Integrating Sustainability into Comprehensive Plans

Lacey and Yelm this year moved toward incorporating Sustainable Thurston into their chief planning document — the comprehensive plan. Lacey adopted its updated plan in August, while Yelm aims to adopt its plan by December. The following is a look at how the fast-growing cities plan to accommodate growth sustainably.

Lacey

By 2035, the population in Lacey’s unincorporated urban growth area (UGA) is projected to exceed what’s inside of the city limits, according to TRPC’s The Profile. In order to plan for and provide services to all areas of the UGA, the Lacey Comprehensive Plan calls for a strategic annexation plan and has organized many of its goals and policies by planning area. Each planning area is composed of lands within city limits and/or areas that will be annexed in the future and is analyzed in more depth to identify opportunities and choices.

Opportunities & Choices

- Integrating sustainability into transportation planning, Pg. 8

Investment

- Sharing sustainable stormwater solutions, Pg. 12

Discussing What’s Next for Thurston Thrives

A Main Street Journal reporter sat down recently with Thurston County Chamber of Commerce President & CEO David Schaffert to talk about what’s next for Thurston Thrives — his foundation’s new “baby” and a Sustainable Thurston cousin. Read all about it.

See SCHAFFERT, page 13
Leadership & Participation

Using a ‘report card’ to track sustainability

Is the Thurston Region making the grade when it comes to sustainability? What have we done well, and what can we do better to ensure our region remains a great place to live and work?

The Sustainable Thurston Report Card, a new online tool developed by TRPC, is a data-driven approach to answering these questions. It is designed to track the region’s progress toward meeting the goals of the Sustainable Thurston plan, including eight of the priority goals set for 2035.

The redesigned online format includes information on Sustainability. The Report Card expands on this work by including 30 measures of progress focused on sustainability. Measures are grouped into six categories: Community, Economy, Opportunities & Choices, Investment, Environment, and Transportation. Three examples are included below.

The redesigned online format includes information on what’s being measured, why it’s important, and what we can do to improve our trajectory. Users can also find interactive charts, downloadable tables, and links to additional resources.

Meaningful data are key to making informed decisions, and the Sustainable Thurston Report Card will help us measure what gets managed. Learn more at www.trpc.org/reportcard.

Comp Plans
Continued from page 1

strengths, weaknesses, and opportunities. This planning approach is consistent with Sustainable Thurston Goal H-1: “Improve regulatory clarity and predictability to encourage urban infill and redevelopment.”

Another Lacey Comprehensive Plan policy prioritizes neighborhood walkability. This relates directly to Sustainable Thurston Goal C-1: “Encourage efficient use of land and building form that encourages walkability.”

Such comprehensive plan policies recognize what makes each part of Lacey special, and show how neighborhoods can accommodate added growth while still maintaining a distinct identity.

“We didn’t want to make the focus of the Comprehensive Plan Sustainable Thurston or use buzzwords like ‘sustainability’ that mean something different depending on whom you talk to,” said Lacey Planning Manager Ryan Andrews. “If you do good planning and are a good steward, your community will be inherently sustainable.”

Yelm

Yelm is taking a decidedly “no-frills” approach to updating the Yelm Comprehensive Plan, culminating in a public-review draft that’s just 52 pages.

The Yelm Planning Commission identified more than 50 Sustainable Thurston goals that apply to the community. These goals — including zeroing out waste and carbon emissions and protecting water quality and small-town character — were incorporated into the draft plan that the Yelm City Council will consider for adoption by the end of 2016.

“Growth Management is all about sustainable development — building in a smaller footprint and preserving our open spaces,” explained Grant Beck, Yelm’s Community Development Director. “Incorporating Sustainable Thurston was just the next step in planning for our community.”


HOW WELL IS THE THURSTON REGION...

Using Water Wisely

Using Water Wisely

Increasing Access to Parks & Open Space

DO PEOPLE LIVE CLOSE TO PARKS?

Finding Shelter for Our Homeless Population

2015 HOMELESS POPULATION

Thurston County did not meet its 2015 goal of reducing homelessness by 50%. In fact, homelessness rose by over 30%. Ending homelessness will require continued investment in, and coordination by, public, private, and non-profit partners.

