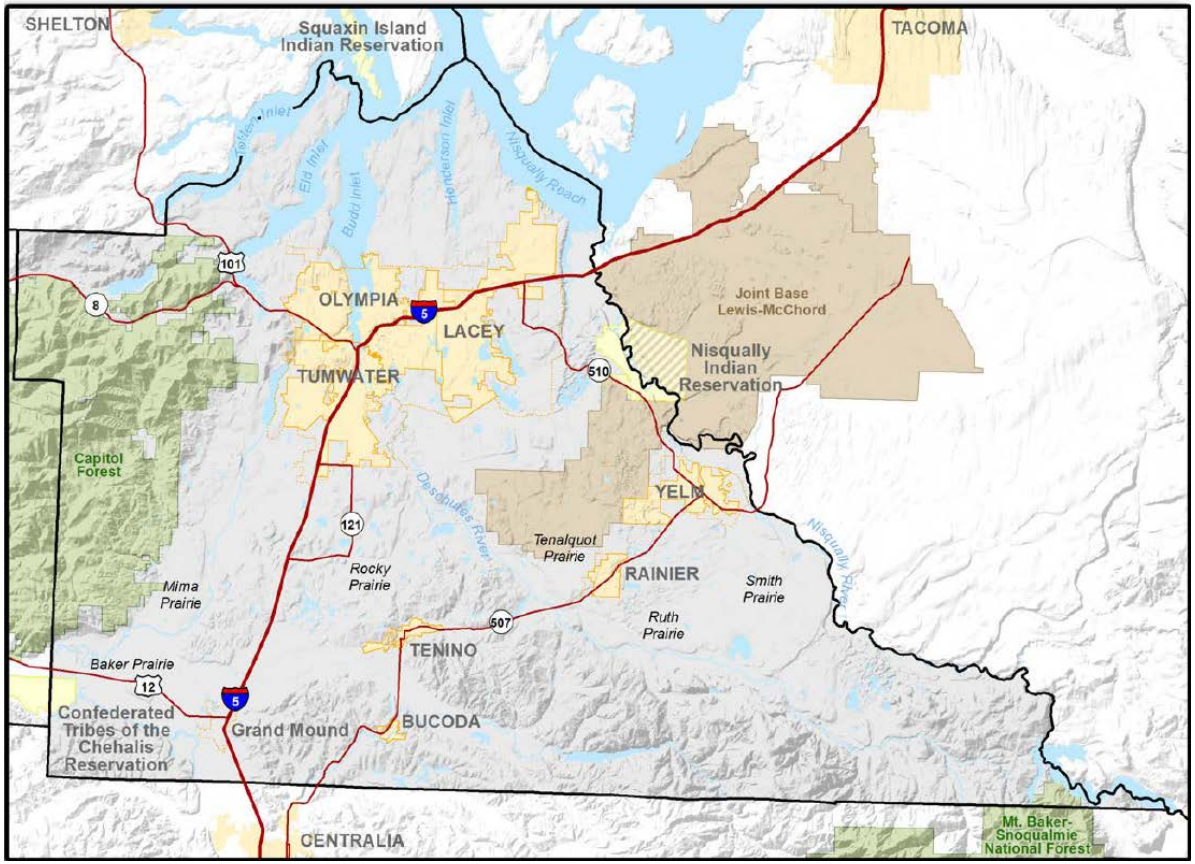
SUSTAINABLE THURSTON

connect • create • communicate

Creating Places, Preserving Spaces

A Sustainable Development Plan for the Thurston Region

The Thurston Region



A Community Conversation

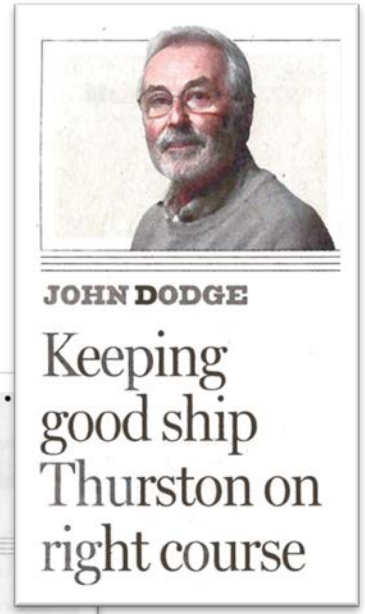
Identifying Community Values and Ideas

How do you want your community to look, function, and feel in 2035?

