



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, June 5, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

3.A [19-0502](#) Approval of May 1, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [PBIA Draft Minutes 05012019](#)

3.B [19-0504](#) Approval of May 7, 2019 PBIA Advisory Board Meeting Minutes

Attachments: [PBIA Special Meeting Draft Minutes 05072019](#)

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 [19-0495](#) Crisis Response Unit and Familiar Faces Program Rollout

6.B [19-0498](#) Event Sponsorship Structure

6.C [19-0500](#) Olympia Downtown Alliance Marketing Update

Attachments: [Imagemaking Strategy](#)
[Imagemaking Editorial Calendar](#)

6.D [19-0499](#) Discussion about the PBIA's Annual Ratepayer Meeting and Survey

Attachments: [Annual Ratepayer Meeting Proposal](#)

[Ratepayer Survey Proposal](#)

[2017 Ratepayer Survey with Results](#)

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 May 1, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 6/5/2019
Agenda Item Number: 3.A
File Number: 19-0502

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

Title

Approval of May 1, 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, May 1, 2019

6:00 PM

Council Chambers

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:58 p.m.

1.A ROLL CALL

Present: 8 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember Lyndsay Galariada, Boardmember David Rauh, Boardmember Nathan Rocker and Boardmember Jeremy Williamson

Excused: 1 - Boardmember Jeffrey Trinin

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:

Senior Program Specialist Max DeJarnatt
Economic Development Director Mike Reid
Downtown Business Liaison Mark Rentfrow

City Councilmember Lisa Parshley

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [19-0320](#) Approval of March 6, 2019 PBIA Advisory Board Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt, Mr. Rentfrow, and Chair Ruse made announcements.

6. BUSINESS ITEMS

6.A [19-0402](#) Economic Development Update

Mr. Reid provided information, including handouts, on downtown development.

Mr. Rentfrow provided information, including a handout, on the Downtown Ambassadors and the Clean Team.

The information was provided.

6.B [19-0403](#) ODA Property Assessments

Boardmembers discussed the ODA Property Assessments and their upcoming Special Meeting with ODA.

The discussion was completed.

6.C [19-0333](#) Discussion of 2019 Event Sponsorships

Boardmembers discussed sponsoring the 2019 Pride Festival and Parade.

Boardmember Rauh moved, seconded by Boardmember David, to sponsor the 2019 Capital City Pride Festival & Parade.

6.D [19-0404](#) General Government Committee Report

Boardmembers discussed the proposals they would like to bring to the General Government Committee.

The discussion was completed.

6.E [19-0401](#) Discussion of Quarterly Survey

Mr. DeJarnatt and boardmembers discussed ideas for their next quarterly survey.

The discussion was completed.

7. REPORTS - None**8. OTHER TOPICS - None****9. ADJOURNMENT**

The meeting adjourned at 8:10 p.m.



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

PBIA Advisory Board

Approval of May 7, 2019 PBIA Advisory Board Meeting Minutes

Agenda Date: 6/5/2019
Agenda Item Number: 3.B
File Number: 19-0504

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

Title

Approval of May 7, 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

Tuesday, May 7, 2019

5:00 PM

Room 207

Special Meeting

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:04 p.m.

1.A ROLL CALL

Present: 8 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember David Rauh, Boardmember Nathan Rocker, Boardmember Jeffrey Trinin and Boardmember Jeremy Williamson

Absent: 1 - Boardmember Lyndsay Galariada

1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:

Senior Program Specialist Max DeJarnatt
Program and Planning Supervisor Amy Buckler

Olympia Downtown Alliance:

Matt DeBord
Ron Thomas
Todd Cutts

P.U.M.A. Consultant Brad Segal

Mayor Pro Tem Jessica Bateman

2. APPROVAL OF AGENDA

The agenda was approved.

3. BUSINESS ITEMS

3.A [19-0426](#) ODA Property Assessments

Mr. Thomas and Mr. Segal provided information about a property assessment district, including a power point presentation.

The information was received.

4. ADJOURNMENT

The meeting adjourned at 6:07 p.m.



PBIA Advisory Board

Crisis Response Unit and Familiar Faces Program Rollout

Agenda Date: 6/5/2019
Agenda Item Number: 6.A
File Number: 19-0495

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

Title

Crisis Response Unit and Familiar Faces Program Rollout

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive information on the Olympia Police Department Crisis Response Unit and Familiar Faces Programs. Briefing only; No action requested.

Report

Issue:

Whether to receive a status report from the Olympia Police Department (OPD) on the Crisis Response Unit and Familiar Faces Programs.

Staff Contact:

Anne Larsen, Outreach Services Coordinator, Olympia Police Department, 360.753.8238.

Presenter(s):

Anne Larsen, Outreach Services Coordinator, Olympia Police Department

Background and Analysis:

Through engaging with and listening to our community, the Olympia Police Department (OPD) proposed the community-based Crisis Response Unit and the Familiar Faces Program. The Crisis Response Unit was funded by the Public Safety Levy Lid-Lift and the Familiar Faces Program is grant funded. With the contracts finalized and the initiation of training and hiring, OPD plans to provide a summary of these programs and the benefit they bring to our community members, OPD, and the City of Olympia.

The Familiar Faces program employs peer navigators from our local community through a partnership with Catholic Community Services to focus attention, relationships and assistance on the high utilizers in our community with the goal of making connections to services. The Crisis Response Unit is a mobile, community-based Unit that responds to individuals in crisis with a goal to connect

individuals to services.

Neighborhood/Community Interests (if known):

Crisis impacts all areas of our community so the benefits of the programs will be City-wide.

Options:

N/A

Financial Impact:

This program is funded by public safety levy dollars. Familiar Faces receives grant funding from the Washington Association of Sheriffs and Police Chiefs

Attachments:

None



PBIA Advisory Board

Event Sponsorship Structure

Agenda Date: 6/5/2019
Agenda Item Number: 6.B
File Number: 19-0498

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

Title

Event Sponsorship Structure

Recommended Action

Move to establish and formalize a uniform order of operations for event sponsorship requests

Report

Issue:

Whether to establish and formalize a uniform order of operations for event sponsorship requests

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

PBIA has historically provided sponsorship dollars to downtown events. As part of its 2019 work plan development the board decided to formalize the event sponsorship application process. The intent is to broaden the reach of the event sponsorship program by providing a clear application path for community organizations as well as consolidate the review process, so that the board can review the year's applications in one process, rather than spread throughout the year.

