



Meeting Agenda

General Government Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Wednesday, April 28, 2021

5:30 PM

Online and Via Phone

Register to Attend:

https://us02web.zoom.us/webinar/register/WN_LhNpSdQTSdaHatUIYE3xFw

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF AGENDA

4. PUBLIC COMMENT

(Estimated Time: 0-15 Minutes)

During this portion of the meeting, community members may address the Committee for up to two (2) minutes regarding the Committee's business meeting topics.

5. APPROVAL OF MINUTES

- 5.A** [21-0411](#) Approval of April 14, 20201 General Government Committee Meeting Minutes

Attachments: [Minutes](#)

6. COMMITTEE BUSINESS

- 6.A** [21-0397](#) Police Auditor's Quarterly Report

Attachments: [Report](#)

- 6.B** [21-0396](#) Approval of Police Auditor Communication and Reporting Protocols

Attachments: [Draft Police Auditor Protocols](#)

- 6.C** [21-0395](#) Parking and Business Improvement Area Advisory Board Update

Attachments: [PBIA Zones](#)
[2021 Budget](#)
[2021 Work Plan](#)
[Link to PBIA Webpage](#)

- 6.D** [21-0412](#) Downtown Ambassador Update

7. REPORTS AND UPDATES

8. ADJOURNMENT

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City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

General Government Committee
Approval of April 14, 2021 General
Government Committee Meeting Minutes

Agenda Date: 4/28/2021
Agenda Item Number: 5.A
File Number:21-0411

Type: minutes **Version:** 1 **Status:** In Committee

Title

Approval of April 14, 2021 General Government Committee Meeting Minutes



Meeting Minutes - Draft

General Government Committee

City Hall
601 4th Avenue E
Olympia, WA 98501
Information: 360.753.8244

Wednesday, April 14, 2021

5:30 PM

Online and Via Phone

Special Meeting
Register to Attend:

https://us02web.zoom.us/webinar/register/WN_1KCIDqW9Rc2V8DlCeRGIIA

1. CALL TO ORDER

The meeting was called to order at 5:31 p.m.

2. ROLL CALL

Present: 3 - Chair Renata Rollins, Committee member Yến Huỳnh and Committee member Dani Madrone

3. APPROVAL OF AGENDA

The agenda was approved.

4. PUBLIC COMMENT

No one spoke.

5. APPROVAL OF MINUTES

- 5.A** [21-0365](#) Approval of March 24, 2021 General Government Committee Meeting Minutes

The minutes were approved.

6. COMMITTEE BUSINESS

- 6.A** [21-0369](#) Discussion of Council Guidebook Updates

Committee Members, City Manager Jay Burney and Strategic Communications Director Kellie Purce Braseth reviewed the City Council Guidebook and recommended changes. Several sections will be reviewed and discussed at the Mid-Year City Council Retreat in June.

The discussion was completed.

7. REPORTS AND UPDATES

Ms. Purce Braseth gave an update on the schedule for interviewing Advisory Committee applicants. The interviews are slated to occur on April 27, 2021.

8. ADJOURNMENT

The meeting adjourned at 7:51 p.m.



General Government Committee

Police Auditor's Quarterly Report

Agenda Date: 4/28/2021
Agenda Item Number: 6.A
File Number: 21-0397

Type: report **Version:** 1 **Status:** In Committee

Title

Police Auditor's Quarterly Report

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive and discuss the Police Auditor's Quarterly Report and direct the City Manager to forward the Report to the full City Council electronically.

Report

Issue:

Whether to receive and discuss the Police Auditor's Quarterly Report and direct the City Manager to forward the Report to the full City Council electronically.

Staff Contact:

Debbie Sullivan, Assistant City Manager - Strategic Initiatives, 360.753.8499

Presenter(s):

Debbie Sullivan, Assistant City Manager
Tara Parker, Ogden Murphy Wallace

Background and Analysis:

On November 2, 2020 City Council directed staff to enter into a contract with Ogden Murphy Wallace to provide Police Auditor services to the City of Olympia. The stated purpose of the Police Auditor is to "provide an independent review and audit of investigations of complaints about the Police Department and/or its employees" in order to increase public trust and confidence in the professional accountability systems of the Police Department.

The Police Auditor will present the first Quarterly Report to the General Government Committee. The contract states that a mid-year and end of year report will be filed with the City Council. However, having more frequent touchpoints with the Auditor will provide enhanced transparency and accountability.

