

PBIA (Parking & Business Improvement Area) Advisory Board

DRAFT 2018 Work Plan (May extend through March 2019)

The committee has scheduled 12 regular meetings in 2018 to accomplish this work plan (may include 3 additional monthly meetings through March 2019 - until next work plan is adopted.)

Professional staff liaison for PBIA is Amy Buckler

Support is provided by Mark Rentfrow, Downtown Liaison and Mike Reid, Economic Development Director

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 Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
1A.1 Monthly Meeting Roundtable PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to: <ul style="list-style-type: none"> Quarterly short survey questions Identification of issues that can be addressed by existing programs Identification of key messages or issues that need to be reported to the City Council (quarterly at GG) Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual report) 	10-20 minute discussion at each meeting	10-20 minute discussion at each meeting + Prepare and distribute communications	Q1-4	N/A

<p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>				
<p>1A.2 Survey Downtown Businesses: Gage the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.</p> <p>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.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through quarterly reports given to the General Government Committee</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p>	<p>Identify questions and discuss survey results as part of monthly roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>Q1-4</p>	<p>N/A</p>
<p>1A.3 Develop Welcome Packet for New Downtown Businesses</p> <p>PBIA Role: Work with staff to scope materials and messages for a welcome packet to be distributed to new and transitioning businesses in the downtown</p> <p>Deliverable: Welcome packets</p>	<p>Creating welcome packets: 1.5 hours</p>	<p>1.5 hours</p> <p>+ Create any welcome packet materials</p>	<p>Q1 – start discussion in March</p>	<p>\$2,000 (See also D.3)</p> <p>Materials may also be supplied by CPD</p>
<p>1A.4 Welcome Wagon and ongoing outreach with downtown businesses/PBIA members,</p>	<p>Variable; occurs outside of PBIA meetings</p>	<p>Hours: N/A</p> <p>+ Support any logistical needs</p>	<p>Q1-4 – start discussion in March</p>	<p>N/A</p>

<p>including non-English speaking ratepayers</p> <p>PBIA Role: Advisory board members will attempt to make a face-to-connection with business owners and forge ongoing relationships</p> <p>Deliverable/Outcome: Welcoming business environment; develop relationships and encourage participation by a large diversity of ratepayers</p>				
<p>1A.5 Annual member meeting</p> <p>PBIA Role: Host an annual meeting for PBIA members (ratepayers). This is required by the PBIA bylaws.</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	3 hours (1 hour to plan to event, 2 hours for event)	2.5 hours (.5 hours to plan to event, 2 hours for event) + Handle meeting logistics	TBD (PBIA's last survey indicated Q1 is best timeline for most responding businesses– that timing will be difficult to launch Q1 of this year, so perhaps we put off the next meeting until Jan/Feb '19?)	\$1,500 PBIA funds

1B. 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 <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
1B.1 Partially fund the Downtown Ambassador and Clean Team program	0 hours (any time devoted	0 hours (any time devoted would be	Annual allocation of funds	\$43,500

<p>PBIA Role: Provide funds. Gather feedback from members about the program, which may influence priorities.</p> <p>Deliverable/Outcome: Leverage City funds to expand the ambassador and clean team operations.</p>	would be part of Communications in Section 1)	part of Communications in Section 1)		
<p>1B.2 Maintain Cigarette butt containers: People break these sometimes in an effort to obtain used cigarettes, which can require welding and/or fixing the locks.</p> <p>PBIA Role: Provide funds</p> <p>Deliverable/Outcome: Waste containers for cigarette butts, which help keep downtown sidewalks clean</p>	0 hours	0 hours	<p>Q1-4</p> <p>Maintenance is billed to City as needed</p>	\$1,500
<p>1B.3 Clean Up Effort - TBD</p> <p>PBIA Role: Set-aside for a special clean-up effort – potentially to sponsor an ODA Downtown Clean Up or perhaps a different opportunity that may emerge</p> <p>Deliverable/Outcome: Unknown. A cleaner downtown</p>	Approximately 1 hour of discussion	Approximately 1 hour of discussion	TBD	\$3,000
<p>1B.4 Sponsor ODA's Volunteer in Paint</p> <p>PBIA Role: Provide funds to help carry out these events.</p> <p>Deliverable/Outcome: Helps to Purchase paint and other materials that help implement the events,</p>	<p>0 hours</p> <p>(Committee members might volunteer to participate in these events)</p>	0 hours	Annual sponsorship	\$1,000

ultimately leading to a cleaner downtown.				
1B.5 Extra Alley Flushings PBIA Role: Provide funds to carry out 3 extra alley flushings during the summer months, in addition to the 2 provided by Public Works. (May-Sept) Deliverable/Outcome: A cleaner downtown	Approximately 1 hour of discussion	Approximately 1 hour of discussion	TBD	\$3,000

1C. 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 Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
1C.1 Flower Baskets: 160-180 flower baskets to be hung and regularly maintained from end of May-Sept PBIA Role: Review 2018 results and provide input to staff about contract needs for 2019 program Deliverable/Outcome: Flower baskets that contribute to an attractive and welcoming downtown environment	.5 hours	.5 hours	Q2-3	\$20,000 total (\$10,000 for product and \$10,000 for maintenance) The 2018 budget also includes \$6,000 for a new sprayer, to be paid for with unspent funds as approved by a special Council ordinance

