



The Sustainable Thurston project is an opportunity to shape this region's future as well as the actions and responsibilities to achieve it.

Plan for Public Participation For the Sustainable Thurston Project 2011-2013



Thurston Regional Planning Council
Outreach and Education Panel
Fall 2011
Updated January 2013

About the Sustainable Thurston Project

This community conversation comes at a time when the issues of economic resilience and efficiency are foremost in our minds. Our region's households, governments, nonprofits and businesses are making the most of resources in order to maintain quality of life and build toward a more resilient economy, society and environment.

This region and its 29 public and private sector partners successfully competed for a Sustainable Community Regional Planning Grant from Federal Housing and Urban Development, Department of Transportation, and the Environmental Protection Agency. Their interest in making these grants possible is to encourage regions to incorporate livability principles into sustainability plan discussions, since these principles are proving to be essential to the creation of resilient communities.

The Sustainable Thurston Plan will build upon:

- 1) **Thurston County Population Projections (2012) estimated to add almost 120,000 additional residents between 2010 and 2035** (an increase of almost 50% over current population numbers, reaching a population of nearly 370,000 in 2035)
- 2) **Existing state, regional and local plans** as the base scenario for plan discussion and analysis
- 3) **Livability Principles**
 - Provide more transportation choices
 - Promote equitable affordable housing
 - Enhance economic competitiveness
 - Support existing communities
 - Coordinate policies and leverage investment
 - Value communities and neighborhoods

About Sustainable Thurston Panels

The Sustainable Thurston Plan process begins with information development through a series of "white papers" produced by panels and work groups and reviewed by the Sustainable Thurston Task Force. This work will inform the three phase public process about a variety of elements that support our community and work together to enhance quality of life. These include:

- Economic Development
- Housing
- Water, Stormwater and Wastewater Infrastructure
- Solid Waste
- Public Safety
- Schools and Transportation
- Health and Human Services
- Local Food Systems
- Land Use, Transportation, Climate Change
- Energy
- Public Outreach and Education

List of Consortium Partners

A consortium of partners signed a memorandum of understanding to develop the Regional Plan for Sustainable Development.

- Thurston Regional Planning Council
- Cities of Lacey, Olympia, Tumwater, Yelm, Rainier, Tenino, and Bucoda
- Thurston County
- Housing Authority of Thurston County
- Five school districts: Olympia, Tumwater, North Thurston, Yelm, and Rainier
- Three fire districts: Lacey #3, Southeast Thurston, Thurston County #8
- Two four year colleges/universities: Washington State University, The Evergreen State College
- Two state agencies: Washington State Departments of Commerce and General Administration
- Three regional organizations: Thurston Economic Development Council, Pacific Mountain Workforce, Thurston Chamber of Commerce
- Transit agency: Intercity Transit
- Utility providers: Thurston Public Utility District #1 and LOTT Clean Water Alliance
- Other non-profits: Washington League of Women Voters Education Fund; Thurston Climate Action Team

Sustainable Thurston Task Force Members

SUSTAINABLE THURSTON TASK FORCE	MEMBER	ALTERNATE
Bucoda	Alan Vanell	
Housing Authority of Thurston County	Theresa Slusher	
Intercity Transit	Karen Messmer	Sandra Romero
Lacey	Jeff Gadman	Ron Lawson
Olympia	Stephen Buxbaum	
Rainier	Dennis McVey	
Tenino	Wayne Fournier	Dave Watterson
Thurston County	Karen Valenzuela	Sandra Romero
Transportation Policy Board	Andy Ryder	Doug DeForest
Tumwater	Tom Oliva	Joan Cathey
WA State Dept of Commerce	Janet Rogerson	
WA State Dept of Enterprise Services	Ann Sweeney	Michael Van Gelder
Yelm	Bob Isom	
PANEL CHAIRPERSONS	MEMBER	ALTERNATE
Blue Ribbon Economic Development Panel	Heber Kennedy	Michael Cade
Emergency/Fire Services Panel	Jim Quackenbush	Brian VanCamp
Health and Human Services Panel	Dennis Mahar	John Masterson
Housing Panel	Doug DeForest	Tim Seth
Local Food Systems Panel	Robert Coit	
Public Outreach and Education Panel	Jackie Barrett Sharar	Cynthia Stewart
N. County Schools and Transportation Panel	Joan Cathey	Cynthia Pratt
S. County Schools and Transportation Panel	Bret Brodersen	
Water Infrastructure Panel	Chris Stearns	
Energy Workgroup	Graeme Sackrison	Ramsey Zimmerman