Spread the Word

- Print Media
- Online Media
- Social Media
- Influencers
- Local TV
- Materials
- Email Lists
- Partners
- Tabling
- Radio

theolympian.com
Wednesday March 20, 2013 •
OPINION
theolympian.com/opinion
OUR VIEW
Sustainable Thurston's format gives everyone a voice



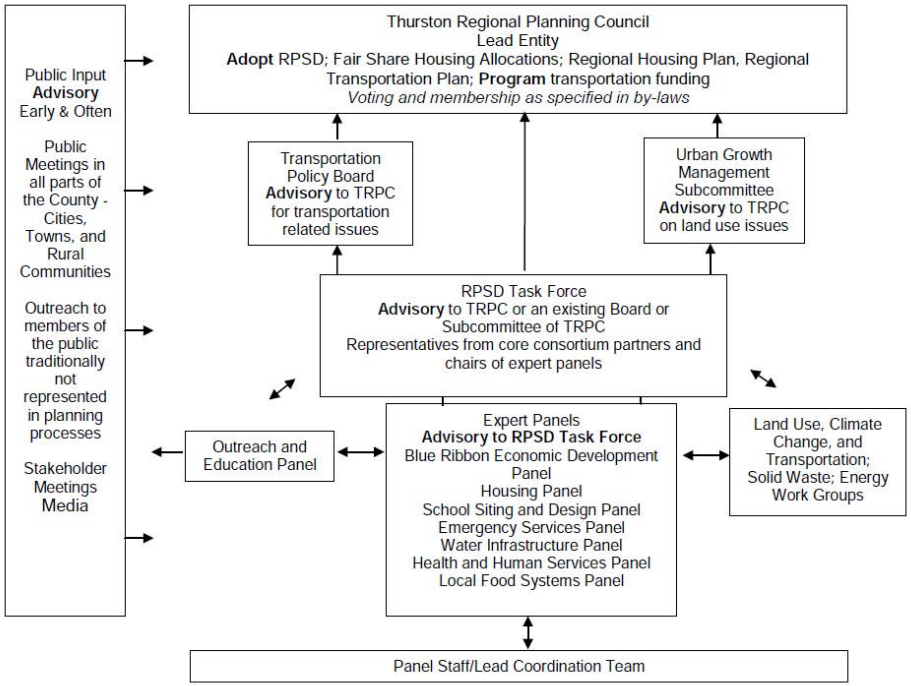
JOHN DODGE
Keeping good ship Thurston on right course

Surveys

- County-wide Statistical Baseline
  + Follow-up
- County-Wide Online
- Low-Income
- Low English Proficiency

Structure

Process and Product: An Organizational Chart for
Development and Adoption of the Regional Plan for Sustainable Development