PBIA will establish levels of sponsorship, deadlines, subcommittee work, and application criteria.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Formalize Event Sponsorship Application Program for 2019
2. Formalize Event Sponsorship Application Program for 2020 and continue sponsoring events with remaining 2019 sponsorship budget in ad hoc manner
3. Continue sponsoring events in ad hoc manner

Financial Impact:

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

\$4500 remains out of PBIA's 2019 \$7000 budget for event sponsorships.

Attachments:

None



PBIA Advisory Board

Olympia Downtown Alliance Marketing Update

Agenda Date: 6/5/2019
Agenda Item Number: 6.C
File Number: 19-0500

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

Title

Olympia Downtown Alliance Marketing Update

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on the Olympia Downtown Alliance's marketing strategy

Staff Contact:

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

Presenter(s):

Attached reports only

Background and Analysis:

In 2018 PBIA and Olympia Downtown Alliance (ODA) shared costs for a Downtown marketing campaign. In 2019, the City used economic development funds to support this campaign instead of the PBIA budget. The PBIA remains interested in the marketing strategy the ODA is pursuing, and requests periodic updates.

Neighborhood/Community Interests (if known):

N/A

Options:

None

Financial Impact:

N/A

Attachments:

Olympia Downtown Alliance Imagemaking Strategy
Olympia Downtown Alliance Imagemaking Editorial Calendar



Olympia Downtown Alliance Imagemaking Strategy

Downtown Olympia's Customer/Hero

- Adventure Seekers
- Health & Wellness Devotees (Yoga/CrossFit/Radiance)
- Day-Trippers
- Families
- Ladies Who Lunch (And Shop!)
- Business Lunch Seekers
- Urban Dwellers
- Students (Saint Martin's, Evergreen, SPSCC)
- Diners/Foodies
- Antique-Seekers
- Music Enthusiasts
- Theater Goers

What does our customer want?

- Human-Scale Environment
- Relationships and Community
- Unique and Authentic Experiences
- Use Five-Senses: Touch, Feel, Taste, Sound, Smell
- Experience something genuine and free-spirited
- Expect the unexpected
- They want to experience something REAL that isn't 'plastic' 'fake' or 'artificial'
- #GETOUTSIDE

What is the customer's problem? (Internal, External, Philosophical)

- They sense a lack of safety
- Big box, synthetic experiences
- Overwhelmed by too much information and aren't sure what to do
- Perception of 'No parking downtown.'

What is the role of the Olympia Downtown Alliance?

- The Olympia Downtown Alliance is the customer's guide and can help **curate an authentic experience**

The plan:

- To address the problem of overwhelmed by too much information: Curate experiences for each customer segment. Share this information via Thurston Talk, Olympian, Social Feeds, ODA website. We'll do this in both print, electronic and video. High quality photography. Create an editorial calendar that addresses each customer persona.
- To address the problem of safety: Education: Include subject matter experts about what's going on to help the homeless and design a campaign around the idea of Safety for All. We want a safe downtown for our homeless population, for our business owners, for urban dwellers, for visitors. Safety for all.
- To address the problem of lack of parking: Education campaign about parking availability and address the perception vs. reality. Create a guide persona who can straight talk about parking. This may be a PBIA committee persona.
- Transit: Let's include information about Intercity Transit as a way to avoid parking downtown.
- Tours: Let's bring in a tour company...this needs more thought. Downtown docents. Experiential tours.
- Tap into subject matter experts to share
- Tours
- #thatssoolympia, #decidedlydifferent, #olylocal, #olympiaproud, #downtownoly #iconically
- #lovemydowntown, #loveolympia
- Create a social media guide for downtown businesses to use to help them learn how to share content with the Alliance.

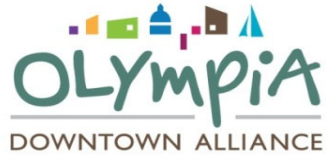
Implementation of Olympia Downtown Alliance's Imagemaking Strategy

- We write high-quality content that is keyword rich that targets a Hero/Customer Segment/Buyer Persona.
- We post this content to the NEWS page of the Olympia Downtown Alliance website and include high quality images that help tell the story.
- We re-purpose this content for the e-newsletter that we push out to our database via Constant Contact.
- We create a link back to the website with buttons that say "Click Here to Read More". We want to drive customers to the website so they can engage with the site
- We post the content to Facebook, Instagram and Twitter with a link back to the website.
- In some cases we will re-purpose the information and will push out to the media as a press release.
-

AUDIENCE	STORYTELLING	MEDIA
Antique Enthusiasts	Olympia's Antique Treasure	Write content. Post in e-

	Map Story Focus with Images. Talk to subject matter experts. Encourage the antique store owners to share news and events and a special hashtag. #olyantiques	news, website and submit to Thurston Talk and push out on social feeds.
Business Owners	Profile Business and high quality photo. Learn their story! Work through ODA Membership list.	
Theater Goers	Find Subject Matter Expert to write monthly column about what's going on in Olympia's Theater District. #olyoffbroadway #olympiatheater #olytheater #olylivetheater	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Book Lovers	Guide to book shopping downtown	
Runners		
Day-Trippers	Curate a day experience in downtown. For example, start at the Farmers Market, have lunch at a restaurant, shop and walk the lake. Photo rich. Create a new adventure for every season that is exclusively downtown focused. #olytripper	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Ladies Who Lunch	What are YOUR favorite lunch spots for a gals-lunch-out? Survey the community and then create a top 10 #olydiningguide	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Music Enthusiasts	Encourage local venues to share information about who is playing where. Create hashtag for post sharing. #olylivemusic	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Foodies	What's new in the Olympia food scene? Find SME to share. #olyfresh #olyfoodie #olydining	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.
Adventure Seekers	The Olympia Yacht Club, the Port's Marina...boating, bicycling, hoops fest at the capital. Plug into any adventure and make sure to develop content and push it	Write content. Post in e-news, website and submit to Thurston Talk and push out on social feeds.

