



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, February 6, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [19-0032](#) Approval of January 9, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [Minutes](#)

4. 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.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

6.A [19-0133](#) PBIA Public Art Investment - Art in Windows

Attachments: [Olympia Artspace Alliance - Pop-Ups Coordinator January 2019](#)

6.B [19-0136](#) Update on 2019 Downtown Hanging Flower Baskets

6.C [19-0135](#) Twinklefest Marketing Initiative

6.D [19-0131](#) PBIA Public Art Investment - Street Banners

Attachments: [Bracket Invoice](#)

6.E [19-0137](#) Downtown Resident Welcome Packets

6.F [19-0134](#) Discussion about 2019 Work Plan Priorities

Attachments: [2019 Budget](#)
 [Public Value Maps](#)
 [2019 Planning Timeline](#)

6.G [19-0129](#) Discussion of Quarterly Survey

Attachments: [March Survey Summary](#)
 [June Parking Survey Summary](#)
 [December Holiday Parking Survey Summary](#)

7. REPORTS

8. OTHER TOPICS

8.A [19-0021](#) Round Table Discussion

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 January 9, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 1/9/2019
Agenda Item Number: 3.A
File Number: 19-0032

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

Title

Approval of January 9, 2019 PBIA Advisory Board Meeting Minutes



Meeting Minutes - Draft

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, January 9, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Ruse called the meeting to order at 6:00 p.m.

1.A ROLL CALL

Present: 7 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember David Rauh, Boardmember Jeffrey Trinin and Boardmember Nathan Rocker

Excused: 1 - Boardmember Lyndsay Galariada

Absent: 1 - Boardmember Jeremy Williamson

OTHERS PRESENT

City of Olympia:
Senior Program Assistant Max DeJarnatt
Program and Planning Supervisor Amy Buckler
Economic Development Director Mike Reid
Homeless Response Coordinator Colin DeForrest
Councilmember #5 Lisa Parshley

2. APPROVAL OF AGENDA

The agenda was approved as amended. Item 8.A was moved to the first business item.

3. APPROVAL OF MINUTES

3.A [19-0023](#) Approval of December 5, 2018 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT

The following people spoke: Jeanette Laffoon and Christophe Allen.

5. ANNOUNCEMENTS

Ms. Buckler and Mr. DeJarnatt made announcements.

6. BUSINESS ITEMS**6.A** [19-0042](#) Update on Olympia & Franklin Homelessness Mitigation Site

Mr. DeForrest gave an update on the Olympia and Franklin Homeless Mitigation Site. He addressed various related questions from the Board.

The discussion was completed.

6.B [19-0025](#) Announcement of PBIA Board Election Results

Mr. DeJarnatt announced the PBIA Board election results. Chair Ruse and Boardmember Rauh have been elected for another term. Officer positions will be voted on at the annual meeting, held in June of 2019.

The discussion was completed.

6.C [19-0030](#) Discussion about 2019 Work Plan Priorities

Mr. DeJarnatt and the Board discussed 2019 PBIA work plan priorities.

The discussion was completed.

7. REPORTS - None**8. OTHER TOPICS****8.A** [19-0021](#) Round Table Discussion

Boardmembers discussed ideas for the upcoming work session.

Mr. Reid provided an update on economic development.

Mr. DeForrest gave an overview of the recent changes to the City's Homelessness webpage.

The discussion was completed.

9. ADJOURNMENT

The meeting adjourned at 8:08 p.m.



PBIA Advisory Board

PBIA Public Art Investment - Art in Windows

Agenda Date: 2/6/2019
Agenda Item Number: 6.A
File Number: 19-0133

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

Title

PBIA Public Art Investment - Art in Windows

Recommended Action

Move to discuss the current status of the PBIA's proposed Public Art Investment for 2019

Report

Issue:

Receive the report on the concept of Art/Historic Photos in Windows.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Background and Analysis:

The PBIA Board and City Staff have identified historic photos and art in downtown windows as a viable way to increase vibrancy in spaces that are otherwise underutilized. Staff began this process by reaching out to landlords and identifying photos for use. Recently staff was made aware that the Olympia Artspace Alliance is also pursuing a similar initiative in partnership with the Olympia Downtown Alliance utilizing a grant from the City of Olympia.

Neighborhood/Community Interests (if known):

The downtown business and residential community has expressed support in the past for downtown vibrancy.

Options:

1. Continue to pursue a separate Art in Windows initiative
2. Reach out to Artspace Alliance and ODA to explore partnership opportunities for art in windows
3. Redirect earmarked funds to support alternative PBIA initiatives

4. Do Nothing

Financial Impact:

The PBIA board has earmarked \$5,000 in their 2019 budget for a public art investment

Attachments:

(Attachment #1) Olympia Artspace Alliance call for project coordinator

Olympia Artspace Alliance Seeks Project Coordinator

Art in Olympia Storefronts – “Pop-Ups” – 2019

Are you interested in coordinating art exhibitions by local artists? Able to keep track of details, manage a schedule and budget, and work with volunteers? Available through December 2019?

The Olympia Artspace Alliance (OAA) is seeking an organized and enthusiastic individual to coordinate a series of art installations in vacant storefront windows in Downtown Olympia.

This contract position will coordinate all aspects of Art in Olympia Storefronts in 2019, working with the OAA board, artists, business owners, and volunteers. The total contract is \$2,000, to be paid for specific deliverables/goals.

The budget for the whole project - including this contract – is approximately \$9,000 plus in-kind contributions.

Applications will be reviewed February 1, and weekly thereafter until the position is filled.

About this project

Olympia Artspace Alliance (OAA) is an all-volunteer organization established in 2011 to create, foster and preserve affordable space for artists and arts organizations in Olympia, WA.

“Art in Olympia Storefronts” is a new OAA project to create a series of art installations – “pop-ups” - in vacant storefront windows in downtown Olympia. 2D and 3D artworks will be installed in interior spaces, specifically vacant windows and/or storefronts. Artwork will be selected through a jury or curatorial process to ensure suitability for each location. We plan artwork installations in four locations, three times during 2019: Spring (March-May), Summer (June-August), and Fall (September-December).

This project is a partnership with the Olympia Downtown Alliance (ODA) and is supported by the City of Olympia’s Grants to Arts Organizations and ArtsWA/Washington State Arts Commission.

The selected contractor will work with and have the full support of the OAA board member – including a subcommittee committed to this project - to implement all aspects of the project, including the following responsibilities:

The Project Coordinator will coordinate prep and start-up tasks:

- Work with the ODA and OAA to identify possible sites.
- Facilitate agreements with property owners/managers.
- Coordinate a jury/curatorial process to select participating artists and art installations.
- Coordinate contracts with artists.
- Coordinate publicity efforts in consultation with OAA Board and the ODA.

The Project Coordinator will coordinate installations:

- Recruit and coordinate volunteer/s to assist with each installation.
- Coordinate any/all site preparations including but not limited to window cleaning.
- Work with artists and property managers/owners to schedule and facilitate all aspects of installation, including lighting.
- Trouble-shoot as needed.
- Coordinate promotions, with help from OAA and ODA.
- Coordinate and oversee take-down.
- Assist with at least one “meet and greet” event with participating artists, perhaps during ODA’s Third Thursday.

The Project Coordinator will advise and assist with project wrap up and evaluation.

Qualifications

We’re looking for someone with some project management experience and/or experience with art exhibitions, installations, galleries, art juries or something comparable. Also important in this position:

- Organizational skills: tracking details, problem-solving, managing a budget and timeline
- Working with artists in a creative and collaborative process
- Working with volunteers and with small businesses
- Communication skills, both oral and written
- Managing contracts and agreements
- Working well independently and as part of a team
- Availability for this position throughout 2019: working a flexible “as-needed” schedule from home or other setting.

Compensation: a \$2,000 stipend, payable in four installments for specific deliverables/goals.

EEO Statement

OAA is an equal opportunity employer without discrimination because of age, sex, color, national origin, marital status, veteran status, sexual orientation, or presence of a disability.

Pursuant to the Americans with Disabilities Act, OAA will make reasonable accommodation of working conditions or methods in order to perform the duties of the position.

To Apply:

Please send a letter of interest (no more than two pages) to info@olympiaartspace.org. Be sure to include:

- Current contact info
- Why you are interested in this position
- Related experience, interests, expertise
- Your availability during 2019 – including anticipated scheduling constraints
- Two or three references and their contact info

Applications will be reviewed February 1, and weekly thereafter until the position is filled.



PBIA Advisory Board

Update on 2019 Downtown Hanging Flower Baskets

Agenda Date: 2/6/2019
Agenda Item Number: 6.B
File Number: 19-0136

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

Title

Update on 2019 Downtown Hanging Flower Baskets

Recommended Action

Move to receive the report on the Downtown hanging basket and watering services in 2019

Report

Issue:

Whether to authorize staff to proceed with finalization of an RFP to solicit a service provider to provide hanging basket watering services in 2019 for 73, 18" hanging flower baskets at least 6 days a week in the Downtown core

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Background and Analysis:

For the past several years, the PBIA has purchased hanging flower baskets to be hung throughout the City's downtown core. These baskets help to contribute to an inviting and vibrant retail atmosphere and are regularly cited by citizens and business owners who appreciate the PBIA's efforts. The PBIA has previously used probation labor to water the baskets. In 2018 the PBIA changed direction and hired temporary City employees under the direction of Probation Services to provide watering services.

Neighborhood/Community Interests (if known):

The downtown business community has cited hanging flower baskets in past PBIA ratepayer surveys as an amenity that they appreciate and hope to see in the future. Citizens and tourists have also remarked favorably about the program and the beauty it brings to downtown

Options:

1. Proceed with the purchase of 73 hanging baskets and hire a temporary watering employee for 2019 season

2. Re-imagine hanging flower basket program to include individual basket sponsors/waterers
3. Suspend hanging flower basket program for 2019

Financial Impact:

The PBIA has earmarked \$23,000 from their annual budget to pay for flower baskets and watering services



PBIA Advisory Board

Twinklefest Marketing Initiative

Agenda Date: 2/6/2019
Agenda Item Number: 6.C
File Number: 19-0135

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

Title

Twinklefest Marketing Initiative

Report

Issue:

Discussion of the specific activities and costs associated with 2018 holiday promotion

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Background and Analysis:

At the PBIA board meeting on 9/13/18 it was decided that group of 3 PBIA board members along with the Downtown Business Liaison and the Downtown Ambassadors would collaborate to determine the board's 2018 Twinklefest strategy.

This year's Twinklefest promotion took a more streamlined approach than in recent years by relying on social media and in store promotions as the primary means of advertisement to the public. The City's Downtown Ambassadors and Downtown Liaison promoted the program through radio promotions and public events such as Oly on Ice.

Downtown businesses were also notified via the PBIA list serve about the opportunity to sign up and participate.

Voting was open to the public at www.olytwinklefest.net from December 1st through December 31st. 90 businesses participated in this year's promotion and a total of 228 unique votes were received. The 2018 Twinklefest business winner as determined by the most votes received was Hot Toddy. As part of the promotion they will receive a promotional write up in Thurstontalk.com which is currently underway. A member of the voting public was also randomly selected to receive a gift certificate prize package worth over \$100.

Neighborhood/Community Interests (if known):

Twinklefest continues to be a popular event for downtown businesses to participate in.

Options:

Discussion only

Financial Impact:

\$7,000 was set aside for holiday promotion in 2018. These funds were spent on additional holiday street lighting, in store lighting for participants and a business write up in ThurstonTalk.com



PBIA Advisory Board

PBIA Public Art Investment - Street Banners

Agenda Date: 2/6/2019
Agenda Item Number: 6.D
File Number: 19-0131

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

Title

PBIA Public Art Investment - Street Banners

Recommended Action

Move to discuss the current status of the PBIA's proposed Public Art Investment

Report

Issue:

Receive the report on the progress of Downtown hanging banners project.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Bonnie Herrington, Communication Services, 360.753.8498

Background and Analysis:

As part of Olympia's Downtown Strategy, Character Areas were identified as a defining element that helps to create and increase community vibrancy. The purchase of downtown banners promoting the City's character areas has been agreed upon by the PBIA Board as an investment for the PBIA which furthers the City's goal of community cohesion and downtown vibrancy. After presenting this concept to the PBIA Board in May of 2018, staff has worked closely with the City Communications department to define appropriate image and messaging components for the proposed investment. The PBIA board has been given the opportunity to help narrow the selection of available images that meet the brand identity and City standards for the banners.