There has been little change in the percent of homes within walking distance of a park or open space. New parks, and more housing near parks, would improve progress.

Using Water Wisely

LOTT Clean Water Alliance produced over 1.6 million gallons of reclaimed water in 2014, more than four-times production in 2004. Recent achievements include using reclaimed water to irrigate the Tumwater Valley Golf Course.

WATER

RECLAIMED

WATER

$1.6M

gallons reclaimed water

2004

2014

$1.6M


gallons reclaimed water

5x more

$3M

47%

31%

22%

More than 30% of households are within a 0-5 minute walk of a park. Over 20% of households are within a 5-10 minute walk of a park. Over 10% of households are within a 10+ minute walk of a park.

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2015 Target

220
Back in 2011, the U.S. Department of Housing and Urban Development awarded our region a $750,000 Sustainable Communities Challenge Grant, which local governments matched with more than $500,000 of dollars and staff hours.

The cities of Olympia, Lacey and Tumwater worked with TRPC, the Thurston Economic Development Council and other partners to plan the future of four districts along the region’s urban corridor: Woodland District, Martin Way District, Brewery District and Capitol Corridor. In just five years, the initial investments have helped catalyze about $50 million in public- and private-sector investments in the districts. Meanwhile, more than $180 million has been invested in the corridor’s hub — downtown Olympia (See Infographic).

The combined $230 million has been used for:

- Property acquisitions;
- Building construction and redevelopment projects;
- Multimodal (bicycle, automobile, pedestrian, transit) transportation design and construction projects;
- Economic development coordinator positions;
- Stormwater infrastructure planning and construction projects;
- Economic studies and planning projects.

Such investments are consistent with several of Sustainable Thurston’s goals — notably, creating vibrant centers, corridors and neighborhoods while providing a wide range of housing and active-transportation options. You might just say the region is walking the talk when it comes to its urban corridor.

For more information about what’s planned and underway, visit www.trpc.org/Urban-Corridors.

Walking the talk along the urban corridor

Disclaimers:

This map is for general planning purposes only. Thurston Regional Planning Council makes no representations as to the accuracy or fitness of the information for a particular purpose.
Rolling forward with the Thurston Community Economic Alliance (TCEA)

The Blue Ribbon Economic Development Panel of Sustainable Thurston set forth numerous goals for a sustainable economy. The Thurston Economic Development Council (EDC) and community partners are working to realize the sustainability plan’s Goal EC-1: Coordinate economic development efforts to attract and retain businesses and jobs.

EDC Executive Director Michael Cade noted that “the new Thurston Community Economic Alliance (TCEA) doesn’t just address this goal, but provides a structure and partnerships required to accomplish many of the other sustainability goals.”

For the past several months, a diversity of community members — business and non-profit leaders, educators, elected officials, and other stakeholders — joined together to scope specific ways that the Thurston County region can build a more sustainable economy. Through individual interviews, large- and small-group strategy sessions and other engagement efforts, more than 100 community leaders have participated in the creation of a unifying framework.

The group didn’t start from scratch. Rather, it built on the findings of Sustainable Thurston, the Target Industry Cluster Analysis, Pac Mountain Workforce Development Strategic Plan, and Thurston Thrives, among other recent studies and initiatives. They looked at and learned from changes happening in the state workforce and at Joint Base Lewis-McChord, an increased city emphasis on economic development, and the successful launch of the Center for Business and Innovation.

Earlier this year, two summits focused on developing TCEA goals and strategies and then identifying specific initiatives, partners and implementation timelines. Summit three, which occurred in fall 2016, revealed a draft implementation plan and moved TCEA closer to full community buy-in and adoption.

Rather than looking at local economic development as a perpetual competition, the public, private and non-profit partners involved in TCEA are focused on what we can achieve collectively, by working together and leveraging our resources. The goal is to build broader access to economic opportunity and increase community prosperity and economic resiliency for the long-term.

The TCEA’s vision recognizes that if we work together, we’ll improve our chances of competing and prospering in a changing and competitive global marketplace. Bringing each individual’s and organization’s skills and focus areas into alignment also helps to ensure that doors will open for all of our residents and businesses.

