



Capital Mall Triangle – Outreach Summary

CNA = Council of Neighborhoods Association
LUEC = Land Use and Environment Committee

OPC = Olympia Planning Commission
POR = Parties of Record
RNA = Recognized Neighborhood Associations

2022

January

5 – Letter to project area & vicinity announcing upcoming planning project. 624 recipients.

February

1 – City Council grant recognition at meeting
17 – West Olympia Business Association

March

17 - LUEC
18 – E-mail to POR, City Council, & OPC
31 – E-Newsletter #1. Announced that the grant was secured and the webpage launched. Approximately 1500 recipients.
31 – Email to POR. 137 recipients.

April

1 – JOLT Newsletter
4 – JOLT newsletter (ICYMI section)

June

12 – Student at Fosbre Academy of Hair Design
28 – E-Newsletter #2. Announced consultant selection, how to get involved, and next steps. 1603 recipients
28 – Email to POR. 148 recipients.

July

15 – Thurston Chamber Meeting. 15 attendees.
17 – Burbank/Elliot Neighborhood Association meeting. 25 attendees.
21 – West Olympia Business Association meeting. Approximately 50 attendees (including mall manager, City Manager, and Mayor)
XX – Mayor Selby interview on Jim Greene podcast (Greene Realty Group).

August

5 – Mall ownership/management group meeting. 7 attendees.
8 – CNA meeting. 17 attendees.
9 – Multiple Listing Services Association meeting. Approximately 30 attendees.
12 – Interview with NW, SW, and BENA neighborhood presidents.
13 – Sustainable Steps Ecotour & Expo. Approximately 40 people stopped by the booth.
23 – Interview with mall ownership
28 – Thurston Talk article

September

15 – Interview with ownership of shopping center at SE corner of Harrison/Cooper Point (Goodwill, etc)
19 – Interview with ownership of shopping center at north/northeast corner of Black Lake/Cooper Point (5-guys Burgers, etc.)
22 – South Sound Real Estate Forum. 15 stopped by city table, approximately 200 in attendance.

October

4 – Stakeholder workgroup meeting #1. 12 Attendees.
14 - Interview by staff with two business owners within the area (Iron Rabbit and Brons Automotive)
20 – Community Workshop #1. 62 attendees. ~3600 letters to property owners, businesses, residents in triangle, within 300ft and large area to west with 7 apartment complexes and a mobile home park. E-news #3 with 2189 recipients to five subscription lists - Planning & Development, Climate Action, Diversity, Equity & Inclusion, Parks & Rec and the Housing and Homelessness groups. Emails to POR including tribes, CIELO, Asian Pacific Islanders Coalition, Ecology, DOT, Commerce, CNA, (170 addresses), RNAs on west side (7), OPC (9), Council+City Manager+all dept directors (22), stakeholder group (14), 7 onsite notices, one notice in library inside mall, social media (twitter, instagram, facebook), and Olympian notice.



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24 - SEPA Scoping comment period. Notice in the Olympian, POR list (193), E-news #4 (1653), 300ft property owner and site address list (~2000 – support staff estimate), SEPA Register, Council plus admin., social media. Comment period open from October 24 through November 14.

24 – Mall ownership/management meeting. 10 attendees.

26 – Capital High School Climate Club meeting. 12 Attendees.

November

1 – InterCity Transit meeting

7 – OPC meeting/briefing

8 – Difference Makers Employee E-newsletter. ~500 recipients.

17 – LUEC meeting/briefing

2023

January

11 – Stakeholder Workgroup meeting #2. 12 attendees.

February

2 – Community Meeting #2 (Open House). ~55 attendees in person. ~8 attendees online. E-news #5 with 2189 recipients to five subscription lists - Planning & Development, Climate Action, Diversity, Equity & Inclusion, Parks & Rec and the Housing and Homelessness groups. Emails to POR including tribes, CIELO, Asian Pacific Islanders Coalition, Ecology, DOT, Commerce, CNA, (250 addresses), RNAs on west side (7), OPC (9), Council+City Manager (22), stakeholder group (14), social media (twitter, instagram, facebook), and notice sent to media outlets.

14 – Meeting with mall ownership. ~10 attendees. Economic Development staff, consultants, and CP&D Director.

14 - Difference Makers Employee E-Newsletter Feb. 2023 vol. 1

17 – Thurston Chamber of Commerce briefing and update. 25 attendees.

March

13 – Meeting with mall ownership. ~12 attendees. Economic Development staff, consultants, and CP&D Director also attended.

15 – Bicycle Pedestrian Advisory Committee (BPAC). ~10 attendees.

23 – Olympia Master Builders (OMB). 6 attendees.

23 – Email to stakeholder work group regarding project timeline extension. 16 recipients.

30 – Email to Parties of Record regarding project timeline extension and update. 253 recipients.

30 – E-news #6. Announcement about extended timeline for project and update on project status. ~1600 recipients.

April

26 – Thurston Economic Development Council (EDC). ~30 attendees.

May

3 – E-news #7. Update on project (timeline drafting, next steps, current work underway). ~1600 recipients.

3 – Parties of Record (POR) email list. Update on project (timeline drafting, next steps, current work underway). 253 recipients.

16 – Meeting with mall ownership and management. 10 attendees.

24 – Meeting/interview with business organization representatives including West Olympia Business Organization, Thurston Chamber, realtors, Community Vision Group, and the Economic Development Council. 7 attendees.

June

5 – Kiwanis Club briefing (~45 attendees)

7 – E-news #8. Update on project and offer to provide briefings for groups and organizations. ~1600 recipients.

7 – Parties of Record (POR) email list. Update on project and offer to provide briefings for groups and organizations. 253 recipients.

13 – Council study session.

15 – Meeting with businesses & business organizations. 8 attendees.

15 – Southwest Olympia Neighborhood Association. 30 attendees.



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September

28 – Draft EIS and Subarea Plan Publication. E-news #9 with 2189 recipients to five subscription lists - Planning & Development, Climate Action, Diversity, Equity & Inclusion, Parks & Rec and the Housing and Homelessness groups. Email #11 to POR including tribes, CIELO, Asian Pacific Islanders Coalition, Ecology, DOT, Commerce, CNA, RNA's (265 addresses), Council+City Manager (22), stakeholder group (14). Posted on social media (twitter, instagram, facebook), Engage Olympia and project webpage updated, notice sent to media outlets, notice published in The Olympia, and 300ft notification by letter (~345 recipients). Also included outreach to the Lewis-Mason-Thurston Area Agency on Aging.

October

2 – KXXO radio interview
5 – “Week Without Driving” bus tour. 10 attendees including TRPC staff and director, Intercity Transit General Manager, Olympia School Board, and other local transportation leaders/staff.
9 – CNA briefing. ~15 attendees.
10 – Lions Club briefing. 16 Attendees.
12 – Business meeting #2. 9 Attendees
16 – OPC briefing. ~14 Attendees
18 – Community Meeting #3. Announcement for meeting was included in the September 28 public outreach efforts.
25 – Community Meeting #4. 34 attendees. Reminder sent to Parties of Record email list (280 recipients) and social media announcements sent 3 days before meeting. Announcement for meeting was also included in the September 28 public outreach efforts.
26 – Land Use and Environment Committee

November

6 – City Council
15 – Bicycle and Pedestrian Advisory Committee (scheduled)
16 – Northwest Olympia Neighborhood Association (NWONA) (scheduled)