



# Meeting Agenda

## City Council

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Information: 360.753.8244

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**Tuesday, May 16, 2017**

**7:00 PM**

**Council Chambers**

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**1. ROLL CALL**

**1.A ANNOUNCEMENTS**

**1.B APPROVAL OF AGENDA**

**2. SPECIAL RECOGNITION**

**2.A** [17-0539](#) Special Recognition - National Police Week

**3. PUBLIC COMMUNICATION**

*(Estimated Time: 0-30 Minutes) (Sign-up Sheets are provided in the Foyer.)*

*During this portion of the meeting, citizens may address the City Council regarding items related to City business, including items on the Agenda. In order for the City Council to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Council in these three areas: (1) on agenda items for which the City Council either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the public testimony may implicate a matter on which the City Council will be required to act in a quasi-judicial capacity, or (3) where the speaker promotes or opposes a candidate for public office or a ballot measure.*

*Individual comments are limited to three (3) minutes or less. In order to hear as many people as possible during the 30-minutes set aside for Public Communication, the City Council will refrain from commenting on individual remarks until all public comment has been taken. The City Council will allow for additional public comment to be taken at the end of the meeting for those who signed up at the beginning of the meeting and did not get an opportunity to speak during the allotted 30-minutes.*

**COUNCIL RESPONSE TO PUBLIC COMMUNICATION (Optional)**

**4. CONSENT CALENDAR**

*(Items of a Routine Nature)*

**4.A** [17-0542](#) Approval of May 9, 2017 Study Session Meeting Minutes

**Attachments:** [Minutes](#)

**4.B** [17-0541](#) Approval of May 9, 2017 City Council Meeting Minutes

**Attachments:** [Minutes](#)

**4. SECOND READINGS - NONE**

#### 4. FIRST READINGS

- 4.C [17-0516](#) Approval of Ordinance Amending Olympia Municipal Code Section 9.16.020, Disorderly Conduct  
**Attachments:** [Ordinance](#)

#### 5. PUBLIC HEARING - NONE

#### 6. OTHER BUSINESS

- 6.A [17-0534](#) Approval of Interim Improvements on City-Owned Isthmus Properties  
**Attachments:** [Staff Recommended Drawing](#)  
[Concept Drawings A-D](#)  
[Public Comments](#)  
[PRAC Letter](#)

- 6.B [17-0522](#) 2017 Comprehensive Plan Action Plan Update  
**Attachments:** [Comprehensive Plan Summary](#)  
[Action Plan Web Page](#)  
[Action Plan Annual Cycle](#)  
[Proposed Action Plan Updates](#)  
[Action Item Criteria](#)  
[Annual 2017 Report to the Community Launch & Distribution Plan](#)

#### 7. CONTINUED PUBLIC COMMUNICATION

*(If needed for those who signed up earlier and did not get an opportunity to speak during the allotted 30 minutes)*

#### 8. REPORTS AND REFERRALS

##### 8.A COUNCIL INTERGOVERNMENTAL/COMMITTEE REPORTS AND REFERRALS

##### 8.B CITY MANAGER'S REPORT AND REFERRALS

#### 9. ADJOURNMENT

*The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Council meeting, please contact the Council's Executive Assistant at 360.753.8244 at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.*



## City Council

### Special Recognition - National Police Week

**Agenda Date:** 5/16/2017  
**Agenda Item Number:** 2.A  
**File Number:** 17-0539

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**Type:** recognition **Version:** 2 **Status:** Recognition

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**Title**

Special Recognition - National Police Week

**Recommended Action**

**Committee Recommendation:**

Not referred to a committee.

**City Manager Recommendation:**

Recognize the Olympia Police Department Police Officers

**Report**

**Issue:**

Whether to recognize National Police Week and the City of Olympia Police Officers.

**Staff Contact:**

Laura Wohl, Police Department, 360.753.8214

**Presenter(s):**

Ronnie Roberts, Chief of Police

**Background and Analysis:**

In 1962, President John Kennedy proclaimed May 15 as National Peace Officers Memorial Day and the calendar week in which May 15 falls as National Police Week. President Kennedy stated in his proclamation:

“I invite State and local governments, patriotic, civic, and educational organizations, and the people of the United States generally, to observe Peace Officers Memorial Day and Police Week in this year and each succeeding year with appropriate ceremonies in which all our people may join in commemorating law enforcement officers, past and present, who by their faithful and loyal devotion to their responsibilities have rendered a dedicated service to their communities, and, in so doing, have established for themselves an enviable and enduring reputation for preserving the rights and security of all citizens.”

The Olympia Police Department Police Officers exemplify the law enforcement profession and serve their community each day with compassion, professionalism, and integrity.

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**Type:** recognition **Version:** 2 **Status:** Recognition

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**Attachments:**

None



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601 4th Avenue E.  
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## City Council

### Approval of May 9, 2017 Study Session Meeting Minutes

**Agenda Date:** 5/16/2017  
**Agenda Item Number:** 4.A  
**File Number:** 17-0542

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**Type:** decision **Version:** 1 **Status:** Consent Calendar

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**Title**

Approval of May 9, 2017 Study Session Meeting Minutes



# Meeting Minutes - Draft

## City Council

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Information: 360.753.8244

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**Tuesday, May 9, 2017**

**5:30 PM**

**Council Chambers**

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### Study Session

#### 1. ROLL CALL

**Present:** 6 - Mayor Cheryl Selby, Mayor Pro Tem Nathaniel Jones, Councilmember Jessica Bateman, Councilmember Clark Gilman, Councilmember Julie Hankins and Councilmember Jeannine Roe

**Excused:** 1 - Councilmember Jim Cooper

#### 2. BUSINESS ITEM

##### 2.A [17-0503](#) Development Projects Status Update

Community Planning and Development Director, Keith Stahley briefly framed the discussion around development in the City. He discussed Olympia being ranked as number four on livability.com.

Renee Sunde shared an overview of the development that is occurring in downtown and around Olympia. She noted the momentum is based on timing. The City has invested \$180 Million in downtown, Puget sound is rebounding economically, and adoption of downtown strategy has set the stage for increased private investment.

Ms. Sunde reviewed a downtown development project map and shared an update on several properties under development along with properties that are on the way.

Principal Planner Tim Smith reviewed major multi-family and subdivision projects being developed in the City.

Associate Line of Business Director Todd Cunningham discussed construction in downtown including adaptive reuse and new construction. He also shared construction code application.

Ms. Sunde gave an overview of commercial activity occurring throughout the City.

Mr. Smith discussed key issues that affect planning and engineering codes.

Councilmembers ask clarifying questions.

**The study session was completed.**

**3. ADJOURNMENT**

The meeting adjourned at 6:46p.m.



