



Imagine Olympia

Take Action



Action Plan

Public Involvement and Communication Strategy

DRAFT for review by the City Council Land Use and Environment Committee

Background

By the end of 2014, we will have a new Comprehensive Plan with a clear vision for our community's future. The next steps are making sure we make real progress towards our vision becoming reality.

The Action Plan will lay out specifically what we, as a community, want to do over the next six years to accomplish our goals. Those things we intend to do are called "action items." Action items may include everything from individual projects, like development of the Artesian Park downtown, to on-going programs, like the downtown police officer walking patrol. The Plan will also include performance measures to track our progress towards achieving our goals.

The Comprehensive Plan is a 20 year vision. There are likely hundreds of different things we, as a community, can do to accomplish our goals. Where do we start? How do we prioritize and make commitments? To be successful, the Action Plan also needs to be created and carried out by multiple partners within our community, the City being just one of those partners.

Embarking on a public involvement and communications strategy that is far-reaching, widely inclusive, deeply inspiring and genuinely collaborative is vital to promoting widespread involvement in the Action Plan. We want residents, businesses owners, City staff, partner agencies, community organizations, and elected officials all at the table, because everyone will play a critical role in our community's future.

Stakeholders

Because the Action Plan has the potential to have impacts community-wide, the public participation and communication strategy will include targeted outreach to the whole community; however, there are some public agencies or community organizations who are likely to be future partners in implementing the Plan. Below is a partial list of just some of those potential partners we'll be reaching out to during the public participation process:

City of Olympia

- City Staff
- City Advisory Committees and Commissions

Other Public Agencies

- Thurston County
- City of Tumwater
- City of Lacey
- State of WA–Department of Enterprise Services
- Tribes (Nisqually and Squaxin)

Potential Partner Agencies

- Thurston Regional Planning Council
- Coalition of Neighborhood Associations
- Economic Development Council
- Port of Olympia
- Olympia Downtown Association
- Olympia School District
- Intercity Transit
- South Puget Sound Community College
- United Way of Thurston County
- Sustainable South Sound
- Olympia Master Builders

Community Groups

- Olympia Master Builders
- Friends of the Waterfront
- Carnegie Group
- Olympia Yacht Club
- Other Interested Parties
- West Olympia Business Association
- Eco-Builder’s Guild

Objectives

- Everyone who would like has an opportunity to view and comment on draft material throughout the development of the Action Plan.
- A committee made of potential community partners and led by the City, will be established to participate in creating the draft Action Plan.
- Many different participation outreach methods will be used to keep the public involved and informed.
- The Action Plan will implement the vision established by Imagine Olympia and adopted by the City Council in the Comprehensive Plan Update.

- Groups and citizens not normally represented in City planning will have an opportunity to participate in developing the Action Plan through the use of non-traditional outreach and communication methods.
- The public participation process will involve the community in helping to identify actions that are a high priority, reasonably able to be accomplished within six years, and will significantly move us forward in accomplishing our Comprehensive Plan goals.
- The public participation process will involve the community in helping to identify performance measures that are meaningful, long-lasting, and informative.

Tasks

1. Action Plan Partner Work Group

An Action Plan Partner Work Group (Partner Work Group) made up of staff-level representatives from local government agencies and community organizations will provide recommendations to the City on the development of a Draft Action Plan, as well as to help generate community-wide interest and investment in the Plan.

The Partner Work Group will meet four times, help host two community-wide open houses and a series of focus meetings, and participate in one City Council meeting.

The role of the Partner Work Group is to ensure the actions in the Action Plan implement the Comprehensive Plan, can reasonably be accomplished within six years, and will generate community and partner investment and collaboration.

The role of the Partner Work Group is also to ensure the Action Plan performance measures are meaningful (i.e. they demonstrate progress towards achieving the Comprehensive Plan goals), long-lasting, and support good decision-making.