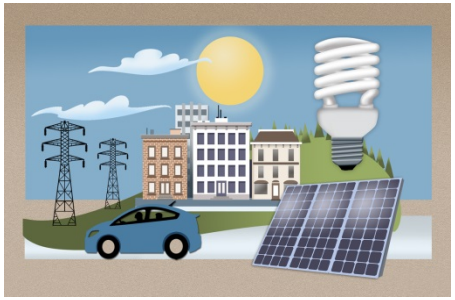
Task Force

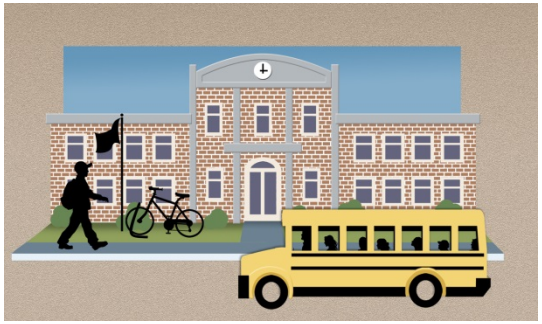
Bringing All the Pieces Together

Vision and Goals

Local Expert Panels

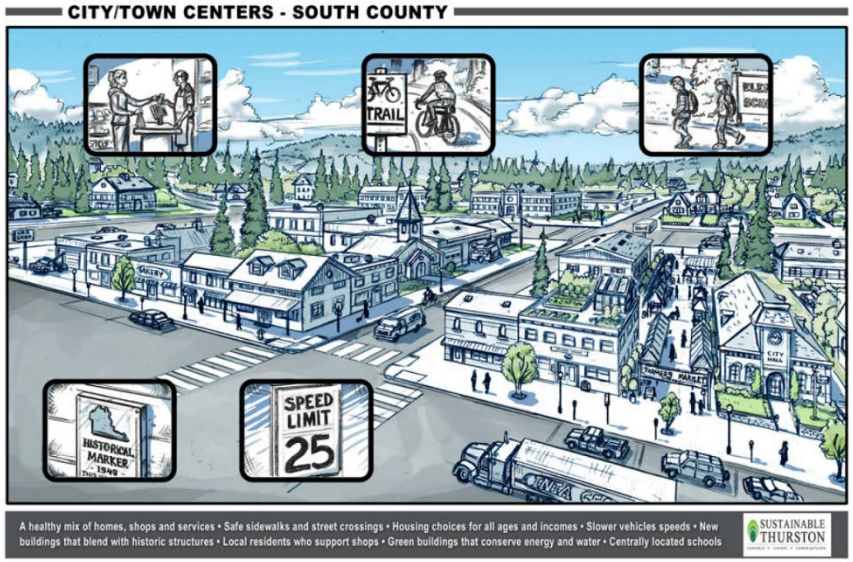
Identifying Issues, Challenges, and Solutions

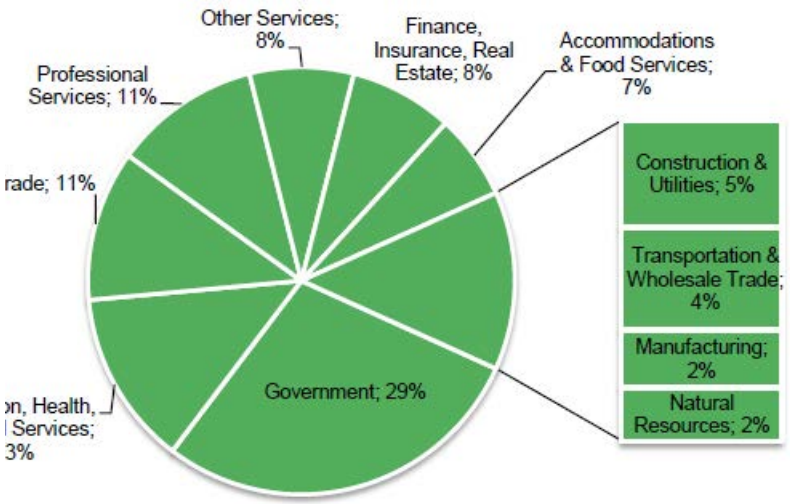




People to People

- Big Kick Off Meeting
- All Over the Map
- Anywhere, Anytime
- Panels & Task Force
- Informal
- Fun & Active