1C.2 Public Art Investment: Could be a mural, benches, sculpture, etc. PBIA Role: Establish scope for the project (medium, message or theme, selection process, etc.) and support implementation as needed. Deliverable: A new piece of art in the Downtown.	2-3 hours	2-3 hours	Q2- start discussion Coordinate with the Wayfinding Plan	TBD - The 2018 budget states this should be paid for by unspent funds as approved by a special Council ordinance
---	-----------	-----------	---	--

1D. 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 Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
Plans				
D.1 Partner with the Olympia Downtown Association on downtown marketing and promotion throughout the year. Includes promoting Twinklefest and a bright and festive holiday shopping experience downtown PBIA Role: Provide ½ the funds to carry out the effort (ODA pays other ½). Participate in development of the marketing strategy and some kind of committee to provide high level oversight. Receive regular status updates from the ODA	Full Board: • 1-2 hours for full board participation in a joint meeting regarding the marketing strategy • .5 hours each quarter for report from ODA Select members: approximately 1 hour/month for oversight committee PBIA subcommittee:	1-2 hours for full board participation in a kick off meeting regarding the marketing strategy. Ongoing participation of select members (approximately 1 hour/month) .5 hours each quarter for report from ODA + Set up contract with ODA	Q1-4	\$23,000 for contract with ODA An additional \$7,000 is allocated for marketing, which may be used for enhanced campaign support (ad buys, printing, etc.)

Deliverable/outcome: A cohesive marketing strategy that spreads a positive message and draws visitors to downtown	2 hours to work with ODA on the Scope of Services			
D.2 Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Girls Night Out, Trick or Treat, etc.) PBIA Role: Choose which events to sponsor and amount Deliverable: Support for events hosted by other organizations	.5 hours	.5 hours	Q1-4	\$1,500
D.3 Provide a welcome packet to new downtown residents PBIA Role: 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 Deliverable: A packet of information to welcome residents to downtown.	1 hour	1 hour + develop content	Q2-3	\$2,000 (see also 1A.3) Materials may also be supplied by CPD

1E. 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%

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

1E.1 Educate downtown businesses about the City parking strategy – how it aims to make parking more convenient for customers and where employees can and should park PBIA Role: Advise staff on development of communication materials and member outreach to businesses Deliverable: Materials and messages	1-2 hours at committee Additional time for outreach can be folded into Communications efforts outlined in 1A	1-2 hours at committee + develop materials	Q2-4	N/A – materials to be supplied by CPD
--	---	---	------	---------------------------------------

1F. Small Business Support/Resources

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 <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
1F.2 Educate downtown businesses about the myriad resources available to enhance, support and grow their business. PBIA Role: Learn about regional support services available to businesses and share this information through Communications role in A.1 Deliverable/Outcome: PBIA is helping to spread the word to downtown businesses about available services that can help downtown businesses stay and thrive as the local economy grows.	2 hours (may include information briefings from organizations such as the EDC)	2 hours	Q-4	N/A

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 Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Plans				
2.1 Provide input re: potential update to PBIA Ordinance PBIA Role: Provide input to City Council re: the scope of necessary changes, and potentially make more specific recommendations if requested by Council Deliverable: Input to staff & Council	2 hours	2 hours	Q2-Q4	Included in CP&D base budget
2.2 Review & update PBIA Bylaws PBIA Role: Scope, consider and adopt potential changes to PBIA bylaws Deliverable: Updated bylaws	2 hours	2 hours	Q2-4	Included in base CP&D budget
2.3 Receive briefing on efforts to improve PBIA assessment procedures (a staff administrative function) PBIA Role: Hear the information. Provide any insights. Deliverable: PBIA understands the process and can communicate it to	.5 hours	.5 hours	Q3	Included in CP&D base budget

members				
2.4 Recommendation on PBIA's 2019 budget PBIA Role: Develop a recommended 2019 budget to implement PBIA's roles and goals Deliverable: Recommended budget	3 hours	3 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2019 PBIA budget
2.5 Joint meeting with the Olympia Downtown Association (ODA) PBIA Role: Help set the agenda and participate Deliverable: Meeting with ODA	1-2 hours May be part of D.1	1-2 hours	TBD	N/A

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 <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Opportunities are unknown at this time,				

but may include participation in: <ul style="list-style-type: none"> • Wayfinding Plan • Potential Ambassador and Clean Team stakeholder group • Potential shared parking program stakeholder group 				
---	--	--	--	--

SECTION 4. 2018 Informational Briefings (about issues of importance to downtown)

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 <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule (Estimated)	Budget Implications
4.1 Ambassador & Clean Team Program Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.2 Parking Strategy Update PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.3 Action Plan Update, including indicators PBIA Role: Hear the information.	.5 hours	.5 hours	TBD	N/A

Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members				
4.4 Crosswalks 101: A briefing from Public Works Transportation PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.5 ?? PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.6 ?? PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A
4.7 ?? PBIA Role: Hear the information. Provide any insights. Deliverable/Outcome: PBIA understands the issue and can communicate it to members	.5 hours	.5 hours	TBD	N/A