	out. #olyadventure	
OTHER INFORMATION TO SHARE		



EDITORIAL CALENDAR

Date	Target Audience	Content	Hashtags	Open Rate	FB: Reach
8-Jan-19	Live Theater Enthusiasts	Six Live Theater Events	#reallivetheater	35.30%	423
15-Jan-19	Live Music Enthusiasts	Five Live Shows Downtown Olympia You Don't Want to Miss...	#olymusicscene #olylivemusic #downtownolympialive	31%	
21-Jan-19	Downtown Employees/Business Owners/LunchTime	Last Minute Lunches Downtown. Fast. Under \$10 & Absolutely Delicious.	#fastfoodfreshfood	33.40%	687
28-Jan-19	Art Enthusiasts, Day Trippers	Get to Know the City of Olympia's Public Art Collection	#artdowntownolympia	35%	479
5-Feb-19	Shoppers	Downtown Olympia To the Rescue! We've Got Your Valentine's Day Covered! The Ultimate Downtown Shopping Guide is Here!	#giftgivingguide	28%	650

Date	Target Audience	Content	Hashtags	Open Rate	FB: Reach
11-Feb-19	Downtown Business Owners, Downtown Shoppers	The City of Olympia Shares News & Information about Safety Teams and Clean Teams	#cleanand safe	26%	770
19-Feb-19	Beards. Barber Shops and Bad Ass Mustachios.	The Olympian Barbershop: Carrying a Traditional Aesthetic into the Modern Era	#beardlove #oldestbarbership #barber #barberlife #menshair #hottowelstraightrazor #menshair #beardtrim	33%	5,153
25-Feb-19	Hipsters, Folks who work downtown	Happy Hour Hot Spots Downtown	#downtownolympia #experiencelocal #buylocal #shoplocal #visitolympia #lovemydowntown #experienceolympia #decidedlydifferent #thatssoolympia #happyhouroly	32%	1,595
4-Mar-19	Antique Enthusiasts	Create Olympia's Antique Treasure Map and Story. Meet a few owners. Shopping guide one-page pdf/map. Challenge game style.	#olympiantiquehunters #olyantiques #treasureseekersolympia	30%	1,048
11-Mar-19	Live Theater Enthusiasts	Six Live Theater Events	#reallivetheater	27%	313
18-Mar-19	Shoppers	OlyThird Thursday		28.50%	

Date	Target Audience	Content	Hashtags	Open Rate	FB: Reach
25-Mar-19	Book Lovers	Book Worms! Profile of bookshops/stores that sell books		29%	407
1-Apr-19	Runners	Run and Have Fun in Downtown Oly (Running and Beer)		28%	2,172
8-Apr-19	Urban Dwellers	Why I Live Downtown		29%	1,362
15-Apr-19	Shoppers	OlyThirdThursday Specials		25%	
22-Apr-19	Art Lovers, Day Trippers	Arts Walk		27%	
29-Apr-19	Runners	Capital City Marathon Profile/Story		29.83%	
6-May-19	Dads and Grads: Eating Out with Large Groups				Head Brev
13-May-19	Friends Night Out				Mother
20-May-19	Live Music Enthusiasts				Gradu
27-May-19					Father



PBIA Advisory Board

Discussion about the PBIA's Annual Ratepayer Meeting and Survey

Agenda Date: 6/5/2019
Agenda Item Number: 6.D
File Number: 19-0499

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

Title

Discussion about the PBIA's Annual Ratepayer Meeting and Survey

Recommended Action

Move to hold the PBIA's annual ratepayer meeting on Wednesday, August 7 from 6:00-8:00 pm, and complete an online ratepayer survey prior to that meeting.

Report

Issue:

Whether to hold the PBIA's annual ratepayer meeting on Wednesday, August 7 from 6:00-8:00 pm and complete an online ratepayer survey prior to that meeting

Staff Contact:

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

Presenter(s):

Max DeJarnatt

Background and Analysis:

Ratepayer Meeting

The PBIA Leadership Team met on May 20 and they propose the annual ratepayer meeting be held the evening of Wednesday, August 7. Staff proposes further details and discussion for the Board's consideration in **attachment 1**.

Ratepayer Survey

Traditionally, the PBIA puts out an online survey to ratepayers each year to gather feedback to help develop the next year's work plan. Proposed details and discussion for the Board's consideration are in **attachment 2**. For the purpose of providing an example, the 2017 ratepayer survey is **attachment 3**.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to hold the PBIA's annual ratepayer meeting on Wednesday, August 7 from 6:00-8:00 pm, and complete an online ratepayer survey prior to that meeting.
2. Move to hold the PBIA's annual ratepayer meeting on Wednesday, August 7 from 6:00-8:00 pm, and do not complete an online ratepayer survey.
3. Move to hold the PBIA's annual ratepayer meeting on a different date or time, and complete an online ratepayer survey prior to that meeting.
4. Move to hold the PBIA's annual ratepayer meeting on a different date or time, and do not complete an online ratepayer survey.

Financial Impact:

The cost of the ratepayer meeting will be funded out of the PBIA's 2019 budget line item for Administrative Support. Estimated cost is \$1000.

Attachments:

Annual Ratepayer Meeting Proposal

Ratepayer Survey Proposal

2017 Ratepayer Survey

May 29, 2019

RECOMMENDATION FOR ANNUAL RATEPAYER MEETING

Participants: PBIA ratepayers will be invited

Date: Wednesday, August 7, 6:00-8:00 pm

Location: TBD

Noticing:

- Email ratepayers
- Ask Ambassadors to distribute postcards to PBIA businesses
- Send out a couple reminders after the initial notice goes out

Staff Contact: Max DeJarnatt, PBIA Liaison

Questions for PBIA Board:

1. Other than the fact the Bylaws call for this meeting, what is the purpose of this meeting?
2. What happens at this meeting? Here are some ideas:
 - Give a report about who the PBIA is and what you do
 - Give a report about major successes in 2018-19
 - Give a presentation about the Olympia Downtown Retail Strategy – how this supports local businesses and a vibrant retail environment Downtown, and how PBIA actions can/do work in concert with it
 - Share feedback from the 2019 ratepayer survey(s), and gather additional feedback to help develop the 2020 PBIA Advisory Board Work Plan
 - Gather feedback about how the PBIA can improve communications with ratepayers in the coming year
 - *Other ideas?*
3. Are there any specific messages important to provide to ratepayers at this meeting?
4. Who from the Board can staff confer with about details for the event? The Chair? The Leadership Team?
5. Can we confirm the details listed above?

