



Action Plan—Draft Public Participation Plan

A significant focus of the Draft Comprehensive Plan is community participation in City decision-making. Goal GP3 states that “City decision processes are transparent and enable effective participation of the public.” Related policies call for public participation plans for major projects and for the City to “pursue creative methods to inform and engage community members and under-represented groups who may not ordinarily get involved in civic affairs.”

The following Draft Public Participation Plan for the Action Plan is intended to achieve the proposed Comprehensive Plan goals and policies and ensure that the Action Plan reflects the goals and priorities of the community.

Action Plan

The Action Plan is the next phase in the *Imagine Olympia* Comprehensive Plan Update. Comments received between 2009 and 2013 with ideas for how to implement the Comprehensive Plan were filed in a ‘parking lot’ until the City was ready to start developing the first Action Plan. This element of the Action Plan strongly influences the following key Public Participation Plan objectives, target audiences, and key messages.

Key Objectives

- Engage a wide range of people in reviewing the Draft Action Plan, including target audiences, members of City Advisory Committees and Commissions, and community members from under-represented groups who may not ordinarily get involved in civic affairs;
- Ensure the actions reflect the Comprehensive Plan’s goals and policies, and *Imagine Olympia* public feedback;
- Ensure the actions are correctly prioritized as short-term (1-2 years), mid-term (3-4 years), and long-term (4-6 years);
- Ensure the selected performance measures are meaningful, informative, and long-lasting;
- City partners understand and support the Action Plan initiative; and
- The City Council has the community input needed to make decisions regarding adopting a final Action Plan.



Target Audiences

- **Community Members.** All members of the community should be engaged in deciding what the City will do to implement the Comprehensive Plan in the next 6 years;
- **City Staff.** City staff will often be responsible for carrying out the selected actions and providing status updates. City staff will also need to reference the Plan to ensure alignment with other planning processes, budgeting, or other initiatives;
- **Potential Partners.** The City would like to invite other community partners to participate in carrying out actions. Potential partners need to be engaged in the development of the Plan, and continue to stay informed on what's adopted;
- **Potential Investors.** An Action Plan highlights clearly for potential investors the values and interests of the community and may highlight opportunities for future public or private investment;
- **City Council.** The Council will adopt the final Action Plan, confirming it as a guide for how the City prioritizes resources to implement the Comprehensive Plan.

Key Messages

- The Action Plan does not replicate the Comprehensive Plan; it summarizes the Plan and provides a 'road map' for how the goals and policies will be implemented;
- The Action Plan will align with City planning, budgeting, and goal-setting processes;
- The Action Plan is separate, but closely related to the Comprehensive Plan;
- The Action Plan reflects near-term focus areas and priorities on a 6-year time horizon;
- The Action Plan reflects strategic priorities that move us closer to accomplishing the goals and policies in the Plan;
- The Action Plan is intended to be a community plan—community partners are invited to collaborate with the City or take the lead in carrying out actions;
- Community feedback from the *Imagine Olympia* process was carefully reviewed and considered in the development of the Action Plan; and
- The selected performance measures are intended to be informative and demonstrate progress over a period of time.