

**DOWNTOWN TACOMA PARTNERSHIP
BUSINESS IMPROVEMENT AREA WORK PLAN
2021-2022**

The Downtown Tacoma property owners and City of Tacoma formed a business improvement area [BIA] under RCW 35.87A on April 5, 1988 under Substitute Ordinance 24058, reestablished on March 10, 1998 under Ordinance 26205, reestablished again on February 19, 2008 under Ordinance 27696, and most recently reestablished again on March 27, 2018 under Ordinance 28496. The following is the thirty-fourth year work plan for the business improvement area, operating under the Downtown Tacoma Partnership name [DTP], effective from May 1, 2021 to April 30, 2022. It includes the administration of the program, appeals process, board and committees, and plans for maintenance, security and marketing.

PLAN OF ACTION

I. CITY OF TACOMA

The City of Tacoma will collect funds and deposit those funds in an interest bearing account that will be reflected in a separate ledger. The City will contract with the Local Development Council [LDC] (dba Downtown Tacoma Partnership) for management services, which contract is hereafter called the BIA Agreement. No provision of this work plan shall relieve the BIA from carrying out the annual program in accordance with the terms and conditions of the BIA Agreement.

II. DOWNTOWN TACOMA PARTNERSHIP

- A. The Downtown Tacoma Partnership membership consists of representatives designated by the owners of record of properties subject to paying assessments into the district. This group elects a Board of Directors to review BIA programming and determine if the funds are being spent in a proper manner, and each year this representative body prepares a new budget and work program for the following year based on identified needs, recognition of problem areas and experience from the previous year. The plan calls for an administrative team from the DTP to manage services, see that there is adequate insurance coverage, oversee all functions and report directly to the Board. The DTP will make an annual report available to all ratepayers and will be ready to respond to issues or emergencies.
- B. The DTP will rent or purchase all equipment and materials needed to manage the district in accordance with City Ordinance 28496 and Chapter R.C.W. 35.87A. It will provide all personnel or subcontract all services and personnel necessary for its operation.
- C. The City will enter into an agreement with the DTP for the management of the BIA.
- D. All equipment purchased with funds generated from the BIA will be returned to the City should the district be discontinued.
- E. Appeals
 - 1. The DTP will provide appeal forms and information to ratepayers relative to the process for correction or appeal of assessments pursuant to City Ordinance 28496. When requested by the City, DTP staff will provide administrative assistance in determining factual issues pertaining to application of the assessment to a

- particular property such as square footage, rates and building use.
2. The DTP will inspect properties and turn in reports as requested.

III. MANAGEMENT

The DTP will administer the basic program with contract staff or firms as needed to implement the program, with an approved budget as established by Tacoma City Ordinance 28496.

IV. COMMITTEES

A. Advisory committees will be made up of ratepayers and other interested parties that will advise the DTP Board in its management of the district.

B. Safe & Clean Advisory Committee

1. The committee will review all aspects of the DTP safe & clean program.
2. It will meet as needed and be ready to respond to issues or requests.
3. The Advisory Committee may include the following or their designee:
 - a. One board representative, acting as Chair
 - b. Tacoma Police Department Chief or designee
 - c. Contractor supervisor, if applicable
 - d. City of Tacoma representative
 - e. One or more other ratepayers/stakeholders
 - f. Representatives from other agencies

D. Marketing Committee

1. The committee will communicate with public agencies, ratepayers, business owners, residents, visitors, etc. on behalf of the DTP.
2. The committee oversees DTP beautification and marketing initiatives.
3. It will meet as needed and be ready to respond to issues or requests.
4. The Advisory Committee may include the following or their designee:
 - a. One board representative, acting as Chair
 - b. City of Tacoma representative
 - c. One or more other ratepayers
 - d. Other stakeholders within the Downtown Tacoma Partnership footprint

V. SAFETY PLAN

A. Downtown Police

1. Police officers may patrol a larger area than the BIA while partially funded with BIA assessments. These funds may be used for labor as well as maintenance, supplies and equipment for bicycles used by police officers in the BIA.
2. The DTP may fund selected operations when the Tacoma Police Department and the DTP mutually arrange such operations.

