



Action Plan Update

Olympia Planning Commission
January 22, 2018

Stacey Ray, Senior Planner, Community Planning
and Development



Our City's Vision



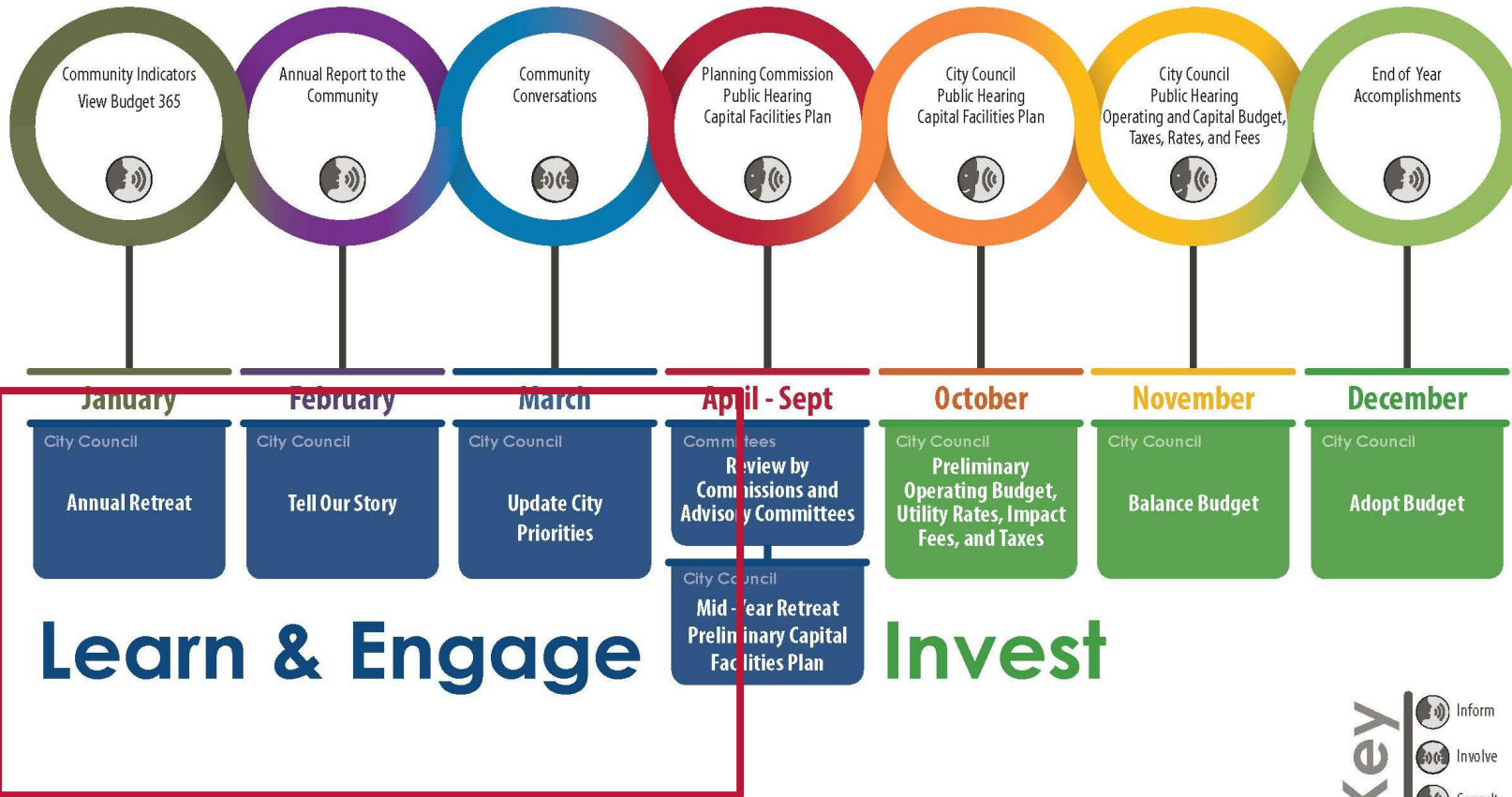
- Comprehensive Plan
- 20-year vision
- Goals and Policies
- Method to track our progress



Performance, Priorities, and Investments



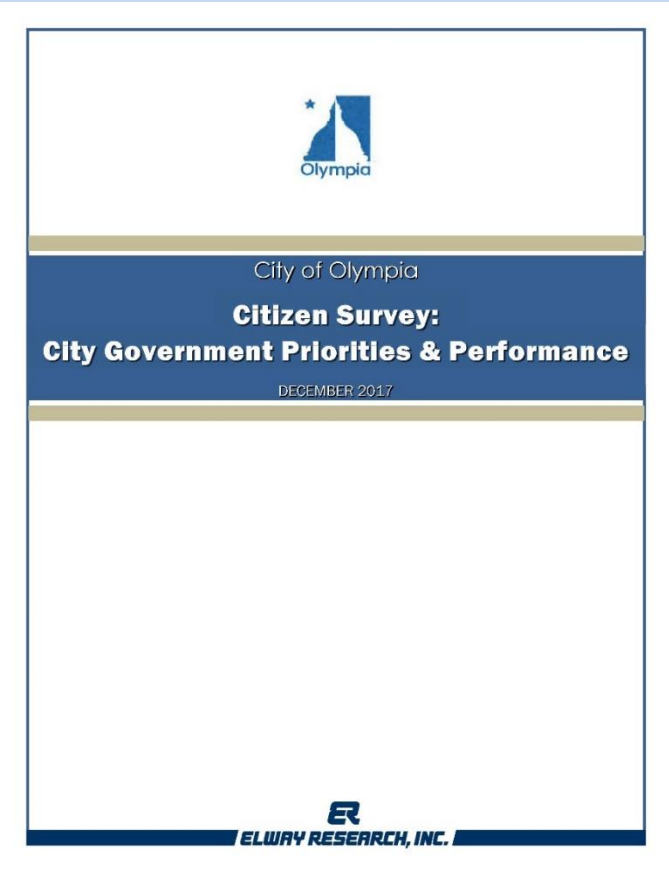
Performance, Priorities, and Investments | olympiawa.gov