Outreach and Education Panel Members

Jackie Barrett Sharar	Transportation Policy Board (TPB), citizen rep, <i>Panel Chair</i>
Mike Beehler	TPB, citizen rep
Doug DeForest	TPB, business rep
Jerry Farmer	TPB, business rep
Holly Gadbow	Citizen rep, Western WA Growth Management Hearings Board, retired
Michael Gaffney	WSU, Government Studies and Services
Jeff Kleingartner	Timberland Regional Library
Jim Longley	TPB, Nisqually Tribe rep
Janet Rogerson	WA State Department of Commerce
Christina Sanders	WSU, Government Studies and Services
Carolyn St. Claire	League of Women Voters of Washington Education Fund
Cynthia Stewart	Sustainability Roundtable of Thurston County, League of Women Voters of Thurston County, <i>Alternate Panel Chair</i>
Karen Verrill	League of Women Voters of Washington Education Fund

Table of Contents

I.	Project Introduction.....	4
II.	Purpose of the Public Participation Plan.....	5
III.	Guiding Principles.....	5
IV.	Background and Planning Process.....	6
V.	Overview of Goal of Public Participation	9
VI.	Products and Strategies by Phase of Public Engagement.....	10
VII.	How This Document will be Used	19
VIII.	Exhibits.....	21

I. Project Introduction

Over the next three years the communities in the Thurston region will be engaged in developing a Regional Plan for Sustainable Development.

More than 252,000 people make their homes in our cities, tribal lands, small towns, suburbs and rural areas. Population forecasts indicate that almost 120,000 more people will live in Thurston County by 2035, making it one of the fastest growing counties in the state.

With Growth Comes Opportunities and Challenges

Increased activity will make our urban centers more vibrant and bring more variety in housing, job choices, local attractions, and activities. Growth can also help our small towns obtain services and employment opportunities to support their community. Concentrated growth may increase our transportation choices – transit, walking and bicycling – and may shorten our commutes.

There are also many challenges associated with growth. Growth will strain our resources such as water and energy, and likely increase traffic congestion. Growth in our sensitive rural watersheds can damage the health of our lakes, streams, rivers, and the Puget Sound. Growth will place increased pressure on our farms and forests to convert to housing suburbs.

What is a Regional Plan for Sustainable Development?

The most popular definition of sustainability can be traced to a 1987 UN conference. It defined sustainable developments as those that ***"meet present needs without compromising the ability of future generations to meet their needs."***

This definition can be applied to many elements considered during a planning process. Our plan will focus on the role that local governments play in building a sustainable community. Local governments have the responsibility to plan for growth under the State's Growth Management Act, and have developed Comprehensive Plans to meet those requirements. A regional plan will also ensure that local jurisdictions are planning in a coordinated way – coordinating planning for roads, housing, health care, water and resource stewardship, environmental protection, and delivery of public services can maximize efficient use of resources among jurisdictions and other government and non-profit organizations.