Neighborhood/Community Interests (if known):

The downtown business and residential community has expressed support in the past for downtown banners.

Options:

1. Review and approve the proposed banner designs for implementation within the five designated character areas of Downtown
2. Do not approve proposed banner designs and locations and recommend other Public Art Investment options
3. Do Nothing

Financial Impact:

The PBIA board has estimated an expenditure of between 10k and 30k for a public art investment to be made using previously approved unspent funds.

Attachments:

(Attachment #1) Mounting hardware for banners has been purchased and is ready to deploy to selected banner locations

SALES ORDER

ORDER NUMBER **623**

SOLD TO:

SHIP TO:

City of Olympia
Mark Rentfrow
601 4th Avenue East
Olympia, WA 98507

SAME

SALE DATE December 19, 2018

SHIP BY:

MUST HAVE BY:

CUSTOMER ORDER NO:

Freight will be added to your invoice unless otherwise stated

Part Number	Qty.	Description	Unit Price	Extension
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30 FiberFlex -3 adjustable bracket with banding

\$95.00 \$2,850.00

Shipping via ground

\$240.00

\$3,090.00

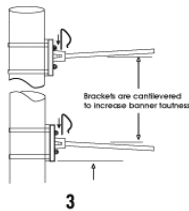
FIBREFLEX III Adjustable, Double Base Bracket System



1



2



3



4

Single FFIII Bracket Set Includes:

Two - 3" x 7" bottom bases
Two - 3" x 7" top faceplates
Two - 13/16" removable cantilevered rod arms
"D" clips to hold rod arm to base
Cable ties to hold banner to base
10' - 3/4" stainless steel strapping with buckles
(Banding tool required for installation)

5



6



7



8



PBIA Advisory Board

Downtown Resident Welcome Packets

Agenda Date: 2/6/2019
Agenda Item Number: 6.E
File Number: 19-0137

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

Title

Downtown Resident Welcome Packets

Report

Issue:

Discussion of the specific activities and costs associated with a 2019 Downtown Resident Welcome Packet

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Background and Analysis:

The PBIA Board has identified a desire to connect with new residents of Downtown as more market rate housing is being brought online. The proposed welcome packet will consist of a greeting letter from the PBIA Board chair and an "I love Downtown Olympia" button. Packets will be distributed to new residents of 123 4th Ave, 321 Legion Ave, Annie's Artist Lofts, Billy Frank Jr. Place, and any other Downtown residential housing as identified by the PBIA Board and our partners.

Neighborhood/Community Interests (if known):

The PBIA Board hopes to foster a greater sense of community and neighborhood cohesion by providing information to new residents about Downtown services and amenities.

Options:

Discussion only

Financial Impact:

None

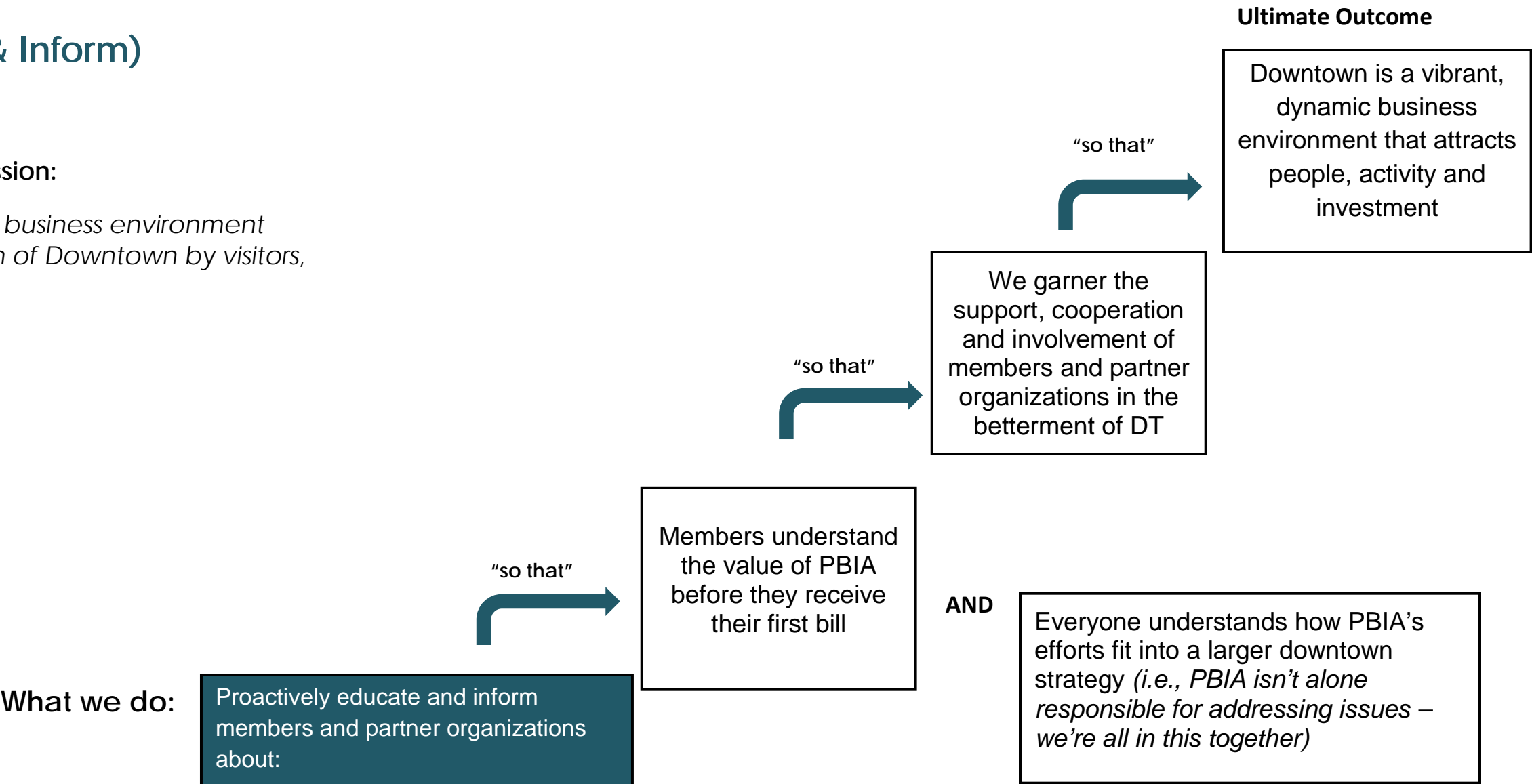
PBIA - 2019 Budget		7-Nov-18	
	Category/Item	Budget Amount	Notes
	Communications		
	Clean & Safe		
	Ambassadors & Clean Team	\$ 43,500	
	Mural protection	\$ 2,500	<i>estimated cost of labor and materials to cover 3 murals</i>
	Extra alley flushings	\$ 1,200	<i>3 extra flushings for July, August, September</i>
	Streetscape Beautification		
	Flower baskets	\$ 5,000	<i>(74) 18" from Fessler's + (5) 24" moss from DeGottis</i>
	Flower basket watering	\$ 18,000	<i>assumes 75% of 2018 cost, Probation Services</i>
	Art/photos in windows	\$ 5,000	
	Marketing		
	Holiday lighting & Twinklefest	\$ 14,000	
	Event sponsorships	\$ 7,000	
	Parking	\$ -	
	Business Training	\$ -	
	Administration	\$ 2,300	<i>e.g., annual member dinner, survey monkey, misc.</i>
	Contingency	\$ 1,500	
	TOTAL BUDGET	\$ 100,000	

Communications (Educate & Inform)

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners



2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

- Some Related Efforts of Importance to PBIA Members:**
- How Downtown Ambassadors & Clean Team can help businesses
 - Myriad resources to enhance, support and grow their business
 - Programs & services available to help people experiencing homelessness and street dependency in Downtown
 - Actions in Olympia's Downtown/Retail Strategy:
 - Parking strategy
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government

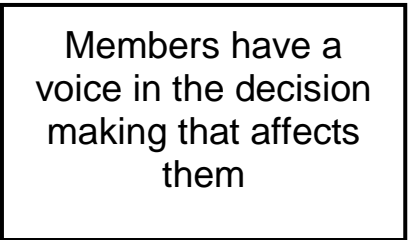
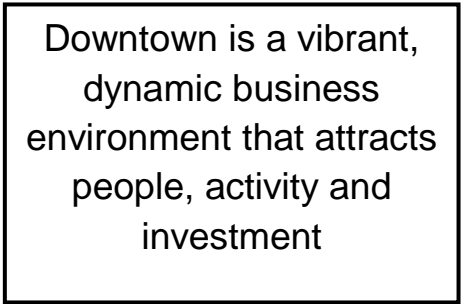
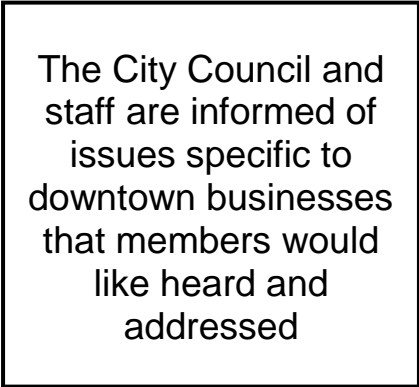
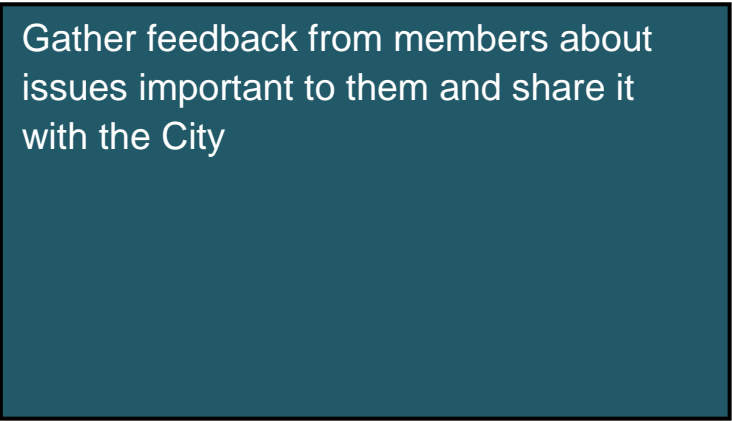
Communications (Query Members)

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:



2018 Initiatives:

- Conduct ongoing one-on-one outreach through ‘welcome wagon’
- Put out short, quarterly surveys
- Establish a physical and online ‘comment box’ that is always open
- Set aside time for discussion at each board meeting to share what we’re hearing from businesses and relay this info to staff and City Council’s General Government Committee

Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

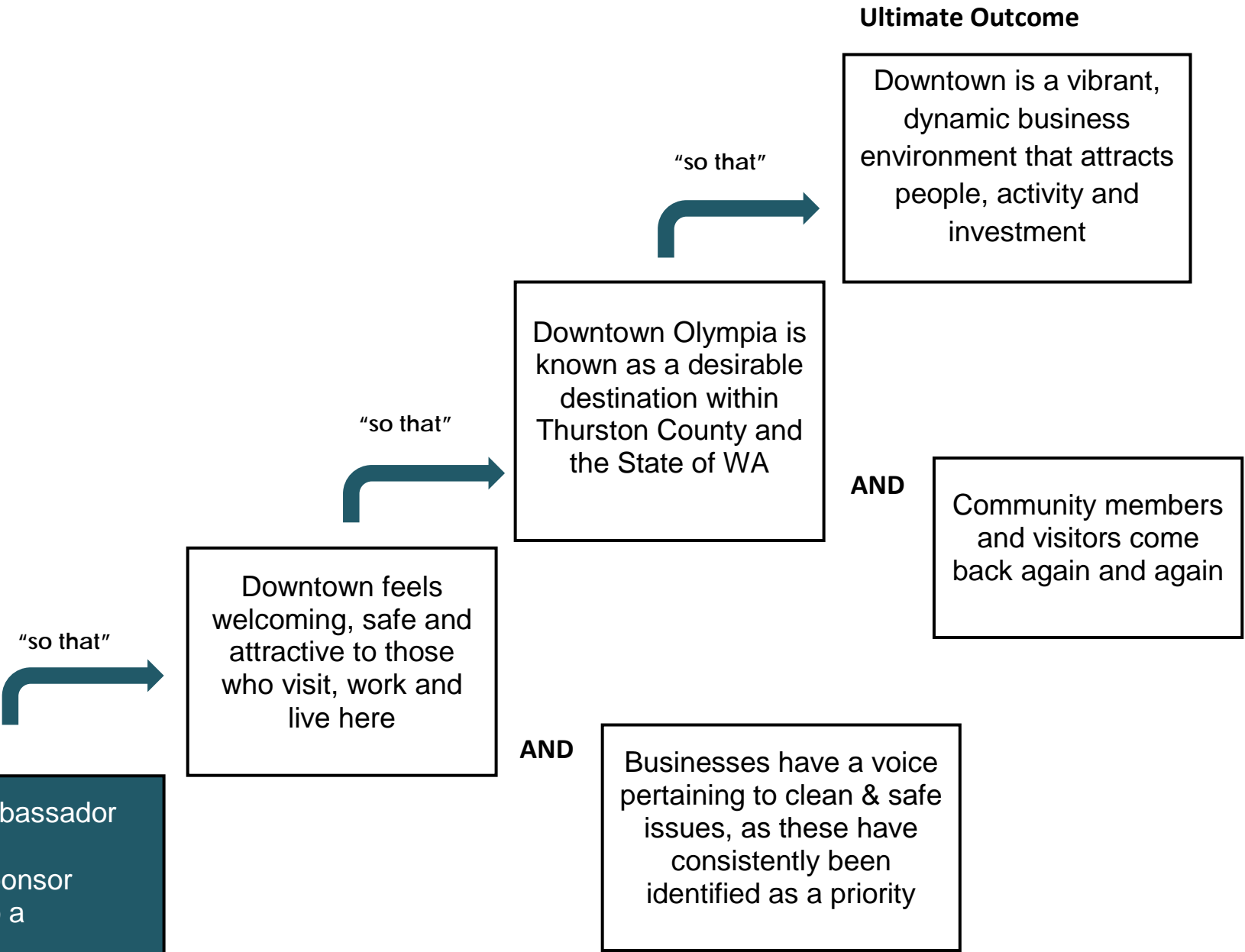
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Support the Downtown Ambassador and Clean Team program
- Fund small projects and sponsor programs that contribute to a welcoming Downtown
- Leverage our investments by collaborating with other entities
- Assess member needs and concerns & Advise the City about programs and projects to address real and perceived clean & safe issues

2018 Initiatives:

- Partially fund the Ambassador and Clean Team program
- Sponsor ODA’s Volunteer in Paint program, spring and fall Downtown Clean-Up
- Maintain cigarette butt collectors



Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

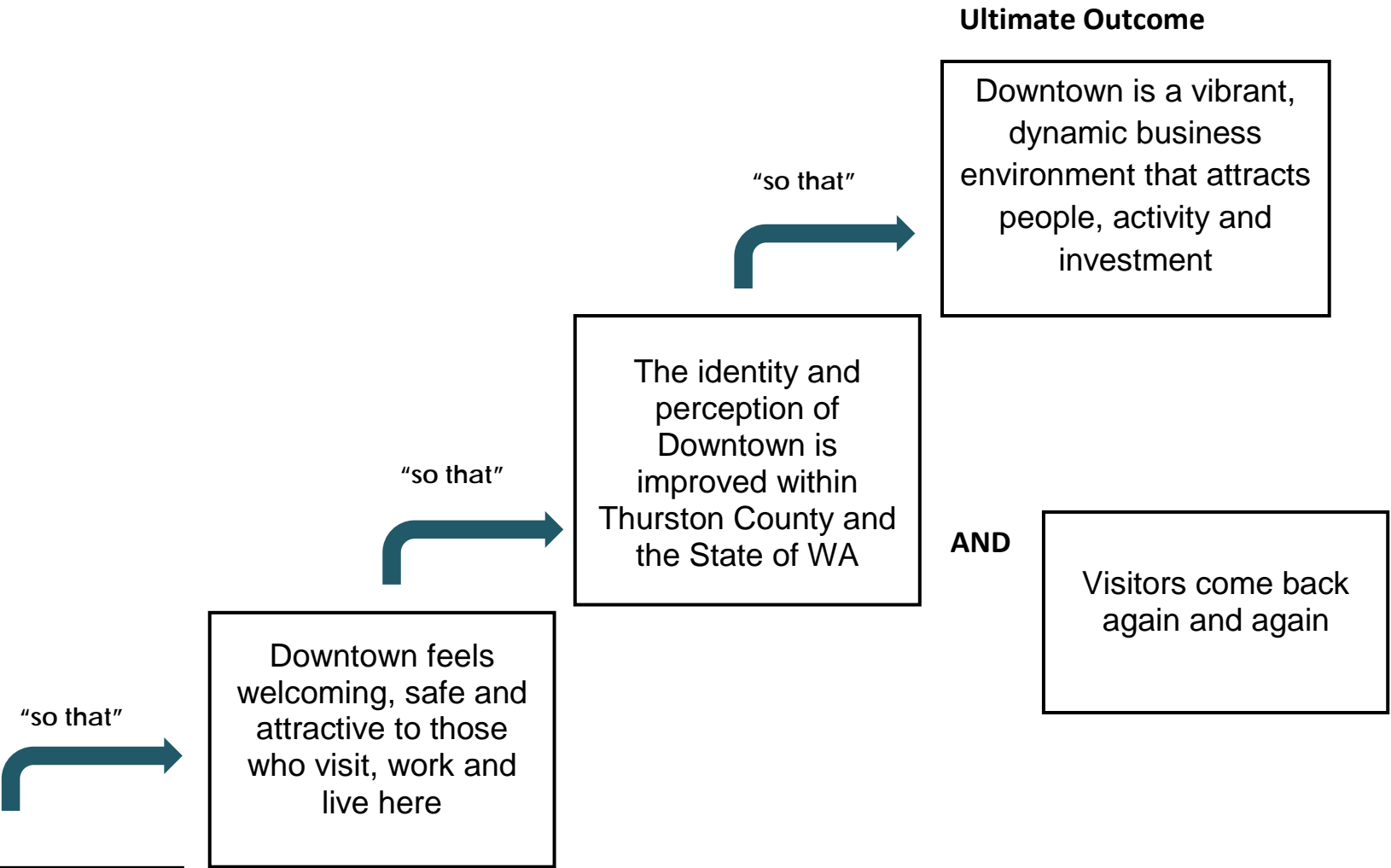
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Fund small projects that contribute to an attractive, welcoming Downtown

2018 Initiatives:

- Hang and maintain flower baskets
- Make a public art investment



Marketing

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

We spread a unified, positive message about Downtown and ways to experience it

People are motivated to visit, shop and participate in events Downtown more often

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

- Guidance:
- Be timely
 - Promote shop local
 - Coordinate with ODA on overarching image and message

2018 Initiatives:

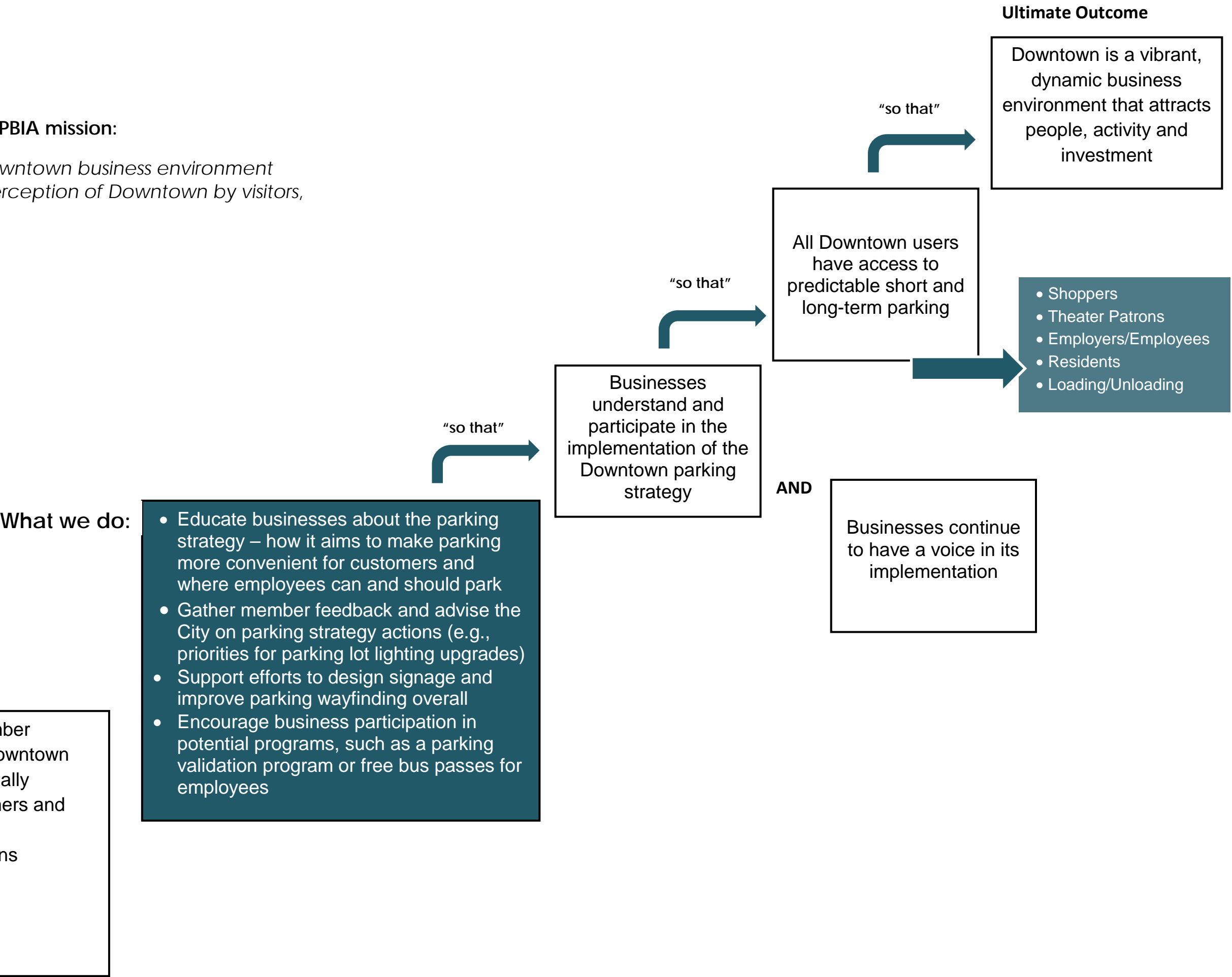
- Guide a contracted agent (possibly in partnership with the ODA) to develop creative content and messages, and coordinate placement of ads and stories through various media outlets
- Host Twinklefest
- Create a welcome packet for new downtown residents
- Sponsor local events (i.e., Pride)

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners



Small Business Support/Resources

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business and professional training programs
- Encourage members to participate

Downtown businesses have the tools and trainings they need to be successful

Businesses can stay and thrive in Downtown as the local economy grows

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

2018 Initiatives:

- Promote the myriad small business support resources available in our region through communication functions



