



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, June 23, 2021

5:30 PM

On-line and via phone

Meeting link:

[https://us02web.zoom.us/j/82075365493?](https://us02web.zoom.us/j/82075365493?pwd=YW1MWUxDQWhhWXc2TCtqa0h1cTM5UT09)
[pwd=YW1MWUxDQWhhWXc2TCtqa0h1cTM5UT09](https://us02web.zoom.us/j/82075365493?pwd=YW1MWUxDQWhhWXc2TCtqa0h1cTM5UT09)

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [21-0635](#) Approval of May 26, 2021 PBIA Advisory Committee Meeting Minutes

Attachments: [05262021 PBIA Minutes Draft](#)

4. PUBLIC COMMENT

Submit public comment via email to PBIA@ci.olympia.wa.us

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [21-0638](#) Downtown Ambassadors Update

6.B [21-0640](#) LoveOly Summerfest Sponsorship

Attachments: [LoveOly Summerfest 2021 Sponsorship Opportunities](#)

6.C [21-0637](#) PBIA Quarterly Survey

Attachments: [Q2 Survey Results](#)

6.D [21-0639](#) Lighting Improvements

Attachments: [PBIA 2021 Budget v Actual](#)

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

Accommodations

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.



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

PBIA Advisory Board

Approval of May 26, 2021 PBIA Advisory Committee Meeting Minutes

Agenda Date: 6/23/2021
Agenda Item Number: 3.A
File Number:21-0635

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

Title

Approval of May 26, 2021 PBIA Advisory Committee Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, May 26, 2021

5:30 PM

Online & via phone

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:32 p.m.

1.A ROLL CALL

Present: 9 - Chair Danielle Ruse, Boardmember Konrad Bruns, Boardmember Alana Carr, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Anne Gavzer, Boardmember Oliver Stormshak, Boardmember Shannon Tiegs and Boardmember Jamie Vulva

Excused: 2 - Vice Chair Melissa Hammond and Boardmember David Rauh

Absent: 2 - Boardmember Johnny Atlas and Boardmember Heather Chambers

OTHERS PRESENT

PBIA Staff Liaison Max DeJarnatt
Assistant Fire Chief Mike Buchanan

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [21-0537](#) Approval of April 28, 2021 PBIA Advisory Board Meeting Minutes

Attachments: [Draft PBIA Minutes 04282021](#)

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt made an announcement regarding flower baskets.

6. BUSINESS ITEMS**6.A** [21-0538](#) City Response to Broken Windows

Boardmember Buchanan shared information regarding the City's Response to Broken Windows.

The discussion was completed.

6.B [21-0419](#) Downtown Marketing Investment

Chair Ruse shared information regarding the Downtown Marketing Investment.

The discussion was completed.

6.C [21-0539](#) PBIA Lighting Investments

Mr. DeJarnatt shared information regarding the PBIA Lighting Investments.

The discussion was completed.

6.D [21-0540](#) PBIA Quarterly Survey

Attachments: [Q2 Draft Survey](#)

Mr. DeJarnatt shared information regarding the PBIA Quarterly Survey.

The discussion was completed.

7. REPORTS - None**8. OTHER TOPICS****8.A** [21-0541](#) Round Table Discussion

Boardmember Stormshak made a request regarding Downtown resources.

Boardmember Gavzer provided an update regarding the yarn bombing concept.

Chair Ruse requested an updated list of local businesses'.

Boardmember David inquired about longer term meetings.

The discussion was completed.

9. ADJOURNMENT

The meeting adjourned at 6:59 p.m.



PBIA Advisory Board

Downtown Ambassadors Update

Agenda Date: 6/23/2021
Agenda Item Number: 6.A
File Number: 21-0638

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

Title

Downtown Ambassadors Update

Recommended Action

Move to receive the report. Briefing only; No action requested.

Report

Issue:

Whether to receive an update on the Downtown Ambassador program.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Katherine Trahan, Downtown Ambassador

Background and Analysis:

The Ambassadors provide street outreach, business support and hospitality services to residents, business owners, property owners and visitors to Downtown. They work Tuesday - Saturday, 8:30 a.m. - 4:30 p.m.

Additional assistance from our Communications Services staff has also produced a dedicated web page on the City's website to highlight both the Ambassadors and Clean Team programs. That web address is **attached**.

Neighborhood/Community Interests (if known):

The Ambassadors program has become an important and well recognized part of the City's efforts to create a safe downtown. Over the past five years the City has received many compliments about their work and the critical nature of the effort. Continuing challenges downtown illustrate the need for the Ambassadors.

Options:

N/A

Financial Impact:

This year, council offset the PBIA's budget with \$43,500 - the amount typically spent supporting the Ambassador program.

