
ECONOMIC RESPONSE & REOPENING STRATEGIC PLAN

CITY COUNCIL - JUNE 16, 2020

Keith Stahley, Assistant City Manager

Mike Reid, Economic Development Director, Community Planning & Development

Stacey Ray, Office of Performance & Innovation, Administrative Services





RESPONDING TO OUR COMMUNITY



Olympia's Response to Economic Impact of Pandemic

City Council / Policy and Funding Group

Jay Burney / City Manager

Keith Stahley / Interim Assistant City Manager

Response & Reopening

Mike Reid / Economic Response Coordinator

Kellie Purce-Braseth
Public Information Officer

Rich Hoey
Operations

Stacey Ray
Planning

Debbie Sullivan
Finance

- Parks - Jonathon Turlove
- CPD - Mark Rentfrow
- Police - Aaron Jelcick

- Data Tracking and Reporting

- Financial Tracking and Reporting

Long-Term Recovery

Mike Reid / Economic Development Director

Stacey Ray / Facilitator

Fran Eide
Public Works

Leonard Bauer
CPD

Amy Buckler
CPD

Stephanie Johnson
Parks

Debbie Sullivan
ASD

RESPONSE & REOPENING STRATEGIC PLAN



TASK FORCE

Objective: Identify goals, strategies, and actions to guide the City's role and responsibilities in response and reopening.

Members:

Keith Stahley, Interim Assistant City Manager

Debbie Sullivan, Director, Administrative Services

Aaron Jelcick, Interim Police Chief

Rich Hoey, Director, Public Works

Mike Reid, Economic Development Director

Jonathon Turlove, Director, Parks Planning & Maintenance

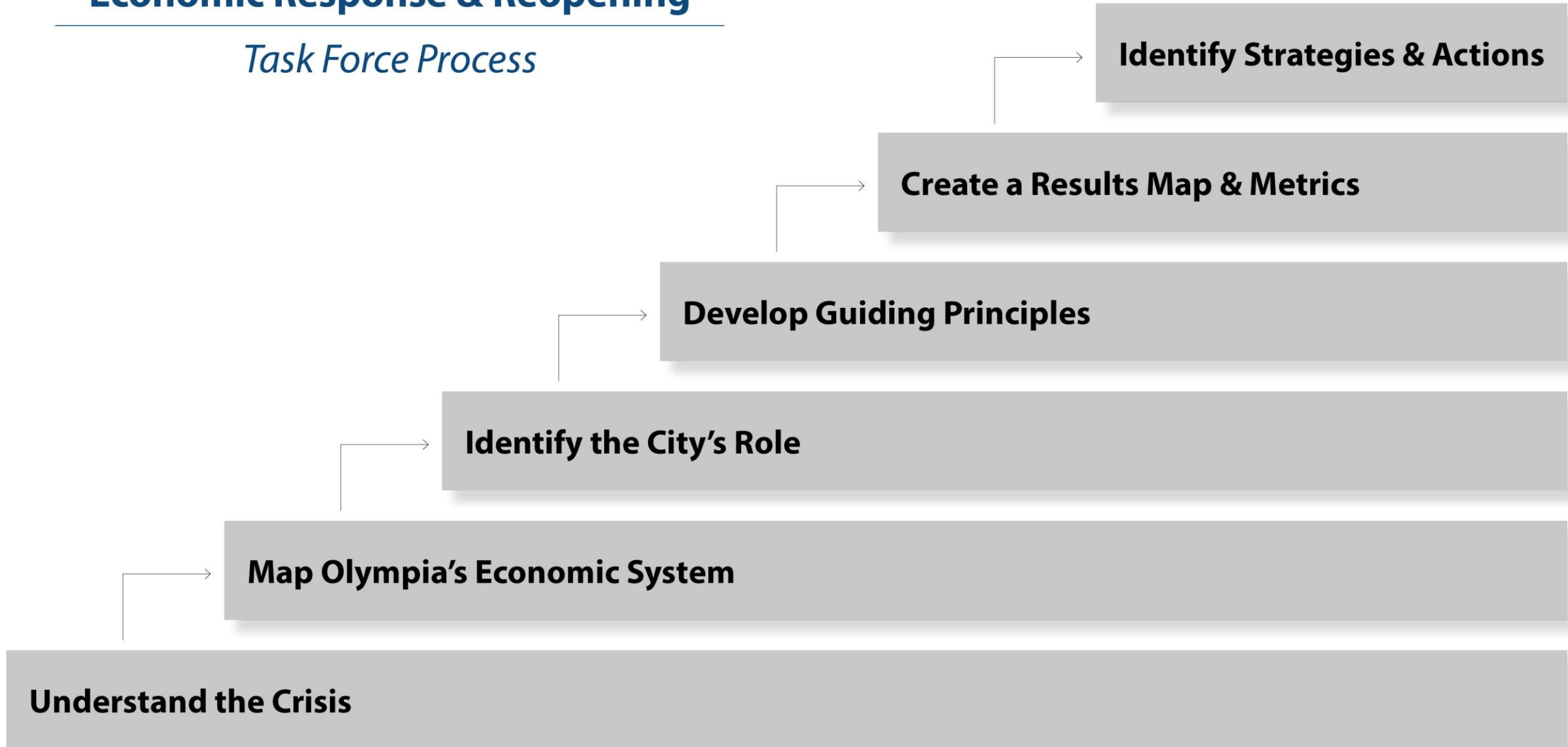
Amy Buckler, Strategic Projects Manager, CP&D

Tim Smith, Planning & Engineering Supervisor, CP&D

Jessi Turner, Communications

Economic Response & Reopening

Task Force Process



GUIDING PRINCIPLES

- Strategically align with and support our community partners
- Promote recovery and growth that is equitable and inclusive
- Embrace innovative, entrepreneurial and resourceful solutions
- Be biased towards action; recognize and quickly adapt to emerging needs
- Model effective best practices
- Communicate accurate, timely, and consistent information
- Achieve economic stability while prioritizing public health



so that...