RECOMMENDATION FOR RATEPAYER SURVEY

Purpose: Gather feedback to help develop the 2018 PBIA Advisory Board Work Plan

Participants: PBIA ratepayers only

Timing (Estimate): July 15-31 (2.5 weeks)

Goal to share survey results at the Annual ratepayer Meeting, tentatively scheduled for August 7

Length: 15-20 multiple choice and open-ended questions (similar format to 2017 survey)

Vehicle: Survey Monkey

Noticing:

- Email ratepayers
- Ask Ambassadors to distribute postcards to PBIA businesses
- After initial launch, send out a couple reminders

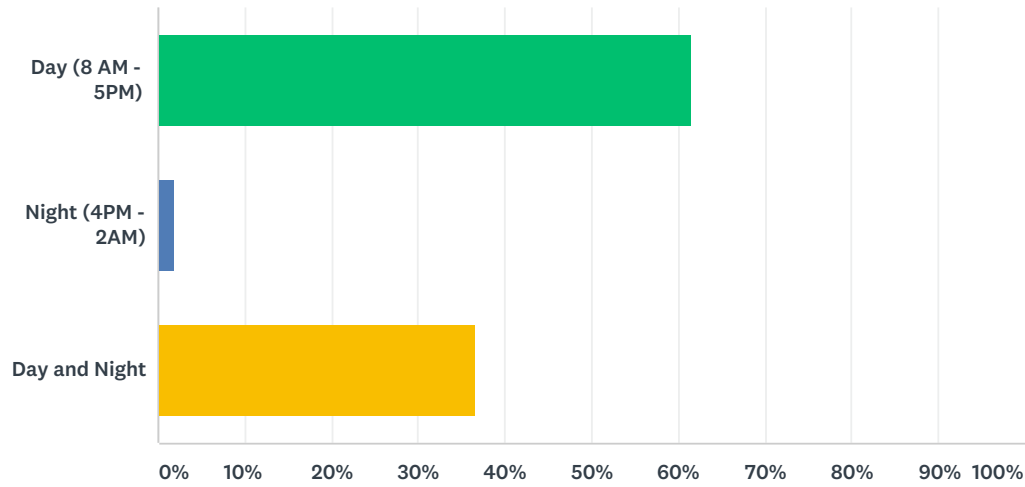
Staff Contact: Max DeJarnatt, PBIA Liaison

Questions for PBIA Board:

1. What type of information do you want from the ratepayers?
 - What specific issues do you want to receive input about?
 - Are there any questions from the 2017 survey that should/should not be asked again?
 - Do you want the Leadership Team to review the questions before they go out or do you authorize staff to move forward with the input received tonight?
2. Are there any key messages you'd like to include in the introduction to the survey?
3. Are there any changes to the details listed above?

Q1 What time of day is your business open

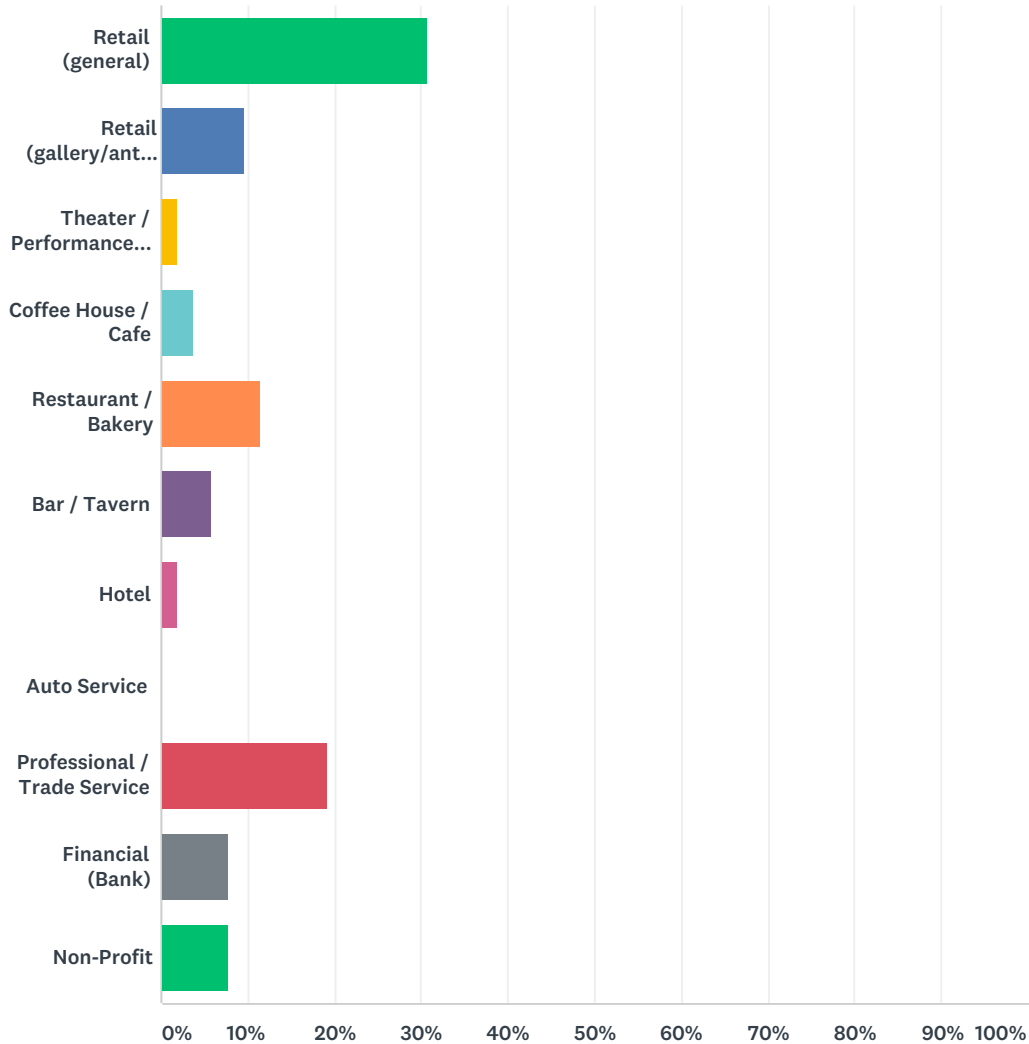
Answered: 52 Skipped: 0



ANSWER CHOICES	RESPONSES	
Day (8 AM - 5PM)	61.54%	32
Night (4PM - 2AM)	1.92%	1
Day and Night	36.54%	19
TOTAL		52