Key

- Inform
- Involve
- Consult

Citizen Survey and Community Indicator Dashboard



Community, Safety, & Health

BASELINE	MOST RECENT	GOAL	TARGET	STATUS
Citizen Satisfaction with their Involvement in City Decision Making				
57% very or mostly satisfied (2014)	75% very or mostly satisfied (2017)	Increase	TBD	
More information...				
High School 5-year Graduation Rates				
86.3% (Class of 2013)	91.6% (Class of 2015)	Increase	1-5% annual increase	
More information...				
Number of Individuals who are Homeless in Thurston County				
441 (2006)	579 (2017)	Decrease	TBD	
More information...				
Participation in Parks, Arts and Recreational Activities (Hours)				
244,570 (2015)	250,301 (Oct 2016-Sept 2017)	Increase (2% annually)	255,300 (Oct 2017-Sept 2018)	
More information...				



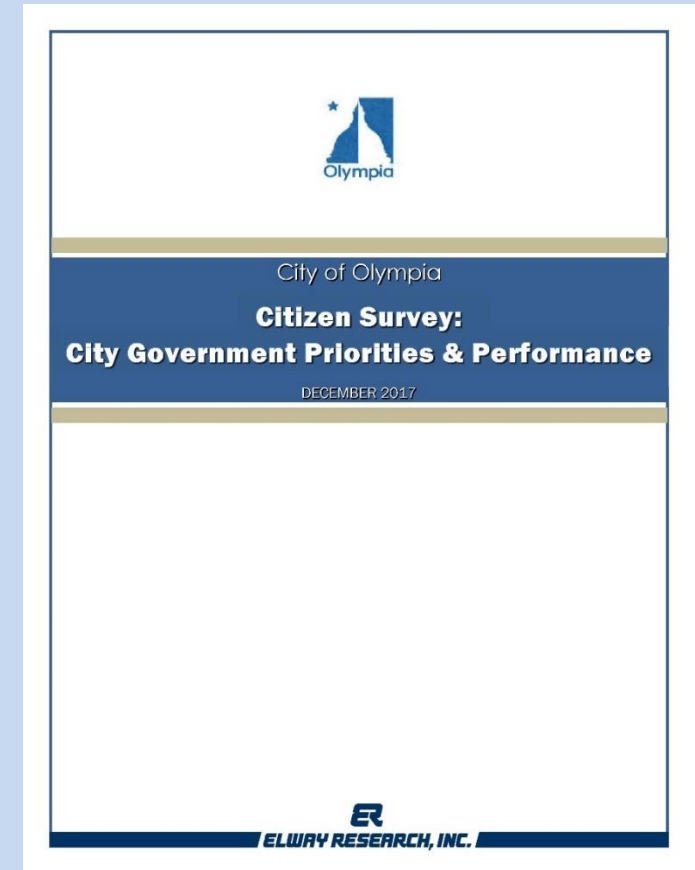
Survey Methods

548 Olympia Adults

Online + Landline + Cellphone

November 27 – December 9, 2017

±4.2% Margin of Sampling Error



GENDER	Male	47%
	Female	51%
	NA	2%
AREA	Northwest	19%
	Northeast	26%
	Southwest	19%
	Southeast	34%
	NA	2%
LENGTH OF RESIDENCE	0-5 years	23%
	6-15 years	26%
	16-25 years	20%
	26+ years	30%
AGE	18-35	23%
	36-50	27%
	51-64	27%
	65+	23%
	NA	1%
EDUCATION	High School	8%
	Some College	15%
	College Degree	46%
	Graduate School	31%

HOME OWNER	Own	71%
	Rent	28%
	NA	1%
RACE/ETHNICITY	Caucasian/White	87%
	People of Color	10%
	NA	3%
INCOME	\$50,000 or less	27%
	\$50 to \$75,000	20%
	\$75 to 100,000	20%
	Over \$100,000	28%
	NA	6%
EMPLOYMENT:	Self-employed/Owner	13%
	Private Business	23%
	Public Sector	32%
	Not Employed	6%
	Retired	25%
	NA	3%
WORK LOCATION	In Olympia	62%
	Elsewhere in County	21%
	Outside Thurston Co	15%