Attachments:

Downtown Ambassador Webpage



PBIA Advisory Board

LoveOly Summerfest Sponsorship

Agenda Date: 6/23/2021
Agenda Item Number: 6.B
File Number: 21-0640

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

Title

LoveOly Summerfest Sponsorship

Recommended Action

Move to sponsor LoveOly Summerfest with Event Sponsorship budget

Report

Issue:

Whether to sponsor LoveOly Summerfest with Event Sponsorship budget

Staff Contact:

Max DeJarnatt, Staff Liaison, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, Staff Liaison

Background and Analysis:

The Olympia Downtown Alliance is soliciting sponsors for its second LoveOly Downtown event. The first, Shop & Dine Week, was sponsored by the PBIA with \$985 of its event sponsorship budget. Because the request's timeframe didn't align with the board's meeting schedule, printed deliverables are no longer available. Instead, Alliance Executive Director Todd Cutts has offered non-printed deliverables for \$2,000.

Neighborhood/Community Interests (if known):

N/A

Options:

Sponsor Summerfest at the \$2,000 level

Sponsor Summerfest at another level

Do not sponsor Summerfest at this time

Financial Impact:

There is \$5,015 remaining in the PBIA's event sponsorship budget

Attachments:

LoveOly Summerfest 2021 Sponsorship Opportunities

Area Sponsor **\$4,985** (4 available)

Sponsor one of the 4 event areas. Choose from the Activities Area, Performance Area, Community Group Area, or Biergarten Area.

- **Sponsor Recognition on the following:**

- Opportunity to have a presence at the event with a sponsor tent/table (provided by sponsor)
- Recognition by the MC from the stage of the performance area in advance of each performance
- Prominent logo recognition on banners identifying each event area
- Prominent logo recognition on event sandwich board (4 placed throughout downtown daily throughout the summer)
- Prominent logo recognition on event paid advertising (where space allows)
- **Mixx 96.1 Radio Advertising**
 - Company name recognition in 25 event mentions
 - Company name recognitions in 25 thirty second ads
- Prominent logo recognition on event posters and postcards
- Prominent logo recognition on event webpage with link to your website
- Recognition on event press release
- Prominent logo recognition in weekly Alliance Newsletter throughout the summer
- 6 social media posts from now through the event week dedicated solely to recognizing your sponsorship of the event (6,500 followers)

Supporting Sponsor **\$2,575** (5 available)

- **Sponsor Recognition on the following:**

- Opportunity to have a presence at the event with a sponsor tent/table (provided by sponsor)
- Logo recognition on event sandwich board (4 placed throughout downtown daily throughout the summer)
- Logo recognition on event paid advertising (where space allows)
- **Mixx 96.1 Radio Advertising**
 - Company name recognitions in 25 thirty second ads
- Logo recognition on event posters and postcards
- Logo recognition on event webpage with link to your website
- Logo recognition in weekly Alliance Newsletter throughout the summer
- 3 social media posts from now through the event week dedicated solely to recognizing your sponsorship of the event (6,500 followers)

Participating Sponsor **\$485**

- **Sponsor Recognition on the following:**

- Name recognition on event sandwich board (4 placed throughout downtown daily throughout the summer)
- Name recognition on event posters
- Name recognition on event webpage
- Name recognition in weekly Alliance Newsletter throughout the summer
- 1 social media post from now through the event week dedicated solely to recognizing your sponsorship of the event (6,500 followers)



PBIA Advisory Board

PBIA Quarterly Survey

Agenda Date: 6/23/2021
Agenda Item Number: 6.C
File Number: 21-0637

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

Title

PBIA Quarterly Survey

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on the results of the quarterly PBIA survey

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning and Development, 360.570.3723

Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA sends brief, quarterly surveys to its ratepayers to gain insight about the health of the downtown economy. The survey results are reviewed by the PBIA board and City Council members. This survey's intent was to solicit input about potential Downtown lighting and marketing projects. Staff will present the results at the meeting.

Neighborhood/Community Interests (if known):

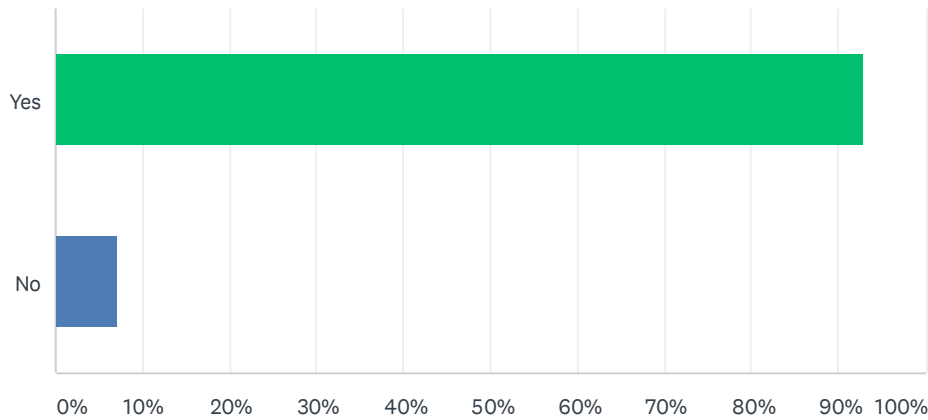
N/A

Attachments:

Survey Summary with Comments (pdf)

Q1 Would you like to see more lighting like the overhead warm, ambient, string lighting currently hung over Washington and 5th Ave?