Q2 Please describe the type of business you operate

Answered: 52 Skipped: 0



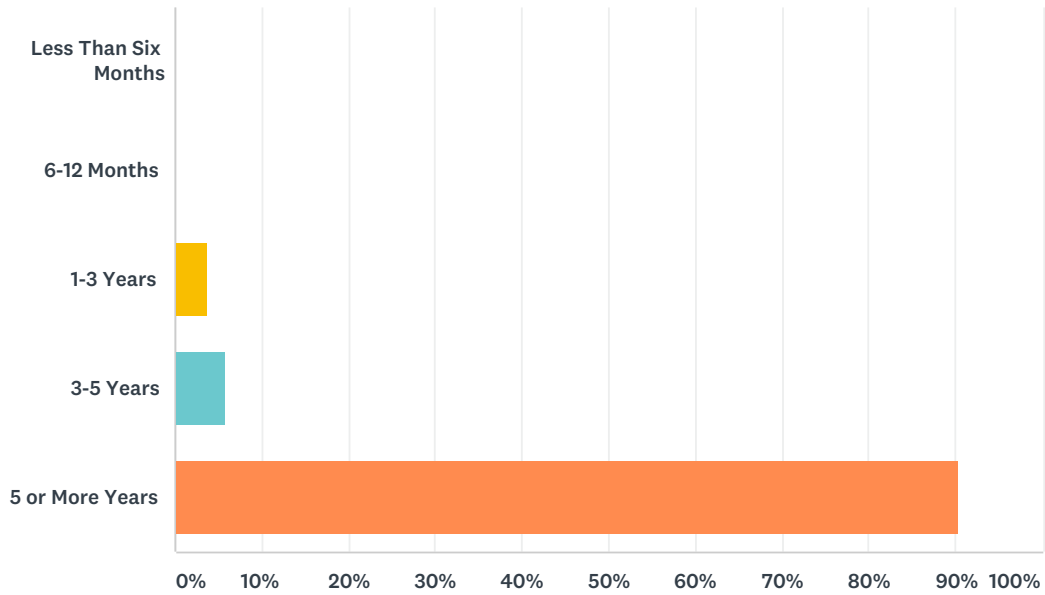
ANSWER CHOICES	RESPONSES	
Retail (general)	30.77%	16
Retail (gallery/antiques)	9.62%	5
Theater / Performance space	1.92%	1
Coffee House / Cafe	3.85%	2
Restaurant / Bakery	11.54%	6
Bar / Tavern	5.77%	3
Hotel	1.92%	1
Auto Service	0.00%	0
Professional / Trade Service	19.23%	10
Financial (Bank)	7.69%	4

Copy of PBIA 2017 Summer Survey

Non-Profit	7.69%	4
TOTAL		52

Q3 How long has your business been open?

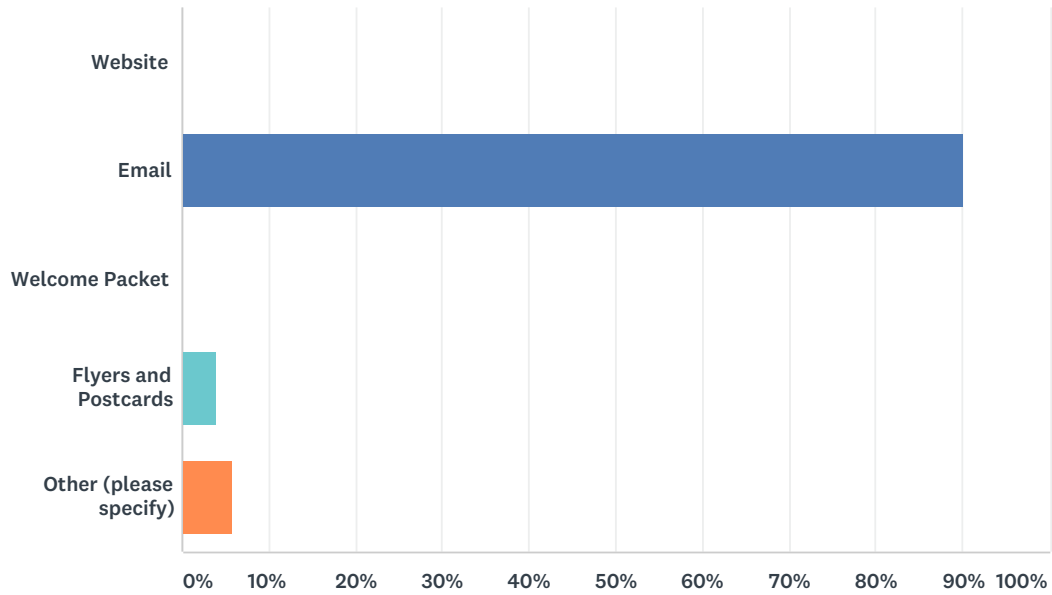
Answered: 52 Skipped: 0



ANSWER CHOICES		RESPONSES	
Less Than Six Months		0.00%	0
6-12 Months		0.00%	0
1-3 Years		3.85%	2
3-5 Years		5.77%	3
5 or More Years		90.38%	47
TOTAL			52

Q4 How can we best communicate with you?

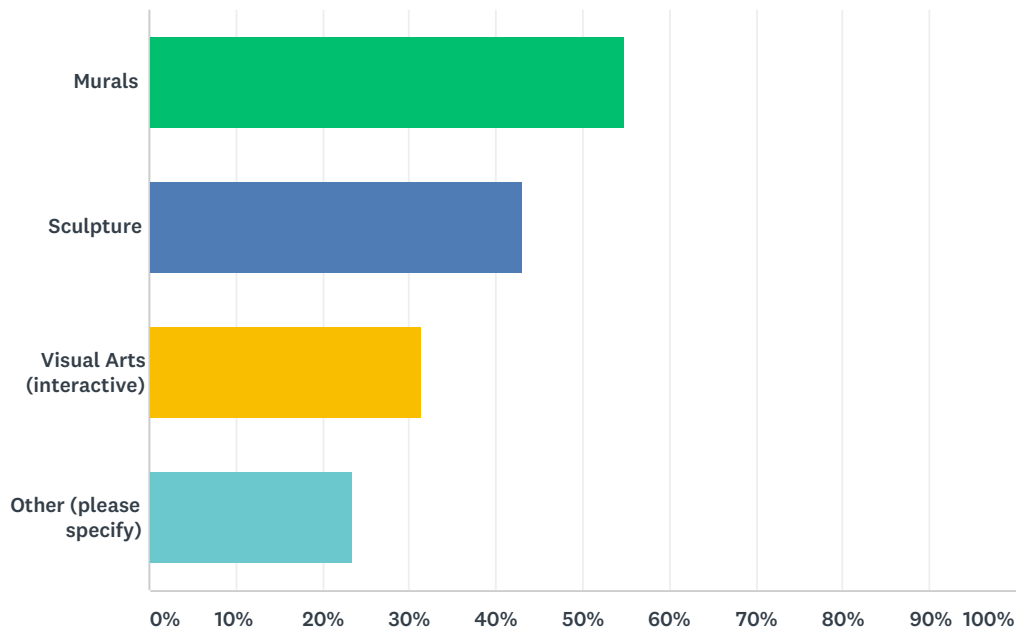
Answered: 51 Skipped: 1



ANSWER CHOICES	RESPONSES	
Website	0.00%	0
Email	90.20%	46
Welcome Packet	0.00%	0
Flyers and Postcards	3.92%	2
Other (please specify)	5.88%	3
TOTAL		51

Q5 One of the PBIA's roles is to invest in public art that helps to create a beautiful streetscape. What type of art would you like to see the PBIA invest in over the next few years?