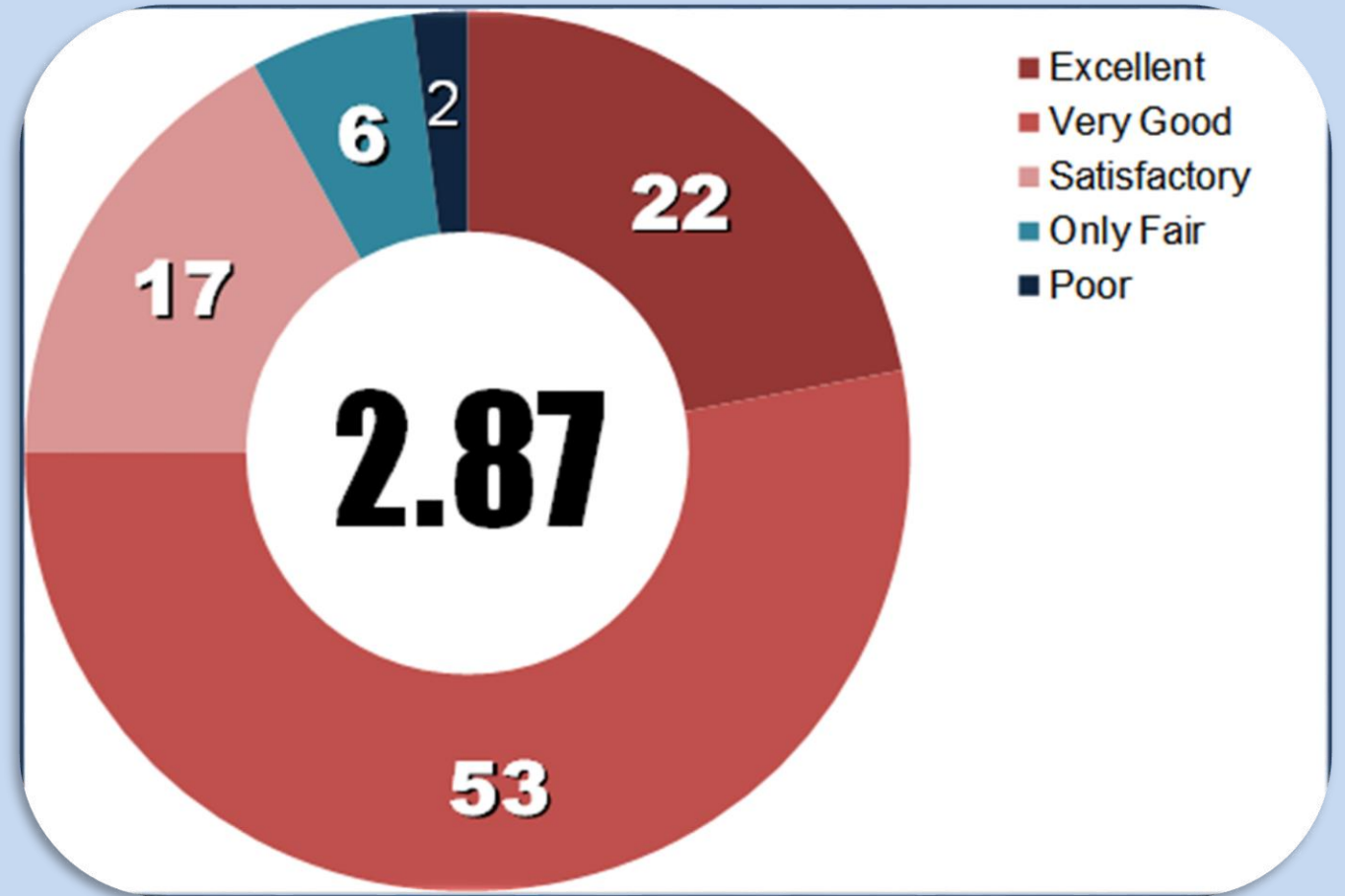
Sample Profile



Olympia as a Place to Live

Q2

- 65% + said “excellent” or “very good” in every demographic category



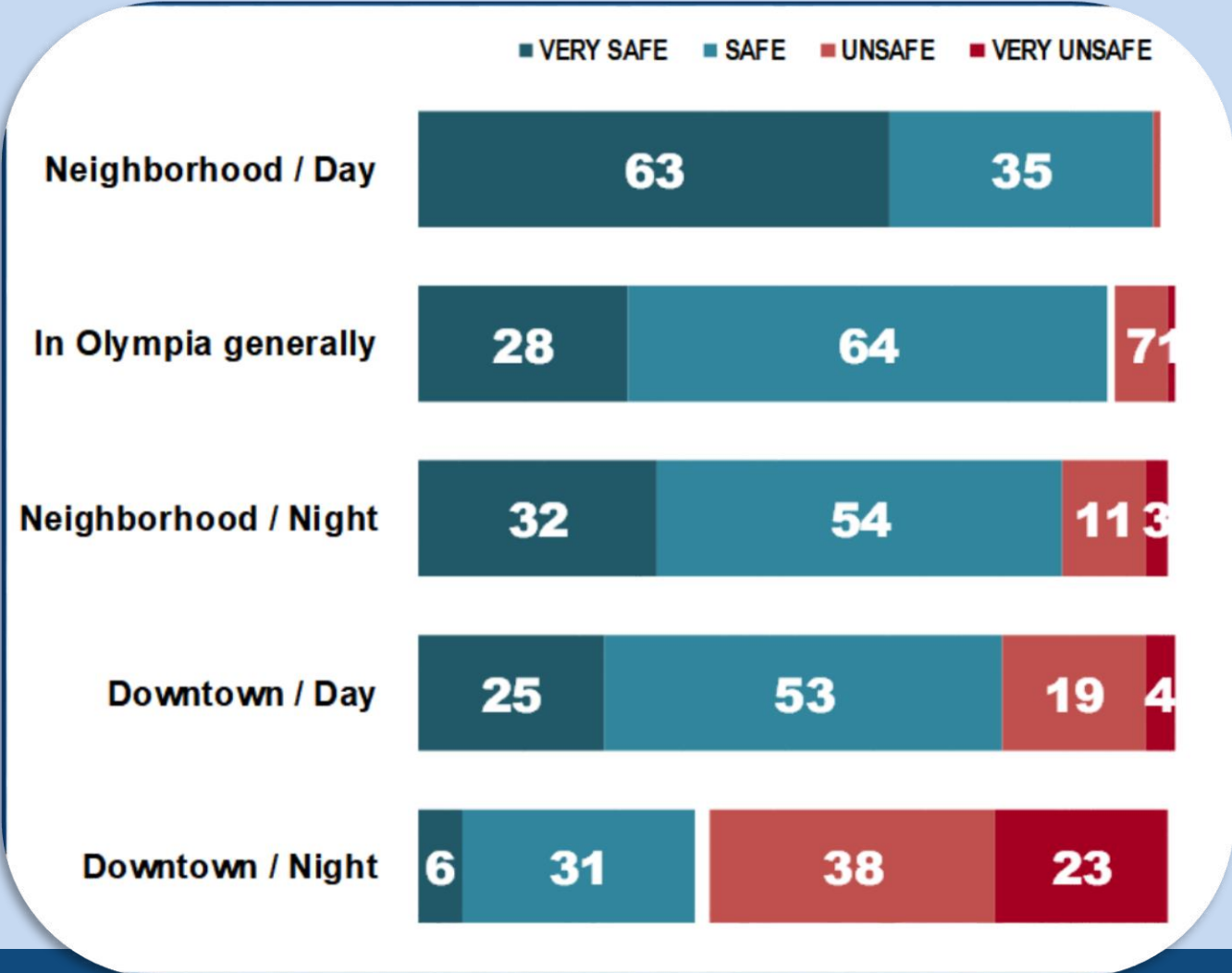
Reasons for Ratings

EXCELLENT		VERY GOOD		SATISFACTORY		FAIR		POOR	
Small Town	35%	Small Town	31%	Homeless	25%	Downtown	37%	Homeless	63%
Setting	32%	Setting	23%	Amenities	19%	Homeless	30%	Safety	44%
Civic Culture	20%	Civic Culture	16%	Downtown	15%	City Govt	21%	Downtown	22%
Amenities	10%	Accessible	14%	Safety	15%	Safety	20%	Civic Culture	8%
Schools	9%	Parks /Events	13%	Small Town	15%	Amenities	10%		
Safe	9%	Safe	10%	Setting	11%	Schools	7%		
Accessible	9%	Amenities	9%	Accessibility	10%				
Qual of Life	8%	Schools	9%	Cleanliness	7%				
Parks/Events	7%	Affordable	8%	Affordability	6%				
Fam Friendly	6%	Fam. Friendly	6%	City Govt	6%				