The topic areas being addressed in the plan include:

- Economic Development
- Land Use
- Transportation
- Climate Change
- Housing
- Health and Human Services
- Water, Sewer and Stormwater Infrastructure
- Solid Waste
- Local Food Systems
- Public Safety
- School Siting and Transportation

II. Purpose of the Public Participation Plan

This public participation plan is intended to be used by local jurisdiction and regional staff, education and outreach panel members, and Sustainable Thurston Task Force members as they engage the public in assisting with the development of the *Regional Plan for Sustainable Development*. This purpose of this plan is to:

- Increase public involvement and awareness of the Sustainable Thurston project and process
- Assure involvement is relevant – appropriately timed and at the appropriate level
- Define roles, responsibilities and expectations for staff, decision makers, and public
- Develop the most successful strategies for the involvement objective
- Improve effectiveness and usability of the plans that result from this planning process

III. Guiding Principles¹

Public participation should be meaningful for planning and should:

- Lead to better decisions and more thoughtful community plans.
- Help planners and local officials do their job.
- Help planners identify relevant community needs and make decisions that accurately reflect the public's values and knowledge.
- Lead to implementation. Community plans, created with support from a broad set of public stakeholders, are more likely to be acted upon. Public advocates are necessary to help encourage positive change.
- Foster a sense of public ownership and engagement.
- Be based on a variety of methods that lead to fact-based interaction and feedback.

Public participation should be meaningful to the public.

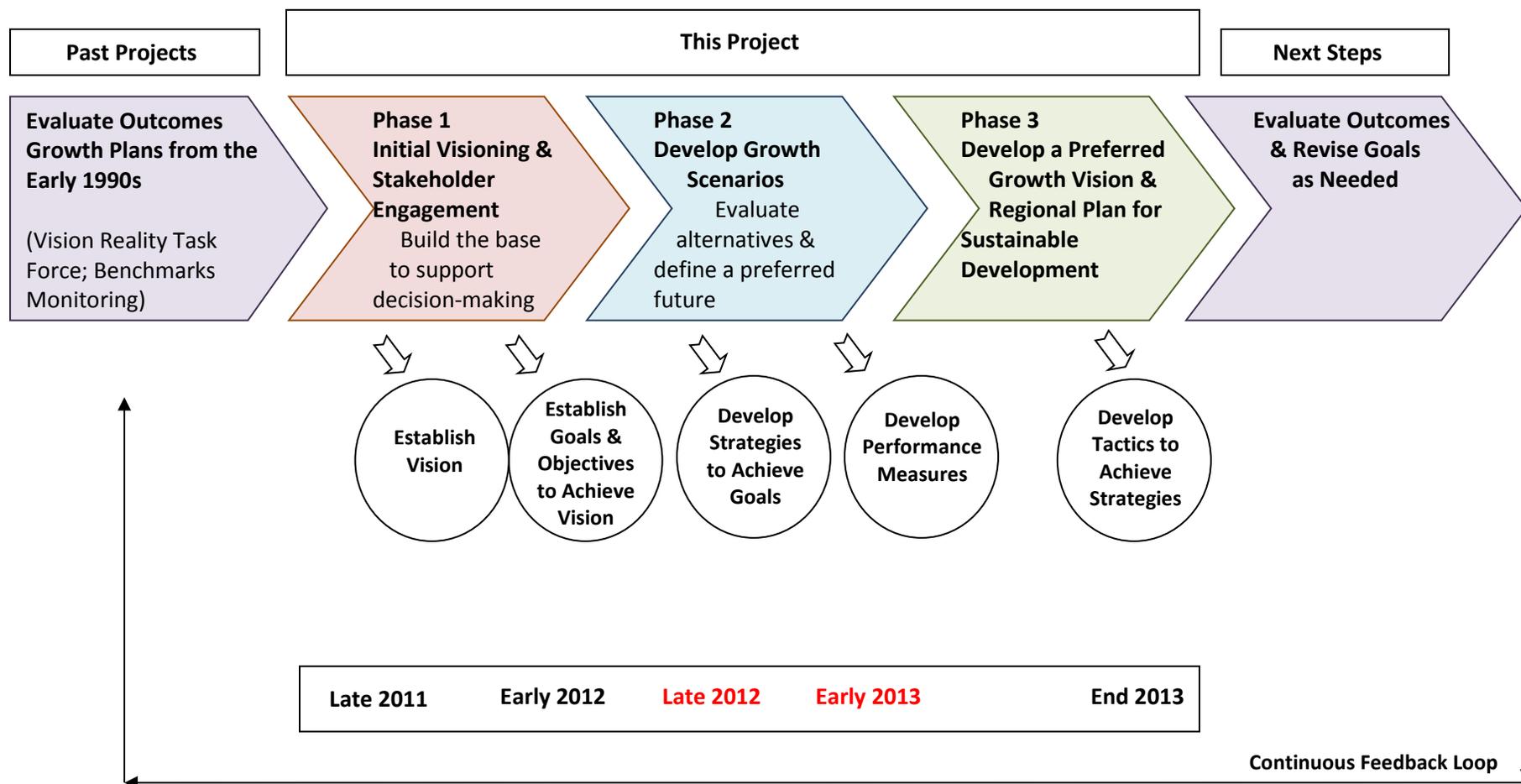
- Members of the public should have influence. Planning affects the lives and properties of all members of the community and they deserve opportunities to become involved. The public's judgment about issues that affect their lives and properties are valid.
- The public should have equal opportunity to actively participate. Participation should enable the public to be more active in governance, and lead to taking responsibility for one's community.