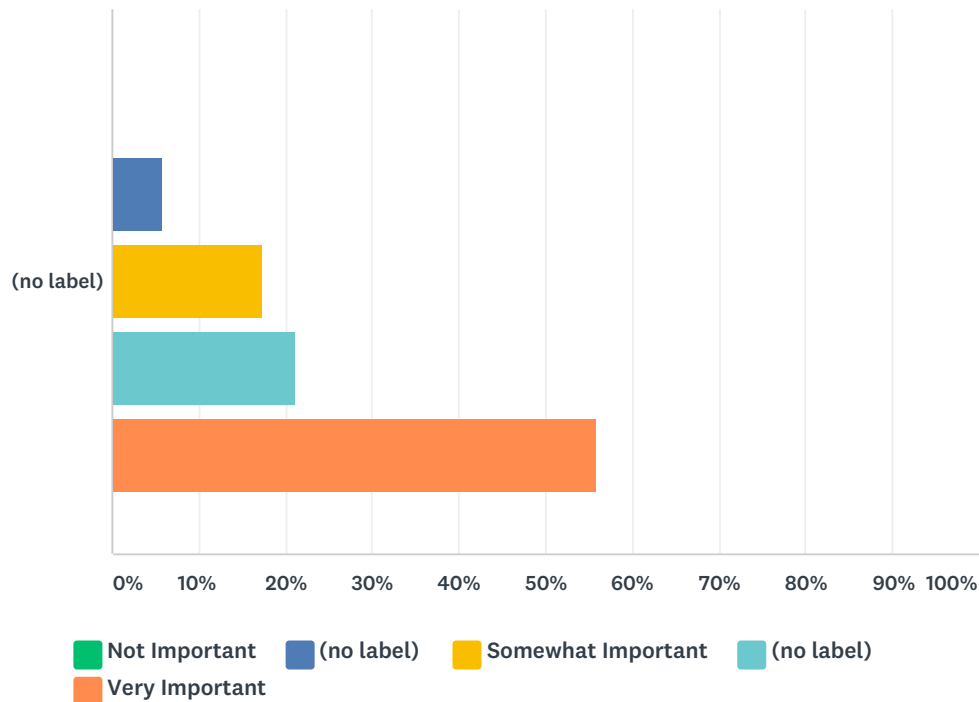
Answered: 51 Skipped: 1



ANSWER CHOICES	RESPONSES	
Murals	54.90%	28
Sculpture	43.14%	22
Visual Arts (interactive)	31.37%	16
Other (please specify)	23.53%	12
Total Respondents: 51		

Q6 The Downtown Ambassadors greet new visitors to the City and provide information about local attractions. They also assist the City with outreach to citizens in need of social services and having their basic needs met. On a scale of 1-5, with (1) being not important and (5) being very important, how important do you think the services of the Downtown Ambassadors are toward creating a safe and welcoming atmosphere downtown?

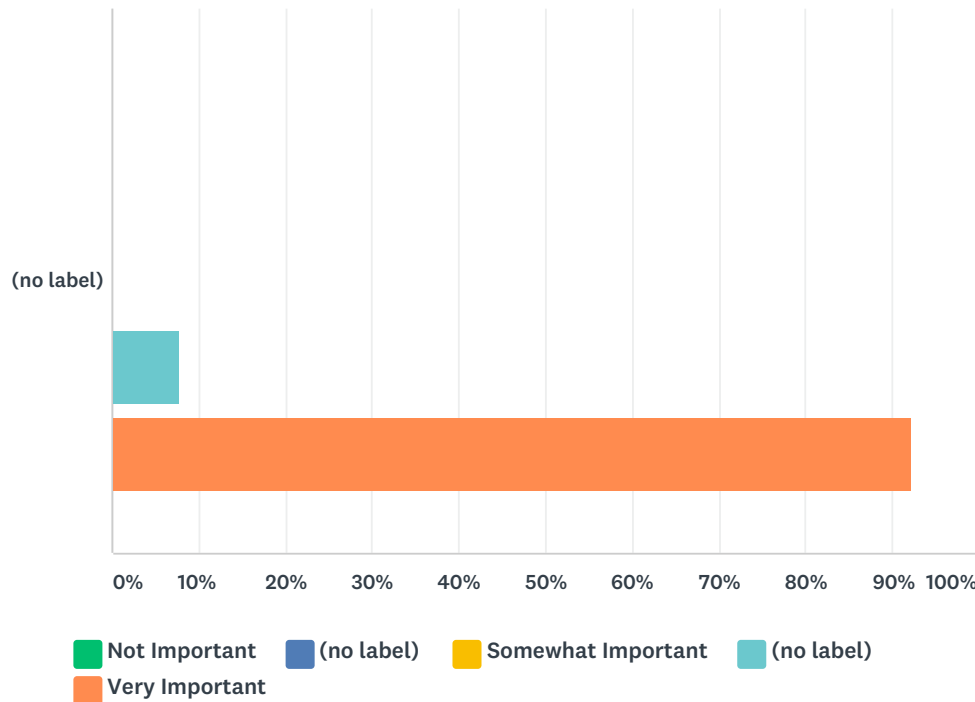
Answered: 52 Skipped: 0



	NOT IMPORTANT	(NO LABEL)	SOMEWHAT IMPORTANT	(NO LABEL)	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	5.77%	17.31%	21.15%	55.77%	52	4.27
	0	3	9	11	29		

Q7 The Clean Team provides support to downtown businesses by removing trash and human waste from our streets and alleys and by keeping our sidewalks clean and buildings free of graffiti. On a scale of 1-5, with (1) being not important and (5) being very important, how important do you think the services of the Clean Team are toward creating a safe and welcoming atmosphere downtown?

