



PBIA Advisory Board

Strategic Planning Exercise

Agenda Date: 8/25/2017
Agenda Item Number: 4.A
File Number: 17-0884

Type: report **Version:** 1 **Status:** Filed

Title

Strategic Planning Exercise

Report

Issue:

The PBIA Advisory Board is refining its 5-Year Strategic Plan. At the meeting, staff will facilitate an exercise to gather members' feedback to clarify what the PBIA's clean & safe program does and why.

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Presenter(s):

Amy Buckler

Background:

ORDINANCE

The City's PBIA ordinance generally defines how special assessment revenues shall be used for the purpose of providing special projects and services under the PBIA's various programs. Within the areas of Clean & Safe and Civic Beautification & Signs, OMC 3.62.020 states:

2) Clean and Safe Program. This program will provide additional projects and services to make downtown cleaner, more welcoming and improve the public's perception of safety. This program may include a volunteer effort to provide eyes and ears on the street and to assist people downtown; administration and staff support; graffiti removal; and efforts to reduce offenses such as public urination, drug use and sales, aggressive panhandling and public intoxication ...

3) Civic Beautification and Sign Program. An overall beautification program will help the general aesthetic of downtown. Such a program may include:

- a) Streetscape beautification
- b) Area-wide Paint Up, Fix Up, Clean Up Campaign
- c) Public arts programs

d) Public/private way finding signs ...

... Other existing programs may be reviewed for supplementation with PBIA special assessments, including but not limited to: ... c) Programs to clean up downtown that include the semi-annual clean-ups, graffiti management, and mural programs ...

...The list of possible services and projects within the general program categories above is illustrative and not exclusive.

STRATEGIC PLAN

In 2016, the Board developed a 5-Year Strategic Plan with the objective of providing policy direction for considering how to direct future investment of PBIA funds in Downtown. The Plan was intended to be dynamic and updated once Olympia's Downtown Strategy was complete. Another reason for refining the Plan is to establish clarity about what PBIA does and why to establish a stronger foundation for ratepayer communication.

Attachments:

1. Clean and Safe section of the PBIA's Current Strategic Plan