



CITY COUNCIL

ANDY RYDER

Mayor

MALCOLM MILLER

Deputy Mayor

LENNY GREENSTEIN

MICHAEL STEADMAN

CAROLYN COX

ED KUNKEL

ROBIN VAZQUEZ

CITY MANAGER

SCOTT SPENCE

LACEY CITY COUNCIL AGENDA

AUGUST 18, 2022

6:00 P.M.

REMOTE AND IN-PERSON ATTENDANCE

The Lacey City Council meeting will be conducted both remote and in person.

The public may attend the meeting in person in the Council Chambers at Lacey City Hall, 420 College Street SE, Lacey, Washington, or you may view or listen to the meeting by using one of the following platforms:

[Live Meetings](#), [YouTube](#), [Facebook](#), Thurston Community Media, Channel 3 with your local cable provider, or Zoom: https://us02web.zoom.us/webinar/register/WN_n9lvmFgXRggBLYGsn9aGGQ

The public may listen to the meeting via telephone by dialing toll-free: (888) 788-0099 or (877) 853-5247 - when prompted enter Webinar ID 875 8377 8226

CALL TO ORDER:

1. PLEDGE OF ALLEGIANCE
2. APPROVAL OF AGENDA & CONSENT AGENDA ITEMS*
 - A. [Council Worksession of July 28, 2022](#)
 - B. [Council meeting minutes of August 4, 2022](#)
 - C. [A motion to approve payment of claims, wages, and transfers for July 26, 2022, through August 9, 2022.](#)

**Items listed under the consent agenda are considered to be routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and will be considered separately.*

3. PUBLIC RECOGNITIONS AND PRESENTATIONS:

4. PUBLIC COMMENT:

VERBAL PUBLIC COMMENT

Those wishing to provide verbal public comment may do so in-person or by Zoom:

In-Person: Use the sign-up sheet located in the Council Chambers.

By Zoom: Preregister using the following Zoom link no later than 4:00 p.m. on August 18, 2022:

https://us02web.zoom.us/webinar/register/WN_n9lvmFgXRggBLYGsn9aGGQ. Instructions and access details will be provided once registration is complete.

WRITTEN PUBLIC COMMENT

Public comments may also be submitted by email to publiccomment@ci.lacey.wa.us. Written comments will be provided to the City Council electronically prior to the meeting. Comments will not be addressed during the Council meeting; however, comments received will be added to the official record. The commenting period will close at 4:00 p.m. on August 18, 2022.

5. **PUBLIC HEARING:**
6. **PROCLAMATIONS:**
 - A. [Proclamation Overdose Awareness Day](#) (*Katie Strozyk, Opioid Response Coordinator*)
7. **REFERRAL FROM PLANNING COMMISSION:**
 - A. [2022 Annual Comprehensive Plan Amendments*](#) (*Ryan Andrews, Planning Manager*)
8. **REFERRAL FROM HEARINGS EXAMINER:**
 - A. [Hicks Lake Apartments 21-081](#) (*Samra Seymour, Senior Planner*)
 - B. [Hicks Lake Multi-Family 20-190](#) (*Reace Fant, Associate Planner*)
9. **RESOLUTIONS:**
10. **ORDINANCES:**
 - A. [Ordinance No. 1621 – 2022 Annual Comprehensive Plan Amendments](#)
**Item considered under Referral from Planning Commission (7.A.)*
11. **MAYOR'S REPORT:**
12. **CITY MANAGER'S REPORT:**
 - A. Rapid Response Clean-Up Team (*Scott Devlin, Operations Manager*)
 - B. [Adopt 2022-2027 Communication Plan](#) (*Shannon Kelley-Fong, Assistant City Manager*)
13. **STANDING GENERAL COMMITTEE:**
 - A. [Finance & Economic Development Committee \(07.26.2022\)](#)
 - B. [General Government & Public Safety Committee \(07.26.2022\)](#)
 - C. [Community Relations & Public Affairs Committee \(08.01.2022\)](#)
 - i. **[ACTION: Washington Center Applications](#)**
 - ii. **[ACTION: Spirit of Lacey Award Recommendation](#)**
 - D. [Transportation Committee \(08.02.2022\)](#)
14. **OTHER BUSINESS:**
15. **BOARDS, COMMISSIONS AND COMMITTEE REPORTS:**
 - A. Mayor Andy Ryder:
 1. Mayors' Forum
 2. Thurston Chamber Shared Legislative Committee
 3. Transportation Policy Board (TPB)
 - B. Deputy Mayor Malcolm Miller:
 1. Economic Development Council (CDC)
 2. Lodging Tax Advisory Committee (LTAC)
 3. Thurston County Coalition Against Trafficking (TCCAT)
 4. Thurston Thrives

- C. Councilmember Carolyn Cox:
 - 1. Climate Action Steering Committee
 - 2. LOTT Clean Water Alliance
 - 3. Regional Housing Council
- D. Councilmember Lenny Greenstein:
 - 1. Emergency Medical Services (EMS)
 - 2. TCOMM911
- E. Councilmember Michael Steadman:
 - 1. Community Action Council
 - 2. Nisqually River Council
 - 3. Thurston County Law & Justice Council
- F. Councilmember Ed Kunkel:
 - 1. Joint Animal Services Commission (JASCOM)
 - 2. Lacey South Sound Chamber
 - 3. Olympia-Lacey-Tumwater Visitor & Convention Bureau (VCB)
 - 4. Solid Waste Advisory Committee (SWAC)
- G. Councilmember Robin Vazquez:
 - 1. Intercity Transit Authority
 - 2. Olympic Region Clean Air Agency (ORCAA)
 - 3. Thurston Regional Planning Council (TRPC)

16. ADJOURN

MINUTES OF THE LACEY CITY COUNCIL WORKSESSION

THURSDAY, JULY 28, 2022

6:00 P.M. – 7:16 P.M.

REMOTE AND IN-PERSON

To hear the full discussion of a specific topic, or the complete meeting, watch the recorded meeting available on YouTube – <https://youtu.be/2usuUBqge4E>

COUNCIL PRESENT: DEPUTY MAYOR MILLER, COUNCILMEMBERS GREENSTEIN, COX,
STEADMAN (BY PHONE), KUNKEL

COUNCIL EXCUSED: MAYOR RYDER, COUNCILMEMBER VAZQUEZ

STAFF PRESENT: S. SPENCE, J. BURBIDGE, S. EGGER, S. KELLEY-FONG, D. SCHNEIDER,
T. WOO, E. FONTAINE

ACTION: APPROVE WORKSESSION AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBERS GREENSTEIN
AND COX

LOTT PRESENTATION

PRESENTERS: MATT KENNELLY, LOTT ASSISTANT EXECUTIVE DIRECTOR
LISA DENNIS-PEREZ, LOTT ENVIRONMENTAL PLANNING &
COMMUNICATIONS DIRECTOR

ACTION: INFORMATION ONLY

LOTT is a regional wastewater utility that services the Cities of Lacey, Olympia, Tumwater and Thurston County. LOTT's mission is to protect public health and the environment by cleaning and restoring water resources. Representatives of LOTT presented on the Reclaimed Water Infiltration Study (RWIS).

LOTT's main treatment facility was identified as the Budd Inlet Treatment Plant. The plant treats 13 million gallons per day and meets strict discharge limits to protect water quality. The RWIS study reviewed community questions about residual chemicals in reclaimed water. The study also provides an opportunity to advance the science used for water treatment, as well as confirm long-term plans.

The presentation outlined study activities, findings, future considerations and next steps. LOTT is seeking community engagement and requests that participants send emails to reclaimedwaterstudy@lottcleanwater.org. More information about the study can be viewed by visiting www.lottcleanwater.org.

FAMILY & YOUTH RESOURCE CENTER

PRESENTERS: JEN BURBIDGE, PARKS, CULTURE & RECREATION DIRECTOR
KYLE CRONK, ASSOCIATION OFFICE CHIEF EXECUTIVE OFFICER, YMCA
TROY OLIVER, ASSISTANT SUPERINTENDENT OF OPERATIONS, NORTH
THURSTON PUBLIC SCHOOLS

ACTION: INFORMATION ONLY

Staff, in partnership with South Sound YMCA and North Thurston Public School (NTPS), highlighted the need for a Family & Youth Resource Center.

The demand for high-quality childcare programs has outpaced industry growth for several years with a nation -wide decrease in supply starting in 2019. According to the Washington State Department for Children, Youth & Families (DCYF), the vast majority of NTPS service area falls within an “extreme childcare access desert.” This NTPS service area was significantly impacted by COVID-related operating restrictions in early learning programs with over 40% of programs closing during the pandemic.

NTPS invited the City of Lacey and South Sound YMCA to the table for the purpose of considering innovative solutions in addressing the unique learning needs of children ages 3-5, both in and outside of the classroom. A vision was developed that included a learning center combined with dedicated recreation.

It was determined that a Memorandum of Understanding (MOU) was the most practical way to initiate a financial feasibility study of the project and determine the viability of building the community asset.

Council reviewed the draft MOU with staff and expressed support in forwarding to the full Council for final action at a future City Council meeting.

COMMUNICATIONS PLAN

STAFF: SHANNON KELLEY-FONG, ASSISTANT CITY MANAGER

ACTION: INFORMATION ONLY

Shannon Kelley-Fong, Assistant City Manager, presented on the City's draft Communications Plan.

As the City adapts to its rapidly and constantly changing environment, the purpose of the Plan is to provide a six-year (2022-2027) framework for ensuring more effective, relevant and timely internal and external City communications.

Staff highlighted the target audiences, primary input sources, key messaging themes, the three main goals, and the anticipated timelines for each target action.

The draft Communications Plan is anticipated to return to City Council for approval on August 18, 2022.



MINUTES OF A REGULAR MEETING OF THE LACEY CITY COUNCIL THURSDAY, AUGUST 4, 2022, REMOTE ATTENDANCE

To hear Council's full discussion of a specific topic, or the complete meeting, watch the video-stream available on YouTube – <https://youtu.be/MISIUX7bLIY>

CALL TO ORDER

Deputy Mayor Miller called the meeting to order at 6:00 p.m.

1. PLEDGE OF ALLEGIANCE

Deputy Mayor Miller led the Pledge of Allegiance.

Council Present:

Deputy Mayor Malcolm Miller
Councilmember Carolyn Cox
Councilmember Lenny Greenstein
Councilmember Michael Steadman
Councilmember Ed Kunkel
Councilmember Robin Vazquez

Council Excused:

Mayor Andy Ryder

Staff Present:

Scott Spence, City Manager
Robert Almada, Chief of Police (*remote*)
Jen Burbidge, Parks, Culture & Recreation Director (*remote*)
Scott Egger, Public Works Director (*remote*)
Shannon Kelley-Fong, Assistant City Manager
Dave Schneider, City Attorney (*remote*)
Rick Walk, Community & Economic Development Director (*remote*)
Troy Woo, Finance Director (*remote*)
Peri Edmonds, City Clerk

2. APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda Items:

- A. Council Meeting minutes of July 21, 2022.
- B. A motion to approve payment of claims, wages and transfers for July 14 through July 25, 2022.

COUNCILMEMBER GREENSTEIN MOVED TO APPROVE THE AGENDA AND CONSENT AGENDA. COUNCILMEMBER STEADMAN SECONDED. MOTION CARRIED.

3. PUBLIC RECOGNITIONS AND PRESENTATIONS

4. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Public Comments:

Virtual - The deadline to pre-register to speak was 4:00 p.m. the day of the meeting. One member of the public registered to comment via Zoom, however, they attended the meeting and spoke in person.

In Person – One (1) member of the public signed up to speak at the meeting.

Chris Porrazzo, City of Lacey resident, expressed concern for the lack of water for the trees along the Campus Glen parkway across from Salish Middle School.

Written Public Comments: The deadline to submit written public comments was 4:00 p.m. the day of the meeting. Written comments are not addressed during the meeting; however, they are added to the official record. Two (2) written public comments were received and will be made part of the meeting record.

5. PUBLIC HEARING

6. PROCLAMATIONS

- A. **Proclamation Recognizing 100th Birthday of Retired Lieutenant Colonel US Army Barbara Nichols.** Deputy Mayor Miller and Council recognized the 100th Birthday of Retired Lieutenant Colonel US Army Barbara Nichols. Barbara Nichols accepted the proclamation.

7. REFERRAL FROM PLANNING COMMISSION

8. REFERRAL FROM HEARINGS EXAMINER

9. RESOLUTIONS

10. ORDINANCES

11. MAYOR'S REPORT

- A. **2022-23 School Year Youth Council Appointees.** Deputy Mayor Miller recommended the appointments of the following youth to the Lacey Youth Council:

Justin Begley	Timberline High
Alanis Blackburn	River Ridge High School
Rianna Joseph	River Ridge High School
Nathan Miller	Pope John Paul II High School
Keegan Boldt	River Ridge High School
Janine Ysabelle Bermudez	Timberline High School
Abigail Asare	North Thurston High School
Sarah Towne	North Thurston High School
Ayiana Young	North Thurston High School
Hunter Akalirai	River Ridge High School
Rory Line	Timberline High School
Kiara Coleman	Timberline High School
Nathaniel Clay	Timberline High School
Zurysaday Ramirez-Plasencia	North Thurston High School

COUNCILMEMBER STEADMAN MOVED TO APPROVE THE 2022-23 SCHOOL YEAR YOUTH COUNCIL APPOINTMENTS. COUNCILMEMBER VAZQUEZ SECONDED. MOTION CARRIED.

12. CITY MANAGER'S REPORT

- A. **Memorandum of Understanding – Young Child and Families Center of Lacey:** Jennifer Burbidge, Parks, Culture and Recreation Director, presented a Memorandum of Understanding between North Thurston Public Schools, South Sound YMCA, and the City of Lacey related to the Young Child and Families Center of Lacey.

COUNCILMEMBER STEADMAN MOVED TO AUTHORIZE THE CITY MANAGER TO SIGN THE MEMORANDUM OF UNDERSTANDING BETWEEN NORTH THURSTON PUBLIC SCHOOLS, SOUTH SOUND YMCA, AND THE CITY OF LACEY RELATED TO THE YOUNG CHILD AND FAMILIES CENTER. COUNCILMEMBER KUNKEL SECONDED. MOTION CARRIED.

13. STANDING COMMITTEES

14. OTHER BUSINESS

15. BOARDS, COMMISSIONS AND COMMITTEE REPORTS

- A. Mayor Ryder
 - 1. Mayor's Forum – **No Report**
 - 2. Thurston Chamber Shared Legislative Committee – **No Report**
 - 3. Transportation Policy Board – **No Report**
- B. Deputy Mayor Miller
 - 1. Economic Development Council (EDC) – **No Report**
 - 2. Lodging Tax Advisory Committee (LTAC) – **Made Report**
 - 3. Thurston County Coalition Against Trafficking (TCCAT) – **No Report**
 - 4. Thurston Thrives – **No Report**
- C. Councilmember Cox
 - 1. Climate Mitigation Steering Committee – **no Report**
 - 2. LOTT Clean Water Alliance – **No Report**
 - 3. Regional Housing Council – **Made Report**
- D. Councilmember Greenstein
 - 1. Emergency Medical Services (EMS) – **No Report**
 - 2. LEOFF 1 Disability Board – **No Report**
 - 3. TCOMM911 – **Made Report**
- E. Councilmember Steadman
 - 1. Community Action Council – **No Report**
 - 2. Nisqually River Council – **No Report**
 - 3. Thurston County Law & Justice – **No Report**
- F. Councilmember Kunkel
 - 1. Joint Animal Services Commission (JASCOM) – **No Report**
 - 2. Lacey South Sound Chamber – **No Report**
 - 3. Olympia-Lacey-Tumwater Visitor & Convention Bureau (VCB) – **No Report**
 - 4. Solid Waste Advisory Committee (SWAC) – **No Report**
- G. Councilmember Vazquez
 - 1. Intercity Transit – **No Report**
 - 2. Olympic Region Clean Air Agency – **No Report**
 - 3. Thurston Regional Planning Council – **No Report**

16. ADJOURN

Deputy Mayor Miller adjourned the Council Meeting at 6:40 p.m.

MAYOR: _____

ATTESTED BY CITY CLERK: _____

DATE APPROVED: _____



LACEY CITY COUNCIL MEETING

August 18, 2022

SUBJECT: Disbursement Approval

RECOMMENDATION: By motion, approve payment of claims, wages, and transfers.

STAFF CONTACT: Troy Woo, Finance Director *TW*

ORIGINATED BY: Troy Woo, Finance Department

BACKGROUND:

The action requested of the City Council is by motion to approve payment of claims, wages and transfers for 7/26/2022 through 8/9/2022. The disbursements consist of the following:

Checks:	<u>Week of</u>	<u>Beg. Check No.</u>	<u>End. Check No.</u>	<u>Amount</u>
	7/29/2022	264698	264820	223,395.63
	*7/29/2022	264821	268124	2,074.13
	8/5/2022	264825	264900	1,150,826.00

Electronic Transfers:	<u>Week of</u>	<u>Amount</u>
	7/21/2022	30.00
	7/28/2022	58,875.99
	7/29/2022	251,138.83
	7/12/2022	37,034.58
	*7/29/2022	1,535,283.55
	*7/29/2022	18,422.61
	8/5/2022	99,243.51
	*8/2/2022	147.87
	*8/2/2022	42,737.50
	*8/2/2022	149,886.18
	8/5/2022	15,139.10

Significant Disbursements:

<u>Vendor</u>	<u>Amount</u>	<u>Description</u>
LOTT Wastewater Alliance	\$1,119,456.39	ERU's

* Disbursements for employee out-of-pocket deductions and employee benefits.

CITY OF LACEY
Official Proclamation

WHEREAS, International Overdose Awareness Day shares the message that overdose deaths occur in all communities among people from every walk of life; and

WHEREAS, Lacey stands beside those who have lost loved ones to an overdose and who have a substance use disorder and are diligently working toward recovery; and

WHEREAS, overdose deaths are preventable and can be caused by alcohol, over-the-counter medicine, stimulants and opioids; and

WHEREAS, like many places across Washington State we need to continue to treat drug-related harm as a public health issue and invest in best practices that save lives and build communities; and

WHEREAS, people who experience an overdose are deserving of our care and kindness; and

WHEREAS, Washington State has implemented a State Opioid Response Plan; and

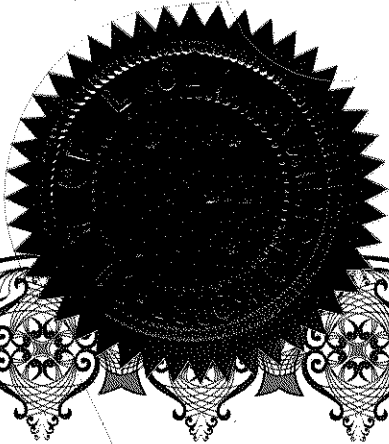
WHEREAS, anyone can visit the statewide resource www.stopoverdose.org and Recovery Help Line at 1-866-789-1511 for 24-hour information and help; and

NOW, THEREFORE, I, Andy Ryder, Mayor of the City of Lacey, on behalf of the Lacey City Council, do hereby proclaim August 31, 2022, as

Overdose Awareness Day

in the City of Lacey and encourage anyone whose life has been impacted by substance use disorder to call the Washington Recovery Helpline at 1-866-789-1511.

Mayor Andy Ryder
August 18, 2022





LACEY CITY COUNCIL MEETING

August 18, 2022

SUBJECT: 2022 Comprehensive Plan Amendments

RECOMMENDATION: Approve Ordinance No. 1621 to adopt the 2022 annual Comprehensive Plan Amendments as recommended by the Planning Commission.

STAFF CONTACT: Scott Spence, City Manager *SS*
Rick Walk, Community and Economic Development Director *RW*
Ryan Andrews, Planning Manager *RA*
Hans Shepherd, Senior Planner *HS*

ORIGINATED BY: Community and Economic Development Department

ATTACHMENTS:

1. [Ordinance No. 1621 to adopt 2022 annual Comprehensive Plan Amendments](#)
2. [Olympia Hangars Private Comprehensive Plan and Rezone Amendment Planning Commission Record](#)
3. [Low Density Zone Consolidation Comprehensive Plan and Map Amendment Planning Commission Record](#)

FISCAL NOTE: None.

PRIOR REVIEW: June 28, 2022, Land Use Committee

BACKGROUND:

The Growth Management Act requires that the City's Comprehensive Plan be amended only once a year. As part of the annual cycle of comprehensive plan amendments for 2022, two items were added to the annual docket by the City Council at the joint meeting in January. These amendments were reviewed by the Planning Commission and have been recommended for approval through adoption of the attached Ordinance No. 1621.

Olympia Hangars, LLC Private Request: A private-applicant request related to a Comprehensive Plan Amendment and Rezone for 456 Carpenter Road SE. The application seeks to change 5 acres of primarily undeveloped/forested land from Low-Density Residential to Moderate Density Residential within the Comprehensive Land Use Plan and Zoning Map.

The property is located across Carpenter Road from 23 acres of Moderate Density Residential. Central Business District 7 extends to the northwest of the site. Properties to the north are zoned Mixed Use High Density, while properties to the south and east are predominantly Low-Density Residential.

Public outreach for the amendment included a meeting held directly between the applicant and members of the Aldea Glen Homeowners Association. The Association was generally amenable to the application. Aldea Glen owns a 25-foot wide tract of Open Space Institutional that separates the target property from existing residential units to the south.

The Planning Commission conducted a public hearing on the map amendment on June 7, 2022. Written and oral testimony was received and was generally concerned with tree removal and neighborhood compatibility. On June 21, 2022, the Planning Commission voted to advance the application to the Lacey City Council with their recommendation for approval.

One Commissioner abstained from voting on the proposed Comprehensive Land Use Plan amendment and rezone application over concerns related to housing affordability and shrinking ownership opportunities within the community. After discussing these topics and how they relate to this application, the Planning Commission determined that these concerns are better addressed through the implementation of the Housing Action Plan and the 2025 Comprehensive Plan Update.

Low Density Zone Consolidation: On January 20, the City Council adopted several initiatives related to the implementation of affordable housing initiatives recommended by the Affordable Housing Strategy and the Housing Action Plan. This included expansion of a fee waiver program to for-profit builders constructing low income units, extension of the multi-family tax exemption, and the Low Density Zone consolidation.

The Low Density Zone consolidation amended the zoning code to consolidate two existing zoning districts (Low Density 0-4 and Low Density 3-6) into one zone. The revisions will also amend the zoning map which will require a Comprehensive Plan amendment to be completed as the zoning map is adopted into the Comprehensive Plan as the future land use map. The amendment will not apply to the unincorporated portions of the Lacey Urban Growth area until the joint planning process is complete.

The Planning Commission conducted a public hearing on the map amendment on June 7, 2022. No public testimony was received and the Planning Commission has unanimously recommended approval of the amendment to the City Council.

The City Council is requested to approve Ordinance No. 1621 to adopt the 2022 annual Comprehensive Plan Amendments as recommended by the Planning Commission.

ADVANTAGES:

1. Adoption of the Plan amendments completes the priority items established by the City Council related to the 2022 Planning Commission work program.
2. Approving the private-applicant request advances the goals of the Land Use Element for residential areas within the City while further diversifying the City's mix of housing options.
3. Approving the Low Density zone consolidation completes an affordable housing initiative recommended in both the Affordable Housing Strategy and the Housing Action Plan.

DISADVANTAGES:

1. None identified.

ORDINANCE NO. 1621

CITY OF LACEY

AN ORDINANCE RELATED TO THE CITY'S COMPREHENSIVE PLAN, APPROVING CHANGES TO SAID PLAN AND ZONING MAPS AND APPROVING A SUMMARY FOR PUBLICATION.

WHEREAS, pursuant to the Growth Management Act as set forth in Chapter 36.70A RCW, the City may amend the Comprehensive Plan once per year, and

WHEREAS, this annual amendment is intended to provide a coordinated review to ensure the various plan elements are consistent with each other, and

WHEREAS, on January 20, 2022, the City Council passed Ordinance 1612, which consolidated zones "Low Density Residential 0-4" and "Low Density Residential 3-6" to a new zone designation called "Low Density Residential" within the Lacey Municipal Code; and

WHEREAS, On June 7, 2022, the Planning Commission conducted a public hearing on a map amendment to incorporate the consolidation of Ordinance 1612; and

WHEREAS, the Planning Commission has recommended approval of the amendment; and

WHEREAS, owners of certain property in the City have requested amendments to the comprehensive plan and zoning maps of the City, and

WHEREAS, the Planning Commission has reviewed, conducted a public hearing and recommended approval of such applications, and

WHEREAS, the City Council finds that approval of such application and adoption of the amendments will be in the public interest; and

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LACEY, WASHINGTON, AS FOLLOWS:

Section 1. The zoning designations shown on the Comprehensive Plan and Land Use Maps of the City as Low Density Residential 0-4 and Low Density Residential 3-6, are hereby consolidated and changed to Low Density Residential.

Section 2. The zoning designation shown on the Comprehensive Plan and Land Use Maps of the City for that property shown on Exhibit A, attached hereto, is hereby changed from Low Density Residential to Moderate Density Residential.

Section 3. After the required modifications are made to the Comprehensive Plan and Land Use Maps of the City pursuant to the direction of Sections 1 and 2, said Maps shall be designated as “Revised 2022” and identified by the approving signatures of the Mayor and City Clerk.

Section 4. SEVERABILITY. If any section, sentence, clause or phrase of this ordinance should be held to be invalid by a court of competent jurisdiction, such invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause or phrase of this ordinance.

Section 5. CORRECTIONS. The City Clerk and the codifiers of this ordinance are authorized to make necessary corrections to this ordinance including, but not limited to, the correction of scrivener's/clerical errors, references, ordinance numbering, section/subsection numbers and any references thereto.

Section 6. The Summary attached hereto is hereby approved for publication.

PASSED BY THE CITY COUNCIL OF THE CITY OF LACEY,
WASHINGTON, at a regularly-called meeting thereof, held this 18th day of
August, 2022.

CITY COUNCIL

By: _____
Mayor

Approved as to form:

City Attorney

Attest:

City Clerk

SUMMARY FOR PUBLICATION
ORDINANCE NO 1621
CITY OF LACEY

The City Council of the City of Lacey, Washington, passed on August 18, 2022, Ordinance No. 1621, entitled “AN ORDINANCE RELATED TO THE CITY’S COMPREHENSIVE PLAN, APPROVING CHANGES TO SAID PLAN AND ZONING MAPS AND APPROVING A SUMMARY FOR PUBLICATION.”

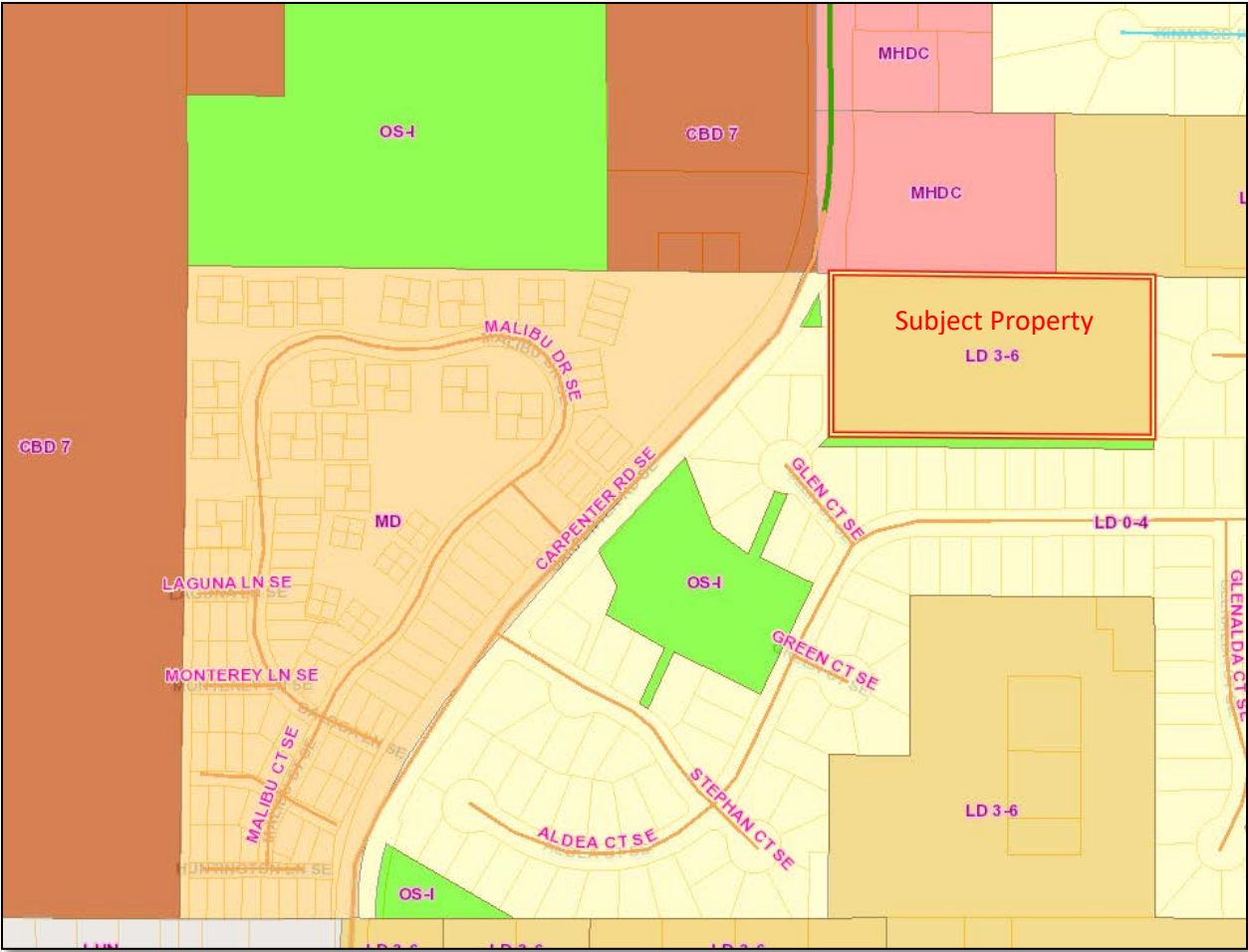
The main points of the Ordinance are described as follows:

1. The Ordinance amends the Comprehensive Plan and Land Use Maps of the City to consolidate Low Density Residential 0-4 and Low Density Residential 3-6 zone designations into Low Density Residential.
2. The Ordinance changes the zoning designation for the property located at 456 Carpenter Road. SE.
3. The Ordinance approves this Summary for Publication.