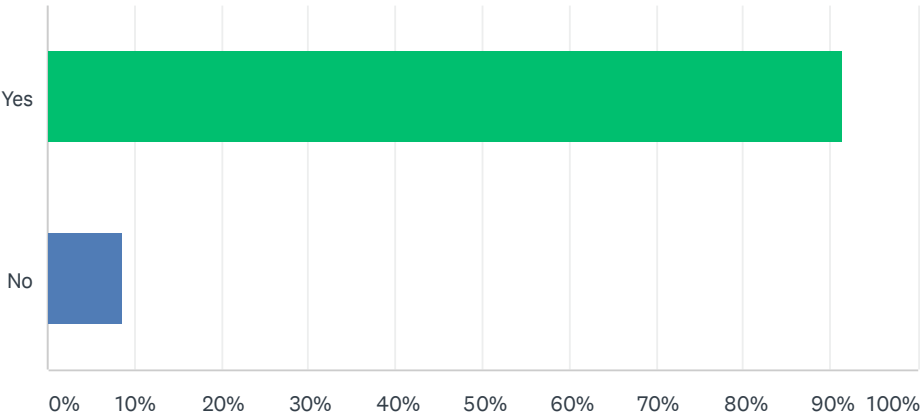
Answered: 57 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	92.98%	53
No	7.02%	4
Total Respondents: 57		

Q2 Would you like to see night lighting to enhance murals and as a byproduct better illuminate alleys and parking lots?

Answered: 58 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.38%	53
No	8.62%	5
TOTAL		58

Q3 What ideas do you have for lighting improvements (be as specific as possible about needed locations)?

Answered: 36 Skipped: 22

#	RESPONSES	DATE
1	Stringing lights back and forth across alleyways. Decorative sconces. "Vintage" decorative streetlamps...reminiscent of historic Oly.	6/15/2021 7:03 PM
2	Night-sky compliant would be terrific! Anti-glair lighting	6/15/2021 5:37 PM
3	I love the lights we have on both sides of the roadway, it's like a light runway! More of these would be amazing!	6/15/2021 2:02 PM
4	String lights running across the streets of downtown.	6/15/2021 12:48 PM
5	I believe any lighting illuminating alleys and doorways might perhaps deter messes left by the homeless and drug activity near businesses. Literally anything to keep people from bypassing Olympia completely	6/15/2021 10:24 AM
6	More of the string lights on busier traffic areas (Capitol, State and 4th Ave) where drivers/pedestrians enter the downtown area, creating a more festive, welcoming first impression.	6/15/2021 8:57 AM
7	Make sure the lights are bright but warm, diversify lighting choices- the string lights are beautiful as are the new gooseneck lights i see around. All storefronts should be illuminated at night. Illuminating murals is a fantastic idea (all alleys should have murals btw).	6/15/2021 8:57 AM
8	Street lighting that is a bit retro. Like Pacific Ave in Tacoma down by Old City Hall.	6/15/2021 8:52 AM
9	More strings of lights across the road! Especially on Rainy Day and Orca's block.	6/12/2021 3:55 PM
10	I love the string lighting further down on 5th Ave, it's really charming and helps to brighten the area at night. I would really love to see that installed on 5th between Franklin and Adams to better illuminate the local businesses there.	6/12/2021 1:02 PM
11	A lot of the cross streets (not 4th or State Ave) need more lighting. Especially closer towards places like the Clipper. 5th Ave is pretty well lit for the most part, until you get to places like Rainy Day Records. I also think some alleys need to be more well lit. For example, behind Olympia Film Society. I also think that the area around where the Level was needs to have more lights.	6/11/2021 1:51 PM
12	Encourage businesses to light their windows and sidewalks	6/11/2021 8:28 AM
13	I would love to see the lighting reach down further at 5th Ave by Rainy Day, Orca Books, and Annie's Artist Flats.	6/10/2021 12:38 PM
14	The above options would be nice, but the big issue in my mind is how poorly lit all the pedestrian walkways are in the core.	6/10/2021 12:04 PM
15	adding street lights to existing poles. Lowering street lights or add a lower section to taller poles.	6/10/2021 11:43 AM
16	This region in general is extremely dark at night. Especially during the 9 months of the year that we're parked under rain clouds. Most of downtown feels dark, creepy, and unsafe in the evening. There are far too many places for sketchy activity and unsafe behavior. All of the known congregation areas get my vote as priorities (e.g., homeless camps, popular drug meets, etc.). 4th Ave from Water St to Plum ST should be a priority. A 1-2 block radius around Intercity Transit. City parking areas. ANY improvements in lighting will be a step in the right direction.	6/10/2021 9:29 AM
17	nothing specific they just need to be better lit for safety and visitors/workers/residents comfort.	6/10/2021 8:28 AM
18	I like the lighting in Washington & 5th. Can we have it on Legion & Columbia?	6/10/2021 7:56 AM

