



# Action Plan Report Launch & Distribution

## **Action Plan: Annual 2017 Report to the Community *Launch & Distribution Plan***

The first Annual 2017 Report to the Community is one of the primary ways in which we share the progress we make as a community in carrying out our Comprehensive Plan vision. As the “face” of our Action Plan, it’s a way to highlight our community’s priorities, attract new investment, and recruit partners to join us in taking action. For that reason, the strategy outlined below strives to reach a broad and varied audience.

**Report Format.** The Report will be primarily an online document—an exceptional interactive experience with video and links to additional information. However, to ensure everyone can access it, the Report will be available in 3 different formats:

1. Interactive digital magazine;
2. Printer-friendly online PDF document; and
3. Print version

**Community Distribution.** To reach the broadest and most diversified audience possible, the distribution strategy listed below includes a wide variety of traditional and non-traditional outreach methods:

- A) **City Council Launch.** The Report will officially launch by/for City Council at the May 16 regular televised meeting. Each Councilmember will be provided:
  1. Print & electronic copies;
  2. PowerPoint presentation template;
  3. Promotional cards;
  4. Key messages; and
  5. Action Plan FAQ
- B) **Promotion.** Immediately following the May 16 Council launch, staff will:
  1. Distribute a news release
  2. Outreach to traditional and non-traditional print and online local media
  3. Deliver copies to our legislative delegation
  4. Deliver copies to Lacey, Tumwater, and Thurston County
  5. Post on social media (Facebook)
  6. Add featured links throughout the City website
  7. Highlight the report on the City digital reader boards
  8. Air a TCTV Reader board announcement

9. Send out a City E-newsletter announcement (approx. 730 subscribers)
10. Highlight as a “Timely Topic” on the City utility bill
11. Deliver copies to the Olympia Timberland Library
12. Send personalized E-mail announcements to:
  - a. Neighborhood Associations
  - b. Focus Group & Community Conversation Participants
  - c. Stakeholders and Partners
13. Share announcements at meetings, including:
  - a. City Advisory Committees & Commissions
  - b. Coalition of Neighborhood Associations (CNA)
  - c. Parking and Business Improvement Area (PBIA)
  - d. Olympia Downtown Association (ODA)
  - e. Thurston Regional Planning Council (TRPC)
14. Distribute small promotional cards—to be used by staff, Councilmembers, and community partners at:
  - a. Neighborhood meetings
  - b. Community events
  - c. City-hosted events and meetings
  - d. City partner organization workplaces and/or service centers

**City Organization Distribution.** City staff members have some of the greatest impact on achieving our Comprehensive Plan vision; it’s critical they can learn about and take part in sharing our annual successes and challenges. Listed below are key strategies for distributing the Report within the City organization:

- A) Executive Team.** Department directors will be provided with a copy of the Report with three documents to support sharing with staff members:
  1. Annual Report PowerPoint presentation;
  2. Key messages; and
  3. Action Plan FAQ;
- B) Promotion.** To distribute information within each department, staff will:
  1. Send a citywide email
  2. Share announcements at various department meetings
  3. Highlight the report on the City digital reader boards
  4. Provide related documents and tools on an internal City webpage
  5. Distribute promotional cards throughout employee areas