A copy of the full text of this Ordinance will be mailed without charge to any person requesting the same from the City of Lacey.

Published: August 22, 2022.

Exhibit A





PLANNING COMMISSION STAFF REPORT

June 7th, 2022

SUBJECT: Olympia Hangers LLC/Jeff Powell - Comprehensive Plan Amendment and Rezone Application - Project #22-45

RECOMMENDATION: Staff will provide a briefing on the Comprehensive Plan Amendment and Rezone Application for 456 Carpenter Road SE. This meeting will serve as a public hearing where the Planning Commission can take and consider public testimony. Following the review of any public testimony, the Planning Commission may make a recommendation to the City Council or schedule a follow up work session for further consideration.

TO: Lacey Planning Commission

STAFF CONTACTS: Rick Walk, Community and Economic Development Director *RW*
Ryan Andrews, Planning Manager *RA*
Hans Shepherd, Senior Planner *HS*

ATTACHMENT(S):

1. Olympia Hangers LLC CPA and Rezone Application
2. Map of Existing Zoning ([direct link](#))
3. Vicinity Map: 456 Carpenter Road SE ([direct link](#))
4. LMC: [Low Density Residential](#) & [Moderate Density Residential](#)
5. Tanglewilde Thompson Planning Area

**PRIOR COUNCIL/
COMMISSION/**

COMMITTEE REVIEW: Planning Commission Introductory Briefing April 19th, 2022

1. GENERAL INFORMATION

a) Applicant/Owner:

Jeff Powell
Olympia Hangers LLC
7843 Old Hwy 99 SE
Tumwater, WA 98501

b) Action:

Designation of one parcel from Low Density Residential to Moderate Density Residential on the Comprehensive Land Use Plan and Zoning map.

c) Proposal Description:

This is a non-project action to designate a parcel from Low Density Residential to Moderate Density Residential.

Please see attached application for amendment to the Comprehensive Land Use Plan and Zoning map.

d) Legal Description

See attached application packet for legal description.

e) Location:

The parcel is located at 456 Carpenter Road SE, approximately 0.2 miles south of Martin Way E. Assessor's parcel no. 11801240100.

f) Site Information

Project size: approximately 5 acres

Site Access: Carpenter Road SE

Water: City of Lacey

Sewer: City of Lacey

Power/Natural Gas: Puget Sound Energy

Fire Protection: Lacey Fire District # 3

g) Reason for Request:

The purpose of the rezone request is to accommodate the high need for residential development by providing multi-family housing along established City Arterials.

h) Existing Zoning

Low Density Residential: This designation is consistent with the general character of the Tanglewilde Thompson Planning Area and its predominantly low-density form.

i) Proposed Zoning

Moderate Density Residential: This designation advances the goals of the Land Use Element for residential areas in the Tanglewilde Thompson Planning Area and promotes housing variety consistent with the Housing Element. The Comprehensive Plan's vision provides the opportunity for every citizen to have a range of affordable housing options in whatever neighborhood they choose to live. The designation permits multifamily residential development that is compatible with medium and low density residential.

2. LAND USE OF THE SUBJECT SITE AND SURROUNDING AREA

a) Existing Land Use and Ownership Patterns:

Subject Site:

The subject parcel is partially undeveloped with an old building pad in the northwestern quadrant of the site. Remaining portions are forested primarily with third-growth Douglas fir. Upon development of the property, a report will be

prepared by the City's arborist to determine the condition and potential for retaining existing trees. As a condition of development, open spaces including a tree tract will need to be identified and preserved. No critical areas have been identified on the subject site. The current Comprehensive Land Use Plan and zoning maps designate the property as Low Density Residential.

Surrounding Properties:

The property is located across Carpenter Road from 23 acres of Moderate Density Residential. Central Business District 7 extends to the northwest of the site, across Carpenter Road. Properties to the north are zoned Mixed Use High Density, while properties to the south and east are predominantly Low Density Residential. Aldea Glen owns a 25-foot wide tract of Open Space Institutional that separates the target property from existing residential units to the south.

3. ENVIRONMENTAL DETERMINATION:

A Determination of Nonsignificance (DNS) was issued on May 8th, 2022. Based upon information contained in the environmental checklist, the sites expected designation, and potential future development in its current and/or proposed capacity would not result in dissimilar impacts to the environment. The DNS had a 14-day comment period, which ended on May 22nd, 2022. The City did not receive any comments from the public as part of this outreach. The City of Lacey Public Works Department did provide one comment included below. It was determined that no further action was needed to address these comments at this time.

City of Lacey Public Works Comments:

"An increase in residential units at this location may cause portions of the down-stream wastewater lines to approach or possibly exceed their current capacities. When a specific project proposal is submitted for this site, the down-stream sewer capacity should be evaluated to determine if any sections of the line need to be replaced with a larger diameter pipe to accommodate the additional loading."

The DNS became final on May 22nd, 2022. A determination of environmental non-significance granted by the responsible official fulfills the City's requirements for environmental review under RCW 43.21.C.

4. APPLICABLE COMPREHENSIVE GOALS AND POLICIES/LONG RANGE PLANNING ISSUES:

The Comprehensive Plan has three primary elements that can be used as a guide for consideration of this application. The three Elements are the Land Use Element, the Tanglewilde Thompson Planning Area, and the Housing Element.

a) Land Use Element

The 2016 Land Use Element focuses on the need for more diverse housing types to support an aging population. The following discussion summarizes the need for

more diverse housing types:

“Changing demographics are showing that the aging baby boomer (born between 1946 and 1964) population and the millennial (born early 1980’s to 2000’s) population are increasingly seeking walkable, urban neighborhoods with smaller homes. Changing demographics will most likely lead to an increase in demand for housing in infill areas and in areas with access to convenient and frequent transit service found along the urban corridor areas. As shifts in demographics and housing preferences occur over the long term, providing a diverse mix of residential housing options will better serve the community as a whole.

The intensity and form of infill permitted in the growth area will have a significant impact on the way housing is provided, the cost and efficiency of utilities and services, as well as the overall character of our growth area. Attention will need to be given when integrating higher density and mixed-use development into existing suburban areas. Input and meaningful public participation will be required to successfully implement infill and redevelopment goals. The intent is to improve opportunities for residents while increasing the quality of life as new development and infill occurs.”

Land Use Element, page 3-7

Residential, Goal 1: Ensure sustainable and wise use of land resources to provide an adequate amount and mix of housing types for the anticipated increase in population.

Policy A: Assign land use designations that will provide for adequate opportunity for increased densities and a diversity of housing types.

Infill, Goal 1: Adopt zoning strategies that will promote the intensification, densification, and evolution of Lacey’s land use distribution and form into a sustainable pattern of high-quality urban development

Policy A: Identify areas to focus infill density and mixed-use concepts based upon potential capacity, built condition, and infrastructure.

b) Tanglewilde Thompson Planning Area

At the neighborhood level, this property is included within the Tanglewilde Thompson Place Planning Area. As part of this planning area, such a zoning change would remain consistent with longer term vision for the area as described below:

“Over the next twenty years, it is anticipated that approximately 2/3 of the housing units added in the Tanglewilde/Thompson Place Planning Area will be multifamily located primarily along the Martin Way Corridor and in the Moderate and High-Density zoning districts.”

Goal 3 and Policy A from this planning area further support this proposal for a higher residential density:

Goal 3: Promote the extension of sewer service throughout the planning area.

Policy A: Recognizing the importance of providing this urbanized area with sewer, encourage provision of sewer to residential neighborhoods in this area, including Tanglewilde and Thompson Place.

c) Housing Element

The proposal is consistent with the policies of the Housing Element, which sets forth policies for a diversity of housing styles, choices, and affordability.

Goal 1: Have sufficient number of single-family dwellings, multifamily units, and group and special needs housing to provide a selection of rental and home-ownership affordable housing opportunities for all persons.

Policy A: Provide opportunities for development of all housing types to accommodate future needs for each type of housing

Policy C: Encourage a wide variety of housing from low to high income in range to allow placement and mobility within the housing market.

Goal 4: Achieve housing that is compatible and harmonious with existing neighborhood character while allowing infill and providing for environmental sensitivity.

Policy A: When designating areas for infill and zoning classifications, consider and place emphasis on the composition of the neighborhood, housing need, available infrastructure, principals of walkability and healthy communities

Policy C: Continue to utilize design review guidelines for all residential developments.

5. STAFF ANALYSIS

The Land Use Element, Thompson Place Planning Area, and the Housing Elements of the Comprehensive Plan currently contain goals and policies that support the request. A major emphasis of the Plan is to provide opportunities for more housing while enhancing the City's diversity of housing stock and maintaining the quality of existing neighborhoods. The proposal is in alignment with these objectives.

Proposed Rezone Request

The purpose of the rezone request is to consider re-designating the property to Moderate-Density Residential to increase the number of available residential units within the area.

The City of Lacey has seen higher job growth than housing growth, creating a high demand for new housing. Currently about 70% of the Lacey housing stock is single family residential. The 2010 census, referenced in the Comprehensive Plan, estimates that 42,393 persons were residing in the City of Lacey, with an additional 33,140 residing in the unincorporated UGA, for a total population of 75,533. For the twenty-year planning period, it is estimated that the population of Lacey will be 53,090, with another 54,630 people residing in the UGA for a total population of 107,720. This increase of over 32,000 people equates to an approximately 42% increase in population by the year 2035. Household characteristics are important to determine the type of housing units the population will need. Census information provides specific household characteristic information for Thurston County and the city of Lacey. In 2010 there were a total of 16,949 households in Lacey. Statistics show that the average household size is 2.44 persons, which is down slightly from 2.47 persons in 2000. This highlights the need for many more housing units, and a wider variety of housing types, especially multi-family development.

The proposed rezone would be consistent with many of the existing higher-intensity uses to the north and west while serving as a transitional buffer for the lower density residential uses to the south and east. Before factoring in site design and other building requirements, this would increase the residential potential of the site from 30-units (6 units per acre) as currently designated to 80-units (16 units per acre) within the Moderate Density Residential Zoning designation. This is a potential net increase of 50 residential units within the site.

Public and Neighborhood Outreach

As part of this application process, public notices, direct mailers, public meetings, email correspondence, and phone calls were conducted to help raise awareness and ensure opportunities for public participation in this process.

Timeline of public notices and outreach:

- 04/19/2022 - Public Agency Notice
 - Thurston County
 - Intercity Transit
 - North Thurston Public Schools
- 04/19/2022 - Planning Commission Public Meeting
- 05/05/2022 - Notice to Department of Ecology
- 05/08/2022 - Publication with the Olympian Newspaper
- 05/11/2022 - Notice to Department of Commerce
- 05/26/2022 - Direct mailers to surrounding residences/neighbors
- 05/2022 - Email and phone correspondence with Aldea Glen HOA
- 06/02/2022 - Meeting with applicant and Aldea Glen HOA representatives
- 06/07/2022 - Planning Commission Public Meeting

On June 2, 2022, city staff facilitated a meeting between the applicant and the Aldea Glen HOA. The HOA President and the HOA Treasurer were in attendance. Primary topics discussed within this meeting are listed below:

- Aldea Glen conducted a tree survey of their northern property line based on concerns over dead trees posing a risk to private property and homes.
 - The applicant met with adjacent property owners and worked to remove the hazardous trees per Aldea Glen's request.
- Aldea Glen residents expressed interest and excitement over the siting of a potential coffee shop as part of an adjacent project of the applicants one parcel north of the proposed rezone site.
- A triangular lot (APN 31170100000) is located between Carpenter Road SE and the proposed rezone site. The Aldea Glen HOA currently owns this lot and expressed an interest in selling it to the applicant.
 - Aldea Glen will follow up with the applicant on this topic directly.
- Applicant expressed an interest in placing a slatted fence for visual and physical separation surrounding the proposed rezone property.
 - The Aldea Glen representatives expressed appreciation and interest in this fence as an aesthetically pleasing addition to the property.
- Concerns were raised by Aldea Glen over the current and increasing safety risks of entering and exiting Carpenter Road and the dangerous conditions for walkers attempting to cross the street in this area.
 - The applicant expressed an openness and interest in supporting Aldea Glen in their efforts to improve safety conditions for all modes of transportation within this portion of Carpenter Road.

To date, no other comments have been received as part of the listed outreach efforts.

6. PLANNING COMMISSION AUTHORITY AND RESPONSIBILITY

The Planning Commission has the responsibility and authority to recommend action to the Lacey City Council on the proposed Comprehensive Land Use Plan amendment and rezone application. The Planning Commission must hold at least one public hearing on the proposal. Based upon public comments, staff analysis, review of the Comprehensive Land Use Plan, and other applicable information, the Commission must make a recommendation to the Lacey City Council as to the merits of the application and the designation the Planning Commission believes is in the public's best interest.

7. STAFF FINDINGS AND CONCLUSIONS:

- a) The Land Use Element and Housing Element identify the need for land resources to support more intense housing development within the Tanglewilde Thompson Place Planning Area.
- b) The proposed rezone would be consistent with many of the existing higher-intensity uses to the north and west while serving as a transitional buffer for the lower density residential uses to the south and east.

- c) The Comprehensive Plan Housing Element describes the need for sustainable and wise use of land resources to provide an adequate amount and mix of housing types for the anticipated increase in population. Approximately 70% of Lacey's housing stock is single family residential, which is not adequate in providing enough housing for anticipated population growth.
- d) The property is served with City utilities and will extend utilities throughout the property as a condition of development.
- e) Compatibility with adjacent parcels is addressed through zoning regulations in LMC 16.18 and design standards in LMC 14.23
- f) The location is well-served by the existing transportation network.
- g) Regular fixed-route transit serves the subject site.
- h) The Lacey Police Department found that apartment buildings do not necessarily get more cases than single-family residential neighborhoods.

8. STAFF RECOMMENDATION CONCERNING ACTION ON THE PROPOSED COMPREHENSIVE PLAN AMENDMENT APPLICATION

Based upon the analysis provided in this report, and the conclusions and findings identified in section 7 of this report, staff recommends approval of the change from Low Density Residential to Moderate density Residential for the subject property.

9. STAFF RECOMMENDATION CONCERNING ACTION ON THE PROPOSED ZONING AMENDMENT APPLICATION

Based upon the analysis provided in this report, and the conclusions and findings identified in section 7 of this report, staff recommends approval of the change from Low Density Residential to Moderate density Residential for the subject property.

An additional finding is proposed for the zoning designation that designation of the zone as Moderate density Residential is consistent with the change to the Comprehensive Plan Land Use map.

RECEIVED

FEB 11 2022



CITY OF LACEY
Community & Economic Development Department
420 College Street SE
Lacey, WA 98503
(360) 491-5642

OFFICIAL USE ONLY

Case Number: 22-45
Date Received: 2-11-22
By: HANS

Related Case Numbers:
118153 10200

COMPREHENSIVE PLAN AMENDMENT GENERAL APPLICATION

OWNER NAME: Olympia Hangars, LLC
MAILING ADDRESS: 7843 Old Hwy 99 SE Suite M-5
CITY, STATE, ZIP: Tumwater, WA 98501
TELEPHONE: 360-888-5333
APPLICANT NAME: * Jeff Powell
MAILING ADDRESS: 7843 Old Hwy 99 Se Suite M-5
CITY, STATE, ZIP: Tumwater, WA 98501
TELEPHONE: 360-888-5333
ADDRESS OF PROPOSAL: 456 Carpenter Rd Se Lacey, WA 98503

* The applicant is the person whom staff will contact regarding the application, and to whom all notices, and reports shall be sent, unless otherwise stipulated by the applicant.

GENERAL DESCRIPTION OF PROPOSAL

Change density of the unit per acre from low density to medium density

GENERAL LOCATION OF PROJECT (Give street address or, if vacant, indicate lot(s), block and subdivision; or tax lot number, access street, and nearest intersection.) 456 Carpenter RD SE Lacey, WA 98503

SECTION: 15 **TOWNSHIP:** 18 **RANGE:** 1WN2NWSW

ASSESSOR'S TAX PARCEL NUMBER: 1181510200

FULL LEGAL DESCRIPTION OF SUBJECT PROPERTY (attach additional sheet if necessary):

See Exhibit A Attached

COMPREHENSIVE PLAN, ZONING, AND LAND USE ISSUES

CURRENT ZONE CLASSIFICATION: Low Density

COMPREHENSIVE DESIGNATION: _____

CURRENT LAND USE AND IMPROVEMENTS: vacant land with a home that has been moved onto the property for reuse as a home or office for apartment development

PAST LAND USE OR HISTORY: single family residence

CURRENT COMPREHENSIVE PLAN LANGUAGE (if applicable): N/A

REQUESTED NEW COMPREHENSIVE PLAN LANGUAGE (if applicable): _____

No Text Change Needed

DOES THE PROPOSED AMENDMENT AFFECT BOTH THE CITY AND THURSTON COUNTY?

(PLEASE EXPLAIN): _____

This is a zoning request . This is a change to low density to medium density.

Will provide up to 99 housing units.

WAS THIS ISSUE, OR PROPERTY AND ITS DESIGNATION, DISCUSSED DURING THE COMPREHENSIVE PLAN DEVELOPMENT, REVIEW, AND ADOPTION PROCESS? IF SO, PLEASE EXPLAIN: _____

No - New Proposal

IS THE PRESENT COMPREHENSIVE PLAN LANGUAGE, OR DESIGNATION AND ITS RELATED ZONING, THE RESULT OF A MISTAKE? WHAT KIND OF MISTAKE (i.e., mapping, typographic)? PLEASE EXPLAIN: _____

Please see attached

IF THE AMENDMENT IS A MAP AMENDMENT, HOW MANY ACRES OF DEVELOPED AND UNDEVELOPED PROPERTY IN THE LACEY GROWTH AREA ALREADY EXIST IN THIS DESIGNATION?

DEVELOPED: 923.2

UNDEVELOPED: 63.0

HOW WILL THE AMENDMENT CHANGE THIS? It will add to the multi family housing need.

IS THERE A DEMONSTRATED NEED FOR THIS CHANGE AND IS IT A WISE ALLOCATION OF LAND RESOURCES? PLEASE EXPLAIN: _____

There is a need as identified in the Comprehensive Plan, Helps meet the goal of multi family units as identified in the comprehensive plan

EXPLAIN THE NEED FOR CHANGE AND HOW THE AMENDMENT IS CONSISTENT WITH THE FOLLOWING:

• **State Growth Management Act (GMA):** Please see attached

• **County-Wide Planning Policies (CWPP):** It will encourage changing conditions and will increase housing choices that support all ranges of lifestyles

• **Lacey Comprehensive Plan:** Helps meet the goals of multi family as mentioned above

• **Regional Transportation Plan (RTP):** This site is in walking distance of both Martin Way and Carpenter Road which both have active bus routes near by which will make alternative transportation an option which is also a goal of the RPT

• **Other Applicable City Plans or Documents:** The city of Lacey Housing Action Plan, Brings Multit Family housing to the area. The is a great need in the area.

• **Neighboring Jurisdictions' Comprehensive Plan (where your proposal affects multiple jurisdictions, for example; Olympia or Tumwater).** Aldea Glen owns a parcel between the project site and Carpenter Road.

There is a bend and slight elevation change in Carpenter Road reducing access visibility and sightlines.

UTILITIES AND ROADS

WATER SUPPLY (name of utility if applicable): City Water

☐ EXISTING ☐ PROPOSED

SEWAGE DISPOSAL (name of utility if applicable): City/Lott next door

☐ EXISTING ☐ PROPOSED

ACCESS (name of street(s) from which access will be gained): Carpenter Road

SUPPLEMENTAL INFORMATION

THIS APPLICATION MUST BE ACCOMPANIED BY THE FOLLOWING INFORMATION:

- 1- A complete list of all property owners and addresses as listed of the Thurston County Assessor within a 300-foot radius of the external boundaries of the subject property.
- 2- A site plan drawing or drawings at a scale of not less than one inch for each two hundred feet which shall include or show:
 - a. The boundaries of the property;
 - b. Size of property impacted by amendment;
 - c. Location of existing natural features, such as trees, streams, or lake frontages.
- 3- Environmental checklist.
- 4- Supplemental information and/or special reports may be required including:
 - a. Environmental sensitive areas and issues;
 - b. Traffic impacts;
 - c. Other.

INITIATED BY:

☐ Planning Commission. Date of Initiation: _____

☐ City Council. Date of Initiation: _____

☒ Property owners as follows:

I (We) understand and agree with the above explained need for the map change and are current owners of the property within the City of Lacey.

<u>Jeff Powell</u> Signature	<u>Jeff Powell</u> Printed Name
ADDRESS: <u>7843 Old Hwy 99 SE Hangar M-5 Tumwater, WA 98501</u>	

_____ Signature	_____ Printed Name
ADDRESS: _____	

_____ Signature	_____ Printed Name
ADDRESS: _____	

_____ Signature	_____ Printed Name
ADDRESS: _____	

LINE TABLE

NO.	BEARING	DISTANCE
L1	S 87°40'33" E	30.00
L2	S 03°38'44" E	35.40
L3	S 01°29'50" W	53.80
L4	S 01°29'50" W	92.70
L5	N 87°40'33" W	92.83
L6	S 01°29'50" W	97.98
L7	S 87°40'33" E	101.37

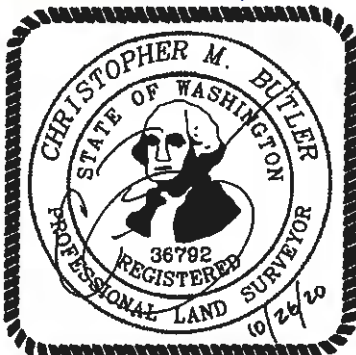
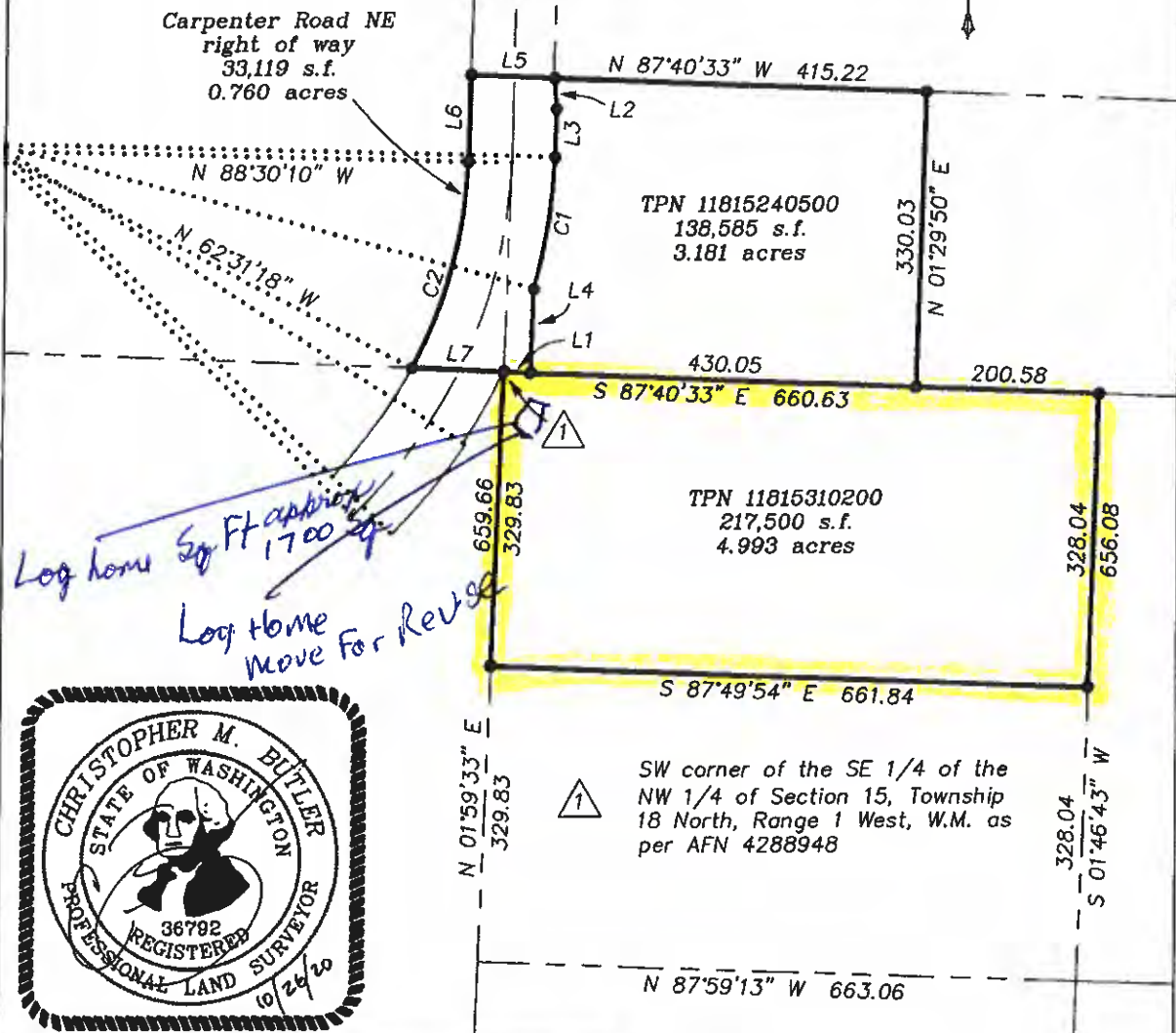
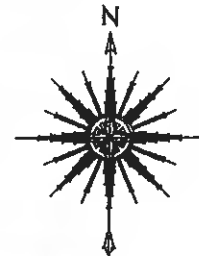
CURVE TABLE

NO	DELTA	RADIUS	LENGTH
C1	13°51'47"	617.95	149.52
C2	25°58'52"	527.95	239.40

EXHIBIT A

A portion of the SW 1/4 & SE 1/4 of the NW 1/4 and the NE 1/4 of the SW 1/4 of Section 15, Township 18 North, Range 1 West, W.M., in the City of Lacey, Thurston County, WA

1" = 200'



BUTLER SURVEYING INC.



475 NW CHEHALIS AVENUE
P.O. BOX 149, CHEHALIS, WA 98532
360/748-8803 FAX 360/748-9319

Basis of bearings and section subdivision:
Record of survey as recorded under
Auditor's File Number 4288948, Records
of Thurston County, WA

Owner

~~Eael Gesswein~~ *Olympia Hangars, LLC*
~~Prime Development Group LLC~~
7843 Old Highway 99 SE, Hanger 5
Tumwater, Washington 98501

456 Carpenter Rd SE
Lacey, WA 98503



EXHIBIT A

LEGAL DESCRIPTION: Real property in the County of Thurston, State of Washington, described as follows:

NORTH ONE-HALF OF THE NORTHWEST QUARTER OF THE NORTHEAST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 15, TOWNSHIP 18 NORTH, RANGE 1 WEST OF THE WILLAMETTE MERIDIAN.

SITUATE IN THE COUNTY OF THURSTON, STATE OF WASHINGTON.

A handwritten signature in blue ink, consisting of a large, stylized 'P' or 'R' with a long horizontal stroke extending to the left.

456 Carpenter St SE
Lacey WA 98503



CITY OF LACEY
Community & Economic Development Department
420 College Street SE
Lacey, WA 98503
(360) 491-5642

OFFICIAL USE ONLY

Case Number: 22-45
Date Received: 4-6-22
By: Hans

Related Case Numbers:

**REZONE
APPLICATION**

OWNER NAME: Olympia Hangars, LLC
MAILING ADDRESS: 7843 Old Hwy 99 SE Suite M-5
CITY, STATE, ZIP: Tumwater, WA 98501
TELEPHONE: 360-888-5333

Jeff Powell

DATE: 2/10/2022

DATE: _____

DATE: _____

DATE: _____

SIGNATURE(S)

I (We), the above-signed, do hereby affirm and certify, under penalty of perjury, that I/we am/are one (or more) of the owner(s) under contract of the below described property and that the following statements and answers are in all respects, true and correct on my information and belief as to those matters.

