City of Olympia

Meeting Agenda

General Government Committee

Tuesday, December 16, 2014   **4:30 PM**   **Room 207**

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1.   ROLL CALL

2.   CALL TO ORDER

3.   APPROVAL OF MINUTES

3.A   14-1228   Approval of November 14, 2014 General Government Committee
Special Meeting Minutes
Attachments: Minutes

3.B   14-1229   Approval of December 3, 2014 General Government Committee Special
Meeting Minutes
Attachments: Minutes

4.   COMMITTEE BUSINESS

4.A   14-0482   Review and Provide Guidance on "Music Out Loud" Concept and
Associated Amendment to OMC 2.100
Attachments: Draft Ordinance

4.B   14-1067   Review and Provide Guidance on Transit Box Wrap Public Art Project

Attachments: Project Description

Box Wrap Template

Westwide Box Wrap Template

Sample Contract

4.C   14-1230   Final Review of Draft 2015 Council Outreach and Communication Action
Plan
Attachments: Draft Plan

IAP2 Spectrum of Public Participation

IAP2 Outreach & Communication Toolbox

5.   ADJOURNMENT

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Council Committee meeting, please contact the Council's Secretary at 360.753-8244 at least 48 hours
in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State*

Relay Service at 7-1-1 or 1.800.833.6384.

City of Olympia

General Government Committee

Approval of November 14, 2014 General Government Committee Special Meeting Minutes

Agenda Date: 12/16/2014
Agenda Item Number: 3.A
File Number: 14-1228

Type: minutes   **Version:** 1   **Status:** In Committee

Title

Approval of November 14, 2014 General Government Committee Special Meeting Minutes

City of Olympia

Meeting Minutes - Draft

General Government Committee

Friday, November 14, 2014	11:00 AM	Room 207

Special Meeting

1. ROLL CALL

Present: 3 - Chair Jeannine Roe, Committee Member Jim Cooper and Committee Member Cheryl Selby

2. CALL TO ORDER

Chair Roe called the meeting to order at 11:10 a.m.

3. APPROVAL OF MINUTES

3.A 14-1097   Approval of September 16, 2014 General Government Committee Meeting Minutes

The minutes were unanimously approved.

4. COMMITTEE BUSINESS

4.A 14-1087   2015 Legislative Agenda

Committee members reviewed a proposed 2015 legislative agenda posted with the meeting packet.

Committee Member Cooper expressed concern about the design of the State's 1062 Building, especially on the Capitol Way side. Assistant City Manager Jay Burney explained the design process and the City's role. Committee Member Selby also expressed concerns about the design. After discussion, Committee members said they could support the request for funding; however, they asked staff to continue to advocate for more pedestrian-friendly design elements on Capitol Way.

Chair Roe suggested highlighting the importance of State employees to the City and that Olympia is the front door of State government. Committee members asked staff to include some general statements in the legislative packet to serve as talking points with the local delegation and other legislators along the lines of: Olympia is the front door of State government; State employees live and work in the City; the City values having State employees in downtown Olympia.

Committee Member Cooper asked that an item be added to "Provide funding for

mental health; substance abuse; prevention, intervention, treatment, and after care services, with an emphasis on youth prevention programs." Committee members agreed to recommend the addition.

Communications Manager Cathie Butler reminded the Committee that the annual meeting with the 22nd Legislative Delegation is Tuesday, December 2, 7:30 a.m. in the Council Chambers. She said the draft legislative agenda, with General Government Committee recommendations, will be reviewed by the full Council. After Council review, staff will prepare a packet for the December 2 meeting.

The discussion was completed.

4.B   14-1096   Program Year 2015 Community Development Block Grant Process

Community Planning & Development Deputy Director Leonard Bauer and Housing Program Manager Anna Schlecht provided a briefing on the CDBG process and the status of current fund balance.

Committee members discussed the Council's continued focus on economic development as a high priority. Committee Member Cooper said he would like to learn more about how the funding could be used for multi-year commitments. Chair Roe said she is interested in discussing how to combine CDBG money with other sources, like the Community Renewal Area, to have the most effect. Committee Member Selby expressed interest in learning more about how the City could potentially use CDBG money for a project to house or serve homeless individuals at the current Holly Motel site.

Committee members agreed to continue the discussion at the General Government Committee's January 2015 meeting, along with a status report on the fund balance and spend-down.

4.C   14-1104   Council Outreach and Communication

Committee members briefly reviewed a proposal from staff. Given other commitments, they agreed to schedule a special meeting in early December to review the draft in detail and develop a recommendation to present at Council's January retreat.

The topic was discussed and continued to the General Government Committee special meeting December 3, 2014.

4.D   14-1098   Review List of General Government Referred / Unscheduled Items

Committee members agreed to take up this item at a special meeting December 3.

5.   ADJOURNMENT

Chair Roe adjourned the meeting at 1:15 p.m.

General Government Committee

Approval of December 3, 2014 General Government Committee Special Meeting Minutes

Agenda Date: 12/16/2014
Agenda Item Number: 3.B
File Number:14-1229

Type: minutes   **Version:** 1   **Status:** In Committee

Title

Approval of December 3, 2014 General Government Committee Special Meeting Minutes

Meeting Minutes - Draft

General Government Committee

Wednesday, December 3, 2014	11:00 AM	Room 112

Special Meeting

1. ROLL CALL

Present: 3 - Chair Jeannine Roe, Committee Member Jim Cooper and Committee Member Cheryl Selby

2. CALL TO ORDER

Chair Roe called the meeting to order at 11:05 a.m.

3. APPROVAL OF MINUTES - None

4. COMMITTEE BUSINESS

4.A [14-1104](#) Council Outreach and Communication

Communications Manager Cathie Butler reviewed a draft 2015 Council Communication and Outreach Action Plan.

Committee members said they liked the format, particularly referencing Council priorities and draft Comprehensive Plan goals and policies.

Committee members identified the following refinements to the draft Plan:

- **Coffee with the Council:** Change the word "Coffee" to "Connect" so the title reads "Connect with the Council." Clarify that the intent is to have informal conversations about a topic or topics that relate to current Council policy. Not all Councilmembers need or should be present at each "Connect." Schedule outside City Hall - go where issue or interested community members are. Possibly pair "Connect with Council" with a volunteer opportunity, e.g. Downtown Clean-Up; Volunteer in Parks.

- **Talking Points:** note that it's the "Elevator Speech" communication tool.

- **Current Issues Web Page:** Find an interesting title/web link, such as "Hot Topics," "The Rumor Mill," "Fact or Rumor." Executive office staff will identify issues and write the content. Councilmembers may suggest topics/issues to address.

- **Council Priorities Booklets:** Develop one on the Council's Sustainable Budget Goal and the Budget 365 Initiative.

- **Email to Councilmembers:** Increase storage capacity for Councilmembers. The citycounci@ci.olympia.wa.us <mailto:citycounci@ci.olympia.wa.us> email should be set up so that emails are automatically forwarded to each email instead of waiting for manual forwarding during the work day by the Executive Office. Each Councilmember is responsible for managing their own email. When staff sends a response on behalf of Council, copy each Councilmember.

- **Opinion Polling:** Add the word "guidelines" to read, "Identify guidelines for questions or surveys about current Council-level policy issues to place on OlySpeaks."

- **Council Liaisons:** At a minimum, each Council liaison will make contact with the Committee Chair and attend one meeting during the year to thank the committee for its work. Consider rotating liaisons every two years.

Committee members agreed to review a final draft at the Committee's December 16 meeting.

Public Works Deputy Director Debbie Sullivan provided a briefing on the Public Works strategic initiative to *Create an Informed and Engaged Community*. Ms. Butler said she and Ms. Sullivan hope to use this work as a model for communication and outreach assessment and strategies with other City departments.

The discussion was completed.

4.B   14-1098   Review List of General Government Referred / Unscheduled Items

Committee members agreed to:

- Remove the meeting with Capital City Facilities District (CFD) representative. Assistant City Manager Jay Burney, who is the Olympia staff liaison to the CFD, will provide a brief report at General Government's March or April meeting.

- Combine the discussion of minimum wage and sick leave policies into a single item, and possibly send to Finance Committee. Committee Member Cooper will ask for the re-referral.

- Remove the update on HOME Consortium.

- Combine the Downtown Ambassador Program Oral Report and the Report on PBIA Clean and Safe Committee.

- Possibly schedule the Indigenous People's Day meeting at the TESC Longhouse.

- Schedule the meeting with Advisory Committee Chairs in March, which will also be the annual work plan review.

Chair Roe will ask Mayor Pro Tem Jones to clarify his intent with the "State's Health and Production" referral.

The discussion was completed.

5.   **ADJOURNMENT**

Chair Roe adjourned the meeting at 1:35 p.m.

City of Olympia

General Government Committee

Review and Provide Guidance on "Music Out Loud" Concept and Associated Amendment to OMC 2.100

Agenda Date: 12/16/2014
Agenda Item Number: 4.A
File Number: 14-0482

Type: recommendation   **Version:** 2   **Status:** In Committee

Title
Review and Provide Guidance on "Music Out Loud" Concept and Associated Amendment to OMC 2.100

Recommended Action
Arts Commission Recommendation:
Recommend the Arts Commission's proposal to the full Council for approval.