The Quarterly Report includes: the number and types of Use of Force reports that have been audited; the number and types of complaint investigations recorded by the Office of Professional Standards that have been audited; and initial findings and impressions, including preliminary recommendations for improvements to Department policies and practices.

Neighborhood/Community Interests (if known):

The community is interested in improving transparency and accountability by using a Police Auditor to provide an independent review of investigations and complaints against the Olympia Police Department.

Options:

1. Receive and discuss the Police Auditor's Quarterly Report and direct the City Manager to forward the Report to the full City Council electronically.
2. Receive and discuss the Police Auditor's Quarterly report at another time.
3. Do not receive or discuss the Police Auditor's Quarterly report.

Financial Impact:

City Council appropriated \$30,000 for Police Auditor services as part of the 2021 operating budget.

Attachments:

Report

M E M O R A N D U M

VIA EMAIL ONLY

DATE: April 19, 2021

TO: Olympia City Council
cc City of Olympia City Manager and Interim Chief of Police

FROM: Tara L. Parker, Attorney at Law, Private Investigator, AWI-CH

RE: Police Auditor Quarterly Report re December 2020 – March 2021

I. Introduction

The purpose of this memorandum is to provide ongoing information to the City Council, City Manager and the Chief of Police regarding (1) the number and types of Use of Force (UOF) reports that have been audited; (2) the number and types of complaint investigations recorded by the Office of Professional Standards (OPS) that have been audited; and (3) initial findings and impressions, including preliminary recommendations for improvements to Department policies and practices.

II. Background

On November 2, 2020 the Olympia City Council selected the law firm of Ogden Murphy Wallace, P.L.L.C. to serve as Police Auditor. The purpose of the Police Auditor is to increase public trust and confidence in the Police Department by providing an independent review and audit of the Police Department's internal investigations regarding complaints against the Olympia Police Department or its employees.

Police Auditor's Duties and Responsibilities

1. Review the Police Department investigations regarding complaints against the Department and its employees to determine whether the investigations were conducted in accordance with the processes required by Department policies, to ensure that they are thorough, objective, and fair.
2. Review all complaints about police employees that allege the use of excessive or unnecessary force, civil rights violations, or bias; and review all reported uses of force within the department as defined in Olympia Police Department General Order 1.4.
3. Provide an impartial review of the Police Department's internal investigative process and verify if the Department is compliant with established policy and procedures.
4. Prepare mid-year and annual reports for the City Council and City Manager which includes the type of complaints, the response, and a finding on each complaint case audited indicating whether the investigation met or failed to meet established standards. Each report shall give an analysis of key trends, patterns, and recommendations for revisions.

III. Methodology

The Police Auditor receives weekly reports from the Office of Professional Standards. Each report contains the following information:

- All new use of force checklists entered into Record Management System, which includes several data points and documents:
 - Race, sex, age of subjects
 - Name, rank, race and sex of officers (race and sex will be available by end of 2021)
 - Type of force used
 - De-escalation efforts
 - Injuries and medical treatments
 - Weapons used by subjects or officers
 - Influence of drugs, alcohol, or mental illness
 - Arrests or charges
 - Witness statements
 - Photos
 - Videos
 - Associated case reports
 - Other documentary evidence
- Immediate Supervisor review reports and determinations
- Management review reports and determinations
- Defensive Tactics Use of Force Team reviews and training points, when applicable
- Information regarding all internal and external complaints regarding OPD Officers
 - Complaint
 - Classification
 - Investigation details and findings
 - Learning and resolution

The Police Auditor's process includes:

- Tracking all data listed above
- Seeking additional information when necessary
- Examining the data for trends
- Reviewing all files to determine
 - Completeness
 - Thoroughness
 - Objectiveness
 - Fairness
- Examining Department practices for compliance with OPD policies
- Noting areas that may be improved by process or policy changes

Complaints about members of the Olympia Police Department can be received in many ways including in-person, by telephone, by written documents, and by email. Complaints can also be filed via the complaint form on the City's website. All complaints must be thoroughly and fairly investigated in accordance with the standards set forth in General Orders 52.1 and 26.1.

Complaints are sorted into one of two categories:

- Serious Misconduct complaints include allegations of excessive use of force and civil rights violations. Complaints in this category are assigned to a department manager to investigate. These investigations are also reviewed by an independent attorney office when they are completed.
- Service Level complaints include allegations of rudeness, poor work performance and minor policy violations. Service Level complaints are generally assigned to first line supervisors to investigate and address.