2nd Quarter Business Survey

19	City support/encouragement for property owners to bring power to enable lit hanging shop signs; light up the signs under the awnings. Like these: https://www.signbracketstore.com/sign-brackets/lighted.html	6/10/2021 1:31 AM
20	The alleys lighted up better with bright LED lights on the side of the buildings	6/9/2021 4:29 PM
21	4th & capital, and anywhere else that has an awning needs more lighting.	6/7/2021 11:11 AM
22	Shrubbery light and playground lighting at Percival Landing to discourage drug dealing and camping at night.	6/7/2021 6:09 AM
23	we don't need more lighting.. or money spent on new lighting at night.. my clients would never come downtown at night with all of the drug and transient activity on our once beautiful streets.	6/6/2021 7:58 AM
24	all alleyways need lighting	6/5/2021 4:18 PM
25	night lighting embedded in sidewalks (circular lights illuminate at night). Lights in plants, planters and trees. More night lighting on 4th Ave, especially up from city hall. Artistic light creations throughout downtown.	6/5/2021 1:30 PM
26	The outer edge of downtown doesn't get enough love, lighting, or attention. It feels like the Wild West and we would love to see more efforts aimed there as well.	6/5/2021 12:28 PM
27	Enough to make the art visible and able to be appreciated. Make the downtown area feel safer.	6/5/2021 10:48 AM
28	There are some murals I would like to see lit up and others not so much. There are negative environmental impacts of lighting to consider. Any management, enforcement, security measures taken in parking lots and alleys is much needed and appreciated.	6/4/2021 11:18 PM
29	Light 4th Ave too. We pay for it and get nothing.	6/4/2021 7:01 PM
30	I love all the lighting - not sure of specific locations but will think about it....seems a little dark down by norma's. Light capitol down to Thurston where you turn to Gardners.	6/4/2021 6:41 PM
31	I really like the lighting in Tacoma on Pacific Ave down by the Old City Hall. Kind of retro	6/4/2021 5:32 PM
32	All alleyways.	6/4/2021 5:04 PM
33	Remove the bent (failed) pole lights around capital lake with something more permanent like cast metal or concrete. Costs more but looks good and lasts and signifies we care about what we do.	6/4/2021 4:37 PM
34	A combination of ambient and unintrusive street lighting would be helpful for night time personal safety and to detour mischief.	6/4/2021 4:35 PM
35	Having lights by Oly taproom and Oly seafood and the park. Or somewhere off Columbia or cherry st	6/4/2021 4:35 PM
36	I really like the string lights on 5th ave. 4th ave would look great with those.	6/4/2021 4:33 PM

Q4 How well lit is the area by your business at night? Please provide general location of your business (nearby street intersections, near corner, midway of block)

Answered: 50 Skipped: 8

#	RESPONSES	DATE
1	600 block of Capitol Way S is dimly lit - gives a very spooky/unsafe feel to the area.	6/17/2021 1:58 PM
2	Columbia and 5th... The Columbia street area in those few blocks is not that well lit...	6/15/2021 8:29 PM
3	4th and capitol, fairly well lit.	6/15/2021 7:03 PM
4	Lighting could be improved. New street lighting installed at new 500 Columbia St.Nw building is directed to the sky and the apartment residents rather than to the sidewalks.	6/15/2021 5:37 PM
5	I'm over by the farmers market and it is somewhat lit... however, I don't feel safe near all the homeless people nor do I understand why The City of Olympia let this happen. So disappointed in this city can't wait to move out of it.	6/15/2021 2:02 PM
6	Okay	6/15/2021 12:48 PM
7	I don't have complaints about lighting at the front of the store (117 Columbia St. NW). There is a dark alley 2-doors down	6/15/2021 10:24 AM
8	Not very well lit. We are at 525 Columbia Street SW (Legion & Columbia)	6/15/2021 9:28 AM
9	Very well lit. State and 4th.	6/15/2021 8:57 AM
10	Fairly well; the 500 block of Capitol Way S.	6/15/2021 8:57 AM
11	Lighting blocked by street trees. Would love to see much smaller street trees.	6/15/2021 8:52 AM
12	It's not.	6/12/2021 3:55 PM
13	We're located on 5th between Franklin and Adams and it is extremely dark at night, there's little to not city-installed lighting to help at night and attract shoppers. It makes me feel unsafe as a worker and a shopper to be down here when the sun sets.	6/12/2021 1:02 PM
14	Decently. Corner of State and Capitol	6/11/2021 9:48 PM
15	Our business is right across the street from 4th Ave Tavern. The front of the business is lit well, however the back alley, where a lot of illegal activities take place, is not lit up very well and has been a trouble spot for a long time.	6/11/2021 1:51 PM
16	The whole town is too dark	6/11/2021 8:28 AM
17	Lighting by Orca Books is dark, and could really use those overhead lights - especially in the winter time so customers feel a sense of warmth and invitation.	6/10/2021 12:38 PM
18	Not lit well at all. East side of Capitol between 5th and 4th. There is one street light mid block on the eastside and one street light mid block on the west between 5th and 4th. Most blocks in the core have similar arrangement where there are only 2 lights per block. There are a few pedestrian lights on 4th, none on Capitol. I live on the NW corner of Capitol and Olympia Ave. It's completely dark (other than the few antique lights at the Olympia Center) from State going North.	6/10/2021 12:04 PM
19	lighting could be better on legion from the Adams to Chestnut.	6/10/2021 11:43 AM
20	Union Ave (between Adams and Jefferson). Current lighting is not bad at site. Adjacent modern buildings by WSECU included upgraded parking lot and building lighting in design. However, Union Ave from Cherry St to Plum St and then Plum to Henderson and I-5 is extremely dark. The Welcome to Olympia sign on Plum and Union would be a good candidate for lighting	6/10/2021 9:29 AM

