

# PBIA (Parking & Business Improvement Area) Advisory Board

## DRAFT 2018 Work Plan (April 1, 2018 to March 31, 2019)

The committee has scheduled 12 regular meetings to accomplish this work plan.

Professional staff liaison for PBIA is Amy Buckler

Support is provided by Mark Rentfrow, Downtown Liaison

### SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

#### A. Communications (with members/downtown businesses)

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #1 staff commitments in 2018.

Estimated Percent of Overall Committee Effort: xx%

| Title<br>Description  | Committee<br>Commitment                   | Staff Commitment<br><i>Hours reflect working with the<br/>committee, not total project<br/>staff time.</i> | Schedule<br>(Estimated) | Budget Implications                                     |
|---|---|--|-------------------------|---|
| <b>Plans</b>  |   |  |                         |   |
| <b>1A.1 Develop Welcome Packet for New Downtown Businesses</b><br><br><b>PBIA Role:</b> Work with staff to scope materials and messages for a welcome packet to be distributed to new and transitioning businesses in the downtown<br><br><b>Deliverable:</b> Welcome packets | Creating welcome packets: 1.5 hours       | 1.5 hours<br>+ Create the welcome packet materials   | Q1                      | Welcome packets will be supplied by CP&D Communications |
| <b>1A.2 Welcome Wagon and ongoing outreach with downtown businesses/PBIA members</b><br><br><b>PBIA Role:</b> Advisory board members will attempt to make a face-to-connection with each business owner and forge ongoing   | Variable; occurs outside of PBIA meetings | Hours: N/A<br>+ Support any logistical needs   | Plan this in Q1 Q1-4    | N/A   |

|   |                                      |  |      |     |
|---|--------------------------------------|--|------|-----|
| relationships<br><br><b>Deliverable:</b> Welcoming business environment   |                                      |  |      |     |
| <b>1A.3 Survey Downtown Businesses:</b><br>Gage the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.<br><br><b>PBIA Role:</b> 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.<br><br><b>Deliverable:</b> Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee | 2 hours (.5 hours quarterly)         | 2 hours (.5 hours quarterly)<br><br>+ Put survey online, notice it, prepare summary report<br><br>+ Put up and monitor suggestion box, prepare summary | Q1-4 | N/A |
| <b>1A.4 Advise Staff re: Messages to Convey in Periodic Downtown Communications</b><br><br><b>PBIA Role:</b> Advise staff about messages important to convey in ongoing communication materials to members/Downtown businesses (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report)<br><br><b>Deliverable:</b> As part of a City staff effort to coordinate downtown communications, updates about PBIA initiatives and other PBIA advisory board recommended   | 10 minute discussion at each meeting | 10 minute discussion at each meeting<br><br>+ Prepare and distribute communications  | Q1-4 | N/A |

|   |  |  |     |                    |
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| messages will be included   |  |  |     |                    |
| <b>1A.5 Annual member meeting</b><br><br><b>PBIA Role:</b> Host an annual meeting for PBIA members (ratepayers). This is required by the PBIA bylaws.<br><br><b>Deliverable:</b> Meeting to promote member relations. | 2.5 hours (.5 hours to plan to event, 2 hours for event) | 2.5 hours (.5 hours to plan to event, 2 hours for event)<br><br>+ Handle meeting logistics | TBD | \$1,500 PBIA funds |

## SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

### B. Clean & Safe

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

| Title Description  | Committee Commitment   | Staff Commitment<br><i>Hours reflect working with the committee, not total project staff time.</i> | Schedule<br><i>(Estimated)</i> | Budget Implications |
|--|--|--|--------------------------------|---------------------|
| <b>Plans</b>   |  |  |                                |                     |
| <b>1B.1 Partially fund the Downtown Ambassador and Clean Team program</b><br><br><b>PBIA Role:</b> Provide funds. Gather feedback from members about the program, which may influence priorities.<br><br><b>Deliverable:</b> Leverage City funds to expand the ambassador and clean team operations. | 0 hours<br><br>(any time devoted would be part of Communications in Section 1) | 0 hours<br><br>(any time devoted would be part of Communications in Section 1)                     | Q1-4                           | \$43,500            |

|   |   |         |      |   |
|---|---|---------|------|---|
| <b>1B.2 Sponsor ODA's Volunteer in Paint and Downtown Clean-Up Events</b><br><br><b>PBIA Role:</b> Provide funds to help carry out these events.<br><br><b>Deliverable:</b> Helps to Purchase paint and other materials that help implement the events, ultimately leading to a cleaner downtown.                           | 0 hours<br><br>(Committee members might volunteer to participate in these events) | 0 hours | ?    | \$4,000<br><br>(\$1000 VIP; \$1,500 Spring Clean-Up; \$1,500 Fall Clean-Up) |
| <b>1B.3 Maintain Cigarette butt containers:</b><br>People break these sometimes in an effort to obtain used cigarettes, which can require welding and/or fixing the locks.<br><br><b>PBIA Role:</b> Provide funds<br><br><b>Deliverable:</b> Waste containers for cigarette butts, which help keep downtown sidewalks clean | 0 hours   | 0 hours | Q1-4 | \$1,500   |
| <b>1B.4 TBD</b><br><br><b>PBIA Role:</b> x<br><br><b>Deliverable:</b> x   |   |         |      |   |

## SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

### C. Beautiful Streetscapes

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

| Title<br>Description   | Committee<br>Commitment | Staff Commitment<br><i>Hours reflect working with the<br/>committee, not total project<br/>staff time.</i> | Schedule<br>(Estimated) | Budget Implications   |
|--|-------------------------|--|-------------------------|---|
| <b>Plans</b>   |                         |  |                         |   |
| <b>1C.1 Flower Baskets:</b> 160-180 flower baskets to be hung and regularly maintained from end of May-Sept<br><br><b>PBIA Role:</b> Review 2018 results and provide input to staff about contract needs for 2019 program<br><br><b>Deliverable:</b> Flower baskets contribute to an attractive and welcoming downtown environment | .5 hours                | .5 hours   | Q2-3                    | \$20,000 total<br><br>(\$10,000 for product and \$10,000 for maintenance) |
| <b>1C.2 Public Art Investment:</b> Could be a mural, benches, sculpture, etc.<br><br><b>PBIA Role:</b> Establish scope for the project (medium, message or theme, selection process, etc.) and support implementation as needed.<br><br><b>Deliverable:</b> A new piece of art in the Downtown.                                    | 2-3 hours               | 2-3 hours  | ??                      | ??  |

|                |         |  |  |  |
|----------------|---------|--|--|--|
| 1C.3 TBD       | x hours |  |  |  |
| PBIA Role: x   |         |  |  |  |
| Deliverable: x |         |  |  |  |

## SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

### D. Marketing

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

| Title<br>Description | Committee<br>Commitment | Staff Commitment<br><i>Hours reflect working with the<br/>committee, not total project<br/>staff time.</i> | Schedule<br>(Estimated) | Budget Implications |
|----------------------|-------------------------|--|-------------------------|---------------------|
|----------------------|-------------------------|--|-------------------------|---------------------|

### Plans

|   |  |  |      |   |
|---|--|--|------|---|
| <b>D.1 Marketing Downtown through various media outlets:</b> Includes holiday promotion/Twinklefest<br><br><b>PBIA Role:</b> In collaboration with potential partners or contract agencies, help to shape a media plan for the year (message, reach, timeline, etc.) and provide input to staff regarding its implementation<br><br><b>Deliverable:</b> A cohesive marketing strategy to draw local and regional visitors to downtown | Whether this is done through a contract or partnership with ODA and what PBIA's exact role would be is TBD |  | Q1-4 | ? |
| <b>D.2 Sponsoring Events</b> that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.)  |  |  |      | ? |

|   |  |  |  |  |
|---|--|--|--|--|
| <p><b>PBIA Role:</b> Choose which events to sponsor and amount</p> <p><b>Deliverable:</b> Support for events hosted by other organizations</p>  |  |  |  |  |
| <p><b>D.3 Provide a welcome packet to new downtown residents</b></p> <p><b>PBIA Role:</b> Work with staff to identify materials for the welcome packet. Work with downtown businesses to include coupons, etc. Determine how the welcome packets are to be distributed</p> <p><b>Deliverable:</b> A packet of information to welcome residents to downtown.</p> |  |  |  |  |

## SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

### E. Parking

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

| <b>Title Description</b>  | <b>Committee Commitment</b> | <b>Staff Commitment</b><br><i>Hours reflect working with the committee, not total project staff time.</i> | <b>Schedule (Estimated)</b> | <b>Budget Implications</b> |
|---|-----------------------------|---|-----------------------------|----------------------------|
| <p><b>1E.1 Educate businesses</b> about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park</p> <p><b>PBIA Role:</b> Advise staff on development of communication materials and member outreach to businesses</p> |                             |   |                             |                            |

|   |         |  |  |  |
|---|---------|--|--|--|
| <b>Deliverable:</b> Materials and messages  |         |  |  |  |
| <b>1E.2 TBD</b> – waiting for final parking strategy; refer to public value map<br><br><b>PBIA Role:</b> x<br><br><b>Deliverable:</b> x | x hours |  |  |  |
|   |         |  |  |  |

## SECTION 1: PBIA Initiatives (actions funded and/or implemented by the PBIA)

### F. Business Training

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

| <b>Title Description</b>   | <b>Committee Commitment</b> | <b>Staff Commitment</b><br><i>Hours reflect working with the committee, not total project staff time.</i> | <b>Schedule (Estimated)</b> | <b>Budget Implications</b> |
|--|-----------------------------|---|-----------------------------|----------------------------|
| <b>1F.1 De-escalation training with dispute resolution center</b><br><br><b>PBIA Role:</b> Funding. Promoting participation of businesses.<br><br><b>Deliverable:</b> x hour class that does xyz | x hours                     |   |                             |                            |
| <b>1F.2 TBD</b><br><br><b>PBIA Role:</b> x<br><br><b>Deliverable:</b> x  | x hours                     |   |                             |                            |



## SECTION 2: Administrative Duties

Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.