With growing funding challenges, the TCEA can create synergistic relationships: 1 + 1 = 3.”

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Business cooperation yields a bumper crop in South County


Since the inception of the South Thurston Economic Initiative (STEDI), the Thurston Economic Development Council (EDC) has led the group and partnered with various agencies to support economic development in our rural communities. STEDI’s initial aim was “Main Street” businesses in the South County downtowns of Rochester, Bucoda, Tenino, Rainier and Yelm. In recent months, however, efforts have expanded to all rural businesses — including agriculture.

“I would love for all businesses to thrive,” said Bo Foster, owner of Signature Service Real Estate and a member of STEDI. “When one business in town is doing well, it brings clients. When any business does well, we all do well. It’s a synergistic relationship: 1 + 1 = 3.”

A direct result of this growth, STEDI members have identified priorities for spurring economic development in the South County communities. The Bountiful Byway is encouraging growth in agritourism. The EDC is partnering with the agricultural industry in the hopes of creating an agricultural business center. Farmers’ markets thrive in Yelm and Tenino during the summer, with more opportunities developing in Rainier and Rochester. Chambers of Commerce in Yelm, Tenino, and Rochester are working hard to support their local businesses and communities through development of buy-local campaigns.

In response to conversations held during STEDI meetings, the EDC and Visitor & Convention Bureau partnered to present business readiness trainings this summer. Geared specifically to businesses on the Bountiful Byway, ‘Team Bountiful’ highlighted the need to cross-promote businesses and farms on the Byway.

See COOPERATION, page 9
Integrating sustainability into transportation planning

At the beginning of the Sustainable Thurston project, the Thurston Regional Planning Council, Sustainable Thurston Task Force, and other stakeholders articulated a strong message: “We don’t want this plan to sit on the shelf.” These visionary leaders recognized that full implementation of Sustainable Thurston required long-term full integration with other activities, plans, policies, and projects.

TRPC moved that alignment forward strongly with the update of its regional transportation demand model and update and adoption of the What Moves You — 2040 Regional Transportation Plan (RTP) in July 2016. Throughout the three-year update process, the Council ensured that the model and RTP built on the vision and actions identified in the Sustainable Thurston Plan.

The revised transportation model now enables us to explore a wider range of multimodal options, look beyond our borders at the impacts from and on surrounding communities, dig into future conditions, and develop and track clear and meaningful performance measures.

The Thurston Region has always viewed transportation broadly — knowing that planning for transportation includes land use and economics. For this update, we incorporated Sustainable Thurston’s more diverse considerations — health, human services, energy, climate change, and local food systems — into the equation.

The Council also reviewed each goal and policy, modifying as necessary to reflect new insights about the policies and actions needed to reach regional sustainability. In updating the RTP, regional policymakers and other stakeholders explored the disconnect between our 2040 goals and our likely achievements in mode split and vehicle miles traveled reductions. They asked, “What can we do better — both regionally and at the local level — to reach our goals?”

Not only did we align the RTP with the Sustainable Thurston plan, we also outlined next steps and renewed our commitment to making it happen.

TRPC interim Executive Director Veena Tabbutt summed up this important work: “This successful effort will shape the region’s future for generations, ensuring that transportation planning fosters a healthy environment, robust economy, and thriving society.”

Cooperation

Continued from page 7

By promoting one another, businesses and farms are able to strengthen their relationship with both customers and each other. Such businesses learned how to build upon each other’s strengths rather than viewing each other as competition.

STEDI’s strategic partners have discussed ways to help agricultural producers grow their businesses and add value to their products. The Thurston County region is missing some key facilities to make that happen, however.

A food hub could help various producers aggregate and distribute their products to local businesses, school districts, and other institutions. A co-packing facility would help agricultural businesses package their products for sale. Cold storage could keep products fresh before they are brought to market. A commercial kitchen would allow entrepreneurs prepare food to sell.

Having identified what’s missing, the EDC is now seeking funding to develop an agricultural industrial park and agricultural business center in the South County. If something isn’t available in Rainier, perhaps it’s available down the road in Tenino.

The STEDI group has identified ways to strengthen this idea of cooperation. For example, field trips will allow business owners the opportunity to find out what’s available in other South County communities. If something isn’t available in Rainier, perhaps it’s available down the road in Tenino.

