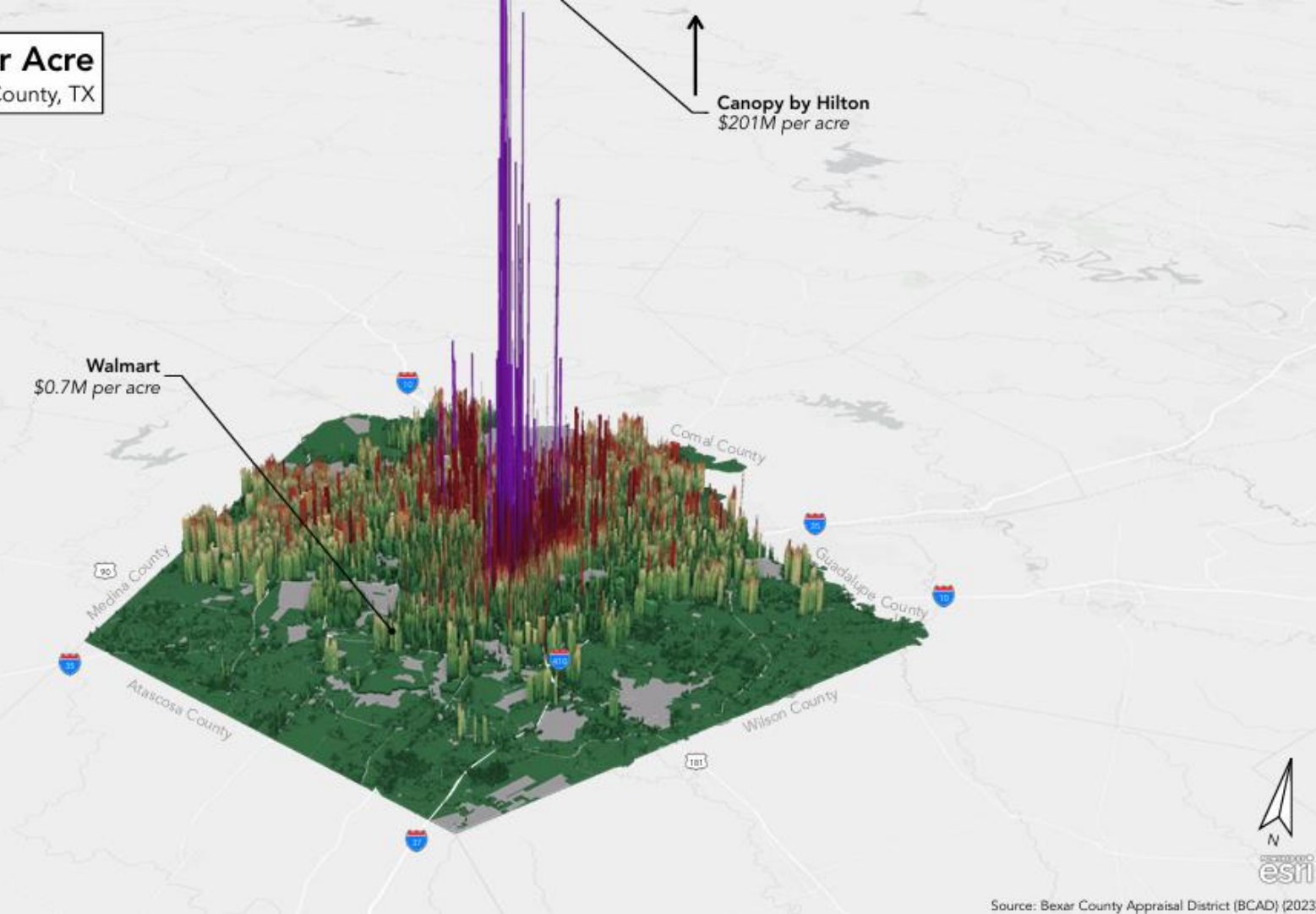
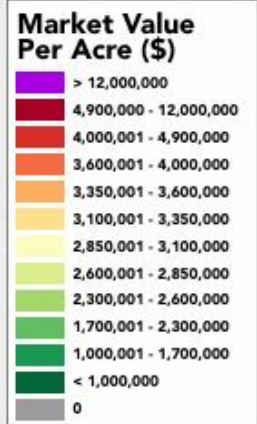
270+
BARS &
RESTAURANTS