City Manager Recommendation:
Receive a report on the *Music Out Loud* concept to date, and provide guidance.

Report
Issue:
Should the Music Out Loud concept and policies be approved and a work plan developed?

Staff Contact:
Stephanie Johnson, Arts & Events Program Manager, Parks, Arts & Recreation, 360.709.2678

Presenter(s):
Trent Hart, Chair, Olympia Arts Commission
Danielle Westbrook, Olympia Arts Commission
Michael Olson, Olympia Arts Commission

Background and Analysis:
Music Out Loud is a combination of a public art project to honor musicians posthumously who significantly contributed to music growth in the area or made a name for Olympia, and a music performance series at three sidewalk sites in downtown Olympia. Members of the Olympia Arts Commission met with General Government on May 20 to propose the project.

Since that meeting, members of the Arts Commission have:

- Met with representatives from the Olympia Police Department, Olympia Fire Department,

Public Works Transportation and Community Planning and Development to discuss pedestrian safety and egress for the Music Out Loud performances, where the audience is expected to remain for the entire set.

- Met with the Assistant City Attorney to draft changes in the ordinance to allow for Municipal Art Funds to be used for performance art.

One of the outcomes of the pedestrian egress meeting was to remove the 4th Avenue site from the list of potential areas. This leaves three sites for the pilot project:

- The corner of 5th and Capitol Way.
- To the south of the Washington Center entrance.
- The sidewalk in front of the Market Center.

Approval from Council to move ahead would allow for the following tasks:

- To secure written approval from adjacent businesses for the project.
- To move forward with a public process to determine artist names to be memorialized in the sidewalk public art sections.
- To allow for the Call for Art to go out to area artists.

Neighborhood/Community Interests (if known):
Commissioners will continue to communicate with downtown business and property owners as they move through the process.

Options:
1. Recommend the Arts Commission's proposal to the full Council for approval.
2. Recommend the Arts Commission return to General Government with written permission from property owners and recommended musician names.
3. Recommend a pilot project to design and install one space with no programming. Assess process, staff time and cost, and outcomes after installation.
4. Do not move forward with the proposal at this time.

Financial Impact:
Projected costs for Public Art in the sidewalks honoring past musicians <u>per site</u>.

Site Demolition	$ 800
Artist Allowance	$1,000
Concrete	$3,500
Cast Bronze Letters	$1,000
Adjacent Concrete Replacement	$ 500
Contingency 10%	$ 680
Sub-Total	$7,480 per site, from the Municipal Art Fund

Projected costs for music programming <u>per site</u>.
Musician fees:

$600 per site x 3 months	$1,800

Staffing:

45 hours at Lead Recreation Specialist Classification	$ 883
Possible street closure fee: $50	$ 50
Annual Cost	$2,733

Ordinance No. _____

AN ORDINANCE OF THE CITY OF OLYMPIA, WASHINGTON, related to the Arts Commission and allocation of the Municipal Art~~s~~ Fund, amending Article II of Chapter 2.100 of the Olympia Municipal Code.

WHEREAS, *[recitals tell the "story" and the authority]*

NOW, THEREFORE, THE OLYMPIA CITY COUNCIL ORDAINS AS FOLLOWS:

Section #. <u>**Amendment of OMC ###.**</u> **Olympia Municipal Code** *[insert chapter or section #]* **is hereby amended to read as follows:**

Article II. ARTS COMMISSION

2.100.100 Established--Purpose

There is hereby established an Arts Commission (the Commission) to accomplish the following:

A.   To promote and encourage public programs to further the development and public awareness of, and interest in, the fine and performing arts and the cultural heritage of the area; and

B.   To advise the City Council in connection with the artistic and cultural development of the Olympia area; and

C.   To provide local artistic and cultural services to citizens of the Olympia area by making available to the City and its citizens expertise on the subject of visual and performing arts and cultural heritage; and

D.   To encourage donations, grants or other support to further expand artistic, cultural programs and services for the citizens of the Olympia area; and

E.   To reach out to and work with the governments, institutions and citizens of neighboring jurisdictions in connection with these purposes, and ultimately to include representatives of said jurisdictions on the commission.

(Ord. 6526 §8, 2008).

2.100.110 Duties of Commission

The Commission is empowered to take the following actions:

A.   To encourage, conduct, sponsor or cosponsor, on behalf of the City, public programs to further the development and public awareness of, and interest in, the fine and performing arts, and the area's cultural heritage;

B.   To provide recommendations to the City Council and other groups on cultural and artistic endeavors and projects in which the City becomes involved and to act as a representative of the community in such matters;

C. To advise the City Council concerning the receipt of or purchase of works of art to be placed on municipal property;

D. To encourage donations, grants and other support to further expand arts and cultural services and programs available to citizens of Olympia and the region;

E. To encourage participation in local artistic and cultural events and programs by citizens and governments of neighboring jurisdictions;

F. Review all proposed donations for art programs and services to ensure that such donations are consistent with the goals of the Commission and the authority of the City of Olympia. After such review, submit a recommendation on the proposed donation(s) to the director of Parks, ~~Arts and~~ Recreation ~~and Cultural Services~~ and the City Manager for formal acceptance or rejection;

G. Prepare and recommend to the City Council a plan that outlines the expenditures of donations received and held in the Community Art Account for art programs and services;

H. To take such other actions as the City Council may direct from time to time.

(Ord. 6526 §8, 2008).

2.100.120 Budget

The Commission's programs and operating expenses shall be funded from the City general fund and from grants, donations and other like sources. The City Manager shall include said budget within the annual operating budget of the City.

(Ord. 6526 §8, 2008).

2.100.130 Public Art--Purpose

The City ~~accepts a responsibility for~~wishes to expand~~ing~~ experience with visual and performing art. Such art has enabled people in all societies to understand more clearly their communities and individual lives. Artists capable of creating art for public places must be encouraged and Olympia's standing as a regional leader in public art enhanced. A policy is therefore established to direct the inclusion of works of art in public works of the City and to explore means for encouraging artists to live and work in Olympia. In addition, when opportunities and funding allow, the City may also support performing art in public places when such performing art is consistent with the Municipal Art Plan.

(Ord. 6843 §1, 2013; Ord. 6526 §8, 2008).

2.100.140 Public Art--Duties of Commission

To carry out its responsibilities hereunder, the Commission shall:

A. Prepare and recommend to the City Council for approval a plan and guidelines to carry out the City's Public A~~a~~rt program, which shall include, but not be limited to:~~;~~
   1. a method ~~or methods~~ for the selection of artists or works of art and for placement of works of art ~~that are attached or detached within or about any municipal construction project or other~~at municipally owned, leased or rented property:
   2. support of performing arts program~~s~~ if consistent with the Municipal Art Plan.
   ~~.~~

2

B.   Recommend purchase of works of art or commission the design, execution and/or placement of works of art. The arts program staff shall advise the department responsible for a particular construction project of the ~~arts~~ Arts ~~commission's~~ Commission's recommendation regarding the design, execution and/or placement of a work of art in connection with such construction project.

C.   Review all proposed gifts of works of art to the City, proposed gifts of funds for the acquisition of works of art if restricted or dedicated in any way, and proposed gifts of sites for works of art to ensure that such gifts are consistent with the goals of the Commission and the City.

D.   Promulgate rules and regulations consistent with Sections 2.100.130 through 2.100.170 to facilitate the implementation of its responsibilities hereunder.

(Ord. 6526 §8, 2008).

2.100.150 Public Art--Allocation of Municipal Funds

~~The ordinance codified in~~ Sections 2.100.130 through 2.100.170 provide~~s~~ allocation~~s~~ of certain municipal funds for the purpose of selecting, acquisitioning and installing art works in public places and further provides that moneys collected be held in a "~~M~~municipal ~~Aa~~rts ~~Ff~~und" to be expended for projects and programs as prescribed in the "~~M~~municipal ~~Aa~~rts ~~Pp~~lan" to be developed by the ~~Aa~~rts ~~Cc~~ommission. All works of art purchased and commissioned under the ~~M~~municipal ~~Aa~~rts ~~Pp~~lan shall become a part of the City art collection developed, administered and operated by the City arts program.

Moneys in the ~~M~~municipal ~~Aa~~rts ~~Ff~~und may also be used for the following:
1.   ~~-~~toward the creation of a live/work housing project for local artists:
2.   toward the City's Public Art as provided in the Municipal Art Plan.

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(Ord. 6843 §2, 2013; Ord. 6526 §8, 2008).

2.100.160 Public Art--Definitions

A.   "Commission" means the Olympia Arts Commission.

B.   "Conservation" means those activities required to conserve, repair, or preserve the integrity of the art work and setting within which the art work is located.

C.   "Construction project" means any capital project paid for wholly or in part by the City to construct or remodel any building, structure, park, street, sidewalk, or parking facility, or any portion thereof, within the limits of the City.

D.   "Municipal ~~Aa~~rts ~~Pp~~lan" means a plan outlining the City expenditures of designated funds for public art projects for a one-year period.

E.   "Public Art" includes visual and performing arts.

~~E~~F.   "Routine maintenance" means:

1.   Those activities associated with keeping an art work and its setting clean and well ordered as specified by the artist at the time of completion of the art work; and

2.   The removal of graffiti if it can be accomplished employing effective, pre-approved methods.

(Ord. 6526 §8, 2008).