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601 4th Avenue E.  
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360-753-8244

## City Council

### Approval of May 9, 2017 City Council Meeting Minutes

**Agenda Date:** 5/16/2017  
**Agenda Item Number:** 4.B  
**File Number:** 17-0541

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**Type:** minutes   **Version:** 1   **Status:** Consent Calendar

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**Title**

Approval of May 9, 2017 City Council Meeting Minutes



# Meeting Minutes - Draft

## City Council

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Information: 360.753.8244

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**Tuesday, May 9, 2017**

**7:00 PM**

**Council Chambers**

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### 1. ROLL CALL

**Present:** 6 - Mayor Cheryl Selby, Mayor Pro Tem Nathaniel Jones, Councilmember Jessica Bateman, Councilmember Clark Gilman, Councilmember Julie Hankins and Councilmember Jeannine Roe

**Excused:** 1 - Councilmember Jim Cooper

### 1.A ANNOUNCEMENTS

Mayor Selby announced the Council met earlier in a Study Session.

### 1.B APPROVAL OF AGENDA

The agenda was approved.

### 2. SPECIAL RECOGNITION

#### 2.A [17-0500](#) Special Recognition - Governor's Volunteer Service Award Recipient

Parks Specialist Jennifer Gessley Gayman discussed the work of volunteer Roberta Woods. Ms. Woods is the recipient of the 2017 Governor's Volunteer Award.

Councilmembers thanked Ms. Woods for her service to the parks system.

**The recognition was received.**

#### 2.B [17-0489](#) Special Recognition - Proclamation Recognizing Preservation Month

Historic Preservation Officer Michelle Sadlier introduced the new Chair of the Heritage Commission, Katherine Kelly.

Ms. Sadlier discussed this year's theme for Preservation Month, the Olympia Oyster. She discussed the events occurring in celebration of the topic.

Councilmember Roe read a proclamation in recognition of Preservation Month.

**The recognition was received.**

### 3. PUBLIC COMMUNICATION

The following people spoke: Gurinder Sodhi, Reiko Callner, Alex Daye and Franz

Kilmerschultz.

## **COUNCIL RESPONSE TO PUBLIC COMMUNICATION (Optional)**

### **4. CONSENT CALENDAR**

- 4.A**    [17-0519](#)        Approval of May 2, 2017 City Council Meeting Minutes

**The minutes were adopted.**

- 4.B**    [17-0499](#)        Approval of Multi-family Housing Limited Property Tax Exemption Agreement for 924 State Avenue NE

**The contract was approved.**

- 4.C**    [17-0498](#)        Approval of Resolution to Authorize Interlocal Agreement for Conducting the Countywide Fair Housing Assessment

**The resolution was adopted.**

- 4.D**    [17-0511](#)        Approval of Resolution Authorizing an Interlocal and Confidentiality Agreement for Public Disclosure Commission Guidance

**The resolution was adopted.**

### **4. SECOND READINGS**

- 4.E**    [17-0157](#)        Approval of an Ordinance Approving a Street Vacation Petition for a Portion of Alley Adjacent to 210 State Ave NW

**The ordinance was approved on second reading.**

- 4.F**    [17-0485](#)        Approval of Ordinance Amending Olympia Municipal Code Section 10.16.270, Penalties

**The ordinance was approved on second reading.**

### **Approval of the Consent Agenda**

**Councilmember Hankins moved, seconded by Councilmember Gilman, to adopt the Consent Calendar. Councilmember Bateman recused herself from item 4.B. The motion carried by the following vote:**

**Aye:**        6 - Mayor Selby, Mayor Pro Tem Jones, Councilmember Bateman, Councilmember Gilman, Councilmember Hankins and Councilmember Roe

**Excused:**    1 - Councilmember Cooper

### **4. FIRST READINGS - None**

**5. PUBLIC HEARING - None****6. OTHER BUSINESS****6.A [17-0502](#) Approval of Funding for Downtown Sanitation Master Plan Development**

Downtown Liaison, Mark Rentfrow introduced Adam Young of Young architecture.

He reviewed some downtown sanitation actions to date. Mr. Young discussed the next steps in developing an overall Downtown Sanitation Master Plan.

Councilmembers ask clarifying questions.

**Mayor Pro Tem Jones, seconded by Councilmember Gilman, moved to direct staff to reduce the cost of developing a Downtown Sanitation Master Plan, to approve using half Council Goal and half Community Planning and Development funding to develop the Plan, authorize the City Manager to execute the agreement and refer the topic of potentially using Utility funds to the Finance Committee for discussion.**

**Aye:** 6 - Mayor Selby, Mayor Pro Tem Jones, Councilmember Bateman, Councilmember Gilman, Councilmember Hankins and Councilmember Roe

**Excused:** 1 - Councilmember Cooper

**7. CONTINUED PUBLIC COMMUNICATION****8. REPORTS AND REFERRALS****8.A COUNCIL INTERGOVERNMENTAL/COMMITTEE REPORTS AND REFERRALS**

Councilmembers reported on meetings and events attended.

**8.B CITY MANAGER'S REPORT AND REFERRALS**

City Manager Steve Hall had no reports.

**9. ADJOURNMENT**

The meeting adjourned at 8:17p.m.



## City Council

### Approval of Ordinance Amending Olympia Municipal Code Section 9.16.020, Disorderly Conduct

**Agenda Date:** 5/16/2017  
**Agenda Item Number:** 4.C  
**File Number:** 17-0516

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**Type:** ordinance **Version:** 1 **Status:** 1st Reading-Consent

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#### **Title**

Approval of Ordinance Amending Olympia Municipal Code Section 9.16.020, Disorderly Conduct

#### **Recommended Action**

##### **Committee Recommendation:**

Not referred to a committee.

##### **City Manager Recommendation:**

Move to approve on first reading and forward to second reading the ordinance amending Olympia Municipal Code Section 9.16.020, Disorderly Conduct

#### **Report**

##### **Issue:**

Whether to amend Olympia Municipal Code (OMC) Section 9.16.020, Disorderly Conduct.

##### **Staff Contact:**

Annaliese Harksen, Deputy City Attorney/Police Legal Advisor, 360.753.8338  
Rocio D. Ferguson, Chief Prosecutor, 360.753.8449

##### **Presenter(s):**

None - Consent Calendar Item

#### **Background and Analysis:**

During a review of Olympia Municipal Code (OMC) Chapter 9.16, Offenses Against Public Peace, legal staff determined that OMC Section 9.16.020, Disorderly Conduct, should be amended.

The proposed ordinance adds language to cover behavior that is not only abusive, but that is threatening or intimidating and which causes people to fear for their safety.

#### **Neighborhood/Community Interests (if known):**

There is an inherent interest in protecting the public's safety and appropriately holding offenders accountable who engage in acts of disorderly conduct.

**Options:**

1. Approve the proposed ordinance amending OMC Section 9.16.020, Disorderly Conduct, and pass onto second reading.
2. Direct staff to make different or additional amendments to OMC Section 9.16.020, Disorderly conduct, and pass onto second reading.
3. Do not approve the proposed ordinance, leaving OMC Section 9.16.020, Disorderly Conduct, as currently written.