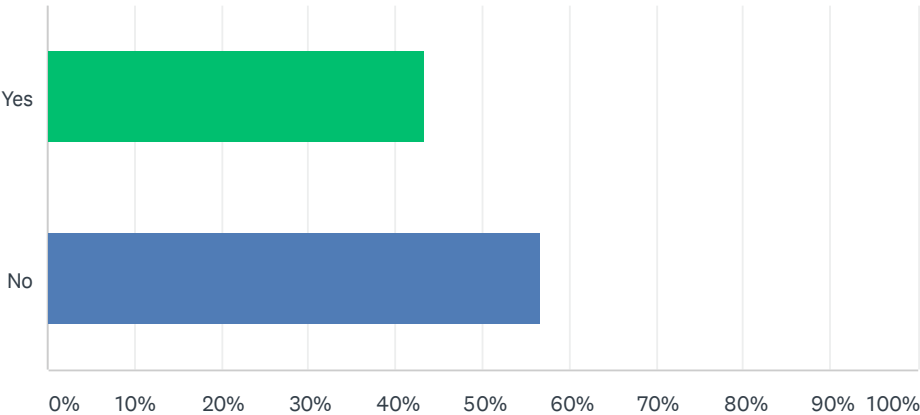
2nd Quarter Business Survey

improvements. Tons of hazardous waste activity by homeless populations along this general area all the way to I-5 N and S and the nearby train tracks (partly because it's in the shadows).

21	Not lit at all in city own parking areas and the walk ways to get there.	6/10/2021 8:28 AM
22	There are no streets lights around the corners of Capitol Way and Olympia Avenue.	6/9/2021 5:32 PM
23	Fairly well. We're on a corner (4th and Columbia), which helps.	6/9/2021 4:48 PM
24	Good. I am at columbia and corky.	6/9/2021 4:37 PM
25	some parts are good but just after my business no real lights, (state and Adams/Jefferson)	6/9/2021 4:29 PM
26	Corner of 8th and Plum St. lighting is good, but I light up my building myself.	6/9/2021 4:27 PM
27	We have added security lighting at night and it is a little better. Before it was a dark void. 4th & Plum	6/8/2021 4:16 PM
28	not here in the dark this time of year. Columbia St. by Legion way. Could have more lighting for winter time.	6/8/2021 4:13 PM
29	4th & Franklin - under the awning is great with the added lighting! Alleyway could use more.	6/7/2021 11:11 AM
30	Our business is well lit at our own expense and maintenance.	6/7/2021 6:09 AM
31	we are on capital way north.. our section is well lit.	6/6/2021 7:58 AM
32	No city lighting, only our own building lighting. Staff sometimes express concerns about safety, particular in winter (short dark days). Washington/Thurston.	6/5/2021 4:18 PM
33	Not bad, but not attractive either - 4th Avenue near Capitol. Lighting needs to be improved on block where Rockfish Grill is located.	6/5/2021 1:30 PM
34	The alley adjacent to our business is well lit but a magnet for vandals defacing walls and murals. This alley is well lit.	6/5/2021 12:41 PM
35	Poorly lit. Cherry Street.	6/5/2021 12:28 PM
36	Legion and Franklin Ok!	6/5/2021 11:16 AM
37	We have street lighting in our parking lot and some on the dock in front. Would be nice to have some more lighting on the Corky Ave where my staff pays to park at night. I am located at 704 Columbia St NW	6/5/2021 10:48 AM
38	The alleys and parking lots don't need lighting as much as they need management and regular checks. Everything near us is fairly well lit.	6/4/2021 11:18 PM
39	Not Well	6/4/2021 9:42 PM
40	Poor, 4th and Franklin	6/4/2021 7:01 PM
41	we are well lit now. corner of legion and Washington - not too bright just right.	6/4/2021 6:41 PM
42	We are close to the intersection of 4th and Franklin. Since we put up a new lit sign this last winter, lighting outside our store at night has improved. In general I think 4th Ave should be as well lit as possible.	6/4/2021 6:06 PM
43	Poor, 516 Capitol Way. Blocked by trees.	6/4/2021 5:32 PM
44	Poor. 400 block of 4th Ave.	6/4/2021 5:04 PM
45	Just right.	6/4/2021 4:48 PM
46	Adequate. We installed lights over our entry doors as a suplement	6/4/2021 4:37 PM
47	Columbia St between Corky and 4th has mediocre lighting. We have a lot of car prowls at night that would probably go away with better lighting.	6/4/2021 4:35 PM
48	Would love the parking lot better lit on state and Capitol	6/4/2021 4:35 PM
49	We are on the corner of 4th and Franklin and it is well lit. The ally behind us at the "Free Wall" is a little dark and scary at night.	6/4/2021 4:33 PM
50	Great...Encore Chocolates & Teas	6/4/2021 4:32 PM

Q5 Have you seen the Why I Go Downtown promotional videos?