APPLICANT NAME: Jeff or Kathy Powell
MAILING ADDRESS: 7843 Old Hwy 99 Se Suite M-5
CITY, STATE, ZIP: Tumwater, WA 98501
TELEPHONE: 360-888-5333 or 360-951-0907

SIGNATURE: *Jeff Powell* DATE: 2/10/2022

ENGINEER/ARCHITECT NAME: _____

MAILING ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE: _____

SIGNATURE: _____ DATE: _____

AUTHORIZED REPRESENTATIVE: Jeff Powell

MAILING ADDRESS: 7843 Old Hwy 99 SE Suite M-5

CITY, STATE, ZIP: Tumwater, WA 98501

TELEPHONE: 360-888-5333

SIGNATURE: _____

Jeff Powell

DATE: 4-4-22

NAME OF PROJECT: _____

SUMMARY OF REQUEST (List Type of Uses): Medium Density

PROPERTY LOCATION

[]North []South []East []West Side of Carpenter between Martin
and Pacific (ROAD NAME)

(ROAD NAME)
Property Address: 456 Carcenter Rd SE Lacey, WA 98503

Section: 15 Township: 18 Range: 1NW2NWSW Assessor's Parcel Number: 11815210200

Full legal description of subject property: See Attached

(ATTACH SEPARATE SHEET IF NECESSARY)

TOTAL SQUARE FOOTAGE OF THE REZONE AREA:
217500

How does the rezone request conform to the Comprehensive Plan? Property would be similar zoning to the are property to north is multi family property to the west is multi family to the south and east is low density residential. As stated in the City of Lacey Comprehensive plan it helps meet the goals of multi family

ACCURATE SITE PLAN DRAWN IN INK TO SCALE WITH DIMENSIONS MUST BE SUBMITTED ALONG WITH THE APPLICATION. PLEASE SHOW THE FOLLOWING:

1. Location of proposed uses, buildings, parking areas, landscaping areas, ingress, egress, etc.
2. Location of all existing uses and structures on the property, with distances from property lines.
3. Major physical features of the property to be rezoned.
4. Barscale and north arrow.

PLEASE ANSWER THE FOLLOWING QUESTIONS

What is the relationship between the proposed use of the land to be rezoned and the surrounding land use? (i.e., Is your proposed use of land significantly different than existing land uses surrounding your property?) Please Explain: Intermediate housing density. Per the Comprehensive plan it states to fulfill the need for more Multi family housing. Adjacent property across the street both have similar zoning.

Why is the property not usable as presently zoned, including the events that led you to this conclusion? Property is usable for housing but as identified in the comprehensive plan the zoning would increase housing units by adding multi family and this transitions better for the adjacent property to the northwest

How would the proposed zone change be in the interests of not only the applicant but also the surrounding properties and the public as a whole? The changes would provide up 100 units for housing Where the current zoning would provide 30 units the zoning would also be a good use for the site as all the city services are already in place, the city has the water and sewer capacity for this zoning this is the compliance of the growth management act, the services that are in place in the urban area. This change will help the general Public by providing much needed housing for this area. will help the surrounding properties by complying with the Urban Growth Act for infilling of land where the infrastructure exist and City services have been places



CITY OF LACEY
Community & Economic Development Department
420 College Street SE
Lacey, WA 98503
(360) 491-5642

WAC 197-11-960
ENVIRONMENTAL CHECKLIST

OFFICIAL USE ONLY

Case Number: 22-45

Date Received: _____

By: Hans Shepard

Related Case Numbers:

SEPA ENVIRONMENTAL CHECKLIST

Purpose of checklist:

Governmental agencies use this checklist to help determine whether the environmental impacts of your proposal are significant. This information is also helpful to determine if available avoidance, minimization or compensatory mitigation measures will address the probable significant impacts or if an environmental impact statement will be prepared to further analyze the proposal.

Instructions for applicants:

This environmental checklist asks you to describe some basic information about your proposal. Please answer each question accurately and carefully, to the best of your knowledge. You may need to consult with an agency specialist or private consultant for some questions. You may use "not applicable" or "does not apply" only when you can explain why it does not apply and not when the answer is unknown. You may also attach or incorporate by reference additional studies reports. Complete and accurate answers to these questions often avoid delays with the SEPA process as well as later in the decision-making process.

The checklist questions apply to all parts of your proposal, even if you plan to do them over a period of time or on different parcels of land. Attach any additional information that will help describe your proposal or its environmental effects. The agency to which you submit this checklist may ask you to explain your answers or provide additional information reasonably related to determining if there may be significant adverse impact.

Instructions for Lead Agencies:

Please adjust the format of this template as needed. Additional information may be necessary to evaluate the existing environment, all interrelated aspects of the proposal and an analysis of adverse impacts. The checklist is considered the first but not necessarily the only source of information needed to make an adequate threshold determination. Once a threshold determination is made, the lead agency is responsible for the completeness and accuracy of the checklist and other supporting documents.

Use of checklist for nonproject proposals:

For nonproject proposals (such as ordinances, regulations, plans and programs), complete the applicable parts of sections A and B plus the SUPPLEMENTAL SHEET FOR NONPROJECT ACTIONS (part D). Please completely answer all questions that apply and note that the words "project," "applicant," and "property or site" should be read as "proposal," "proponent," and "affected

geographic area," respectively. The lead agency may exclude (for non-projects) questions in Part B - Environmental Elements –that do not contribute meaningfully to the analysis of the proposal.

A. Background [\[HELP\]](#)

1. Name of proposed project, if applicable: *Olympia Hangars LLC rezone request*
2. Name of applicant: *Olympia Hangars, LLC*
3. Address and phone number of applicant and contact person:
7843 Old Hwy 99 SE, Suite M-5
Tumwater, WA 98501

Jeff Powell 360-888-5333
4. Date checklist prepared: *2-11-2021, rev 03-28-2022*
5. Agency requesting checklist: *City of Lacey Community & Economic Development Dept.*
6. Proposed timing or schedule (including phasing, if applicable):

Anticipating rezone request to be included in the 2022 City review cycle

7. Do you have any plans for future additions, expansion, or further activity related to or connected with this proposal? If yes, explain.

It is anticipated that once rezoned, the property will be developed with higher-density residential uses

8. List any environmental information you know about that has been prepared, or will be prepared, directly related to this proposal.

None at this time, as this is a rezone request (non-project action)

9. Do you know whether applications are pending for governmental approvals of other proposals directly affecting the property covered by your proposal? If yes, explain.

None known

10. List any government approvals or permits that will be needed for your proposal, if known.

None at this time, as this is a rezone request (non-project action)

11. Give brief, complete description of your proposal, including the proposed uses and the size of the project and site. There are several questions later in this checklist that ask you to describe certain aspects of your proposal. You do not need to repeat those answers on this page. (Lead agencies may modify this form to include additional specific information on project description.)

Rezone property for ~~property~~ future medium-density housing

12. Location of the proposal. Give sufficient information for a person to understand the precise location of your proposed project, including a street address, if any, and section, township, and range, if known. If a proposal would occur over a range of area, provide the range or boundaries of the site(s). Provide a legal description, site plan, vicinity map, and topographic map, if reasonably available. While you should submit any plans required by the agency, you are not required to duplicate maps or detailed plans submitted with any permit applications related to this checklist.

*Tax Parcel No. 11815310200
456 Carpenter Road SE, Lacey WA 98503
See attached legal description and map*

B. Environmental Elements [\[HELP\]](#)

1. Earth [\[help\]](#)

- a. General description of the site:

(circle one): Flat, rolling, hilly, steep slopes, mountainous, other FORESTED

- b. What is the steepest slope on the site (approximate percent slope)?

Less than 5% per the NRCS Soil Survey of the Thurston Region

- c. What general types of soils are found on the site (for example, clay, sand, gravel, peat, muck)? If you know the classification of agricultural soils, specify them and note any agricultural land of long-term commercial significance and whether the proposal results in removing any of these soils.

Yelm fine sandy loam, 0 to 3% slopes

- d. Are there surface indications or history of unstable soils in the immediate vicinity? If so, describe.

No

- e. Describe the purpose, type, total area, and approximate quantities and total affected area of any filling, excavation, and grading proposed. Indicate source of fill.

No grading is anticipated as part of this proposal, as it is a non-project

- f. Could erosion occur as a result of clearing, construction, or use? If so, generally describe.

No, as there is no clearing, grading, or construction is proposed as part of this proposal, as it is a non-project

- g. About what percent of the site will be covered with impervious surfaces after project construction (for example, asphalt or buildings)?

No additional impervious surfaces will be created by this rezone request, as it is a non-project

- h. Proposed measures to reduce or control erosion, or other impacts to the earth, if any:

No construction is proposed as part of this rezone request. When construction is proposed, the project will be reviewed by the City of Lacey to ensure that it meets with all requirements and regulations, including BMPs in place at that time.

2. Air [\[help\]](#)

- a. What types of emissions to the air would result from the proposal during construction, operation, and maintenance when the project is completed? If any, generally describe and give approximate quantities if known.

No

- b. Are there any off-site sources of emissions or odor that may affect your proposal? If so, generally describe.

None known

- c. Proposed measures to reduce or control emissions or other impacts to air, if any:

N/A

3. Water [\[help\]](#)

- a. Surface Water: [\[help\]](#)

- 1) Is there any surface water body on or in the immediate vicinity of the site (including year-round and seasonal streams, saltwater, lakes, ponds, wetlands)? If yes, describe type and provide names. If appropriate, state what stream or river it flows into.

There are no known surface waters on or adjacent to the subject property

- 2) Will the project require any work over, in, or adjacent to (within 200 feet) the described waters? If yes, please describe and attach available plans.

N/A

- 3) Estimate the amount of fill and dredge material that would be placed in or removed from surface water or wetlands and indicate the area of the site that would be affected. Indicate the source of fill material.

N/A – no construction is proposed as part of this rezone request

- 4) Will the proposal require surface water withdrawals or diversions? Give general description, purpose, and approximate quantities if known.

N/A – no construction is proposed as part of this rezone request

- 5) Does the proposal lie within a 100-year floodplain? If so, note location on the site plan.

No – the property is outside of all floodplain areas

- 6) Does the proposal involve any discharges of waste materials to surface waters? If so, describe the type of waste and anticipated volume of discharge.

N/A – no construction is proposed as part of this rezone request

b. Ground Water: [\[help\]](#)

- 1) Will groundwater be withdrawn from a well for drinking water or other purposes? If so, give a general description of the well, proposed uses and approximate quantities withdrawn from the well. Will water be discharged to groundwater? Give general description, purpose, and approximate quantities if known.

N/A – no groundwater withdrawals are proposed as part of this rezone request

- 2) Describe waste material that will be discharged into the ground from septic tanks or other sources, if any (for example: Domestic sewage; industrial, containing the following chemicals. . . ; agricultural; etc.). Describe the general size of the system, the number of such systems, the number of houses to be served (if applicable), or the number of animals or humans the system(s) are expected to serve.

N/A - no waste will be discharged as part of this rezone request

c. Water runoff (including stormwater):

- 1) Describe the source of runoff (including storm water) and method of collection and disposal, if any (include quantities, if known). Where will this water flow? Will this water flow into other waters? If so, describe.

N/A - no construction is proposed as part of this rezone request

- 2) Could waste materials enter ground or surface waters? If so, generally describe.

N/A

- 3) Does the proposal alter or otherwise affect drainage patterns in the vicinity of the site? If so, describe.

No

d. Proposed measures to reduce or control surface, ground, and runoff water, and drainage pattern impacts, if any:

N/A

4. **Plants** [\[help\]](#)

- a. Check the types of vegetation found on the site:

- ☒ deciduous tree: alder, maple, aspen, other
- ☒ evergreen tree: fir, cedar, pine, other
- ☒ shrubs
- ☒ grass
- ☐ pasture
- ☐ crop or grain
- ☐ Orchards, vineyards or other permanent crops.
- ☐ wet soil plants: cattail, buttercup, bullrush, skunk cabbage, other
- ☐ water plants: water lily, eelgrass, milfoil, other
- ☐ other types of vegetation

b. What kind and amount of vegetation will be removed or altered?

N/A - no vegetation is anticipated as part of this rezone request (non-project action)

c. List threatened and endangered species known to be on or near the site.

None known, based on WADNR website search -

<https://wadnr.maps.arcgis.com/apps/webappviewer/index.html?id=5cf9e5b22f584ad7a4e2aebc63c47bda>

d. Proposed landscaping, use of native plants, or other measures to preserve or enhance vegetation on the site, if any:

N/A - no landscaping is proposed as part of this rezone request

e. List all noxious weeds and invasive species known to be on or near the site.

None known per Washington State Noxious Weed Data Viewer. Correspondance with the City of Lacey indicates the presence of Scotch broom and Himalayan blackberry near the site; however, the owner is unaware of any occurrence on the property.

5. Animals [\[help\]](#)

a. List any birds and other animals which have been observed on or near the site or are known to be on or near the site.

Examples include:

birds: hawk, heron, eagle, songbirds, other:

mammals: deer, bear, elk, beaver, other:

fish: bass, salmon, trout, herring, shellfish, other _____

deer, crows, robins, stellar jays, raccoons, squirrels, chipmunks, rabbits, bats

City of Lacey correspondence indicates migratory songbirds, hawks, owls, woodpeckers, small mammals, raptors, sparrows, starlings, rock doves, rats, mice, raccoons, opossums, deer, squirrels, bats

- b. List any threatened and endangered species known to be on or near the site.

Within the general area of the property, WDFW lists 3 species: Eptesicus fuscus, Myotis lucifugus, Myotis yumanensis (sensitive area for all 3 species)

- c. Is the site part of a migration route? If so, explain.

The project site is located within the Pacific Flyway

- d. Proposed measures to preserve or enhance wildlife, if any:

N/A - no impacts are anticipated as part of this rezone request (non-project action)

- e. List any invasive animal species known to be on or near the site.

None known

6. Energy and Natural Resources [\[help\]](#)

- a. What kinds of energy (electric, natural gas, oil, wood stove, solar) will be used to meet the completed project's energy needs? Describe whether it will be used for heating, manufacturing, etc.

N/A - no construction is proposed as part of this rezone request

- b. Would your project affect the potential use of solar energy by adjacent properties? If so, generally describe.

N/A - no construction is proposed as part of this rezone request

- c. What kinds of energy conservation features are included in the plans of this proposal? List other proposed measures to reduce or control energy impacts, if any:

N/A - no construction is proposed as part of this rezone request

7. Environmental Health [\[help\]](#)

- a. Are there any environmental health hazards, including exposure to toxic chemicals, risk of fire and explosion, spill, or hazardous waste, that could occur as a result of this proposal? If so, describe.

N/A - no construction is proposed as part of this rezone request

- 1) Describe any known or possible contamination at the site from present or past uses.

None known per search of WSDOE Toxics Cleanup map search

- 2) Describe existing hazardous chemicals/conditions that might affect project development and design. This includes underground hazardous liquid and gas transmission pipelines located within the project area and in the vicinity.

No known hazardous chemicals/conditions on or near the subject property

- 3) Describe any toxic or hazardous chemicals that might be stored, used, or produced during the project's development or construction, or at any time during the operating life of the project.

N/A – no construction is proposed as part of this rezone request

- 4) Describe special emergency services that might be required.

N/A – no construction is proposed as part of this rezone request

- 5) Proposed measures to reduce or control environmental health hazards, if any:

N/A – no construction is proposed as part of this rezone request

b. Noise

- 1) What types of noise exist in the area which may affect your project (for example: traffic, equipment, operation, other)?

N/A – no off-site noises impact this rezone request

- 2) What types and levels of noise would be created by or associated with the project on a short-term or a long-term basis (for example: traffic, construction, operation, other)? Indicate what hours noise would come from the site.

N/A – no construction is proposed as part of this rezone request

- 3) Proposed measures to reduce or control noise impacts, if any:

N/A – no construction is proposed as part of this rezone request

8. Land and Shoreline Use [\[help\]](#)

- a. What is the current use of the site and adjacent properties? Will the proposal affect current land uses on nearby or adjacent properties? If so, describe.

The site is vacant and heavily vegetated with trees, grasses & shrubs. The subject property is adjacent to developed residential neighborhoods to the east and south. Adjacent lots to the north are less than 3 acres in size.

- b. Has the project site been used as working farmlands or working forest lands? If so, describe. How much agricultural or forest land of long-term commercial significance will be converted to other uses as a result of the proposal, if any? If resource lands have not been designated, how many acres in farmland or forest land tax status will be converted to nonfarm or nonforest use?

Unknown

- 1) Will the proposal affect or be affected by surrounding working farm or forest land normal business operations, such as oversize equipment access, the application of pesticides,

tilling, and harvesting? If so, how:

N/A – no construction is proposed as part of this rezone request

c. Describe any structures on the site. *4 Br House. moved to use as office*
The subject property is vacant *Re Purpose of 1969 Panabode Home*

d. Will any structures be demolished? If so, what? *NO*

N/A

e. What is the current zoning classification of the site?

Low-density residential 3-6

f. What is the current comprehensive plan designation of the site?

Tanglewilde Thompson Place Planning Area, Martin Way Planning Corridor

g. If applicable, what is the current shoreline master program designation of the site?

N/A

h. Has any part of the site been classified as a critical area by the city or county? If so, specify.

Unknown

i. Approximately how many people would reside or work in the completed project?

N/A - no construction is proposed as part of this rezone request (non-project action)

j. Approximately how many people would the completed project displace?

N/A

k. Proposed measures to avoid or reduce displacement impacts, if any:

N/A

l. Proposed measures to ensure the proposal is compatible with existing and projected land uses and plans, if any:

Compatible with need for additional housing units per the Comprehensive Plan

m. Proposed measures to reduce or control impacts to agricultural and forest lands of long-term commercial significance, if any:

N/A

9. Housing [\[help\]](#)

- a. Approximately how many units would be provided, if any? Indicate whether high, middle, or low-income housing.

N/A – no construction is proposed as part of this rezone request (non-project action)

- b. Approximately how many units, if any, would be eliminated? Indicate whether high, middle, or low-income housing.

None

- c. Proposed measures to reduce or control housing impacts, if any:

N/A – no construction is proposed as part of this rezone request

10. Aesthetics [\[help\]](#)

- a. What is the tallest height of any proposed structure(s), not including antennas; what is the principal exterior building material(s) proposed?

N/A – no construction is proposed as part of this rezone request

- b. What views in the immediate vicinity would be altered or obstructed?

None – no construction is proposed as part of this rezone request

- c. Proposed measures to reduce or control aesthetic impacts, if any:

N/A – no construction is proposed as part of this rezone request

11. Light and Glare [\[help\]](#)

- a. What type of light or glare will the proposal produce? What time of day would it mainly occur?

N/A – no construction is proposed as part of this rezone request

- b. Could light or glare from the finished project be a safety hazard or interfere with views?

N/A – no construction is proposed as part of this rezone request

- c. What existing off-site sources of light or glare may affect your proposal?

N/A – no construction is proposed as part of this rezone request

- d. Proposed measures to reduce or control light and glare impacts, if any:

N/A – no construction is proposed as part of this rezone request

12. Recreation [\[help\]](#)

- a. What designated and informal recreational opportunities are in the immediate vicinity?

Lake Lois Park & Habitat Preserve, Woodland Creek Community Park/Longs Pond

b. Would the proposed project displace any existing recreational uses? If so, describe.

N/A – no construction is proposed as part of this rezone request (non-project action)

c. Proposed measures to reduce or control impacts on recreation, including recreation opportunities to be provided by the project or applicant, if any:

N/A – no construction is proposed as part of this rezone request

13. Historic and cultural preservation [\[help\]](#)

a. Are there any buildings, structures, or sites, located on or near the site that are over 45 years old listed in or eligible for listing in national, state, or local preservation registers? If so, specifically describe.

None known per TC Geodata. DAHP WISAARD mapping depicts the "Heffernan Property" on the site; however, further research using WISAARD indicates that the "Heffernan Property" is located at 408 SE Carpenter Road. WISAARD also identifies the "Watson Property" located at 612 Carpenter Rd SE.

b. Are there any landmarks, features, or other evidence of Indian or historic use or occupation? This may include human burials or old cemeteries. Are there any material evidence, artifacts, or areas of cultural importance on or near the site? Please list any professional studies conducted at the site to identify such resources.

None known, per DAHP WISAARD research

c. Describe the methods used to assess the potential impacts to cultural and historic resources on or near the project site. Examples include consultation with tribes and the department of archeology and historic preservation, archaeological surveys, historic maps, GIS data, etc.

Review of TC Geodata ("Historic Sites" data layer), review of DAHP WISAARD mapping and related information

d. Proposed measures to avoid, minimize, or compensate for loss, changes to, and disturbance to resources. Please include plans for the above and any permits that may be required.

N/A – no construction is proposed as part of this rezone request (non-project action)

14. Transportation [\[help\]](#)

a. Identify public streets and highways serving the site or affected geographic area and describe proposed access to the existing street system. Show on site plans, if any.

The property has a small amount of frontage along Carpenter Rd SE.

b. Is the site or affected geographic area currently served by public transit? If so, generally describe. If not, what is the approximate distance to the nearest transit stop?

Yes, Intercity Transit provides services on Carpenter Rd – nearest existing stop is approximately 500 feet north on Martin Way

- c. How many additional parking spaces would the completed project or non-project proposal have? How many would the project or proposal eliminate?

N/A - no construction is proposed as part of this rezone request (non-project action)

- d. Will the proposal require any new or improvements to existing roads, streets, pedestrian, bicycle or state transportation facilities, not including driveways? If so, generally describe (indicate whether public or private).

N/A - no construction is proposed as part of this rezone request (non-project action)

- e. Will the project or proposal use (or occur in the immediate vicinity of) water, rail, or air transportation? If so, generally describe.

N/A - no construction is proposed as part of this rezone request (non-project action)

- f. How many vehicular trips per day would be generated by the completed project or proposal? If known, indicate when peak volumes would occur and what percentage of the volume would be trucks (such as commercial and nonpassenger vehicles). What data or transportation models were used to make these estimates?

N/A - no additional trips are proposed as part of this rezone request (non-project action)

- g. Will the proposal interfere with, affect or be affected by the movement of agricultural and forest products on roads or streets in the area? If so, generally describe.

N/A - no construction is proposed as part of this rezone request (non-project action)

- h. Proposed measures to reduce or control transportation impacts, if any:

N/A - no impacts to transportation are anticipated as a result of this rezone request (non-project action)

15. Public Services [\[help\]](#)

- a. Would the project result in an increased need for public services (for example: fire protection, police protection, public transit, health care, schools, other)? If so, generally describe.

N/A – this rezone request (non-project action) would not result in an increased need for public services

- b. Proposed measures to reduce or control direct impacts on public services, if any.

N/A – no impacts to public services are anticipated as a result of this rezone request (non-project action)

16. Utilities [\[help\]](#)

- a. Circle utilities currently available at the site:
electricity, natural gas, water, refuse service, telephone, sanitary sewer, septic system,
other _____
- b. Describe the utilities that are proposed for the project, the utility providing the service,
and the general construction activities on the site or in the immediate vicinity which might
be needed.

N/A – no utilities are is proposed as part of this rezone request (non-project action)

C. Signature [\[HELP\]](#)

The above answers are true and complete to the best of my knowledge. I understand that
the lead agency is relying on them to make its decision.

Signature: _____

Name of signee _____

Position and Agency/Organization _____

Date Submitted: _____


JEFF POWELL

4-6-22

D. Supplemental sheet for nonproject actions [\[HELP\]](#)

(IT IS NOT NECESSARY to use this sheet for project actions)

Because these questions are very general, it may be helpful to read them in conjunction with the list of the elements of the environment.

When answering these questions, be aware of the extent the proposal, or the types of activities likely to result from the proposal, would affect the item at a greater intensity or at a faster rate than if the proposal were not implemented. Respond briefly and in general terms.

1. How would the proposal be likely to increase discharge to water; emissions to air; production, storage, or release of toxic or hazardous substances; or production of noise?

At the time of site development, a drainage plan and stormwater system would be prepared and permitted to address any increase in stormwater runoff. It is not anticipated that toxic or hazardous materials would be produced, stored, or released by the construction of a residential neighborhood. Additional air emissions and noise would be those typical to a residential housing development (during construction: trucks, construction equipment, etc.; after construction: vehicles, yard equipment, etc.).

Proposed measures to avoid or reduce such increases are:

No mitigation measures are proposed, as the site is currently zoned residential and allows for development with single-family residential uses. A stormwater system (reviewed and approved by the City of Lacey) will be constructed to address runoff from new impervious surfaces.

2. How would the proposal be likely to affect plants, animals, fish, or marine life?

Rezoning the property would not result in immediate impacts to plants, animals, fish, or marine life. Future site development would result in loss of vegetative cover and habitat opportunities.

Proposed measures to protect or conserve plants, animals, fish, or marine life are:

At the time of site development, landscaping would be installed pursuant to City of Lacey requirements, which would result in green space and habitat.

3. How would the proposal be likely to deplete energy or natural resources?

It is not anticipated that rezoning the property and eventual site development would have a negative impact on energy or natural resources.

Proposed measures to protect or conserve energy and natural resources are:

Future site development, including construction of new residences, would implement energy-efficient techniques, products, and supplies.

4. How would the proposal be likely to use or affect environmentally sensitive areas or areas designated (or eligible or under study) for governmental protection; such as parks, wilderness, wild and scenic rivers, threatened or endangered species habitat, historic or cultural sites, wetlands, floodplains, or prime farmlands?

There are no known sensitive areas on or near the subject property.

Proposed measures to protect such resources or to avoid or reduce impacts are:

If any are located during future site development, the City of Lacey will be notified.

5. How would the proposal be likely to affect land and shoreline use, including whether it would allow or encourage land or shoreline uses incompatible with existing plans?

The site is currently zoned to allow for residential uses; the rezone request is for an intensification of the residential density. It is not anticipated that the site, once developed, would result in impacts to land use of the property and surrounding neighborhood. Future development of the subject property would be reviewed by the City of Lacey to ensure compliance with regulations and plans. There are no shoreline environments on or near the subject property.

Proposed measures to avoid or reduce shoreline and land use impacts are:

Future development of the subject property would be reviewed by the City of Lacey to ensure compliance with regulations and plans, including land use, environmental, stormwater, roads, and health requirements. There are no shoreline environments on or near the subject property.

6. How would the proposal be likely to increase demands on transportation or public services and utilities?

The rezone itself would not result in increased demands on transportation or public services and utilities. Future development of the site, even under the current zoning/density allowances, would result in demands on transportation and public services/utilities because of the additional housing units provided.

Proposed measures to reduce or respond to such demand(s) are:

Impact fees will be paid to the City of Lacey as necessary.

7. Identify, if possible, whether the proposal may conflict with local, state, or federal laws or requirements for the protection of the environment.

There are no known environmentally sensitive areas on or adjacent to the subject property. If any are located during future site development, the City of Lacey will be notified. The proposal will be reviewed by the City of Lacey to ensure compliance with all environmental regulations.

EXHIBIT ~~B~~ A

TPN 11815240500: The west 460 feet of the South 330 feet of the Southeast Quarter of the Northwest Quarter of Section 15, Township 18 North, Range 1 West, W.M., in the City of Lacey, Thurston County, Washington.

EXCEPT the West 30.00 feet for the county road known as Carpenter Road;

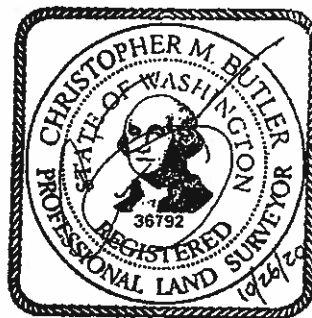
ALSO EXCEPT that portion described in right of way deed recorded under Auditor's File Number 4152130, Records of Thurston County, Washington.

TPN 11815310200: The North Half of the Northwest Quarter of the Northeast Quarter of the Southwest Quarter of Section 15, Township 18 North, Range 1 West, W.M., in the City of Lacey, Thurston County, Washington.

CARPENTER ROAD RIGHT OF WAY ADJOINING TPN 11815240500

That portion of the Southwest Quarter and Southeast Quarter of the Northwest Quarter of Section 15, Township 18 North, Range 1 West, W.M., in the City of Lacey, Thurston County, Washington described as follows:

BEGINNING at the southwest corner of said Southeast Quarter of the Northwest Quarter; thence S87°40'33"E along the south line of said subdivision a distance of 30.00 feet; thence N01°29'50"E parallel with the west line of said subdivision a distance of 92.70 feet to the intercept of a curve whose radius point bears N74°38'23"W a distance of 617.95 feet; thence Northerly along said curve through a central angle of 13°51'47" for an arc distance of 149.52 feet; thence N01°29'50"E parallel with said west line a distance of 53.80 feet; thence N03°38'44"W a distance of 35.40 feet; to the north line of the South 330 feet of said subdivision; thence N87°40'33"W along said north line and the westerly extension thereof a distance of 92.83 feet; thence S01°29'50"W parallel with the east line of said Southwest Quarter of the Northwest Quarter a distance of 97.98 feet to a curve to the right whose radius point bears N88°30'10"W a distance of 527.95 feet; thence Southerly along said curve through a central angle of 25°58'52" for an arc distance of 239.40 feet to the south line of said subdivision; thence S87°40'33"E along said south line a distance of 101.37 feet to the Point of Beginning.