2.100.170 Public Art--Funds for Works of Art

Moneys for the municipal art fund shall be secured through the following methods:

A.   An annual amount equaling up to one dollar per capita may be appropriated from the City's general fund for works of art; and

B.   All requests for appropriations from the Capital Improvement Project (CIP) budget for construction projects visible and usable by the public, and exceeding five hundred thousand dollars shall include an amount equal to one percent of the estimated construction cost of such project for works of art.

C.   The arts program manager, in consultation with city management and department directors, may suggest to the City Council other appropriate funds on a project basis.

(Ord. 6678 §1, 2009; Ord. 6526 §8, 2008).

2.100.180 Public Art--Municipal Art Fund

There is established in the City treasury a special fund designated "municipal art fund" into which shall be deposited funds appropriated as contemplated by Section 2.100.170, together with gifts or bequests to the City for public art and other funds as the City Council shall appropriate for Public Art, and from which expenditures may be made for specific Public Art in accordance with the plan specified in Section 2.100.140. Moneys in the municipal art fund may also be used toward the creation of a live/work housing project for local artists. Separate accounts shall be established within the municipal art fund to segregate receipts by source or, when so directed by the City Council, for specific works of art. A percentage of the municipal art fund will be appropriated for administrative costs associated with the project. Arts program staff salaries will not be funded from the municipal art fund. Donations received for public art projects and purposes shall be administered pursuant to applicable policies adopted by the arts commission and Parks, Arts, and Recreation Department.

The interest accruing in the municipal art fund shall be segregated as an art conservation reserve. Moneys held in the art conservation reserve may be expended for staff time, professional services, supplies, and operating costs associated with the conservation, repair, restoration, or maintenance of works of public art as prescribed in an annual maintenance plan to be developed by the arts commission. In the event that excess funds are accumulated in the art conservation reserve, a percentage of reserve funds may be expended for special maintenance projects as recommended by the arts commission and as approved by the City Council.

(Ord. 6843 §2, 2013; Ord. 6526 §8, 2008).

2.100.190 Administrative Guidelines--Public Art, Art Programs and Services

The City Manager or designee is hereby authorized to promulgate administrative guidelines to carry out the provisions of Sections 2.100.130 through 2.100.240. Any major changes to said guidelines shall be submitted to the council for review.

(Ord. 6526 §8, 2008).

2.100.200 Public Art--Maintenance and Conservation of Public Art

Routine maintenance of ~~works of P~~public ~~A~~art shall be performed by the ~~Park Services Division of the Department of~~ Parks, Arts, and Recreation ~~Department and Cultural Services~~ consistent with the artist's specifications whenever possible. Minor routine costs shall be borne by that ~~division's~~ Park's budget. When routine maintenance costs exceed the resources of the Parks ~~Services Division~~, the Commission, in consultation with the arts program staff, may recommend the expenditure of art conservation reserve funds to support the cost of supplies and labor to perform routine maintenance.

Conservation, repair, and restoration of works of public art, once determined to be required by arts program staff and the arts commission, shall be performed by the artist or other contractor and the costs shall be fully born by the arts conservation reserve.

(Ord. 6526 §8, 2008).

2.100.210 Donations for Community Art Programs and Services; City Manager Authorized to Accept

The City Manager is hereby authorized to accept on behalf of the City of Olympia donations for community art programs and services and to carry out any conditions of the donation, so long as such conditions are within the authority of the City to meet. The City Manager will, for each donation, communicate an appropriate acknowledgment of acceptance on behalf of the City of Olympia and express appreciation therefor.

Prior to making his/her determination whether to accept a donation or whether any condition thereof is within the authority of the City, the City Manager shall receive and review the recommendation of the Commission and the director of the Parks, Recreation and Cultural Services Department.

(Ord. 6526 §8, 2008).

2.100.220 Donations for Community Art Programs and Services; Application of Ordinance

Sections 2.100.210, 2.100.230, 2.100.240 of this ordinance shall govern the receipt, holding and allocation of funds donated to the City only for the purpose of supporting community art programs and services.

(Ord. 6526 §8, 2008).

2.100.230 Donations for Community Art Programs and Services; Community Arts Account Established

There is hereby established in the City treasury a special revolving account designated the "Community Arts Account" within the Special Accounts Control Fund. Donated funds received for community art programs and services pursuant to Sections 2.100.210, 2.100.230, and 2.100.240 shall be deposited into the "Community Arts Account" established herein. Funds held within the Community Arts Account shall be expended upon appropriation for arts programs and services set forth in the plan for such programs and services approved by the City Council on the recommendation of the commission pursuant to Section 2.100.110 of the Olympia Municipal Code as herein amended.

(Ord. 6526 §8, 2008).

2.100.240 Appropriation of Donations for Art Programs and Services

Any donation given and received without conditions may be appropriated, pursuant to the plan referenced in Section 2.100.230 above, for the enhancement or expansion of existing city art programs and services, or for the development of new art programs or services. If an approved donation is conditional, it shall be deposited in the Community Arts Account and may be used only for purposes set forth in the condition. In either event, a proper credit shall be given to the fund source, such as "this program sponsored by the City of Olympia Arts Commission with support provided by the Community Arts Account." Enhanced or expanded art programs and services funded from the Community Arts Account will continue only if funds for those particular programs and services are appropriated out of future funds available within the Community Arts Account.

(Ord. 6526 §8, 2008).

Section #. <u>Severability</u>. If any provision of this Ordinance or its application to any person or circumstance is held invalid, the remainder of the ordinance or application of the provisions to other persons or circumstances shall remain unaffected.

Section #. <u>Ratification</u>. Any act consistent with the authority and prior to the effective date of this Ordinance is hereby ratified and affirmed.

Section #. <u>Effective Date</u>. This Ordinance shall take effect five (5) days after publication, as provided by law.

_____
MAYOR

ATTEST:

_____
CITY CLERK

APPROVED AS TO FORM:

_____
CITY ATTORNEY

PASSED:

APPROVED:

PUBLISHED:

City of Olympia

General Government Committee

Review and Provide Guidance on Transit Box Wrap Public Art Project

Agenda Date: 12/16/2014
Agenda Item Number: 4.B
File Number: 14-1067

Type: recommendation   **Version:** 1   **Status:** In Committee

Title
Review and Provide Guidance on Transit Box Wrap Public Art Project

Recommended Action
Committee Recommendation:
Approve concept, budget and Call for Art for the proposed Transit Box Wrap Public Art Project and forward to Council for final approval.

City Manager Recommendation:
Move to approve concept, budget and Call for Art for the proposed Transit Box Wrap Public Art Project and forward to Council for final approval.

Report
Issue:
The Arts Commission's 2014 Work Plan item 1.6 was a recommendation to General Government Committee regarding a **Utility Box Mural Project**. The Commission is ready to present a proposal for review and recommendation.

Staff Contact:
Stephanie Johnson, Arts & Events Program Manager, OPARD, 360.709.2678
Rick Knostman, Operations Supervisor, Public Works, 360.753.8438
Cathie Butler, Communications Manager, General Government, 360.753.8361

Presenter(s):
Stephanie Johnson, OPARD
Diana Fairbanks, Olympia Arts Commission

Background and Analysis:
Traffic control boxes are a fixture of almost every set of stoplights in Olympia. They are a magnet for graffiti, and an area of opportunity for a public art remediation. Cities such as Boise, ID, have turned similar utility boxes into canvases for art, via a printed vinyl wrap that allows for a wide array of art materials to be submitted.

In meeting with staff from Public Works, CP&D and General Government, the Commission heard

positive response and identified several ways to partner:
- Public Works welcomes the opportunity to abate graffiti, and offered to install the selected wraps.
- CP& D and General Government would like to partner on the downtown boxes, utilizing the sidewalk side for pedestrian wayfinding, and the other three sides for artistic design. The Olympia Lodging Tax Advisory Committee recommended $18,000 in funding to include wayfinding maps as part of this or another similar efforts on Capitol Way and other downtown locations routinely travelled by visitors.

This project would address 10 downtown boxes and 10 (larger) Westside boxes. The expected lifespan of the wrap is 2-3 years. Artistic design tends to minimize graffiti and the wraps will include a graffiti-resistant coating, but affected wraps will be removed if the damage is too great.

Submissions for the boxes would be open to Thurston County residents of all ages, and selection would be made by the public through OlySpeaks. Submissions would be accepted for both downtown and West Olympia. Selected artists will receive $500 for the use of their image.

Neighborhood/Community Interests (if known):
Unknown.

Options:
1). Approve concept, budget and Call for Art for the proposed Transit Box Wrap Public Art Project and forward to Council for final approval.
2). Approve only the Downtown Boxes.
3). Approve only the Westside Boxes.
4). Do not approve concept, budget and Call for Art for the proposed Transit Box Wrap Public Art Project.

Financial Impact:
Downtown Boxes (10) - Estimated $10,000, funded by Lodging Tax
Westside Boxes (10) - Estimated $11,000, funded by the Municipal Art Fund.