Note: This Plan for Public Participation was updated in January 2013 and reviewed by the Public Participation and Outreach Panel to reflect the 2013 timeline and additional outreach tools added for Phase 2 of the public process. These additions are shown in red.

¹ Adapted from Creating an Effective Plan for Public Participation, Center for Land Use Education, 2004.

IV. Background and Planning Process

Our process for developing a *Regional Plan for Sustainability* has been broken into three phases, as shown in the diagram below. Several of the critical steps are outlined below the process.



Vision

Through the Sustainable Thurston process our communities will develop our own shared regional vision. The following example demonstrates how a regional vision can be articulated.

Example of Conceptual Vision Statement

(from “A Regional Vision for the Counties and Towns of Culpeper, Fauquier, Madison, Orange and Rappahannock”, http://www.virginia.edu/ien/docs/regional_vision.pdf)

Shared Vision

In our region, we value our scenic natural setting, abundant open space and farms, numerous historic resource, the Main Streets and neighborhoods of our communities, a warm and friendly atmosphere, good jobs and a balanced economy, a quality educational system, and a modest amount of growth.

We value the benefits of planning and of community members working together through their governments to guide local and regional change.

A Summary of Our Vision

We desire that our region and the communities in the future will ...

Succeed, where others have failed, in managing growth and change to preserve those characteristics that we value and seek to sustain.

We seek “places of character.”

Retain their rural and small town feel and preserve their timeless scenic resources.

We seek “places of beauty.”

Offer education and employment for all career levels and preparation for all career tracks.

We seek “places of learning.”

Balance jobs and housing, tax effort and tax base.

We seek “places of opportunity.”

Find each town and county better off than today and find localities working together on those issues that can be best leveraged in common.

We seek “places of empowerment.”

Goals and Objectives

Goals should describe a desired outcome or end result.

Objectives should describe achievable, specific results, or intermediate steps necessary to attain the goals within a set time span.

Example: reducing community-wide greenhouse gas emissions 25 percent by 2030 from current rates.

Objectives are sometimes referred to as *targets*.

Example of Conceptual Goals & Objectives

- Achieve economic, environmental, and social health and resilience
- Reduce vehicle miles traveled
- Decrease the carbon-intensity of vehicles
- Improve the energy performance of existing and new buildings
- Develop renewable energy sources
- Increase waste reduction and recycling
- Sequester carbon in open spaces
- Engage and educate the community

Strategies

Strategies are the jurisdictional or community-wide approaches, policies, codes, programs, tools, and techniques for the built environment and each supporting system to achieve the goals and objectives. Strategies can include the following:

- **Existing Actions** in the community can be leveraged, expanded, or improved.
- **“Big picture”** strategies such as developing a freshwater conservation strategy to help save water and energy.
- **Policies** that could lead to achieving objectives and goals. Example: Encourage infill development on vacant and underutilized commercial and industrial areas through regulatory and economic incentives.
- **Codes or Zoning Ordinances** necessary to achieve objectives.
- **Potential Plans or Projects** such as develop a mixed-use, corridor redevelopment plan that incorporates new pedestrian street standards.
- **Programs** such as the “Safe Routes to School” program.
- **Best Practices** such as implementing a stormwater retention best management practice (BMP) of pervious pavement systems and rain gardens designed to drain within 24 hours of an event.