LINE TABLE

NO.	BEARING	DISTANCE
L1	S 87°40'33" E	30.00
L2	S 03°38'44" E	35.40
L3	S 01°29'50" W	53.80
L4	S 01°29'50" W	92.70
L5	N 87°40'33" W	92.83
L6	S 01°29'50" W	97.98
L7	S 87°40'33" E	101.37

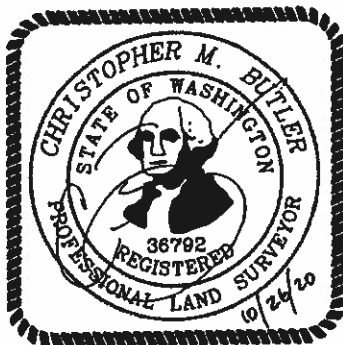
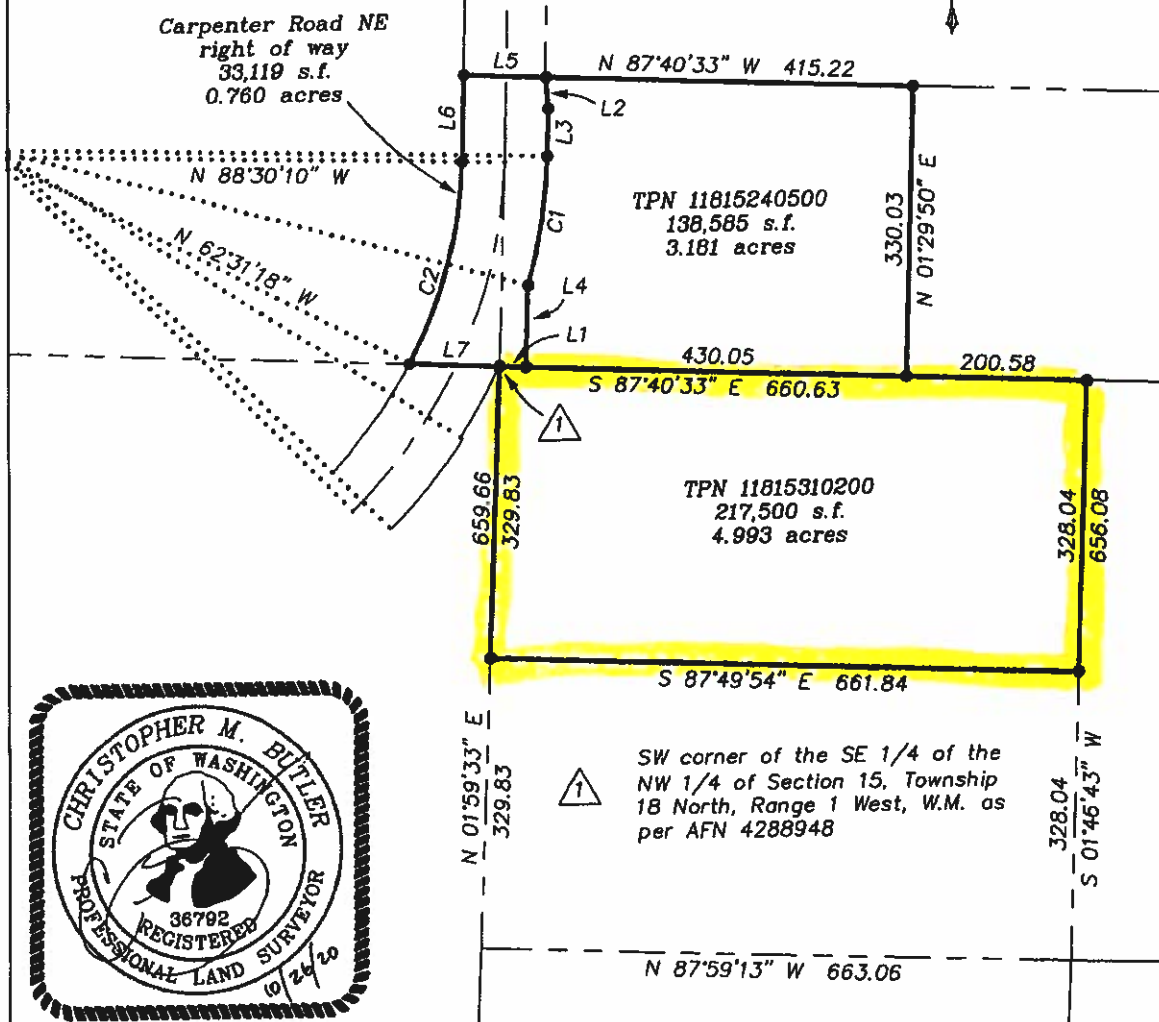
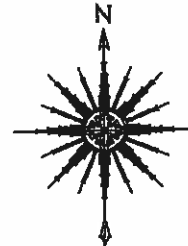
CURVE TABLE

NO	DELTA	RADIUS	LENGTH
C1	13°51'47"	617.95	149.52
C2	25°58'52"	527.95	239.40

EXHIBIT A

A portion of the SW 1/4 & SE 1/4 of the NW 1/4 and the NE 1/4 of the SW 1/4 of Section 15, Township 18 North, Range 1 West, W.M., in the City of Lacey, Thurston County, WA

1" = 200'



BUTLER SURVEYING INC.



475 NW CHEHALIS AVENUE
P.O. BOX 149, CHEHALIS, WA 98532
360/748-8803 FAX 360/748-9319

456 Carpenter Rd SE
Lacey, WA 98501



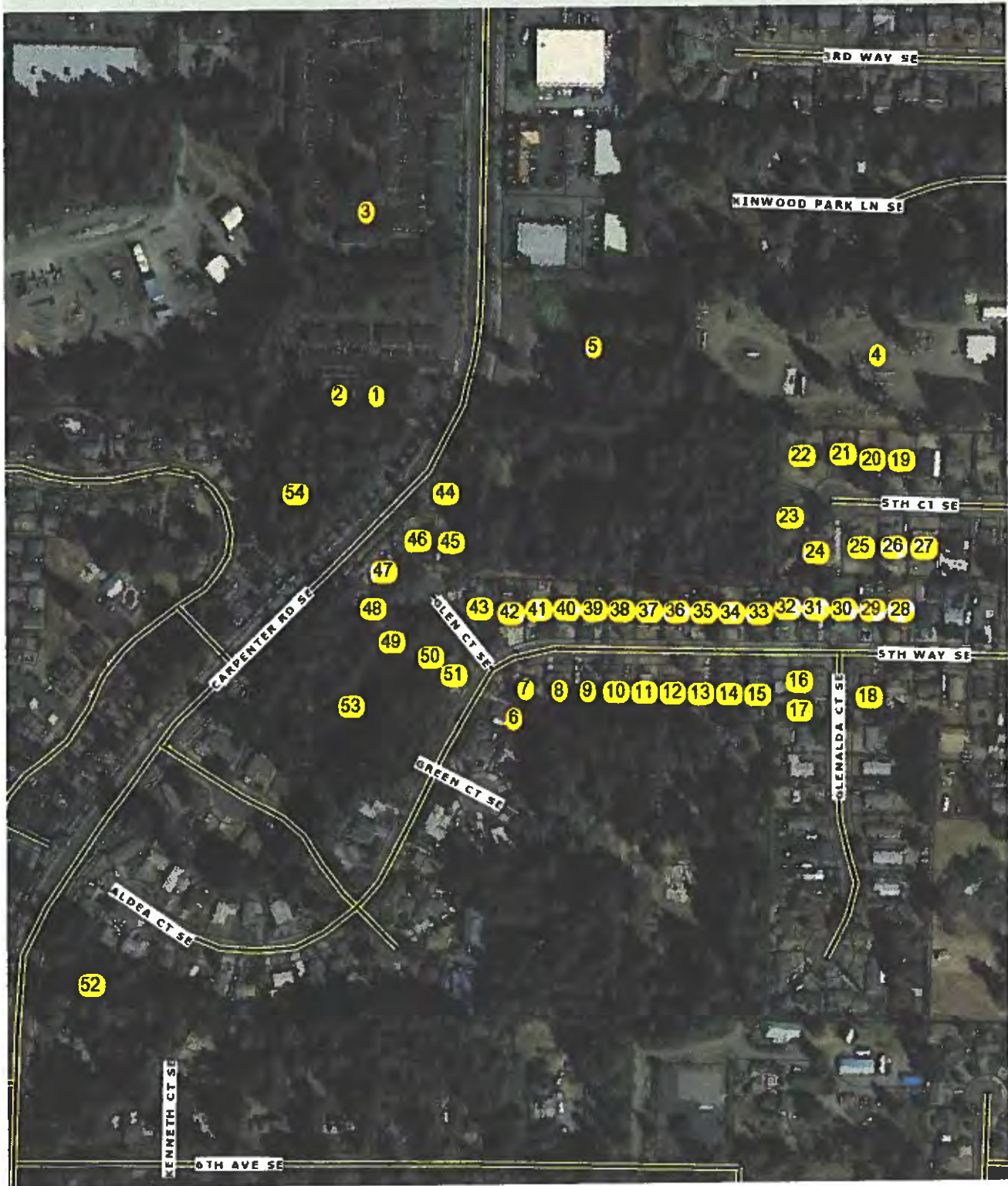
Owner

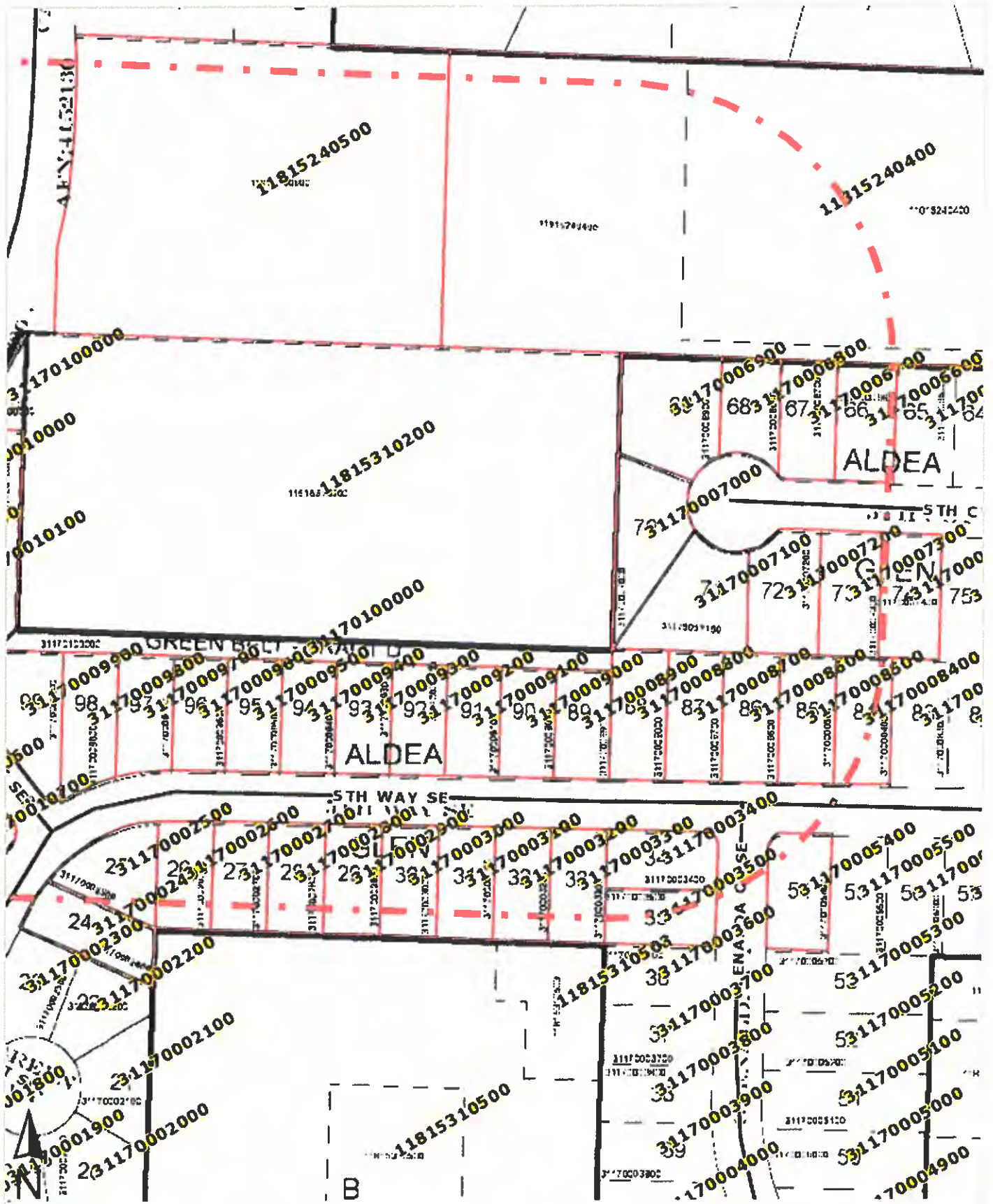
Laci Gesswein *Olympia Hangars, LLC*
~~Prime Development Group LLC~~
7843 Old Highway 99 SE, Hanger 5
Tumwater, Washington 98501

*456 Carpenter Rd SE
Lacey, WA 98503*



Walking Farm Identification Map





First American Title

This map/plat is being furnished as an aid in locating the herein described land in relation to adjoining streets, natural boundaries and other land, and is not a survey of the land depicted. Except to the extent a policy of title insurance is expressly modified by endorsement, if any, the company does not insure dimensions, distances, location of easements, acreage or other matters shown thereon.

From: [clyde.harless](#)
To: [Hans Shepherd](#)
Subject: Fwd: public hearing notice.
Date: Monday, June 6, 2022 9:38:41 PM

You don't often get email from yankeedag@gmail.com. [Learn why this is important](#)

Caution: This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IS Department

From: clyde harless <yankeedag@gmail.com>
Subject: Re: public hearing notice.
Date: June 6, 2022 at 4:23:59 PM PDT
To: Hans Shepherd <HShepther@ci.lacey.wa.us>

and... PS, no, I would not feel comfortable with the tree removal and building of apartments there. But, I may just sell out anyway.

On Jun 6, 2022, at 2:59 PM, Hans Shepherd
<HShepther@ci.lacey.wa.us> wrote:

Hi Clyde,

My apologies for any confusion on this notice. I believe your email is referencing the Serenity Apartments development taking place at 444 Carpenter Road SE. While the project located at 444 Carpenter Road SE pre-dates my time at the City of Lacey, I would welcome any insights you may be willing to offer on how to improve this process in the future.

The application I contacted you about is located directly south of Serenity Apartments at 456 Carpenter Road SE. To my knowledge, the only recent activities to take place on this site have been the removal of 3 hazardous trees per the request of Aldea Glen HOA residents.

To offer some additional insights, Serenity Apartments is zoned [Mixed Use High Density](#). The Mixed-Use High-Density zone does not have a maximum density limit (number of units permitted per acre). In contrast, [Moderate Density Residential](#) (the proposed zoning designation for 456 Carpenter Road SE), has a maximum number of

16 units permitted per acre. While a specific project is not currently proposed, in practice, Mixed Use High-Density projects look different than Moderate Density Residential projects based on the unique zoning requirements of each chapter. I have provided links to each of these zoning chapters and would be happy to talk through the differences in greater detail.

The rezone application I contacted you about was submitted by a local community member. In these types of community-driven applications, the city serves in a facilitatory capacity. Per the Planning Commission's request, I arranged a meeting with the Aldea Glen HOA President, HOA Treasurer, and rezone applicant to ensure there was an opportunity for direct dialogue with the applicant. I also sent letters to surrounding property owners to inform folks about the application and identify opportunities to learn more and share thoughts. I believe your email is in response to one of these letters. A final decision on this application has not been made.

Depending on your preference, I would be happy to schedule a call where we can talk further or respond to additional questions via email as desired. I would also encourage you to reach out to your HOA president as they had an extensive conversation with the applicant, and consider attending the Planning Commission meeting on June 7th. As part of the public process, all comments are shared with the Planning Commission and included within the public record.

Please don't hesitate to follow up. My direct number and email address are included below.

Best,

- *Hans Shepherd*

Hans Shepherd, Senior Planner

Community & Economic Development

City of Lacey | 420 College St SE | Lacey, WA 98503

Desk: (360) 438-2637 | Email: HShepsher@ci.lacey.wa.us

This email and any attachments hereto are records subject to public review.

-----Original Message-----

From: clyde harless <yankeedag@gmail.com>

Sent: Sunday, June 5, 2022 11:28 AM

To: Hans Shepherd <Hshepherd@ci.lacey.wa.us>

Subject: public hearing notice.

As a resident of Lacey, Wa., I want to thank you for the Public Hearing notice for Tuesday, June 7th.

Regarding the Rezone request from Low Density Residential to Moderate Density Residential. The proposed redone is for a 5-acre property located at 456 Carpenter Road SE. Assessors parcel no. 11815310200. Section 15 Township 18 Range 1W N2 NW NE SW.

The Humor of the Board must be a grand one indeed. Considering that the picture provided is ancient history. Most of those trees pictured have been felled. A Large number of apartment buildings have ALREADY been built.

I surmise that Asking for forgiveness is much better than asking for permission. This blatant AFTER THE FACT hearing is indicative of why each and every one of you should be removed from a position of responsibility.

If it is shown that we, the local residents do NOT approve of this endeavor, are you going to pull these Highly Condensed Apartment complexes down, and replant the trees that were removed? I doubt it.

I moved here 7 years ago to avoid living in a condensed zone. I guess it's time to leave,

Thanks for backdooring the laws.

Clyde R. Harless
6632 5th Way SE
Lacey, Wa.



PUBLIC HEARING NOTICE

Notice is hereby given that the City of Lacey Planning Commission will conduct a public hearing on **Tuesday, June 7th, 2022 beginning at 6:05 p.m.** for consideration of the following items:

Project #22-45: A proposed Comprehensive Plan Amendment and Rezone request from Low Density Residential to Moderate Density Residential. The proposed rezone is for a 5-acre property located at 456 Carpenter Road SE. Assessor's parcel no. 11815310200. Section 15 Township 18 Range 1W N2 NW NE SW.



The above summary is only an overview of the proposal. For a complete review of the proposal, interested individuals should contact the Community and Economic Development Department for a review draft of the proposed amendment.

The purpose of the public hearing is to give citizens an opportunity to testify to the Planning Commission regarding the above proposals. Any interested citizen may testify. **The public hearing will be conducted in a hybrid format with opportunities to participate in person or virtually.** The in-person portion of the meeting will be held at Lacey City Hall within the Lacey City Council Chambers (420 College St. S.E.). To participate online, please use the following link to preregister: <https://bit.ly/3IJOARp>. After registering, you will receive a confirmation email containing information about joining the meeting.

Anyone who cannot attend the meeting may give testimony in a letter addressed to: Lacey Planning Commission, 420 College St. SE, Lacey, WA 98503 or by e-mail to Hshepherd@ci.lacey.wa.us. If your comment is received before the hearing, it will become part of the public record. Prior to the hearing, information regarding the proposal may be obtained from the Lacey Community and Economic Development Department at City Hall; or you may phone (360) 491-5642.

If you need special accommodations to participate in this meeting, please call us at (360) 491-5642 by 10:00 a.m. the day before the meeting.

Lacey Community and Economic Development Department
Hans Shepherd, Senior Planner

From: City of Lacey <noreply@ci.lacey.wa.us>

Sent: Thursday, June 30, 2022 1:10 AM

To: CD-Planning <planning@ci.lacey.wa.us>

Subject: New submission from Community Requests - Lacey311 (formerly We Care)

Caution: This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IS Department

Name
C Williams
Phone
(360) 493-0920
Email
caelliams@gmail.com
Issue or question you would like to report or ask to the City...
Land Use or Planning
Provide address of issue (or cross street)
Carpenter Road Map It
Describe the Issue Question Comment
I'm a resident of the Aldea Glen neighborhood and I'd like to voice my opinion heavily against the development of the 5 acre parcel of land on Carpenter Road. I understand there's little I can say when large amounts of money are on the table, but I fear the loss of the tree line could lead to more severe wind gusts and fallen trees in surrounding neighborhoods. Additionally, increasing the population significantly without additional adequate crosswalks nearby (flashing and well marked for those with disabilities) seems like a recipe for accidents. Please reconsider the development.
I would like a response
No

From: Marianne Tompkins <marianned.tompkins@gmail.com>

Sent: Sunday, July 17, 2022 9:51 AM

To: Ryan Andrews <Randrews@ci.lacey.wa.us>; City Council <council@ci.lacey.wa.us>

Subject: Fwd: Should Lacey rezone forested property off Carpenter Road to allow more housing?

Some people who received this message don't often get email from marianned.tompkins@gmail.com. [Learn why this is important](#)

Caution: This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IS Department

Dear city of Lacey council members and planning,

I appreciate this opportunity to share my thoughts regarding affordable housing in Lacey.

Let me start with a question. Is it possible for the city to rezone retail/ commercial use to mixed use retail, commercial, and multi family housing? Please correct me if it's already zoned that way, but if it is I don't see that happening. For example; a Chipotle and a gas station/ convenience store is going up on Pacific Ave., directly across from a gas station/ convenience store. This location is walking distance to stores and bus lines. A perfect location for multi use development to include housing.

There are many buildings sitting vacant in Lacey, some which are derelict and eye sores. Can we give priority and incentive to create housing where there is already density, and the infrastructure is already built?

My fear is changing zoning to make it easier to destroy habitat. We need to think of how to protect our forested areas that we can not replace once they are gone, and put to best use areas that are already developed with existing infrastructure in place.

I look forward to hearing your thoughts.

Thank you for your time and service.

Marianne Tompkins

1605 Lebanon Street

Should Lacey rezone forested property off Carpenter Road to allow more housing?

By Rolf Boone

Multifamily development could be allowed on a forested parcel near Carpenter Road in Lacey under a rezoning proposal the city council will consider.

The rezoning was discussed by the city's land use and environment committee Tuesday. Council members Carolyn Cox, Lenny Greenstein and Robin Vazquez serve on the committee.

Local developer Jeff Powell of Prime Development Group made the request earlier this year to rezone a 5-acre forested parcel at 456 Carpenter Road SE to moderate density residential from low density residential, according to the Tuesday presentation.

Senior Planner Hans Shepherd said the low density designation would allow only around 30 units of housing, while moderate density zoning would more than double that total to about 80 units.

Prime Development is also developing the Serenity Apartments just north of the forested parcel, he said.

Shepherd said the proposal has come before the city's planning commission three times and the commission has heard comments from area residents. The commission ultimately recommended the rezoning request, with one member abstaining from voting.

One resident from the nearby Aldea Glen neighborhood raised concerns about the loss of trees, higher density developments and access to the area, he said. Written comments raised some similar concerns.

Shepherd said a multifamily proposal in an area zoned moderate density residential is required to set aside 20 percent of the development for open space and have 15-foot setbacks. Those requirements would guarantee a greater number of trees and vegetation will be saved, he said.

Shepherd also said the Aldea Glen homeowners' association president and treasurer have met with Prime Development and had a positive meeting.

Planning Manager Ryan Andrews said the rezoning request is set to come before Lacey City Council at its first meeting in August.



MINUTES

Lacey Planning Commission Meeting

Tuesday, June 7, 2022 – 6:00 p.m.

Lacey City Hall Council Chambers, 420 College St SE – and via Zoom

Meeting was called to order at 6:10 p.m. by Dave Wasson

Planning Commission members present: Dave Wasson, Gail Madden, Kyrian MacMichael, Mark Mininger, and Daphne Retzlaff. Staff present: Ryan Andrews, Grant Beck, Martin Hoppe, Hans Shepherd, Brandon McAllister, and Rick Walk.

Dave noted a quorum present.

Mark Mininger made a motion, seconded by Daphne Retzlaff, to approve the agenda for tonight's meeting and the May 17 meeting minutes. All were in favor, the motion carried.

1. **Public Comments:** None.

2. **Commission Members Reports:** None.

3. **Director's Report:**

- Rick gave an update on public meeting procedures, reported on the last Council meeting, noted that Alan Baum has resigned from Planning Commission, and shared the preliminary population estimate.
- A request was made to staff to share the presentation on quasi-judicial procedure at a future meeting.

4. **Public Hearings:**

6-Year Transportation Improvement Plan: Martin Hoppe, Transportation Manager.

- Martin gave some background info and went over the program summary and funded project list.
- Ryan noted that we did not receive any written comments. No public testimony was given.
- **Gail made a motion, seconded by Daphne, to recommend the updated TIP to Council for adoption. All were in favor, the motion carried.**

2022 Comprehensive Plan Amendments: Ryan Andrews, Planning Manager; Hans Shepherd, Senior Planner.

• **Carpenter Road Rezone, Project #22-45:**

- o Hans gave an overview and shared a comment letter.
- o Lisa Wilson gave testimony against the proposed project and voiced multiple concerns.
- o Applicant Jeff Powell addressed Planning Commission and described his tentative plan for the parcel if the zoning is amended.
- o **Kyrian made a motion, seconded by Daphne, to discuss the rezone at a future meeting. All were in favor, the motion carried.**

• **Water System Plan Update:**

- o Brandon gave some background information, discussed public outreach, and shared a comment letter. A brief discussion followed.
- o No public testimony was given.
- o **Mark made a motion, seconded by Gail, to recommend the Water System Plan to Council for adoption. All were in favor, the motion carried.**

• **Low Density Zone Consolidation:**

- o Ryan discussed the proposal.
- o No public testimony was given.
- o **Gail made a motion, seconded by Daphne, to recommend the Low Density Zone Consolidation to Council for adoption. All were in favor, the motion carried.**

5. **Communications and Announcements:** None.

6. **Next Meeting:** June 21, 2022.

7. **Adjournment:** 7:40 p.m.

To hear the full discussion of a specific topic, or the complete meeting, watch the recorded video available on YouTube: <https://youtu.be/VQbdtkzUsac>



PLANNING COMMISSION STAFF REPORT

June 21st, 2022

SUBJECT: Olympia Hangers LLC/Jeff Powell - Comprehensive Plan Amendment and Rezone Application - Project #22-45

RECOMMENDATION: The Planning Commission will conduct a follow-up work session on the Comprehensive Plan Amendment and Rezone request from Low-Density Residential to Moderate Density Residential. The proposed rezone is for a 5-acre property located at 456 Carpenter Road SE. At the conclusion of the work session, the Planning Commission may make a recommendation on the application to the City Council.

TO: Lacey Planning Commission

STAFF CONTACTS: Rick Walk, Community and Economic Development Director
Ryan Andrews, Planning Manager *RA*
Hans Shepherd, Senior Planner *HS*

ATTACHMENT(S):

1. Olympia Hangers LLC CPA and Rezone Application
2. Map of Existing Zoning ([direct link](#))
3. Vicinity Map: 456 Carpenter Road SE ([direct link](#))
4. LMC: [Low-Density Residential](#) & [Moderate Density Residential](#)
5. Tanglewilde Thompson Planning Area
6. Public Comment Email and staff response

**PRIOR COUNCIL/
COMMISSION/**

COMMITTEE REVIEW: Planning Commission Introductory Briefing April 19th, 2022

1. GENERAL INFORMATION

a) Applicant/Owner:

Jeff Powell
Olympia Hangers LLC
7843 Old Hwy 99 SE
Tumwater, WA 98501

b) Action:

Designation of one parcel from Low-Density Residential to Moderate Density Residential on the Comprehensive Land Use Plan and Zoning Map.

c) Proposal Description:

This is a non-project action to designate a parcel from Low-Density Residential to

Moderate Density Residential.

Please see attached application for amendment to the Comprehensive Land Use Plan and Zoning Map.

d) Legal Description

See attached application packet for legal description.

e) Location:

The parcel is located at 456 Carpenter Road SE, approximately 0.2 miles south of Martin Way E. Assessor's parcel no. 11801240100.

f) Site Information

Project size: approximately 5 acres

Site Access: Carpenter Road SE

Water: City of Lacey

Sewer: City of Lacey

Power/Natural Gas: Puget Sound Energy

Fire Protection: Lacey Fire District # 3

g) Reason for Request:

The purpose of the rezone request is to accommodate the high need for residential development by providing multi-family housing along established City Arterials.

h) Existing Zoning

Low-Density Residential: This designation is consistent with the general character of the Tanglewilde Thompson Planning Area and its predominantly low-density form.

i) Proposed Zoning

Moderate Density Residential: This designation advances the goals of the Land Use Element for residential areas in the Tanglewilde Thompson Planning Area and promotes housing variety consistent with the Housing Element. The Comprehensive Plan's vision provides the opportunity for every citizen to have a range of affordable housing options in whatever neighborhood they choose to live. The designation permits multifamily residential development that is compatible with medium and low-density residential.

2. LAND USE OF THE SUBJECT SITE AND SURROUNDING AREA

a) Existing Land Use and Ownership Patterns:

Subject Site:

The subject parcel is partially undeveloped with an old building pad in the

northwestern quadrant of the site. The remaining portions are forested primarily with third-growth Douglas fir. Upon development of the property, a report will be prepared by the City's arborist to determine the condition and potential for retaining existing trees. As a condition of development, open spaces including a tree tract will need to be identified and preserved. No critical areas have been identified on the subject site. The current Comprehensive Land Use Plan and zoning maps designate the property as Low-Density Residential.

Surrounding Properties:

The property is located across Carpenter Road from 23 acres of Moderate Density Residential. Central Business District 7 extends to the northwest of the site, across Carpenter Road. Properties to the north are zoned Mixed Use High Density, while properties to the south and east are predominantly Low-Density Residential. Aldea Glen owns a 25-foot wide tract of Open Space Institutional that separates the target property from existing residential units to the south.

3. ENVIRONMENTAL DETERMINATION:

A Determination of Nonsignificance (DNS) was issued on May 8th, 2022. Based on information contained in the environmental checklist, the site's expected designation, and potential future development in its current and/or proposed capacity would not result in dissimilar impacts on the environment. The DNS had a 14-day comment period, which ended on May 22nd, 2022. The City did not receive any comments from the public as part of this outreach. The City of Lacey Public Works Department did provide one comment included below. It was determined that no further action was needed to address these comments at this time.

City of Lacey Public Works Comments:

"An increase in residential units at this location may cause portions of the downstream wastewater lines to approach or possibly exceed their current capacities. When a specific project proposal is submitted for this site, the downstream sewer capacity should be evaluated to determine if any sections of the line need to be replaced with a larger diameter pipe to accommodate the additional loading."

The DNS became final on May 22nd, 2022. A determination of environmental non-significance granted by the responsible official fulfills the City's requirements for environmental review under RCW 43.21.C.