Call for Art
Traffic Control Box Wrap

The City of Olympia is seeking up to 20 art designs to be applied to vinyl wraps to cover transit control boxes in Downtown and Westside Olympia.

- $500 honorarium for use of design.
- Artist will submit concept designs using supplied template.
- Designs will be made available online at www.olyspeaks.org for public vote to determine the 20 to be fabricated.
- Artists *do not* fabricate or install the final art on the box.
- Selected artist designs (which can be prepared as illustrations, paintings, computer designed images, quilts, mosaics, photographed sculptures or photographs), will be printed on to a vinyl wrap, and applied to the traffic boxes.
- Wrap will be removed after 2-3 years, depending on condition. They may be removed at any time at the discretion of the City.
- ENTRY DEADLINE: _____.

DOWNTOWN

18"   23.75"
35.5"
39.5"
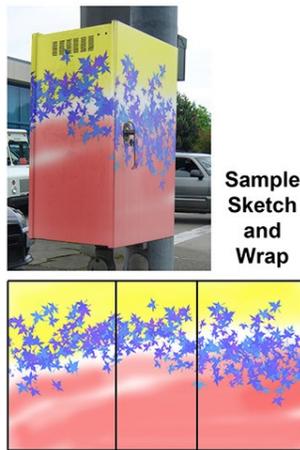
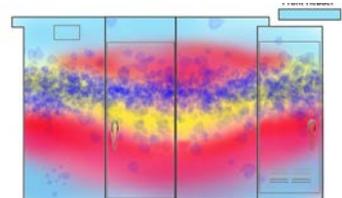Sample Sketch and Wrap

WESTSIDE

4.5"   23.5"   33.5"
29.875"
57.5"   64"

Sample Sketch and Wrap

Olympia™

Experience It!
OLYMPIA
Parks • Arts • Recreation

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of goods and services.

Eligibility

Thurston County residents of any age.

Selection Criteria

- *Submissions that includes advertising or logos or is political, religious or sexual in nature will not be considered.*
- Artists should bear in mind that the audiences will be broad-based and of all ages and artwork should be appropriate for display in a public place.

Location

Artwork will be displayed on transit control boxes in downtown Olympia. If selected for exhibition, location of individual designs during exhibit will be at the sole discretion of the City.

Duration

Wrap will be removed after 2-3 years, depending on condition.

Honorarium

Artists will be paid a $500 honoraria for the use of each completed, camera-ready design. Artists selected for exhibition must purchase a City of Olympia Business license. Please see http://bls.dor.wa.gov/cities/olympia.aspx for business license information.

Submission Guidelines

Design can be can be prepared as illustrations, paintings, computer designed images, quilts, mosaics, photographed sculptures or photographs. Submissions may be conceptual designs, but should convey enough detail for the voting public. Submission must be turned in on the attached form and be flat for scanning or will need to be supplied by the artist in a print-ready file, 300dpi or better. Following the selection process, all concept designs will be returned to the artists. **Artists may submit one design for each location, for a total of 2 possible submissions.**

Selected Entries

If conceptual design is selected, the final design should bring the artwork to camera-ready quality only and should not deviate in any way from the concept.

Fabrication

Artists may submit final design in one of two ways:

A) Turn in digital, print-ready file, 300 dpi or better.

B) Turn in physical artwork for scanning:

- Artwork must be flat
- Artwork must be secured to a backing board
- Artwork must use the scale of the concept plan - no larger than 11"x17"

In either case, artists may be asked to work with the vinyl fabricator in finalizing design for fabrication. *By submitting works, artists agree to grant permission to alter/crop work as needed.* Following fabrication, all artwork will be returned to artists.

Warranty

Artists verify that submitted design is their own work and does not violate another's copyright.

Artists understand that if their artwork includes photography of partially or entirely recognizable people, they must provide the City release statements from all parties.

Recognition

Artists will be recognized by credit on their work, and on the project webpage located on the City's website.

Jurors

Designs will be made available for public vote on the OlySpeaks website: www.olyspeaks.org

Entries

1. Artists may submit up to two entries each.

2. Submission packets should be sent, or hand-delivered to:

   Stephanie Johnson
   City of Olympia Parks, Arts & Recreation
   Transit Wrap Project
   222 Columbia St NW
   Olympia, WA 98501
   sjohnso1@ci.olympia.wa.us - 360/709-2678

3. Artists agree that the City of Olympia may photograph works in the exhibit and use photos for promotional purposes.

4. Artists agree to sign a contract with the City regarding the use of each design.

5. For questions or further information contact:
   Stephanie Johnson, Arts Program Manager, above.

Calendar

ENTRY DEADLINE - April 16, 2014, 7pm

May 6, 2014, 4pm ....Jury
The Olympia Center, 222 Columbia St NW, Room 102

May 8, 2014..................Arts Commission (OAC) reviews Jury recommendation

May 20, 2014...City Council
reviews OAC recommendation, makes final decision

June 2014 ....Contracts and plates made available to artists

July 7-10, 2014....................................Sculpture installed

July 25, 2014 ....Exhibition Kick-off Event

September 2014 ....Peoples' Prize Announced

Exhibition ends no later than July 2015

Cut Here -

Artist Submission

Name:_____

Address:_____

Telephone:_____

E-Mail:_____

DEADLINE FOR APPLICATIONS _____   SUBMISSIONS MUST INCLUDE:

☐   This application form.

☐   Artist's statement (limit to one side of one page), describing your inspiration for the design. If your cultural heritage is important to your artwork, please describe.

☐   The completed design template(s). Artists may submit up to one design for each location.

☐   Submission packet may be sent or hand-delivered to:

Stephanie Johnson
City of Olympia Parks, Arts & Recreation
Transit Wrap Project
222 Columbia St NW
Olympia, WA 98501

> **Digital packets** may be downloaded to the City FTP site:
> **http://olympiawa.gov/ftp** Do not embed images in a Power Point, PDF, iPhoto or any other library files.
> "Recipient" is sjohnso1@ci.olympia.wa.ua

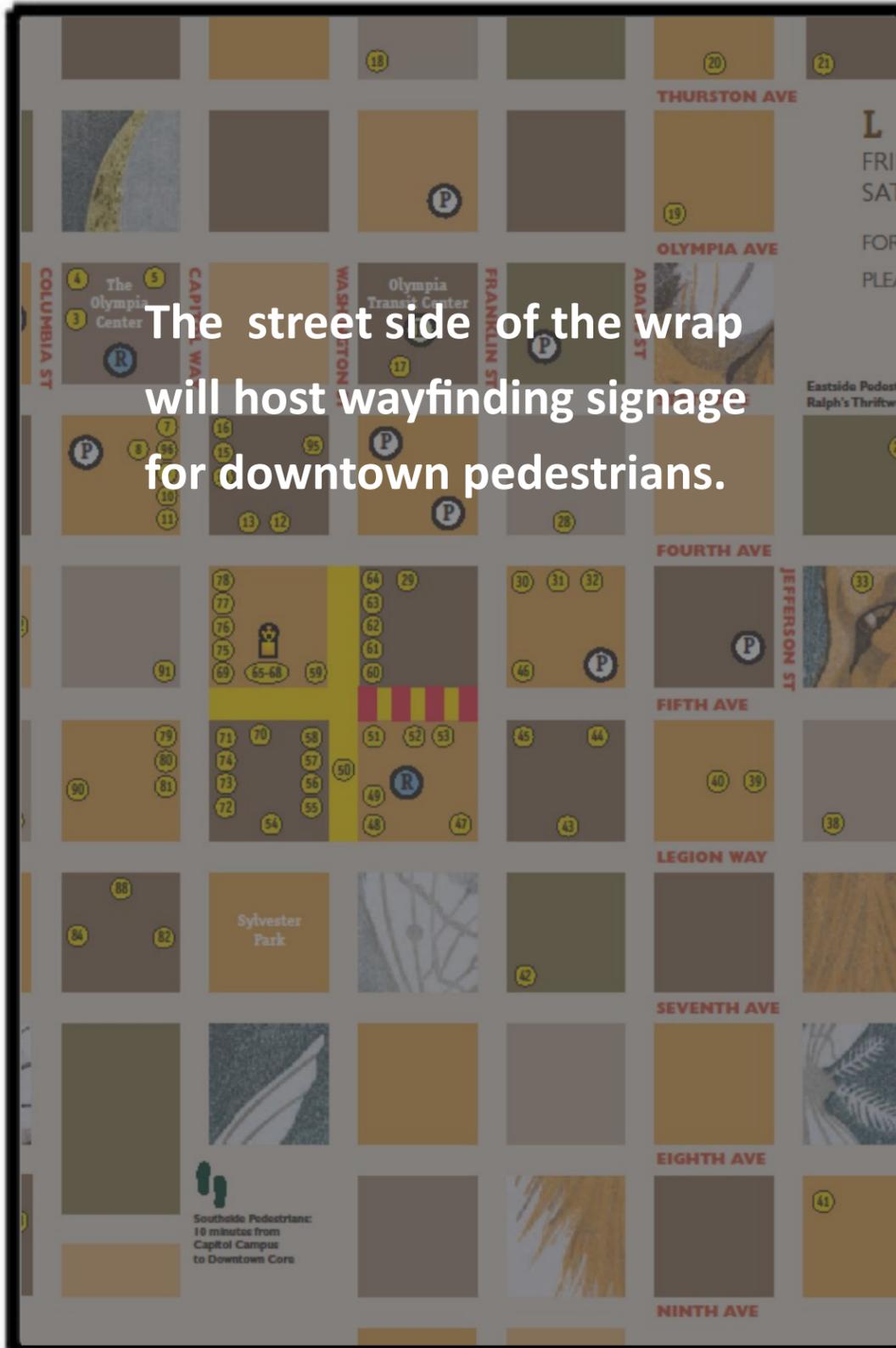**Downtown Olympia Proposal Template**: For concept plan only, not to scale. Hardware locations approximate.