Performance Measures

Performance measures determine or estimate how effective a strategy or group of strategies might be in reaching project goals and objectives. Performance measures are necessary to measure the quantitative or qualitative potential for proposed strategies and programs.

Tactics for Implementation of Strategies

Tactics are the “how to get it done” section of the plan. Roles and responsibilities of each jurisdiction or planning entity are identified, along with possible funding sources.

V. Overview of Goal of Public Participation

The following is a list of Public Participation Goals and what they mean. They are listed in increasing level of public impact. These are taken from the International Association for Public Participation (IAP2) Spectrum of Public Participation. They better explain the one word summary in the table that follows.

Public Participation	Goal	Promise to the Public
Inform	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.	We will keep you informed.
Consult	To obtain public feedback on analysis, alternatives, and/or decisions.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.
Involve	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
Collaborate	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

VI. Products and Strategies by Phase of Public Engagement

Phase 1: Initial Visioning and Stakeholder Engagement				
Goal: Develop a draft shared vision for the future of the Thurston Region.				
Product	Decision-Maker	Public Participation Goal	Strategies	Tactics ²
Inform the public of the planning process	TRPC and partner staff/Outreach & Education Panel	Inform <ul style="list-style-type: none"> Process and timeline are explained and the public is notified of when and how input or engagement will occur 	<ul style="list-style-type: none"> Set the stage for later involvement by explaining the background and process of the project Use a broad array of media³ to reach residents and businesses in the way they are most likely to receive the information; acknowledge that multiple media are required because no single medium reaches a sufficiently broad audience Assure that the information is consistent across all media, so that no confusion is created among those who receive the information from multiple sources 	<ul style="list-style-type: none"> Press releases for newspapers and radio Invitations to newspaper and radio to meet with elected officials and staff for additional background Encourage media to report on meetings TCTV/TWV discussion sessions among elected officials about the project and what they hope for Expand website Face to face – direct interaction with different community and business groups through emails, notices, offers to make presentations at their meetings Key Messages <ul style="list-style-type: none"> Description of what to expect, how to get involved in the future of the project and what the products will be Why we are planning for “sustainable development” Definition of “sustainable” Enthusiasm for process and outcomes

² Tactics become the Action Plan when fully developed, with schedule, text (including “hooks” to capture public attention) and budget.

³ such as newspapers, radio and social media

Phase 1: Initial Visioning and Stakeholder Engagement
 Goal: Develop a draft shared vision for the future of the Thurston Region.

Product	Decision-Maker	Public Participation Goal	Strategies	Tactics ²
Preparation for Development of Regional Vision	TRPC and Jurisdiction Staff/Outreach & Education Panel	<p>Inform</p> <ul style="list-style-type: none"> Assumptions, livability principles, parameters for the vision (i.e., a model of what it should look/sound like) and subject matter panel white papers are provided to the public 	<ul style="list-style-type: none"> Use a broad array of media to publicize the themes that will be considered in the planning process and to excite the public about generating their own ideas for the draft regional vision for sustainable development Provide easy access to interesting data that will stimulate thinking about long-term questions Plan outreach to civic organizations to stimulate interest in becoming actively involved in the visioning process 	<ul style="list-style-type: none"> TCTV/TVW, DVD and web site video presentations “Did you know” factoids about Thurston Region Presentations to community and business groups Ask partners and jurisdictions to link to website <p>Key Messages:</p> <ul style="list-style-type: none"> Your future is at stake “Tune in, Thurston County” theme Invitation to participate in process Enthusiasm for diversity of feedback These are issues to think about; when you get involved in development of a vision, here is what you can expect

Phase 1: Initial Visioning and Stakeholder Engagement
 Goal: Develop a draft shared vision for the future of the Thurston Region.

