

2012 City Priorities Work Plan

INVEST IN DOWNTOWN

- Increase Commerce and Private Investment Downtown
- Create a Safer, More Welcoming Downtown For All
- Develop Partnerships to Expand Public Spaces

2012 WORK PLAN

Enhancement Projects

- Complete Community Solar projects at HOCM, 4th Fire Station, Olympia Center, Fir Street Reservoir, and New City Hall **(Multi-Year Effort)**
 - Final investor agreements signed for HOCM, installation to begin in early 2013.
 - Currently exploring the use of a \$20,000 solar grant from PSE for a new solar system on the Timberland Library building.
- Continue Percival Plinth Project and People's Prize **(COMPLETE For 2012)**
 - People's Prize Winner for 2012 was "Windstar" By Ross Matteson.
- Complete Alley Naming Project **(Multi-Year Effort)**
 - Final names and alleys approved by the Mayor.
 - Public Works staff accompanied Brian Wilson, Chrisanne Beckner (Olympia Heritage Commission (OHC) Vice Chair) and Erica Cooper (ODA) on a tour of the alleys to finalize selections.
 - ODA is contacting business and building owners to work with them on sign and future mural placement.
 - Signs have been ordered.
 - OHC sought input from BPAC and UAC. When the project moves into mural phase, Arts Commission involvement will be sought.
- Move Forward with Project for Public Spaces Projects **(Multi-Year Effort)**
 - Artesian Lot Improvements **(Multi-Year Effort)**
 - Assembled internal design team to create a plan and draft a budget for site improvements. Team will seek public comment in early 2013 on Concept Plan.
 - Parklettes **(COMPLETE)**
 - Two parklette projects have been installed. Staff is monitoring use, developing an approval process, and improving design details.
 - New "tree benches" installed adjacent to new parklette on 4th Avenue.
- Explore Reinstating Downtown Walking Patrol **(COMPLETE)**
 - Council allocated \$100,000 in funding for expanded Downtown Emphasis Patrols in 2013.
 - OPD will work with ODA, PBIA, and the Finance Committee to further develop the scope and scale in anticipation of an expanded roll-out of the Walking Patrol in 2014.
- Continue OPD Administrative Foot Patrol Downtown **(Multi-Year Effort)**
 - The Chief, Commander, Lieutenants, and Training Sergeant all take time to patrol downtown in uniform.

Regulatory Role

- Implement Voluntary Alcohol Impact Area **(COMPLETE)**
 - Ordinance adopted February 28 2012.
 - A presentation was made at the December 6 Land Use Committee meeting outlining the results of the voluntary AIA and recommendations for a mandatory AIA. LUEC recommended forwarding a permanent ban to the full Council for consideration.
- Implement Bar and Tavern Best Management Practices **(COMPLETE)**
 - Agreements provided to bar owners February 2012.
 - Continue to monitor alcohol license renewals.
 - OPD continues to monitor calls for service for indications of a specific bar generating extraordinary call levels.
- Consider Sit/Lie Ordinance **(4th Quarter 2012)**
 - The City Prosecutor, with the support of OPD, presented possible changes to the Sit/Lie Ordinance and the Busking Ordinance at the December 6 LUE committee meeting. The Prosecutor also briefed the committee on possible regulations regarding behavior in public places, including camping.
 - LUEC recommended repealing all busking ordinances, extending the pedestrian walking lane to the entire width of the sidewalk, and elimination of camping at all City facilities. Recommendation will go to the full Council for consideration on December 11.
- Revise Parking Ordinances **(Multi-Year Effort)**
 - Smart Meter Demonstration Project completed.
 - Developing a transition plan for replacement of Parking Pay Stations with Smart Meters.

Planning

- Complete the Shoreline Master Program Update **(Multi-Year Effort)**
 - Conducted additional workshops and council deliberations. Council provided final direction to staff on October 23rd. Staff will bring a final draft of the SMP back to City Council for their consideration on December 18th. A public hearing is tentatively scheduled for January 22, 2013.
- Apply for the National Endowment for the Arts Grant Application for Project for Public Spaces Project **(COMPLETE)**
 - Project Ineligible for 2012 will reapply in 2013.
- Monitor Artspace Progress **(Multi-Year Effort)**
 - On-Going.
- Pursue Funding for Percival Landing **(Multi-Year Effort)**
 - Priority issue for 2013 Legislative Agenda.
- Continue Sea Level Rise Planning, Including Work with FEMA on Update of FEMA flood Maps Downtown **(Multi-Year Effort)**
 - Staff implementing annual sea level rise work plan, including focus on updated standard operating procedures for flood response in downtown.
 - Retained Coast and Harbor Engineering for technical support on upcoming FEMA-led process to update the local Flood Insurance Rate Map (FIRM).