Artist Name: **Title of Artwork:**   **Medium:**

The street side of the wrap will host wayfinding signage for downtown pedestrians.

Venting

Handle

Artist and program info.

West Side Olympia Proposal Template: For concept plan only, not to scale. Hardware locations approximate.

Artist Name: **Title of Artwork:**   **Medium:**

Latch

Handle

Handle

Venting

Artist and program information to go on roof "lip," visible in site photo.

CITY OF OLYMPIA ART PROGRAM
Contract for Use of Artwork Design

THIS CONTRACT is between the City of Olympia, hereinafter referred to as the "CITY" and_____,
hereinafter referred to as the "ARTIST" is entered into on the terms and conditions as set forth below.

WHEREAS, the CITY wishes to contract with the ARTIST for the use of design for reproduction on Transit Boxes
in Downtown and West Olympia, hereinafter called the ARTWORK; and

WHEREAS, the ARTIST has been selected through an open jury process; and

WHEREAS, the CITY wishes to reproduce artwork on vinyl wraps to be on display for a certain number of years, to
be removed at the discretion of the City;

NOW THEREFORE, the CITY and the ARTIST, for the consideration and under the conditions hereinafter set
fourth, agree as follows:

1   The CITY does hereby retain the ARTIST to perform the scope of work hereinafter described. The ARTIST
       is an independent contractor and shall furnish all supervision, labor, materials, supplies, equipment or use
       thereof, travel expenses and all other incidentals, except as specifically provided below, and shall conduct and
       complete the work in a professional and timely manner.

2   The scope of work to be performed by the ARTIST under this contract is as follows:
       -      Submit camera ready original digital or original physical work of art, hereinafter referred to as
              "ARTWORK" to the CITY no later than _____;
       -      Work with fabricator as necessary (approximately 1 hour), to finalize details needed for fabrication of
              vinyl wrap;
       -      The ARTIST agrees to grant permission to alter/crop work as need for fabrication and/or installation;
       -      Certify to the City that the ARTWORK is the original work of ARTIST and that ARTIST owns all
              rights to such ARTWORK;
       -      Certify to the City that if ARTWORK contains recognizable images of particular persons, ARTIST
              has obtained and will provide copies of legally appropriate releases to CITY prior to payment for
              ARTWORK.

3   The CITY shall have the right to display the ARTWORK at a location selected by the City for any term of
       years, at the sole discretion of the CITY. ARTIST grants to the CITY a non-exclusive license to graphically
       and electronically reproduce the ARTWORK, while on display, for any and all future publicity and fund-
       raising endeavors conducted independently by the CITY, provided that any such reproduction is credited to
       the ARTIST.

4   The ARTIST agrees to relinquish the right to any financial proceeds in association with the CITY's
       aforementioned reproductions of the ARTWORK.

5   The ARTIST shall be paid by the CITY within thirty (30) days of   successful completion of the scope of
       work to the CITY's satisfaction. The total payment shall be an exact amount of $500.00, to include all
       applicable taxes, which are the sole responsibility of ARTIST.

6   The ARTIST will be recognized both by a nameplate on the wrap, along with program information.

7   It is understood by the ARTIST and the CITY that exterior work on public display will acquire wear by the elements and interaction with the public. The ARTIST agrees that the City may remove the vinyl wrap at the CITY's discretion, due to wear, damage, or other for any other reason.

8   This contract may be changed, modified, or amended only by written agreement executed by both parties and attached hereto.

9   The services contracted herein shall be rendered without discrimination as to race, creed, color, national origin, marital status, sex, sexual preference, age, the presence of any sensory, mental, or physical handicap, or any other status protected from discrimination by law.

10   The ARTIST shall defend, indemnify, and hold harmless the CITY, its' officers, agents, employees, and assigns, from and against any and all damages, claims, suits, and/or actions arising from any copyright or trademark infringement, or any negligent act, negligent activity, or omission of the ARTIST or any employee or agents of the ARTIST in and during the performance of this contract.

11   If any provision of this contract, or any provision of any document incorporated by reference shall be invalid, such invalidity shall not affect the other provisions of the contract which can be given affect without the invalid provision, and to this end the provisions of this contract are declared to be severable.

IN WITNESS thereof, the parties hereto executed this agreement as of the date of the last authorizing signature affixed hereto.

ARTIST:

Signature: _____
Printed Name: _____
Date: _____
Address: _____
                           _____
Telephone: _____
UBI: _____

CITY: **APPROVED AS TO FORM:**

_____   _____
Stephanie Johnson   Assistant City Attorney
Arts Program Manager
Date:_____
Telephone Number:

City of Olympia

General Government Committee

Final Review of Draft 2015 Council Outreach and Communication Action Plan

Agenda Date: 12/16/2014
Agenda Item Number: 4.C
File Number: 14-1230

Type: recommendation   **Version:** 1   **Status:** In Committee

Title
Final Review of Draft 2015 Council Outreach and Communication Action Plan

Recommended Action
Review and provide guidance to staff at final draft for presentation at Council's retreat.

Report
Issue:
What do you wish to recommend.

Staff Contact:
Cathie Butler, Communications Manager, 360.753.8361
Jay Burney, Assistant City Manager, 360.753.8740

Presenter(s):
Jay Burney, Assistant City Manager

Background and Analysis:
General Government Committee was charged with developing a Council Outreach and Communication Plan to present at Council's 2015 retreat.

Attached is the final draft, based on prior committee input.

Guidance is needed on:
- Final recommendations included in the Plan.
- How you wish to present it at the retreat.

Neighborhood/Community Interests (if known):
N/A

Options:
Approve or further edit the Plan for presentation at Council's retreat.

Financial Impact:

Minimal impact for most items. Staff is scoping potential cost to print and mail an annual report to the entire community. There may be some rental fees and miscellaneous expenses for meetings held in locations other than City Hall.

FINAL DRAFT FOR REVIEW BY GENERAL GOVERNMENT COMMITTEE, 16 DEC 2014

This Plan lists communication and outreach actions proposed to be taken by Councilmembers, individually or collectively, during 2015. This Action Plan is not inclusive of all City communication and outreach efforts.

Theme:
Connecting with Our Community to …
- Learn about issues important to community members
- Converse about timely topics
- Share information and tell the City's story.
- Make informed decisions.

Target Audiences:
- Community as a whole.
- People who do not ordinarily get involved in civic affairs.
- Council appointed advisory committee members

Relevant Goals and Priorities:

Council Priority:
- Inspire Strong Relationships – Enrich public participation so that the community has a role in shaping public policy.

Draft Comprehensive Plan: (Selected Goals and Policies)
- PP2.2. Evaluate and pursue creative methods to inform and engage community members and under-represented groups who may not ordinarily get involved in civic affairs.

- PP3.4. Create structured opportunities for people to learn about city issues, share their experiences and motivations, and discuss public issues productively.

- PP3.5. Develop public participation plans when amending or updating the Comprehensive Plan or master plans. Develop public participation or communication plans for other major projects.

- PP4.2. Replace or complement the three-minute, one-way testimony format with an approach that allows meaningful dialogue between and among citizens, stakeholders, City Council members, advisory boards, and staff.

- PP4.3. Clearly define public participation goals and choose strategies specifically designed to meet those goals.

2015 Council Communication and Outreach Actions:
["Inform" and "Consult" Public Participation Methods, per IAP2 Spectrum]

Community Connections:
- **Committees in the Community** – Each Council standing committees will schedule one meeting at a site other than City Hall, with a main meeting topic related to City business that generates a conversation. Briefly share the conversation as part of "Council Reports."

- **Connect with Council** – As a pilot effort, schedule 2 or 3 informal "Connect with Council" opportunities. Intent: Informal conversation about emerging/current policy issues/topics. Identify a theme; go the community. 2 or 3 Councilmembers at each "Connect" event. Briefly share the conversation as part of "Council Reports."

Telling Our Story:
- **Presentations** – Seek opportunities for the Mayor, Councilmembers, City Manager to present information about City priorities/programs/services; e.g. service clubs, State agencies, etc.

- **Talking Points** – [Elevator Speech] Each Council member is encouraged to identify 2-3 key talking points about Council initiatives/ City projects they share as they are out and about in the community (staff is available to assist individual Councilmembers in developing talking points).

- **Current Issues Web Page [Hot Topics / Fact or Rumor]:** Post information about current issues in the Mayor/Council section of Olympia's website. Executive office staff will identify issues and write content. Councilmembers may suggest topics/issues to address.