We support local businesses, workers, and residents in accessing critical information and resources by investing in and leveraging partnerships.

- City's Economic Development Investment - \$ Invested

so that...

Businesses and public spaces can safely reopen and operate

- # of Closed Businesses (Temporary/Permanent)
- # of Public Space Permits Issued

so that...

Community members can safely and confidently return to work and participate in our local economy

- Unemployment Claims/Rate
- # of Jobs Lost/Unemployment #'s
- Traffic Counts
- Parking Revenue (Downtown)

so that...

Olympia can start to rebuild and recover a stable and thriving economy

- Sales Tax Revenue
- B&O Tax Revenue
- Permit Activity

Olympia residents are economically secure and more resilient

- # of Cost Burdened Households
- # of Unhoused Individuals

Economic Response & Reopening

Results Map

STRATEGIES & ACTIONS



STRATEGY I: UNDERSTAND AND REDRESS SOCIAL AND ECONOMIC INEQUITIES

Goal: Economic recovery and growth is equitable and inclusive of all members of our community.

- Include the City's new Equity and Inclusion Coordinator in recovery planning
- Engage with minority-, women-, and LGBTQ-owned businesses to better understand their unique challenges and needs, and connect them to available resources
- Create ways to invest in and nurture diverse entrepreneurs and workers
- Collaborate with community partners to host a conversation on equitable approaches to economic recovery

STRATEGY 2: ENSURE PUBLIC SPACES ARE CLEAN, SAFE, AND WELCOMING TO ALL

Goal: Community members can safely and confidently participate in the local culture and economy.

- Deep clean Downtown
- Expand Downtown beautification efforts
- Expand the Familiar Faces Peer Navigator Program

STRATEGY 3: FOSTER INNOVATION AND ADAPTATION

Goal: Make it easier for businesses to adapt and safely re-open, and for employees to return to work.

- Launch a Sidewalk Café Program for restaurants
- Streamline the outdoor public space permitting process
- Develop parking reopening strategies to support businesses with curbside food pick-up and retail sales
- Provide local businesses with bulk personal protective equipment (PPE)
- Partner with the Olympia School District to provide adequate space for summer camps

STRATEGY 4: PROVIDE TECHNICAL ASSISTANCE AND FUNDING TO PARTNERS

Goal: Leverage community resources and expertise to expedite a successful reopening of our local economy and culture.

- Provide additional funding to the United Way, Enterprise for Equity, EDC, Chamber, ODA, and Childcare Action Council
- Allocate funding to organizations to provide for food security, business support, and housing and shelter
- Support West Olympia businesses with their unique needs and challenges

STRATEGY 5: CURATE AND PROMOTE SAFE COMMUNITY EVENTS AND EXPERIENCES

Goal: Re-cultivate and strengthen civic pride in our local culture, community identity, and collective traditions.

- Provide virtual recreation programming
- Organize small music performances in parks
- Pay artists to paint murals on boarded up windows (Artists on Board Program)

STRATEGY 6: PROMOTE OLYMPIA'S LOCAL ECONOMY

Goal: Preserve local independent business owners and investors.

- Contract with the Olympia Downtown Alliance and Visitor Convention Bureau to tell stories and highlight local businesses
- Deferral of utility and B&O payments
- Improve City regulations for beer gardens

STRATEGY 7: INVEST IN NEW PUBLIC AND PRIVATE CONSTRUCTION

Goal: Construct new infrastructure and private development that meets community needs and generates local revenue for City services and programs.

- Be ready to capitalize on state and federal dollars with shovel-ready projects
- Ensure CPD and PW have adequate staffing to continue inspections
- Examine the use of underutilized City-owned properties to meet recovery needs

STRATEGY 8: COLLECT AND REPORT ON DATA

Goal: The City makes decisions based on data and the unique needs of our community.

- Survey businesses to understand what they need to reopen
- Develop a dashboard with economic response and recovery metrics

STRATEGY 9: ENGAGE CITY STAFF THROUGHOUT THE ORGANIZATION IN RECOVERY

Goal: Tap into the creative energy and ideas of our talented staff.

- Model social distancing, wearing masks in public, and other CDC guidelines
- Solicit ideas from City staff to inform reopening and recovery strategies
- Challenge City staff to identify new and innovative cost savings at the City so we continue to deliver services to the community

REGIONAL RESPONSE

Regional Economic Recovery Task Force (Thurston Strong)

- Thurston Strong website
- Pursuing regional-scale response initiatives
 - Support for childcare
 - Purchase & distribute bulk personal protective equipment (PPE)
 - Provide micro-business stand-up grants
 - Recruitment and expansion of high-wage industries
- Federal grant application (development of an Economic Development District)

NEXT STEPS

- Engaging and partnering with our community
- Planning for long-term recovery
 - Building an inclusive economy
- Launching an economic metric dashboard

A stained glass artwork featuring a central plant with large, pointed, yellow-green leaves and a thick green stem. The plant is set against a background of blue and white wavy lines representing water. The artwork is mounted on a light-colored wall, and a wooden railing is visible at the bottom. A dark blue rectangular overlay is positioned on the left side of the image, containing the word 'DISCUSSION' in white capital letters.

DISCUSSION