2019 Major City Planning Projects

Last updated 12.06.2018

ABC Order ..	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Expected Adoption	Action Area
Downtown Design Guidelines Update Joyce Phillips 360.570.3722 jphillip@ci.olympia.wa.us													06/19	DT
Downtown Wayfinding Plan Kellie Braseth 360.753.8361 kbraseth@ci.olympia.wa.us													12/19	DT
Homelessness Response Plan olympiawa.gov/homelessness Stacey Ray 360.753.8046 sray@ci.olympia.wa.us	Public Engagement TBD - To Stay Informed Sign Up for Our Homeless Response Enewsletter at olympiawa.gov/subscribe												10/19	CSH
Neighborhood Centers Not Yet Assigned													2020	NBHD
Parking Strategy olympiawa.gov/parkingstrategy Max DeJarnatt 360.570.3723 mdejarna@ci.olympia.wa.us													02/19	DT
Sea Level Rise olympiawa.gov/sealevel Susan Clark 360. 753.8321 searise@ci.olympia.wa.us													02/19	DT
Short-term Rental Policies Leonard Bauer 360.753.8206 lbauer@ci.olympia.wa.us													06/19	NBHD
Sign Code Update olympiawa.gov/signcode Joyce Phillips 360.570.3722 jphillip@ci.olympia.wa.us													02/19	Econ
Shoreline Master Program Periodic Update Not Yet Assigned													2020	Env
Sub-Area Planning Sub-Area Eastside Neighborhood Leonard Bauer 360.753.8206 lbauer@ci.olympia.wa.us													2019	NBHD
Transportation Master Plan Sophie Stimson 360.753.8497 sstimson@ci.olympia.wa.us													2019-20	Econ
Wastewater Management Plan Susan Clark 360. 753.8321 sclark@ci.olympia.wa.us													10/19	Env
West Bay Park & Restoration Plan olympiawa.gov/westbaypark Laura Keehan 360.570.5855 lkeehan@ci.olympia.wa.us													08/19	Env
2019 EDDS Update olympiawa.gov/EDDS-updates Steve Sperr 360.753.8739 ssperr@ci.olympia.wa.us													12/19	Econ
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Expected Adoption	

Stay Connected

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Icon Key

- Anticipated Public Engagement Opportunities
- Work In Progress
- Recently updated or added

Abbreviation Key

- CSH Community Safety & Health
- DT Downtown
- Econ Economy
- Env Environment
- NBHD Neighborhoods
- OPC Olympia Planning Commission
- LUEC Land Use & Environment Committee

Completed 2018

Downtown Sanitation Master Plan | Mark Rentfrow
Missing Middle Housing | Leonard Bauer, Joyce Phillips

Ongoing Work

Action Plan | Performance Measurement
Community Report Due Out March 2019
olympiawa.gov/actionplan



PBIA Advisory Board

Discussion about 2019 Work Plan Priorities

Agenda Date: 2/6/2019
Agenda Item Number: 6.F
File Number: 19-0134

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

Title

Discussion about 2019 Work Plan Priorities

Report

Issue:

Ongoing work regarding development of PBIA's 2019 work plan

Staff Contact:

Max DeJarnatt, Senior Program Assistant, PBIA Staff Liaison, mdejarna@ci.olympia.wa.us, 360-570-3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) 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.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2019.

Neighborhood/Community Interests (if known):

The PBIA's mission helps carry out Olympia's Downtown retail vision.

Options:

Please review the maps - Did we get it right?

Financial Impact:

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2019 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

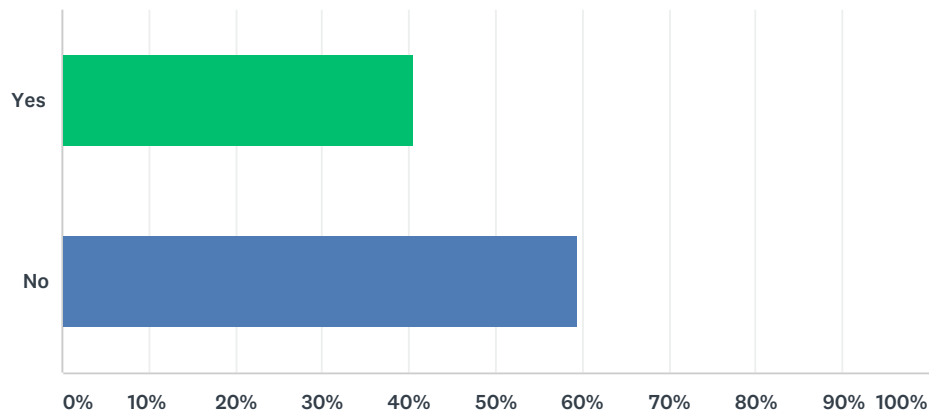
Public Value maps

2019 Budget

2019 Planning Timeline

Q1 The PBIA invested in new, warmer lightbulbs for the downtown snowflakes and heavily promoted Twinklefest window decorating this past holiday season. Did you notice a positive difference?

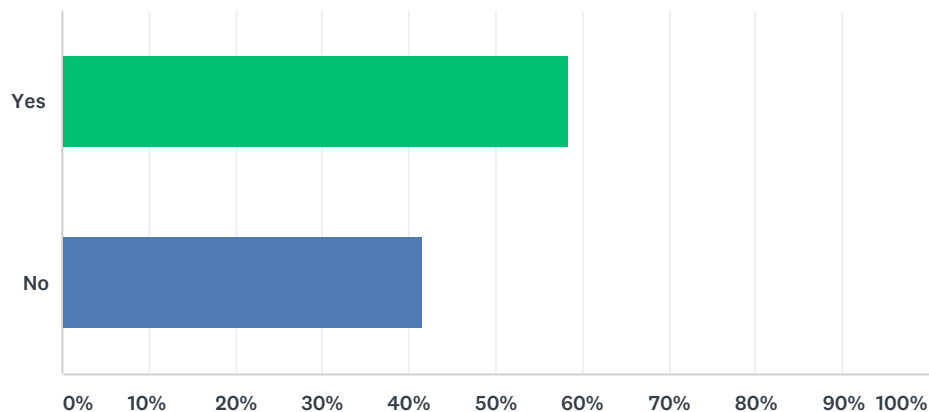
Answered: 96 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	40.63%	39
No	59.38%	57
TOTAL		96

Q2 The PBIA helps to fund the Downtown Ambassador and Clean Team program. Have you noticed a positive difference since the City brought the program in-house as of January 1, 2018?

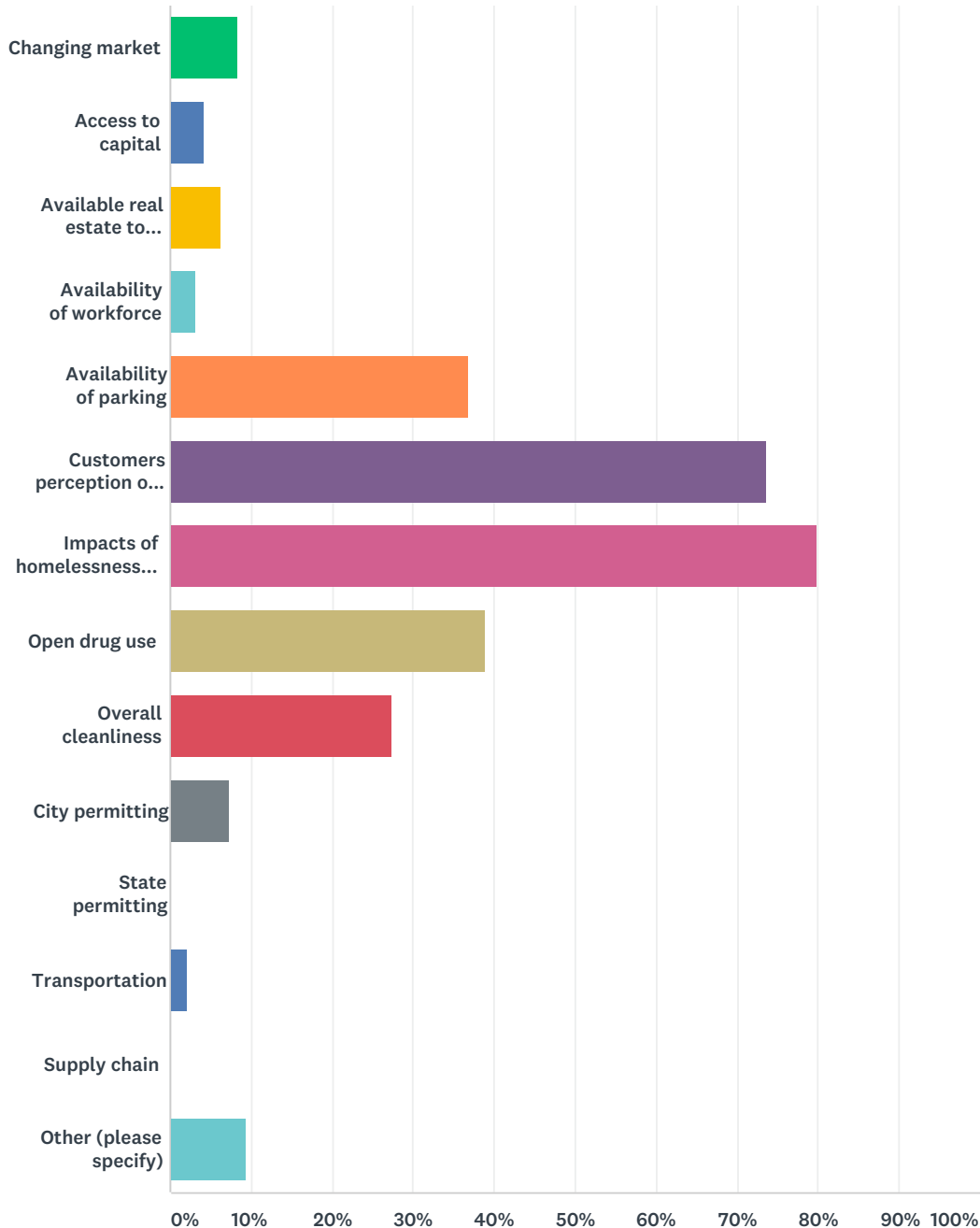
Answered: 96 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	58.33%	56
No	41.67%	40

Q3 What is the biggest challenge facing your downtown business? Select up to three.

Answered: 95 Skipped: 1



ANSWER CHOICES	RESPONSES	
Changing market	8.42%	8
Access to capital	4.21%	4
Available real estate to expand operations	6.32%	6

PBIA Short Survey

Availability of workforce	3.16%	3
Availability of parking	36.84%	35
Customers perception of downtown being unsafe	73.68%	70
Impacts of homelessness & street dependency	80.00%	76
Open drug use	38.95%	37
Overall cleanliness	27.37%	26
City permitting	7.37%	7
State permitting	0.00%	0
Transportation	2.11%	2
Supply chain	0.00%	0
Other (please specify)	9.47%	9
Total Respondents: 95		

Q4 What else would you like us to know?

Answered: 43 Skipped: 53

Q4 What else would you like us to know?