- **Annual Report** – In 1st quarter 2015, staff will produce an annual report which Council may use to highlight accomplishments and performance measures. Distribution: advisory committees, Coalition of Neighborhoods, Council interlocal committees, hand out at community functions; obtain cost to print and mail to entire community. Post on City website. Publish articles through social media.

- **Council Priorities Booklets** – Staff will work with relevant Council committees to develop information booklets about priorities and actions, similar to the 2014 Downtown Project.

- **Email to Councilmembers** – Each Councilmember is responsible for managing their own email. When staff sends a response on behalf of Council, copy all Councilmembers. The citycouncil@ci.olympia.wa.us email should be set up so that emails are automatically forwarded to each Councilmember's email.

Issue Outreach:
- **Define Outreach and Decisionmaking Processes** – For major initiatives, Council reviews and approvals the public process; including Councilmember role; e.g. Parks Master Plan, Comp Plan Action Plan; West Olympia Alternatives. Use IAP2 (International Association of Public Participation) format. Clarify expectation for Councilmember attendance / participation at community forums organized by the City as part of the scoping.

- **Opinion Polling -** Identify guidelines for questions or surveys about current Council-level policy issues to place on OlySpeaks. [Possible 2015 General Government Committee work item]

Advisory Committees:

- **Council Liaisons** - At a minimum, each Council liaison will make contact with the Committee Chair and attend one meeting during the year to thank the committee for its work. Consider rotating liaisons every two years.

IAP2 Spectrum

of Public Participation

International Association for Public Participation

Increasing Level of Public Impact →

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	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.	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.	We will implement what you decide.
Example techniques	▪ Fact sheets ▪ Web sites ▪ Open houses	▪ Public comment ▪ Focus groups ▪ Surveys ▪ Public meetings	▪ Workshops ▪ Deliberative polling	▪ Citizen advisory committees ▪ Consensus-building ▪ Participatory decision-making	▪ Citizen juries ▪ Ballots ▪ Delegated decision

Techniques to Share Information

Technique	Think It Through	What Can Go Right?	What Can Go Wrong?
BILL STUFFERS			
Information flyer included with monthly utility bill	Design bill stuffers to be eye-catching to encourage readership	Widespread distribution within service area Economical use of existing mailings	Limited information can be conveyed Message may get confused as from the mailing entity
BRIEFINGS			
Use regular meetings of social and civic clubs and organizations to provide an opportunity to inform and educate. Normally these groups need speakers. Examples of target audiences: Rotary Club, Lions Clubs, Elks Clubs, Kiwanis, League of Women Voters. Also a good technique for elected officials.	KISS! Keep it Short and Simple Use "show and tell" techniques Bring visuals	Control of information/ presentation Opportunity to reach a wide variety of individuals who may not have been attracted to another format Opportunity to expand mailing list Similar presentations can be used for different groups Builds community goodwill	Project stakeholders may not be in target audiences Topic may be too technical to capture interest of audience
CENTRAL INFORMATION CONTACTS			
Identify designated contacts for the public and media	If possible, list a person not a position Best if contact person is local Anticipate how phones will be answered Make sure message is kept up to date	People don't get "the run around" when they call Controls information flow Conveys image of "accessibility"	Designated contact must be committed to and prepared for prompt and accurate responses May filter public message from technical staff and decision makers May not serve to answer many of the toughest questions
EXPERT PANELS			
Public meeting designed in "Meet the Press" format. Media panel interviews experts from different perspectives. Can also be conducted with a neutral moderator asking questions of panel members.	Provide opportunity for participation by general public following panel Have a neutral moderator Agree on ground rules in advance Possibly encourage local organizations to sponsor rather than challenge	Encourages education of the media Presents opportunity for balanced discussion of key issues Provides opportunity to dispel scientific misinformation	Requires substantial preparation and organization May enhance public concerns by increasing visibility of issues

An IAP2 Tipsheet provides more information about this technique.
Tipsheets are included as part of the course materials for IAP2's Techniques for Effective Public Participation.

Technique	Think It Through	What Can Go Right?	What Can Go Wrong?
FEATURE STORIES			
Focused stories on general project-related issues	Anticipate visuals or schedule interesting events to help sell the story Recognize that reporters are always looking for an angle	Can heighten the perceived importance of the project More likely to be read and taken seriously by the public	No control over what information is presented or how
FIELD OFFICES			
Offices established with prescribed hours to distribute information and respond to inquiries	Provide adequate staff to accommodate group tours Use brochures and videotapes to advertise and reach broader audience Consider providing internet access station Select an accessible and frequented location	Excellent opportunity to educate school children Places information dissemination in a positive educational setting Information is easily accessible to the public Provides an opportunity for more responsive ongoing communications focused on specific public involvement activities	Relatively expensive, especially for project-specific use Access is limited to those in vicinity of the center unless facility is mobile
HOT LINES			
Identify a separate line for public access to prerecorded project information or to reach project team members who can answer questions/obtain input	Make sure contact has sufficient knowledge to answer most project-related questions If possible, list a person not a position Best if contact person is local	People don't get "the run around" when they call Controls information flow Conveys image of "accessibility" Easy to provide updates on project activities	Designated contact must be committed to and prepared for prompt and accurate responses
INFORMATION KIOSKS			
A station where project information is available.	Make sure the information presented is appropriately tailored to the audience you want to reach. Place in well traveled areas. Can be temporary or permanent.	Can reach large numbers of people. Can use computer technology to make the kiosk interactive and to gather comments.	Equipment or materials may "disappear". Information needs to be kept up to date.

Technique	Think It Through	What Can Go Right?	What Can Go Wrong?
INFORMATION REPOSITORIES			
Libraries, city halls, distribution centers, schools, and other public facilities make good locations for housing project-related information	Make sure personnel at location know where materials are kept

Keep list of repository items

Track usage through a sign-in sheet | Relevant information is accessible to the public without incurring the costs or complications of tracking multiple copies sent to different people

Can set up visible distribution centers for project information | Information repositories are often not well used by the public |
| **LISTSERVES AND E-MAIL** | | | |
| Both listserves and email are electronic mailing lists. With listserves, anyone can register on the listserve to receive any messages sent to the listserve. With e-mail, someone needs to create and maintain an electronic distribution list for the project. | People read and share e-mail quite differently from hard copy mail. Thus you must write messages differently.

Augment with hard copy mail for those who prefer it or who don't have ready e-mail access.

To share information of any sort including notifying stakeholders when new material is posted to a Web site, inviting them to upcoming meetings, including comment and evaluation forms, sharing summaries of meetings, comments and input, etc. | As an inexpensive way to directly reach stakeholders

When you hope people will pass on messages to others since electronic-based mail is much easier to share than hard copies | Can be difficult to maintain accurate, current e-mail addresses as these tend to change more frequently than postal addresses. |
NEWS CONFERENCES			
	Make sure all speakers are trained in media relations	Opportunity to reach all media in one setting	Limited to news-worthy events
NEWSPAPER INSERTS			
A "fact sheet" within the local newspaper	Design needs to get noticed in the pile of inserts

Try on a day that has few other inserts | Provides community-wide distribution of information

Presented in the context of local paper, insert is more likely to be read and taken seriously

Provides opportunity to include public comment form | Expensive, especially in urban areas |

TECHNIQUE	THINK IT THROUGH	WHAT CAN GO RIGHT?	WHAT CAN GO WRONG?
PRESS RELEASES & PRESS PACKETS			
Press Releases Press packets (provides resource and background information plus contact information)	Fax or e-mail press releases or media kits Foster a relationship with editorial board and reporters	Informs the media of project milestones Press release language is often used directly in articles Opportunity for technical and legal reviews	Low media response rate Frequent poor placement of press release within newspapers
PRINT ADVERTISEMENTS			
Paid advertisements in newspapers and magazines	Figure out the best days and best sections of the paper to reach intended audience Avoid rarely read notice sections	Potentially reaches broad public	Expensive, especially in urban areas Allows for relatively limited amount of information
PRINTED PUBLIC INFORMATION MATERIALS			
Fact Sheets Newsletters Brochures Issue Papers Progress Reports Direct Mail Letters	KISS! Keep It Short and Simple Make it visually interesting but avoid a slick sales look Include a postage-paid comment form to encourage two-way communication and to expand mailing list Be sure to explain public role and how public comments have affected project decisions. Q&A format works well	Can reach large target audience Allows for technical and legal reviews Encourages written responses if comment form enclosed Facilitates documentation of public involvement process	Only as good as the mailing list/distribution network Limited capability to communicate complicated concepts No guarantee materials will be read
RESPONSIVENESS SUMMARIES			
A form of documentation that provides feedback to the public regarding comments received and how they are being incorporated	May be used to comply with legal requirements for comment documentation. Use publicly and openly to announce and show how all comments were addressed	Responsiveness summaries can be an effective way to demonstrate how public comments are addressed in the decision process.	With a large public, the process of response documentation can get unwieldy, especially if Web-based comments are involved.
TECHNICAL INFORMATION CONTACTS			
Providing access to technical expertise to individuals and organizations	The technical resource must be perceived as credible by the audience	Builds credibility and helps address public concerns about equity Can be effective conflict resolution technique where facts are debated	Limited opportunities exist for providing technical assistance Technical experts may counter project information

