

PBIA (Parking & Business Improvement Area) Advisory Board 2021 Work Plan

January 2021 through April 2022. The committee meets once per month. Staff liaison for PBIA is Max DeJarnatt

SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

A. Communications (with members/downtown businesses)

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #1 staff commitments in 2021.

Estimated Percent of Overall Committee Effort: 18%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
<p>1A.1 Monthly Meeting Roundtable</p> <p>PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to:</p> <ul style="list-style-type: none"> • Quarterly short survey questions • Identification of issues that can be addressed by existing programs • Identification of key messages or issues that need to be reported to the City Council (quarterly at GG) • Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report) <p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>	<p>10-20 minute discussion at each meeting</p>	<p>10-20 minute discussion at each meeting</p> <p>+ Prepare and distribute communications</p>	<p>Monthly</p>	<p>N/A</p>

<p>1A.2 Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBI A and City efforts.</p> <p>PBI A Role: Develop short 3-question surveys that will be sent quarterly to members online; establish a “suggestion box” – both physical and online - to constantly gather member feedback.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through reports shared with City Council quarterly.</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>Quarterly</p>	<p>N/A</p>
<p>1A.3 Annual member meeting</p> <p>PBI A Role: Host an annual meeting for PBI A members (ratepayers). This is required by the PBI A bylaws. Source inspiring speaker to generate attendance.</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	<p>3 hours (1 hour to plan to event, 2 hours for event)</p>	<p>2.5 hours (.5 hours to plan to event, 2 hours for event)</p> <p>+ Handle meeting logistics</p>	<p>TBD</p>	<p>Included in \$2,000 Administration budget</p>

1B. Clean & Safe

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 1%

<p>Title Description</p>	<p>Committee Commitment</p>	<p>Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i></p>	<p>Schedule (Estimated)</p>	<p>Budget Implications</p>
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Plans

<p>1B.1 Partner with the Downtown Ambassador and Clean Team program</p> <p>PBIA Role: Gather feedback from members about the program, which may influence priorities.</p> <p>Deliverable/Outcome: Leverage City funds to expand the ambassador and clean team operations.</p>	<p>0 hours</p> <p>(any time devoted would be part of Communications in Section 1)</p>	<p>0 hours</p> <p>(any time devoted would be part of Communications in Section 1)</p>	<p>N/A</p>	
<p>1B.2 Mural Protection</p> <p>PBIA Role: Identify murals in need of protection /preservation/ rehabilitation</p> <p>Deliverable/Outcome: preservation of community assets and a cleaner downtown</p>	<p>Approximately .5 hours of discussion</p>	<p>Approximately .5 hours of discussion</p>	<p>Q2 or Q3</p>	<p>\$1,500</p>
<p>1B.3 Extra Alley Flushings</p> <p>PBIA Role: Provide funds to carry out 3 extra alley flushings during the summer months, in addition to the 2 provided by Public Works. (May-Sept). Coordinate for pre-cleaning to avoid unintended messes. Options for pre-emptive signage.</p> <p>Deliverable/Outcome: A cleaner downtown</p>	<p>0</p>	<p>0</p>	<p>N/A</p>	<p>\$1,200</p>

1C. Beautiful Streetscapes

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 2%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
<p>1C.1 Flower Baskets: 78 flower baskets to be hung and regularly maintained from end of May-Sept. Seek partnerships/sponsorships for expanding program.</p> <p>PBIA Role: Review 2020 results and provide input to staff about contract needs for 2021 program</p> <p>Deliverable/Outcome: Flower baskets that contribute to an attractive and welcoming downtown environment</p>	.5 hours	.5 hours	Q2-3	\$23,400 total (\$5,400 for product and \$18,000 for maintenance)
<p>1C.2 Public Art Investment: (i.e. Art in Windows, benches, murals, plinth purchase, collaboration with Arts Commission etc)</p> <p>PBIA Role: Discuss what type of art or themes they would like to see showcased in vacant windows (staff works w/property owners)</p> <p>Deliverable: Art/photos in vacant storefronts</p>	.5 hours	1-2 hours	Q2- start discussion Coordinate with the Wayfinding Plan	\$2,500

<p>1C.3 Lighting illuminating dark streets to create a festive and inviting streetscape.</p> <p>PBIA Role: Participate in the identification of placement opportunities of lights.</p> <p>Deliverable: Festive lighting displays</p>	.5 hours	2 hours	Q2-4	\$8,000
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1D. Marketing

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.
 Estimated Percent of Overall Committee Effort: 7%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
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Plans

<p>1D.1 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.)</p> <p>PBIA Role: Refine application process for sponsorship requests. Choose which events to sponsor and amount</p> <p>Deliverable: Support for events hosted by other organizations</p>	2 hours	2 hours	Discussion March 2021	\$7,000
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<p>1D.2 Twinklefest illuminating dark streets during the winter holiday retail season.</p> <p>PBIA Role: Promote retail lighting displays</p> <p>Deliverable: Festive lighting displays</p>	.5 hours	2 hours	Q4	\$6,000
<p>1D.3 Continuation of #WhyIGoDowntown</p> <p>PBIA Role: Collaborate with Downtown Alliance on direction of marketing</p> <p>Deliverable: Video and web content promoting Downtown</p>	On-going	1 hour	Q2-3	\$10,000