4. APPLICABLE COMPREHENSIVE GOALS AND POLICIES/LONG-RANGE PLANNING ISSUES:

The Comprehensive Plan has three primary elements that can be used as a guide for consideration of this application. The three Elements are the Land Use Element, the Tanglewilde Thompson Planning Area, and the Housing Element.

a) Land Use Element

The 2016 Land Use Element focuses on the need for more diverse housing types to support an aging population. The following discussion summarizes the need for more diverse housing types:

“Changing demographics are showing that the aging baby boomer (born between 1946 and 1964) population and the millennial (born early 1980s to 2000s) population are increasingly seeking walkable, urban neighborhoods with smaller homes. Changing demographics will most likely lead to an increase in demand for housing in infill areas and in areas with access to convenient and frequent transit service found along the urban corridor areas. As shifts in demographics and housing preferences occur over the long term, providing a diverse mix of residential housing options will better serve the community as a whole.

The intensity and form of infill permitted in the growth area will have a significant impact on the way housing is provided, the cost and efficiency of utilities and services, as well as the overall character of our growth area. Attention will need to be given when integrating higher density and mixed-use development into existing suburban areas. Input and meaningful public participation will be required to successfully implement infill and redevelopment goals. The intent is to improve opportunities for residents while increasing the quality of life as new development and infill occurs.”

Land Use Element, pages 3-7

Residential, Goal 1: Ensure sustainable and wise use of land resources to provide an adequate amount and mix of housing types for the anticipated increase in population.

Policy A: Assign land use designations that will provide for adequate opportunity for increased densities and a diversity of housing types.

Infill, Goal 1: Adopt zoning strategies that will promote the intensification, densification, and evolution of Lacey’s land use distribution and form a sustainable pattern of high-quality urban development

Policy A: Identify areas to focus infill density and mixed-use concepts based on potential capacity, built condition, and infrastructure.

b) Tanglewilde Thompson Planning Area

At the neighborhood level, this property is included within the Tanglewilde Thompson Place Planning Area. As part of this planning area, such a zoning change would remain consistent with longer-term vision for the area as described below:

“Over the next twenty years, it is anticipated that approximately 2/3 of the housing units added in the Tanglewilde/Thompson Place Planning Area will be multifamily located primarily along the Martin Way Corridor and in the Moderate and High-Density zoning districts.”

Goal 3 and Policy A from this planning area further support this proposal for a higher residential density:

Goal 3: Promote the extension of sewer service throughout the planning area.

Policy A: Recognizing the importance of providing this urbanized area with sewer, encourage provision of sewer to residential neighborhoods in this area, including Tanglewilde and Thompson Place.

c) Housing Element

The proposal is consistent with the policies of the Housing Element, which sets forth policies for a diversity of housing styles, choices, and affordability.

Goal 1: Have sufficient number of single-family dwellings, multifamily units, and group and special needs housing to provide a selection of rental and home-ownership affordable housing opportunities for all persons.

Policy A: Provide opportunities for the development of all housing types to accommodate future needs for each type of housing

Policy C: Encourage a wide variety of housing from low to high income in range to allow placement and mobility within the housing market.

Goal 4: Achieve housing that is compatible and harmonious with existing neighborhood character while allowing infill and providing for environmental sensitivity.

Policy A: When designating areas for infill and zoning classifications, consider and place emphasis on the composition of the neighborhood, housing need, available infrastructure, principles of walkability and healthy communities

Policy C: Continue to utilize design review guidelines for all residential developments.

5. STAFF ANALYSIS

The Land Use Element, Thompson Place Planning Area, and the Housing Elements of the Comprehensive Plan currently contain goals and policies that support the request. A major emphasis of the Plan is to provide opportunities for more housing while enhancing the City's diversity of housing stock and maintaining the quality of existing neighborhoods. The proposal is in alignment with these objectives.

Proposed Rezone Request

The purpose of the rezone request is to consider re-designating the property to Moderate-Density Residential to increase the number of available residential units within the area.

The City of Lacey has seen higher job growth than housing growth, creating a high demand for new housing. Currently, about 70% of the Lacey housing stock is single-family residential. The 2010 census, referenced in the Comprehensive Plan, estimates that 42,393 persons were residing in the City of Lacey, with an additional 33,140 residing in the unincorporated UGA, for a total population of 75,533. For the twenty-year planning period, it is estimated that the population of Lacey will be 53,090, with another 54,630 people residing in the UGA for a total population of 107,720. This increase of over 32,000 people equates to an approximately 42% increase in population by the year 2035. Household characteristics are important to determine the type of housing units the population will need. Census information provides specific household characteristic information for Thurston County and the city of Lacey. In 2010 there were a total of 16,949 households in Lacey. Statistics show that the average household size is 2.44 persons, which is down slightly from 2.47 persons in 2000. This highlights the need for many more housing units, and a wider variety of housing types, especially multi-family development.

The proposed rezone would be consistent with many of the existing higher-intensity uses to the north and west while serving as a transitional buffer for the lower-density residential uses to the south and east. Before factoring in site design and other building requirements, this would increase the residential potential of the site from 30 units (6 units per acre) as currently designated to 80 units (16 units per acre) within the Moderate Density Residential Zoning designation. This is a potential net increase of 50 residential units within the site.

Public and Neighborhood Outreach

As part of this application process, public notices, direct mailers, public meetings, email correspondence, and phone calls were conducted to help raise awareness and ensure opportunities for public participation in this process.

Timeline of public notices and outreach:

- 04/19/2022 - Public Agency Notice
 - Thurston County
 - Intercity Transit
 - North Thurston Public Schools
- 04/19/2022 - Planning Commission Public Meeting
- 05/05/2022 - Notice to Department of Ecology
- 05/08/2022 - Publication with the Olympian Newspaper
- 05/11/2022 - Notice to Department of Commerce
- 05/26/2022 - Direct mailers to surrounding residences/neighbors
- 05/2022 - Email and phone correspondence with Aldea Glen HOA
- 06/02/2022 - Meeting with applicant and Aldea Glen HOA representatives
- 06/07/2022 - Planning Commission Public Meeting

On June 2, 2022, city staff facilitated a meeting between the applicant and the Aldea Glen HOA. The HOA President and the HOA Treasurer were in attendance. Primary topics discussed within this meeting are listed below:

- Aldea Glen conducted a tree survey of their northern property line based on concerns over dead trees posing a risk to private property and homes.
 - The applicant met with adjacent property owners and worked to remove the hazardous trees per Aldea Glen's request.
- Aldea Glen residents expressed interest and excitement over the siting of a potential coffee shop as part of an adjacent project of the applicants one parcel north of the proposed rezone site.
- A triangular lot (APN 31170100000) is located between Carpenter Road SE and the proposed rezone site. The Aldea Glen HOA currently owns this lot and expressed an interest in selling it to the applicant.
 - Aldea Glen will follow up with the applicant on this topic directly.
- Applicant expressed an interest in placing a slatted fence for visual and physical separation surrounding the proposed rezone property.
 - The Aldea Glen representatives expressed appreciation and interest in this fence as an aesthetically pleasing addition to the property.
- Concerns were raised by Aldea Glen over the current and increasing safety risks of entering and exiting Carpenter Road and the dangerous conditions for walkers attempting to cross the street in this area.
 - The applicant expressed openness and interest in supporting Aldea Glen in its efforts to improve safety conditions for all modes of transportation within this portion of Carpenter Road.

In response to the direct mailers, two neighboring residents provided comments to be shared with members of the Planning Commission. Verbal comments were captured within the 06/07/2022 Planning Commission meeting minutes while written comments are included with this report as Attachment 6.

Topics addressed within these comments included a potential loss of trees at 456 Carpenter Road SE, increased traffic impacts along Carpenter Road SE, and safety and privacy concerns related to apartment-style housing.

To date, no other comments have been received as part of the listed outreach efforts.

6. PLANNING COMMISSION AUTHORITY AND RESPONSIBILITY

The Planning Commission has the responsibility and authority to recommend action to the Lacey City Council on the proposed Comprehensive Land Use Plan amendment and rezone application. The Planning Commission must hold at least one public hearing on the proposal. Based upon public comments, staff analysis, review of the Comprehensive Land Use Plan, and other applicable information, the Commission must make a recommendation to the Lacey City Council as to the merits of the application and the designation the Planning Commission believes is in the public's best interest.

7. STAFF FINDINGS AND CONCLUSIONS:

- a) The Land Use Element and Housing Element identify the need for land resources to support more intense housing development within the Tanglewilde Thompson Place Planning Area.
- b) The proposed rezone would be consistent with many of the existing higher-intensity uses to the north and west while serving as a transitional buffer for the lower-density residential uses to the south and east.
- c) The Comprehensive Plan Housing Element describes the need for sustainable and wise use of land resources to provide an adequate amount and mix of housing types for the anticipated increase in population. Approximately 70% of Lacey's housing stock is single-family residential, which is not adequate in providing enough housing for anticipated population growth.
- d) The property is served with City utilities and will extend utilities throughout the property as a condition of development.
- e) Compatibility with adjacent parcels is addressed through zoning regulations in LMC 16.18 and design standards in LMC 14.23
- f) The location is well-served by the existing transportation network.
- g) Regular fixed-route transit serves the subject site.
- h) The Lacey Police Department found that apartment buildings do not necessarily get more cases than single-family residential neighborhoods.

8. STAFF RECOMMENDATION CONCERNING ACTION ON THE PROPOSED COMPREHENSIVE PLAN AMENDMENT APPLICATION

Based upon the analysis provided in this report, and the conclusions and findings identified in section 7 of this report, staff recommends approval of the change from Low-Density Residential to Moderate density Residential for the subject property.

9. STAFF RECOMMENDATION CONCERNING ACTION ON THE PROPOSED ZONING AMENDMENT APPLICATION

Based upon the analysis provided in this report, and the conclusions and findings identified in section 7 of this report, staff recommends approval of the change from Low-Density Residential to Moderate density Residential for the subject property.

An additional finding is proposed for the zoning designation; that designation of the zone as Moderate density Residential is consistent with the change to the Comprehensive Plan Land Use Map.

MINUTES

Lacey Planning Commission Meeting

Tuesday, June 21, 2022 – 6:00 p.m.

Lacey City Hall Council Chambers, 420 College St SE – and via Zoom

Meeting was called to order at 6:00 p.m. by Dave Wasson

Planning Commission members present: Dave Wasson, Gail Madden, Kyrian MacMichael, Mark Mininger, Eddie Bishop, and Daphne Retzlaff. Staff present: Ryan Andrews, Grant Beck, Hans Shepherd, and Rick Walk.

Dave noted a quorum present.

Daphne Retzlaff made a motion, seconded by Eddie Bishop, to approve the agenda for tonight's meeting and the June 7 meeting minutes. All were in favor, the motion carried.

1. **Public Comments:** None.

2. **Commission Members Reports:**

- Dave reported on the last Council meeting.
- Kyrian reported on her attendance at the City's Juneteenth Celebration.

3. **Director's Report:**

- Rick reported on the last Council meeting and went over the amended tree regulations.
- Rick noted that July Planning Commission meetings have been cancelled.
- Rick discussed the Council's role in the quasi-judicial process.

4. **New Business:**

Residential Land Capacity: Hans Shepherd, Senior Planner.

- Hans gave a presentation and shared a handout. A discussion followed.

5. **Old Business:**

Carpenter Road Rezone, Project #22-45: Hans Shepherd, Senior Planner.

- Hans gave a presentation and answered questions.
- **Kyrian made a motion, seconded by Eddie, to recommend the proposed rezone to Council for adoption. Five were in favor, one abstained. The motion carried.**

6. **Communications and Announcements:** None.

7. **Next Meeting:** August 2, 2022.

8. **Adjournment:** 7:41 p.m.

To hear the full discussion of a specific topic, or the complete meeting, watch the recorded video available on YouTube: https://youtu.be/P0P_G5uvSfQ



PLANNING COMMISSION STAFF REPORT

June 7, 2022

SUBJECT: Low Density Zone Consolidation Comprehensive Plan Amendment

RECOMMENDATION: The Planning Commission will conduct a public hearing to take testimony on the amendment to Lacey's zoning map to consolidate the two Low Density zones into one. After the conclusion of the hearing, the Planning Commission may make a recommendation on the amendment to the City Council.

TO: Lacey Planning Commission

STAFF CONTACTS: Rick Walk, Community and Economic Development Director *RW*
Ryan Andrews, Planning Manager *RA*

ATTACHMENT(S): [Zoning Map](#)

**PRIOR COUNCIL/
COMMISSION/**

COMMITTEE REVIEW: April 5, 2022 Planning Commission Meeting

BACKGROUND:

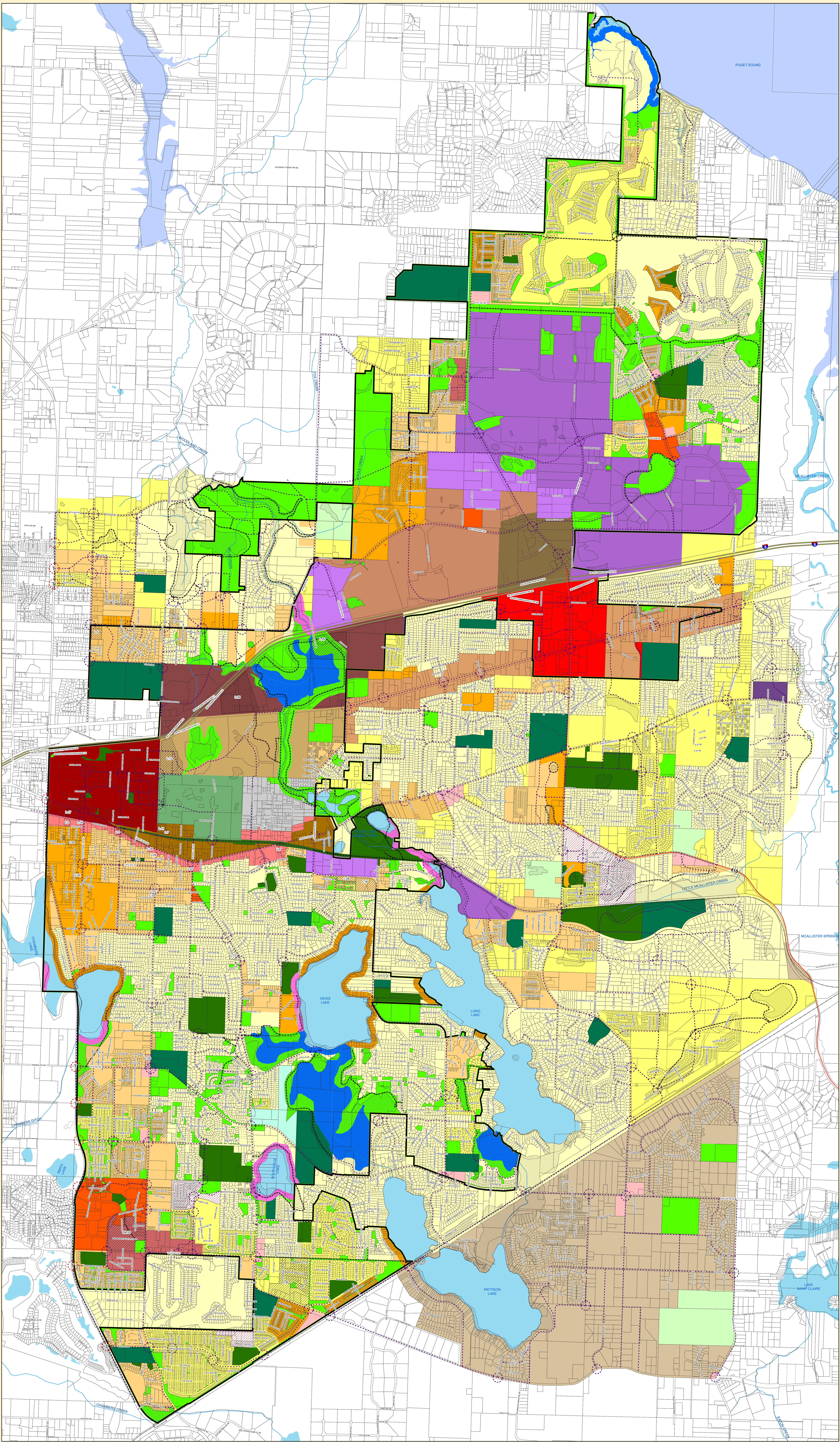
On January 20th, the City Council adopted several initiatives related to the implementation of affordable housing initiatives recommended by the Affordable Housing Strategy and the Housing Action Plan. This included expansion of a fee waiver program to for-profit builders constructing low income units, extension of the multi-family tax exemption, and the Low Density Zone consolidation.

The Low Density Zone consolidation amended the zoning code to consolidate two existing zoning districts (Low Density 0-4 and Low Density 3-6) into one zone. The revisions will also amend the zoning map which will require a Comprehensive Plan amendment to be completed as the zoning map is adopted into the Comprehensive Plan as the future land use map. Staff also reviewed the Land Use Element of the Comprehensive Plan for any references to the two Low Density zones and was not able to locate any references that needed to be changed.

Currently within the city limits there are approximately 3,643 acres of Low Density Residential 0-4 and approximately 652 acres of Low Density Residential 3-6. The amendment will consolidate these two zones into one "Low Density" zone totaling approximately 4,295 acres. This zoning will cover approximately 40% of the land area within the city limits.

The amendment will not apply to the unincorporated portions of the Lacey Urban Growth area until the joint planning process is complete.

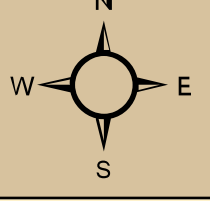
The Planning Commission will conduct a public hearing on the map amendment to consolidate the two existing Low Density zones. Since the zoning map has been adopted into the Comprehensive Plan as the future land use map, this will require a formal amendment to the Comprehensive Plan. The Planning Commission has the responsibility and authority to recommend action to the Lacey City Council on the proposed amendment. Based upon public comments, staff analysis, review of the Comprehensive Plan, and other applicable information, the Commission requested to make a formal recommendation on the map amendment to the City Council or schedule a follow-up work session for additional deliberation.



Approved by the Lacey City Council
Ordinance # 1572
Approval Date: November 19, 2020

By: *Andy Doyle*
Mayor
Ben Zamora
City Clerk

Revised: January 6, 2021



Lacey Urban Growth Area Zoning

- Key Multimodal Corridor
 - Pedestrian Trail/Walkway Corridor Only
 - Connections to Regional Trail Systems (T)
 - Viewpoint Designation (D)
 - City Limits
 - Limited Rezone
 - Parcels
- MCSA McAllister Geologically Sensitive Area
 - LRI Lacey Historic Neighborhood
 - LD 1-4 Low Density Residential
 - LD 3-6 Low Density Residential
 - MD Moderate Density Residential
 - HD High Density Residential
 - MMDC Mixed Use Moderate Density Corridor
 - HRDC Mixed Use High Density Corridor
 - HRBD-BC Howe Prairie Business District (Business/Comm)
- HRBD-C Howe Prairie Business District (Commercial)
 - NC Neighborhood Commercial
 - CCD Community Commercial District
 - CO Community Office
 - WD Woodland District
 - Central Business District 4
 - MMDC Mixed Use Moderate Density Corridor
 - Central Business District 5
 - Central Business District 6
 - Central Business District 7
- St. Martin's University
 - GC General Commercial
 - LI Light Industrial
 - ME Mineral Extraction
 - C Cemetery
 - AG Agriculture
 - OSI-Open Space Institutional
 - OSI-P Open Space Park
- OSI-S Open Space School
 - Bluestem Residential
 - Urban Conservancy
 - Natural
 - Lake/Aquatic
 - Village (Urban) Center

* Shading designates areas with identified wetlands or environmental constraints. Environmental issues will need to be addressed as properties with this shading are developed. Shaded areas where proposed City Limits will be zone OSI-Open Space/Institutional. Absence of this designation does not mean a site is without environmental constraints.

Village Urban Centers in the unincorporated areas require the inclusion of parks and school lands. Village Urban Centers are planned parks and school sites and sizes will be determined and land set aside for these uses.

DEVELOPMENT REQUIREMENTS (D)

MAP ZONING DISTRICT	MINIMUM LOT SIZE (SQ FT)	MINIMUM LOT AREA (SQ FT)	MINIMUM LOT AREA (SQ FT)
LD 1-4	10,000	10,000	10,000
LD 3-6	10,000	10,000	10,000
MD	10,000	10,000	10,000
HD	10,000	10,000	10,000
MMDC	10,000	10,000	10,000
HRDC	10,000	10,000	10,000
HRBD-BC	10,000	10,000	10,000
HRBD-C	10,000	10,000	10,000
NC	10,000	10,000	10,000
CCD	10,000	10,000	10,000
CO	10,000	10,000	10,000
WD	10,000	10,000	10,000
CB 4	10,000	10,000	10,000
CB 5	10,000	10,000	10,000
CB 6	10,000	10,000	10,000
CB 7	10,000	10,000	10,000

Colored areas outside of Lacey City Limits are a part of the Lacey Urban Growth Area.

MINUTES

Lacey Planning Commission Meeting

Tuesday, June 7, 2022 – 6:00 p.m.

Lacey City Hall Council Chambers, 420 College St SE – and via Zoom

Meeting was called to order at 6:10 p.m. by Dave Wasson

Planning Commission members present: Dave Wasson, Gail Madden, Kyrian MacMichael, Mark Mininger, and Daphne Retzlaff. Staff present: Ryan Andrews, Grant Beck, Martin Hoppe, Hans Shepherd, Brandon McAllister, and Rick Walk.

Dave noted a quorum present.

Mark Mininger made a motion, seconded by Daphne Retzlaff, to approve the agenda for tonight's meeting and the May 17 meeting minutes. All were in favor, the motion carried.

1. **Public Comments:** None.

2. **Commission Members Reports:** None.

3. **Director's Report:**

- Rick gave an update on public meeting procedures, reported on the last Council meeting, noted that Alan Baum has resigned from Planning Commission, and shared the preliminary population estimate.
- A request was made to staff to share the presentation on quasi-judicial procedure at a future meeting.

4. **Public Hearings:**

6-Year Transportation Improvement Plan: Martin Hoppe, Transportation Manager.

- Martin gave some background info and went over the program summary and funded project list.
- Ryan noted that we did not receive any written comments. No public testimony was given.
- **Gail made a motion, seconded by Daphne, to recommend the updated TIP to Council for adoption. All were in favor, the motion carried.**

2022 Comprehensive Plan Amendments: Ryan Andrews, Planning Manager; Hans Shepherd, Senior Planner.

• **Carpenter Road Rezone, Project #22-45:**

- Hans gave an overview and shared a comment letter.
- Lisa Wilson gave testimony against the proposed project and voiced multiple concerns.
- Applicant Jeff Powell addressed Planning Commission and described his tentative plan for the parcel if the zoning is amended.
- **Kyrian made a motion, seconded by Daphne, to discuss the rezone at a future meeting. All were in favor, the motion carried.**

• **Water System Plan Update:**

- Brandon gave some background information, discussed public outreach, and shared a comment letter. A brief discussion followed.
- No public testimony was given.
- **Mark made a motion, seconded by Gail, to recommend the Water System Plan to Council for adoption. All were in favor, the motion carried.**

• **Low Density Zone Consolidation:**

- Ryan discussed the proposal.
- No public testimony was given.
- **Gail made a motion, seconded by Daphne, to recommend the Low Density Zone Consolidation to Council for adoption. All were in favor, the motion carried.**

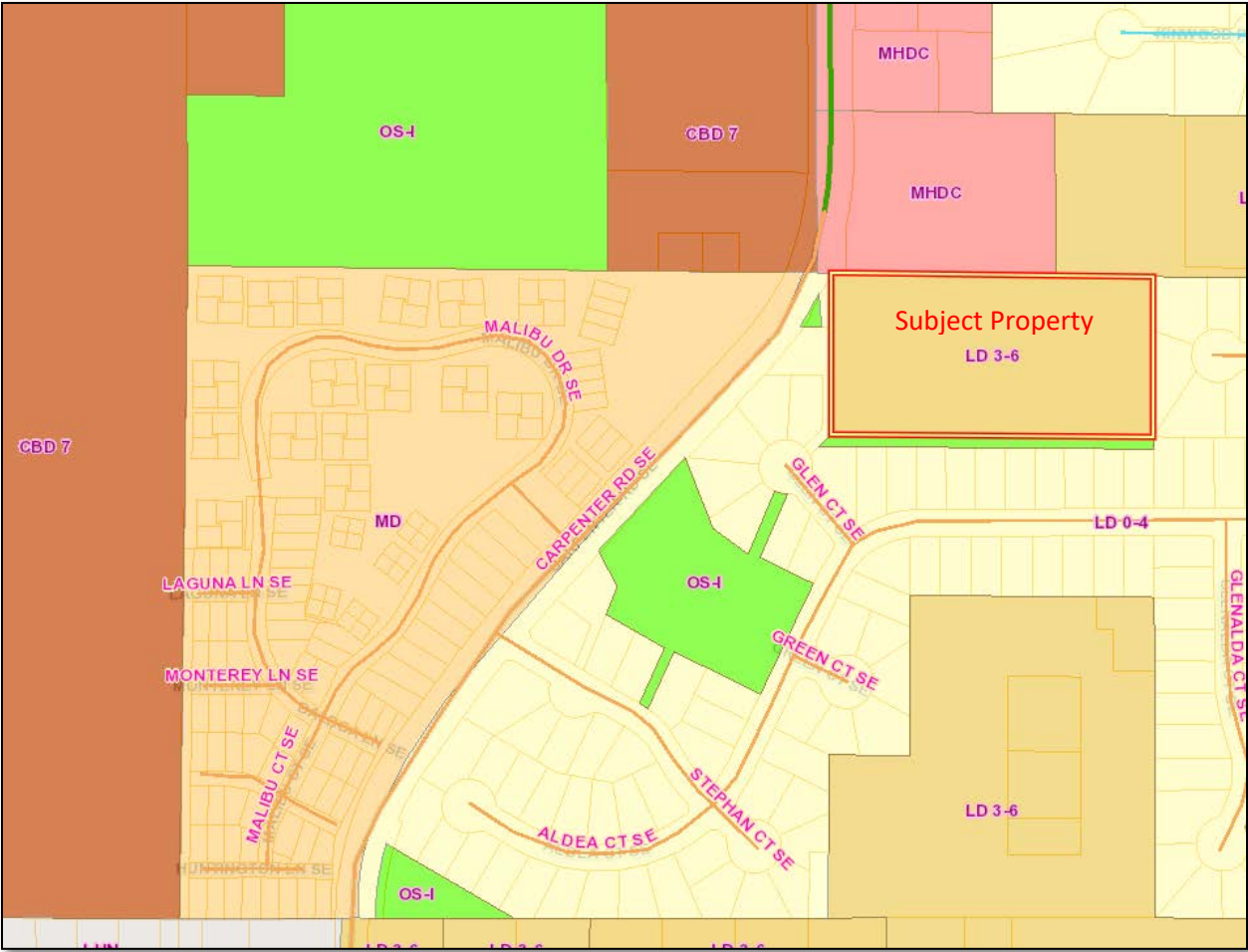
5. **Communications and Announcements:** None.

6. **Next Meeting:** June 21, 2022.

7. **Adjournment:** 7:40 p.m.

To hear the full discussion of a specific topic, or the complete meeting, watch the recorded video available on YouTube: <https://youtu.be/VQbdtkzUsac>

Exhibit A



HEARINGS EXAMINERS REPORT & RECOMMENDATION TO CITY COUNCIL
SCHNEIDER HICKS LAKE MULTI-FAMILY 21-81
SHORELINE SUBSTANTIAL DEVELOPMENT PERMIT, SHORELINE CONDITIONAL USE
PERMIT, SHORELINE VARIANCE, WETLAND DEVELOPMENT PERMIT, SITE PLAN
REVIEW, LAND CLEARING/CLASS IV FOREST PRACTICES PERMIT

Background

The Lacey Community & Economic Development Department received an application for a Shoreline Substantial Development Permit, Shoreline Conditional Use Permit, Shoreline Variance, Site Plan Review, Wetland Development Permit, and Class IV Forest Practices Application to develop 178-unit apartment complex that would include three residential buildings with associated surface and underground parking; recreational facilities including two recreational facility structures, a play area structure, a sports court, and an in-ground pool and spa; a pier and floating dock, with associated pathway from the apartment complex, providing access to Hicks Lake; and other associated appurtenances and improvements.

Mr. Andrew Reeves from Sound Law Center, acting in his capacity as a Hearings Examiner for the City of Lacey, conducted an open-record public hearing on May 26, 2022. The hearing was held as a Zoom webinar that allowed for public testimony. The record was left open until June 6, 2022 to allow the submission of supplemental comments/arguments by the Deschutes Law Group and to allow the Applicant to respond to public testimony and written comments.

All hearing notices provided information necessary for the public and interested parties to attend the virtual hearing. City staff, the applicant, and members of the public provided testimony and exhibits relating to the project for the Examiner's consideration.

The record before the Hearings Examiner includes:

- Community & Economic Development staff analysis.
- Application materials, technical reports, and studies.
- Comments from City staff and other Public Agencies.
- 67 emails and letters from the public.
- Testimony from the open-record public hearing, including reports from City staff, the applicant and their representatives, and 21 members of the public.

The full record is documented in Attachment A to the Examiners recommendation and is posted on the City Website in full, including a recording of all testimony from the public hearing.

Council Role

In the matter of Conditional Use Permits, the Examiner creates the record and makes a recommendation to the City Council based on that record. The Council, acting in its quasi-judicial role, reviews the record and the Examiner's recommendation and may approve, modify, or reverse the recommendation of the Examiner.