TECHNIQUE	THINK IT THROUGH	WHAT CAN GO RIGHT?	WHAT CAN GO WRONG?
TECHNICAL REPORTS			
Technical documents reporting research or policy findings	Reports are often more credible if prepared by independent groups	Provides for thorough explanation of project decisions	Can be more detailed than desired by many participants May not be written in clear, accessible language
TELEVISION			
Television programming to present information and elicit audience response	Cable options are expanding and can be inexpensive Check out expanding video options on the internet	Can be used in multiple geographic areas Many people will take the time to watch rather than read Provides opportunity for positive media coverage at groundbreaking and other significant events	High expense Difficult to gauge impact on audience
WORLD WIDE WEB SITES			
Web site provides information and links to other sites through the World Wide Web. Electronic mailing lists are included.	A good home page is critical Each Web page must be independent Put critical information at the top of page Use headings, bulleted and numbered lists to steer user	Reaches across distances Makes information accessible anywhere at any time Saves printing and mailing costs	Users may not have easy access to the Internet or knowledge of how to use computers Large files or graphics can take a long time to download

Techniques to Compile and Provide Feedback

Technique	Think It Through	What Can Go Right?	What Can Go Wrong?
COMMENT FORMS			
Mail-In-forms often included in fact sheets and other project mailings to gain information on public concerns and preferences Can provide a Web-based or e-mailed form	Use prepaid postage Include a section to add name to the mailing list Document results as part of public involvement record	Provides input from those who would be unlikely to attend meetings Provides a mechanism for expanding mailing list	Does not generate statistically valid results Only as good as the mailing list Results can be easily skewed
COMPUTER-BASED POLLING			
Surveys conducted via computer network	Appropriate for attitudinal research	Provides instant analyses of results Can be used in multiple areas Novelty of technique improves rate of response	High expense Detail of inquiry is limited
COMMUNITY FACILITATORS			
Use qualified individuals in local community organizations to conduct project outreach	Define roles, responsibilities and limitations up front Select and train facilitators carefully	Promotes community-based involvement Capitalizes on existing networks Enhances project credibility	Can be difficult to control information flow Can build false expectations
DELPHI PROCESSES			
A method of obtaining agreement on forecasts or other parameters by a group people without the need for a face-to-face group process. The process involves several iterations of participant responses to a questionnaire and results tabulation and dissemination until additional iterations don't result in significant changes.	Delphi processes provide an opportunity to develop agreement among a group of people without the need for meeting Delphi processes can be conducted more rapidly with computer technology. You can modify the Delphi process to get agreement on sets of individuals to be representatives on advisory groups, to be presenters at symposia, etc.	Can be done anonymously so that people whose answers differ substantially from the norm can feel comfortable expressing themselves. A Delphi process can be especially useful when participants are in different geographic locations.	Keeping participants engaged and active in each round may be a challenge.
IN-PERSON SURVEYS			
One-on-one "focus groups" with standardized questionnaire or methodology such as "stated preference"	Make sure use of results is clear before technique is designed	Provides traceable data Reaches broad, representative public	Expensive

Technique	Think It Through	What Can Go Right?	What Can Go Wrong?
INTERNET SURVEYS/POLLS			
Web-based response polls	Be precise in how you set up site; chat rooms or discussion places can generate more input than can be reviewed	Provides input from individuals who would be unlikely to attend meetings Provides input from cross-section of public, not just those on mailing list Higher response rate than other communication forms	Generally not statistically valid results Can be very labor intensive to look at all of the responses Cannot control geographic reach of poll Results can be easily skewed
INTERVIEWS			
One-to-one meetings with stakeholders to gain information for developing or refining public involvement and consensus-building programs	Where feasible, interviews should be conducted in person, particularly when considering candidates for citizens committees	Provides opportunity for in-depth information exchange in non-threatening forum Provides opportunity to obtain feedback from all stakeholders Can be used to evaluate potential citizen committee members	Scheduling multiple interviews can be time consuming
MAILED SURVEYS & QUESTIONNAIRES			
Inquiries mailed randomly to sample population to gain specific information for statistical validation	Make sure you need statistically valid results before making investment Survey/questionnaire should be professionally developed and administered to avoid bias Most suitable for general attitudinal surveys	Provides input from individuals who would be unlikely to attend meetings Provides input from cross-section of public, not just activists Statistically valid results are more persuasive with political bodies and the general public	Response rate is generally low For statistically valid results, can be labor intensive and expensive Level of detail may be limited
RESIDENT FEEDBACK REGISTERS			
A randomly selected database of residents created to give feedback to an agency, business, or organization about its services, priorities, project or contentious issues.	Think through what terms the participants should have. In the United Kingdom, 2 years is common. Using an independent company to select the participants will help allay any cynical concerns of "handpicking" residents to get the answer sponsors want	Useful in gathering input from "regular" citizens, on an ongoing basis, instead of just from representatives of interest groups or those who more typically come to meetings, participate on advisory groups, etc. Provides useful input without requiring people to come to meetings	Panel may not be credible with the larger community if people feel they have not been selected fairly.

TECHNIQUE	THINK IT THROUGH	WHAT CAN GO RIGHT?	WHAT CAN GO WRONG?
TELEPHONE SURVEYS/POLLS			
Random sampling of population by telephone to gain specific information for statistical validation	Make sure you need statistically valid results before making investment Survey/questionnaire should be professionally developed and administered to avoid bias Most suitable for general attitudinal surveys	Provides input from individuals who would be unlikely to attend meetings Provides input from cross-section of public, not just those on mailing list Higher response rate than with mail-in surveys	More expensive and labor intensive than mailed surveys

TECHNIQUE	THINK IT THROUGH	WHAT CAN GO RIGHT?	WHAT CAN GO WRONG?
APPRECIATIVE INQUIRY PROCESSES			
Appreciative inquiry is a systematic process that uses the art and practice of asking questions and building upon narrative communications to surface imagination, innovation and commitment to action.	Requires "whole system" involvement; participants should be a microcosm of the potentially affected public. Process requires an especially high level of engagement by core team members.	Creates high level of engagement and commitment to change as an ongoing process, not a one-time event. Fosters positive, grassroots level action Connects the community by celebrating stories that reflect the best of what is and has been.	Participants need to "own" and co-create the process. Core team members may burn out. Given the high level of engagement, people expect to see changes as a result of the process. The sponsor of the process needs to be truly committed to the outcomes.
CHARRETTES			
Intensive session where participants design project features	Best used to foster creative ideas Be clear about how results will be used	Promotes joint problem solving and creative thinking	Participants may not be seen as representative by larger public
CITIZEN JURIES			
Small group of ordinary citizens empanelled to learn about an issue, crossexamine witnesses, make a recommendation. Always non-binding with no legal standing More Info: Citizen Jury® The Jefferson Center www.jefferson-center.org or www.soc.surrey.ac.ul/SRU/SRU37.html	Requires skilled moderator Commissioning body must follow recommendations or explain why Be clear about how results will be used	Great opportunity to develop deep understanding of an issue Public can identify with the "ordinary" citizens Pinpoint fatal flaws or gauge public reaction	Resource intensive
COFFEE KLATCHES – KITCHEN TABLE MEETINGS			
Small meetings within neighborhood usually at a person's home	Make sure staff is very polite and appreciative	Relaxed setting is conducive to effective dialogue Maximizes two-way communication	Can be costly and labor intensive
COMPUTER-ASSISTED MEETINGS			
Any sized meeting when participants use interactive computer technology to register opinions	Understand your audience, particularly the demographic categories Design the inquiries to provide useful results Use facilitator trained in the technique and technology	Immediate graphic results prompt focused discussion Areas of agreement/disagreement easily portrayed Minority views are honored Responses are private Levels the playing field	Software limits design Potential for placing too much emphasis on numbers Technology failure

TECHNIQUE	THINK IT THROUGH	WHAT CAN GO RIGHT?	WHAT CAN GO WRONG?
DELIBERATIVE DIALOGUES			
A systematic dialogic process that brings people together as a group to make choices about difficult, complex public issues where there is a lot of uncertainty about solutions and a high likelihood of people polarizing on the issue. The goal of deliberation is to find where there is common ground for action.	Considerable upfront planning and preparation may be needed. The deliberation revolves around 3 or 4 options described in an Issue or Options booklet. Process should be facilitated by a trained moderator. Deliberation should occur in a relatively small group, about 8 to 20 people. A larger public may need to break into several forums, requiring more moderators.	Participants openly share different perspectives and end up with a broader view on an issue. A diverse group identifies the area of common ground, within which decision makers can make policies and plans.	Participants may not truly reflect different perspectives. Participants are not willing to openly discuss areas of conflict.
DELIBERATIVE POLLING PROCESSES			
Measures informed opinion on an issue More Info: The Center for Deliberative Democracy http://cdd.stanford.edu	Do not expect or encourage participants to develop a shared view Hire a facilitator experienced in this technique	Can tell decision makers what the public would think if they had more time and information Exposure to different backgrounds, arguments and views	Resource intensive Often held in conjunction with television companies 2- to 3-day meeting
DIALOGUE TECHNIQUES			
An intentional form of communication that supports the creation of shared meaning.	Dialogue requires discipline to intentionally suspend judgment and fully listen to one another. Participants need to be open to communication that engages both thinking and feeling. Participants need to feel safe to speak truthfully. It is important to carefully craft questions to be addressed in dialogue.	The group engages in "the art of thinking together" and creates shared meaning on a difficult issue. A new understanding of a problem or opportunity emerges.	Participants are "ready" to engage in dialogic communication. They may not able to move from individual positions and reflectively listen to each other.
FAIRS & EVENTS			
Central event with multiple activities to provide project information and raise awareness	All issues — large and small — must be considered Make sure adequate resources and staff are available	Focuses public attention on one element Conducive to media coverage Allows for different levels of information sharing	Public must be motivated to attend Usually expensive to do it well Can damage image if not done well