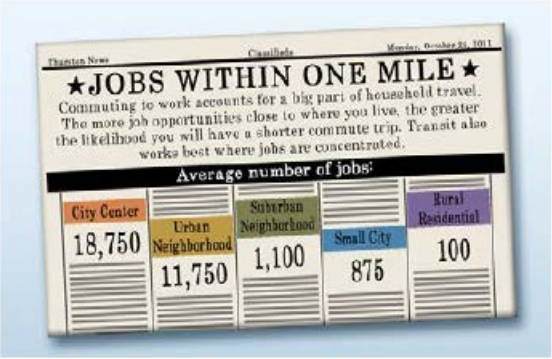




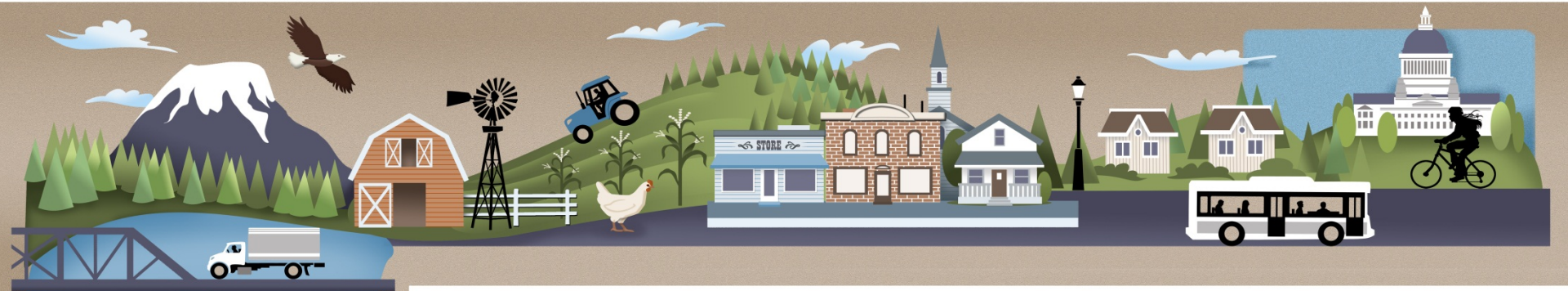
Jobs by Sector in Thurston County, 2010. Source: Bureau of Economic Analysis.

1992... *Farmlands near Rochester, Wash. in the Chehalis River Valley*

2012... *Small residential rural subdivisions dot the landscape 20 years later*



The Preferred Land-Use Scenario calls for a greater mix of jobs and housing. Commuting to work accounts for a large part of household travel, so increasing housing near job opportunities will result in shorter commutes.



Special Audiences

- League & Commerce
- Tribes
- Business
- Youth & Elders
- People with Low Incomes
- Language Barriers
- Organized “Against”
- “Professional” Participants

Smile & Write It Down

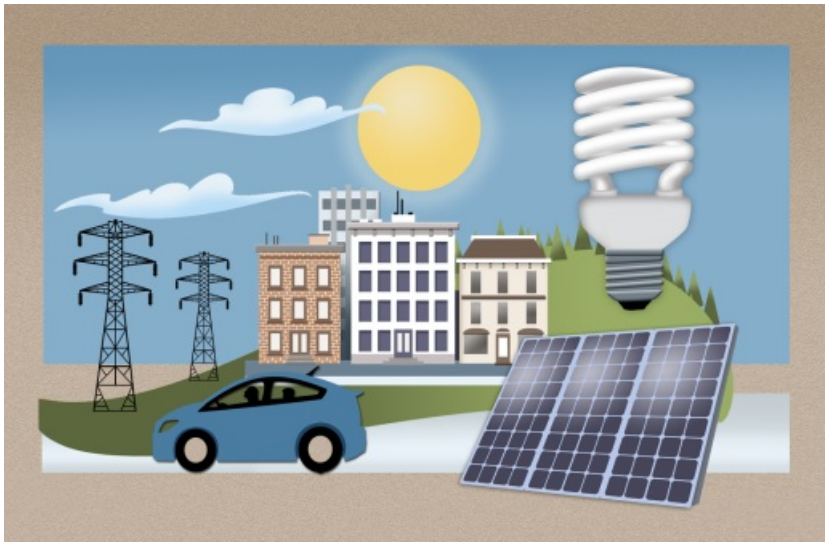
Hold on to the microphone!

Public Engagement – a Contract

Everyone knows when, where, & how they can:

- participate
- influence
- comment
- protest

Public Input = Change
Document & Celebrate



Safe
Open
Friendly
Factual
Equitable
Accessible
Predictable
Multiple Entry Points
Hopes, Dreams, Fears

