



## City Council

### Special Recognition - Transportation Master Plan Public Outreach

**Agenda Date:** 10/16/2018  
**Agenda Item Number:** 2.A  
**File Number:** 18-0968

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**Type:** recognition **Version:** 1 **Status:** Filed

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#### **Title**

Special Recognition - Transportation Master Plan Public Outreach

#### **Recommended Action**

##### **Committee Recommendation:**

Not referred to a committee.

##### **City Manager Recommendation:**

Recognize and introduce the online public outreach tool for the Transportation Master Plan. Briefing only; No action requested.

#### **Report**

##### **Issue:**

Whether to introduce an online public outreach tool for the Transportation Master Plan.

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

Sophie Stimson, Senior Planner, Public Works, Transportation, 360.753.8497

##### **Presenter:**

Sophie Stimson, Senior Planner

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

The City of Olympia is developing its first Transportation Master Plan, and staff wanted to reach out to a broad range of people to hear what they think. In addition to some traditional methods of public outreach, staff made a Story Map. A Story Map uses maps, graphics, and photos to explain the master plan development process. It also includes several short surveys to gauge people's thoughts on each subject. The online Story Map went live on September 24, and it will remain open through November 1.

Staff expects to hear from a broader range of people than we typically do using standard outreach methods. People can read and respond to the online Story Map on their own time -- from home, a coffee shop, or while riding the bus. The photos, maps, and graphics may make it more engaging to a wide range of people.

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To date, the Story Map is successful in engaging a large number of people. An in-person open house on the same master plan content was held September 24. More people have participated in the surveys in the Story Map than attended the in-person open house. See the attached link for the Story Map.

Staff will provide a brief introduction to the online Story Map.

**Neighborhood/Community Interest (if known):**

The Story Map is successful in engaging a large number of people interested in understanding the Transportation Master Plan.

**Options:**

N/A

**Financial Impact:**

N/A

**Attachment:**

Link to Transportation Master Plan Story Map.