Internal investigation reports must include the following information:

- A. The date of the incident;
- B. The name of the employee(s) involved;
- C. The date the case was assigned;
- D. The names and contact information for the complainants or affected individuals in the complaint;
- E. A written report containing:
 1. A summary of the allegations (a concise but complete synopsis of the allegations);
 2. A narrative presenting the details of the investigation (including a chronological summary of the investigation, witness interviews, etc.);
 3. The findings of fact - including, by numerical listing, a summary of the findings of fact (including citation of any violations of policy and/or law involved);
 4. An investigator's log showing the dates and times of contacts and other key actions related to the investigation.
- F. Appendices containing:
 1. Transcripts of interviews with the complainant(s) and key witnesses;
 2. Letters and written statements from employees, citizens, and witnesses.
 3. Copies of all related reports.
 4. Copies of all memos or formal letters related to the investigation.
- G. Photographs, video tapes, audio tapes and other relevant supporting materials shall also be submitted with the final report.
- H. The date the final report is submitted;
- I. The name and signature of the assigned investigator.

At the conclusion of an investigation, the investigator will reach a finding in accordance with the Department's policies. The standard of proof for all internal investigations is by "a preponderance of the

evidence.” This is a lower standard than what a criminal case requires which is “proof beyond a reasonable doubt.”

There are five categories of possible investigation findings:

- Sustained: Sufficient facts to prove the allegation did occur.
- Not Sustained: Fails to disclose sufficient facts to prove or disprove the allegation.
- Unfounded: Allegations complained of did not occur.
- Exonerated: Allegations occurred, but acts are found to be justified, lawful and proper.
- No Findings: Complainant failed to disclose information to further the investigation or another agency was involved and investigation was referred to that agency.

All investigations and findings are reviewed by the Professional Standards Lieutenant and the Chief of Police. All service level complaint investigations must be completed within sixty (60) days from the date the case is received by the Department. All investigations into allegations of Serious Misconduct must be completed within ninety (90) days from the date the case is received by the Department, unless extended by the Professional Standards Lieutenant with the approval of the Chief of Police.

Any sustained complaint is referred to the employee’s supervisor or manager for corrective action. The determination of corrective action is based on the severity and repetitiveness of the violation.

Corrective actions include one of the following:

- Counseling and coaching
- Oral warning
- Written warning
- Performance improvement plan
- Suspension without pay
- Reduction in pay or rank
- Last chance agreement
- Termination

The Office of Professional Standards (OPS) is responsible for managing the formal accountability system. OPS is managed by the Chief of Police. All records are tracked, stored and maintained in the Department Records Management System (RMS). OPS provides all information regarding external and internal complaints about OPD employees to the Police Auditor on a weekly basis. The Police Auditor also has independent access to the RMS database.

IV. First Quarter Data

A. Use of Force

Between December 2020 and March 2021, OPD officers recorded that they used force during eleven (11) incidents. By comparison, OPD officers recorded eighteen (18) incidents involving the use of force during the First Quarter of 2019.

Each of the First Quarter use of force incident files was audited and determined to be within policy. Of those incidents, six (6) involved takedowns, three (3) involved the deployment of CED taser probes, two (2) involved counter-joint techniques (control holds and joint manipulations that do not cause pain), one (1) involved the use of a Wrap restraint, and one (1) involved a canine bite as well as punches and kicks. None of the incidents led to serious injuries. Ten (10) of the incidents involved white subjects and one (1) involved an Asian subject.

B. Complaints

Between December 2020 and March 2021, OPS (Office of Professional Standards) received and investigated four citizen-initiated complaints and two matters that were generated internally by OPD employees or City staff. The four citizen-initiated complaints were audited and determined to have met Department standards. The two internally generated investigations were not complete at the end of the First Quarter and have not been audited. This data is summarized below.

Complaint Investigation Details

Received	Classification	General Description	Investigative Findings	Corrective Actions	Police Auditor Findings
2020-12-21	Service Level	Discourteous - Citizen stated officer's comment was unprofessional and made her uncomfortable.	Supervisor recommended no additional investigation required.	Supervisor discussed event with officer and they talked about various communication methods and strategies.	Met Department standards.
2021-01-14	Service Level	Discourteous - Citizen felt an officer's statement to her after she called them to a disturbance was rude and uncalled for.	Reported that complainant satisfied with resolution, no further action required.	N/A	Met Department standards.
2021-001	Serious Allegation	Subject of arrest alleged assault by OPD personnel to third party but did not notify the Department or provide any contact information. [Connected to UOF 2020-7348]	No Finding. Complainant failed/declined to disclose information to further the investigation.	N/A	Met Department standards.