Market Value Per Acre

Bexar County, TX

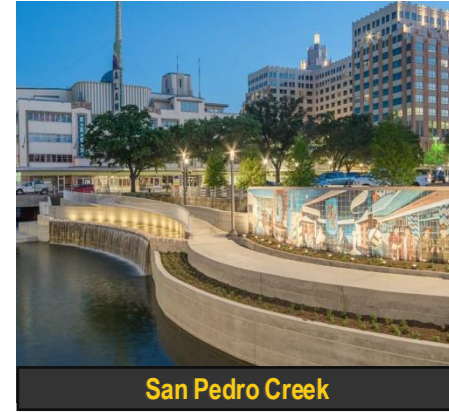
Canopy by Hilton
\$201M per acre

Walmart
\$0.7M per acre



New Downtown Catalyst

Downtown San Antonio has numerous emerging projects that have the potential to catalyze development



C MEMBERSHIP

Activate Downtown with Centro

At Centro San Antonio, our mission is to bring downtown to life by empowering our community to shape its future. We foster meaningful connections, drive impactful change, and cultivate collaboration to create a vibrant, inclusive, and thriving urban core for residents, businesses, and visitors alike.

Be The First to Know

Our Membership is a rich source of information and personal connections, placing you at the center of everything happening downtown.

Influence & Inform Policy

Centro Members are shaping the city's future through active participation in committees, connecting with elected officials at events, and mobilizing as a united force to advocate for and create an unparalleled future for San Antonio.

Connect & Collaborate

Build valuable, authentic connections with innovative co-creators and collaborators from diverse industries, and help propel San Antonio's future through ingenuity, creativity, and passion.



Visit centrosanantonio.org/membership





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Joell McNew

President

Safeguard Strategy

Certified CPTED

*Practitioner, Member of
the U.S. CPTED Association,
ASIS, AAA, AIA, IACLEA and
the Texas Crime
Prevention Association*

SAFEGUARD STRATEGY

CRIME PREVENTION CONSULTANTS

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CRIME PREVENTION CONSULTANTS



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What's Next?

- **10:30 AM – 10:45 AM | Break**
- **10:45 AM – 12:30 PM | Panel Rotation (Choose 2)**
Participants will attend two of three concurrent panels
 - Director Room: Technology, Dispatch & Communications
 - Pecos Room: Fundraising & Resource Development
 - Live Oak Room: Coordinated Downtown Safety: Strategy, Partnership & On-Street Impact



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Coordinated Downtown Safety: Strategy, Partnership, and On-Street Impact

A panoramic view of the downtown San Antonio skyline at sunset. The sky is a vibrant orange and yellow, with soft clouds. The city's buildings are silhouetted against the bright sky, with some windows glowing with light. The Tower of the Americas is a prominent feature in the center. In the foreground, there are some lower-rise buildings and a street with a few cars.

DOWNTOWN
CENTRO
SAN ANTONIO

centrosa.org

The background of the slide is a photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and light blue. In the foreground, there are several buildings, including a prominent red building on the left. A white grid pattern is overlaid on the top left corner of the image. The title text is centered in the upper half of the slide.

