



PBIA Advisory Board

Holiday Curb-side Pickup Signs

Agenda Date: 11/4/2020
Agenda Item Number: 6.A
File Number:20-0897

Type: decision **Version:** 1 **Status:** Filed

Title

Holiday Curb-side Pickup Signs

Recommended Action

Move to design and produce seasonal curbside pickup signs to support the holiday retail season

Report

Issue:

Whether to spend \$850 on 30 holiday-themed curbside pick up stall signs, to be installed as part of the Twinklefest marketing campaign.

Staff Contact:

Max DeJarnatt, Parking Program Analyst, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, Parking Program Analyst

Background and Analysis:

In response to the COVID-19 pandemic, Parking Services designated 30 stalls throughout Downtown as Curb-side Pickup loading zones. During the roundtable discussion at its October meeting, the PBIA board expressed interest in replacing the curbside pick up signs with holiday/Twinklefest-themed signs. Parking Services spent \$820 on the 30 signs in May. If the board wishes to have these signs replaced for the season, staff will work with leadership on design and install and remove the signs in conjunction with Twinklefest programming.

Neighborhood/Community Interests (if known):

N/A

Options:

Pay for the updated signs using the Twinklefest marketing budget

Do not update the signs at this time

Financial Impact:

The 30 signs cost the City \$820 in May of this year.

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Attachments:

Image of Curbside Pickup Sign