Estimated Percent of Overall Committee Effort: x%

| Title<br>Description  | Committee<br>Commitment | Staff Commitment<br><i>Hours reflect working with the<br/>committee, not total project<br/>staff time.</i> | Schedule<br><i>(Estimated)</i>   | Budget Implications          |
|---|-------------------------|--|--|------------------------------|
| <b>Plans</b>  |                         |  |  |                              |
| <b>2.1 Provide input re: potential update to PBIA Ordinance</b><br><br><b>PBIA Role:</b> Provide input to the City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council<br><br><b>Deliverable:</b> Input to staff & Council | 2 hours                 | 2 hours  | Q1 – Input re: scope<br><br>Q2/Q3 – Any specific recommendations as requested                | Included in CP&D base budget |
| <b>2.2 Review &amp; update PBIA Bylaws</b><br><br><b>PBIA Role:</b> Scope, consider and adopt potential changes to PBIA bylaws<br><br><b>Deliverable:</b> Updated bylaws  | 3 hours                 | 3 hours  | Q1 – scope<br><br>Q2/Q3 – Adopt new bylaws following potential changes to the PBIA ordinance | Included in base CP&D budget |
| <b>2.3 Receive briefing on efforts to improve PBIA assessment procedures:</b> This is a staff administrative function<br><br><b>PBIA Role:</b> Hear the information. Provide any insights.<br><br><b>Deliverable:</b> PBIA understands the process and can communicate it to                  | x hours                 |  | Q2 – this may be tied in part to the ordinance update (#2.1)                                 | Included in CP&D base budget |

|  |         |         |    |  |
|--|---------|---------|----|--|
| members  |         |         |    |  |
| <b>2.4 Recommendation on PBIA's 2019 budget</b><br><br><b>PBIA Role:</b> Develop a recommended 2019 budget to implement PBIA's roles and goals<br><br><b>Deliverable:</b> Recommended budget | 3 hours | 3 hours | Q4 | Recommendation process included in CP&D base budget. Shapes the 2019 PBIA budget |

### SECTION 3. Input to Staff

As programs are implemented and administrative procedures developed, staff often consults with committees for their input and perspective. Input from committee members is considered by staff in implementing the program or policy.

Unless otherwise noted, there is sufficient professional and administrative staff time to accomplish the Section #2 staff commitments in 2018.

Estimated Percent of Overall Committee Effort: xx%

| Title Description  | Committee Commitment | Staff Commitment<br><i>Hours reflect working with the committee, not total project staff time.</i> | Schedule<br><i>(Estimated)</i> | Budget Implications |
|--|----------------------|--|--------------------------------|---------------------|
| <b>MISCELLANEOUS</b>   |                      |  |                                |                     |
| <b>3.1 TBD</b><br><br><b>PBIA Role:</b> x<br><br><b>Deliverable:</b> x |                      |  |                                |                     |
| <b>3.2 TBD</b><br><br><b>PBIA Role:</b> x                              |                      |  |                                |                     |

|   |                             |   |                             |                            |
|---|-----------------------------|---|-----------------------------|----------------------------|
| <b>Deliverable:</b> x   |                             |   |                             |                            |
| <b>SECTION 4. 2018 Informational Briefings (about issues of importance to downtown)</b><br>Unless otherwise noted, there is sufficient staff time/resource available in 2018 to accomplish or advance these items.<br>Estimated Percent of Overall Committee Effort: x% |                             |   |                             |                            |
| <b>Title Description</b>  | <b>Committee Commitment</b> | <b>Staff Commitment</b><br><i>Hours reflect working with the committee, not total project staff time.</i> | <b>Schedule (Estimated)</b> | <b>Budget Implications</b> |
| <b>MISCELLANEOUS</b>  |                             |   |                             |                            |
| <b>4.1 TBD</b><br><br><b>PBIA Role:</b> x<br><br><b>Deliverable:</b> x  |                             |   |                             |                            |
| <b>4.2 TBD</b><br><br><b>PBIA Role:</b> x<br><br><b>Deliverable:</b> x  |                             |   |                             |                            |