Answered: 43 Skipped: 53

#	RESPONSES	DATE
1	Buildings and vehicles are vandalized downtown. My 21-year old son was assaulted downtown by a man who appeared to be either high or mentally ill. Punks throw themselves and their belongings in front of traffic just to cause a scene. Junkies openly shoot up on the sidewalks, and the police do nothing. There is trash, excrement, cigarette butts, used needles and vomit on the streets of our beautiful town. Just this week there was a random shooting deaths downtown!! I am both a business owner and a resident of downtown and have observed a tipping point in the failure to enforce laws and ordinances. Something needs to done. Homelessness is a problem we must handle with compassion, but the lawlessness must stop. The ruffians harm both business and the vulnerable homeless population.	4/6/2018 8:13 AM
2	shop owners and their employees should not be using street parking....handicap or otherwise.	4/5/2018 2:13 PM
3	Family friendly safe Downtown is the goal.	4/5/2018 9:55 AM
4	Add a multi level parking lot in place of one of the city lots	4/4/2018 9:50 PM
5	Downtown challenges seem to be going in the wrong direction. This city is a jewel and the priorities of our council are skewed. I want grand mothers and grand babies downtown. We need to take care of our own - houseless people - but we can't carry the west coast. I am so sad right now about downtown. It's so much worse. Breaks my heart and I've been at this for 40 years.	4/4/2018 9:39 PM
6	Bathroom availability is an issue for Traditions. On sunny days in the summer we have a line out the back door waiting for our two bathrooms. For little kids in the fountain it's too far to walk to the Heritage Park bathrooms. That line will probably get longer with the new parks planned. Even a Portland style bathroom in the lot where the Alano club was could give us a relief.	4/4/2018 3:04 PM
7	We need to address the homeless issue	4/4/2018 1:43 PM
8	Downtown Olympia is important and needs constant attention. Like all housekeeping, it is never finished.	4/4/2018 1:09 PM
9	I THINK YOU ARE RUNNING AN EXTORTION RACKET AND I PLAN ON NEVER FUCKING PAYING YOUR NEXT-TO-WORTHLESS, OVER-FUNDED, ELITIST BULLSHIT ORGANIZATION. WHAT ARE YOU GONNA DO, JUST KEEP SENDING US TO COLLECTIONS. FUCK YOU.	4/4/2018 1:07 PM
10	Spending resources of holiday lights or other promotions is not a substitute for a clean and safe downtown. We must increase security in order to be able to have a vibrant downtown.	4/4/2018 11:42 AM
11	I haven't been able to hire employee due to the downtown issues. They don't want to work here.	4/3/2018 1:15 PM
12	Ownership changes the perspective of how your surroundings are kept, security, etc.. Renters care too but most feel they have no say or control. Knowing PBIA has no control of providing available market rate condo's and their are plans in the works to build some... Creating a information packet for the new residents to get involved to improve our wonderful City... Thanks for all you do Sincerely Jerry Magnoni	3/30/2018 10:31 AM
13	It would be great for the PBIA/city to listen to the demographics of their survey results. I noticed this survey asked for none. Taking action on feedback is only helpful if it's based on a fair balanced reflection of the population surveyed. It would also be great for the city to make data-based recommendations and policy decisions with measurable success and best practices in mind. We are going to lose solid businesses owned by local people if the city maintains favoritism to developers, weird obstructionist libertarian tones and a blind, dated uninformed commitment to trickle down economics. If the PBIA wants more successful businesses downtown, ask those that are successful what helps and what does not and then work to support those needs.	3/29/2018 1:47 PM
14	In need of larger sidewalks, remove a lane of parking	3/28/2018 4:07 PM
15	what are you doing about parking as indicated in your name?	3/28/2018 2:11 PM
16	quit wasting money trying to promote the artesian well "park"	3/28/2018 11:38 AM

PBI A Short Survey

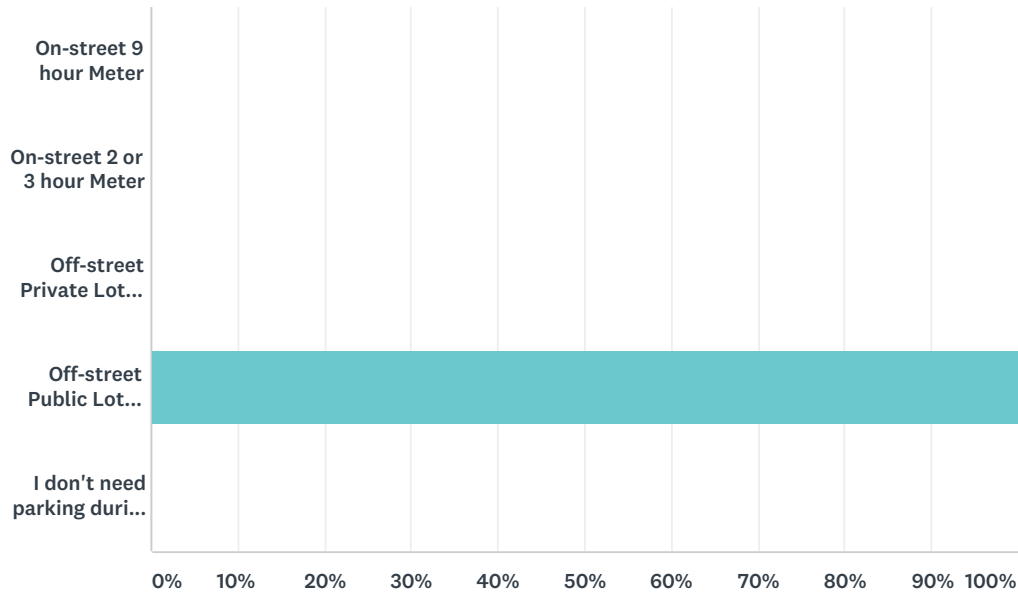
17	Aggressive and violent street people are at an all time high. Very difficult to run a business with this element.	3/28/2018 10:44 AM
18	It is not just a perception that downtown is unsafe. The city allows people to break trespassing laws, openly use drugs and leave human waste, garbage and used heroin needles in the alcoves of our businesses and it makes it unsafe for visitors and all of the people who work downtown. It's sad that the capital city doesn't have the political will to enforce the laws on the books, and therefore most people that I know don't come downtown because it is dirty, lawless and unsafe.	3/28/2018 7:55 AM
19	Having homeless services located on main thoroughfares has a big impact on perceptions. Walking downtown streets at night, one sees homeless folks sleeping in many of the doorways of businesses. This has an impact on their decision about coming back downtown.	3/27/2018 5:08 PM
20	We have not renewed a long term lease for our business space. We plan to move out of downtown because the homeless have made downtown their home.	3/27/2018 5:04 PM
21	Heavily promoted Twinklefest? We got Twinklefest info one day before decorations were supposed to be done/photographed. This is the 5th year of Twinklefest and Christmas support has gotten worse and more slip shod every year.	3/27/2018 3:57 PM
22	We have great concerns over downtown becoming more homogenous as rentals rise, forcing out the boutique style businesses and other small businesses that can't afford the rising rates and the overall effect of losing the downtown character that we have now.	3/27/2018 2:32 PM
23	I love the flower baskets! Can't wait for them to return	3/27/2018 2:18 PM
24	What have we done to get more parking?	3/27/2018 2:10 PM
25	Would love an east/west "Dash" or free bus zone on 4th and State to make use of parking uptown and grabbing the bus to come down for work, shopping, events, etc.	3/27/2018 2:00 PM
26	Would like to see more promotion of Olympia's "indie" heritage and image. Local, small, quirky business, not chains and just-like-everywhere else. That's what out-of-towners come to see.	3/27/2018 1:20 PM
27	The Providence center and all of the facilities to cater to the homeless population have, in my opinion, failed. Driving into and thru downtown Olympia is quite the site now.	3/27/2018 12:31 PM
28	Twinklefest is great, but having to keep our display up after December 25 has limited our ability to display for the New Year holiday. We'll be more likely to participate next year if we can change it before December 31.	3/27/2018 12:18 PM
29	The number of street people and their behavior have gotten completely out of control. I feel like they have taken over our town.	3/27/2018 12:16 PM
30	My business is fortunate to be strong and healthy enough to survive the current downtown situation but it is a constant struggle to keep drug deals out of my place of business. My staff has had to become monitors and polices it regularly. Our yelp reviews continue to get more focused on our place being great if you can deal with the sketchiness around our building or they just literally come down to eat and go elsewhere because they feel uncomfortable. We do our best but my staff is stressed to the max.	3/27/2018 11:52 AM
31	Do we really need a PBI A? why not bring it inside the city? I honestly want to know. so many layers of organizations. I appreciate the work and effort. but is it necessary to have PBI A as a separate entity? After all these years, i am probably not the only one to wonder	3/27/2018 11:50 AM
32	Quit letting the people with disabled parking permits and license plates chain park for all day plus+, I watch everyone of them capable of walking away no problem to their work and apartments..	3/27/2018 11:35 AM
33	The Providence site is a mess beyond description. Horrible impression on a primary street in downtown. Street camping allowed with apparently no limits enforced. Needs to be moved to a less conspicuous spot. Of course the artesian well site continues to be a disaster of open drug use and violence. The perception created by these two horribly ill-conceived sites convinces people to stay away from the downtown area and take their business elsewhere. .	3/27/2018 11:33 AM
34	Leading with a question about new lights more or less tells me where your heads are at and my hops of seeing positive changes or investment in issues that actually matter to downtown aren't likely to happen. Please consider taking a stand and investing towards the human element in downtown.	3/27/2018 11:26 AM
35	The homeless problem really effects business. If we could we would move our business out of downtown.	3/27/2018 11:19 AM

PBIA Short Survey

36	<p>We have no faith in the city to hear our concerns, we've been to meetings and been shouted down. We try to keep our doorway clear and we get boycotted. We want to work with the homeless advocates but they (and those of you on the council who see through that lens first), are oblivious at best as hostile at worst toward any dissenting opinion. We love our community and do our best to show it, but we also watch kids sit and sell drugs on 4th ave on the side of the pet store, most times with toddler age children in tow. What happens when someone gets desperate and tries to rob them? They hang out there instead of the park around the corner because there are cameras on the park. The Police officers say the city told them not to bother street folks, so that's what we're up against. My employees don't feel safe after work, day or night, because every one who has worked downtown for more than a year has a story of being followed and asked for money because everyone knows restaurant workers oftentimes have cash after their shift. One of my servers had some homeless men catcall and harass her one morning before my shop opened. My early morning baker has been flashed. It's a problem and no one thinks the solution is "cleaning the streets". We want to be Olympia, be compassionate, but we have too much on our plate running businesses, raising families, and dealing with the repercussions of your (the city's) utter inaction to really be effective. The city allows the vocal, hostile minority to impose their very specific vision on everyone who lives or visits here. Its not working.</p>	3/27/2018 10:52 AM
37	<p>The street dependent population in the alley way off of 4th avenue by king Solomon's reef and quality burrito has gotten out of hand and customers have directly told us that the sheer volume of people loitering and pan-handling has caused them to not visit our business. Something needs to be done to police it because our business' are suffering as a direct result</p>	3/27/2018 10:51 AM
38	<p>Changing the aspect of downtown from a homeless people haven into downtown is a safe and fun place to be at will bring back more visitors. As a person that lived in 6 countries in Europe I know for sure that the heart of a city needs to be clean of drug use and homeless people. This is the business card of a City and a destination. Needs to look clean, feel safe and by entertaining.</p>	3/27/2018 10:41 AM
39	<p>It seems the "graffiti artists" are getting the best of us, especially in the alley ways. I've noticed that no sooner than a business applies a coat of paint to the facade, it's tagged very quickly, sometimes the same day. Realizing there's nothing that can be done to avoid this (they're sneaky), I just wanted to mention it, as it does contribute to the overall "feel" of a somewhat dangerous environment.</p>	3/27/2018 10:26 AM
40	<p>Support the arts and subsidize entrepreneurs</p>	3/27/2018 10:22 AM
41	<p>Out of town guests are posting on social media about downtown Olympia not being safe.</p>	3/27/2018 10:20 AM
42	<p>We are delighted that the downtown ambassadors are now within city government. It may be too early to see the difference downtown, however their stability with good management and opportunity to coordinate services with city staff and police is valued. They are a great resource and we love them.</p>	3/27/2018 10:10 AM
43	<p>Testing</p>	3/19/2018 8:14 AM

Q1 Parking enforcement operates Monday-Friday 8-5pm. During these hours, where do you prefer to park?