Nearly All Felt Safe in Olympia

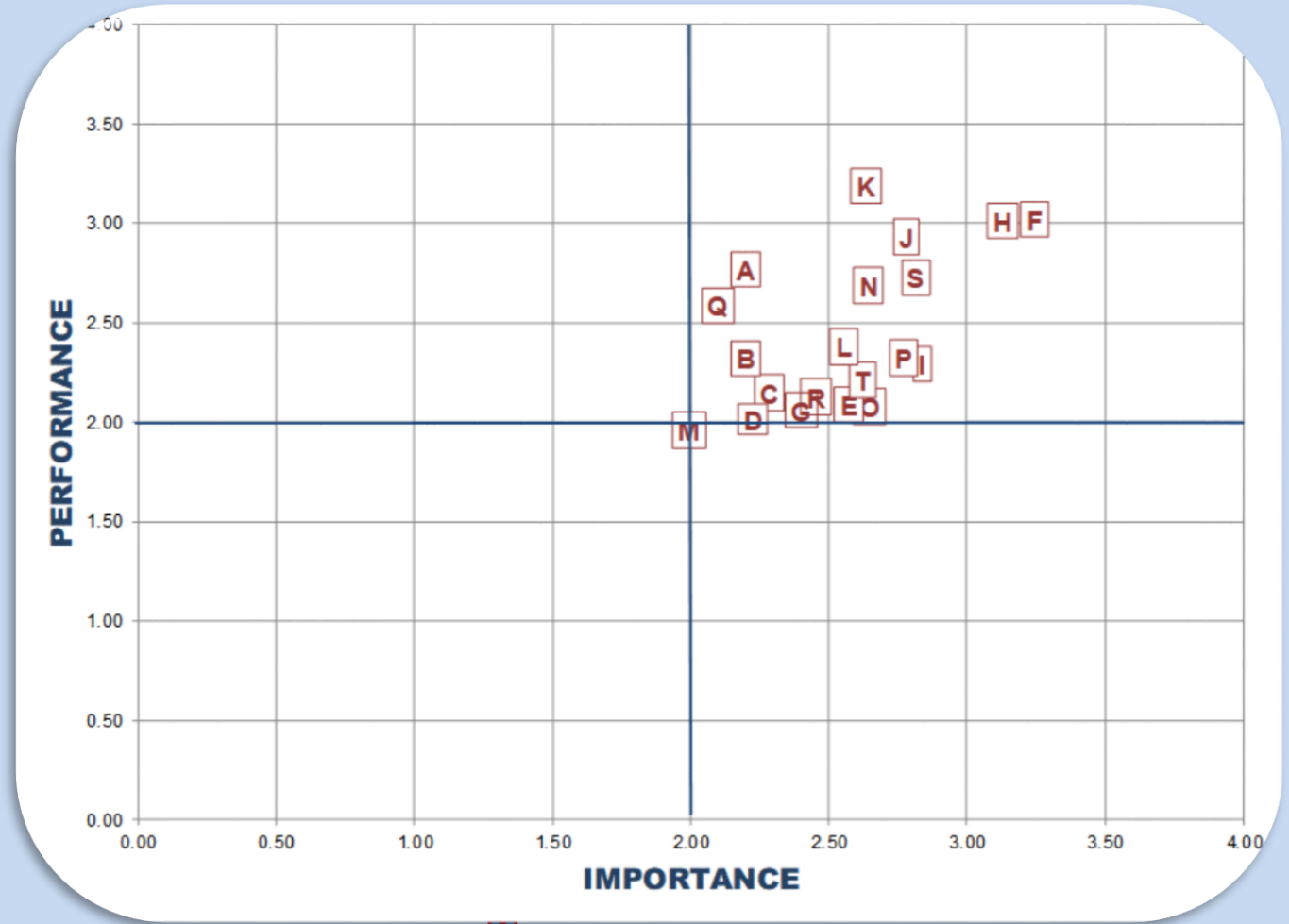
– Except in Downtown at Night



All 20 City Services Rated as Important and Delivered Satisfactorily

Q4
Q5

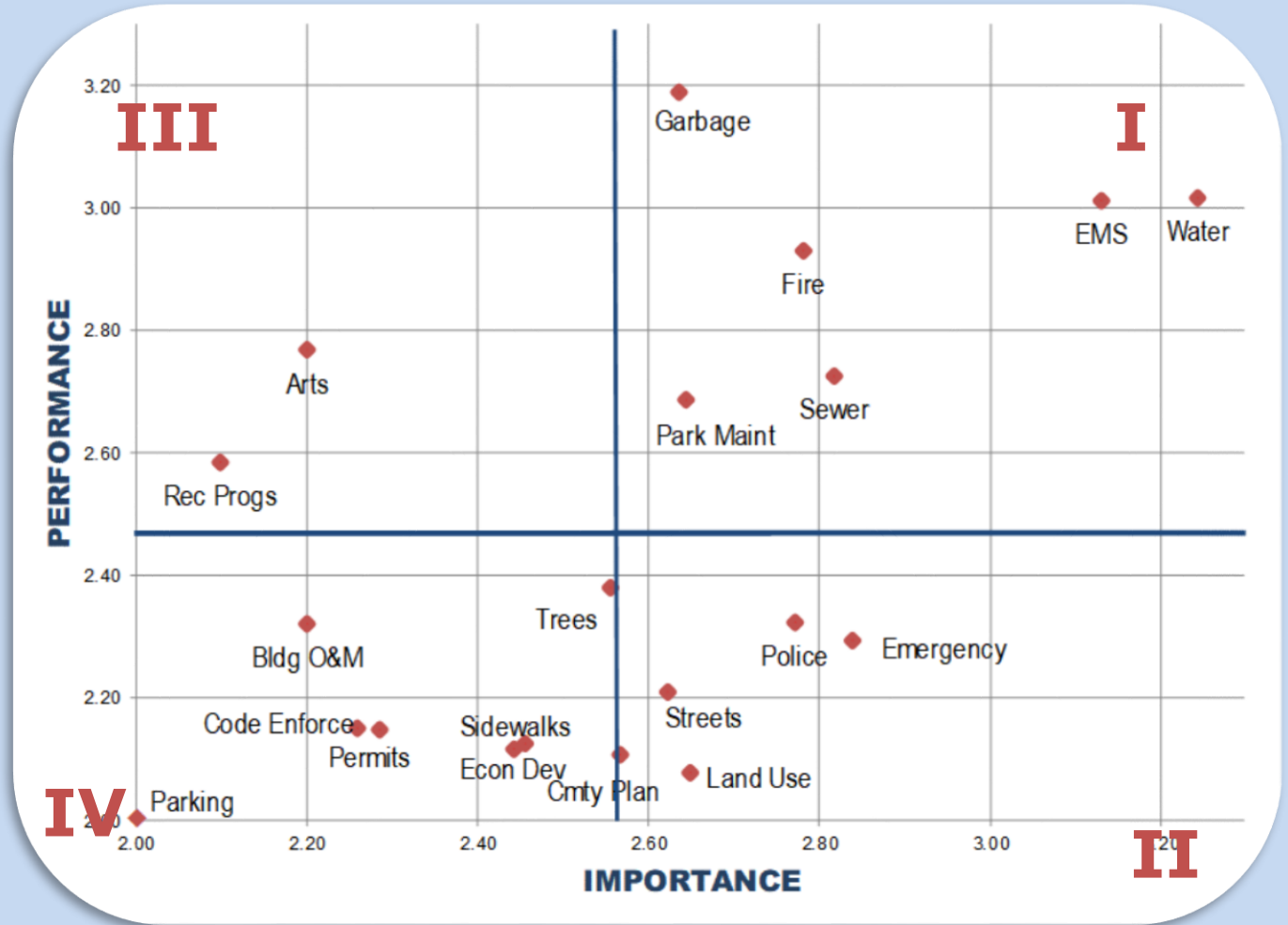
Each service scored above the scale midpoint for both Importance and Performance