The Partner Work Group will be chaired by the City of Olympia. Staff members representing the following stakeholders will serve on the committee:

- City of Olympia (1 - in addition to the Chair)
- Olympia Planning Commission (1)
- Thurston Regional Planning Council (1)
- Port of Olympia (1)
- Olympia School District (1)
- Olympia Downtown Association (1)
- Intercity Transit (1)
- Coalition of Neighborhood Associations (1)
- Economic Development Council (1)
- United Way (1)
- South Puget Sound Community College (1)
- Sustainable South Sound (1)
- Olympia Master Builders (1)

2. Public Involvement

a. Kick-off Meeting

The Kick-off Meeting will inform and engage community members during the development of the Action Plan. The first meeting will have an interactive format that will help staff, Councilmembers, and the Partner Work Group collect community input on topic areas, action items, and performance measures.

b. Olyspeaks - Launch #1

Draft materials and questions will be available on *Olyspeaks!* for community input, comments, and ideas.

c. Focus Groups

The concept draft materials received from the open house and *Olyspeaks!* will be refined through a series of focus work groups. Participants in the focus groups will be targeted based on topic area, and are likely to include potential partners (not on the Committee), neighborhood leaders, and members of City Advisory Committees and Commissions.

d. Olyspeaks - Launch #2

Revised draft material and questions will be available on *Olyspeaks!* for community input, comments, and ideas.

e. Unveiling Meeting

The Unveiling Meeting will “reveal” the refined list of actions and performance measures and is an opportunity for staff, Councilmembers, and the Partner Work Group to seek additional input from the community and potential partners.

3. Communication and Outreach

a. **General Public.** Staff will use a variety of methods to outreach to the entire community: email blasts/newsletters, City web page content, utility insert(s), Facebook and Twitter, TCTV, public meetings, and *Olyspeaks!*.

b. **City Council.** Staff will continue to work closely with Councilmembers, providing regular briefings to LUEC and/or the full Council throughout the Action Plan’s development. Anticipated City Council briefings:

- February | Briefing: Kick-off Meeting & Public Participation
- May | Briefing: Focus Meetings
- July | Deliver Draft Action Plan to the Council

c. **Focus Work Group Participants.** Targeted invitations will be distributed to community members to participate in a series of focus meetings in March and April

2015. Topics are likely to include: Downtown, Neighborhoods, Economy, Natural Environment, Community, and Performance Measures.

- d. **Advisory Committees and Commissions.** City staff will coordinate with Advisory Committee and Commission liaisons to provide briefings and, if possible, facilitate work sessions in March and April 2015.
- e. **Community organizations and interest groups.** City staff will contact community organizations and interest groups to offer Action Plan briefings and host small-group work sessions in March and April 2015.
- f. **City Staff.** The existing cross-departmental staff team will continue to meet and work on revisions to the draft Plan throughout the public engagement process. Staff will also meet regularly with department directors.

Tools

The following tools and methods will be used to outreach to and engage the community to foster involvement and investment in the public participation process:

*Inform**

1. City web page
2. Email blasts/Email Newsletter
3. Utility insert
4. Facebook and Twitter
5. TCTV ads
6. Web introduction videos (*Olyspeaks*)
7. Council briefings
8. Editorial briefing

Involve

9. Staff briefings and small-group work sessions with community organizations.
10. Staff briefings and small-group work sessions with Advisory Committees.
11. Public meetings/open houses

Collaborate

12. Action Plan Committee
13. Focus Work Groups
14. *Olyspeaks!*

**Headings indicate where the listed methods are on the Spectrum of Public Participation developed by the International Association for Public Participation (iap2).*

Schedule

December 2014

- Action Plan Partner Work Group Meeting #1: Vision and Framework

January 2015

- Action Plan Partner Work Group Meeting #2: Performance Measures and Actions

February 2015

- City Council Update: Kick-off Meeting & Public Participation
- *Olyspeaks!* Launch #1
- Open House A: Kick-off Meeting
- Action Plan Partner Work Group #3: Focus Work Group Meetings

March 2015

- *Olyspeaks!* Launch #2
- Focus Group Meetings
- Community Organization Briefings and Work Sessions
- City Advisory Committee and Commission Briefings and Work Sessions

April 2015

- Focus Group Meetings
- Community Organization Briefings and Work Sessions
- City Advisory Committee and Commission Briefings and Work Sessions

May 2015

- Action Plan Partner Work Group Meeting #4: Community Feedback
- City Council Update: Focus Work Group Meetings

June 2015

- Revise and Refine Framework, Performance Measures, and Actions
- Open House B: The Big Reveal & Partner Recognition

July 2015

- Deliver Draft Action Plan to City Council