2021-01-22	Serious Allegation	Thurston County Sheriff's Office completed their investigation/ reports regarding an OPD employee charged with criminal conduct.	Report date 2021-01-22. Investigation still in progress. Extension of deadline permitted due to circumstances outside of OPS control.		
2021-01-26	Service Level	Discourteous	Reported that complainant satisfied with resolution, no further action required.	N/A	Met Department standards.
2021-02-11	Service Level	Unsatisfactory - Citizen did not agree with the manner in which an incident was handled.	Reported that complainant satisfied with resolution, no further action required.	N/A	Met Department standards.

As illustrated above, none of the completed First Quarter investigations involved allegations of serious misconduct. Each was audited and found to be conducted and addressed consistently with the Department's policies. The two incomplete, internally-generated investigations are still within the 90-day period for completing the initial report. The Office of Professional Standards has kept the Police Auditor informed of the progress of those investigations.

V. Initial Findings, Impressions and Preliminary Recommendations

At this early stage of the Police Auditor review, there is not sufficient data to support determining meaningful trends and patterns. Nonetheless, the audits and ongoing work with the Department have yielded significant insights into how the Department may improve its practices moving forward. These are summarized below, along with related, preliminary recommendations for changes to Department policies and practices.

1. Use of Force Reporting

The Police Auditor has engaged in productive conversations with the Office of Professional Standards regarding agreed-upon needs to improve use of force reporting. The current RMS system is somewhat cumbersome and fragmented, making it difficult to view all of the records in a clear and efficient manner. Also, although the required information is being recorded, it is not consistently included in the officers' use of force checklist entries. Furthermore, the Washington State Legislature recently passed a law, E2SSB 5259, which will require law enforcement agencies to collect and report use of force data, some of which is not currently being collected by the OPD.

Finally, the Office of Professional Standards recently identified and addressed the need for additional guidance and training for officers regarding which actions constitute a “takedown” that is required to be recorded in a use of force checklist.

Accordingly, there are four ways in which we agree that use of force data-gathering policies and practices may be improved:

- a. The applicable General Order, 1.4.7 II. C should be revised to more clearly inform officers regarding the defensive tactics and takedown events that must be recorded in a use of force checklist. This process has begun.
- b. Explore ways to streamline the RMS to enhance transparency and ease of use.
- c. Include mandatory reporting data that will be required by April 1, 2022 under E2SSB 5259, including
 - i. Race and ethnicity of involved officers
 - ii. Officer’s years of service
 - iii. Reasons for initial contact between subjects and officers
 - iv. Whether any minors are present at the scene
 - v. The number of officers and suspects present when force was used
- d. Continue training officers to properly record all required use of force data.

2. Defensive Tactics Team Reviews and Training Points

OPD commanders meet monthly to review the Department’s use of force reports and determine where the Department may benefit from additional training. This aspect of the Department’s multi-level review is very valuable and constructive. However, the Department has not been systematically tracking and reporting the meeting outcomes.

Accordingly, the Police Auditor and the Office of Professional Standards have discussed ways in which the Department could provide more information regarding the content and outcomes of those meetings, as well and systematized follow-up on the training recommendations.

3. The On-Line Complaint Process

The City of Olympia’s on-line complaint process is currently undergoing review and revisions in order to ensure that it is optimally accessible and useful to the public. The Police Auditor seeks to expedite this process and facilitate the implementation of a complaint process that maximizes public confidence in the Department.

VI. Conclusion

The OPD, the City Manager, and IT have been extremely cooperative and helpful in enabling the Police Auditor to access and assess all of the information necessary to perform this role. This work has generated protocols and facilitated conversations that have enhanced the transparency and accountability of the Police Department. Moreover, the ongoing audits of every complaint and use of force report will provide

the necessary information to ensure that the Department complies with its policies, continually learns from its experiences, and makes improvements as needed to maintain public trust and confidence.



General Government Committee

Approval of Police Auditor Communication and Reporting Protocols

Agenda Date: 4/28/2021
Agenda Item Number: 6.B
File Number: 21-0396

Type: decision **Version:** 1 **Status:** In Committee

Title

Approval of Police Auditor Communication and Reporting Protocols

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Move to approve recommended Police Auditor Communication and Reporting Protocols.

