



## Planning Commission

### Briefing on the Action Plan for the Comprehensive Plan

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#### **Title**

Briefing on the Action Plan for the Comprehensive Plan

#### **Report**

##### **Issue:**

Staff has begun work on a Draft Action Plan to carry out the goals and policies in the Comprehensive Plan. The purpose of this agenda item is to provide the Planning Commission with an update on the timeline and Public Participation Plan for this effort.

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

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

Amy Buckler

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

This year Olympia is adopting a new Comprehensive Plan with updated goals and policies that reflect the community's vision. Early in the *Imagine Olympia* process, the City Council identified a vital next step: ensure the goals and policies become reality and have real "on the ground" impact by creating an "Action Plan."

In November 2013, the Council Land Use & Environment Committee (LUEC) provided staff with direction to begin work on an Action Plan, and some initial draft concepts were reviewed and approved by the full City Council at their 2014 retreat in January. An inter-departmental staff team was assigned to develop draft proposals for review by LUEC at various stages.

Staff returned to LUEC in February and April to receive additional guidance and feedback on a new brand: "*Imagine Olympia | Take Action.*"

##### Action Areas

The proposed Action Plan has five key action areas: Downtown, Neighborhoods, Economy, Environment, and Community. Summaries are provided in Attachment 2. These encompass the major concepts and goals in the Comprehensive Plan into manageable topics the public can relate

to. The summaries will 'set the stage' for determining which bin various action items and performance measure will fit into. Performance measures are currently being explored.

#### Public Participation

Staff has developed a proposed Public Participation Plan that outlines key objectives, target audiences, and key messages. The Participation Plan also includes a chart outlining the timeframe for public participation, and the various tools proposed for engaging the community in reviewing and providing feedback on the Plan (Attachments 3&4).

One of the outreach tools listed in the Public Participation Plan is Olyspeaks, a new and interactive online way for community members to review City proposals, talk about them, and provide feedback.

#### **Options:**

Hear the briefing from staff and ask any questions. Feedback is welcome.

#### **Financial Impact:**

Briefing in the base budget.