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FISHBOWL PROCESSES			
A meeting where decision makers do their work in a "fishbowl" so that the public can openly view their deliberations.	The meeting can be designed so that the public can participate by joining the fishbowl temporarily or moving about the room to indicate preferences.	Transparent decision making. Decision makers are able to gauge public reaction in the course of their deliberations.	The roles and responsibilities of the decision makers and the public may not be clear.
FOCUSED CONVERSATIONS			
A structured approach to exploring a challenging situation or difficult issue by using a series of questions arranged in four stages: Objective — Review facts Reflective —Review emotional response Interpretive — Review meaning Decisional — Consider future action	Plan the series of questions ahead of time and don't skip a step. May be used in many different settings, from debriefing a process to exploring the level of agreement on a given topic. Be clear on the intent of the conversation.	People learn new information and insights on a complex issue. People learn to respect and understand other views. The decisional steps leads to individual or collective action.	People jump ahead to interpretation or decisions and lose the meaning of the structured process.
FOCUS GROUPS			
Message testing forum with randomly selected members of target audience. Can also be used to obtain input on planning decisions	Conduct at least two sessions for a given target Use a skilled focus group facilitator to conduct the session	Provides opportunity to test key messages prior to implementing program Works best for select target audience	Relatively expensive if conducted in focus group testing facility May require payment to particpants
FUTURE SEARCH CONFERENCES			
Focuses on the future of an organization, a network of people or community More Info: Future Search Network www.futuresearch.net	Hire a facilitator experienced in this technique	Can involve hundreds of people simultaneously in major organizational change decisions Individuals are experts Can lead to substantial changes across entire organization	Logistically challenging May be difficult to gain complete commitment from all stakeholders 2- to 3-day meeting
MEETINGS WITH EXISTING GROUPS			
Small meetings with existing groups or in conjunction with another group's event	Understand who the likely audience is to be Make opportunities for one-on-one meetings	Opportunity to get on the agenda Provides opportunity for in-depth information exchange in non-threatening forum	May be too selective and can leave out important groups

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ONGOING ADVISORY GROUPS			
A group of representative stakeholders assembled to provide public input to the planning process. May also have members from the project team and experts.	Define roles and responsibilities up front Be forthcoming with information Use a consistently credible process Interview potential committee members in person before selection Use third-party facilitation	Provides for detailed analyses for project issues Participants gain understanding of other perspectives, leading toward compromise	General public may not embrace committee's recommendations Members may not achieve consensus Sponsor must accept need for give-and-take Time and labor intensive
OPEN HOUSES			
An open house encourages the public to tour at their own pace. The facility should be set up with several informational stations, each addressing a separate issue. Resource people guide participants through the exhibits.	Someone should explain format at the door Have each participant fill out a comment sheet to document their participation Be prepared for a crowd all at once — develop a meeting contingency plan Encourage people to draw on maps to actively participate Set up stations so that several people (6-10) can view at once	Foster small group or one-on-one communications Ability to draw on other team members to answer difficult questions Less likely to receive media coverage Builds credibility	Difficult to document public input Agitators may stage themselves at each display Usually more staff intensive than a meeting
OPEN SPACE MEETINGS			
Participants offer topics and others participate according to interest More Info: H.H. Owens & Co. www.openspaceworld.com	Important to have a powerful theme or vision statement to generate topics Need flexible facilities to accommodate numerous groups of different sizes Ground rules and procedures must be carefully explained for success	Provides structure for giving people opportunity and responsibility to create valuable product or experience Includes immediate summary of discussion	Most important issues could get lost in the shuffle Can be difficult to get accurate reporting of results
PANELS			
A group assembled to debate or provide input on specific issues	Most appropriate to show different news to public Panelists must be credible with public	Provides opportunity to dispel misinformation Can build credibility if all sides are represented May create wanted media attention	May create unwanted media attention

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PUBLIC HEARINGS			
Formal meetings with scheduled presentations offered. Typically, members of the public individually state opinions/positions that are recorded.	May be required by sponsor and/or legal requirement	Provides opportunity for public to speak without rebuttal	Does not foster constructive dialogue Can perpetuate an "us vs. them" feeling
PUBLIC MEETINGS			
An organized large-group meeting usually used to make a presentation and give the public an opportunity to ask questions and give comments. Public meetings are open to the public at large	Set up the meeting to be as welcoming and receptive as possible to ideas and opinions and to increase interaction between technical staff and the public. Review all materials and presentations ahead of time.	Participants hear relevant information and have an open opportunity to ask questions and comment. People learn more by hearing others' questions and comments. Legal requirements are met	The meeting escalates out of control because emotions are high. Facilitators are not able to establish an open and neutral environment for all views to be shared.
REVOLVING CONVERSATIONS (ALSO KNOW AS SAMOAN CIRCLES)			
Leaderless meeting that stimulates active participation More Info:Larry Aggens www.involve.com	Set room up with center table surrounded by concentric circles Need microphones Requires several people to record	Can be used with 10 to 500 people Works best with controversial issues	Dialogue can stall or become monopolized
STUDY CIRCLES			
A highly participatory process for involving numerous small groups in making a difference in their communities.	Study circles work best if multiple groups working at the same time in different locations and then come together to share. Study circles are typically structured around a study circle guide	Large numbers of people are involved without having them all meet at the same time and place. A diverse group of people agrees on opportunities for action to create social change.	Participants may find that the results are hard to assess and may feel that the process didn't lead to concrete action. It may be difficult to reach and engage some segments of the community.
SYMPOSIA			
A meeting or conference to discuss a particular topic involving multiple speakers.	Provides an opportunity for presentations by experts with different views on a topic. Requires upfront planning to identify appropriate speakers. Needs strong publicity.	People learn new information on different sides of an issue. Provides a foundation for informed involvement by the public.	Experts don't represent different perspectives on an issue. Controversial presenters may draw protests.

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TASK FORCES – EXPERT COMMITTEE			
A group of experts or representative stakeholders formed to develop a specific product or policy recommendation	Obtain strong leadership in advance Make sure membership has credibility with the public	Findings of a task force of independent or diverse interests will have greater credibility Provides constructive opportunity for compromise	Task force may not come to consensus or results may be too general to be meaningful Time and labor intensive
TOURS AND FIELD TRIPS — GUIDED AND SELF-GUIDED			
Provide tours for key stakeholders, elected officials, advisory group members and the media	Know how many participants can be accommodated and make plans for overflow Plan question/answer session Consider providing refreshments Demonstrations work better than presentations Can be implemented as a self-guided with an itinerary and tour journal of guided questions and observations	Opportunity to develop rapport with key stakeholders Reduces outrage by making choices more familiar	Number of participants is limited by logistics Potentially attractive to protestors
TOWN MEETINGS			
A group meeting format where people come together as equals to share concerns.	Town meetings are often hosted by elected officials to elicit input from constituents. There are cultural and political differences in the understanding of the term "town meeting." It may be interpreted differently wherever you are working.	Views are openly expressed. Officials hear from their constituents in an open forum.	The meeting escalates out of control because emotions are high. Facilitators are not able to establish an open and neutral environment for all views to be shared.
WEB-BASED MEETINGS			
Meetings that occur via the Internet	Tailor agenda to your participants Combine telephone and face-to-face meetings with Web-based meetings. Plan for graphics and other supporting materials	Cost and time efficient Can include a broader audience People can participate at different times or at the same time	Consider timing if international time zones are represented Difficult to manage or resolve conflict

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WORKSHOPS			
An informal public meeting that may include presentations and exhibits but ends with interactive working groups	Know how you plan to use public input before the workshop Conduct training in advance with small group facilitators. Each should receive a list of instructions, especially where procedures involve weighting/ ranking of factors or criteria	Excellent for discussions on criteria or analysis of alternatives Fosters small group or one-to-one communication Ability to draw on other team members to answer difficult questions Builds credibility Maximizes feedback obtained from participants Fosters public ownership in solving the problem	Hostile participants may resist what they perceive to be the "divide and conquer" strategy of breaking into small groups Several small-group facilitators are necessary
WORLD CAFES			
A meeting process featuring a series of simultaneous conversations in response to predetermined questions Participants change tables during the process and focus on identifying common ground in response to each question.	Room set-up is important. The room should feel conducive to a conversation and not as institutional as the standard meeting format. Allows for people to work in small groups without staff facilitators. Think through how to bring closure to the series of conversations.	Participants feel a stronger connection to the full group because they have talked to people at different tables. Good questions help people move from raising concerns to learning new views and co-creating solutions.	Participants resist moving from table to table. Reporting results at the end becomes awkward or tedious for a large group. The questions evoke the same responses.