

OPC'S DOWNTOWN BRIEFINGS

OPC's 2014-2015 includes up to 3 briefings on topics related to downtown to occur during the first quarter of 2015. OPC provided the following direction regarding the topics and format for these briefings on October 20, 2014:

TOPICS:

1. **Economic Constraints & Opportunities** (market rate housing, impact and viability of retail and other uses, demographics, homeless issues ...)
2. **Understanding Natural Constraints** (sea level rise, increased rainfall and stormwater, high ground water, earthquakes and liquefaction – informs what we build, where)
3. **Innovative Transportation/Parking Concepts** (a new voice; non-motorized solutions; street transformations; data re: car speeds related to injuries, speeds related to revitalization, how people behave in certain spaces; infill of existing parking lots; where does structured parking go)

FORMAT:

- Briefings for OPC and the whole community
- 45-60 min each
 - No more than half the time for presentation
 - At least half the time for Q&A
- ~~Invite non-local experts~~ Use non-local experts when possible
 - Due to budget constraints, non-local speakers cannot be guaranteed
 - Not more than 1-2 speakers
- Reference success (& failure) stories from other communities
- Learn innovative concepts – not the same old thing
- Data driven – in context, specific, complete and useful for decision-making
- Make it relevant to downtown Olympia (size, population, characteristics)
- Use good visuals
- Speakers need to know what “we” want to know
- Distribute advance copies of presentation materials (2 weeks in advance)
- OPC to create a useful summary of what they learned at following meeting