Answered: 40 Skipped: 0

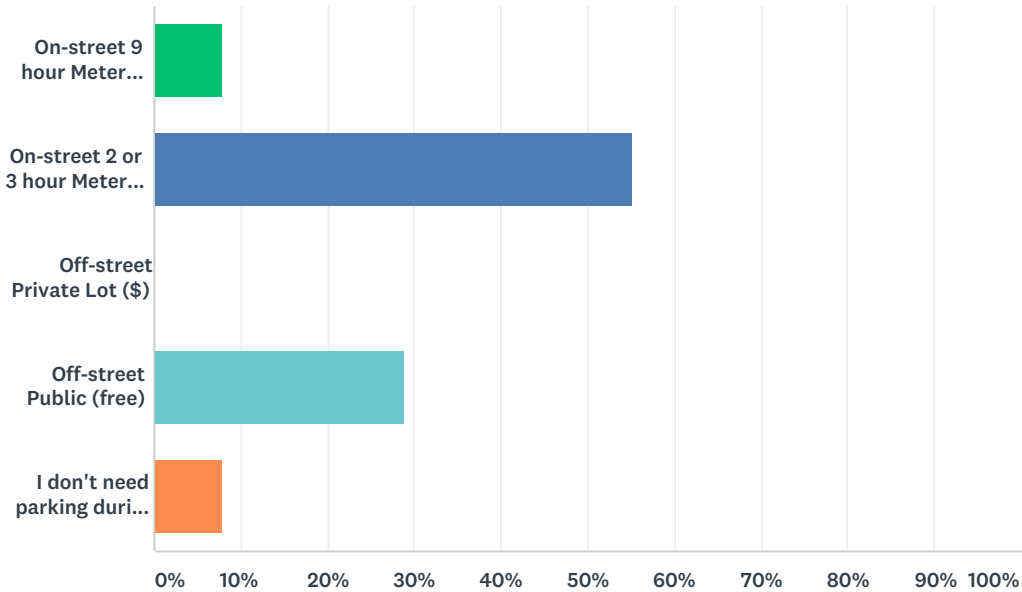


ANSWER CHOICES	RESPONSES	
On-street 9 hour Meter	0.00%	0
On-street 2 or 3 hour Meter	0.00%	0
Off-street Private Lot (Leased)	0.00%	0
Off-street Public Lot (Leased)	100.00%	40
I don't need parking during these times	0.00%	0
TOTAL		40

Q2 During evenings and weekends, where do you prefer to park?

Answered: 38 Skipped: 2

PBIA Short Parking Survey

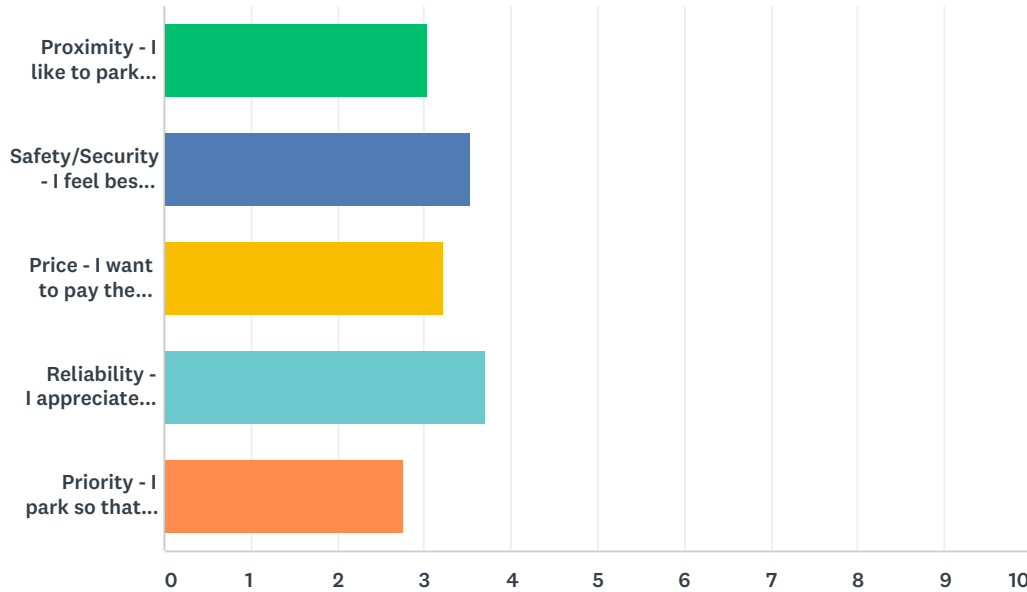


ANSWER CHOICES	RESPONSES	
On-street 9 hour Meter (free)	7.89%	3
On-street 2 or 3 hour Meter (free)	55.26%	21
Off-street Private Lot (\$)	0.00%	0
Off-street Public (free)	28.95%	11
I don't need parking during these times	7.89%	3
TOTAL		38

Q3 When deciding where to park, please rank the following choices on a scale of 1-5, with 1 being your highest priority and 5 being the least of your priorities:

Answered: 40 Skipped: 0

PBIA Short Parking Survey



	1	2	3	4	5	N/A	TOTAL	SCORE
Proximity - I like to park as close as possible to work, even if that requires moving my vehicle to avoid tickets	17.65% 6	26.47% 9	2.94% 1	11.76% 4	23.53% 8	17.65% 6	34	3.04
Safety/Security - I feel best with a well-lit, obstacle-free path to and from my vehicle	34.38% 11	12.50% 4	28.13% 9	21.88% 7	3.13% 1	0.00% 0	32	3.53
Price - I want to pay the least amount possible for parking	12.50% 4	15.63% 5	40.63% 13	9.38% 3	6.25% 2	15.63% 5	32	3.22
Reliability - I appreciate having a space available for me off-street	29.73% 11	32.43% 12	18.92% 7	16.22% 6	2.70% 1	0.00% 0	37	3.70
Priority - I park so that customers have priority over spaces closer to my place of work	18.92% 7	13.51% 5	2.70% 1	21.62% 8	24.32% 9	18.92% 7	37	2.77

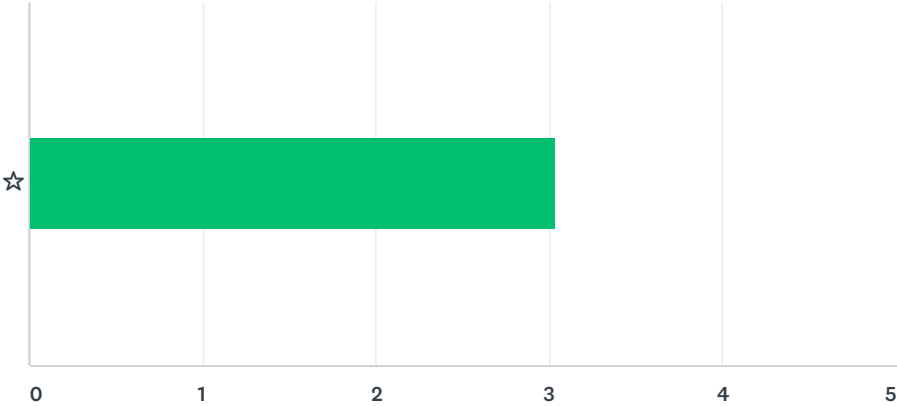
Q4 The draft parking strategy aims to maximize use of on-street parking in the downtown core for customers, while providing lower cost, longer duration options for employees outside the core. What, if anything, do you currently do to encourage employees to minimize impact to the downtown core parking supply?

Answered: 25 Skipped: 15

Q5 Considering both customers and employees, how satisfied are you with your current parking options (on-street, private lots, city owned lots)?

Answered: 38 Skipped: 2

PBIA Short Parking Survey



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	13.16% 5	21.05% 8	28.95% 11	23.68% 9	13.16% 5	38	3.03

Q6 What else would you like us to know?

Answered: 20 Skipped: 20

Q4 The draft parking strategy aims to maximize use of on-street parking in the downtown core for customers, while providing lower cost, longer duration options for employees outside the core. What, if anything, do you currently do to encourage employees to minimize impact to the downtown core parking supply?

Answered: 25 Skipped: 15

#	RESPONSES	DATE
1	Nothing	7/9/2018 10:58 AM
2	Most of my staff ..live close or take bus if not they park at 9 hr meters	7/9/2018 10:00 AM
3	Bicycling	7/9/2018 9:14 AM
4	We let them know upon hiring where they can park	7/9/2018 7:41 AM
5	We encourage carpool, biking and walking if possible.	7/5/2018 10:36 AM
6	Discourage driving at all - 4 of 5 of my employees don't drive a vehicle to work	7/4/2018 8:47 PM
7	pay for spots in a lot	7/3/2018 4:45 PM
8	We require our staff to not park in 2 or 3 hour meters. We will fire a staff member for parking in the core of downtown.	7/3/2018 4:35 PM
9	We pay for lot parking for our employees	7/3/2018 1:34 PM
10	provide public lot parking pass	7/3/2018 6:38 AM
11	We provide subsidies so they can afford to park in off street lots. We don't want them to worry about having to move their car throughout the day.	7/2/2018 1:29 PM
12	Suggest riding bicycle, provide enclosed bike room within office, provide shower access.	7/2/2018 12:51 PM
13	N/A	7/2/2018 12:43 PM
14	We require regular employees to you off-street leased parking, which we (employer) provide to our regular full time employees at our expense.	6/29/2018 1:31 PM
15	Simplify the process for monthly parking payment.	6/29/2018 9:08 AM
16	I'm an employee	6/28/2018 1:40 PM
17	All employees have paid parking in a downtown off-street private parking lot. The bank's entire parking lot is reserved for customers.	6/28/2018 1:35 PM
18	I do not have employees, I am an employee	6/28/2018 11:40 AM
19	Our policy guide requires that our staff use either 9 hour meter or a leased lot. We do pay a small amount toward the leased option.	6/28/2018 11:13 AM
20	We lease them a spot in the city owned lot behind State Theatre	6/28/2018 10:25 AM
21	N/A	6/28/2018 8:37 AM
22	I'm not in charge of our parking policy	6/28/2018 8:21 AM
23	pay for their leased parking	6/28/2018 7:58 AM
24	There are only two of us and we have spots in a public lot	6/28/2018 7:53 AM
25	We buy all full - time employees parking passes in city owned lots. Wish there was a shared or part-timer option as has been discussed in the part.	6/27/2018 4:23 PM

Q6 What else would you like us to know?