The most exciting thing to come out of STEDI this past year has been a sense of camaraderie and cooperation, some say.

“That’s the reason I joined STEDI,” added Signature Service Real Estate’s Foster. “I want to do everything I can to help our community grow.”

Momentum is building in our rural communities. Don’t worry, folks — South County will continue to be pastoral and laid-back. With a focus on cooperating and strengthening one another, it will become even more friendly. And that’s good for business.
Adapting to climate change risks at a watershed scale

Climate change is projected to increase the frequency and intensity of storms, wildfires, floods and other natural hazards tomorrow. Fortunately, have an opportunity today to assess our vulnerability and boost our resiliency.

TRPC is developing a watershed-based plan with strategies that the Thurston County region’s public- and private-sector stakeholders could use to prepare for and cope with climate change impacts. The state Department of Commerce is administering National Estuary Program grant funding for the project, which will wrap up in early 2018 with TRCP policymaker consideration of a draft Thurston Climate Adaptation Plan.

The planning area encompasses three watersheds — also known as Watershed Resource Inventory Areas (WRIAs) — which overlay northern Thurston County’s coastal freshwater aquifers more vulnerable to water quality and quantity risks including saltwater intrusion and inundation, pathogen and pollution contamination, and overconsumption. “Warmer, drier summers could reduce aquifer recharge and spur more groundwater pumping when surface water is scarce,” the vulnerability assessment noted. “Such direct and indirect climate change impacts, coupled with sea-level rise, could make Thurston County’s coastal freshwater aquifers more vulnerable to water quality and quantity scenarios. In addition to exacerbating natural hazards, climate change threatens our water quality and quantity, critical roads and bridges, human health and welfare, and other important assets within our built and natural environments.

“Warmer, drier summers could reduce aquifer recharge and spur more groundwater pumping when surface water is scarce,” the vulnerability assessment noted. “Such direct and indirect climate change impacts, coupled with sea-level rise, could make Thurston County’s coastal freshwater aquifers more vulnerable to water quality and quantity risks including saltwater intrusion and inundation, pathogen and pollution contamination, and overconsumption.” TRPC is uniquely qualified to lead this regional adaptation planning effort, as the agency’s mission is to assemble stakeholders, analyze data, build consensus for regional plans, and support local action. Toward that end, TRPC’s project team is working with a more than 20-member community stakeholder advisory committee to evaluate the probability and consequences of climate change risks and develop and prioritize adaptation strategies.

Like the Sustainable Thurston plan, the Thurston Climate Adaptation Plan will include a menu of strategies for human and natural systems, as well as identify leads and partners.

“For most of the United States, the future is projected to be warmer, drier, and wetter, with more frequent and intense storms,” TRPC interim Executive Director Veena Tabbutt said. “Thurston’s foundational principles and policies include a responsibility to manage our emissions and, with a more than 20-member community stakeholder advisory committee, we are able to consider climate change impacts in our planning.” The project’s first action steps include:

- Achieve 25 percent reduction of 1990 levels by 2020;
- Achieve 45 percent reduction of 1990 levels by 2035;
- Achieve 80 percent reduction of 1990 levels by 2050.

In 2015, TRPC helped integrate Sustainable Thurston’s regional greenhouse gas emission-reduction targets: achieving 80 percent reduction of 1990 levels by 2050. This comprehensive strategy is based on the premise that a resilient region must take actions that will help the region reduce its emissions — ranging from reining in urban sprawl, to reducing vehicle miles traveled, to slashing waste production and water consumption. Going forward, TRPC will continue to pursue funding and opportunities to help the region measure and manage its emissions. This comprehensive strategy is built on the premise that a resilient region must take many steps to mitigate and adapt to climate change. For more information about TRPC’s climate change planning efforts, please visit: www.trpc.org/climate.
Sharing sustainable stormwater solutions

New state regulations and a decades-old interlocal agreement are spurring Thurston County’s urban jurisdictions to innovate and collaborate on reducing stormwater runoff, the leading contributor of pollution of Washington’s urban waterways.

