



Imagine Olympia | Take Action

Action Plan Communication Strategy - DRAFT

Last Updated April 14, 2014

Communication Tools	May - June - July			August (weeks)				Sept (weeks)				Oct (weeks)				
				1	2	3	4	1	2	3	4	1	2	3	4	5
Web Page(s)																
Print Material																
Email Blasts																
Utility Bill																
Facebook and Twitter																
Launch Online Plan																
TCTV Ads																
City Building Displays																
Design Charrettes (small groups)																
Web Introductions Videos																

Participation Opportunities	April (weeks)			August (weeks)				Sept (weeks)				Oct (weeks)				
				1	2	3	4	1	2	3	4	1	2	3	4	5
Partner Outreach																
OlySpeaks																
Public Meetings																
Focus Groups																
Advisory Committees																

Check-Ins	April (weeks)			August (weeks)				Sept (weeks)				Oct (weeks)				
				1	2	3	4	1	2	3	4	1	2	3	4	5
Core Partners																
Land Use & Envir. Committee																
City Council																

Key



Implementation or major work effort started

Ongoing work



Spectrum of Public Participation | Potential Tools

Increasing Level of Public Impact



Inform

Promise to the Public:

We will keep you informed.



Consult

Promise to the Public:

We will keep you informed, listen to and acknowledge concerns, aspirations, and provide feedback on how public input influenced the decision.



Involve

Promise to the Public:

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.



Collaborate

Promise to the Public:

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.



Empower

Promise to the Public:

We will implement what you decide.

- ★ Brochures/Fact Sheets
- ★ Displays
- ★ E-mail Blast
- ★ News Releases
- Newsletters
- Postcards
- Radio/Newspaper
- Signage
- ★ Social Media (Face-Book-Twitter)
- Street Banners
- ★ TCTV Messages
- Truck Talk Signs
- ★ Utility Inserts
- ★ Videos

- ★ Advisory Groups
- ★ Coffee Klatches
- ★ E-mail
- ★ OlySpeaks
- ★ One-on-One
- ★ Open House/Fairs
- Public Meetings/Hearings
- Surveys
- Walkabouts
- Workshops

- ★ Advisory Groups
- Design Charrettes
- ★ Focus Groups
- ★ OlySpeaks
- ★ One - On - One
- ★ Open House/Fair
- ★ Public Meetings
- Stakeholder Interviews
- ★ Surveys
- Web Meetings
- Workshops

- Design Charrettes
- ★ Focus Groups
- ★ OlySpeaks
- ★ One - On - One
- Web Meetings
- Workshops

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Potential Tools