



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Amy Buckler  
360.570.5847

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**Monday, August 28, 2017**

**11:00 AM**

**Room 112**

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### Special Meeting of the Parking Committee

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. PUBLIC COMMENT**

*During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.*

**4. BUSINESS ITEMS**

**4.A**     [17-0886](#)     Strategic Planning Exercise

**Attachments:**     [Parking Focus](#)

**5. 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.*

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## PBIA Advisory Board

### Strategic Planning Exercise

**Agenda Date:** 8/28/2017  
**Agenda Item Number:** 4.A  
**File Number:** 17-0886

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

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#### Title

Strategic Planning Exercise

#### Report

##### Issue:

The PBIA Advisory Board is refining its 5-Year Strategic Plan. At the meeting, staff will facilitate an exercise to gather members' feedback to clarify what the PBIA's parking program does and why.

##### Staff Contact:

Amy Buckler, Staff Liaison, (360) 570-5847, [abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)

##### Presenter(s):

Amy Buckler

##### Background:

##### ORDINANCE

The City's PBIA ordinance generally defines how special assessment revenues shall be used for the purpose of providing special projects and services under the PBIA's various programs. Within the area Parking, OMC 3.62.020 states:

1) Downtown Parking Improvements Program. This program will provide for parking improvements to address the concern for downtown Olympia businesses and property owners, as well as patrons and employees. The PBIA special assessments may be used to fund administrative costs such as staff support, the construction or operation and maintenance of a parking structure or other parking improvements.

...The list of possible services and projects within the general program categories above is illustrative and not exclusive.

##### STRATEGIC PLAN

In 2016, the Board developed a 5-Year Strategic Plan with the objective of providing policy direction for considering how to direct future investment of PBIA funds in Downtown. The Plan was intended to

be dynamic and updated once Olympia's Downtown Strategy was complete. Another reason for refining the Plan is to establish clarity about what PBIA does and why to establish a stronger foundation for ratepayer communication.

**Attachments:**

1. Parking section of the PBIA's Current Strategic Plan



## Program Areas Focus:

- Parking
- Lead 'Parking Program
  - "Establish pro-active presence on parking issues"
  - "Put the P back into Parking – PBIA
  - Meet with city staff to stay apprised of programs and issues
  - Actively engage in Parking Strategy projects
  - Develop stronger collaboration/coordination with business community on parking issues
  - Establish 'Good Neighbor Program' to educate business owners about parking, to inform about available parking lots and parking zones, address issues such as designated employee parking vs. customer parking (impacts to adjacent businesses)
  - Coordinate with public and private arts venues to inform/identify locations for event parking. Communicate with private parking lot owners to encourage use of parking lots on evenings and weekends
  - Explore the use of a smart phone App such as an 'Oly Parking App' to show where to park Downtown
  - Gear up - prepared and pro-active about future parking challenges as businesses grow and more residents move into Downtown
  - Support development investment that addresses parking facility solutions and possible public/private partnerships