Product	Decision-Maker	Public Participation Goal	Strategies	Tactics ²
Articulation of Draft Regional Vision	Sustainable Thurston Task Force	<p>Collaborate</p> <ul style="list-style-type: none"> Public is directly involved in formulating the draft vision through community conversations, growth “game”, advisory group meetings, etc. Sustainable Thurston Task Force uses consensus-building model for incorporating a wide range of public input and makes a preliminary “vision” recommendation to TRPC Feedback is given to the public re: what was received, how it was used and the basis for the recommended vision 	<ul style="list-style-type: none"> Widespread media attention to what a draft vision is, how it will be developed, and how to engage in the process Build on previous information transmitted Provide wide range of convenient opportunities for public participation in a variety of settings with groups of various sizes, or individually using electronic media, recognizing that attending meetings is no longer the best method of engagement for many people Provide feedback to the region describing the outcome and how the public participation was used Assure that the public understands that this is not the last step in the process and that TRPC will accept the working draft vision 	<ul style="list-style-type: none"> Postcard invitations to every Thurston County household TCTV/TWV, DVD, websites and social media detailed invitations to participate Radio, newspaper, organization newsletter announcements of invitation to participate Hosted public gatherings at which the “game” is played “Meeting in a Box” materials Preview/model the game for media representatives so they publicize it accurately <p>Key Messages:</p> <ul style="list-style-type: none"> Purpose and importance of draft vision Vision is for the future, not expected to be immediate Neighborhood (schools, libraries), family and interest group involvement is wanted You can participate many ways for your convenience: at home or in a hosted group When and how to participate How TRPC will provide the outcome Description of vision, what was received from the public and how it was used in draft vision that is recommended to TRPC

Phase 1: Initial Visioning and Stakeholder Engagement
 Goal: Develop a draft shared vision for the future of the Thurston Region.

Product	Decision-Maker	Public Participation Goal	Strategies	Tactics²
Articulation of Draft Regional Vision (continued)	TRPC	<p>Involve</p> <ul style="list-style-type: none"> • TRPC uses consensus-building model for incorporating a wide range of public and elected official input • Public comments are still welcome and will be considered by the elected officials in adoption of the draft vision 	<ul style="list-style-type: none"> • Encourage reporters to cover TRPC meeting(s) at which draft vision is accepted • Broad publicity of the draft vision and how it will be used 	<ul style="list-style-type: none"> • TCTV/TVW, web site, radio and newspaper announcements of public comment opportunity on preliminary vision recommended to TRPC • Announcement of working draft vision based on TRPC decision in newspaper, on radio, website, distributions to interested parties, etc. <p>Key Messages:</p> <ul style="list-style-type: none"> • How and when to comment to TRPC • Announcement of draft vision for the region • Enthusiasm about draft vision for the region • What the vision means for the region, its residents and businesses • Explanation of next steps: goals, etc.
Draft Goals and Objectives	Sustainable Thurston Task Force	<p>Involve</p> <ul style="list-style-type: none"> • The Task Force will develop goals that will be publicized for public comment before finalizing them to transmit to TRPC 	<ul style="list-style-type: none"> • Broad use of media to explain the purpose of goals and how they will be developed • Invitation to the public through media to review and comment on draft goals before they are transmitted to TRPC by the Task Force • Explanation to the public about how feedback received was used 	<ul style="list-style-type: none"> • TCTV/TVW, web site, radio and newspaper announcements of opportunity to comment on draft goals • Reporter coverage of the goal-setting process and outcome <p>Key Messages:</p> <ul style="list-style-type: none"> • The purpose of goals • How to provide feedback to TRPC on draft proposed goals • How the Task Force addressed the public comment received in final goals recommendation

Phase 2: Develop Growth Scenarios

Goal: To describe, in clear and understandable terms, the most likely approach to achieving the vision articulated in Phase 1, given current conditions and community preferences.