Quadrant Analysis: Prioritizing City Attention

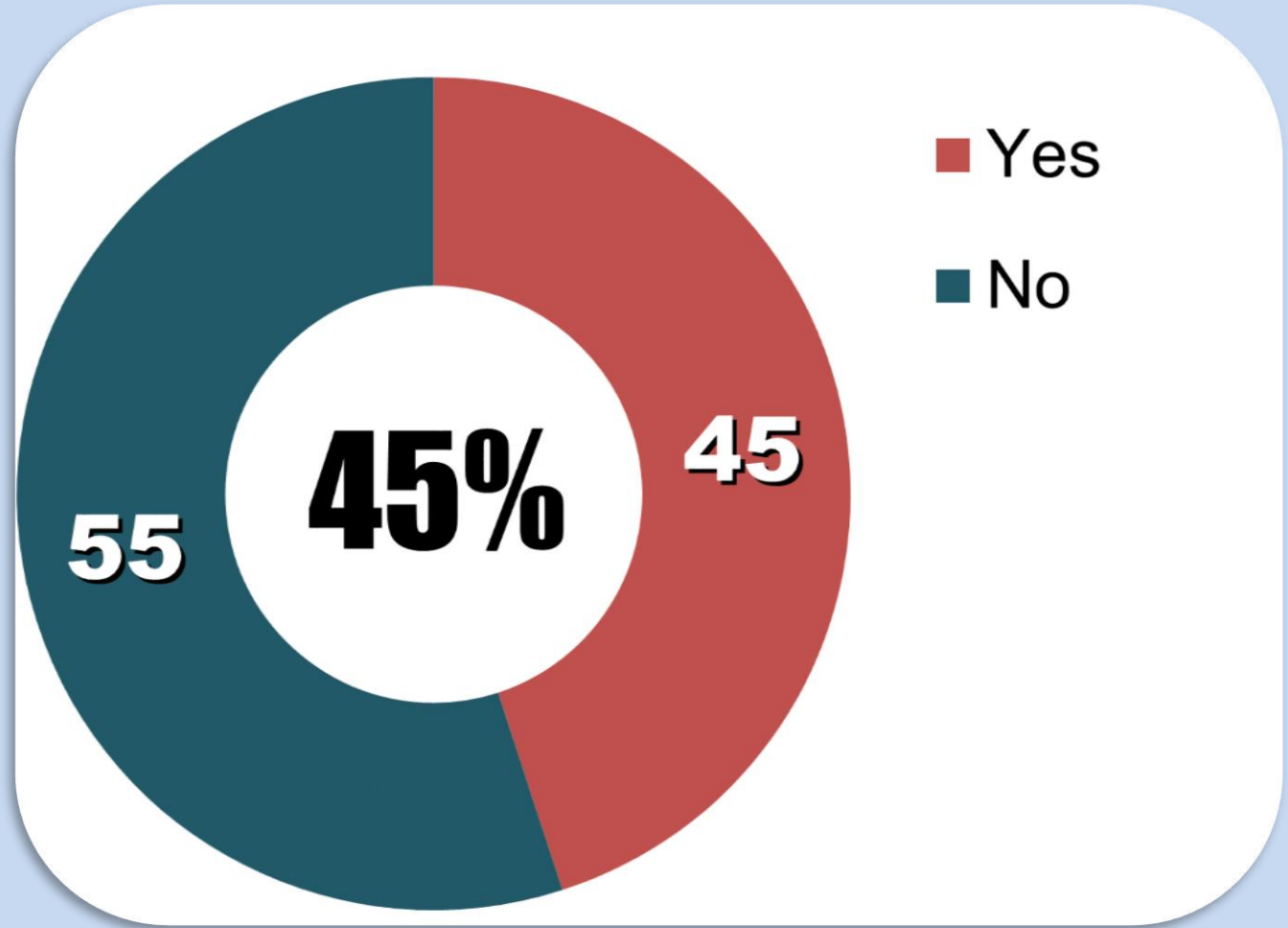
Q4
Q5

- I. High Importance
High Performance
- II. High Importance
Below Average Performance
- III. Below Average Importance
High Performance
- IV. Below Average Importance
Below Average Performance

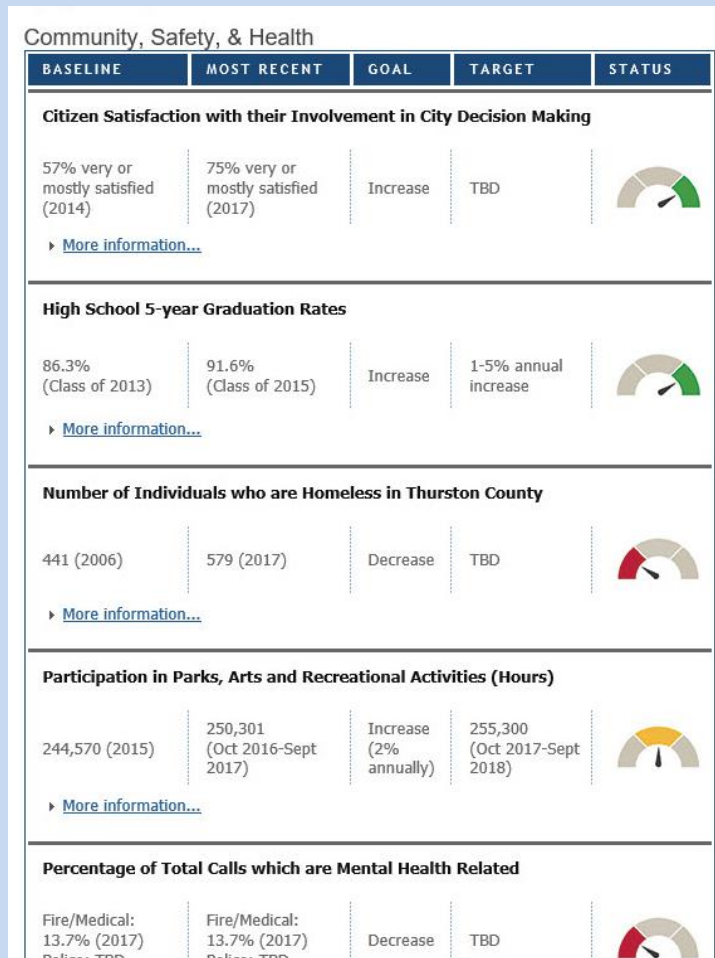


Willing to Participate in Workshops, Focus Groups or Town Halls

- Reflects Olympia's Civic Culture
- Able to recruit to match city, targeted profiles



Community Indicator Dashboard



- 31 indicators
- Only 2 without data
- 4 Indicators used 2017 survey data



Community Indicator Dashboard

Community, Safety, & Health

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Participation in Parks, Arts and Recreational Activities				
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More information...				
Percentage of Total Calls which are Mental Health				
Fire/Medical: 13.7% (2017) Police: TBD	Fire/Medical: 13.7% (2017) Police: TBD	Decrease		



Homelessness

Number of Individuals who are Homeless in Thurston

441 (2006) 579 (2017) Decrease

▶ [More information...](#)

441 (2006)

579 (2017)

Decrease

TBD



▼ [More information...](#)

Why is this indicator important?

Adequate and affordable housing is critical to a healthy community. The Olympia Comprehensive Plan calls for affordable housing available for all income levels, including enough emergency, transitional and permanent housing for those who are homeless. Homelessness negatively affects the health of individuals experiencing it, and the businesses and visitors to the streets and parks where homeless individuals live when no housing is available to them. Increasing homelessness also tends to increase the cost of providing social, health and public safety services.

What influences this indicator?

Many factors influence the number of individuals who are homeless. The national and regional economies affect the number of jobs and citizens' income levels, as well as the cost of housing and other living expenses. When household costs exceed incomes, homelessness can increase. Personal health issues and disabilities, and domestic violence, also strongly influence homelessness. Availability of housing and social services are key influences, too.

What are we doing about this?

The Olympia City Council has proposed a ballot measure to city voters in February 2017 to establish a Home Fund to build more affordable housing and additional services for those in need of housing.

The Missing Middle Infill Housing project is examining potential barriers in City codes and fees to building a greater variety of affordable housing types.