Coordinated Downtown Safety: Strategy, Partnership, and On- Street Impact

March 3rd, 2026

Meet our Panel



PANELIST
TRISH DEBERRY
President & CEO
Centro San Antonio



PANELIST
Monty McCain
Crisis Response Team Lead



PANELIST
Adrian Martinez
San Antonio Police
Department

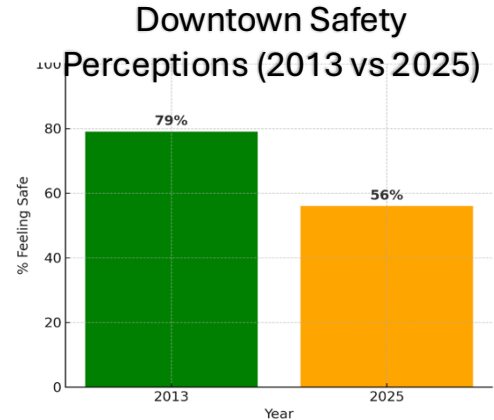
Rethinking Safety: Real vs Perceived

How do you define safety in the context of downtowns?



Rethinking Safety: Real vs. Perceived

Safety isn't just about statistics; It's about how people feel in a space.



Rethinking Safety: Real vs. Perceived



A well-cared-
for space feels
secure

Rethinking Safety: Real vs. Perceived



Dignity, stability,
and belonging
are safety

Creative Solutions to Improve Safety Perceptions

Transform How
Safety Feels,
Not just how its
measured



Creative Solutions to Improve Safety Perceptions

Quality of Life Ambassadors:

- Conduct Wellness Checks
- Make Referrals to Service Providers
- Observe and Report Crimes to the Police
- Provide Safety Escorts
- All are Equipped with Body Cameras

Quality of Life Pop-Up Kiosk:

- Consistent Presence and Visibility to Improve Safety
- Prevention Through Relationships and Engagement
- Hospitality and Service Connections
- Education, Awareness, and Changing Perceptions



Creative Solutions to Improve Safety Perceptions

NEWS

With calls to decrease downtown crime, Centro San Antonio hires former SAPD cops to focus on safety

Three former San Antonio police officers are now patrolling downtown with Centro San Antonio ambassadors. They're focused on helping people who are homeless.

By [Jacob Barkan](#), staff writer
Dec 10, 2024



Crisis Response Team:

- Respond to Acute or Persistent Quality of Life Violations Using De-escalation Techniques
- Transport Individuals Seeking Services to Resource Centers
- Report Crimes to Law Enforcement Agencies
- Safety Administrators are Required to Complete a 24-hour Certified Crisis Intervention Training
- All are Equipped with Body Cameras to Aid Reports to Service Providers
- Safety Administrators Have Previous Law Enforcement Experience, but Do Not Function as Deputized Law Enforcement Officers

So, what is the CRT actually doing?

What does safety response look like on the ground?

FY2026 Q1 CRT Activity

40,050 Service & Prevention Interactions

16,303 Dissuading Illegal Activity

14,292 Pedestrian Assistance

5,356 Safety Escorts

2,902 Resource Connections

783 Sit/Lie Violations

409 Wellness Checks

20 Total Police Calls

0 Violent Reports

7 Non-Violent Reports

5 Aggressive Panhandling

2 Indecent Exposure

Over 99% of CRT activity is prevention, assistance, and outreach – not crime response.

Creative Solutions to Improve Safety Perceptions

Back to Basics

Scalable solutions
for any community



Creative Solutions to Improve Safety Perceptions

Human-Centered Safety

From fear to
understanding



Collaboration & Trust: Relationships Matter



Break down the
“us vs them”
dynamic between
property owners,
city agencies,
and residents

“It Takes a Village”: Moving Toward Shared Responsibility



Q&A





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Facilitated Conversation: When Other Public Uses Intersect with Downtown

Meet Our Panelists



Ken Divers
Retired - Director, Outreach
Programs at Southeastern
Pennsylvania Transportation
Authority (SEPTA)

Allison Harnden
President
NITECAP Alliance, Inc.

Shane Zahn
Sr. Dir. Community
Safety
Minneapolis
Downtown
Improvement District

Joell McNew
President
Safeguard Strategy



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What's Next?

- **6:00 PM – 7:30 PM | Evening Reception**
Live Oak Room – Lobby Level



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