The state Department of Ecology’s newly revised municipal stormwater permit requires Thurston County, Lacey, Olympia, Tumwater and other urban municipalities across the state to review their development codes and identify changes that support a low-impact development (LID) approach to new construction and reduce water pollution. Put simply, LID mimics the natural water cycle and allows more pervious materials that enable rain to soak in where it falls.

To learn more about the project and explore an interactive map of some of the region’s LID projects, visit www.trpc.org/LID.

Investment

the broad coalition necessary to make the infrastructure investments crucial to our success. The EDC will roll out more details after Summit Three in the areas of:

- Education and Workforce Readiness
- “Clean and Green” Industry Growth and Development
- Support for Small Business and Entrepreneurs
- Coordination of Infrastructure, Funding, and Policy
- Developing a “Thurston” Brand, Partnerships and Communication

Cade noted that a county-wide strategic plan has been discussed for a long time, but, until now, never actually accomplished. He credits the recent success to a combination of timing, need and growing trust: “This work came together because of the great leaders here in the Thurston Region and their commitment to engage, listen and act. To ensure we remain focused and successful, we’ve established a strong TCEA structure, concise implementation actions and an inventory of performance measures so we can see how we’re doing and adjust course as necessary to keep our communities vibrant. Together, we can take on the world — just what is needed in today’s economy.”

Schaffert

Q: David, you were a member of the Sustainable Thurston Blue Ribbon Task Force on Economic Development. Tell us how that work led to Thurston Thrives.

A: Sustainable Thurston was a model of community coordination that brought together diverse partners to form a shared vision for a sustainable community. The Thurston County Board of Health (County Commissioners) recognized the efficiency and validity of building on the Sustainable Thurston process and product to create their health plan. Thurston Thrives is probably the country’s largest Collective Impact initiative — largest in scope. We are not just looking at clinical care or homelessness, but also child and youth resilience, climate and clean energy, community design and resilience, the economy, education, environment, food, housing, public safety and justice.

Q: Why the Chamber/Chamber Foundation?

A: We were asked, and it really fits the Chamber’s community stewardship mission. Also, why not? Individual income is one of the primary precursors to longevity and health outcomes. The Chamber recognizes that a vibrant and strong community supports and requires a thriving economy. We also engage environmental stewardship and strong infrastructure. For example, we look for ways to support TRPC’s transportation initiatives because business needs the transportation system to work — for people and goods. We all need a strong and healthy community. Strong community = strong market. The business community also values efficiency. The more people gather and engage, the more they work

See SCHAFFERT, page 14
Q: How about funding?
A: Currently, four financial partners support Thurston Thrives: the Chamber/Chamber Foundation, Thurston County, Northwest Venture Philanthropy, and United Way. To really effect change, we’ll need additional funding to achieve on-the-ground success. In reality, we need 50 partners.
Thurston Thrives has the potential to create some strong tangible outcomes. Then we can say “look at our cutting-edge innovative model and success.” Those stories will enable us to attract a broader base of funding.

Q: What do you expect to see in 2017?
A: By fall 2017, we’ll see the continuing evolution of the Action Teams and Coordinating Council and be able to point to our focus on implementation and resource development.

Q: Let’s say that everyone in the community will read this article — what would you say to them about Thurston Thrives?
A: I’d say: What a great community that thinks comprehensively and holistically — and in a very sophisticated manner — about how we can provide services, have a healthy community, and help individuals thrive and prosper. Not all communities think that way. That’s a pretty neat thing!

To learn more about Thurston Thrives, visit http://thurstonthrives.org/.
TAKE YOUR COMMUTE TO NEW HEIGHTS
AND CELEBRATE 100 YEARS OF NATIONAL PARKS

It's so easy...
1. Use a Wheel Options* commute mode at least 6 days during October.
2. Record your commutes at WheelOptions.org.
3. Explore your National Parks with a $2,500 prepaid MasterCard!**

Plus, commuters who track 12+ days of Wheel Options* will also be entered to win a $500 gift card, additional weekly drawings and Facebook drawings!

*Wheel Options include carpool, vanpool, public transportation, bicycle, walk, telecommute or compressed work week.
**Not only will you be entered in the prize drawings for a chance to win great prizes, you will also win by making a choice to save money, save the environment and make better use of your time.