If the Council approves the recommendation the Council, by default, adopts the Examiners findings of fact and conclusions of law in support of the decision and no further action is required.

If the Council modifies or reverses the recommendation, the Council must adopt findings of fact and conclusions of law which support the decision. Adopted findings of fact and conclusions of law must be based on the record created by the Examiner and must be articulated by the Council. The adopted findings and conclusions would be subsequently transcribed by the City Attorney's office for consideration at a future Council meeting.

Staff Role – In the matter of a Hearing Examiner recommendation to the City Council regarding a quasi-judicial land use application, the record is closed at the conclusion of the public hearing held by the Hearing Examiner. As such, staff is limited to transferring the hearing examiner recommendation and complete record to the City Council and respond only to procedural questions or clarifications of the record. Staff cannot introduce new information, testimony or offer advice to council on a decision or supportive findings.

Appearance of Fairness

The Washington State Appearance of Fairness Doctrine is a rule of law which requires government decision-makers to conduct non-court hearings and proceedings in a manner that is fair and unbiased in both appearance and fact.

The doctrine prohibits any decision-making body acting in a quasi-judicial role from ex-parte (off the record) contact. Councilmembers that have engaged in ex-parte communication are required to: 1) place the substance of any oral or written communication concerning the decision on the record; and 2) allow involved parties to rebut the substance of the communication.

Councilmembers should consider:

1. Whether they have any personal interests (financial, property, employment, membership, family/social) that would be affected by denying or approving the requested conditional use;
2. Whether they have had any “ex-parte” communications (off-the-record), either written or oral, concerning the requested conditional use with any proponents or opponents while this matter was before the Council; and
3. Whether there is any reason they cannot consider the requested conditional use application in a fair and impartial manner.

Lacey City Council Meeting – August 4, 2022

8-A Hick Lake Apartments #21-081:

8-B Hick Lake Apartments #21-190:

The full set of documents relating to this project can be found on the City of Lacey website:

<https://cityoflacey.org/projects/hicks-lake-apartments/>

<https://cityoflacey.org/projects/hicks-lake-multi-family/>

HEARINGS EXAMINERS REPORT & RECOMMENDATION TO CITY COUNCIL
GAYTEWAY AT HICKS LAKE MULTIFAMILY
SHORELINE SUBSTANTIAL DEVELOPMENT PERMIT, SITE PLAN REVIEW, LAND
CLEARING/CLASS IV FOREST PRACTICES PERMIT

Background

The Lacey Community & Economic Development Department received an application for a Shoreline Substantial Development Permit, Site Plan Review, and Class IV Forest Practices Application to develop 132-unit apartment with an amenity building, a recreation building, a pool and access to the Hicks Lake shore for residents. Associated parking and site improvements will be provided.

Mr. Andrew Reeves from Sound Law Center, acting in his capacity as a Hearings Examiner for the City of Lacey, conducted an open-record public hearing on May 26, 2022. The hearing was held as a Zoom webinar that allowed for public testimony. The record was left open until June 6, 2022 to allow the submission of supplemental comments/arguments by the Deschutes Law Group and to allow the Applicant to respond to public testimony and written comments.

All hearing notices provided information necessary for the public and interested parties to attend the virtual hearing. City staff, the applicant, and members of the public provided testimony and exhibits relating to the project for the Examiner's consideration.

The record before the Hearings Examiner includes:

- Community & Economic Development staff analysis.
- Application materials, technical reports, and studies.
- Comments from City staff and other Public Agencies.
- 131 emails and letters from the public.
- Testimony from the open-record public hearing, including reports from City staff, the applicant and their representatives, and 21 members of the public.

The full record is documented in Attachment A to the Examiners recommendation and is posted on the City Website in full, including a recording of all testimony from the public hearing.

Council Role

In the matter of Shoreline Substantial Development Permits, the Examiner creates the record and makes a recommendation to the City Council based on that record. The Council, acting in its quasi-judicial role, reviews the record and the Examiner's

recommendation and may approve, modify, or reverse the recommendation of the Examiner.

If the Council approves the recommendation the Council, by default, adopts the Examiners findings of fact and conclusions of law in support of the decision and no further action is required.

If the Council modifies or reverses the recommendation, the Council must adopt findings of fact and conclusions of law which support the decision. Adopted findings of fact and conclusions of law must be based on the record created by the Examiner and must be articulated by the Council. The adopted findings and conclusions would be subsequently transcribed by the City Attorney's office for consideration at a future Council meeting.

Staff Role – In the matter of a Hearing Examiner recommendation to the City Council regarding a quasi-judicial land use application, the record is closed at the conclusion of the public hearing held by the Hearing Examiner. As such, staff is limited to transferring the hearing examiner recommendation and complete record to the City Council and respond only to procedural questions or clarifications of the record. Staff cannot introduce new information, testimony or offer advice to council on a decision or supportive findings.

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Councilmembers should consider:

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Lacey City Council Meeting – August 4, 2022

8-A Hick Lake Apartments #21-081:

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The full set of documents relating to this project can be found on the City of Lacey website:

<https://cityoflacey.org/projects/hicks-lake-apartments/>

<https://cityoflacey.org/projects/hicks-lake-multi-family/>



LACEY CITY COUNCIL MEETING

August 18, 2022

SUBJECT: Communications Plan 2022-2027

RECOMMENDATION: Motion to adopt the Communications Plan 2022-2027.

STAFF CONTACT: Scott Spence, City Manager *SS*
Shannon Kelley-Fong, Assistant City Manager *SKF*

ORIGINATED BY: Public Affairs Department

ATTACHMENTS: 1. [Communications Plan 2022-2027](#)

FISCAL NOTE: None for the adoption of the plan. Several target actions identified in the Communications Plan will require fiscal resources (e.g., an organization-wide document management system, 311 system, Language Access Plan, biennial Community Surveys, etc.).

PRIOR REVIEW: Commission on Equity – April 25, 2022
Community Relations Committee – May 2, 2022
Lacey Worksession – July 28, 2022

BACKGROUND:

Over the past two years, the City of Lacey (“City”) has been working on creating a Communications Plan (“Plan”). The purpose of the Plan is to provide a six-year (2022-2027) framework for ensuring more effective, relevant and timely internal and external City communications as the City adapts to its rapidly and constantly changing environment. To help with this effort, the Plan offers a roadmap for informing and engaging a diverse range of community members. Notably, throughout the Plan, the terms “community members” and “community stakeholders” are used to include residents, business owners, visitors, workers, partners, City staff, volunteers, appointed and elected officials, and anyone else who plays a role in shaping the great community of Lacey.

The Plan’s goals, objectives, and target actions build upon insights shared by community members collected through a variety of engagement efforts, including the Lacey Cares Initiative in 2021, conducted by Jason Robertson Company (JRO). JRO was also involved in putting together the Plan with the Public Affairs Department and other City staff.

The Plan considers how to reach Lacey's ever-evolving community and new opportunities to utilize the latest advancements in communications technologies. Some of the Plan's objectives and target actions are led exclusively by the City, while others are carried out through partnerships with other community organizations and stakeholders.

The three main goals identified in the Plan are:

1. **Internal Communication** – Augment internal communications to increase cross-departmental collaboration and awareness. 7
2. **External Communication** – Continuously evaluate and enhance external communications to provide transparent, timely, and accessible information to community stakeholders.
3. **Strategic Communication** – Proactively craft communications and establish a defined Lacey brand.

Under each goal are target actions (strategies) that provide more specific details on how the City intends to accomplish work within the respective goal area. High priority target actions include:

- Develop and implement an organization-wide intranet communications system.
- Institute an organization-wide document management system to increase efficiencies and streamline internal and external processes, serve as a repository of City information, reduce risk, secure data, and better connect staff. Continue to leverage this tool to meet future organizational needs.
- Develop a comprehensive web and App accessible City Services Center (311) for internal and external users to access City information, make service-related requests, and for the City to make more data-driven decisions.
- Leverage email, text, and other technologies that allow end-users to opt-in to their preferred information channels.
 - Create one-stop location for subscribing to email notifications.
 - Use text messaging for emergency alerts, planning and construction updates, and critical events, as well as other information categories that end-users may opt-in to.
- Building off the Lacey Cares initiative, conduct regular multi-faceted community outreach and engagement efforts to determine community sentiments.
 - Conduct a statistically valid, biannual community satisfaction survey to better understand community sentiments, including strengths and opportunities for improvement.
 - Provide an annual report on the Communications Plan.
 - Perform a comprehensive evaluation and overhaul of the Communications Plan at year six.
- Create relationships and continue to build capacity with historically underrepresented communities to ensure barriers to participation are eliminated allowing individuals to participate in decisions that impact the community, as desired.
- Refining key messages and create a unified voice for City priorities and initiatives, establish proactive media responses to ensure rapid, accurate, and widespread message reach, and

craft policies on when to use certain types of communications. Collaborate with departments to identify and enhance distinct communication needs.

- Enhance the City's image by developing a comprehensive marketing and branding campaign that raises awareness of the City's amenities and attractions. Create a process that allows for specialized branding for major initiatives.

Medium priority actions include:

- Create a Citywide style guide to ensure consistent branding and messaging of City materials.
- Create a consistent communications on-boarding program for new City employees and provide on-going communication training opportunities.
- Continually improve internal communications processes and tools, such as the communication dashboard and leverage new technologies that facilitate and streamline internal communications.
- Expand community access to documents, reports, forms, and other City materials through the City's Document Management System, 311 App, online Municipal Code, Public Records Request system, TrakIt, and other technologies.
- Implement Communications Policies.
- Create a Language Access policy that helps comprehensively expand communications to people with Limited English Proficiency (LEP) and other accessibility needs.
- Expand and standardize communication processes with external stakeholders. Use interactive and innovative communication methods to reach underheard or underrepresented populations.
- Expanding community partnerships with other organizations and stakeholders to leverage messaging, marketing, and storytelling opportunities.
- Continue to identify and refine future market targets and communications strategies with Community Stakeholders (e.g., press, future residents, sports tournaments, business investors, et al.).
- Provide an emphasis on disseminating information to community stakeholders on community growth and development plans, public safety programs and initiatives, and other large Citywide initiatives.

The Plan also includes anticipated timelines for each targeted action. The timelines indicate when implementation of a targeted action is intended to occur and if the targeted action continues over time.

ADVANTAGES:

1. The Plan provides a six-year (2022-2027) framework for ensuring more effective, relevant, and timely internal and external communications as the City adapts to its rapidly and constantly changing environment.

DISADVANTAGES:

1. None identified at this time.



CITY OF LACEY

COMMUNICATIONS PLAN | 2022-2027



August 18, 2022

ACKNOWLEDGEMENTS

City Council

Andy Ryder, Mayor
Malcom Miller, Deputy Mayor
Ed Kunkel
Carolyn Cox
Lenny Greenstein
Michael Steadman
Robin Vasquez

City Personnel

Scott Spence, City Manager
Shannon Kelley-Fong, Assistant City Manager
Donna Feliciano, Communications Specialist
Kelly Adams, Special Projects Administrator
John Koch, Digital Media Production Specialist
Jenny Bauersfeld, Community Relations Specialist
Lacey Executive Team
All Other City Staff

Other Key Contributors

Lacey Community Members
J Robertson + Company, Professional Assistance
Steve Kirkman
Commission on Equity
Lacey Youth Council



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I. INTRODUCTION

The words **communication** and **community** come from the same Latin root, *Communis*, which means something shared. The following Communication Plan (“Plan”) was created to improve the connection between the City of Lacey (“City”) and the greater community by enhancing ways information, ideas, and priorities are shared, as well as increasing opportunities to meaningfully connect with community stakeholders.

Over the last two decades, Lacey has evolved from a small suburban town into a leading, full-service city with the largest population of all municipalities in Thurston County. This growth stimulated a corresponding investment in additional infrastructure, services, and resources to meet new, and changing, demands. While more resources, including City staff, are in place that allow the City to quickly respond to the demands of continued growth, the City recognizes the need to take a strategic approach on the ways it connects and engages with community stakeholders.

In this Plan, the terms “community stakeholders” and “community members” are used to include residents, business owners, visitors, workers, partner entities, those internal to the organization, such as staff, volunteers, and City Councilmembers, and so much more.

This Plan, along with the City’s Communication Policies, provides a framework for ensuring more effective, relevant, and timely internal and external communications as the City adapts and proactively responds to its rapidly and constantly changing environment. To help with this effort, the Plan offers a roadmap for informing and engaging a diverse range of community members.

The Plan’s goals, objectives, and target actions build upon insights shared by community members collected through a variety of engagement efforts, including the Lacey Cares Initiative in 2021. The Plan also considers how to reach Lacey’s ever-evolving community and new opportunities to utilize the latest advancements in communications technologies. Some of the Plan’s goals and targeted actions are led exclusively by the



City, while others are carried out through partnerships with other community organizations and stakeholders.

From all of the research and engagement efforts that culminated in this Plan, it is very clear that good communication continues to be essential in creating, enhancing, and sustaining a healthy, robust, and flourishing Lacey.



Throughout the Communications Plan, the terms **“community members”** and **“community stakeholders”** are used to include residents, business owners, visitors, workers, partners, City staff, volunteers, appointed and elected officials, and anyone else who plays a role in shaping the great community of Lacey.



Goals

The following provides a brief overview of three goals and target audiences that make up the foundation of this Plan. **Chapter III** includes a detailed account of the Plan's goals, targeted actions, and anticipated timelines.

1 Augment internal communications to increase cross-departmental collaboration and awareness.



To be a better all-around community provider and partner, the City strives to strengthen its internal communications leading to increases in cross-departmental awareness, improved message alignment, and advanced information access and management.

2 Continuously evaluate and enhance external communications to provide transparent, timely, and accessible information to community stakeholders.



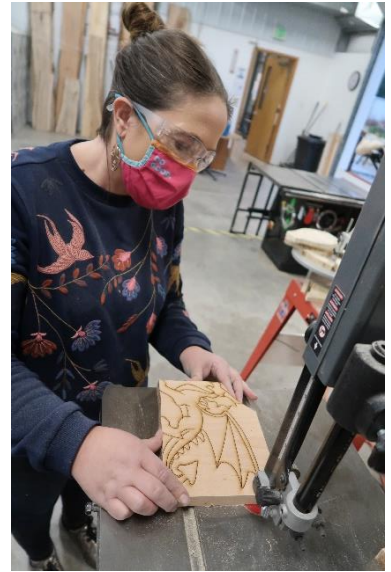
The only constant is change. Lacey is a constantly growing and diversifying community.

With this in mind, the City endeavors to find new and innovative ways to reach a wider range of audiences. Similarly, the City is committed to evaluating what is and what is not working to ensure that limited resources are directed in meaningful ways. This includes focusing on enhancing diversity, equity, and inclusion efforts. The City will continuously look for improved ways to keep community members informed about events, opportunities and major decisions, and increase access to engagement and participation opportunities, particularly when decisions impact the greater community.

3 Proactively craft communications and establish a defined Lacey brand.



The City will continue to refine the City and the Lacey community's overall image through a variety of opportunities, including developing materials that resonate with existing and future residents, investors, and other community stakeholders alike.



Targeted Actions, Priority & Timeline (in brief)

GOAL 1



Augment internal communications to increase cross-departmental collaboration and awareness.

TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
		Implementation			Enhance / Continue		
		2022	2023	2024	2025	2026	2027 & Beyond
A. Develop and implement an organization-wide intranet communications system.	High						
B. Institute an organization-wide document management system to increase efficiencies and streamline internal and external processes, serve as a repository of City information, reduce risk, secure data, and better connect staff. Continue to leverage this tool to meet future organizational needs.	High						
C. Develop a comprehensive web and App accessible City Services Center (311) for internal and external users to access City information, make service-related requests, and for the City is make more data-driven decisions.	High						
D. Create a Citywide style guide to ensure consistent branding and messaging of City materials.	Medium						
E. Create a consistent communications on-boarding program for new City employees and provide on-going communication training opportunities.	Medium						
F. Continually improve internal communications processes and tools, such as the communication dashboard and leverage new technologies that facilitate and streamline internal communications.	Medium						
G. Expand community access to documents, reports, forms, and other City materials through the City's Document Management System, 311 App, online Municipal Code, Public Records Request system, TrakIt, and other technologies.	Medium						

GOAL 2



Continuously evaluate and enhance external communications to provide transparent, timely, and accessible information to community stakeholders.

TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
		Implementation			Enhance / Continue		
		2022	2023	2024	2025	2026	2027 & Beyond
A. Leverage email, text, and other technologies that allow end-users to opt-in to their preferred information channels.	High						
a. Create one-stop location for subscribing to email notifications.	High						
b. Use text messaging for emergency alerts, planning and construction updates, and critical events, as well as other information categories that end-users may opt-in to.	High						
B. Building off the Lacey Cares initiative, conduct regular multi-faceted community outreach and engagement efforts to determine community sentiments.	High						
a. Conduct a statistically valid, biannual community satisfaction survey to better understand community sentiments, including strengths and opportunities for improvement.	High						
b. Provide an annual report on the Communications Plan.	High						
c. Perform a comprehensive evaluation and overhaul of the Communications Plan at year six.	High						
C. Create relationships and continue to build capacity with historically underrepresented communities to ensure barriers to participation are eliminated allowing individuals to participate in decisions that impact the community, as desired.	High						
D. Create a Language Access policy that helps comprehensively expand communications to people with Limited English Proficiency (LEP) and other accessibility needs.	Medium						
E. Expand and standardize communication processes with external stakeholders. Use interactive and innovative communication methods to reach underheard or underrepresented populations.	Medium						

GOAL 3



Proactively craft communications and establish a defined Lacey brand.

TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
		Implementation			Enhance / Continue		
		2022	2023	2024	2025	2026	2027 & Beyond
A. Establish consistent City materials by creating a Citywide style guide, logo and flag use policy, and pursuing other comprehensive changes to communication materials.	High						
B. Refine key messages and create a unified voice for City priorities and initiatives, establish proactive media responses to ensure rapid, accurate, and widespread message reach, and craft policies on when to use certain types of communications. Collaborate with departments to identify and enhance distinct communication needs.	High						
C. Enhance the City's image by developing a comprehensive marketing and branding campaign that raises awareness of the City's amenities and attractions. Create a process that allows for specialized branding for major initiatives.	High						
D. Expanding community partnerships with other organizations and stakeholders to leverage messaging, marketing, and storytelling opportunities.	Medium						
E. Continue to identify and refine future market targets and communications strategies with Community Stakeholders (e.g., press, future residents, visitors, business investors, etc.).	Medium						
F. Implement Communications Policies, see Appendix B .	Medium						
G. Provide an emphasis on disseminating information to community stakeholders on community growth and development plans, public safety programs and initiatives, and other large Citywide initiatives.	Medium						

Target Audiences in Brief

Target audiences of the Plan include:

- City of Lacey residents, Lacey Urban Growth Area residents, and other nearby residents
- Business Community
- Community Partners (Nonprofits, governmental entities, etc.)
- Underrepresented Populations
- Visitors and tourists
- Elected Officials, Advisory Board Members, Volunteers
- City Staff

Target audiences are described in greater detail in **Chapter II** and **Appendix D**.



II. COMMUNITY CONTEXT

The Plan’s goals, objectives, and target actions were created to improve communication with Lacey community members. The first step in accomplishing this is to “know your audience.” This Chapter broadly overviews the greater Lacey environment and key target audiences. The chapter also provides perspectives on priorities and communication preferences of key target audiences.

This Chapter includes a review of various United States Census Bureau data, including the 2010 Census, 2020 Census, 2019 American Community Survey (ACS), and [QuickFacts](#).

A more in-depth socioeconomic analysis using Environmental Systems Research Institute (ESRI) tapestry data is provided in **Appendix D**.

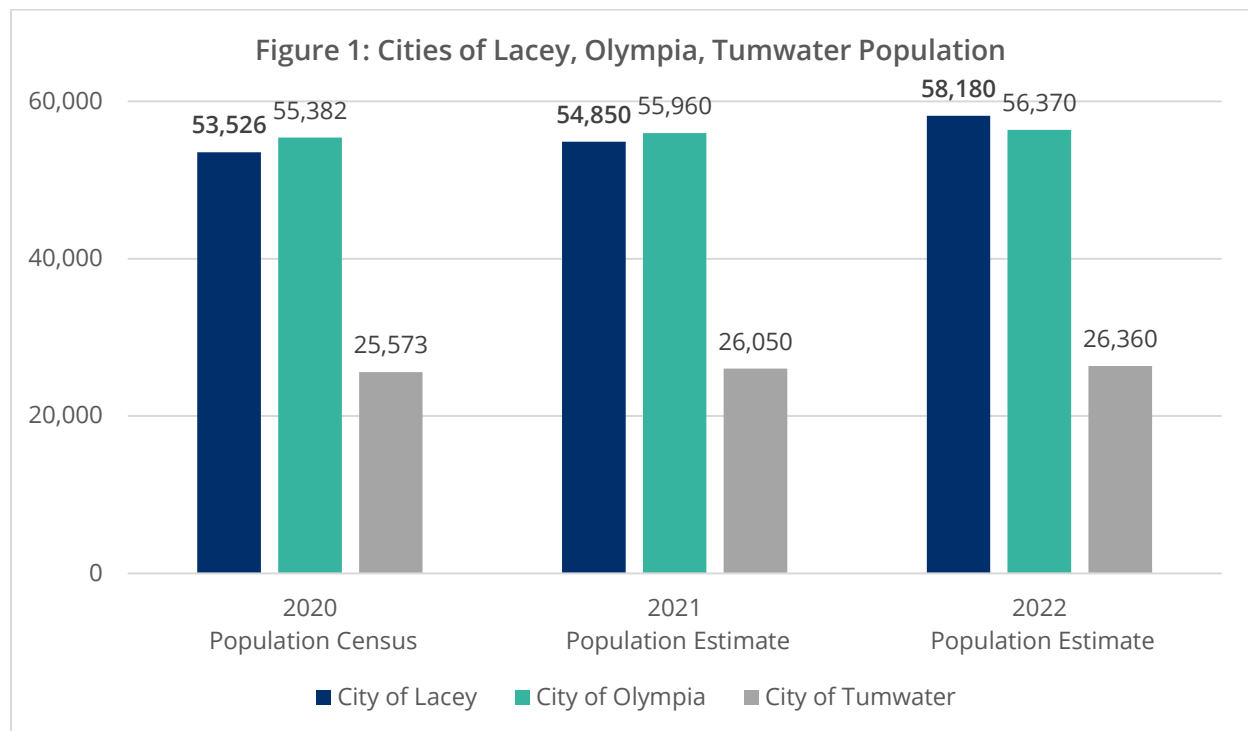


Lacey Today

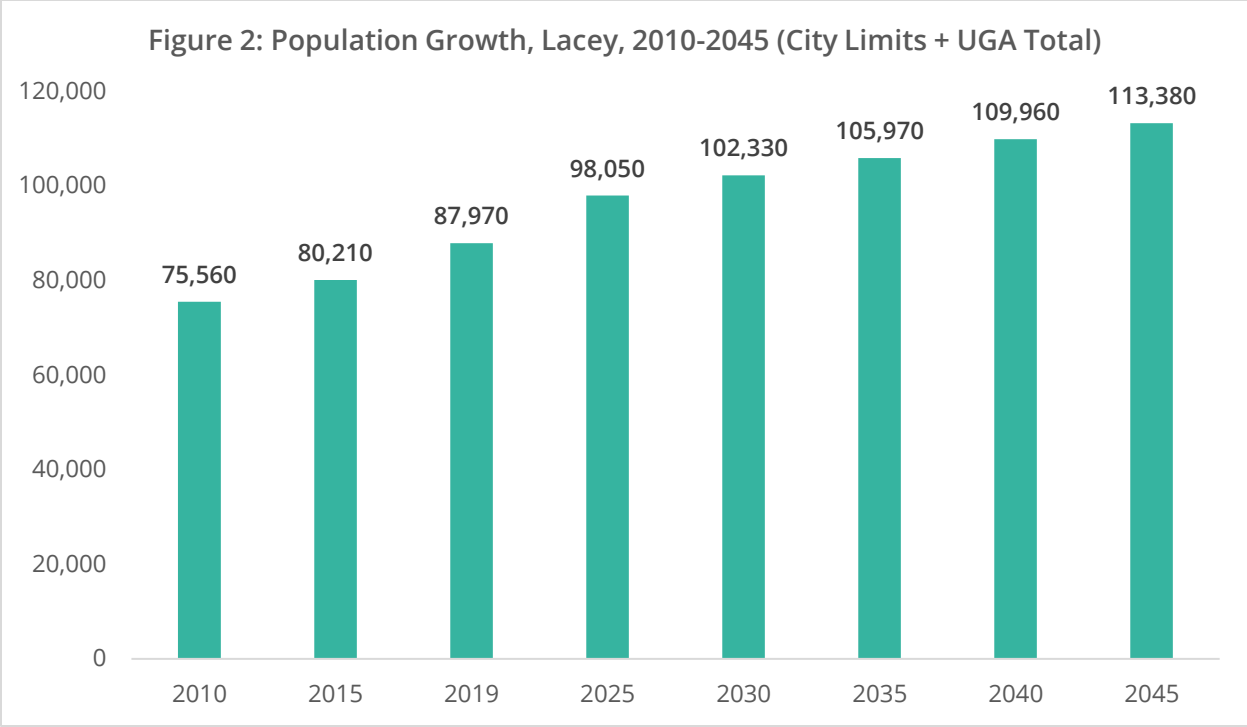
This section provides a high-level overview of Lacey sociodemographic trends, conditions, and forecasts to provide a better understanding of the existing and future greater residential community. While this section primarily focuses on the City's residents, it is important to note that other community members play a significant role in shaping Lacey, including business owners, visitors, workers, partners, City staff, volunteers, and appointed and elected officials, and more.

Lacey Population Growth Forecast

In 2022, Lacey became the largest city in Thurston County, which is the sixth most populous county in Washington. Over the last decade, Lacey and its Urban Growth Area (UGA) welcomed over 15,000 new residents. It is anticipated that by 2035, Lacey's population, including its UGA, is forecast to surpass 100,000. The proportion of residents living within city limits will depend on the pace of annexations and other considerations. The increase in population will impact City-managed assets (roads, utilities, and other infrastructure), demand for goods and services, and communication needs. The latter which are likely to continuously change and, more than likely, continue to diversify in regards to preferred channels and methods.



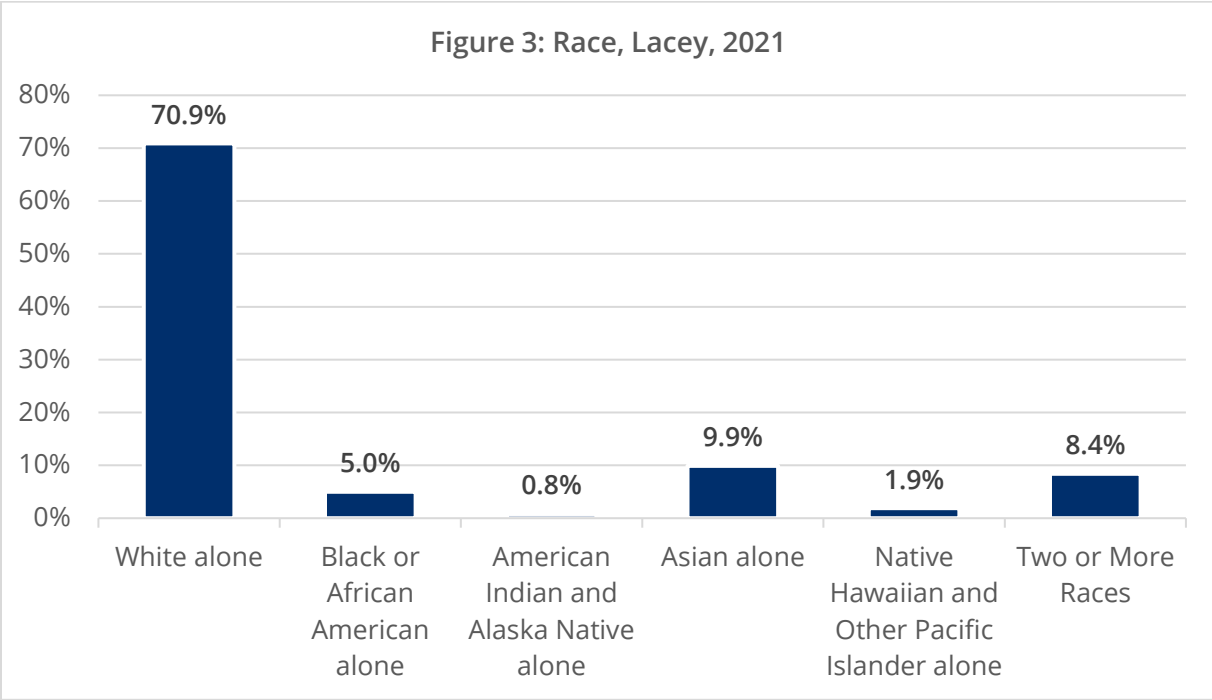
Source: Washington State Office of Financial Management



Source: Thurston Regional Planning Council

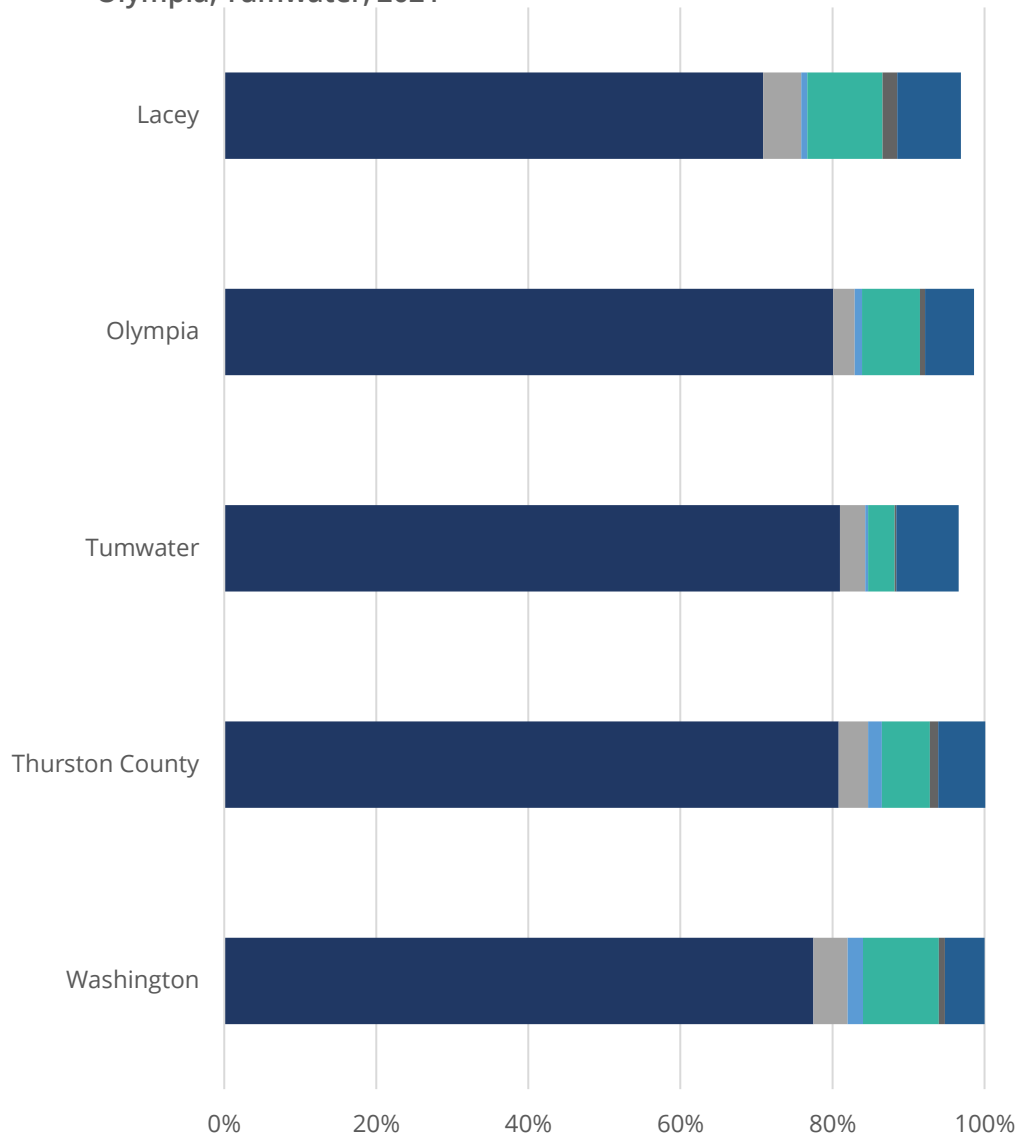
Race Demographics

Lacey is the most diverse city in Thurston County. As in much of the country, the largest and fastest growing population segment is people of two or more races.



