Pike Place Market
PDA Council Meeting:
Opportunities, Constraints & DEI Workshop 2.0

PDA COUNCIL MEETING
July 27, 2023
Opportunities, Constraints & DEI Workshop

INTRO & FRAMING
Master Plan Goals & PPM Roles

Strengthening these eight roles is key to achieving the aspirational vision described in Master Plan Goals 1 & 2 and addressing existing challenges associated with Goals 3, 4 & 5.

Goal #1: Multiple Identities & DEI

Local & Tourist Destination

Food Life Destination

Farmers Market & Ag Hub

Makers’ Market & Studio

Goal #2: Local Audience Oriented

Retail Hub

Small Business Incubator & Advocate

Downtown Anchor

Social Service & Community Steward

DEI is embedded across all eight roles

Goal #3: Improve Physical Plant

Goal #4: Financial Sustainability

Goal #5: Governance Rules
*Less/more effort is interpreted according to survey results on what’s most achievable in the short-term, since timing could vary.
Master Plan Timeline: PDA meetings by phase

**Council Engagement:** Topics for August and September meetings are being discussed
- Mid-August Special Meeting
- End-of-August Special Meeting
- Mid-September Special Meeting
- September 28 Council Meeting
- October 26 Council Meeting – Scenarios Workshop
Pike Place Market Potential Interventions

“WHAT IF PPM DID X?”
Pike Place Market’s role as

FOOD LIFE DESTINATION
### Potential Interventions: Food Life Destination

<table>
<thead>
<tr>
<th>Opp/ Challenge</th>
<th>What if we…</th>
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<tbody>
<tr>
<td>Reliance on few top performers</td>
<td>Create a tenanting plan to attract missing food offerings?</td>
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<tr>
<td>Lack of physical space &amp; clustering</td>
<td>Extend business hours and create programming to make PPM a dinner and post-work shopping destination, targeting office workers and residents?</td>
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<tr>
<td>Structural shifts in dining</td>
<td>Create clear zones and medium-to-large spaces for food and restaurants to draw locals looking for socially-oriented casual dining concepts?</td>
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<td></td>
<td>Create shared commissary kitchens, packaging/distribution spaces, and/or delivery pick up zones – in underutilized spaces at PPM or offsite – to support food delivery and shipping?</td>
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<td>Highlight sustainable vendors and create food-based events that support social causes (e.g., Native American food startups).*</td>
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*Revised since Council survey distributed.*
Discussion & Activity: Food Life Destination

- Create an evening destination
- Create tenanting plan
- Create zones for dining
- Create shared kitchens/distribution spaces
- Promote BIPOC & sustainable food businesses

Does this resonate with how you ranked the interventions? Why or why not?

How can we most effectively advance DEI through these interventions?

*Cause-based food events*

*Added since Council survey distributed. Less/more effort is interpreted according to survey results on what’s most achievable in the short-term, since timing could vary.*
Pike Place Market’s role as

SOCIAL SERVICE & COMMUNITY STEWARD
### Potential Interventions: Social Service & Community Steward

<table>
<thead>
<tr>
<th>Challenge</th>
<th>What if we…</th>
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<tbody>
<tr>
<td>Limited public awareness</td>
<td>Create opportunities, in partnership with more native and BIPOC organizations, to highlight Indigenous, immigrant, BIPOC, LGBTQIA and other stories at the Market, including through public art, interpretive signage, and others?</td>
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<tr>
<td>Need for more inclusive service provision</td>
<td>Identify additional areas for collaboration between the PDA, Foundation, and other partners, including highlighting PPM’s role as a social service provider?</td>
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<td>Lack of diversity data &amp; targets</td>
<td>Improve accessibility and inclusivity by incorporating multilingual signage, gender neutral restrooms, more seating, ADA accessibility, and other?</td>
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<td>Adopt new processes to ensure leaders of PPM reflect the diversity of the greater Seattle area?</td>
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<td></td>
<td>Adopt systematic data tracking, metrics, and targets to ensure accountability on DEI goals?</td>
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</tbody>
</table>
Adopt new processes to ensure diversity in PPM leadership

Adopt DEI metrics and data tracking systems

Partner more with native & BIPOC orgs.

Identify collaborations to highlight social services

Adopt new processes to ensure diversity in PPM leadership

Improve accessibility & inclusivity with physical tactics

Discussion & Activity: Social Service & Community Steward

Does this resonate with how you ranked the interventions? Why or why not?

How can we most effectively advance DEI through these interventions?

*Less/more effort is interpreted according to survey results on what’s most achievable in the short-term, since timing could vary.*