Report

Issue:

Whether to approve the draft Police Auditor's Communication and Reporting Protocols.

Staff Contact:

Debbie Sullivan, Assistant City Manager - Strategic Initiatives, 360.753.8499

Presenter(s):

Debbie Sullivan, Assistant City Manager

Background and Analysis:

On November 2, 2020, the City Council reinstated the City's Police Auditor. Staff has been working with the Auditor to create predictable reporting and communication routines in order enhance transparency and accountability.

Staff and the Police Auditor will seek feedback from the General Government Committee on the draft communication reporting protocols.

Neighborhood/Community Interests (if known):

The community is interested in improving transparency and accountability by using a Police Auditor to provide an independent review of investigations and complaints against the Olympia Police Department.

Options:

1. Approve the Police Auditor Communication and Reporting Protocols.
2. Approve the Police Auditor Communication and Reporting Protocols based on feedback from the General Government Committee.
3. Do not approve the Police Auditor Communication and Reporting Protocols and direct staff to return with an updated draft at a future Committee meeting.

Financial Impact:

City Council appropriated \$30,000 for Police Auditor services as part of the 2021 operating budget.

Attachments:

Draft Police Auditor Protocols

Police Auditor
Communication and Reporting Protocols
Updated: March 24, 2021

Background

The Police Auditor Receives the following reports weekly from the Office of Professional Standards:

Each Report Contains the following information:

- All new use of force checklists entered into Record Management System which includes several documents:
 - Race, sex, age of subjects
 - Name, rank, race and sex of officers [race and sex will be available by end of 2021]
 - Type of force used
 - De-escalation efforts
 - Injuries and medical treatments
 - Weapons used by subjects or officers
 - Influence of drugs, alcohol, or mental illness
 - Arrests or charges
 - Witness statements
 - Photos
 - Videos
 - Associated case reports
 - Other documentary evidence
- Immediate Supervisor review reports and determinations
- Management review reports and determinations
- Defensive Tactics Use of Force Team reviews and training points [monthly report]
- Information regarding all internal and external complaints regarding OPD officers
 - Complaint
 - Classification
 - Investigation details and finding
 - Corrective actions

Police Auditor's Process Includes:

- Tracking all data listed above
- Examining the data for trends
- Reviewing all files to determine
 - Completeness
 - Thoroughness
 - Objectiveness
 - Fairness
- Areas that may be improved by process or policy changes

Police Auditor Communication and Reporting Protocol and Schedule

General Government

1. Monthly Status Report

- Summary of use of force reports, complaints, and recommendations for further action

2021 Schedule due to Assistant City Manager:

1st Friday of the month

Report will be distributed to City Manager and Police Chief

Presented to General Government under Reports and Updates

2. Quarterly Report

- Types of complaints
- Summary of use of force statistics
- When additional complaint investigations were requested and OPD's
 - i. Responses
 - ii. Findings on each complaint case audited
 - Whether the internal investigations met Department standards
- Summaries of data in graphic and narrative form
- Analysis of key trends and patterns
- Recommendations for revisions to Department policies and practice

2021 Schedule due to Assistant City Manager:

April 9

July 16

October 15

Report will be distributed to General Government, City Manager, and Police Chief

Presented to General Government:

January 27

April 28

July 28

October 27

January 27, 2022

City Council

1. Mid-Year and Annual Written Report and Oral Presentation

Police Auditor will provide a mid-year and an annual written report to Council with copies to the City Manager and Police Chief that will include:

- Summary of use of force statistics
- When additional complaint investigations were requested and OPD's
 - Responses
 - Findings on each complaint case audited
 - Whether the internal investigations met Department standards
- Summaries of data in graphic and narrative form
- Analysis of key trends and patterns
- Recommendations for revisions to Department policies and practice

Schedule:

August 10

January 2022

City Manager and Police Chief

Matters of Immediate Concern

The Police Auditor will immediately notify the City Manager and Police Chief of matters of concern that warrant:

- Request for additional information
- Review
- Policy revision
- Other formal action from OPD

If requested, the Police Auditor will file a report with the City Manager and Police Chief regarding specific critical or high-profile incidents warranting immediate review.



