

Next Steps

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Beginning in late summer 2026, staff will work with the City's strategic communications team to launch a second education campaign to make development teams and the public aware of the City's affordable housing development incentives. Specific strategies for distributing this information will be identified with the Strategic Communications team. The effort is intended to attract affordable housing developers who may be unfamiliar with our community as well as those who are seasoned developers by making it easier to understand what the City can bring to the table to make housing development easier and increase affordable housing supply.

The Thurston Regional Housing Council (RHC) is also interested in this work. RHC's 2026 workplan calls for the identification of strategies to attract affordable housing developers to Thurston County and assigns the Thurston Affordable Housing Advisory Board (TAHAB) — an advisory board to the RHC— as the lead body and RHC technical staff team as the supporting body charged with developing the strategies and bringing them forward for RHC's approval. City Housing Staff serve as part of the RHC's technical staff team and share staffing administrative responsibilities of the TAHAB with County staff. Efforts to begin identifying strategies to achieve this workplan item began in July and will continue in the third quarter of 2026.

Through partnership with TAHAB, staff is currently exploring the development of an Affordable Housing Resource Guide, an electronic guidebook that could include helpful resources such as development incentives by jurisdiction (Olympia, Thurston County, Lacey, Tumwater, Yelm); the funding sources and uses available through the RHC; the timeline and process for being awarded RHC funding and placed on the Thurston Affordable Housing Capital Pipeline; maps showing high-frequency transportation routes in our communities; information about state resources and programs such as Opportunity Zone 2.0, Housing Trust Fund, Low-Income Housing Tax Credits, CHIP, and Rapid Capital Housing Acquisition; and important contacts such as Housing Authority of Thurston County. The strategies are in a very early stage of development and must ultimately be approved by the RHC. Housing staff will attend the Housing Washington conference in October and look for additional opportunities to further this work.

Beginning in the third quarter of 2026, staff will identify additional performance metrics to better gauge the success of Olympia's affordable housing development incentives, including the MFTE program, so the City may more effectively identify successes of the incentives and share the impact of the incentives on the public.