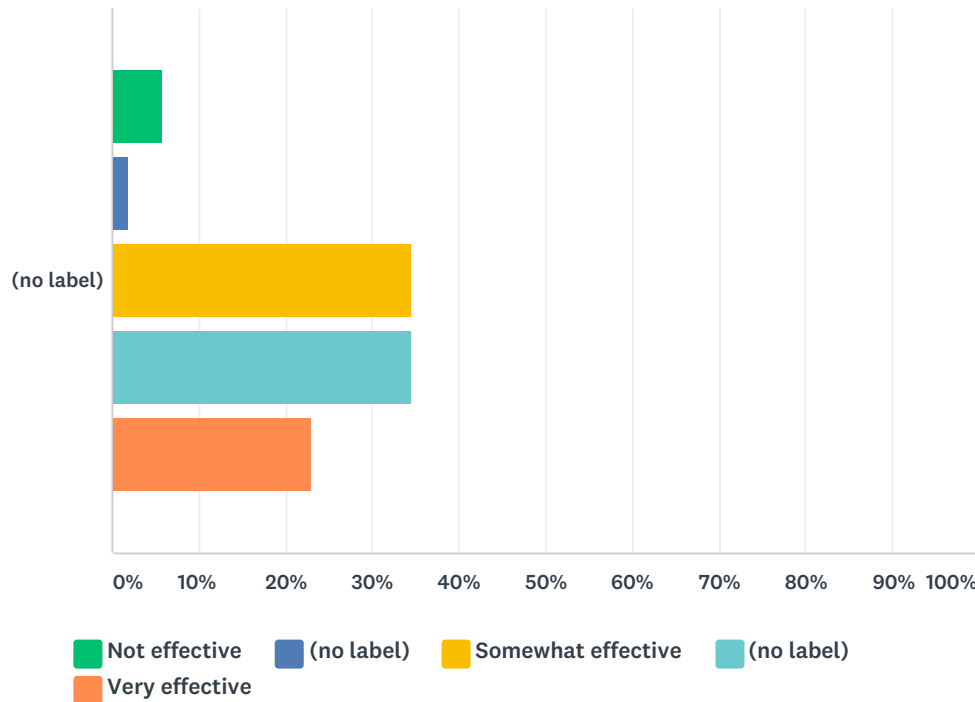
Answered: 52 Skipped: 0



	NOT IMPORTANT	(NO LABEL)	SOMEWHAT IMPORTANT	(NO LABEL)	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	0.00%	7.69%	92.31%	52	4.92
	0	0	0	4	48		

Q8 The PBIA installs and maintains cigarette butt collectors throughout the downtown core. On a scale of 1-5, with (1) being not important and (5) being very important, How effective do you think the butt collectors are toward reducing cigarette waste?

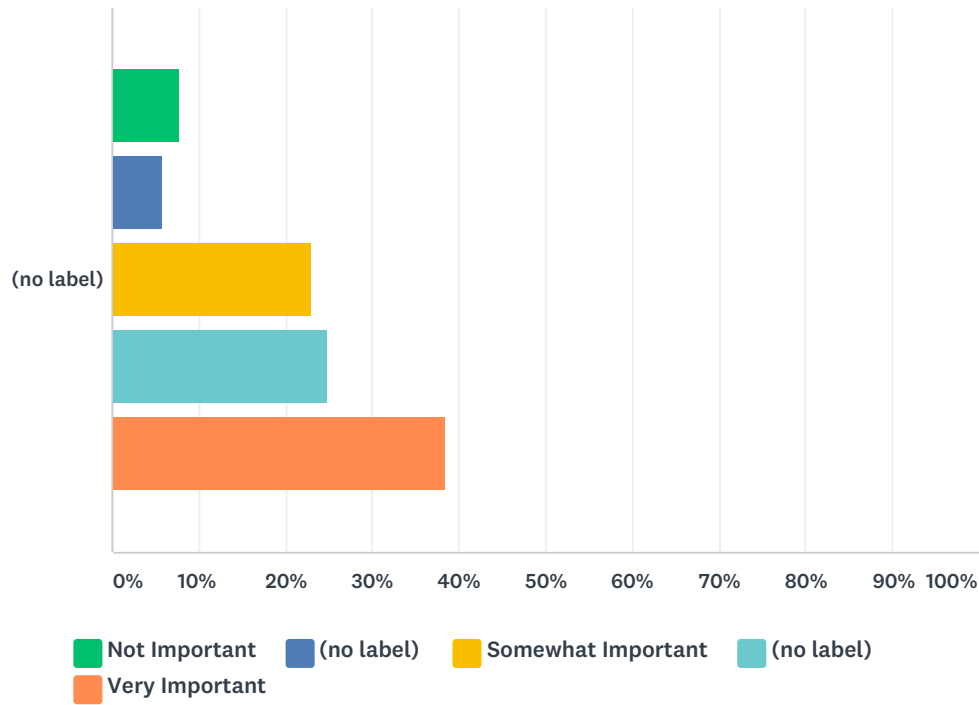
Answered: 52 Skipped: 0



	NOT EFFECTIVE	(NO LABEL)	SOMEWHAT EFFECTIVE	(NO LABEL)	VERY EFFECTIVE	TOTAL	WEIGHTED AVERAGE
(no label)	5.77%	1.92%	34.62%	34.62%	23.08%	52	3.67
	3	1	18	18	12		

Q9 Flower Baskets On a scale of 1-5, with (1) being not important and (5) being very important, how important are flower baskets in our downtown core for creating a safe and welcoming atmosphere downtown?