General Government Committee
Parking and Business Improvement Area
Advisory Board Update

Agenda Date: 4/28/2021
Agenda Item Number: 6.C
File Number: 21-0395

Type: discussion **Version:** 1 **Status:** In Committee

Title

Parking and Business Improvement Area Advisory Board Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive an update on the Parking and Business Improvement Area (PBIA) Advisory Board. Briefing only; no action requested.

Report

Issue:

Whether to receive an update on and discuss the PBIA Advisory Board.

Staff Contact:

Max DeJarnatt, Senior Program Assistant, PBIA Staff Liaison, Community Planning & Development,
360.570.3723

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

The PBIA is an improvement district in downtown and a valuable resource for implementing Olympia's Downtown Strategy.

The PBIA board's stated mission is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners*. Its areas of focus are guided by the PBIA ordinance (OMC 3.62): parking, clean and safe, beautification, marketing downtown, business retention/training, and communications with member businesses.

Approximately 480 businesses are located within the district and have an assessed annual fee that varies (between \$200-750 per business) based on the location (which zone), type and size of the

business. The total assessment is about \$100,000 per year.

The PBIA Advisory Board is made up of 15 members (12 currently seated) who own or represent businesses within the district. A primary responsibility of the PBIA Advisory Board is to develop a recommended annual work plan with specific projects and budget, including how PBIA assessed funds will be used. The recommended work plan was submitted to the General Government Committee in March.

At the meeting, staff will provide an update, including Downtown art investments.

Neighborhood/Community Interests (if known):

Community members have an interest in downtown parking, safety, cleanliness and businesses.

Options:

1. Receive an update.
2. Receive an update at a later date.
3. Do not receive an update.

Financial Impact:

The PBIA has an approved 2021 budget of \$99,450.

Attachments:

Map
2021 Budget
2021 Work Plan
[Link to PBIA webpage](#)



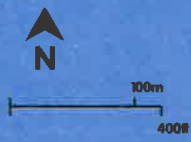
Zone C

Zone A

Zone B

Zone C

- Zone A
- Zone B
- Zone C



PBIA - 2021 Budget

Program	Category	2021 Budget	2020 Budget	2020 Actual
Ambassadors & Clean Team	Clean & Safe	\$ 43,500	\$ 43,500	\$ 43,500
Mural protection	Clean & Safe	\$ 1,500	\$ 1,500	\$ -
Extra alley flushings	Clean & Safe	\$ 1,200	\$ 1,200	\$ 720
Flower baskets	Streetscape Beautification	\$ 5,400	\$ 5,400	\$ 4,334
Flower basket watering	Streetscape Beautification	\$ 18,000	\$ 18,000	\$ 6,342
Art/photos in windows	Streetscape Beautification	\$ 2,500	\$ 2,500	\$ -
Lighting	Streetscape Beautification	\$ 8,000		\$ -
4th quarter (formerly 'Twinklefest')	Marketing	\$ 6,000	\$ 14,000	\$ -
Event sponsorships	Marketing	\$ 7,000	\$ 7,000	\$ 3,735
Administration	Administration	\$ 2,000	\$ 2,000	\$ 27
Contingency	Contingency	\$ 4,350	\$ 4,900	\$ -
#WhyIGoDowntown	Marketing	\$ 10,000	\$ 9,600	\$ 9,600
TOTAL BUDGET		\$ 109,450	\$ 109,600	\$ 68,258

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
1A.1 Monthly Meeting Roundtable PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to: <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) Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.	10-20 minute discussion at each meeting	10-20 minute discussion at each meeting + Prepare and distribute communications	Monthly	N/A

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

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%

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>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>	N/A	
<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>	Q2 or Q3	\$1,500
<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>	N/A	\$1,200

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 (Estimated)	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	<p>\$23,400 total</p> <p>(\$5,400 for product and \$18,000 for maintenance)</p>
<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	<p>Q2- start discussion</p> <p>Coordinate with the Wayfinding Plan</p>	\$2,500

1C.3 Lighting illuminating dark streets to create a festive and inviting streetscape. PBIA Role: Participate in the identification of placement opportunities of lights. Deliverable: Festive lighting displays	.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 <i>(Estimated)</i>	Budget Implications
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Plans