Words Matter

"Citizen" engagement

Aging baby boomers

Frail elders

Millennials

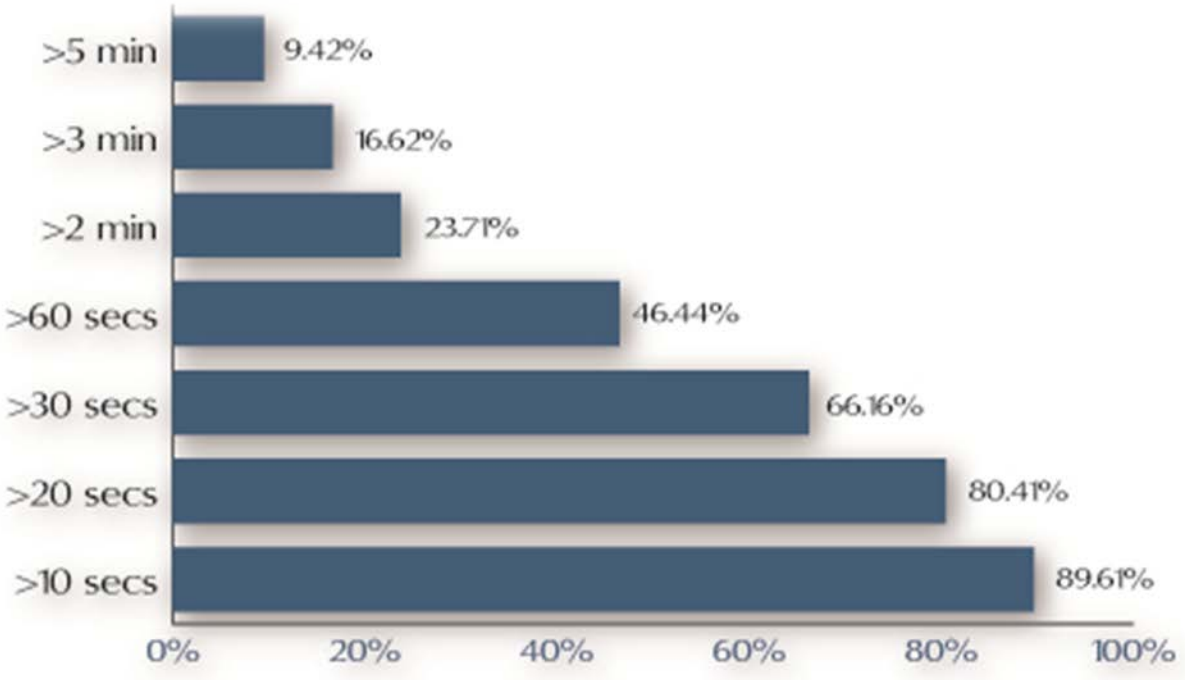
Rural/Urban/Suburban

Values

Sustainable – 3 Years!

- The Calendar
- Headlines & News blasts
- Work the Email List
- Work our Partners
- Comments All Along the Way
  - At Meetings, Online Input Tool, Email, Phone, In Person

Decisions are made by those who show up!



We Reached Out...

- 110K Postcards Countywide
- Utility Stuffers
- Posters, Bookmarks, Brochures
- 1,650+ Email List
- 8 Libraries with Materials
- 8 County/City Halls with Materials
- 215 Major Worksites – ETCs

We Kept Reaching Out…

- 3 Radio Ads Played 640 Times & 4 On-Air Interviews
- 5 Tabled Events
- Editorial Board & 2 Olympian Editorials
- 5 Articles in Regional Newspapers-Letters
- 6 Videos Produced – 2,400 Views
- 225 People & Assoc. Networks Reached on Facebook and Twitter

They Came…

- 29 Partners
- 104 Groups Represented
- 180 People on Panels
- 23 Task Force Members Held 38 Sessions
- 9 Workshops
- 3 Regional Forums
- 250 Business Leaders Attended Sustainable Economic Futures Forum

They Stayed…

- 12 Briefings Reaching 300 People
- 1,800+ Survey Responses
- 1,000 Low-Income Survey Responses
- 1,500 People Visit Engage tool – 15K Page Views &140 Ideas
- 55K Page Views of Project Website

Continuing Conversation

"We have the imagination and power to create a more socially, economically, and environmentally sustainable future. Let's get to work."

- Relevant News & Events & Awards
- Newsletter & Website
- Connections to New & Ongoing Projects
- Updates to Groups

Thurston Thrives!

Challenges & Opportunities

- The "Against" Movement.
- 3 Years!
- Who Will Implement?

- We Kept Working the Program/Principles.
- People Jumped In & Stayed In.
- Things Changed.

Community Conversation

How do you want your community to look, function, and feel in 2035?

SUSTAINABLE THURSTON

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www.sustainablethurston.org

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