Answered: 53 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	43.40%	23
No	56.60%	30
TOTAL		53

Q6 Thinking about continuing the Why I Go Downtown promotional campaign, what ideas do you have for next steps in the campaign (examples: bill board, self guided mural tour)

Answered: 39 Skipped: 19

#	RESPONSES	DATE
1	Clean up the streets (homeless, drugs, crime, mental health cases) so people would actually want to go downtown.	6/17/2021 2:00 PM
2	Increased social medial targeting with the the Why I Go Downtown campaign...	6/15/2021 8:32 PM
3	More attractive outdoor dining. The current shacks give a temporary appearance.	6/15/2021 5:41 PM
4	I go downtown to see how much the homeless population has increases since the last time I went downtown...	6/15/2021 2:11 PM
5	I campaign to have engagement with citizens. Like take selfies, where people confess to why they go downtown.	6/15/2021 12:49 PM
6	I am not familiar with the campaign	6/15/2021 10:29 AM
7	Olympia finally has a diverse restaurant scene, show that.	6/15/2021 8:58 AM
8	Any kind of guided tour is great; murals, historical, coffee tours, beer tours..	6/15/2021 8:58 AM
9	I really like history signage. What was here 100 years ago. Compare old to new.	6/15/2021 8:54 AM
10	Spots for buskers. Busker bingo.	6/12/2021 3:57 PM
11	Additional lighting (string lighting, lamps) is what I want to see most to create a welcoming environment on 5th Ave for shoppers.	6/12/2021 1:02 PM
12	Stop spending taxpayer money	6/11/2021 9:53 PM
13	I think including a lot of the businesses in the area would be a good idea. I mean, focusing on some of the businesses that may need help in getting their names out there.	6/11/2021 1:53 PM
14	"Eat, Play, Shop!" We have restaurants, parks, museums, and the best locally owned stores in olympia	6/11/2021 8:54 AM
15	A mural tour sounds great!	6/10/2021 12:38 PM
16	most of the murals need to be fixed from graffiti before a tour makes sense.	6/10/2021 11:45 AM
17	I appreciate the spirit and effort of what this campaign is trying to achieve, but "Why I Don't Go Downtown" would honestly be more appropriate at this point. While certainly exacerbated by the pandemic, violent political clashes, and social injustice protests, this problem has been escalating for MANY years. At this point, Downtown Olympia looks like a war zone. It feels unsafe. And I have every reason and make every effort to go downtown and support our local businesses as a fellow Downtown business owner. Burned out and boarded up buildings, graffiti everywhere, bullet holes in our beautiful City Hall building, broken windows in new and restored buildings that were desperately trying to do their part to reclaim a city in disrepair, garbage, weeds, hazardous human waste (feces, urine, vomit, used condoms, used needles), other drug paraphernalia, aggressive panhandling on nearly every major corner, blue tarps and seemingly endless homeless camps, RV homeless camps along major roadways, and blight everywhere. I know it is beyond the scope of this group's responsibility and influence, but a promotional campaign wouldn't be necessary if we fundamentally fix the endless reasons that people stopped going Downtown in the first place.	6/10/2021 10:09 AM
18	Mural Tour or highlighting the amazing history and opportunities downtown by business category.	6/10/2021 8:45 AM
19	Have less parking enforcement. It's a huge detractent for people to come downtown and then	6/9/2021 5:34 PM