Answered: 20 Skipped: 20

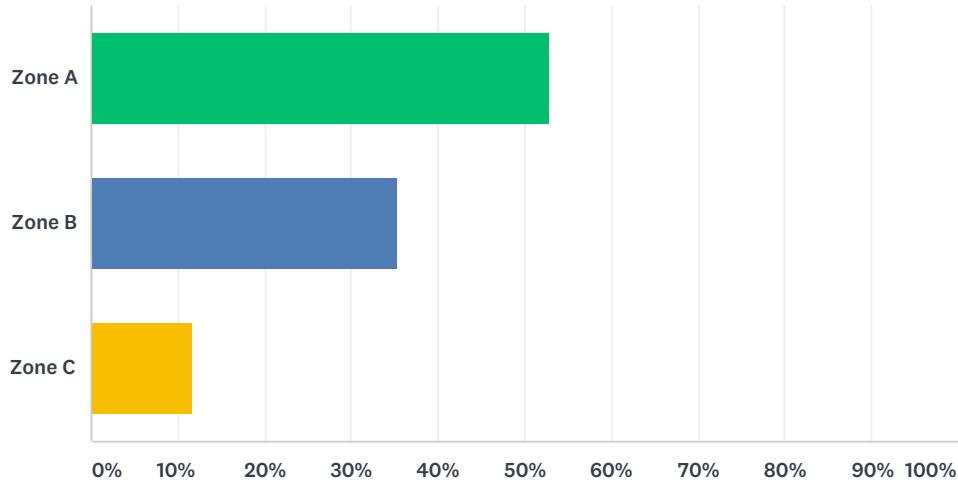
#	RESPONSES	DATE
1	We have many employees that bicycle 50% of the time or greater to work. It would be really nice if the City had a parking program that encouraged this. for bike commuters, it doesn't make sense to purchase a monthly permit.	7/9/2018 10:58 AM
2	My customers are starting to avoid down town in general ..Parking,homeless and having to pay for parking ...they can go to place that has parking	7/9/2018 10:00 AM
3	I'd like more 15 minute meters near my business	7/4/2018 8:47 PM
4	thanks for asking. increase the walking patrol and ambassadors = safety and community feel downtown	7/3/2018 4:45 PM
5	We paid for parking in the city lot behind the theatre on Washington & 4th for 20 years for our employees. Recently we have had to move due to the drug addicts and homeless campers who blocked access. When I raised the issue with the City, I was told there was nothing they could do. I understand that since we moved to a private lot, that some effort has been made to reduce the crime in the theatre lot, so we hope to move back. Just this past week, however, the campers seem to have proliferated there. You have a significant health and safety problem in your downtown parking lots.	7/3/2018 1:34 PM
6	I think security is the main issue, public lots are a great option for employees but it needs to be safer, especially for people that stay later at work.	7/3/2018 6:38 AM
7	We wish there were more high density off street parking options. We're not in favor of off street surface parking lots; especially in our downtown core.	7/2/2018 1:29 PM
8	Is there any incentive for the city to 'pay' bicycle commuters to not drive to work each day?	7/2/2018 12:51 PM
9	Developing parking structures ingrained in new development projects should be considered. Angled parking on downtown streets will help relieve strain. If you remove a lane of driving each direction on streets it will improve the walkability of downtown while providing the parking for businesses.	7/2/2018 12:43 PM
10	Not enough room here. If you'd like to hear my thoughts about the parking situation based on our location (corner of State and Washington) and about 30 years of history here. My name is David Rauh and you can reach me at 360-561-5182. I do NOT think Olympia needs a parking garage; nor do I believe that Olympia is woefully under-supplied with parking.	6/29/2018 1:31 PM
11	I hate that I have to dodge tents and humans as I enter the parking lot. I pray every day that I don't have to park on the far side as that's where the homeless take over the entire area. Yesterday I saw a few men "smoking a bowl" of what, I don't know. There is always a lady higher than a kite yelling at everyone. Some of the homeless act like they will jump in front of your car as they want - what a lawsuit? This situation alone is making me rethink my employment in Olympia. It's getting worse every day. We are becoming garbage.	6/28/2018 1:40 PM
12	Olympia does not have a parking problem. We have abundant parking available on streets and in private and public parking lots. If the city is interested in building a parking garage, they should realize that they are going to lose a lot of money on it and that homelessness and clean and safe issues are far bigger issues impacting downtown Olympia.	6/28/2018 1:35 PM
13	Neither lot I can get passes to through my job feels safe anymore. Not so much that the people hanging out there feel unsafe as that there's so many people hanging out, all day, in parking spaces that I don't feel like my vehicle is very safe. And sometimes it's hard to find a space because there are tents, and people that aren't supposed to be there, but that no one does anything about.	6/28/2018 11:44 AM
14	At the corner of State and Washington, there is often a person/persons with all their "valuables" camping in a spot or between the rows of cars. This sometimes leaves no place to park and does not make me feel safe. Something needs to be done to allow us to park in spots that we pay for. Do they lease they spots?	6/28/2018 11:40 AM

PBIA Short Parking Survey

15	More designated employee parking would be really helpful. Better management of city lots ie cleanliness is needed.	6/28/2018 11:13 AM
16	Parking, or lack thereof, downtown is more of a misperception than reality. I've worked downtown for 30 years and there is usually a spot on the street at any given time to park. My clients have never complained about lack of parking.	6/28/2018 10:25 AM
17	I am disappointed with the lack of security and safety in city owned leased lots. I have leased a space in the smart lot for eight years. Last year my windows were broken out, this year the doors were scratched. I feel the city is responsible for security and damages. I also have to compete with tents for parking spaces. We have had employees cars vandalized in the Washington and state lot. Their deductible was a weeks wages.	6/28/2018 7:58 AM
18	Transients often block parking with tents, carts, and garbage in the lot I use. This is getting out of hand.	6/27/2018 6:58 PM
19	Unfortunately the care center location has made many of our staff reluctant to park at State & Washington. Several will not park at Franklin either as they have to walk by it or bus station. Busses coming in so fast off State make it dangerous to walk on that side of State past IT on that side of State. Have had to run or jump to avoid being hit on several occasions.	6/27/2018 4:23 PM
20	If there were more public lots, free to park in, more people would come to downtown and spend their money in local business'. Downtown San Antonio is a really good example of abundant free parking which encourages local economic growth	6/27/2018 3:23 PM

Q1 Which zone is your business in? Map (pdf)

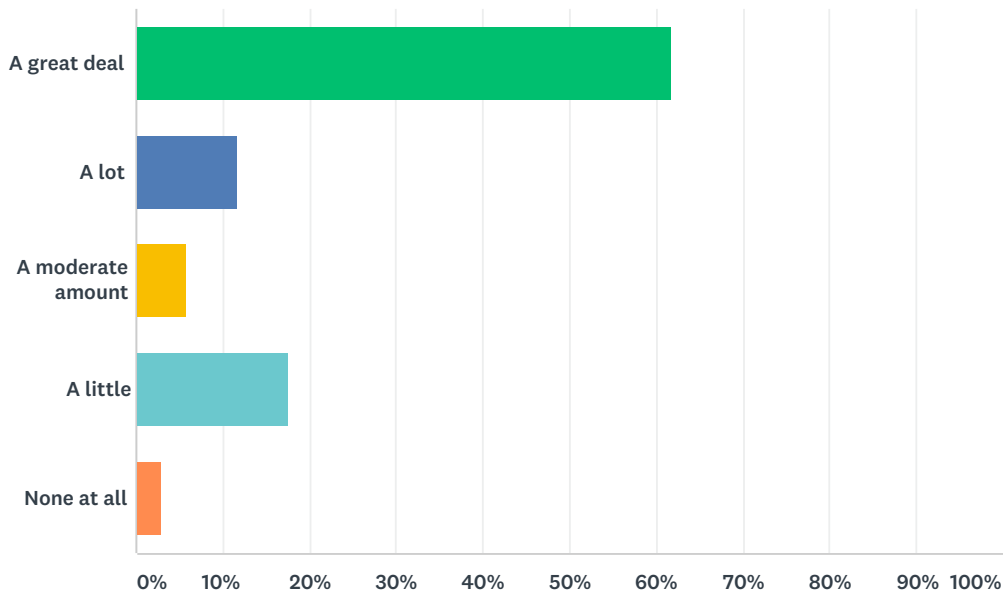
Answered: 34 Skipped: 1



ANSWER CHOICES	RESPONSES	
Zone A	52.94%	18
Zone B	35.29%	12
Zone C	11.76%	4
TOTAL		34

Q2 To what degree does your business depend on available on-street parking?

Answered: 34 Skipped: 1

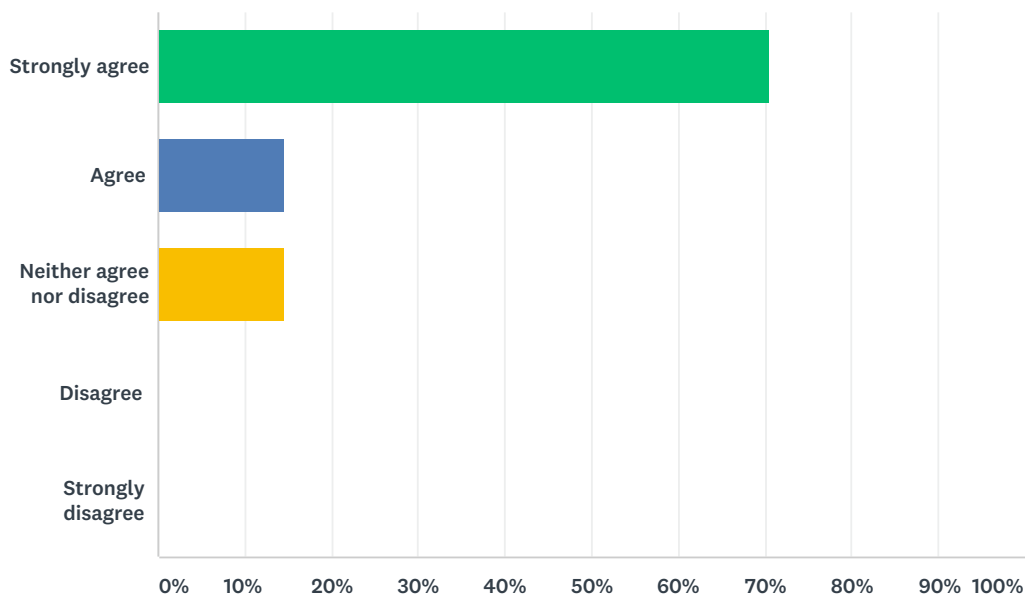


PBIA Holiday Parking Survey

ANSWER CHOICES	RESPONSES	
A great deal	61.76%	21
A lot	11.76%	4
A moderate amount	5.88%	2
A little	17.65%	6
None at all	2.94%	1
TOTAL		34

Q3 The Complimentary Holiday Parking is critical to encourage customers to visit Downtown during an important retail season

Answered: 34 Skipped: 1

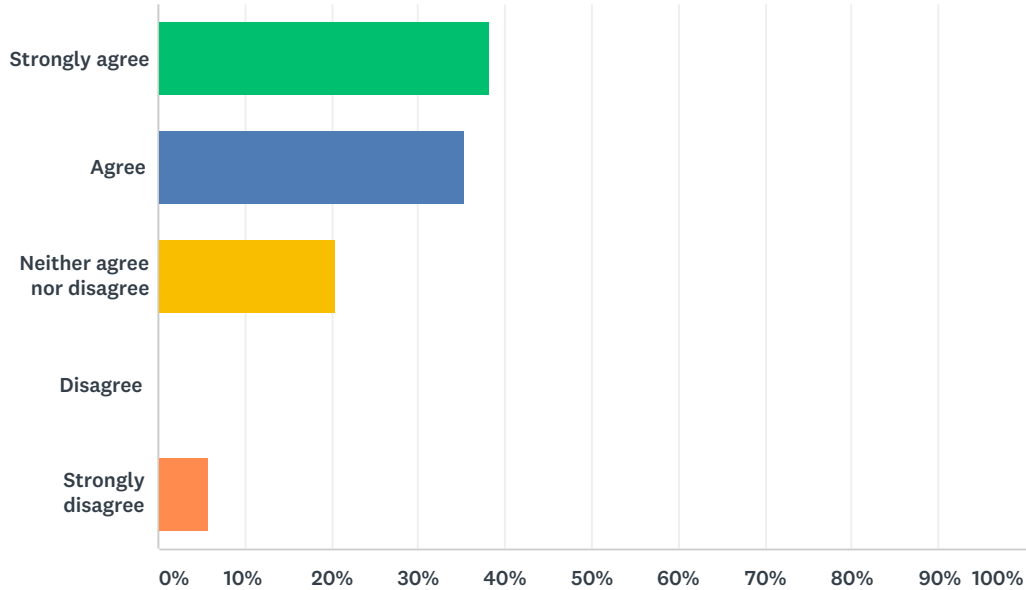


ANSWER CHOICES	RESPONSES	
Strongly agree	70.59%	24
Agree	14.71%	5
Neither agree nor disagree	14.71%	5
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		34

Q4 On the whole, the Complimentary Holiday parking is used as intended - by Downtown customers

Answered: 34 Skipped: 1

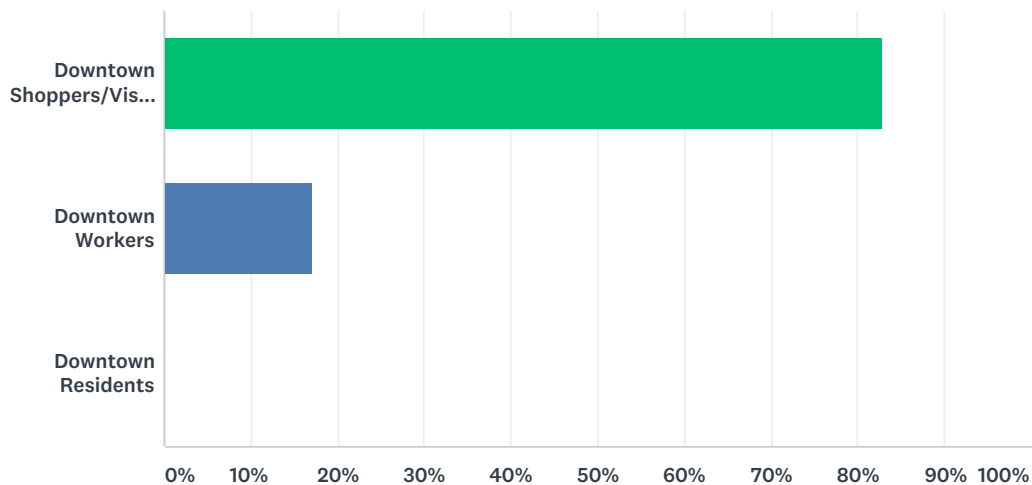
PBIA Holiday Parking Survey



ANSWER CHOICES	RESPONSES	
Strongly agree	38.24%	13
Agree	35.29%	12
Neither agree nor disagree	20.59%	7
Disagree	0.00%	0
Strongly disagree	5.88%	2
TOTAL		34

Q5 In your experience, who benefits the most from Complimentary Holiday parking?