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

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
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 PBIA Role: Advise staff on development of communication materials and member outreach to businesses Deliverable: Materials and messages	1-2 hours at committee Additional time for outreach can be folded into Communications efforts outlined in 1A	1-2 hours at committee + develop materials	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 (Estimated)	Budget Implications
Plans				
2.1 Provide input re: potential update to PBIA Ordinance PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council Deliverable: Input to staff & Council	2 hours	2 hours	Q3	Included in CP&D base budget
2.2 Review & update PBIA Bylaws PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws Deliverable: Updated bylaws	2 hours	2 hours	Q3	Included in base CP&D budget
2.3 Recommendation on PBIA's 2021 budget PBIA Role: Develop a recommended 2021 budget to implement PBIA's roles and goals Deliverable: Recommended budget	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2021 PBIA budget

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

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
Opportunities are unknown at this time, but may include participation in: <ul style="list-style-type: none"> • Wayfinding Plan • Potential shared parking program stakeholder group • Ambassador & Clean Team Program • Downtown Design Guidelines • Eco-District • Artswalk 	1 hour of board discussion and/or 1-2 members participate in a stakeholder group	1 hour	TBD	N/A

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 (Estimated)	Budget Implications
4.1 Ambassador & Clean Team Program Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hour for 4 quarterly updates	1 hour for 4 quarterly updates	Quarterly	N/A
4.2 Economic Development Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hour for 2 semi-annual updates	1 hour for 2 semi-annual updates	Semi-annually	N/A
4.3 ODA Marketing Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hours for 3 updates	1 hour for 3 updates	3x/Year	N/A
4.4 Downtown Strategy Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA is updated and can communicate it to members.	1 hour for semiannual update	1 hour for semiannual update	Semiannual	N/A

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

Deliverable/Outcome: PBIA understands the issue and can communicate it to members				
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 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
4.14 Code Enforcement Officer PBIA Role: Hear the information.	.5 hours	.5 hours	TBD	N/A


<p>Provide any insights</p> <p>Deliverable/Outcome: PBIA understands the issue and can communicate it to members</p>				
<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>	.5 hours	.5 hours	TBD	N/A

Deliverable/Outcome: PBIA understands the issue and can communicate it to members				
4.20 Sign Code 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
4.21 Shoreline Master Plan 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
4.21 Waste water 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
4.22 EDDS 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
4.23 ARTSWALK PBIA Role: Hear the information. Provide any insights Deliverable/Outcome: PBIA	.5 hours	.5 hours	TBD	N/A

understands the issue and can communicate it to members				
4.24 Isthmus Park 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
4.25 Courthouse Project 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
4.26 Downtown Pet Parks 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

Parking & Business Improvement Area (PBIA)

COVID-19 PBIA Relief Program

PBIA ratepayers affected by the COVID-19 emergency can fill out a simple self-certification form to have their PBIA assessments deferred until March 31. [Complete the form...](#) 



Purpose

The Parking & Business Improvement Area (PBIA) is a business improvement district in downtown Olympia.

The purpose of the PBIA Advisory Board is to develop an annual recommendation for the City Council about how to invest the PBIA Fund, and to serve as a communication link between downtown businesses (ratepayers) and the City of Olympia government.

The PBIA Board is not an independent business association, instead it is a City of Olympia advisory committee with board members elected annually by the PBIA ratepayers.

How Does the PBIA Help Downtown?

The mission of the PBIA is to assist in creating a vibrant, dynamic business environment and enhancing the reality and perception of downtown by visitors, residents and business owners. PBIA's activities fit within these six program areas:

[Clean and Safe](#)

The PBIA funds small projects and sponsors programs that contribute to a welcoming, safe and attractive downtown for those who visit, live and work here. We recognize this as a high priority for our ratepayers.

Top Initiatives

- Help fund the Downtown Ambassadors and Clean Team program to allow for a higher level of service delivery

- Maintain cigarette butt collectors to reduce litter on our streets
- Protect Downtown murals with graffiti-proof coating

[Beautiful Streetscapes](#)

PBIA's beautification efforts contribute to creating a welcoming environment that will help Downtown Olympia be known as a desirable destination within Thurston County and the State of Washington. We want community members and visitors to come back again and again.

Top Initiatives

- Hang and maintain flower baskets throughout the summer
- Install streetscape improvements, such as new street banners or murals

[Downtown Marketing](#)

PBIA funds are used to market and promote downtown throughout the year. We are working to spread a unified, positive message about Downtown and the ways to experience it. We aim to motivate people to visit, shop and participate in events Downtown more often.