2nd Quarter Business Survey

	end up with a ticket yet people can live on the sidewalks unfettered by city government.	
20	Here's one: partner with Evergreen to make a video (or series) about Greener-owned businesses (current or alumni).	6/9/2021 4:49 PM
21	mural tour is a great idea. making books of coupons for downtown businesses is a good idea. the i love OLY thing is always too short for me to do much...	6/9/2021 4:39 PM
22	Try to get more interactive. Mural tour is a great idea. Getting people to post online using the hashtag when they frequent a downtown business. Right now I usually see businesses using it, even businesses that aren't in downtown.	6/8/2021 4:28 PM
23	self guided tour would be cool!	6/7/2021 11:17 AM
24	The videos are stiff and don't even say Olympia in most of them!	6/6/2021 3:48 PM
25	the promotional campaign is a waste of our hard earned money...	6/6/2021 8:02 AM
26	I think the historic walking tour decals were a good idea, just poorly executed.	6/5/2021 4:19 PM
27	Interviews with store owners, managers and staff (getting to know downtown). Highlights of second floor businesses - they don't have storefronts and are an eclectic mix. Articles about food - what's new?	6/5/2021 1:32 PM
28	Welcoming street banners reminding those driving through town that we have a unique and creative downtown. Cooperate with the ODA on this project because it is on their work plan to include street banners.	6/5/2021 1:07 PM
29	A self guided mural tour sounds amazing. Also a marked pathway that connects the Capitol to the Farmer's Market would be nice.	6/5/2021 10:53 AM
30	I think funds could be spent more effectively in other areas than marketing. Social media is the answer and I'd like to see an Instagram account back up for downtown. I know a business owner who had record sales recently from a TikTok video a kid made at their business that was viewed thousands of times. I would support billboard marketing, preferably located not downtown.	6/4/2021 11:42 PM
31	I like the billboard! Also maybe some social media ads?	6/4/2021 8:06 PM
32	That is your Job.	6/4/2021 7:03 PM
33	I really like it - but seems hard to get out to people. Our downtown is so diverse. I wonder about ads in Panorama, jubilee, chamber magazines - maybe even South sound magazine to reach a target audience?	6/4/2021 6:50 PM
34	More Historical information.	6/4/2021 5:34 PM
35	Moving the homeless camps out of downtown and not tolerating "urban" camping and vagrants in doorways.	6/4/2021 5:06 PM
36	I don't care for the program	6/4/2021 4:48 PM
37	Quit spending money on this when the bigger problem is homeless camps and sleeping in doorways and sidewalks and alleys used as a restroom. Increase walking police patrols where patrols engage the public by be present and friendly. Was great when Starbucks was downtown and the walking beat would stop in and say hi and keep patrolling. Like seeing your neighbor...builds confidence and awareness.	6/4/2021 4:42 PM
38	Scavenger hunts are a lot of fun for the whole family and people love free stuff.	6/4/2021 4:39 PM
39	All of the above	6/4/2021 4:32 PM

Q7 Anything else you'd like to share?

Answered: 24 Skipped: 34

#	RESPONSES	DATE
1	from posts I've seen on social media, people avoid downtown because of 3 things - the homeless, drugs, and crime. All 3 need to go away so people will return to downtown. I also believe all 3 would also go away if people did return to downtown.	6/17/2021 2:00 PM
2	Following the past year, we may need some reinforcing messages that downtown Olympia is a safe place to go...	6/15/2021 8:32 PM
3	I get asked for a bathroom almost daily. Now that Starbucks is gone, tourists don't know where to go. It would be nice to have a guide to public restrooms.	6/15/2021 7:06 PM
4	I love Olympia, I really do but it is not safe anymore with people sleeping on the streets, who are strung out on drugs and not mentally aware of anything going on. They smell bad, trespass and disturb societies peace. Stop throwing money at the problem and solve it instead...thanks.	6/15/2021 2:11 PM
5	The infrastructure planning and funding did not include parking solutions! I am expected to close my shop to move my car every 2 hours if I want to park near my store. I have gotten tickets for not being exactly on time. Irritated? At least.	6/15/2021 10:29 AM
6	Work to make Downtown Safe and Clean to attract our citizens back to the Downtown.	6/15/2021 8:54 AM
7	Maybe some video footage from some of the business owners about what they are and who they are would be a good idea.	6/11/2021 1:53 PM
8	Thank you for all you do!	6/10/2021 12:38 PM
9	I don't want to come across as a negative or unappreciative individual. I just resent being forced to pay for things like "alley flushes" and other biohazard cleanups when I'm already spending my life savings just to maintain a business in Downtown Olympia. It's absolutely crazy-making that we collectively continue to dance around painfully obvious problems instead of addressing them in a meaningful way. Every year is worse than the last. If it continues, I really will be moving and taking my business (and disposable income) with me. I am an extremely liberal individual who has committed my 20+ year career to social justice and helping those in need. I think in terms of systems. I don't blame victims. I'm committed to finding real solutions and would be happy to contribute in any way I possibly can. The harsh reality is that this is a wasted effort if people don't feel safe and comfortable going Downtown.	6/10/2021 10:09 AM
10	merge this group with downtown association and end it, would be good. make downtown association more public. join efforts. its confusing to have two such similar efforts, IMHO	6/9/2021 4:39 PM
11	I think free parking is still needed. Since this organization was originally formed to solve the lack of free parking problem...what's been done about that? Why can't Olympia find a different source of income? All the other things you're doing aren't as affective as free parking. As evidenced by free parking during Christmas.	6/9/2021 4:32 PM
12	to many homeless and RV's and tents... its a slum vs how it used to be ... don't feel safe	6/9/2021 4:30 PM
13	The WGU billboard-mural needs to be removed asap. It's embarrassing, tonedeaf, and ugly. Cover it with something that actually celebrates Olympia, and get an Olympia local artist to paint it.	6/7/2021 11:17 AM
14	We appreciate the efforts to revitalize downtown Olympia. Thank you.	6/7/2021 6:10 AM
15	yes .. spend the money on graffiti removal and window repairs..or drug rehabilitation.. not more string lights and flower pots	6/6/2021 8:02 AM
16	Thank you for your survey and for supporting downtown!	6/5/2021 1:32 PM
17	The clean team does a wonderful job. However I am constantly disturbed by the sidewalk trash and littering in pockets of downtown. ie: close to the Thurston County Food Bank and the	6/5/2021 1:07 PM

2nd Quarter Business Survey

transit station. Is that blatant amount of littering against the law? This mess is caused by a regular group of people and we need some enforcement to guide them in a healthier direction.