**Financial Impact:**

None

**Attachments:**

Ordinance

Ordinance No. \_\_\_\_\_

**AN ORDINANCE OF THE CITY OF OLYMPIA, WASHINGTON, AMENDING  
OLYMPIA MUNICIPAL CODE SECTION 9.16.020, DISORDERLY CONDUCT**

WHEREAS, the offense of disorderly conduct should be amended to cover behavior that is not only abusive but that is threatening or intimidating and which causes people to fear for their safety;

**NOW, THEREFORE, THE OLYMPIA CITY COUNCIL ORDAINS AS FOLLOWS:**

**Section 1. Amendment of OMC 9.16.020. Olympia Municipal Code 9.16.020 is hereby amended to read as follows:**

**9.16.020 Disorderly conduct**

A person is guilty of disorderly conduct if, without lawful authority, he knowingly:

A. Is involved in conduct and/or uses language that is abusive, threatening, or intimidating language and which causes alarm for safety of others or creates risk danger of assault, riot or other public disorders ~~which endanger the safety of others;~~

B. Intentionally disrupts a lawful assembly or meeting of persons, without lawful authority;

C. Is involved in conduct which unreasonably disrupts the public peace; and/or

D. Causes a public noise disturbance or is in possession and control of property on which a public noise disturbance occurs. The following sounds are determined to be public noise disturbances:

1. The frequent, repetitive or continuous sounding of any horn or siren attached to a motor vehicle, except as a warning of danger or as specifically permitted or required by law;
2. The creation of frequent, repetitive or continuous sounds in connection with the starting, operation, repair, rebuilding or testing of any motor vehicle, motorcycle, off-highway vehicle or internal combustion engine within a residential district, so as to unreasonably disturb or interfere with the peace comfort and repose of owners or possessors of real property.
3. Yelling, shouting, hooting, whistling or singing on or near the public streets, particularly between the hours of eleven p.m. and seven a.m. or at any time and place so as to unreasonably disturb or interfere with the peace, comfort and repose of owners or possessors of real property.
4. The creation of frequent, repetitive or continuous sounds which emanate from any building, structure, apartment, or condominium, which unreasonably interferes with the peace, comfort, and repose of owners or possessors of real property, such as sounds from musical instruments, audio sound systems, band sessions, or social gatherings.

5. Sound from motor vehicle audio sound systems, such as tape players, radios, and compact disc players, operated at a volume so as to be audible greater than fifty feet from the vehicle itself.

6. Sound from portable audio equipment, such as tape players, radios, and compact disc players, operated at a volume so as to be audible greater than fifty feet from the source, and if not operated upon the property of the operator.

7. The foregoing provisions shall not apply to regularly scheduled events at parks, such as public address systems for baseball games or park concerts.

Provided that the foregoing enumeration of acts and noises shall not be construed as excluding other acts and noises which offend the public peace.

**Section 2. Severability.** If any provision of this Ordinance or its application to any person or circumstance is held invalid, the remainder of the Ordinance or application of the provisions to other persons or circumstances shall remain unaffected.

**Section 3. Ratification.** Any act consistent with the authority and prior to the effective date of this Ordinance is hereby ratified and affirmed.

**Section 4. Effective Date.** This Ordinance shall take effect thirty (30) days after publication, as provided by law.

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MAYOR

**ATTEST:**

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CITY CLERK

**APPROVED AS TO FORM:**



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DEPUTY CITY ATTORNEY

**PASSED:**

**APPROVED:**

**PUBLISHED:**



## City Council

### Approval of Interim Improvements on City-Owned Isthmus Properties

**Agenda Date:** 5/16/2017  
**Agenda Item Number:** 6.A  
**File Number:** 17-0534

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**Type:** decision   **Version:** 1   **Status:** Other Business

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#### Title

Approval of Interim Improvements on City-Owned Isthmus Properties

#### Recommended Action

##### Committee Recommendation:

The Parks and Recreation Advisory Committee (PRAC) recommends approval of interim improvements on the city-owned Isthmus properties as outlined in their letter to Council.

##### City Manager Recommendation:

Move to approve the hybrid concept drawing recommended by staff and authorize staff to move forward with design and construction.

#### Report

##### Issue:

Whether to approve one of the four concept drawings designed for interim improvements to the Isthmus or to approve a hybrid concept drawing.

##### Staff Contact:

Laura Keehan, Planning & Design Manager, Olympia Parks, Arts & Recreation, 360.570.5855

##### Presenter(s):

Laura Keehan, Planning & Design Manager, Olympia Parks, Arts & Recreation

#### Background and Analysis:

At the March 21, 2017, Study Session, Council directed staff to continue blight removal with interim improvements to the city-owned Isthmus properties. Council also set five parameters for the interim improvements:

1. The project will focus on the foundation areas of the two former buildings on the Isthmus.
2. The project will be an interim use until a master plan is developed.
3. The project will try to allow for reuse of as many of the improvements as possible.
4. The public will have an opportunity to provide input.
5. The project budget is \$500,000.

Using these parameters, staff developed four concept drawings to present to the public (See Concept Drawings). The public was almost evenly split between preferring the more grassy option (See Concept A) or the option with the most hardscape (See Concept D). The Parks and Recreation Advisory Committee (PRAC) reviewed the four concepts and proposed a hybrid that uses a more hardscape approach for the large, rectangular site and a grassy design for the smaller, square site (See PRAC Letter). Building on PRAC's idea, staff has proposed a hybrid concept drawing that uses PRAC's basic approach but retains trees around the perimeter to provide a buffer to the adjacent streets (See Staff Recommended Drawing).

In 2018, the City will launch a broader public engagement process about the long-term vision for the City-owned property on the Isthmus.

**Neighborhood/Community Interests (if known):**

A public meeting was held on April 19, 2017, to present four concepts for development of the site and receive input. Written comments were received until May 1, 2017. Public input was split between support for a more grassy option (See Concept A) and a more hardscape option (See Concept D and Public Comments). Staff also met with adjacent property owners and a community stakeholder group.

Additionally, PRAC discussed the four concepts at their April 20, 2017 meeting and developed a hybrid concept (See PRAC letter).

**Options:**

Option 1 - Move to approve the hybrid concept drawing recommended by staff and authorize staff to move forward with design and construction.

Option 2 - Choose one of the original four concept drawings presented to the public.

Option 3 - Do not choose any of the concept drawing options presented. This may delay completion of the project.

**Financial Impact:**

The 2015-2020 Capital Facilities Plan allocated \$670,000 for the project titled "Isthmus Remediation." These funds may be allocated towards any continued blight removal, interim improvements, or additional park planning efforts.