1E. Parking

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 3%

<p>Title Description</p>	<p>Committee Commitment</p>	<p>Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i></p>	<p>Schedule (Estimated)</p>	<p>Budget Implications</p>
<p>1E.1 Educate downtown businesses about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park</p> <p>PBIA Role: Advise staff on development of communication materials and member outreach to businesses</p> <p>Deliverable: Materials and messages</p>	<p>1-2 hours at committee</p> <p>Additional time for outreach can be folded into Communications efforts outlined in 1A</p>	<p>1-2 hours at committee</p> <p>+ develop materials</p>	Q2-4	N/A – materials to be supplied by CPD

SECTION 2: Administrative Duties

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 22%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
<p>2.1 Provide input re: potential update to PBIA Ordinance</p> <p>PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council</p> <p>Deliverable: Input to staff & Council</p>	2 hours	2 hours	Q3	Included in CP&D base budget
<p>2.2 Review & update PBIA Bylaws</p> <p>PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws</p> <p>Deliverable: Updated bylaws</p>	2 hours	2 hours	Q3	Included in base CP&D budget
<p>2.3 Recommendation on PBIA's 2021 budget</p> <p>PBIA Role: Develop a recommended 2021 budget to implement PBIA's roles and goals</p> <p>Deliverable: Recommended budget</p>	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2021 PBIA budget

<p>2.4 Joint meeting with the Olympia Downtown Association (ODA)</p> <p>PBIA Role: Help set the agenda and participate</p> <p>Deliverable: Two meetings with ODA</p>	<p>2-4 hours</p> <p>May be part of D.1</p>	<p>2-4 hours</p>	<p>Q3</p>	<p>N/A</p>
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SECTION 3. Input to Staff

As programs are implemented and administrative procedures developed, staff often consults with committees for their input and perspective. Input from committee members is considered by staff in implementing the program or policy.

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #2 staff commitments in 2021.

Estimated Percent of Overall Committee Effort: 7%

<p>Title Description</p>	<p>Committee Commitment</p>	<p>Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i></p>	<p>Schedule (Estimated)</p>	<p>Budget Implications</p>
<p>Opportunities are unknown at this time, but may include participation in:</p> <ul style="list-style-type: none"> • Wayfinding Plan • Potential shared parking program stakeholder group • Ambassador & Clean Team Program • Downtown Design Guidelines • Eco-District • Artswalk 	<p>1 hour of board discussion and/or 1-2 members participate in a stakeholder group</p>	<p>1 hour</p>	<p>TBD</p>	<p>N/A</p>

SECTION 4. 2021 Informational Briefings (about issues of importance to downtown)

Unless otherwise noted, there is sufficient staff time/resource available in 2021 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: 40%

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
<p>4.1 Ambassador & Clean Team Program Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hour for 4 quarterly updates	1 hour for 4 quarterly updates	Quarterly	N/A
<p>4.2 Economic Development Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hour for 2 semi-annual updates	1 hour for 2 semi-annual updates	Semi-annually	N/A
<p>4.3 ODA Marketing Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	1 hours for 3 updates	1 hour for 3 updates	3x/Year	N/A
<p>4.4 Downtown Strategy Update</p>	1 hour for semiannual update	1 hour for semiannual update	Semiannual	N/A

<p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>				
<p>4.5 Action Plan Update, including indicators</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	Q2 (May)	N/A
<p>4.6 Parking Strategy Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	2 hour for quarterly updates	2 hour for quarterly updates	Quarterly	N/A
<p>4.7 OPD Update on Safety Levy Implementation and Walking Patrol</p> <p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA is updated and can communicate it to members.</p>	.5 hours	.5 hours	Q1	N/A
<p>4.8 Homeless Coordinator Update</p> <p>PBIA Role: Hear the information. Provide any insights.</p>	.5 hours	.5 hours	Q2 or Q3	N/A

Deliverable/Outcome: PBIA is updated and can communicate it to members.				
4.9 Sanitation Master Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	Q3	N/A
4.10 Transportation Master Plan: A briefing from Public Works Transportation PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	Q2	N/A
4.11 Wayfinding Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.12 Sea Level Rise Plan Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.13 Visitor & Convention Bureau Update	.5 hours	.5 hours	TBD	N/A

<p>PBIA Role: Hear the information. Provide any insights.</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>				
<p>4.14 Code Enforcement Officer</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.15 Homefund</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.16 Downtown Design Guidelines</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.17 Neighborhood Center</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A

<p>4.18 Eco-District</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.19 Short-term Rentals</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.20 Sign Code Update</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.21 Shoreline Master Plan</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.21 Waste water</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A

<p>4.22 EDDS</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.23 ARTSWALK</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.24 Isthmus Park</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.25 Courthouse Project</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>	.5 hours	.5 hours	TBD	N/A
<p>4.26 Downtown Pet Parks</p> <p>PBIA Role: Hear the information. Provide any insights</p> <p>Deliverable/Outcome: PBIA</p>	.5 hours	.5 hours	TBD	N/A

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