18	Please please please help with the Homeless camps that are inhibiting people from coming downtown.	6/5/2021 10:53 AM
19	I feel frustrated by marketing campaigns because what downtown needs is an environment that is clean, safe and welcoming to all. The downtown businesses offer amazing and unique experiences but anyone who loves downtown only has to come down once with children or an elder and experience something unpleasant or traumatizing to not come back for a while. And sadly, no marketing campaign is going to fix that. We need to rotate the mitigated site location, stop permitting social services in a small area that is a commercial core, regulate the street feeds in partnership with the health department, more walking and biking patrols and pro-active crisis response units that are walking around to de-escalate instead of just being called when the crisis has already happened. We need staffed public restrooms, universal basic income and statewide mandates so all counties and cities proportionally support houseless people with shelter beds and treatment options. The downtown business community needs legal and legislative advocacy at the statewide policy level. I'd rather see funds go to a lobbyist than marketing. Also, more murals, public art and responsible urban forestry and hire someone with landscape architecture experience. I also am super tired of building owners being allowed to let spaces sit empty for decades. Other cities handle that differently with vacancy taxes and we should, too. No marketing tool will help empty storefronts and the ripple effect they have on the whole neighborhood.	6/4/2021 11:42 PM
20	The system sucks. A mandatory tax, disguised as a beneficial club.	6/4/2021 7:03 PM
21	I encourage more lighting. Love the lighting. Seems friendly and upbeat! I also have been thinking how we can engage more of the community in the ODA. more memberships outside of business. there are so many I think would join and support - it's just getting a link to them. So many really do care about downtown. Portland has a group rose city downtown collective which is similar to the ODA - worth taking a glance.	6/4/2021 6:50 PM
22	Clean the tree grates of weeds and pay to have it done right. Crappy weed wacking down the sidewalk is not a clean fix. Keep up on graffiti support by painting over.	6/4/2021 4:42 PM
23	The parking is a nightmare. Parking is only 2 hours and the meter patrollers are on it. My customers usually have more than a 2 hour appointment and lots of our customers get tickets. Our employees use the 8 hour parking on State but our customers don't know about it.	6/4/2021 4:39 PM
24	Looking forward to Saturday street fairs	6/4/2021 4:32 PM



PBIA Advisory Board

Lighting Improvements

Agenda Date: 6/23/2021
Agenda Item Number: 6.D
File Number: 21-0639

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

Title

Lighting Improvements

Recommended Action

Move to commit \$2,500 of lighting budget for the installation of lighting strands on Columbia, 5th, and Washington Streets.

Report

Issue:

Whether to spend PBIA budget on lighting improvements Downtown.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

In 2020 the City installed lighting strands on Washington & 5th Ave to improve ambiance and visibility. With additional PBIA funds, this program can be expanded. At their May 26th meeting staff presented options for additional locations, with board members suggesting other areas. Since then, staff have estimated the material costs for six new block lengths (pictured in attachment) as \$2,500. PBIA will only be responsible for these costs, not labor.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Authorize the use of PBIA funds for additional overhead strand lighting
2. Do not authorize the use of PBIA funds at this time

Financial Impact:

Staff estimates lighting costs as \$2,500.

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

Attachments:

2021 Budget vs Actual Expenditures

PBIA - 2021 Budget

Program	Category	2021 Budget	2021 Actual	+/- \$	%
Ambassadors & Clean Team	Clean & Safe	\$ 43,500	\$ 21,750	\$ 21,750	50%
Mural protection	Clean & Safe	\$ 1,500	\$ -	\$ 1,500	0%
Extra alley flushings	Clean & Safe	\$ 1,200	\$ -	\$ 1,200	0%
Flower baskets	Streetscape Beautification	\$ 5,400	\$ 4,560	\$ 840	84%
Flower basket watering	Streetscape Beautification	\$ 18,000	\$ -	\$ 18,000	0%
Art/photos in windows	Streetscape Beautification	\$ 2,500	\$ 1,000	\$ 1,500	40%
Lighting	Streetscape Beautification	\$ 8,000	\$ 848	\$ 7,152	11%
4th quarter (formerly 'Twinklefest')	Marketing	\$ 6,000	\$ -	\$ 6,000	0%
Event sponsorships	Marketing	\$ 7,000	\$ 1,985	\$ 5,015	28%
Administration	Administration	\$ 2,000	\$ -	\$ 2,000	0%
Contingency	Contingency	\$ 4,350	\$ -	\$ 4,350	0%
#WhyIGoDowntown	Marketing	\$ 10,000	\$ -	\$ 10,000	0%
TOTAL BUDGET		\$ 109,450	\$ 30,143	\$ 79,307	28%