**Attachments:**

Staff Recommended Drawing  
Concept Drawings A-D  
Public Comments  
PRAC Letter



# Interim Isthmus Improvements

Staff Recommendation

West Olympia ←

↑ 4th Avenue / Bayview Thriftway

Heritage Park Fountain →

Picnic Tables

Long Stair Step-down

Long Stair Step-down

Yashiro Street

Yashiro St

Simmons Street NW

Simmons St

↓ 5th Avenue / Capitol Lake

## Map Legend

- Multi-Use Area
- Pedestrian Access Ramps, Crosswalks or Driveways
- Grass
- Crushed Marble
- Concrete





# Interim Isthmus Improvements

Concept  
**A**



## Map Legend

- - - Multi-Use Area
- - - Pedestrian Access Ramps, Crosswalks or Driveways
- Grass
- Asphalt
- Concrete

1 inch = 10 feet
 
 Feet  
 0 2.5 5 10 15 20



Olympia

# Interim Isthmus Improvements

Concept

B



## Map Legend

- Multi-Use Area
- Pedestrian Access Ramps, Crosswalks or Driveways
- Grass
- Crushed Marble
- Concrete

1 inch = 10 feet



Olympia

# Interim Isthmus Improvements



## Map Legend

- - - Multi-Use Area
- - - Pedestrian Access Ramps, Crosswalks or Driveways
- Grass
- Crushed Marble

1 inch = 10 feet



Olympia

# Interim Isthmus Improvements

Concept  
**D**



## Map Legend

- Multi-Use Area
- Pedestrian Access Ramps, Crosswalks or Driveways
- Grass
- Crushed Marble
- Concrete

1 inch = 10 feet

## Interim Improvements on the Isthmus -- Public Comment

### General Comment Cards (verbatim)

- Grass is fabulous; plan C is a good compromise to allow for festival use.
- Connecting the two “chunks” while leaving the asphalt of Yashiro St. with a small skateboarding area. It’s cheap and fun for all ages. No need to tear up out-of-budget asphalt – USE IT!
- I like that all options appear to be low-maintenance designs. The Capital Center Building needs to go!
- I think putting up skateboard features would be perfect for the interim process. Skate obstacles are cheap and will attract people of all ages, gender and race to use public space and form community.
- Each concept is a vast improvement as compared to status quo. But important to remember that essential reason for demolitions of prior buildings was to open up views from and to the capital complex. We need to stay focused on removal of “mistake by the lake”
- Combine the west concrete step-down in D with the green grass area and paths in A. Add benches to A in addition to picnic tables in A (add a few more tables) – Kids climbing structure in small square in A. Do a little mounding for variety. Food trucks on Yashiro.
- Where is the planning staff? Need to consider the land use implications of future use. Final plan needs include development and open space. Could include public building – such as library. Needs more activity before any park development – not enough activity.
- Prefer option D – easy up keep no mowing or irrigation. Less chance of making another homeless encampment. Less chance of turning it into a permanent green belt. This allows for more options later.
- If we continue with Lakefair...keep event space avail. Bus loading zone area. Ability to utilize existing utilities/services/water for minimal facilities.
- Options B, C, + D need to have some benches added – not just picnic tables and benches. Even option A could use some separate benches in addition to the long (?) wall/benches.
- Connect the two parcels in an L-shape corridor park – not two parklets.

### General Email Comments (summaries - not exact wording)

- Make eastern parcel parking – too small to do anything with – could add a row of street trees along northern border. Use money on western parcel.
- Eastern parcel – option B or D but definitely not A
- Western parcel – minimize green space, too soggy in winter.
- Consider adding trees to Yashiro street; consider using evergreen trees
- Since this is a park some free parking should be provided
- Minimize number of picnic tables – 4 at most. Look for options that let rain through and smaller, square tables similar to West Bay Woods
- Less grass and not complete gravel – Concept B or C (added selection to B)
- Favor options that optimize art and parking.
- Think you should forge ahead to a more permanent solution right now instead of waiting until 2018.
- Would like to see development here; sell it to a developer.
- Include: carousel, artesian well, long-house museum.

## Concept A: 13 dots / 4 email votes

### Meeting Comments (verbatim):

- As much green as possible. At least two types of bushes or trees. Mix benches with picnic tables.
- I like concepts A and B – they are both good designs. Flowering trees are wonderful in springtime.
- Wooden picnic tables on grass
- This site has too much potential to be a permanent park. I could see the public library being there in the future with bits of green and paths.
- I am not going to sit on a blanket in the grass between two busy streets. There is grass just to the south.
- Do we really need more greenery with curvey paths. People will get too attached to all the green when it comes time to do something different.
- Grass attracts people to site. It is more welcoming then crushed rock.
- Used crushed marble on paths
- Public bathroom?
- Like trees next to street. Gives more open space feeling and buffer the street. Grass attracts people crushed rock does not.
- The more green the better. Leave long grass space open for recreations, games, etc. Bus loading zone.
- Crushed marble trails? Like the trees to buffer. More tables along long trail.
- The more green the better – and hopefully more likely to set stage for final plan. I hope consideration will be given to planting trees that can grow long into the future. (Ditto)
- A – will ensure permanent park – will be impossible to change eliminates flexibility
- Option E? What about 1 foundation area in marble and 1 foundation area in green?
- Skate Park area important w/ green space. Port Townsend has great example for compact use.
- We need some exciting/engaging parks and public spaces – Heritage Park already offers plenty windy paths through maintained lawns. Maybe it's time to try something new.

### Email Comments (summaries - not exact wording):

- Precedent – Boulevard Park in Bellingham.
- Allows for the abandonment of Yashiro Street and incorporating “grand walkway” approach to Capitol Lake along abandoned right-of-way
- Add crosswalks to connect all three pieces of the park, including fountain.
- Best shade plan eastward and westward. Could use a long step adjacent to Yashiro Street like in Concept D or some long concrete blocks for open seating.

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## Concept B: 0 dots / 3 email votes

### Meeting Comments: None

### Email Comments (summaries - not exact wording):

- Good compromise between hardscape and grass – make crushed marble wide enough to market booths.
- Would be great to add something to do – pickleball courts and benches; paved loop trail

- Provides vegetation while creating a central area for possible play.