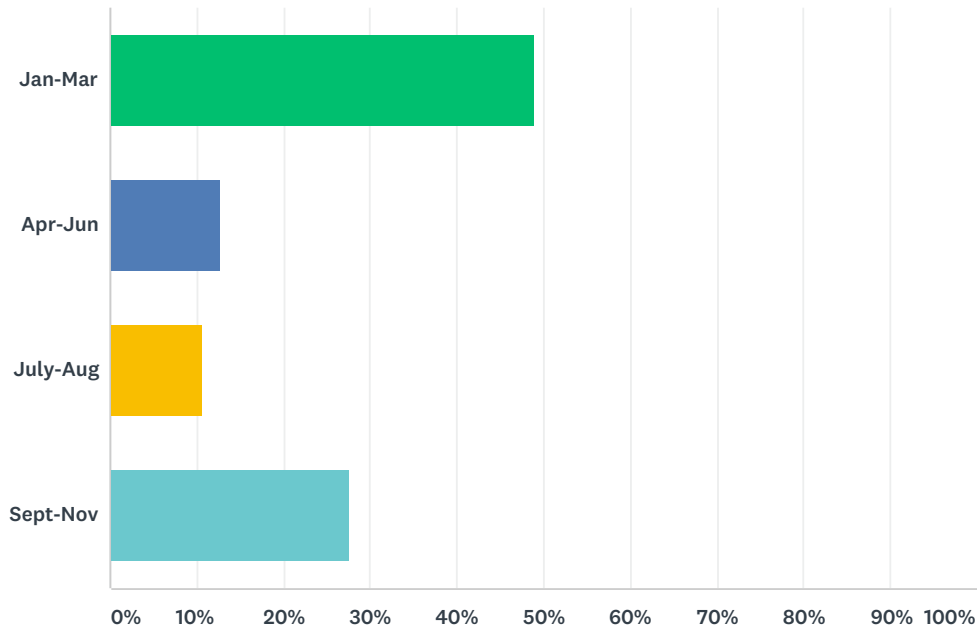
Answered: 52 Skipped: 0



	NOT IMPORTANT	(NO LABEL)	SOMEWHAT IMPORTANT	(NO LABEL)	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	7.69%	5.77%	23.08%	25.00%	38.46%	52	3.81
	4	3	12	13	20		

Q10 The PBIA advisory board hosts an annual member meeting (an evening dinner event). What time of year would you most likely be available to attend this event?

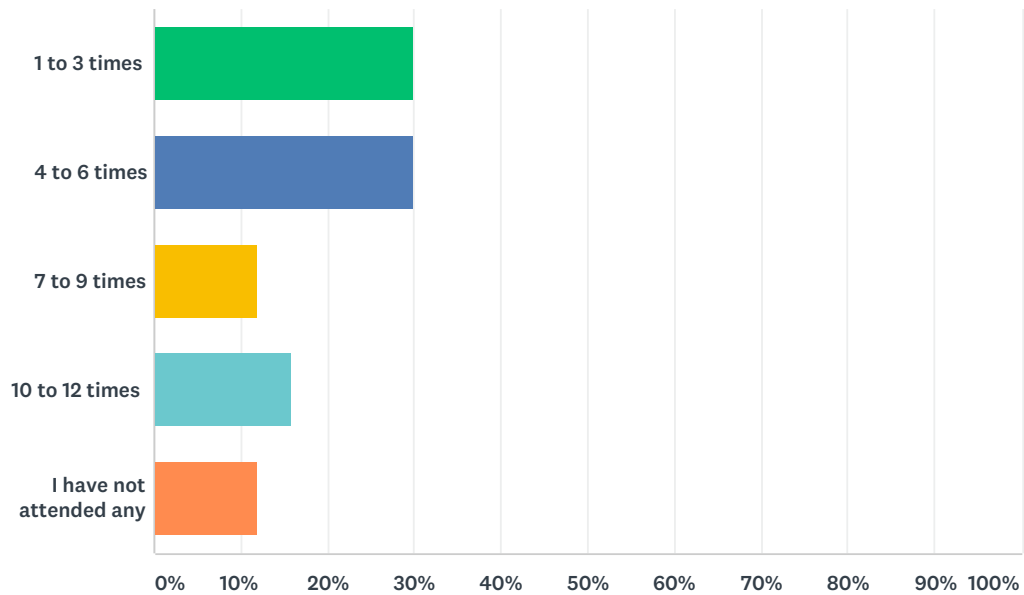
Answered: 47 Skipped: 5



ANSWER CHOICES	RESPONSES	
Jan-Mar	48.94%	23
Apr-Jun	12.77%	6
July-Aug	10.64%	5
Sept-Nov	27.66%	13
TOTAL		47

Q11 How many times have you participated in a PBIA survey or provided feedback?

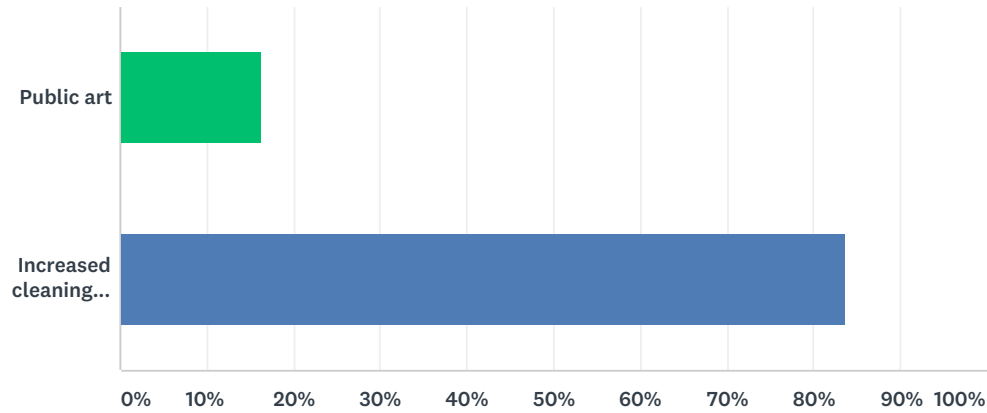
Answered: 50 Skipped: 2



ANSWER CHOICES	RESPONSES	
1 to 3 times	30.00%	15
4 to 6 times	30.00%	15
7 to 9 times	12.00%	6
10 to 12 times	16.00%	8
I have not attended any	12.00%	6
TOTAL		50

Q12 For 2018, which is more important: PBIA investment in public art, or increased cleaning services?

Answered: 49 Skipped: 3



ANSWER CHOICES	RESPONSES	
Public art	16.33%	8
Increased cleaning services	83.67%	41
TOTAL		49

Q13 Are there any additional questions concerns or comments that you'd like to raise with the PBIA Board?

Answered: 19 Skipped: 33

Q14 Contact Information: Please leave your name and email so your board representatives can follow up on any questions or concerns you may express in the survey

Answered: 33 Skipped: 19

ANSWER CHOICES	RESPONSES	
Name	100.00%	33
Name of Business	100.00%	33
email address	96.97%	32



PBIA Advisory Board

Round Table Discussion

Agenda Date: 5/1/2019
Agenda Item Number: 8.A
File Number: 19-0021

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

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