Source: US Census Bureau 2021 [QuickFacts](#)

Figure 4: Race, Washington State, Thurston County, Cities of Lacey, Olympia, Tumwater, 2021

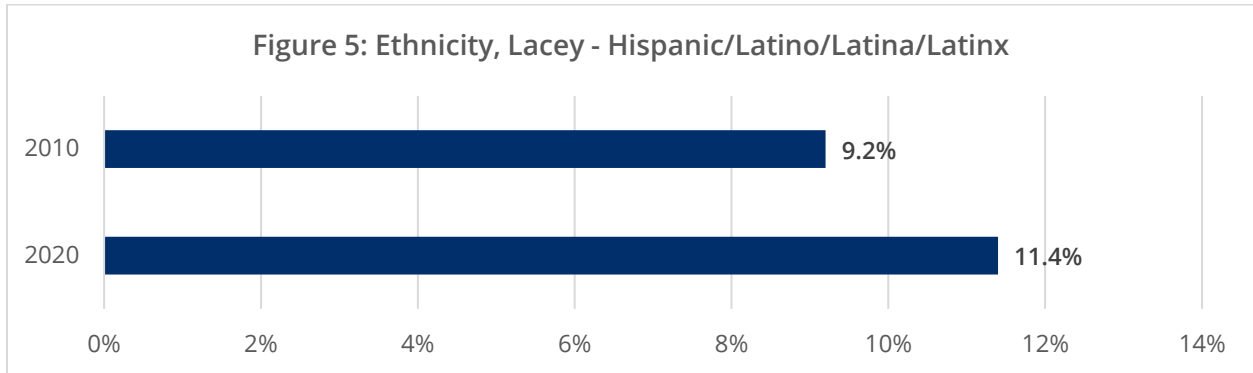


	Washington	Thurston County	Tumwater	Olympia	Lacey
■ White alone	77.5%	80.8%	81.0%	80.1%	70.9%
■ Black or African American alone	4.5%	3.9%	3.3%	2.8%	5.0%
■ American Indian and Alaska Native alone	2.0%	1.8%	0.4%	1.0%	0.8%
■ Asian alone	10.0%	6.3%	3.5%	7.6%	9.9%
■ Native Hawaiian and Other Pacific Islander alone	0.8%	1.1%	0.2%	0.7%	1.9%
■ Two or More Races	5.2%	6.2%	8.2%	6.4%	8.4%

Source: US Census Bureau 2021 [QuickFacts](#)

Ethnicity Demographics

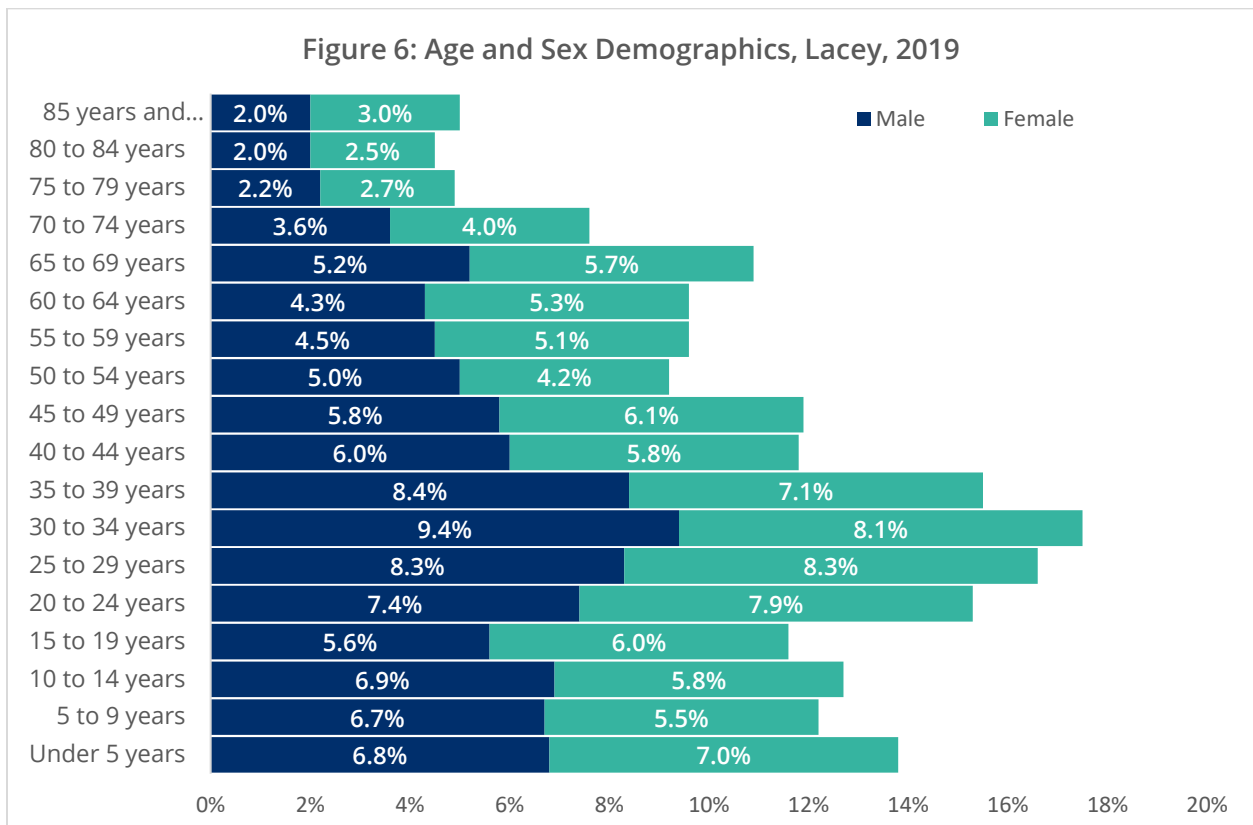
The Hispanic/Latino/Latina/Latinx population in Lacey has grown from 9.2% in 2010 to 11.4% in 2022.



Source: US Census Bureau 2010, US Census Bureau 2020, US Census Bureau 2021 [QuickFacts](#)

Age and Sex Demographics

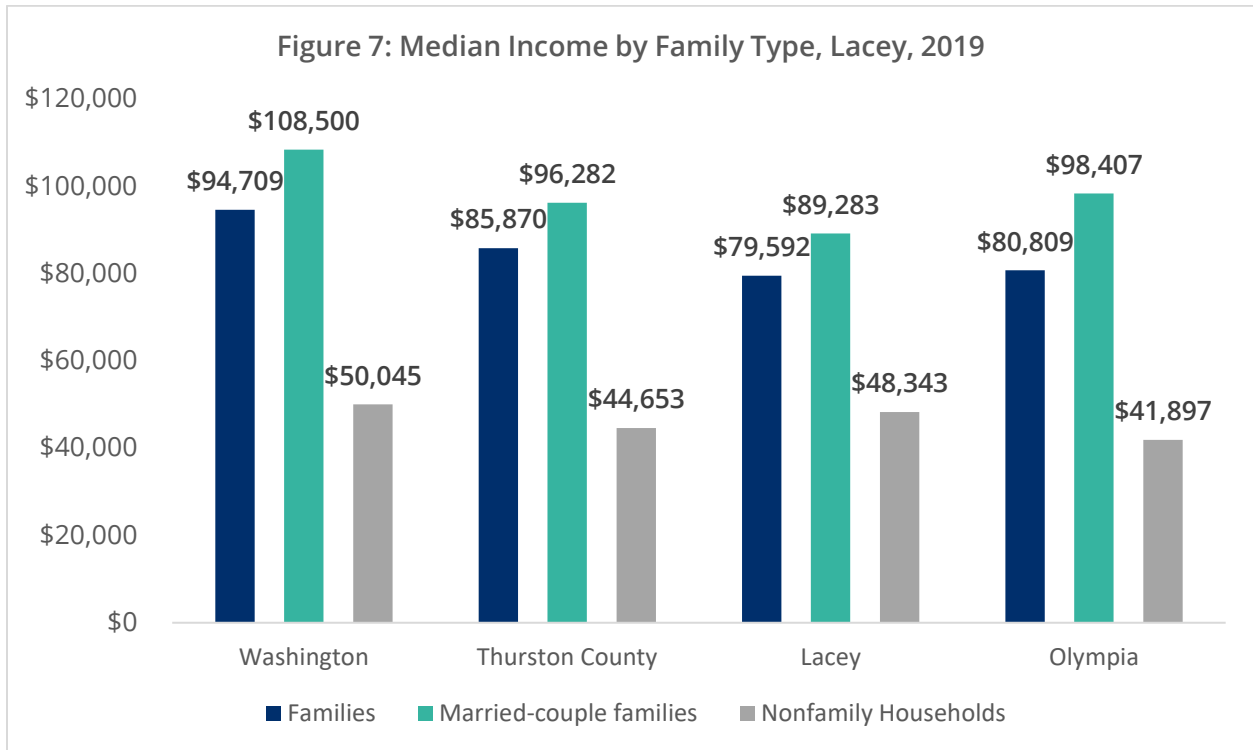
Lacey is 53% female with a median age of 36.4, and a median age of 34.4 for men. About 65% of all residents are age 20-39. There are 38,810 adults, including 8,141 adults over the age of 65.



Source: 2020 U.S. Census American Community Survey, 2019

Median Income by Family Types

While Lacey's household income has grown, it continues to be less than neighboring jurisdictions and the state average, with the exception of non-family households.



Source: 2020 U.S. Census American Community Survey, 2019

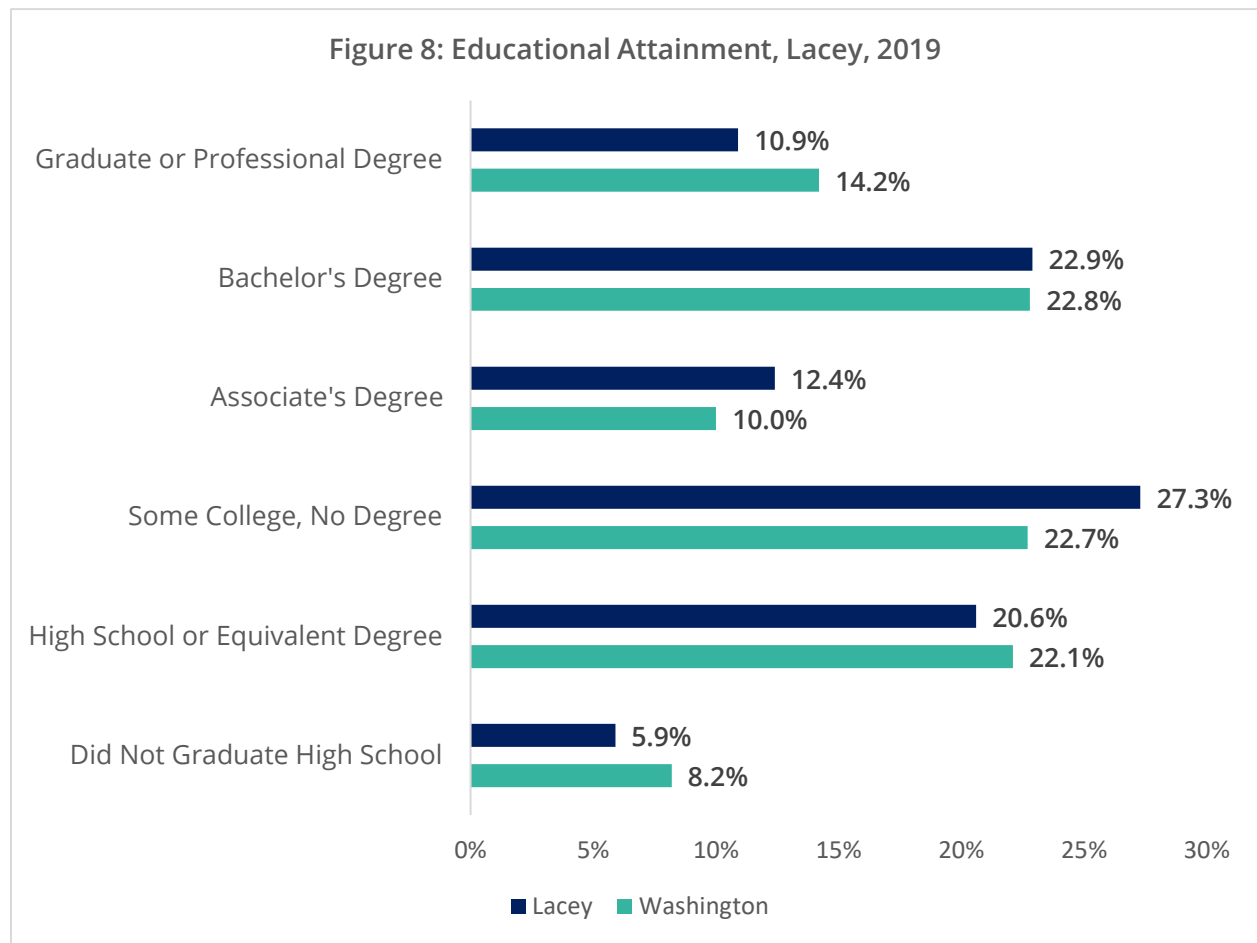


Other Key Housing Data

- Lacey has a total of **20,214 households** with an average of **2.47 persons** per household.
- Housing in Lacey is 56.8% **owner-occupied**. Married couples represent the highest ownership percentage at 67.2%, while single females represent the lowest at 43%.
- Almost 94% of households reported having a computer present, and 90% report having a **broadband internet subscription**.

Educational Attainment

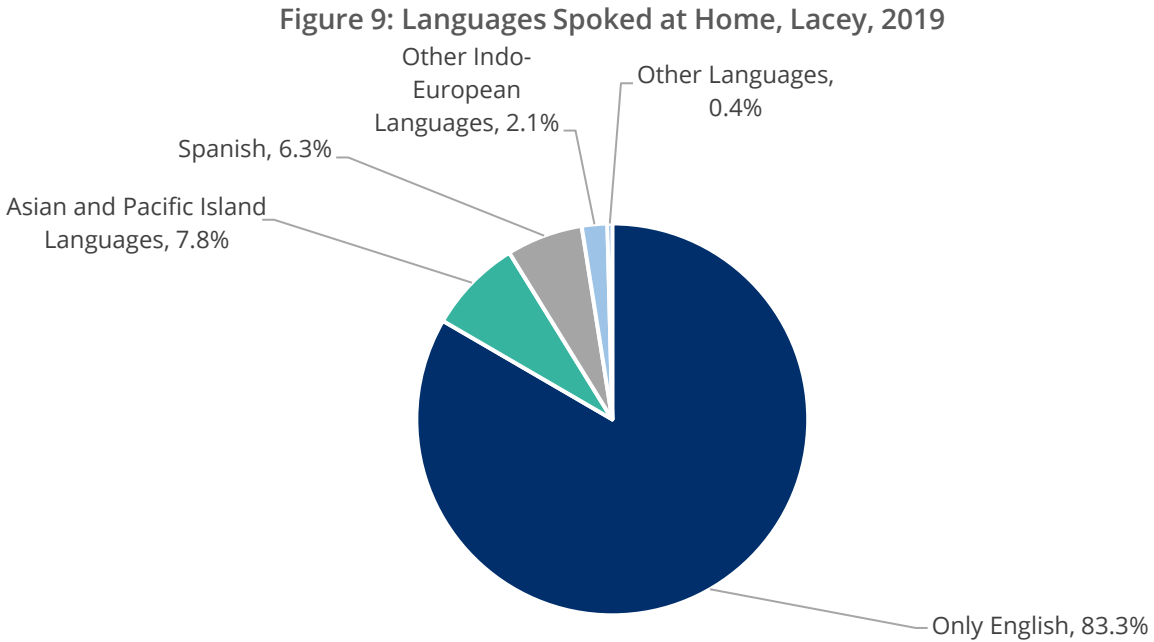
Overall, Lacey has a higher percentage of individuals with some college, an associate's degree, and a Bachelor's degree than the rest of the state. Lacey also has a higher high school graduation rate than the rest of the state.



Source: 2020 U.S. Census American Community Survey, 2019

Languages Spoken at Home

Nearly 17% of Lacey households speak a language other than English at home. Asian and Pacific Island languages and Spanish are the most prevalent.



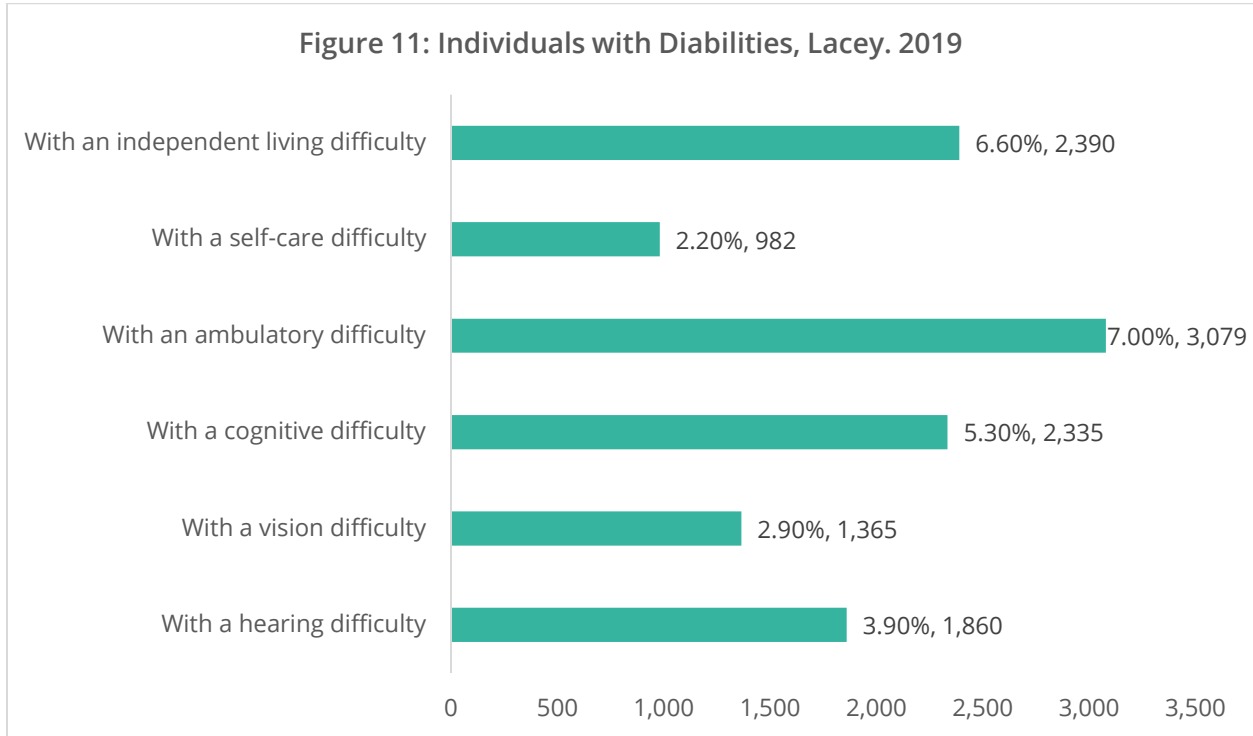
Source: 2020 U.S. Census American Community Survey, 2019

Figure 10: Top 7 Languages Spoken at Home for Populations 5 Years and Over in Lacey			
		Estimate	% of Total
	Total:	45,849	-
1	Speak only English	38,210	83%
2	Spanish	2,900	6%
3	Korean	1,035	2%
4	Tagalog (incl. Filipino)	573	1%
5	German or other West Germanic languages	540	1%
6	Vietnamese	402	1%
7	Chinese (incl. Mandarin, Cantonese)	354	1%
Other Languages Spoken at Home			
8	Other Asian and Pacific Island languages	1,207	3%
9	Other Indo-European languages	233	1%
10	Russian, Polish, or other Slavic languages	165	0%
11	Arabic	123	0%
12	Other and unspecified languages:	65	0%
13	French, Haitian, or Cajun	42	0%

Source: 2020 U.S. Census American Community Survey, 2019

Individuals with Disabilities

About 25% of Lacey's population (about 6,300 people) self-identify as having one or more hearing, vision, cognitive, or ambulatory disabilities.



Source: 2020 U.S. Census American Community Survey, 2019

Other important **sociodemographic considerations** of note:

- Over 6,003 **military Veterans** live in Lacey. Lacey is home to the highest concentration of Joint Base Lewis McChord-affiliated personnel in Thurston County. For zip codes 98503, 98513, 98516 there are:
 - 2,126 Active-Duty Members, 1,320 Active-Duty Spouses, 2,393 Active-Duty Children
 - 795 Guard / Reserve Members, 400 Guard / Reserve Spouses, 673 Guard / Reserve Children
 - 824 Appropriated fund (APF) / Nonappropriated fund (NAF) Civilians



- Approximately 38% of Lacey residents were **born in Lacey**; 89% were born in the U.S. and 12.1% were foreign-born.
- Lacey's **poverty rate** is 10.3%, above the Washington state average of 9.5%.

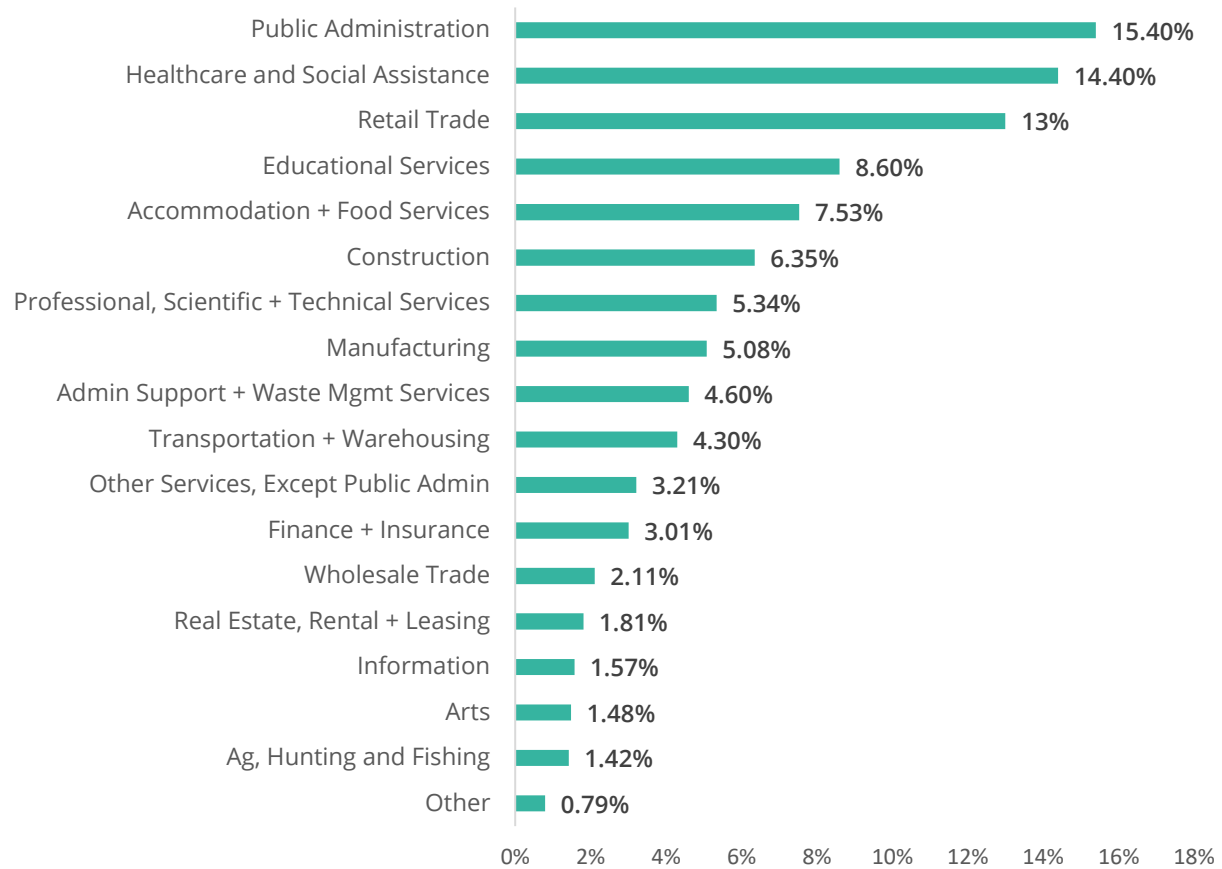
Economic Structure by Industry

- The most common industries, by number of employees, are Public Administration (3,335 people), Health Care & Social Assistance (3,116 people), and Retail Trade (2,800 people).
- Compared to other places, Lacey has an unusually high number of Public Administration (3.34 times higher than average*), Agriculture, Forestry, Fishing & Hunting (1.2 times), and Retail Trade (1.16 times) industries.
- The highest paying industries, by median earnings, are Public Administration (\$65,134), Utilities (\$56,786), and Professional, Scientific, & Technical Services (\$51,957).