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## Concept C: 6 dots / 0 email votes

Meeting Comments (verbatim):

- What is with the basketball court layout?
- Skate dot – small feature in recreation space designed for skateboarding

Email Comments: None

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## Concept D: 14 dots / 3 email votes

Meeting Comments (verbatim):

- Concrete steps – expensive to put in and take out. Also a great place to sleep.
- Least expensive – allows for more options later
- Most temporary in appearance and material
- Least chance of “Hey they are taking away our parks”
- Steps: integrated seating is great – theatre, concerts, vendors. Steps will get skated on. Install angle copin (?) on steps. Skaters will love it and it won’t chip away.
- This concept (D) with grass in the center would be ideal. i.e. a combination of D and A.
- It’s uncomfortable to be surrounded by cars/traffic noise while having a picnic. This design allows for accommodation of other urban attractions – ice rink or similar seasonal attractions. It can provide a much more exciting/ engaging urban public space!
- Strong connectivity from boardwalk to Heritage Park. Versatile plan. Large seats stepped seating good thing.
- Could be an opportunity for a pop-up style music venue or market place.
- Limited green space with pedestrian connectivity through shops and entertainment.
- D - allows for maximum flexibility. Is there possibility for some private development on a public building –
- This seems like the most versatile option – would be a great 360 degree music venue (or other shows/events)
- Don’t have the cement steps. Allows for more uses now and more options later.
- Large group drop off and pick up location.

Email Comments (summaries - not exact wording):

- I really like the marble paving and steps down that Concept D gives for the long rectangle. I think that treatment could open up opportunities for that space to be used as a public performance or street fair venue. I think that marble paving for both spaces, however, would be too much. It would be nice to see the smaller square seeded and turned into more of a traditional park space.
- Like the greenery on the street sides and middle area for open space.
- Vacate Yashiro Street and connect the two spaces.
- Strongly advise against option D due to drainage issues and extreme high tides



## MEMORANDUM

TO: City Council

FROM: Maria Ruth, Chair  
Parks and Recreation Advisory Committee

DATE: May 1, 2017

SUBJECT: Interim Improvements on the Isthmus

At our April 20, 2017 meeting, the Parks & Recreation Advisory Committee (PRAC) received a briefing and viewed the four concept plans for interim improvements to the city-owned Isthmus properties. These four concepts were also presented the night before at the public meeting on April 19, 2017. After thoughtful discussion by PRAC members, we unanimously passed a motion to recommend the following:

- Concept D for the larger, rectangular site (former County Health Building)
- Concept B for the smaller, square site (former County Housing Authority Building)
- Rather than trees, which would likely be small, afford little in terms of shade or screening of street and adjacent parking lots, and possibly need to be removed when final Isthmus improvements are constructed, PRAC recommends landscaping similar to that at the Plum/Henderson landscaping island.

PRAC felt that the recommendation stated above would allow for the most flexibility of the space, allowing for somewhat experimental use of the larger space for special events (music performances, live theater, etc) while still offering the smaller space as a more traditional grassy park area for picnicking. During the interim-use time period, the community's evolving use of these dual spaces will help inform the future long-term planning for the properties.

We appreciate the opportunity to participate in the Isthmus park planning and welcome the positive changes the finished plan will affect in downtown Olympia.



## City Council

### 2017 Comprehensive Plan Action Plan Update

**Agenda Date:** 5/16/2017  
**Agenda Item Number:** 6.B  
**File Number:** 17-0522

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**Type:** decision **Version:** 1 **Status:** Other Business

---

#### **Title**

2017 Comprehensive Plan Action Plan Update

#### **Recommended Action**

##### **Committee Recommendation:**

The Planning Commission discussed the proposed 2017 Action Plan updates at its April 17 meeting and moved to recommend approval of the updates as proposed by staff.

##### **City Manager Recommendation:**

Move to approve the 2017 updates to the Action Plan as recommended by the Planning Commission.

#### **Report**

##### **Issue:**

Whether to approve the proposed updates to the Action Plan.

##### **Staff Contact:**

Stacey Ray, Senior Planner, Community Planning and Development, 360.753.8046

##### **Presenter(s):**

Stacey Ray, Senior Planner

#### **Background and Analysis:**

In 2014, the Olympia City Council (Council) adopted a new Comprehensive Plan with a vision for how our community will grow and develop over the next 20 years. (See Attached summary of the Comprehensive Plan). The Action Plan is our community's "road map," with strategies and actions for how we'll achieve the vision and indicators for tracking and reporting on our progress (See Attachment "Action Plan Web Page").

Each year, City staff will update the Action Plan to include what has been accomplished and what actions we want to continue or start next (See Attached "Action Plan Annual Cycle"). 2017 is the first full year of carrying out the Action Plan and the first update cycle since the initial framework was accepted by Council in June 2016.

Staff proposes a minimal list of changes for this year (See attached "Proposed Action Plan Updates"). Changes are limited to actions only and include:

- 7 new actions;
- 7 removed actions; and
- 16 revised actions

New actions are from the Downtown Strategy or the latest update to the Parks, Arts & Recreation Plan, and meet the action criteria developed for the existing Action Plan (See attached “Action Item Criteria”).

Of those actions proposed for removal, seven have been entirely completed and one has been integrated into another new action.

Reasons for revisions to actions include:

- To change the status from “new” to “ongoing;”
- Clarify and/or correct language; or
- Align the action with an existing and/or new Plan (ex. Downtown Strategy)

The Planning Commission advises Council on the long-range growth and development of Olympia, so members have a significant role in reviewing and recommending updates that move us closer to achieving the Comprehensive Plan vision. The Planning Commission discussed the Action Plan at its April 17 meeting and moved to recommend that City Council accept the changes to the Action Plan as proposed by staff.

In addition to discussing this year’s updates, Councilmembers will receive and help launch “Onward,” the first ever Action Plan Annual Report to the Community. The Annual Report tells the story of our community’s commitment to making our vision real.

As the “face” of our Action Plan, the Report highlights our community priorities, shares stories of success, reports on our indicators, and invites others to join us in taking action. For those reasons, staff will share a distribution strategy with a wide variety of traditional and non-traditional outreach methods to reach a broad and varied audience (See attached Report Launch and Distribution Plan).

**Neighborhood/Community Interests (if known):**

The Action Plan has widespread community impacts.

**Options:**

1. Approve the updates to the Action Plan as proposed.
2. Direct staff to work on specific changes to the Action Plan and bring back to City Council for additional consideration.

**Financial Impact:**

None; this work item is already budgeted for 2017. Individual actions identified in the Action Plan may require additional resources to implement.

**Attachments:**

Comprehensive Plan Summary  
Hyperlink to Action Plan  
Action Plan Annual Cycle

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**Type:** decision **Version:** 1 **Status:** Other Business

---

Proposed Action Plan Updates

Action Item Criteria

Annual 2017 Report to the Community Launch & Distribution Plan



## Our Community's Guide for the Future



# Olympia's Comprehensive Plan

## Creating a Healthy, Vibrant, Beautiful Capital City

[olympiawa.gov/CompPlan](http://olympiawa.gov/CompPlan)

---

Olympia's Comprehensive Plan outlines how our community will grow and develop over the next 20 years. It helps ensure we are ready to welcome the 20,000 new residents expected, while maintaining our outstanding quality of life. The visions and goals reflect our community's values, and the policies highlight how we will accomplish our vision.

