



## Land Use & Environment Committee

### Comprehensive Plan / Action Plan

**Agenda Date:** 4/24/2014  
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#### **Title**

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 to carry out the goals and policies in the Comprehensive Plan. The purpose of this agenda item is to provide LUEC members with an update and receive direction as needed on draft plan concepts, including a Public Participation Plan.

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

Stacey Ray, Associate Planner, 360.753.8046

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

Stacey Ray, Associate Planner, Community Planning and Development  
Joshua Linn, Communications Specialist, Executive Services

##### **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 (Plan), and some initial draft concepts were reviewed and approved by the full City Council at their 2013 retreat in January. Staff returned to LUEC in February to introduce the interdepartmental staff team that was formed to develop the Plan and receive additional guidance and feedback on a new brand: "*Imagine Olympia | Take Action*".

##### Action Areas

Since the last meeting with LUEC, staff has continued work on refining a structure for the Plan

designed around five key action areas: Downtown, Neighborhoods, Economy, Environment, and Community. For each Action Area, staff has drafted summaries of the language and concepts in the Comprehensive Plan that characterize the Action Area, and summaries of goals and policies for each Action Area that may serve as desired outcomes (Attachment A). The summaries will 'set the stage' for determining action items and performance measures for each Action Area.

### 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 B and C).

One of the outreach tools listed in the Public Participation Plan is Olyspeaks. Josh Linn, Communications Specialist, will share with LUEC an overview of Olyspeaks and how it offers a new and interactive way for community members to review City proposals, talk about them, and provide feedback.

### **Options:**

1. Direct staff to move forward with the draft Action Area summaries and Public Participation Plan as presented.
2. Direct staff to move forward with the draft Action Area summaries and Public Participation Plan with revisions as determined by LUEC.
3. Direct staff to not move forward with the draft Action Area summaries and Public Participation Plan.