



Land Use & Environment Committee

Briefing on Comprehensive Plan / Action Plan

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Title

Briefing on Comprehensive Plan / Action Plan

Recommended Action

City Manager Recommendation:

Receive briefing from staff; provide guidance on next steps.

Report

Issue:

Staff has begun work on a Draft Action Plan for carrying out the goals and policies in the Comprehensive Plan. The purpose of this agenda item is for LUEC members to provide staff with direction on draft criteria for identifying actions to be included in the Action Plan and a Public Involvement and Communication Strategy.

Staff Contact:

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Presenter(s):

Stacey Ray, Associate Planner, Community Planning and Development

Background and Analysis:

This year Olympia is adopting a new Comprehensive Plan with updated goals and policies that reflect our 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, 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. Staff returned to LUEC in February to introduce the interdepartmental staff team formed to develop a draft Action Plan and share the proposed brand: "*Imagine Olympia | Take Action*".

In April, LUEC directed staff to move forward with a comprehensive and collaborative approach to participation including focus groups, community meetings, and online discussion through *Olyspeaks!* Additionally, LUEC said to move forward with five Action Areas that summarize goals and policies in the Draft Comprehensive Plan: Neighborhoods, Downtown, Environment, Economy, and Community.

In June, LUEC provided staff with direction to move forward in using a Performance Measure Criteria Checklist. Performance measures represent data the City or a community partner will collect to help us better understand if we are making genuine progress in accomplishing our Comprehensive Plan goals. A criteria checklist helps to ensure that each potential performance measure considered is significant and meaningful, understandable, available long-term, and can be influenced by our community.

Staff shared with LUEC in August a list of draft performance measures developed using the checklist. At that time, minimal detail was outlined for each measure because of work still underway to determine if the data was readily and consistently available. LUEC directed staff to continue work on refining the proposed list as drafted.

Action Items

Since August, staff has shifted attention from performance measures to identifying draft actions for the Action Plan. Primary sources staff are using to collect action items are the goals and policies in the Draft Comprehensive Plan and the extensive and thoughtful community input received during *Imagine Olympia*. Other sources might also include department work plans, Master Plans, and Council goals.

Similar to how staff identified draft performance measures and to help narrow the field of possible actions, staff is seeking direction from LUEC on a proposed set of Action Item Criteria (Attachment A).

The criteria is intended to ensure actions are consistent and focused on implementing the Comprehensive Plan (as opposed to including in the Plan every project or program the City or a community partner will initiate over the next six years.) In addition to guiding staff's work, the Action Item Criteria will also be shared with potential partners and community members during the public involvement process. It will help inform participants on how existing draft action items were identified, and provide guidance for considering priorities and possible actions to include in the Plan.

Public Involvement and Communication Strategy

In addition to the Action Item Criteria, staff will also be seeking direction from LUEC on a detailed Public Involvement and Communication Strategy (Attachment B). The strategy has been developed based on input from LUEC on earlier draft versions, as well as input from City staff and department directors. In particular, feedback from LUEC emphasized that the Action Plan public involvement process be modeled on other successful communities, collaborative, inclusive, and inspiring.

Options:

Action Item Criteria

1. Direct staff to move forward in using the proposed Action Item Criteria to develop draft Action Items for the Action Plan.
2. Direct staff to move forward in using the Action Item Criteria with revisions as directed by LUEC.

Public Involvement and Communication Strategy

1. Direct staff to move forward in carrying out the proposed Public Involvement and Communication Strategy; LUEC will provide an update to the full City Council.
2. Direct staff to incorporate revisions as determined by LUEC and move forward in carrying out the Public Involvement and Communication Strategy; LUEC will provide an update to the full City Council.
3. Direct staff to take the proposed Public Involvement and Communication Strategy to the full City Council for consideration and approval to move forward.