As required by the Washington Growth Management Act, the Plan addresses land uses, the environment, transportation, and public services. Olympia has always gone further to include how we will provide for public engagement opportunities in City decision-making processes, economic prosperity, outstanding recreational opportunities, parks, arts and cultural experiences. Working together we will ensure Olympia continues to be a special place to live, work, and play.

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**Comprehensive Plan Overview:** Below is a summary of Olympia's 2014 Comprehensive Plan. The plan is our road-map for where we, as a community, want to see ourselves in 20 years. Our vision is a reflection of our community values.

## Our Vision | Olympians Enjoy...

### Community, Safety & Health

- Inclusive, Respectful, Civic Participation
- A Safe & Prepared Community
- Health and Wellness
- Adequate Food and Shelter
- A Quality Education



### Downtown

- A Vibrant, Attractive Urban Destination
- A Safe and Welcoming Downtown For All
- A Mix of Urban Housing Options
- A Variety of Businesses
- Connections to Our Cultural & Historic Fabric
- Engaging Arts & Entertainment Experiences



### Economy

- Abundant Local Products and Services
- A Thriving Arts and Entertainment Industry
- Sustainable Quality Infrastructure
- A Stable Thriving Economy



### Environment

- Clean, Water & Air
- A Daily Connection to Nature
- Preserved, Quality Natural Areas
- A Toxin-Free Community
- A Waste-Free Culture



### Neighborhoods

- Distinctive Places & Gathering Spaces
- Nearby Goods & Services
- Neighborhoods that are Engaged in Community Decision Making
- Safe & Welcoming Places to Live



Updated 4.21.2017

[Home](#) » [City Government](#) » [Codes, Plans & Standards](#) » [Action Plan](#)

## Olympia's Action Plan

### Featured Links

- [Downtown Strategy](#)
- [Action Plan Annual Cycle](#)

### Navigation

- [Codes, Plans & Standards](#)
- [Municipal Code](#)
- [Olympia Comprehensive Plan](#)
- [OPD General Orders](#)
- [Plans in Progress](#)

### What is the Action Plan?

After an award-winning Comprehensive Plan update called *Imagine Olympia*, the City Council wanted to ensure the newly adopted 20-year community vision didn't just sit on a shelf. To keep it alive and at the forefront for how we grow and develop, Council approved our community's first Action Plan in July 2016.

**The Action Plan is a "road map" for moving the Comprehensive Plan vision forward** with a set of indicators to track our progress. City staff, community partners, and community members all contributed to identifying strategies and actions to accomplish the Comprehensive Plan vision for each of five Action Areas:

- [Community, Safety, & Health](#)
- [Downtown](#)
- [Economy](#)
- [Environment](#)
- [Neighborhoods](#)

The Action Plan indicators reflect all elements of the Comprehensive Plan and data that is meaningful for our community.

Click on the links below to explore the five Action Areas, including the strategies, actions, and indicators for each.

### What's Happening Now

Click here to view what's currently happening with the Acton Plan:

- [Action Plan Spring 2017 Update](#)

To stay updated on the Action Plan, sign-up for the ['City Plans and Strategies' email subscription](#).

### Action Plan

#### Action Areas

The Action Plan is broken into five key Action Areas. Each area contains a summary of the vision and goals from the Comprehensive Plan, Action Items and Community Indicators. (Note: The order in which Action Areas appear does **not** indicate a priority order.)

## Community, Safety, & Health

### Olympians Enjoy...



- Inclusive, Respectful, Civic Participation
- A Safe & Prepared Community
- Health and Wellness
- Adequate Food and Shelter
- A Quality Education

[How Do We Reach These Goals](#)

[How We Measure Our Progress](#)

[back to top](#)

## Downtown



### City Calendar

05/11 - 6:00 p.m.

[Olympia Arts Commission](#)

05/11 - 6:00 p.m.

[MEETING CANCELLED Parking Business Improvement Area \(PBA\)](#)

05/11 - 6:30 p.m.

[Design Review Board](#)

05/13 - 10:00 a.m.

[Grass Lake Nature Park Volunteer Work Party](#)

05/15 - 6:30 p.m.

[Olympia Planning Commission Meeting](#)

→ [View full calendar...](#)

### City Updates

#### MISSING MIDDLE HOUSING.

Missing Middle housing can provide more affordable housing options for many residents. Learn what the City is doing to better provide for Missing Middle housing in Olympia. Attend an Open House on either May 18 (Olympia High) or May 30 (Capital High), both from 5:30 - 6:30 p.m. [More...](#)

#### GATEWAYS PUBLIC ART.

Learn more about our plan to add public art at 8 gateways locations around Olympia and take a survey to tell us what types of art should be considered. [More...](#)

#### DOWNTOWN STRATEGY UPDATE.

Olympia's Downtown Strategy was adopted on April 25. View the document now on our [Downtown Strategy page](#).

#### 2017 WATER QUALITY REPORT.

The City's annual water quality report is now available and shows that Olympia meets all State and Federal drinking water standards. [More...](#)

#### SANCTUARY CITY.

Read Mayor Selby's statement on Olympia's commitment to remain a Sanctuary City in the face of increased pressure. [More...](#)

#### 2017 ADOPTED OPERATING BUDGET.

The [2017 Adopted](#)

### Olympians Enjoy...



- A Vibrant, Attractive Urban Destination
- A Safe and Welcoming Downtown For All
- A Mix of Urban Housing Options
- A Variety of Businesses
- Connections to Our Cultural & Historic Fabric
- Engaging Arts & Entertainment Experiences

[How Do We Reach These Goals](#)

[How We Measure Our Progress](#)

[back to top](#)

## Economy

### Olympians Enjoy...



- Abundant Local Products and Services
- A Thriving Arts and Entertainment Industry
- Sustainable Quality Infrastructure
- A Stable Thriving Economy

[How Do We Reach These Goals](#)

[How We Measure Our Progress](#)

[back to top](#)

## Environment

### Olympians Enjoy...



- Clean Water & Air
- A Daily Connection to Nature
- Preserved Quality Natural Areas
- A Toxin-Free Community
- A Waste-Free Culture

[How Do We Reach These Goals](#)

[How We Measure Our Progress](#)

[back to top](#)

## Neighborhoods

### Olympians Enjoy...



- Distinctive Places & Gathering Spaces
- Nearby Goods & Services
- Neighborhoods that are Engaged in Community Decision Making
- Safe and Welcoming Places to Live

[How Do We Reach These Goals](#)

[How We Measure Our Progress](#)

[back to top](#)

### Annual Updates to the Action Plan

Each year we will report to the community on our progress toward the vision and goals in the City's Comprehensive Plan. This report will be used to update the Action Plan to ensure we are continuing to focus on priority actions.

- [View the Annual Action Plan Update Cycle](#)

[Operating Budget](#) is available for viewing.

