

DOWNTOWN TACOMA BUSINESS IMPROVEMENT AREA WORK PLAN - 2014-2015

The Downtown Tacoma Business Improvement Area [BIA] was approved on April 15, 1988 under Substitute Ordinance 24058, reestablished on March 10, 1998 under Ordinance 26205 and reestablished again on February 19, 2008 under Ordinance 27696. The following is the twenty-seventh year work plan for the district, effective from May 1, 2014 to April 30, 2015, implementing the BIA program for 2014-2015. 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 Business Improvement Area) 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 BIA

- A. The BIA 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 BIA to manage services, see that there is adequate insurance coverage, oversee all functions and report directly to the Board. The BIA will make an annual report available to all ratepayers and will be ready to respond to issues or emergencies.
- B. The BIA will rent or purchase all equipment and materials needed to manage the district in accordance with City Ordinance 27696 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 LDC 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 BIA will provide appeal forms and information to ratepayers relative to the process for correction or appeal of assessments pursuant to City Ordinance 27696. When requested by the City, BIA 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 BIA will inspect properties and turn in reports as requested.

III. MANAGEMENT

The BIA 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 27696.

IV. COMMITTEES

- A. Advisory committees will be made up of ratepayers and other interested parties that will advise the BIA Board in its management of the district.
- B. Maintenance Advisory Committee
 - 1. The committee will review all aspects of BIA common area maintenance.
 - 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. City of Tacoma representative
 - c. One or more additional ratepayers
- C. Security Advisory Committee
 - 1. The committee will review all aspects of the BIA security program.
 - 2. The committee will provide regular coordination for all security activities within the BIA.
 - 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. Tacoma Police Department Chief or designee
 - c. Contractor supervisor, if applicable
 - d. City Manager representative
 - e. One or more other ratepayers
 - f. Representatives from other agencies
- D. Community Relations Committee
 - 1. The committee will communicate with public agencies, ratepayers, business owners, residents, etc. on behalf of the BIA.
 - 2. The committee oversees BIA streetscape beautification 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 representatives, acting as Chair
 - b. City of Tacoma representative
 - c. One or more other ratepayers

V. SECURITY PLAN

- A. Downtown Police
 - 1. Police officers may patrol a larger area than the BIA and are 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 BIA will fund selected operations when the Tacoma Police Department and the BIA mutually arrange such operations.
- B. Private Security

1. Service Standard: To provide a community service representative (CSR) patrol, also known as BIA Security Patrol through every block of the BIA 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 BIA needs.
2. The management of the Winthrop Hotel has agreed to provide (at no cost to the BIA) finished ground-level space for use by the BIA Security Program. While this space has been provided in the past, the BIA Security Program may choose to locate new downtown facilities.
3. Downtown Security Patrol or CSR (Community Service Representatives)
 - a. BIA Security 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. Security 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 2014-2015 year is below, but may be adjusted as conditions demand:
 - 0600 Monday to 0600 Saturday continuous coverage
 - 1100 Saturday to 0300 Sunday continuous coverage
 - 1100 to 1900 Sunday
 - c. BIA Security 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 BIA will approve programming for training of the CSRs.
 - f. Any security personnel objected to by the City, the Tacoma Police Department, or the BIA Board will be removed from the program.

VI. MAINTENANCE 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 continuation of a supervisor and two full-time employees, plus temporary staff to assist during peak times.
- C. The City has agreed to provide (at no cost to the BIA) the finished space located at the foot of the Broadway hill climb (12th & Commerce) for use by the BIA Maintenance Program. Staff will continue to do routine cleaning of the public rest rooms at 12th & Commerce as agreed with the Public Works Department.
- D. The crew 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 from 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 BIA Security 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.
- H. The BIA will coordinate with the City and other downtown agencies to help install and/or maintain common area improvements.

VII. COMMUNITY RELATIONS 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 the BIA as a desirable area in which to work, shop, live, and visit.
- B. Funds for general marketing may be expended on providing and disseminating information to ratepayers, as well as for brochures, print or electronic advertising, and websites for ratepayers and for more general audiences in order to promote the enhanced services provided through the BIA.
- C. Vertical street banners are incrementally purchased and installed on several arterials within the BIA.
- 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 BIA services.