- Planning updated sea level rise presentations to Council and community in early 2013.
- Update Parking Strategic Plan **(Multi-Year Effort)**
 - Developing a transition plan for replacement of Parking Pay Stations with Smart Meters.
 - Focused on being fair and flexible in approach to enforcement.

Service Delivery

- Continue with Graffiti Abatement/Clean-up Programs **(Multi-Year Effort)**
 - Graffiti busters program continues. OPD staff work as Graffiti Busters and the Crime Prevention Specialist helps to organize the program.
 - A Clean Team was implemented August 1, 2012 to provide additional cleaning services in the downtown area (CP&D lead).
 - Waste ReSources implemented a container maintenance program in early July that will aid in the cleanup of heavy graffiti on carts and containers in the Downtown core.
- Complete Downtown Curb Paintings and Markings Replacement **(COMPLETE)**
 - Downtown curb painting is complete for the year. Markings replacement is an ongoing process and will continue throughout the year, as weather permits.
- Pilot Recycle Cans in the Downtown **(COMPLETE)**
 - New recycle containers are installed. Recycle containers to be emptied and sorted by the Downtown Ambassadors.
- Continue Downtown Liaison **(Multi-Year Effort)**
 - On-Going.
- Continue with Downtown Street Sweeping and Garbage Pick-up **(Multi-Year Effort)**
 - On-going. Downtown street sweeping occurs 3 times each week on Monday, Wednesday, and Friday.
- Support Downtown Events **(Multi-Year Effort)**
 - Artswalk
 - Procession of the Species
 - Music in the Park
 - Police Department is active in policing these events, working with other City departments to ensure that events are safe and fun.
- Focus VCB Contracts on Coordinating and Marketing Downtown Events **(COMPLETE)**
 - Per the City's contract with VCB, George Sharp has met with all of the Downtown event sponsors who have lodging tax/tourism contracts. He is directly helping Capital Lakefair, Greater Olympia Dixieland Jazz Society, and Washington State Senior Games with realistic business and marketing plans for 2013. Earthbound Productions declined his assistance regarding tourism promotion.
- Complete RFP for CDBG Block Grant Capital Projects Benefitting Low and Moderate Income Housing **(COMPLETE)**
 - Family Support Center (FSC) selected and a contract for the sale of the Smith Building was submitted to Council in August for final approval.
 - FSC received a State of Washington Housing Trust Fund Award in the amount of \$750,000.

- Explore the Downtown Ambassador Program **(COMPLETE)**
 - Launched Ambassador Program in August, 2012. Ambassadors are providing cleaning, safety, and hospitality services.

Infrastructure Investments

- Move Forward with the Washington Center Siding Repair Project **(Construction in Spring 2013)**
 - Council approved conceptual design in June, 2012. Development of detailed construction drawings and bid documents underway. Plan to go out to bid in early 2013. Construction to begin in Spring 2013 and be completed by Sept/Oct 2013.
 - Received \$816,000 grant from the state Building for the Arts Program (subject to legislative approval in 2013).
 - Submitted unsuccessful grant application to the Community Economic Revitalization Board (CERB).
- Complete the New Hands on Children's Museum **(COMPLETE)**
 - New HOCM opened in November, 2012.
- Complete improvements to Library Front Entrance **(COMPLETE)**
 - Done.
- Complete Family Support Center Improvements **(COMPLETE)**
 - Done.
- Pave Capitol Way **(COMPLETE)**
 - Overlay of Capitol Way completed between B Street and Market Street, including installation of new "bulbouts" to improve pedestrian safety.
 - Transportation staff also patched the northbound lanes of Capitol Way between 4th and State Avenues.
- Continue Work with the Olympia Capitol Park Foundation to Acquire the Isthmus Parcels **(Multi-Year Effort)**
 - Submitted an RCO Grant for property acquisition. Eligibility for funding will depend on level of funding for the Washington Wildlife and Recreation program by the State Legislature.
 - Staff will continue work on funding packages for land acquisition, with priority on acquisition of Larida Passage parcels.
 - Funding for property acquisition will be included as part of our 2013 Legislative Agenda.
- Participate in the dedication of the East Bay Plaza **(COMPLETE)**
 - Dedicated on August 11, 2012.
- Pursue Community Renewal Area **(Multi-Year Effort)**
 - Ad-Hoc Committee formed to formulate a recommendation for Council.
 - Committee continues to meet to consider next steps and possible objectives of the CRA.
- Continue Involvement in the Purchase of the DFW Building **(Multi-Year Effort)**
 - Council approved an Interlocal Agreement with DFW in November, 2012 to jointly market the property.
- Create Section 108 loan program **(Multi-Year Effort)**
 - HUD approved \$1.8 million loan guarantee to City of Olympia to establish an Economic and Community Development Loan Fund.