**2017-2022 ADOPTED CAPITAL FACILITIES PLAN.** The [2017-2022 Adopted Capital Facilities Plan](#) is now available to view online. For more information on Olympia's Budget process or how you can be involved please see our [Budget 365 page](#)

**OLYMPIA MUNICIPAL CODE.** Quick link to codes and standards including [Olympia Municipal Code](#).

**MEETINGS.** [Agenda and Minutes](#) for City Council and most advisory committees.

[View the list of Future Actions to be considered for addition to the Action Plan](#)

## Olympians Taking Action

What does it mean to take action? Meet some Olympia community members who are excellent examples of innovative partnerships that are helping carry out our Comprehensive Plan vision on-the-ground!



## Questions/Feedback Contact

- CP&D Deputy Director Leonard Bauer at 360.753.8206 or [takeaction@ci.olympia.wa.us](mailto:takeaction@ci.olympia.wa.us)
- CP&D Senior Planner Stacey Ray at 360.753.8046 or [sray@ci.olympia.wa.us](mailto:sray@ci.olympia.wa.us)

[back to top...](#)

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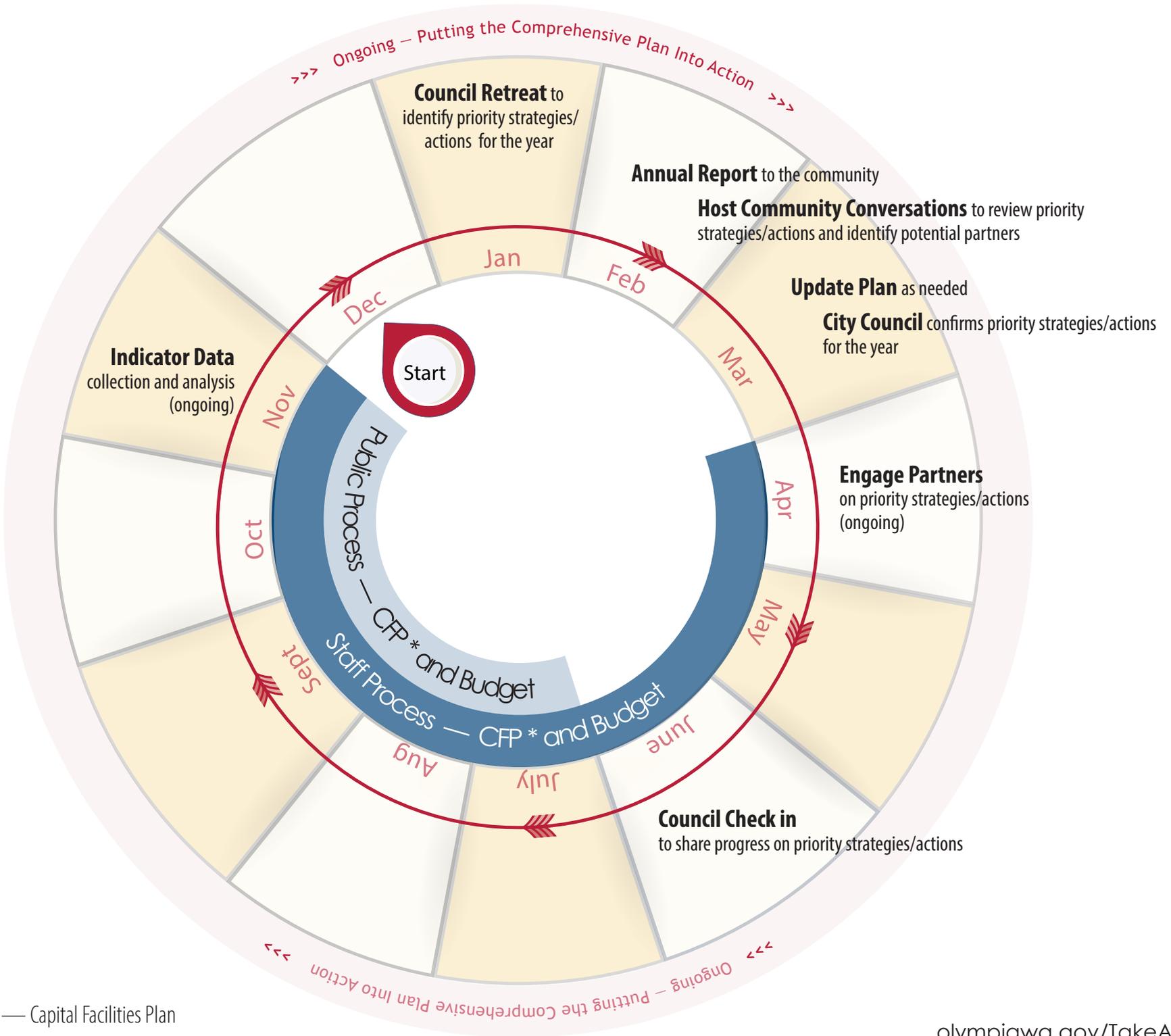
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# Action Plan | Annual Cycle



\*CFP — Capital Facilities Plan

2017 Recommended Changes to Action Plan					Last Revised: 4/18/17			
Change	Focus Area	Desired Outcome	Existing Strategy	Existing Action	Ongoing/ New Action	New language	Source/Reason	
1	new action	Downtown	A vibrant, attractive urban destination	Attract people to live, work and play Downtown		new	Develop and adopt a land use, circulation, design, and environmental enhancement plan for the isthmus	Downtown Strategy
2	new action	Downtown	A vibrant, attractive urban destination	Attract people to live, work and play Downtown		new	Implement interim improvements on the Isthmus park blocks and seasonal programming	Parks, Arts & Recreation Plan
3	new action	Downtown	A vibrant, attractive urban destination	Attract people to live, work and play Downtown		new	Create and update zoning and development standards to enhance five distinct character areas Downtown	Downtown Strategy
4	new action	Downtown	A safe and welcoming Downtown for all	Make Downtown safer and cleaner		new	Convene a broad range of community stakeholders to form an action plan leading to a more coordinated response to homelessness/street dependency and the impacts to Downtown	Downtown Strategy
5	new action	Downtown	A variety of businesses	Promote commercial activity Downtown		new	Update zoning to allow for more neighborhood-serving commercial uses in the Southeast Neighborhood	Downtown Strategy
6	new action	Downtown	A variety of businesses	Promote commercial activity Downtown	n/a	new	Implement the Downtown Retail Strategy	Downtown Strategy
7	new action	Environment	A Daily Connection to Nature	Develop and plan for future park developments		new	Develop an Off-road Bike Park Plan	Parks, Arts & Recreation Plan update
Change	Focus Area	Desired Outcome	Existing Strategy	Existing Action	Ongoing/ New Action	New language	Source/Reason	
1	remove	Downtown	A vibrant, attractive urban destination	Encourage investment while preserving Downtown's unique and historical qualities	Analyze and evaluate significant public views and adopt code amendments to protect them	new	n/a	Completed (Downtown Strategy)
2	remove	Downtown	A vibrant, attractive urban destination	Encourage investment while preserving Downtown's unique and historical qualities	Implement the Greening Capitol Way project	new	n/a	Integrated into outcomes from the Downtown Strategy: "Improve streets in the retail core for all modes of travel."
3	remove	Downtown	A safe and welcoming Downtown for all	Make Downtown safer and cleaner	Install shared-use compactor for businesses	new		Completed; first centralized location with a shared-use compactor has been established.
4	remove	Downtown	A safe and welcoming Downtown for all	Mitigate the effect of sea level rise	Update building regulations to enhance protection from flooding	new	n/a	Completed (Downtown Strategy)
5	remove	Economy	Sustainable quality infrastructure	Efficiently operate and maintain City infrastructure	Develop Maintenance Management Plans for schools fields (partner with Olympia School District)	new	n/a	Completed
6	remove	Neighborhoods	Nearby good and services	Ensure walking and biking are viable, attractive options	Build 22nd Avenue sidewalk	new	n/a	Completed