Product	Decision-Maker	Public Participation Goal	Strategies	Tactics ⁴
Preparation for Developing Land Use and Water and Energy Conservation Scenarios and Strategies	TRPC and Jurisdiction Staff/Public Outreach & Education Panel	<p>Inform</p> <ul style="list-style-type: none"> Public is provided with draft vision, goals, challenges, and then alternative scenarios. Background is growth forecast, vision, and panel reports, and strategy briefs 	<ul style="list-style-type: none"> Wide range of media publicizing vision and challenges based on the forecast data (baseline scenarios), the white paper existing conditions data and other information that can be used to determine alternative approaches to achieving the vision Assure clarity about the sources of the data and whether or not the public can supplement, challenge or otherwise modify what is used Assure understanding of next steps and how public can be involved 	<ul style="list-style-type: none"> Mind Mixer Public Engagement Tool TCTV/TVW, web site, social media, radio and newspaper announcements of opportunity to review population forecast, panel reports, and begin relating that info to the vision Replays of the Thurston County factoids on TCTV/TVW, etc. Media summaries of the white paper findings <p>Key Messages:</p> <ul style="list-style-type: none"> Next step is comment on vision and challenges How the public can expect to be involved

⁴ Tactics become the Action Plan when fully developed, with schedule, text (including “hooks” to capture public attention) and budget.

Phase 2: Develop Growth Scenarios

Goal: To describe, in clear and understandable terms, the most likely approach to achieving the vision articulated in Phase 1, given current conditions and community preferences.

Product	Decision-Maker	Public Participation Goal	Strategies	Tactics ⁴
<p>Draft Strategies and growth scenario options re: how to get to the vision (Analyses of growth scenarios will be conducted through GIS modeling tools, and existing land use and transportation models. Assumptions will be vetted through stakeholder processes. Additional research will be conducted to evaluate other strategies that are not related to land use patterns.)</p>	<p>Sustainable Thurston Task Force (The Housing Panel, Economic Panel, and Transportation Policy Board will be involved with bringing strategies forward to the Sustainable Thurston Task Force)</p>	<p>Involve</p> <ul style="list-style-type: none"> • Public involvement in framing the scenario options • Public comment on the analysis of each option 	<ul style="list-style-type: none"> • Publicize the scenario options established by the Task Force and the analysis of each • Publicize the process and timeline the Task Force will use to prepare and transmit its recommended scenario to TRPC and opportunities to comment on the options and analysis • Set up processes to engage the public in discussion of scenario options 	<ul style="list-style-type: none"> • Mind Mixer Public Engagement Online Tool • Public meetings / forums to explain the vision, goals, scenarios and analysis (including strategies) and stimulate public comment • TCTV/TVW, newspaper, radio, web site, social media and distribution to interested parties, coverage of panel findings and recommendations (strategy briefs) • TCTV/TVW, web site, radio and newspaper announcements of opportunity to comment on draft recommendations <p>Key Messages:</p> <ul style="list-style-type: none"> • Importance of each panel topic area to regional sustainability • Invitation to participate in evaluation of scenarios and suggest new ideas • Explanation of how public comments will be used in determining which strategies are chosen

Phase 2: Develop Growth Scenarios				
Goal: To describe, in clear and understandable terms, the most likely approach to achieving the vision articulated in Phase 1, given current conditions and community preferences.				
Product	Decision-Maker	Public Participation Goal	Strategies	Tactics ⁴
Draft Performance Measures or Indicators ⁵ to measure progress towards goals and objectives	Sustainable Thurston Task Force	Consult <ul style="list-style-type: none"> Inform the public of development of performance measures and consider public feedback and concerns 	<ul style="list-style-type: none"> Publicize the scenario options established by the Task Force and the analysis of each Publicize the process and timeline the Task Force will use to prepare and transmit its recommended scenario to TRPC and opportunities to comment on the options and analysis 	<ul style="list-style-type: none"> Mind Mixer Public Engagement Tool TCTV/TWW, newspaper, radio, web site, social media and distribution to interested parties during development of performance measures TCTV/TWW, web site, social media, radio and newspaper announcements of opportunity to comment on draft recommendations <p>Key Messages:</p> <ul style="list-style-type: none"> What performance measures are and how they are used What it will take to achieve goals (use of indicators) How the public can comment – and on what timeline – in each phase of the development (preparation of draft and consideration of draft before final recommendation to TRPC) How public comments will be used in final product

⁵ This is the process to develop performance measures of the project as a whole (not the public process).