Top Initiatives

- Partner with the Olympia Downtown Association on downtown marketing and promotion, to spread a positive message about downtown and the ways to experience it
- Create a welcome packet for new downtown residents
- Promote Twinklefest and a bright and festive holiday shopping experience downtown

[Parking](#)

The City's recent Parking Strategy will help all downtown users access predictable short and long-term parking. The PBIA Board educates businesses about how the strategy aims to make parking more convenient for customers and where employees can and should park. The PBIA also supports efforts to design signage and encourage business participation.

Top Initiatives

- Educate downtown businesses about the downtown parking strategy, especially opportunities for customers and employees
- Participate in the development of a downtown wayfinding plan

[Small Business Support/Resources](#)

The PBIA educates downtown businesses about the myriad resources available to enhance, support and grow their business, and fund business and professional training programs. We want downtown businesses to have the tools and trainings they need to be successful so that businesses can stay and thrive in downtown as the local economy grows.

Top Initiatives

- Promote business support resources available in our region

[Communications](#)

The PBIA Board gathers and shares with the City feedback from ratepayers so that downtown businesses have a voice in the decision making that affects them and PBIA investments stay aligned with ratepayer priorities. The Board also informs ratepayers and partner organizations about its efforts and how to get involved.

Top Initiatives

- Proactively engage businesses through welcome wagon and peer-to-peer outreach
- Put out short, quarterly surveys

Meeting Information


The PBIA meets on the 1st Wednesday of each month at 5:30 p.m. in the Olympia City Hall Council Chambers, 601 4th Avenue East (unless otherwise noted below).

[View 2020 Meeting Dates](#)

- January 8 (2nd Wednesday)
- February 5
- March 4
- April 8
- May 6
- June 3
- July 1
- August 5
- September 2
- October 7
- November 4
- December 2

[Board Members](#)

- Danielle Ruse, August Creative
- David Rauh, Mixx 96.1FM
- Jacob David, Nineveh Assyrian Food Truck & Filling Station Espresso
- Janis Dean, The Popinjay
- Johnny Atlas, The New Moon Collective
- Heather Chambers, Burial Grounds Collective
- Konrad Bruns, Stellar Juice
- Alana Carr, Captain Little
- Anne Gavzer, Lark
- Oliver Stormshak, Olympia Coffee Roasters
- Melissa Hammond, Brotherhood Lounge

Get additional meeting details, agendas, and minutes on our [online meeting calendar](#) .


PBIA Sponsorship

One of the functions of the PBIA is to support and promote events and activities that enhance the downtown community. The PBIA provides funding for a variety of projects and events with different organizations with this sponsorship process. [Apply for PBIA sponsorship...](#) 

Business Resources

- [Downtown Cleaning & Services List](#)
- [Downtown Public Restroom Map](#)
- [Downtown Retail Strategy](#)

Board Member Resources

- [PBIA Ordinance](#) 
- [Bylaws](#)
- [Budget](#)
- [PBIA Zones](#)

Questions?

Contact Staff Liaison, Max DeJarnatt, at 360.570.3723 or pbia@ci.olympia.wa.us

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The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources.



General Government Committee

Downtown Ambassador Update

Agenda Date: 4/28/2021
Agenda Item Number: 6.D
File Number: 21-0412

Type: report **Version:** 1 **Status:** In Committee

Title

Downtown Ambassador Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive a report of the City's Downtown Ambassador Program. Briefing only; no action requested.

Report

Issue:

Whether to receive a briefing on the progress of the City's Downtown Ambassador Program.

Staff Contact:

Mike Reid, Economic Development Director, 360.753.8591

Presenter(s):

Mike Reid, Economic Development Director

Background and Analysis:

In January 2018, the Downtown Ambassadors became a program of the City of Olympia under Community Planning and Development. They are a vital part of the City's Economic Development team and provide street outreach, business support and hospitality services to residents, business owners, property owners and visitors to Downtown.

This report will highlight the actions of the program for the end of 2020 and into the beginnings of 2021. It will include a report on the temporary hiring of a new Downtown Ambassador, an update on the Evening Downtown Ambassador Program, relevant data points, and other topics of interest.

Neighborhood/Community Interests (if known):

The Downtown Ambassadors primarily work downtown.

Options:

1. Receive the briefing.

2. Do not receive the briefing
3. Receive the briefing at another time.

Financial Impact:

The Downtown Ambassador Program is funded through a combination of Community Development Block Grant funds, contribution from Parking Business Improvement Area funds, and General Fund.

Attachments:

None