ADOPT A SUSTAINABLE BUDGET

- **Build and Maintain Reserves**
- **Protect and Strengthen Core Services**
- **Partner With The Community to Establish Priorities and Ensure Resources Are Used Responsibly and Effectively**

2012 WORK PLAN

- Provide a Background Study Session with Council to Discuss Budget and Financial Condition **(COMPLETE)**
 - Done.
- Departments Discuss Priorities and Concerns in Preparation for 2013 Budget Discussions **(COMPLETE)**
 - Department Directors provided concerns as part of June 5th Budget Meeting with Citizen Advisory Committee.
- Review Process for Council and Community Involvement in the 2013 Budget Process **(Multi-Year Effort)**
 - On-Going, discussed at July 2012 Finance Committee.
 - Citizen Advisory Group met with Council on June 5, 2012 to provide feedback on budgetary priorities.
- Develop Citywide Performance Measures to Track our Progress on Key Initiatives **(Multi-Year Effort)**
 - Working with Executive Team to further develop measures and format for delivering the measures and telling our story.
- Evaluate Policy Changes and How they Align with our Economic Viability **(Multi-Year Effort)**
 - Part of Comprehensive Plan Process.
- Work with Council to Develop a Revenue Strategy **(COMPLETE)**
 - Worked on revenue options, review of assets, and partnerships as part of 2013 Budget process.
 - Discussed local economy and options for expanding the City's revenue base with Executive Directors of EDC, VCB, and Thurston Chamber.
- Review Policies on Reserves **(Multi-Year Effort)**
 - Initial discussions in March 2012 Finance Committee. Further discussions planned for 2013.
- Support the Tourism Promotion Area **(Multi-Year Effort)**
 - Presentation to Council April, 2012.

PLAN FOR THE FUTURE

- Align Plans and Ordinances
- Inspire Community Involvement in Moving Plans Forward
- Develop Performance Measures to Ensure Progress

2012 WORK PLAN

- Complete Comprehensive Plan and Shoreline Master Program Updates **(Multi-Year Effort)**
 - SMP was transmitted from the Planning Commission to City Council and City Council has engaged in a series of workshops and deliberations to refine the Planning Commission's proposal. It is anticipated that the City Council will conduct a public hearing on their proposed draft SMP in January and will transmit a final updated SMP to the Department of Ecology in March. The Department of Ecology will conduct their own review including public comment over the following 6 to 12 months.
 - The Planning Commission continues to review the July Draft of the Updated Comp Plan. It is anticipated that they will conclude their deliberations by April 1, 2013. The Planning Commission will then transmit their recommendations to the City Council. City Council will develop their deliberation schedule for the Comp Plan update.
- Move forward with the Comprehensive Plan Implementation Strategy **(Upon Completion of Comprehensive Plan)**
 - The LUEC is evaluating Implementation Strategy options and should make final recommendations to City Council in January.
- Initiate Neighborhood Planning as Part of the Comprehensive Plan Update **(Multi-Year Effort)**
 - Part of the Comp Plan Update and Implementation Plan.
- Participate in Urban Corridors Planning **(COMPLETE)**
 - Council adopted the Urban Corridors resolution on November 5.
 - Applied for HUD Grant to study Martin Way District (part of Urban Corridors).
- Complete the Wastewater Master Plan **(Multi-Year, Complete in 2013)**
 - Plan development underway. Work with UAC and Council in 2013 on completion of the plan.
- Complete the Update to the Waste ReSources Master Plan **(Multi-Year, Complete in 2013)**
 - Planning effort to begin in 2013.
- Plan/Present a Long-Term Water Supply Strategy **(Multi-Year Effort)**
 - Meeting with State Department of Health in December on scope of plan. Planning work to begin in earnest in 2013.
- Complete the Ward Lake Master Plan **(Multi-Year Effort)**
 - Concept Plan reviewed by Council on July 24 and was presented to the public for review and comment on August 9.
 - Parks and Recreation Advisory Committee recommended delaying plan for one year in order to monitor the algae bloom problem.