Answered: 29 Skipped: 6



ANSWER CHOICES	RESPONSES	
Downtown Shoppers/Visitors	82.76%	24

PBIA Holiday Parking Survey

Downtown Workers	17.24%	5
Downtown Residents	0.00%	0
TOTAL		29

Q6 What, if anything, would make the Complimentary Parking program more successful?

Answered: 26 Skipped: 9

Q7 Please briefly describe any measures taken to dissuade employees from using the Complimentary parking

Answered: 28 Skipped: 7

Q8 What else would you like us to know?

Answered: 18 Skipped: 17

Q6 What, if anything, would make the Complimentary Parking program more successful?

Answered: 26 Skipped: 9

#	RESPONSES	DATE
1	Identify the worker's cars and pressure them not to use their customer's parking.	1/7/2019 11:33 AM
2	The time limit could be lifted to a higher amount. Especially through out the year as for example, Our tattoo shop often has appointments that last 4-6 hours. It's very inconvenient to have to stop to have our clients move there cars at the 3 hour mark. :D	1/7/2019 10:26 AM
3	Better knowledge of it.	1/4/2019 10:34 AM
4	I think it is a success. It was certainly loved and well received by my clients.	1/4/2019 10:16 AM
5	No time limit! Parking is a huge issue with customers and any barrier is too much. We are lucky people come downtown at all, given all the bull larky they here in the news.	1/3/2019 3:06 PM
6	Its a good plan for free parking for the holidays	1/3/2019 11:53 AM
7	A sticker on the meters explaining that time restrictions still apply.	1/3/2019 9:51 AM
8	I think it works great.	1/3/2019 8:28 AM
9	The meters are hard to read sometimes and difficult to know if there is free parking or not.	1/3/2019 8:13 AM
10	Do it more often	1/3/2019 7:58 AM
11	perhaps more advertising or signs that say parking is free, some people did not know about it including myself until i got to the meter to pay. maybe that would encourage more people to come downtown	1/3/2019 7:31 AM
12	not sure	1/2/2019 5:57 PM
13	Advertising - even though it's announced and a banner is placed - so many people are still unaware	1/2/2019 5:28 PM
14	It's fine to encourage patrons to shop during the holidays. But the larger problem is the homeless situation. You can offer free parking all day long year round but that does not negate the fear locals and visitors feel IF they decide to visit. Business owners struggle to stay alive dealing with a problem that continues to grow and worsen each day. Business owners are penalized from so many directions while the derelict troublesome majority of homeless camp out without much consequence. All the while those of us who support our community are expected to pay for these abuses and disrespect, losing customers because someone decided to use our front door as a bathroom	1/2/2019 5:26 PM
15	Extension to include the days leading to the new years	1/2/2019 5:24 PM
16	keep enforcing the time limits	1/2/2019 5:22 PM
17	Expand the number of meters included.	1/2/2019 5:11 PM
18	Provide a lot on the DASH route where employers can buy inexpensive spaces for low-wage employees. Publicize heavily to Downtown Businesses that taking prime parking spots for themselves is hurting their own business.	1/2/2019 5:08 PM
19	Parking Structures	1/2/2019 5:01 PM
20	More time limit enforcement	1/2/2019 4:50 PM
21	BETTER MONITORING OF THE 2 HOUR LIMITS.	1/2/2019 4:50 PM
22	return to free 2 hour parking everywhere	1/2/2019 4:49 PM
23	Having Elves greeting shoppers. Maybe business volunteers sharing the job.	1/2/2019 4:42 PM
24	Better information/control about how business owners are (or are not) "gaming" the system by using/exploiting the parking perk to get employees free parking.	1/2/2019 4:36 PM

PBIA Holiday Parking Survey

25	give us back the 2 smart lots	1/2/2019 4:33 PM
26	More advertising that it's happening	1/2/2019 4:31 PM

Q7 Please briefly describe any measures taken to dissuade employees from using the Complimentary parking

Answered: 28 Skipped: 7

#	RESPONSES	DATE
1	Can the City identify the serial street parkers that are employees and fine them or put pressure on their employer?	1/7/2019 11:33 AM
2	We pay for monthly parking so we don't ever have to worry bout this. A little walk and cold air aint no thing.	1/7/2019 10:26 AM
3	Threatening them.	1/4/2019 10:34 AM
4	I don't understand this question. I encouraged my employee to park in the nine hour meters, like I always do.??	1/4/2019 10:16 AM
5	We tell our employees that the free parking isn't for them and they take away from our business and others alike if they take up the free parking.	1/4/2019 10:13 AM
6	We have paid spots for our employees. How about not having a tent city in the middle of a parking lot so people will park there, instead of the street?	1/3/2019 3:06 PM
7	Keeping the the time limit of free parking	1/3/2019 11:53 AM
8	We rely on volunteers and I encouraged them to use it, they work 4 hours shifts, it's tough when they have to leave the store to move their cars, but they did. But they did park away from the stores, by the lake if necessary.	1/3/2019 9:51 AM
9	Because 9hour meters are not included my staff did not use it - plus most of my staff do not drive - they bus downtown.	1/3/2019 9:13 AM
10	It's only good for 2 hours so I don't see how that really works for employees. Also, employees do a lot of shopping and eating downtown so they are your customers too.	1/3/2019 8:28 AM
11	The Honor System.	1/3/2019 8:13 AM
12	I am one person self-employed	1/3/2019 7:58 AM
13	Most employees have passes to park either in parking lots or parking structures or a 9 hours meter.	1/3/2019 7:31 AM
14	provide parking to employees off street	1/2/2019 5:57 PM
15	leadership, education and directions to other parking	1/2/2019 5:28 PM
16	None	1/2/2019 5:26 PM
17	Our students also act as volunteers. Parking protocol was explained to them.	1/2/2019 5:24 PM
18	we already pay for off street parking for ours!	1/2/2019 5:22 PM
19	Employees already park elsewhere.	1/2/2019 5:11 PM
20	Make available inexpensive parking SOMEWHERE served by the free DASH shuttle.	1/2/2019 5:08 PM
21	offering parking lot passes	1/2/2019 5:01 PM
22	Loss of job	1/2/2019 4:50 PM
23	WE TOLD OUR EMPLOYEES THAT THEY WERE NOT ALLOWED AND WE PARKED IN THE LONG TERM LOTS.	1/2/2019 4:50 PM
24	i dont pay their tickets if they get them	1/2/2019 4:49 PM
25	Asked employees to leave parking for customers. More customers = more tips= \$\$ in pocket	1/2/2019 4:42 PM
26	Not sure there are any "measures taken to dissuade", exactly. In our business it isn't an issue: we provide parking for employees by purchasing parking lot passes for our employees (appx 15 employees (FT)	1/2/2019 4:36 PM

PBIA Holiday Parking Survey

27	None	1/2/2019 4:31 PM
28	I provide offstreet parking for my employees.	1/2/2019 4:30 PM

Q8 What else would you like us to know?

Answered: 18 Skipped: 17

#	RESPONSES	DATE
1	na	1/7/2019 10:26 AM
2	During a stressful holiday season, this was a kind and generous program and I appreciated it. I don't think of it as a program with profit attached, just generosity from the city. This survey makes me feel like it might not happen again next year. I hope you bring it back!	1/4/2019 10:16 AM
3	Barriers like having to pay for parking will drive shoppers away. We hear it all the time from customers	1/3/2019 3:06 PM
4	nothing	1/3/2019 11:53 AM
5	Please continue this courtesy and consider doing it once quarter? Yes please.	1/3/2019 9:51 AM
6	This survey is irrelevant! The PBIA should spend all available resources on influencing city council to move homeless campers out of down town, finding a regional solution	1/3/2019 8:33 AM
7	Please keep the holiday shopping.	1/3/2019 8:28 AM
8	The boardwalk has been affected by all the parking closures. Very difficult for our clients to park now - many are disabled or elder.	1/3/2019 7:58 AM
9	Thank you for all you do to support downtown businesses as well as the health and well being of downtown in general	1/2/2019 5:28 PM
10	At the rate things are going, you won't have many businesses left to offer free parking for any patrons to visit. TRUTH	1/2/2019 5:26 PM
11	Thank you for a great job.	1/2/2019 5:24 PM
12	have a nice day.	1/2/2019 5:22 PM
13	The Complimentary Parking at the Holidays sounds welcoming so it's still a good meme even if it is selfishly and stupidly used. I'd encourage parking enforcement to be very strict in ticketing any violation by business owners parking longer than allowed in free spaces during the Holiday Free Parking period. They must recognize some of the cars.	1/2/2019 5:08 PM
14	We need a well designed parking structure or 2.	1/2/2019 5:01 PM
15	WE APPRECIATE ANY HELP GETTING MORE PEOPLE DOWNTOWN. PARKING STRUCTURE.	1/2/2019 4:50 PM
16	thanks for the efforts you make for us.	1/2/2019 4:49 PM
17	Great program. I hope to see it continue.	1/2/2019 4:42 PM
18	nonothing	1/2/2019 4:31 PM



PBIA Advisory Board

Discussion of Quarterly Survey

Agenda Date: 2/6/2019
Agenda Item Number: 6.G
File Number: 19-0129

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

Title

Discussion of Quarterly Survey

Recommended Action

Whether to launch the first quarterly survey of the year.

Report

Issue:

Whether to launch a survey for ratepayers.

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt

Background and Analysis:

The PBIA's recommended work plan includes this item:

“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 quarterly reports given to the General Government Committee”

Staff recommends questions be germane to the role of the PBIA. These surveys are an opportunity to gather input to help steer PBIA funds and efforts. We should exercise caution with any questions about broader City efforts or complex challenges wherein there is a risk of setting false expectations with the downtown business community about the role of PBIA. Be cautious about asking leading questions, and questions about any specific place of business or operation in the downtown are not advised.

The Board drafted some possible survey questions during their February Roundtable. The purpose of tonight's discussion is to further hone these questions and decide which three to include in an online survey for ratepayers.

- Possible survey questions drafted during the December Roundtable
- How has the mitigation site effected your business?
- What do you know about the City's homeless response plan?
- Artesian Commons, six months later: What are your thoughts?
- What do you want to see PBIA do?
- How would you gauge the value of the PBIA?
- How do you handle employee parking?
- Where do you sweep your leaves?

Other notes:

- Add footer: Call Ambassadors, sent us an email, come to a PBIA meeting
- Turn IP address collector off

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to direct staff to launch a short survey for ratepayers within this month.
2. Move to not launch a survey at this time.

Financial Impact:

None identified.

Attachments:

N/A



PBIA Advisory Board

Round Table Discussion

Agenda Date: 1/9/2019
Agenda Item Number: 8.A
File Number: 19-0021

Type: discussion **Version:** 1 **Status:** Filed

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

N/A

Background and Analysis:

Discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

Neighborhood/Community Interests (if known):

Discussion is to identify neighborhood issues

Options:

N/A

Financial Impact:

N/A

Attachments:

N/A

