

# Olympia Strong: A Roadmap for Economic Resiliency

## Community Engagement Framework

Working Document: 6/30/2022

### POINTS OF CONTACT:

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### ENGAGEMENT GOALS:

- Follow the public participation goals & policies in the Comprehensive Plan, including:
  - Make information and outreach materials available through a variety of means.
  - Use creative methods to engage under-represented groups and people
- Strengthen relationships between City staff and those traditionally underrepresented in city affairs
- Provide information to the public about our economy, and seek input to shape plan for resiliency
- Clearly articulate what is being asked, how input will be used, and report back what was heard
- Find ways to cross-engage with other planning processes to expand awareness and reduce fatigue
- Manage expectations, address false assumptions and provide consistent messages

### GUIDING PRINCIPLES (WILL BE REFINED THROUGH PUBLIC ENGAGEMENT PROCESS)

- Expand on economic strengths and opportunities that Olympians value
- Adopt policies that sustain economic growth and help overcome hardships
- Elevate more people of all backgrounds and abilities into financial stability
- Attract investment and generate new revenue to fund community goals and needs
- Build on the resiliency work begun through Thurston Strong Recovery + Reset Plan

### ENGAGEMENT METHODS

- **City Council and Peer Purpose Leader Interviews (June-July)**
  - Goal: Understand strategic objectives and increase buy-in and support for the work
  - Council and exec team interviews
  - 10-15 external interviews
    - Schools, Business and Community Organizations, Workforce and Industry
- **Listening Sessions (July-Nov and beyond as needed)**
  - Goal: Gain a deeper understanding of needs and opportunities; engage hard to reach people
  - Small focus groups
  - In some cases, provide a small stipend for participation
  - SPSCC Black Scholars, BIPOC Business, People with Disabilities, Trade Labor Reps, Auto Mall, Medical Industry, on Poverty, Working Families, Construction Corp participants, Journey to Job participants, SPSCC DEI Center, Youth/Young Adults, Financial Sector (EDC facilitation)
  - Additional listening sessions may be identified as needed

- **Outreach to Representatives of Ethnic Organizations (Ongoing)**
  - Goal: Build relationships, identify how best to engage with populations
  - Identify key anchor representatives and have one-on-one conversations, share purpose of Olympia Strong, why input matters, and ask for help bringing folks into the process
  
- **Person-on-the-Street Intercept Surveys (July-Sept)**
  - Goal: Increase participation and awareness; engage people who ordinarily do not get involved
  - Carried out by interns using iPads
  - Key locations include, not limited to:
 

<ul style="list-style-type: none"> <li>▪ Downtown/Farmers Market events</li> <li>▪ Capitol Mall</li> <li>▪ Senior Center</li> <li>▪ Sporting events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bus stops/bus rides</li> <li>▪ Multifamily complexes</li> <li>▪ Grocery stores</li> <li>▪ Et al</li> </ul>
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- **Surveys (X2)**
  - Goal: Provide meaningful opportunity to shape the plan and build buy-in
  - July 12-August 15: Survey to help build the broader vision open on Engage Olympia
  - Winter 2023: Survey with potential actions to prioritize or rank
  
- **Community and City Advisory Board Meetings (mostly Oct-March)**
  - Goal: Build awareness, test ideas and foster relationships
  - Share data and what we are hearing, discuss action ideas, seek feedback
  
- **Community Meeting**
  - Goal: Provide meaningful opportunity to shape the plan and build buy-in
  - Early 2023 to share data and what we have learned, generate action ideas and priorities, seek feedback for Comp Plan goals and policies
  
- **Video (Release Dec 2022/Jan 2023)**
  - Goal: Summarize initial engagement/data, invite people of all walks into the process
  - Mayor and/or project manager intro
    - Purpose and relationship to other plans people care about
      - e.g., creative arts district, climate response, social justice, et al
  - Pertinent factoids re economic/workforce trends and conditions
  - Snippets from interviews
  - Connect to survey #2
  
- **Connect to other related planning efforts**
  - Goal: Share with and make use of public input from other related processes to expand our understanding and reduce public engagement fatigue
  - Several current planning processes relate to long term economic resiliency, such as the Capital Mall Triangle Subarea, Armory plan, Inspire Program, Creative District, Downtown Business Recruitment and Retention Strategy, Neighborhood Centers and Housing Action Plan implementation
  
- **Briefings for City Council and Finance Committee**
  - Goal: Identify key issues, provide updates, get direction at key points along the way