



The **Port Peninsula Integrated Master Plan** aims to create a plan for future uses on the marine terminal, Swantown Marina and Boatworks, and other key areas, by integrating multiple projects into a holistic land use plan. It will include integrating the Budd Inlet cleanup, sea level rise resilience projects, considerations of the Deschutes Estuary restoration, and the community input from Vision 2050 and Destination Waterfront.

# PARTICIPATION OBJECTIVES

Public participation is essential throughout the master planning process. To ensure the Port of Olympia creates a robust and inclusive process, we are striving to reach the objectives below while remaining nimble.

## Objectives

- **Solicit public participation in each phase of the master planning process.** Throughout the multiple phases of the master planning process, participation components will be incorporated to foster public participation.
- **Seek broad representation of all residents of the community.** Communities are diverse, and the needs of the residents require varying communication techniques. To reach broad representation the staff will seek out opportunities for participation that meet the needs of the community.
- **Use effective and equitable channels for distributing information and receiving input or feedback.** There are many mechanisms available to ensure that a diverse public is well-informed and able to play a role in the planning process. Recognizing that no single technique or mechanism will work in all cases, it is up to the Port to incorporate a variety of ways to reach engage community members.
- **Provide education materials and design engagement opportunities that will encourage participation.** Effective participation in the planning process requires an understanding of land-use issues and the framework for making local investment decisions. Visualization techniques that optimize public understanding of issues and concepts are especially helpful in public engagement.
- **Maintain and develop staff expertise in all aspects of public participation.** This includes bridging language, cultural and economic differences that affect participation. Finding ways to convey issues and information that is meaningful to various groups helps ensure there is equitable representation.
- **Support and encourage continuous improvement in methods used to meet the public's need for information and involvement.** Public involvement techniques are ever-changing as the media and communication tools evolve. The Port is committed to seeking new ways to engage people and meet them where they are at whether virtually or in-person.
- **Record results of public engagement and share these results back to the public.** To properly capture concerns, priorities and public vision, the Port will develop systems to track the various techniques and mechanisms of public input. To maintain transparency, the Port will share public participation metrics, input and feedback.

# KEY STAKEHOLDERS & ADVISORY COMMITTEE

The Port of Olympia will develop a list of stakeholder groups and offer meetings in order to hear diverse voices and perspectives throughout Thurston County.

The Port will also set up an Advisory Committee to help evaluate issues and collaborate throughout the planning process. Below is a draft list of initial organizations that have been identified to participate on the Port Peninsula Master Plan Advisory Committee. This is a draft list that may change if an organization declines to participate or if others are identified:

- Squaxin Island Tribe
- Nisqually Tribe
- Chehalis Tribe
- City of Olympia
- City of Olympia Parks and Recreation
- Thurston County Chamber
- LOTT Clean Water Alliance
- Thurston Regional Planning Commission
- Thurston County
- City of Lacey
- Economic Development Council
- Olympia Downtown Alliance
- Experience Olympia and Beyond
- Port of Olympia Citizens Advisory Committee Budd Inlet subcommittee chair
- Evergreen State College
- Council of Neighborhood Associations

# COMMUNICATION STRATEGIES

The Port of Olympia is committed to an inclusive public participation process. Several strategies have been developed to guide participation methods and techniques. It is in the community's best interest that the Port remain nimble and flexible in adapting communication methods to gain the most engagement and participation of community members throughout Thurston County.

- **Use the website** as an information hub.
- **Provide tours or walkabouts** to ground people in the land use area and operations.
- **Deploy surveys and polls** to gather feedback or input.
- **Host workshops or open houses** to educate and gain insights.
- **Offer webinars** to educate and share updates.
- **Send emails** to share news and update.
- **Share blogs** to unpack complex content.
- **Leverage social media** to reach people throughout the region.
- **Form advisory committees** to gain insights from subject matter experts.
- **Use visual communications and charrettes** to help community members visualize land use options

## About Proactive Practices

- **Surveys and Polls:** Surveys and polls can be launched early in the planning process to gather initial information. They can also be used at later stages of the planning process to affirm assumptions throughout planning. Surveys can be deployed in varying ways, online and in written form at public workshops.
- **Community workshops/open houses:** These types of meetings can be as simple or as complex as the organization has time and resources for. Holding these events at various locations can gain participation from people in different areas of the community.
- **Visual communications and charrettes:** Providing maps, graphics, and design charrettes can help community members envision the current status, future opportunities and location.
- **Tours and walkabouts:** Tours can afford community members an opportunity to see firsthand operations and land uses. Walkabouts are a useful way to identify areas under consideration for different uses and gain feedback from community members.
- **Webinars:** By scheduling online informational webinars, community members throughout the county can attend more easily and overcome barriers to attending in person.
- **Emails, blogs and website:** Creating consistent communication channels to share information builds a base for community-member communications and keeps people informed.
- **Social media:** To reach a broad audience many social media channels can be used to keep people informed. This is another way of “meeting people where they are at” in a virtual setting.

## Planning With the Community for the Future of Thurston County's Waterfront

The Port of Olympia is committed to a holistic approach as we tackle the cleanup of Budd Inlet and the future development of the Port Peninsula. To make sure we effectively combine cleanup with environmentally-sustainable redevelopment, the Port is developing a Port Peninsula Integrated Master Plan, which will serve as a blueprint for aligning environmental stewardship and cleanup with climate resilience and forward-thinking development opportunities.

### Public Involvement Process



Visit [portolympia.com/masterplan](http://portolympia.com/masterplan) to learn more.

Join a tour or  
attend a webinar



Share input/feedback  
through a survey



Get involved at an  
open house

