



August 15, 2015

Sam Green
Board President
Eastside Neighborhood Association
PO Box 7666
Olympia, WA 98507-7666

Dear Mr. Green:

The Olympia City Council received the letter dated July 12, 2017, and submitted by the Eastside Neighborhood Association (ENA) on behalf of Sub-Area B to formally start a neighborhood-level strategic planning process. Through this letter, we recognize your intent to begin the formal process of sub-area planning, and as the second sub-area to embark on this process, we wish to acknowledge and thank the Eastside Neighborhood Association for your interest, commitment, and efforts thus far to continue to move sub-area planning forward in our City.

Olympia's Comprehensive Plan calls for sub-area planning through collaboration between the community and City to help shape how our neighborhoods grow and develop. To quote what you have so clearly articulated in your Eastside Neighborhood Sub-area Planning Committee Charter (Charter), "the mission of the Sub-area plan is to further the goals, policies, and values of Olympia's Comprehensive Plan at the neighborhood level."

The Comprehensive Plan indicates that sub-area planning can be initiated by the City or the neighborhoods themselves, and is intended to be a true collaborative process, an element of the process we are pleased to see also reflected in your Charter.

This level of collaboration starts during the development of the plan. City staff will work with the Sub-area B planning team (planning team) to incorporate the expertise and input of staff, partners, and advisory committees in the plan development process. The result will be a plan with feasible strategies and priorities that can be considered early and throughout City planning, budgeting, and other decision-making processes where appropriate. This approach also fosters positive, ongoing relationships between the City and Sub-area B.

In addition to formally recognizing your intent to proceed with development of a sub-area plan (plan), we'd also like to outline expectations we have for this process, and what we hope to see addressed in your final plan:

Lessons Learned from Sub-area A

After the completion of the first plan, members of the Olympia Northeast Neighborhoods Alliance (ONNA) planning team from Sub-area A and City staff collaborated to document from the pilot process what worked well and what they suggest others do differently in the future. We would like to see the planning team incorporate the following lessons learned from the Sub-area A process:

Implementation. While the plan for Sub-area A did include a section titled “Implementing the Plan,” the ONNA planning team recommends future plans include greater emphasis and detail around implementation, such as including implementation as a goal in and of itself.

Subsequently, we would like to see the planning team consider how to more specifically and in greater detail address implementation, including:

- Defining specific “action” steps;
- Lead Parties; and
- Potential partners

Identify Priorities. The ONNA planning team also recommends that future plans include strategies or action steps that are prioritized. It will be helpful to the Council and City staff to understand what in the plan is a high-, medium-, or low priority, so as to know what is of greatest importance or should be taken into account in the short-term during planning and other decision-making processes.

Sub-area Outreach and Engagement

We appreciate learning of your strong interest in and commitment to engaging your Planning Committee, neighbors, and other stakeholders in the development of your approach to outreach and communications. In addition to working with your membership, broad public engagement that reaches out to and is inclusive of all residents and businesses in the sub-area will be critical to the final plan representing the voice of the community.

We hope to see your approach to outreach and communications reflected in your plan, including how community members, residents, businesses and other key stakeholders, were engaged in the

development of the plan’s priorities and strategies, and what was learned through the engagement and information-gathering process.

Measuring Progress

Assessment of the effectiveness of the plan should involve all partners in the collaboration. For the planning team, we hope to see specific metrics in the plan that will help track and share progress towards accomplishing priority goals. And because the plan will help implement the 2014 Comprehensive Plan, we encourage the planning team to work with City staff to find opportunities to align the plan’s metrics with the indicators in the Action Plan.

While not a required element of your plan, we hope that, like the ONNA planning team, at the end of your process you will consider collaborating with City staff to reflect on and document what went well and what could have been improved. We want to continue to learn from the development of sub-area plans.

Plan Elements

The finished plan should outline how it implements the Comprehensive Plan at the sub-area level by identifying your sub-area’s goals (or desired outcomes), strategies for accomplishing the goals, and action steps to carry out the strategies.

Action steps should include details on who will be responsible for carrying out the step, which may include, but is not limited to City departments and/or programs, the neighborhood association, or any number of other possible community partners—think creatively! Some strategies may be ongoing programs, and some may be more specific, one-time projects.

To assist in and provide context for how you identified your sub-area goals, strategies, and action steps, the plan should also include:

- Sub-area assets and data that support the planning process, future implementation, and the tracking and sharing on progress;
- How you engaged residents, businesses, and other stakeholders in the process;
- What you learned through your outreach and engagement influenced the final plan;
- An analysis of current challenges or opportunities; and
- Links to related City or other stakeholder or partner organization plans (example: an adjacent neighborhood’s sub-area plan); and
- Metrics to measure and share progress towards accomplishing priority goals

Staff Role and Time Commitment

Existing City budget resources include 0.25 FTE for a City staff person to assist and support the development of the plan and its public outreach activities in 2017 and 2018. The liaison will work to involve staff from throughout City departments as needed to provide expertise and information. The liaison will also keep City Council and the Land Use and Environment Committee informed of the progress of the planning process through regular updates.

Final Plan Review and Acceptance

Final review and acceptance of the plan will be a two-step process. First, the Olympia Planning Commission will review the draft plan for consistency with the Comprehensive Plan. Second, a final version of the sub-area plan will be submitted to City Council for review and acceptance.

Once accepted, City Council can direct staff to explore starting work on strategies or actions where the City is a partner and the work can be accomplished within existing resources. The City Council may also choose to direct staff to explore including individual strategies where the City is identified as a partner into its planning and budget processes, such as the Action Plan or Capital Facilities Plan.

Thank you again to community leaders from the Eastside Neighborhood Association for formally initiating this planning approach. We look forward to collaborating with you and following your progress as you work towards submitting your plan to the City Council for acceptance.

Sincerely,

Cheryl Selby
Mayor

cc: Phil Schulte, Chair, Coalition of Neighborhood Associations (CNA) Steering Committee