- Complete the West Bay Master Plan **(Multi-Year Effort)**
 - Agreed on scope of West Bay Environmental Restoration Assessment with Squaxin Island Tribe. Will be soliciting participation by the Port of Olympia. Work to take place in 2013.
- Complete the Harrison Avenue Parcel Master Plan and Develop Lease Agreement **(Multi-Year Effort)**
 - Community Visioning Group currently studying the feasibility of concept design components. Anticipate Council update in early 2013.
- Make Master Plans Available On-line **(COMPLETE)**
 - As Master plans are completed, they will be available on-line.
- Review Ordinances for Alignment with Comprehensive Plan and Master Plans **(Multi-Year Effort to Begin in 2013)**
 - On-Going.

INSPIRE STRONG RELATIONSHIPS

- Develop Strong and Healthy Regional Partnerships
- Achieve Higher Levels of Public Engagement
- Strengthen Council Relationships and Involvement with Advisory Committees

2012 WORK PLAN

- Work with the General Government Committee to Establish Proposals for Stronger Advisory Committee Relationships **(COMPLETE)**
 - General Government met with Advisory Committee Chairs.
 - General Government Committee invited Committee Chairs to participate in the committee interview process.
 - A councilmember was appointed as liaison to each committee.
 - At the suggestion of Committee Chairs, the General Government Committee is arranging for meeting management training.
- Conduct Six or more Study Sessions with Council to Provide Baseline Information to Council on Departmental Issues/Items **(COMPLETE)**
 - Work sessions conducted throughout the year.
- Initiate Pilot Projects on the Use of Social Media **(COMPLETE)**
 - Completed successful pilot of Twitter for project updates on the 18th Avenue construction project:
 - 49 “tweets” were posted by staff (approximately 2/week).
 - 43 followers - 33 non-City (included media, ODA, Council, and Contractors).
 - 50% of messages were forwarded.
 - Message re-tweeted the most was related to a PSE power outage.
 - Plan to expand the use of Twitter to all 2013 Public Works construction projects that affect the general public.
- Highlight Our Accomplishments **(COMPLETE)**
 - Special Recognition
 - Many Special Recognition items were scheduled throughout the year.

- Presentations
 - Mid-Year and End of Year Updates on City Priorities presented to Council.
- Use of Lobby TV Monitors
 - Used Lobby Monitor during the day to provide information on City programs.
- Media Outreach
 - OPD has increased its media outreach with frequent press releases and interviews regarding OPD's pro-active policing efforts. OPD has also increased interaction with the press, television, and radio regarding active criminal justice cases so that the public is better informed about activities in the City.
 - Averaging 3-4 press release/month regarding Criminal Justice issues.
- Focus on Customer Service **(Multi-Year Effort)**
 - CP&D developed and delivered a customer service training seminar to their employees.
 - Initiated a three month demonstration of "smart meters" at no cost to the City.
 - Parks worked with Communication Services and GIS team to improve information accessibility on website and for events.
 - Online registration for Parks programs has increased to over 20% of all registrations, allowing citizens to enroll in programs at their own convenience.
 - The customer service counter has developed maps and flyers about the residential parking program so that people in those areas have easy-to-understand, written information about the program.
 - Communication Services is reviewing the website to remove outdated information and combine pages so that users can more easily find information.
- Conduct Community Conversations Around the Comprehensive Plan and other City Master Plans **(Multi-Year Effort)**
 - On-Going.
- Strengthen Partnerships and Initiate Conversations with Neighborhood Associations Including the Development of a Memorandum of Understanding Formalizing our Relationship **(COMPLETE)**
 - MOU with Council of Neighborhood Associations approved on July 10, 2012.
 - Kicked off Neighborhood Pathways Program with input from CNA. Program provides grants, based on neighborhood priorities.
 - Through the Neighborhood Matching Grants program, the City provided \$18,000 worth of grant funding for nine projects with a total cost of \$54,518.
- Work with Neighboring Jurisdictions to Explore Possible Regionalization of Services **(Multi-Year Effort)**
 - On-Going.