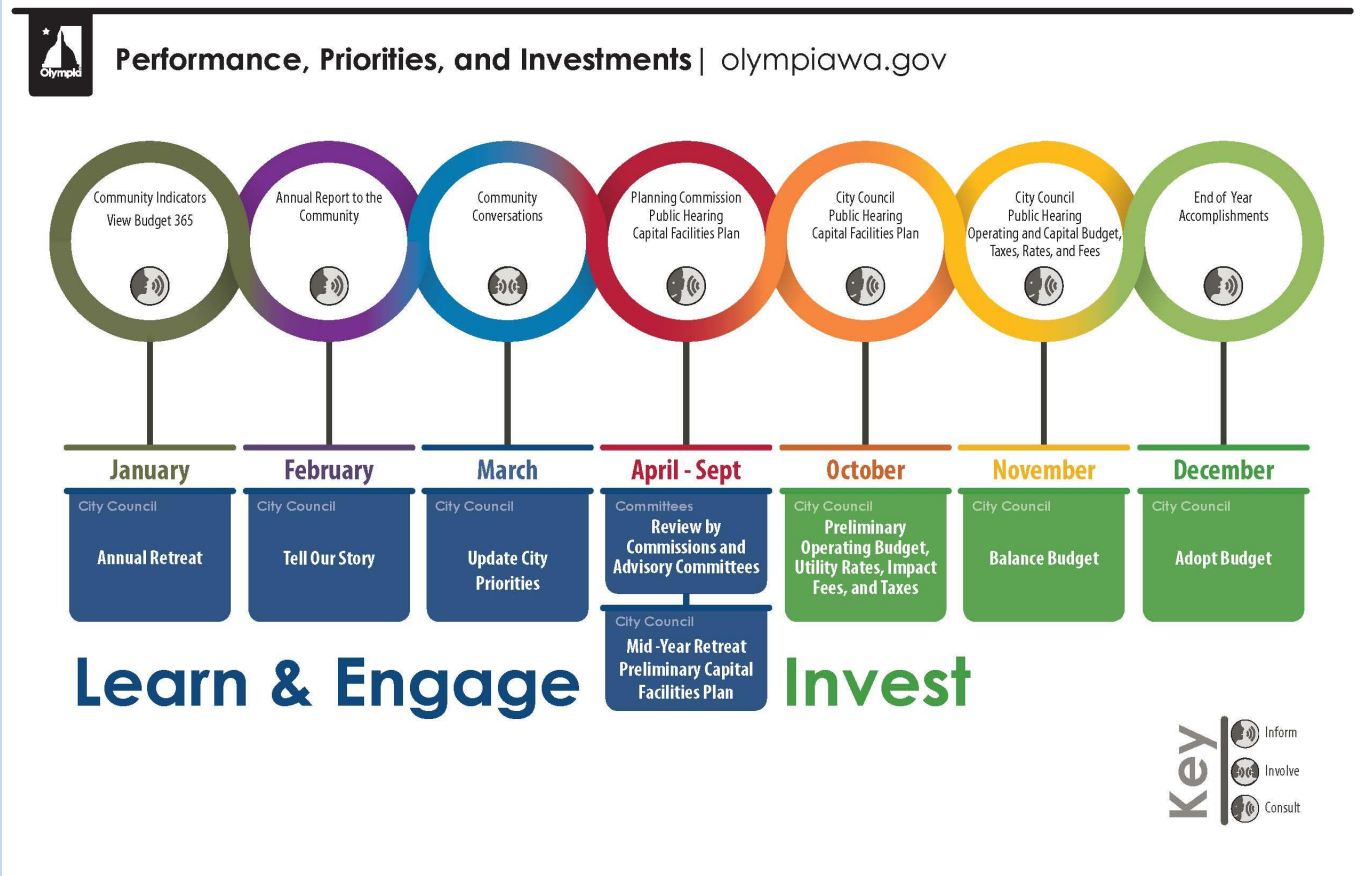
Olympia is a member of the Community Investment Partnership (CIP) with partner governments and agencies to address basic health and human service needs.

Olympia's Community Development Block Grant (CDBG) program invests in housing rehabilitation and acquisition projects to provide affordable housing and other services to homeless individuals and families.

- Established baseline data
- Comprehensive Plan vision = decrease
- What are we doing in 2018?



Performance & Priorities



Learn (Performance):

- Experience/knowledge
- Citizen Survey
- Indicator Dashboard

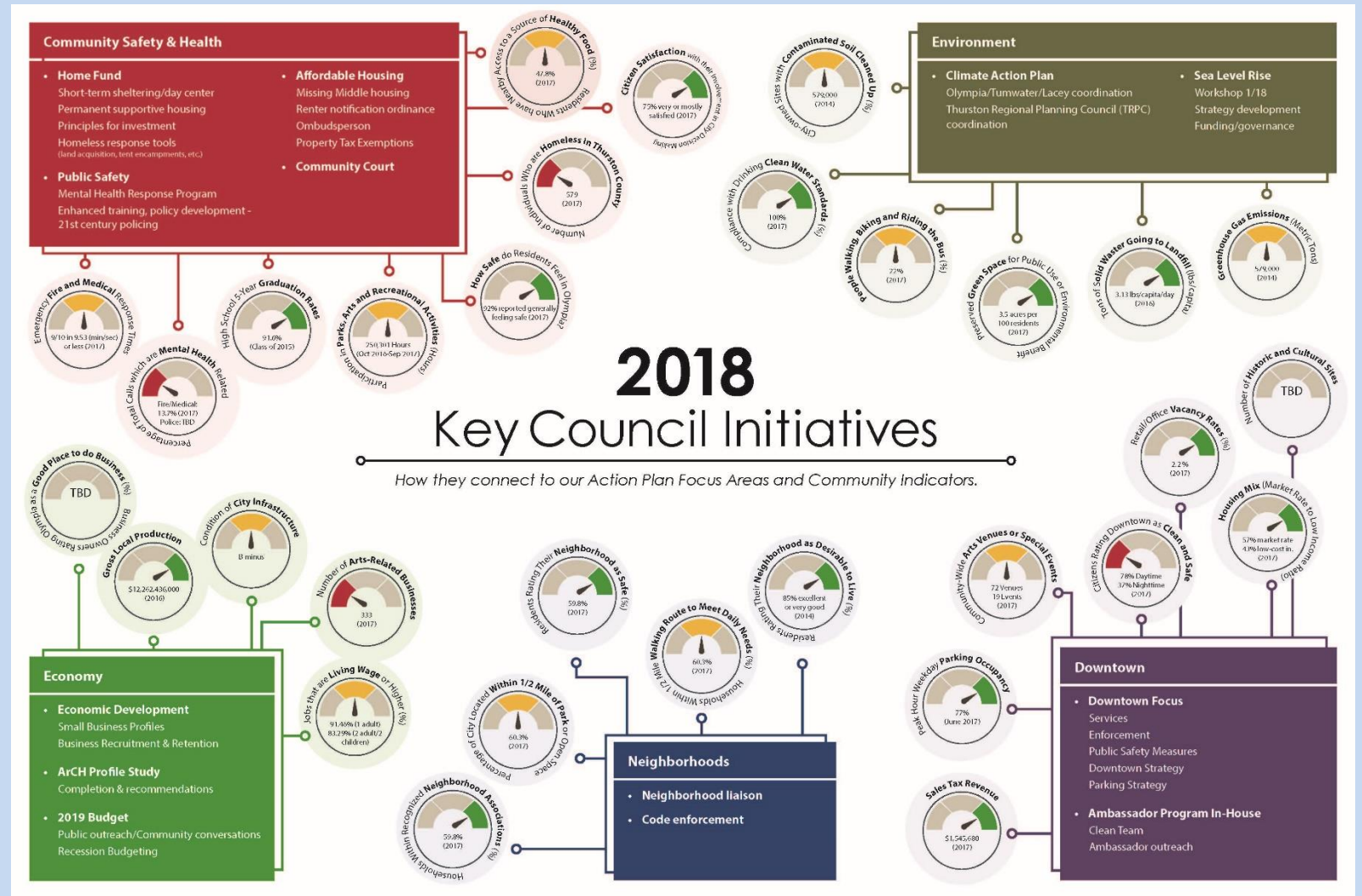
Engage (Priorities):

