



Land Use & Environment Committee

Briefing on Action Plan Partners

Agenda Date: 1/29/2015
Agenda Item Number: 4.C
File Number: 15-0050

Type: recommendation **Version:** 1 **Status:** Filed

Title

Briefing on Action Plan Partners

Recommended Action

City Manager Recommendation:

Receive briefing from staff; provide guidance on next steps.

Report

Issue:

Staff has begun work on developing a Draft Action Plan for carrying out the goals and policies in the Comprehensive Plan. The purpose of this agenda item is for Land Use and Environment Committee members to receive a briefing and provide staff with direction on a Public Involvement and Communication Strategy and Action Plan Partner Work Group Charter.

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Presenter(s):

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Background and Analysis:

In 2014, Olympia adopted 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 Implementation Strategy or Action Plan.

In November 2013, the Council Land Use and 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. Staff returned to LUEC in February to introduce the interdepartmental staff team formed to develop a draft Action Plan.

In April, LUEC directed staff to move forward with a comprehensive and collaborative approach to participation. 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.

▪ **Performance Measures**

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 real progress in accomplishing our Comprehensive Plan goals. A criteria checklist helps to ensure that the selected measures are significant and meaningful, understandable, available long-term, and can be impacted by our community.

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

▪ **Action Items**

In August, staff began identifying draft actions for the Action Plan. Primary sources staff used to collect possible action items are the goals and policies in the Draft Comprehensive Plan and the extensive and thoughtful community input received during *Imagine Olympia*. Other important sources included the “1994” Comprehensive Plan, department work plans, Master Plans, and Council goals.

In November, staff received direction from LUEC to move forward with a proposed set of Action Item Criteria. The criteria was developed to ensure actions are consistent and strategic in 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 be used throughout the public involvement process. It can 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 November, LUEC also reviewed and provided staff with initial direction on an updated Public Involvement and Communication Strategy (Attachment A). The strategy was updated in response to input from LUEC, City staff and department directors. In particular, the revised version was intended to better achieve:

- Authentic collaboration with community partners and community members;
- Broad-ranging community member involvement; and
- Use of successful tools and techniques from other communities.

To engage potential community partners in development of the Action Plan, staff is proposing to host an Action Plan Partners Work Group (Partners Work Group). The Partners Work Group will be made up of staff-level representatives from local government agencies and community organizations. These agencies and organizations are likely to be the core group of potential partners who implement the Olympia Comprehensive Plan in the first few years.

The Partner Work Group will provide comments to City staff on the development of a Draft Action

Plan, with an emphasis on reviewing draft materials for:

- Actions that implement the Comprehensive Plan goals;
- Performance measures that are meaningful (i.e. they demonstrate progress towards achieving the Comprehensive Plan goals), long-lasting, and support good decision-making; and
- Opportunities for collaboration among work group participants or other community partners

The Partner Work Group will also provide input to City staff on public involvement strategies, while helping to generate community-wide interest, involvement, and investment in the Action Plan. Staff will be seeking LUEC's direction on Attachment B, a Draft Charter for the Partners Work Group. The Charter outlines the group's purpose, proposed structure, membership, roles and level of commitment, number of meetings, and expected deliverables.

▪ ***Why Partners Matter***

After five years of dedicated and passionate hard work, Olympia's newly adopted Comprehensive Plan outlines a clear vision for how our community will grow and develop. However, to achieve this vision, city staff and the City Council will need a committed team of community organizations, non-profits, and other governmental agencies. Reaching out now to existing and potential new partners is a critical ingredient for success.

Attached are several examples of successful and award-winning Action Plans from other communities. While each plan has its own unique emphasis, all share several significant elements:

- Extensive and diverse community engagement in development of the plan;
- Early and continued engagement with a diverse assortment of partner organizations;
- Clear and understandable goals, objectives, strategies, and actions; and
- Annual community updates and celebrations

Each of these commonalities highlights the critical role the community-at-large and partners play in developing and carrying out an Action Plan. For example, the Cities of Hillsboro and Beaverton, Oregon, use regular community updates and annual open houses to demonstrate an on-going commitment to nurturing existing partnerships and projects, and to encourage new ones to start and flourish.

Regular sharing of accomplishments and performance measures means all community members stay informed and the successes of committed partners are shared and lauded. The clear message from these cities is that there is an open invitation for members of the community to get involved and take part in taking action.

▪ ***Next Steps***

Staff recommends that the LUEC Committee request a briefing with the full Council in early February, either at a Study Session or Regular Meeting Other Business, so that the full Council has the same information about the initial Action Plan steps. Council authorization of the Partner Work Group Charter and membership list is not requested since this the group will be providing advice to staff. However, staff is seeking Council input and concurrence with the general approach and concepts outlined in the Charter and briefing paper.

Options:

1. Provide guidance on next steps.