B. Private Security

1. Service Standard: To provide a community service representative (CSR) patrol, also known as DTP Safety Patrol through every block of the DTP at least once per day. Phone-directed patrols will be available on-call every day of the week. Services will be coordinated with police and other public safety agencies to provide maximum flexibility and highest level of service in response to DTP needs.

2. Downtown Safety Patrol or CSR (Community Service Representatives)
 - a. DTP Safety Patrols will wear readily identifiable uniforms and will be trained as public relations representatives for the downtown area, assisting people with directions and providing related services. Safety personnel will not carry weapons, but will be equipped with a cellular telephone for communication with customers and the Tacoma Police Department.
 - b. The tentatively proposed coverage for the 2021-2022 year is below, but may be adjusted as conditions demand:
 - 24 hours a day, 7 days a week, 2 Officers
 - c. DTP Safety Patrols on bicycles allow for more frequent and effective coverage of the area and will be used when feasible.
 - d. The hours may be adjusted to meet current district needs, including holidays.
 - e. The DTP will approve programming for training of the CSRs.
 - f. Any safety personnel objected to by the City, the Tacoma Police Department, or the DTP Board will be removed from the program.

VI. CLEANING PLAN

- A. Service Standard: To clean sidewalks and other common areas throughout the BIA at least once per week. Higher traffic areas may be cleaned more frequently as conditions warrant.
- B. Proposed staffing levels for sidewalk cleaning call for a supervisor and four full-time employees, but may be adjusted as conditions demand.
- C. The City has agreed to provide (at no cost to the DTP) the finished space located at the foot of the Broadway hill climb (12th & Commerce) for use by the DTP Cleaning & Maintenance Program. In exchange for this space, DTP staff will continue to do routine cleaning of the public rest rooms at 12th & Commerce as agreed with the Public Works Department.
- D. The DTP team will attempt to inform ratepayers or their representatives of any graffiti noticed on their property. Educational information on removal procedures and organizations that will assist with graffiti removal will be available. In the event that the business or property owner has been informed and does nothing about the graffiti, crews will offer to remove it as time and resources permit. Crews will not clean any graffiti that cannot be reached while standing in the public right-of-way.
- E. The clean-up crew will respond as possible to calls from city officials, ratepayers, the general public, or DTP Safety for clean-up matters needing immediate attention.
- F. The crew will work to pressure wash sidewalks throughout the downtown as possible.
- G. When snow is on the ground, the maintenance crew will first focus on removing snow from storm drains and other areas to minimize flooding and puddles for pedestrians entering crosswalks. After that, the crew will remove snow from sidewalks to the best of their ability. The crew will not be able to clean snow off all sidewalks in the downtown area. The crew will not clean snow from any downtown streets. Snow removal cannot be guaranteed and will be on a time available basis.

VII. MARKETING PLAN

- A. Service Standard: To maintain regular, effective communication with district ratepayers and to support the ratepayers' goal of preserving and enhancing their

- property values by highlighting Downtown Tacoma as a desirable area in which to work, shop, live, and visit.
- B. Funds for general marketing of the area may be expended on providing and disseminating information to ratepayers and for more general audiences, through brochures, print or electronic advertising, and websites in order to promote Downtown Tacoma.
 - C. Vertical street banners are incrementally purchased and installed on several arterials within the service area.
 - D. The committee will collaborate to identify opportunities to use its resources judiciously to increase efficiencies and leverage existing opportunities among the various organizations promoting downtown in a manner benefitting all ratepayers.
 - E. The Board will regularly survey ratepayers and users about existing and potential DTP services.
 - F. The DTP will coordinate with the City and other downtown agencies to help install and/or maintain common area improvements.
 - G. The DTP will continue to partner with the City as funds are available to promote and support retailers in Downtown Tacoma and attract new retail businesses to the area with the Retail Advocate position.