- Council Retreat
- Community Conversations



City Council

- Key City Council initiatives for 2018 and Community Indicators



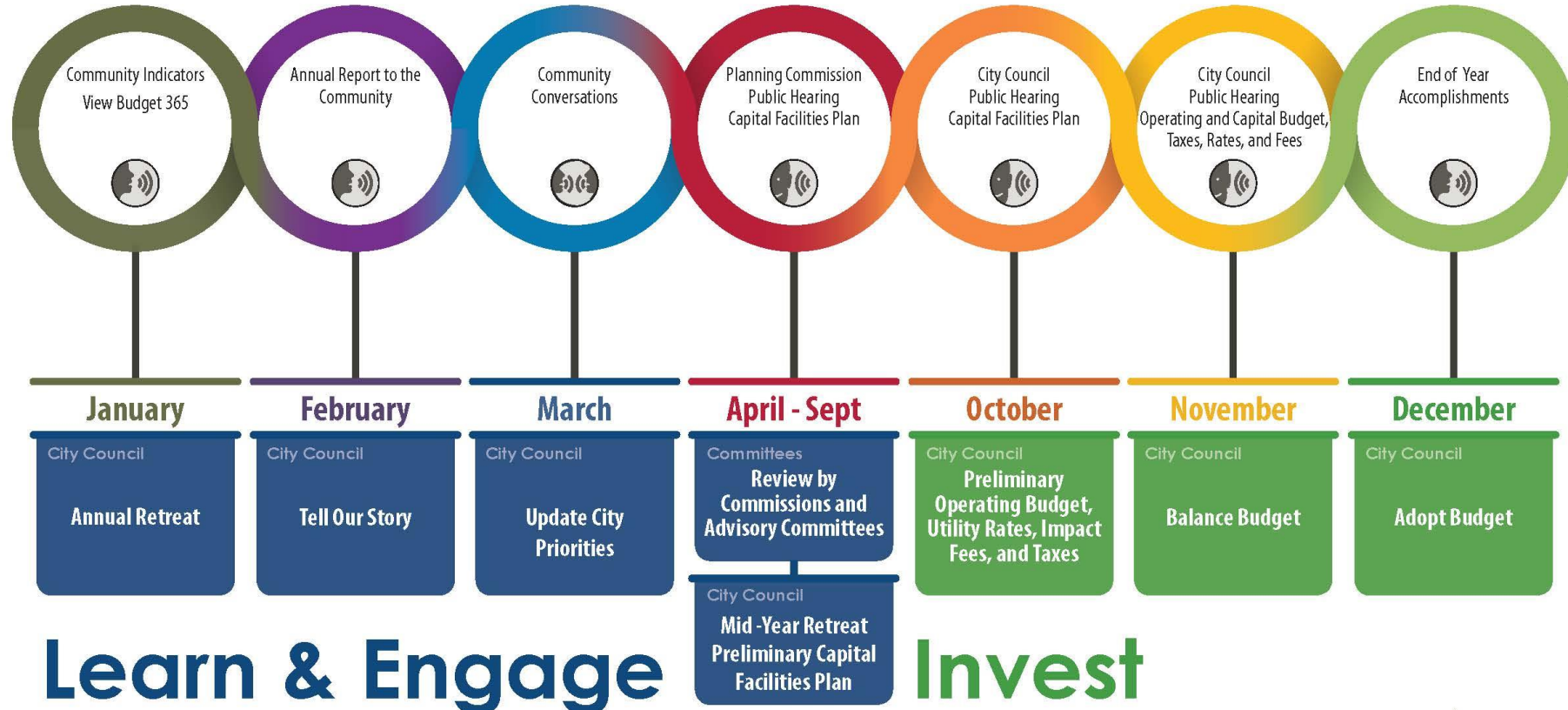
Community Conversations

- March pilot
 - Approx. 40 participants (reflect our population)
 - Perspectives on top priorities?
 - Inform:
 - 2018 Action Plan priorities
 - Budget investments
 - *What did we learn?*
 - April – additional meetings





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Learn & Engage

Invest

Key

- Inform
- Involve
- Consult

Action Plan

Coming in 2018:

- Office of Performance and Innovation
- Updates to the Action Plan Results Maps
- Revisit Community Indicator Dashboard
- Partner Engagement Strategy





**Thank you.
Questions?**