7	remove	Neighborhoods	Nearby good and services	Ensure walking and biking are viable, attractive options	Build Fairview pathway	new		Completed
	<b>Change</b>	<b>Focus Area</b>	<b>Desired Outcome</b>	<b>Existing Strategy</b>	<b>Existing Action</b>	<b>Ongoing/ New Action</b>	<b>New language</b>	<b>Source/Reason</b>
1	revise	Downtown	A vibrant, attractive urban destination	Attract people to live, work and play Downtown	Promote and enhance Percival Landing to be a family friendly waterfront	new	n/a	Change to "ongoing"
2	revise	Downtown	A vibrant, attractive urban destination	Attract people to live, work and play Downtown	Enhance Artesian Commons through the Artesian Leadership Council	new	n/a	Change status to "ongoing"; Artesian Leadership Council established.
3	revise	Downtown	A vibrant, attractive urban destination	Attract people to live, work and play Downtown	Improve streets (Capitol, Franklin, Washington, Jefferson, and Legion) for all modes of travel	new	Improve streets in the retail core for all modes of travel	Clarifies focus on the retail core (Downtown Strategy)
4	revise	Downtown	A vibrant, attractive urban destination	Encourage investment while preserving Downtown's unique and historical qualities	Adopt and implement strategies for future development in Downtown.	new	Promote incentives and other tools that encourage private investment, and explore additional tools outlined in the Downtown Strategy "tool kit"	Downtown Strategy
5	revise	Downtown	A vibrant, attractive urban destination	Encourage investment while preserving Downtown's unique and historical qualities	Update City design standards	new	Update Downtown design guidelines for consistency with the urban development, historic preservation, and view protection objectives from the Downtown Strategy	Downtown Strategy
6	revise	Downtown	A safe and welcoming Downtown for all	Make Downtown safer and cleaner	Ensure daytime walking patrol availability during regular shopping hours	ongoing	Expand the Downtown walking patrol to include 6-8 officers and full day and night-time coverage.	Change to "new"; revise language to reflect Downtown Strategy]
7	revise	Downtown	A safe and welcoming Downtown for all	Make Downtown safer and cleaner	Develop centralized waste collection areas	new	Continue to identify centralized waste collection areas and opportunities to use shared-use compactors	change to "ongoing"--the first centralized location with a shared-use compacter has been established.
8	revise	Downtown	A mix of urban housing options	Balance market rate housing and low-income housing	Develop Downtown housing strategy	ongoing	Develop a Comprehensive Housing Strategy	change to "new"; language to better reflect Downtown Strategy
9	revise	Downtown	A variety of businesses	Promote commercial activity Downtown	Update the City Parking Strategy and clearly communicate services and information to customers	new	Update the Downtown Parking Strategy	Revise language to better reflect Downtown Strategy
10	revise	Downtown	A variety of businesses	Promote commercial activity Downtown	Update zoning to allow for appropriate light industrial uses	new	Update zoning to allow for appropriate light industrial uses in the Art/Tech character area	Downtown Strategy
11	revise	Downtown	Connections to our cultural and historic fabric	Preserve and promote unique historic and cultural features	Develop and implement a historic preservation strategy	new	Develop and implement a new historic preservation strategy	Existing action is out-of-date and needs an update to reflect current policies and practices.
12	revise	Downtown	Connections to our cultural and historic fabric	Preserve and promote unique historic and cultural features	Evaluate and expand the designated historic district	new	Examine potential expansion of historic district boundary and/or historic designation of additional structures.	Revise language to better reflect Downtown Strategy

13	revise	Downtown	Connections to our cultural and historic fabric	Preserve and promote unique historic and cultural features	Connect existing assets and investments	new	n/a	Change to "ongoing"
14	revise	Downtown	Engaging arts & entertainment experiences	Create more opportunities for events, art, music & entertainment	Establish a "creative district"	new	Identify steps to develop and promote arts, culture, and entertainment venues and events for the Art/Tech and Entertainment character areas	Revise language to better reflect Downtown Strategy
15	revise	Downtown	Engaging arts & entertainment experiences	Support modern venues for community and cultural events	Maintain the Washington Center building and support successful operations	new	Maintain the Washington Center building and support its success as an art and special event venue	Change to "ongoing"--revise language for clarity.
16	revise	Neighborhoods	Safe and welcoming places to live	Promote awareness of neighborhood crime trends and educate citizens how they can help themselves	Provide crime statistics and public safety information to the public	new	n/a	Change to "ongoing."



## Action Item Criteria

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By the end of 2014, we will have a new Comprehensive Plan with a clear vision for our community's future. The next steps are making sure we make real progress towards our vision becoming reality.

The Action Plan will lay out specifically what we, as a community, want to do over the next six years to accomplish our goals. Those things we intend to do are called "action items." Action items may include everything from individual projects, like development of the Artesian Park downtown, to on-going programs, like the downtown police officer walking patrol.

The Comprehensive Plan is a 20 year vision. There are likely hundreds of different things we, as a community, can do to accomplish our goals. Where do we start? How do we prioritize and make commitments? To help narrow the list, we need a set of criteria for determining the most important actions to include in the Plan. Clear criteria will also help communicate to everybody who participates in creating the Action Plan why some actions are included and others are not, and contribute to a public involvement process and final list of actions that everyone can feel good about.

Draft Action Item Criteria:

1. The action is new program or project, or is a significant enhancement or revision to an existing program or project.
2. The action will require a significant dedication of resources to implement. (Resources may include dollars, City or partner organization staff time, equipment, or volunteer hours.)
3. The action has a significant impact that makes a positive difference.
4. The action is vital for implementing the Comprehensive Plan.
5. The action is strategic. It was selected and developed purposely to make progress in achieving one or more goals in the Comprehensive Plan.
6. The action is of interest to, greatly supported by, and visible to the community and/or City Council.



# 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