



## PBIA Advisory Board

### Strategic Planning Exercise

**Agenda Date:** 8/28/2017  
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#### **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 parking program does and why.

##### **Staff Contact:**

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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 area Parking, OMC 3.62.020 states:

1) Downtown Parking Improvements Program. This program will provide for parking improvements to address the concern for downtown Olympia businesses and property owners, as well as patrons and employees. The PBIA special assessments may be used to fund administrative costs such as staff support, the construction or operation and maintenance of a parking structure or other parking improvements.

...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. Parking section of the PBIA's Current Strategic Plan