Phase 3: Develop a Preferred Growth Vision and Regional Plan for Sustainable Development
 Goal: Develop a Growth Plan, Including Vision, Policies for Sustainable Development and Regional Housing Plan

Product	Decision-Maker	Public Policy Goal	Strategies	Tactics ⁶
Preferred Alternatives Selected	Sustainable Thurston Task Force	Inform <ul style="list-style-type: none"> Public is informed of the action taken and opportunity to comment; this does not include major public input at this step 	<ul style="list-style-type: none"> Notify public of Task Force preliminary selection of preferred alternative and how to comment on it 	<ul style="list-style-type: none"> Mind Mixer Public Engagement online Tool TCTV/TWV, newspaper, radio, web site, social media and distribution to interested parties <p>Key Messages:</p> <ul style="list-style-type: none"> Reminder of previous process used to develop alternatives Description of proposed preferred alternative Opportunity to comment at public hearing on preferred alternative
Regional Plan for Sustainable Development & Regional Housing Plan ⁷	Sustainable Thurston Task Force and Housing Panel	Consult <ul style="list-style-type: none"> Public is offered opportunity to give feedback on how the policies and implementation strategies of the plans are framed 	<ul style="list-style-type: none"> Wide range of media publicizing the development of the final plan Assure understanding of next steps and how public can be involved 	<ul style="list-style-type: none"> TCTV/TWV, newspaper, radio, web site, social media and distribution to interested parties Public hearings; formal public comment <p>Key Messages:</p> <ul style="list-style-type: none"> Purpose of plan; reminder that it is the goal/final product of the entire process Examples of plan content Notice of meetings at which plan drafts will be reviewed How public can be involved How public feedback will be used

⁶ Tactics become the Action Plan when fully developed, with schedule, text (including “hooks” to capture public attention) and budget.

⁷ This includes the County-wide Planning Policies.

Phase 3: Develop a Preferred Growth Vision and Regional Plan for Sustainable Development
 Goal: Develop a Growth Plan, Including Vision, Policies for Sustainable Development and Regional Housing Plan

Product	Decision-Maker	Public Policy Goal	Strategies	Tactics^b
Regional Plan for Sustainable Development & Regional Housing Plan ⁸ (continued)	TRPC	Inform <ul style="list-style-type: none"> Public is informed of draft plan and selected option Public reviews and comments on draft plan Adoption of plan includes responses to public comments 	<ul style="list-style-type: none"> Broad publicity about the draft plan, what it contains and how it will be used Notification to the public of opportunity to comment before final adoption by TRPC 	<ul style="list-style-type: none"> TCTV/TVW, newspaper, radio, web site, social media and distribution to interested parties Key Messages: <ul style="list-style-type: none"> Reminder of previous process used to develop alternatives Description of proposed preferred alternative Opportunity to comment at public hearing on preferred alternative
Implementation Steps (Tactics)	TRPC and Jurisdictions	Consult <ul style="list-style-type: none"> Public in each jurisdiction participates in the standard processes related to local adoption of plans and implementation regulations/ codes 	This will be determined by each jurisdiction in their respective processes	This will be determined by each jurisdiction in their respective processes

⁸This includes the Countywide Planning Policies.

VII. How This Document will be Used

This document will be used by TRPC staff to develop an action plan and timeline for public participation in the Sustainable Thurston project.

This page intentionally left blank

VIII. Exhibits

Exhibit A – 2010 Report on Civic Engagement, *EnviroIssues*

Exhibit B – “How People Learn About Their Local Community”, *Tom Rosenstiel, Amy Mitchell, Kristen Purcell and Lee Rainie - Pew Research Center*

Exhibit C – “ ‘Sustainability’ and other fuzzy, turn-off words”, *David Boyd – Crosscut*

Exhibit D – IAP2 Code of Ethics for Public Participation Practitioners