**Higher than average = there is a higher concentration of a particular industry than is typical for the U.S. on average. A location quotient (LQ) of 1.0 means a community has the average representation of an industry, while a 3.0 would equate to three times the average share. Conversely, an LQ of 0.05 would indicate a presence of just half the norm.*



Figure 12: Employment by Industry Type, Lacey 2019



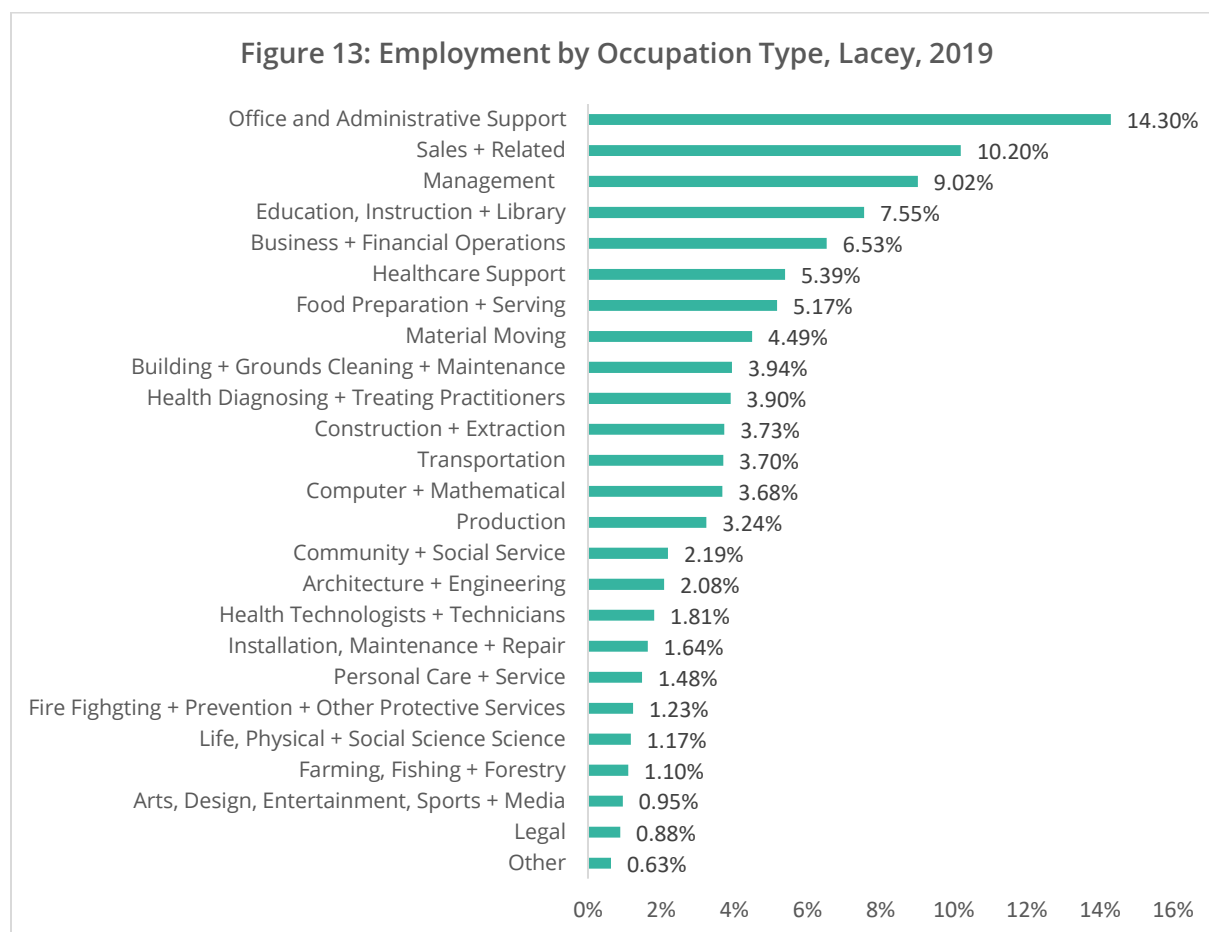
Source: Data USA (2019)



Economic Structure by Occupation and Employment

- The most common jobs held by residents, by number of employees, are Office & Administrative Support Occupations (3,097), Sales & Related Occupations (2,212), and Management Occupations (1,948).
- Compared to other places, Lacey has a higher-than-average number of residents working as Farming, Fishing, & Forestry Occupations (1.69 times higher than expected), Healthcare Support Occupations (1.64 times), and Office & Administrative Support Occupations (1.25 times).
- The highest paid jobs held by residents, by median earnings, are Health Diagnosing & Treating Practitioners & Other Technical Occupations (\$76,578), Architecture & Engineering (\$72,284), and Computer, Engineering, & Science Occupations (\$69,795).

**Higher than average = there is a higher concentration of a particular industry than is typical for the U.S. on average. A location quotient (LQ) of 1.0 means a community has the average representation of an industry, while a 3.0 would equate to three times the average share. Conversely, an LQ of 0.05 would indicate a presence of just half the norm.*



Source: Data USA (2019)

III. TARGET AUDIENCES DETAILED

Community members are this Plan’s target audience. As mentioned earlier, the terms “community members” and “community stakeholders” are used broadly to include residents, business owners, visitors, workers, partners, City staff, volunteers, and appointed and elected officials, and anyone else that plays a role in shaping the greater community of Lacey.

One of the Plan’s key target groups is the 58,000+ individuals who call Lacey home and the nearly 40,000 who live in Lacey’s UGA.

The following sections of this chapter provide a more nuanced overview of the people who live in Lacey and how to meaningfully connect with them. There are also sections provide limited insight into non-resident community members and how to best connect and engage with them.

This Chapter includes:

- An analysis of target audiences.
- Key messaging and impact-evaluation tools.

Resident Market Demographics

Tapestry segmentation (**Appendix D**) provides a more detailed market analysis to help understand Lacey household characteristics. The following groupings show the percent of Lacey households that fall under specific market demographics. These categories are used by site selectors and marketing professionals to tailor engagement strategies. About 70% of Lacey households fall within the suburban-semirural descriptions, and the other 30% in urban-metro categories. The latter group is more diverse, younger, and mobile.

Suburban Periphery (46.5% of Lacey households)

- Urban expansion: affluence in the suburbs or city-by-commute
- The most populous and fast-growing Urbanization group
- Commuters value low-density living, but demand proximity to jobs, entertainment, urban center amenities
- Well-educated, two-income households accept long



commutes to raise kids in family-friendly neighborhoods

- Many are heavily mortgaged in newly built, single-family homes
- Older householders have either retired in place, downsized, or purchased a seasonal home
- Suburbanites are the most affluent group, working hard to lead bright, fulfilled lives
- Residents invest for future, insure against unforeseen circumstances, but also enjoy the fruits of their labor

Semirural (22.6% of Lacey households)

- The most affordable housing—in smaller towns and communities
- Single-family and mobile homes in the country, but still within reach of some amenities
- Embrace quiet, country lifestyle including listening to, attending country performances, riding ATVs, camping
- Prefer domestic products and vehicles, especially trucks
- Shop at large department and discount stores like Walmart
- Fast food and frozen meals are much more common than fine dining
- Many make a living off the land through agriculture, fishing, and forestry
- Time off is spent visiting nearby family rather than flying to vacation destinations
- When services are needed, the yellow pages are within reach

Urban Periphery (19.1% of Lacey households)

- City life for starting families in neighborhoods that fringe major cities
- The earliest suburbs, built before 1970, primarily single-family housing with some apartments
- Young families with children, diverse population
- Homeowners living closer to the city, with below-average vacancy rates
- Leisure focus on children (visit theme parks, water parks), sports (soccer, basketball, football), and movies
- Spending also emphasizes the children—clothing, toys, and baby products
- Parents of small children favor family restaurants and fast food
- Smartphones are popular, for social contacts, downloading apps, games, and music

Metro Cities (10.3% of Lacey households)

- Affordable city life including smaller metro cities that feature mix of single-family and multi-unit housing
- Single householders seeking affordable city living; usually multi-unit buildings
- Average monthly rents and home value below the U.S. average
- Consumers include college students, affluent Gen X couples, and retirement communities
- Student loans more common than mortgages; debit cards more popular than credit cards
- Residents share an interest in city life and its amenities, from dancing and clubbing to museums and concerts
- Convenience and mobility favor cell phones over landlines
- Many rely upon the Internet for entertainment (music, online games) and as a useful resource (job search)

Other Community Member Subcategories

Property Tax and Utility Rate Payers

Property tax and utility rate payers exist in a broad mix of all audience categories. This audience is best reached and engaged through iterative, tailored approaches.

Best practice examples include:

- Providing updates on system performance, use of funds, anticipated needs, upcoming projects
- Explaining development initiatives, mitigation strategies, and anticipated outcomes
- Showing return on investment for all past and proposed public investments
- Seeking feedback on viable, preferred investment alternatives



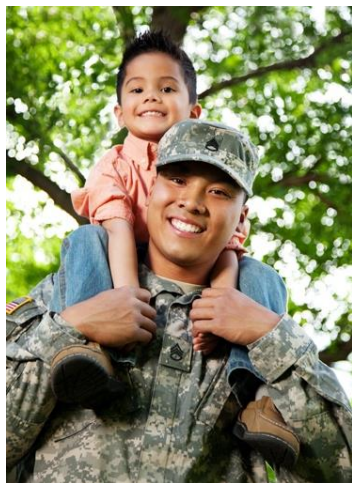
Retirees and Retirement Age

Retirees are a growing segment of Lacey's residential population. They are present in all profiles with increasing numbers in the "secure and affluent" categories. This segment expects value for their investment as many are, or will be, on fixed incomes. Communications with retirees and retirement-age households should:

- Be proactive, include a combination of in-person, email, and direct-mail engagement
- Seek to understand priorities and preferences for new spending
- Show how spending achieves their goals and priorities as well as how it reduces long-term costs
- Show how City initiatives can help resolve gaps in services, housing, and other priorities



Military Personnel and Families



Lacey is home to many military personnel, Veterans, department of defense, defense contractor workers, and their families. Many others live near Lacey and commonly access City services and amenities. While this is in part a function of the City's proximity to Joint Base Lewis-McChord (JBLM), it is also a matter of choice. Prior surveys have shown these households value the City's urban amenities, parks and recreation offerings, and the safe and friendly environment. While some personnel are transitory community members, others choose to stay or return to the greater Lacey area following their exit from military service. Notably, JBLM is one of the top selections nationwide for military personnel's final assignment before exiting service in the armed forces.

Reaching this audience is complicated due to changing work shifts and assignments. In addition, many do not know much about Lacey before they arrive, or obtain information from a narrow set of information resources – which are not always accurate (e.g., school ratings, childcare, etc.). Some communities located near military bases have improved communications with military personnel using the following measures:

- Sharing information, soliciting input through social media pages set up for family and spouses.
- Communicating through existing Veteran service organizations.
- Connecting through workforce programs that serve spouses and exiting service members.
- Hosting or participating in existing military service appreciation events.
- Peer communications – word-of-mouth from other veterans.



Community Partners

The City coordinates and interacts with a broad cross-section of community partners, such as nonprofits and other governmental entities at the local, state, and federal level. This category includes neighboring municipalities, local tribes, educational institutions, nonprofits, neighborhood groups, community organizers, and many others. In the future, the City can strengthen and reinforce these partnerships through a variety of means including, but not limited to:



- Hosting engagement opportunities to connect partners with City leadership and staff
- Including community partners' projects and initiatives in City communication materials
- Assigning staff to attend and represent the City at major partner events
- Inviting partners to provide feedback on important policy and program decisions

Unserved or Underrepresented Populations

Unserved or underrepresented populations include a mix of community members that, for a variety of reasons, have not been offered or have not fully participated in decisions impacting the greater community. In many places, this includes historically marginalized communities and individuals, including, Black, Indigenous, and People of Color (BIPOC), minority and immigrant populations, and others that encounter language or cultural barriers to active engagement.



Underrepresented populations can also include individuals too busy to participate through traditional mediums, people who have given up because they feel that “no one listens,” and others. As reflected throughout this Plan, the objective is to use a variety of engagement tools to involve the broadest possible cross-section of the community. Some best practices include:

- **Meeting the Community in the Community:** Visits to different neighborhoods, business centers, and large apartment complexes are a good opportunity to engage

with community stakeholders where they are. This may become easier to do once community connections and liaisons are established. Approaches can include door-to-door visits, but generally are held at established community events at nearby parks, community centers, or other common spaces.

- **Translating Key Document and Meetings (in real time):** For critical community conversations, translated information conveys the City is going the extra mile to include all people.
- **Leveraging Partnerships:** Sharing information through other partners is an effective way to reach more eyes and hear from a greater diversity of voices. This can include schools, colleges, nonprofits, business associations, and many others. In some instances, especially with respect to historically marginalized populations, other organizations may have already established relationships and trust. Working through those partners may offer an effective way to deliver information to and hear from those audiences while also building connections over time.

The City is in the process of creating a Diversity, Equity, and Inclusion Strategic Plan (“DEI Strategic Plan”). This project is being supported by the Commission on Equity and is anticipated to be completed in Fall 2022. Once approved by City Council, the DEI Plan will provide additional insight, goals, strategies, and benchmarks for improving communications and engagement with underserved community members.

Business Community

The business community is a unique audience. Some Lacey business owners/operators live in Lacey. Others live outside of Lacey. They engage in a variety of interactions with the City, as business owner/operators, employers, and potentially, residents. Small businesses are often the primary source of new investment and job growth in a given community. It is important to maintain ongoing dialogue with them and include their perspective in local decision-making discussions.



The City can enhance communications and engagement with businesses by:

- **Increasing interactive features:** Provide periodic “mini-polling” opportunities for businesses registered in Lacey. Whether done through, or in partnership with, the Lacey South Sound Chamber, the goal is to show businesses the City values their input and to ensure the City is aware of future priorities, and current impediments from their perspective.

- **Continuing partnerships with regional economic development organizations** including, the Thurston Economic Development Council, Thurston Chamber of Commerce and Visitor and Convention Bureau to increase message reach and business constituent input.
- **Continuing networking with business community leaders** to promote the availability of and access to local and regional data resources, workforce training and recruitment support and other insights.

Parks, Culture and Recreation Users

This audience includes community members who use City facilities or participate in a range of passive and active events hosted by Lacey Parks, Culture and Recreation Department (LPCR). The LPCR recently added a number of communications enhancements, including a more robust website, electronic newsletter, new branding, and connecting end-users with information in specific areas of interest. Through the Lacey Cares visioning initiative, the LPCR is beginning to identify and plan for future priorities. Additional communications priorities include:

- Reaching community members who are unaware of, or do not currently use the City's parks, facilities, events, recreation programming, etc.
- Conducting focus groups to refine broader community goals (e.g., what types of recreation opportunities, what kinds of new programming for different age groups, etc.).
- Developing return on investment or value proposition fact sheets to help people understand the many ways parks contribute to Lacey's quality of life
- Continuing "Did you Know" features in e-newsletter and short videos that help people get to know and access parks, culture, and recreation resources
- Providing additional information about Lacey parks, as well as nearby regional parks, to visitors/potential future residents (e.g., people visiting Lacey for sporting events, community events, etc.).



Visitors and Tourists

Visitors come to Lacey for work, family/friends, sports events, destination shopping and dining, access to local and regional parks and open spaces, historical and cultural amenities, and many other reasons.

Many visitors contribute to the City's tax revenue by staying in local lodging facilities, dining in food/beverage establishments, and spending in local retail businesses. They are also important, potential advocates for Lacey. A Nielsen report found that 92% of consumers trust recommendations from friends and families above all other forms of communications with visitors could include:

- Adding kiosks with Lacey information in key locations such as popular business districts and tourist destinations (e.g., Regional Athletic Complex (RAC), Rainier Vista Park, Lacey Depot, and locations around Lacey's Midtown District, etc.).
- Gathering feedback from visitors about their perceptions of Lacey – what works now, what could be better, what would convince them to visit again or make Lacey home.
- Leveraging partnerships to develop and promote features stories that increase visitor awareness of Lacey destinations and events.
- Creating a branding campaign focused on attracting residents, visitors, etc.
- Working directly with local businesses (e.g., local lodging facilities, to promote specific Lacey experiences, community events, or entertainment options).



Elected Officials, Advisory Board Members, and Volunteers

Individuals in official or volunteer positions represent Lacey and can, at times, serve as City ambassadors. The City can help empower these representatives with baseline City information and messaging by providing a consistent and comprehensive onboarding process that may include:

- Key sociodemographic trends and conditions.
- Summaries of upcoming initiatives, projects, events, outreach and engagement opportunities.
- Contact information for specific questions or assistance.

City Staff

City staff are often the frontline connection to community members, visitors, and neighboring jurisdictions. Making sure they are aware of current City programs, initiatives, issues, and needs will give them the tools they need to effectively communicate key messages to external stakeholders. Specific suggestions for accomplishing this are identified in the Goals section in Chapter V.



IV. COMMUNICATION PREFERENCES, THEMES & TOOLS

This Chapter includes:

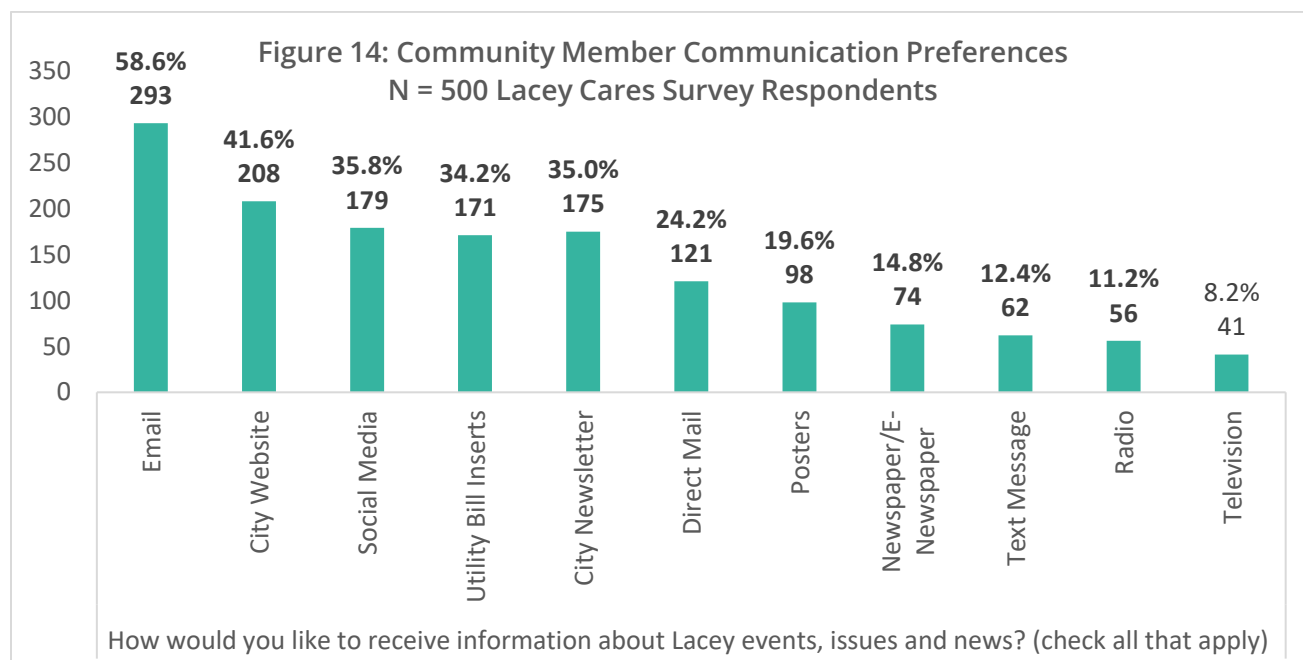
- An assessment of community communication preferences and priorities as identified through 2020 and 2021 engagement opportunities. This includes information from the Lacey Cares initiative, a Lacey Business Community survey, and interviews from internal City stakeholders, including City staff and Lacey City Councilmembers.
- An overview of existing City communication tools and channels.

In March 2021, the City launched a community-engagement initiative, Lacey Cares, to better understand community members interests and aspirations about the City's future growth and evolution. In addition to asking people what they would like to see or do, the survey also asked how they would like to receive information.

Email remains the preferred method (58.6%) for receiving information, with the City website coming in second (14.6%). Television and radio were identified as the least preferred channels. (See Figure 10.)

Email offers effective ways to deliver information. It can be easily adapted to deliver specific information to audiences based on self-selected interest areas.

Community Communication Preferences (from Lacey Cares Survey)



Topics of Community Interest

Based on community interest collected during the Lacey Cares initiative, community members appear most interested in receiving information on one or more of the following topics:

- Parks and recreation programming and updates.
- Community events and festivals.
- Arts and cultural offerings.
- Future and on-going residential and commercial development projects.
- Road, utility, and other infrastructure updates (e.g., septic conversion, bike lanes, and sidewalks).
- Public safety updates.
- City financial reports, including budget and taxes.
- Tree and natural area preservation efforts.
- Small and independent business success stories and new openings.

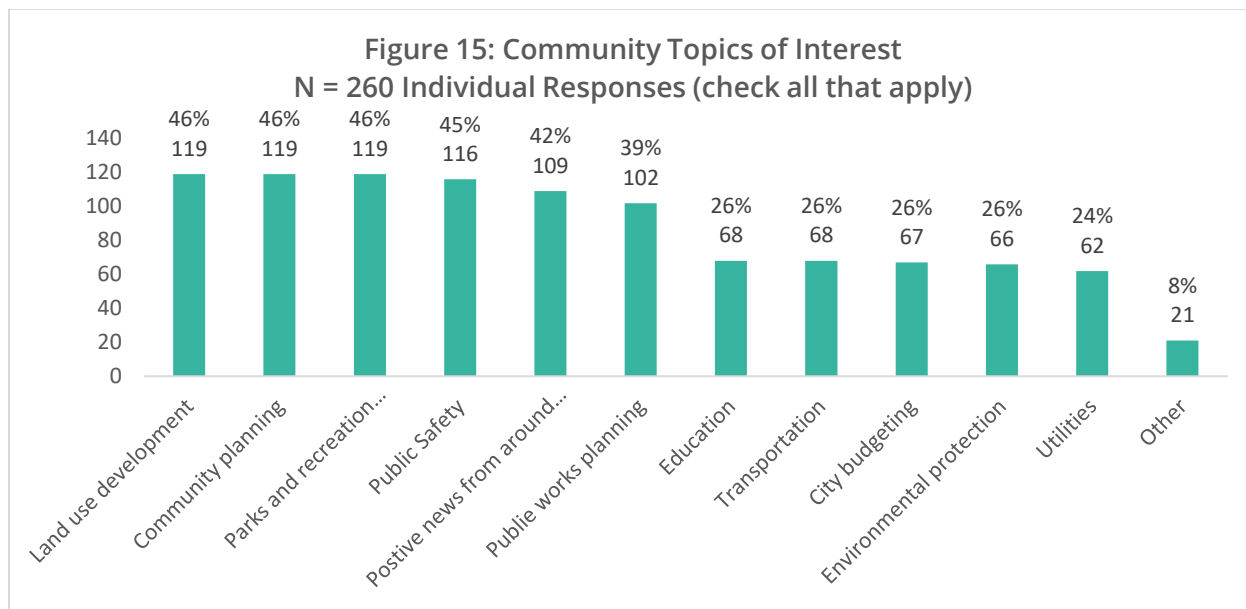
Since not all parties are necessarily interested in receiving information on all topics, continuing to allow people to opt-in to specific community interest categories is a great solution to ensure people receive the information they want. While the topics listed above provide a good starting point, the City will need to periodically engage community members and update community interest categories, as necessary.



Lacey Business Input

In May 2020, the City conducted a communications survey with local businesses to better understand where they get local information and what topics they most value receiving information about or would like to receive more information about in the future. Approximately 260 business representatives participated. Key takeaways are summarized below. The full presentation is included as **Appendix E**.

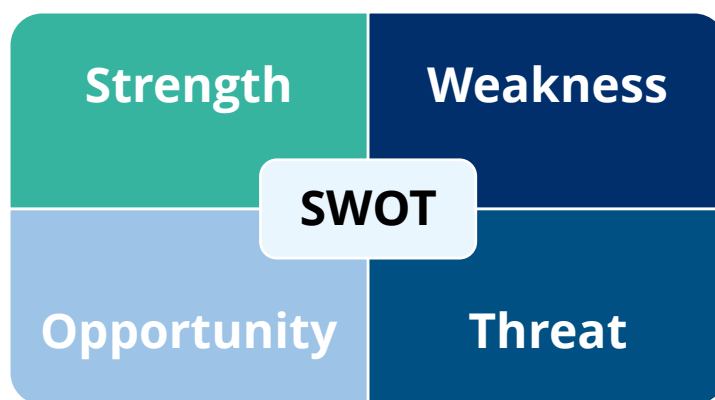
- Lacey businesses are most interested in receiving communications about:
 - Future and on-going residential and commercial development projects
 - Long-range, community planning
 - Parks and recreation programming and updates
 - Public safety
 - Positive news from around the community
- Lacey businesses are mildly interested in receiving communications about education, transportation, City budgeting, the environment, and utilities.
- 82% of respondents have never attended a City planning session or public forum. The most common reasons for not attending: 1) they did not know it was happening; or 2) they don't have enough time to attend. Notably, only 38% indicated that they would attend a forum without barriers.
- Email is the preferred method for communications. City mailers, website, newsletters, social media platforms, and utility bill inserts were indicated as good for some, but less effective for others.
- When asked to rate City governance, participants gave high marks to parks and recreation, business, and environmental friendliness. A considerable number of survey takers selected "I don't know" when asked about community development initiatives and communications.
- When asked for further input the two most-requested actions were to 1) address homelessness in the community, and 2) enhance City communications.



Internal SWOT Analysis

In 2020, staff leadership and the Lacey City Council were asked to provide an assessment of communications strengths, weaknesses, and future opportunities. Complete responses are provided in **Appendix D**. Insights include:

- Using more sophisticated technologies to manage data.
- Increasing use of visual materials, including videos, story maps, and interactive dashboards.
- Providing timely communications through text alerts.
- Reaching out to underrepresented audiences in innovative ways.
- Ensuring consistent messaging across the organization.
- Ensuring consistent messaging externally.
- Expediting website enhancements.
- Conducting interactive meetings and engagement sessions.
- Crafting a stronger social media presence and adapting to evolving communication preferences.



Key Messaging Themes

Through various community member surveys and interviews, across all target audiences, several key themes resonate. These key themes should be incorporated in communications where appropriate. During community-outreach activities, community members most often cited the following values when asked to share what they'd like to be able to say about Lacey in the future:

- **Clean and Safe** – Public safety is of paramount importance. People appreciate the Lacey Police Department and want to see policing continue to evolve with best practices.

There is also high interest in the City's response to homelessness, including helping people connect with resources, but protecting public and private spaces. Community members also value clean and safe roadways, parks, and trails.



- **Welcoming and Dynamic** – Community members enjoy community events and festivals. There is strong support for equity and inclusion efforts, as well as opportunities for enhanced cultural awareness and experiences. People love their parks and support a variety of recreation programs that allow access for all.

- **Military-Friendly** – Lacey is home to many active duty servicemembers, Veterans, and their families. Many of these individuals choose JBLM as the final stop in their military career due to quality-of-life considerations and the welcoming community. Prior studies have shown the annual economic impact this has on the greater south sound.



- **Business-Friendly** – The community is especially supportive of small and independent businesses, and incentives that help them stay and grow. There is a desire to grow the dining and entertainment portfolio and diversify the employment base with job opportunities at all wage levels.
- **Affordable** – Housing affordability is top of mind for many, whether as a renter or a homeowner. Conversely, retirees and individuals on fixed incomes are sensitive to rising inflation, utility bills, and property taxes. Communicating how the City responsibly uses

public resources and minimizes costs is critical, as is explaining efforts to encourage affordable housing.

The way people feel about their community is largely connected to the ability to advance and communicate achievements in these areas. Existing and proposed communications tools are outlined below.



Existing Communications Tools and Channels

The City of Lacey currently utilizes an array of communications tools and channels, including:

Figure 16: Existing Communication Tools and Channels

Tool/Channel	In-person	Online	Mobile	Print	Frequency
City of Lacey website		X	X		Frequently
Email alerts		X	X		Semi-frequently
Text alerts			X		As needed
LaceyLife newsletter		X	X	X	Monthly
Lacey Playbook newsletter		X	X	X	Monthly
StreamTeam newsletter		X	X	X	Periodically
Economic Development newsletter		X			Periodically
City of Lacey / Lacey Police social media channels		X	X		Frequently
We Care Form (soon to be 311 request app)		X	X		As needed
Council meetings and workshops	X	X	X		Weekly
Various boards and commission meetings	X	X	X		Varies
Open houses, forums and design charrettes	X	X	X		As needed
Video features		X	X		Varies
Public events, hearings and notices	X	X	X		As needed
Surveys		X	X	X	As needed
Mailers				X	As needed
Utility bill inserts					Monthly
Water quality reports		X	X	X	Annual
Press releases		X	X		As needed
Flyers and brochures		X	X	X	As needed
Door hangers				X	As needed
Signage	X				As needed
Presentations to service clubs, formalized groups	X				Upon Request

Prioritizing the Use of Tools and Channels for Future Outreach

The tables on the following page identify “best bet” methods for reaching diverse audiences on various topics. High-impact methods have the best chance to succeed. Low-impact may not be as effective, but still useful in maximizing content reach. However, in cases where resources may be limited, the City will have to be strategic about the use of tools and channels. In these cases, the City will need to determine the balance between high-impact methods and maximizing reach. Diversity, equity, and inclusion efforts should be considered when making these decisions.

Figure 17: Non-Emergency External Communications Tool Matrix (Topic-Specific Audience Communication Preferences)

High Impact: **H** Low Impact: **L**

Communication Type	Communications Tool															
	Email	LaceyLife newsletter	Parks E-newsletter	Direct mail	Social media	Text alert	City website	Location Lacey website	Utility bill inserts	Council listening session	Banner display	Press release	Video streaming	Public meetings	Kiosks, posters & flyers	Presentations
Policy/budget discussion	H	H					H		H	L		L	H	H		L
Community event	H	H	H		H	L	H		H		H	H			L	
Construction impact	H	H		H	L	H	H	H	H			H			L	
Good news update		H			H		L		H			L				L
Economic impact	L	L			L		L	H	L			H				L
Public safety issue	L				L	H				H		L	H	L		H
Engagement opportunity	H	H	L	H	H	L	H	L	H	L	L	H		H	L	L

Figure 18: Non-Emergency External Communications Tool Matrix (General Audience Communication Preferences)

High Impact: **H** Low Impact: **L**

Target Audience	Communications Tool															
	Email	LaceyLife newsletter	Parks E-newsletter	Direct mail	Social media	Text alert	City website	Location Lacey website	Utility bill inserts	Council listening session	Banner display	Press release	Video streaming	Public meetings	Kiosks, posters & flyers	Presentations
General	L	L			H		H		H			H		H	L	L
Teens					H	H										
Young Adult	L				H	H					L					
Working Families	H	H	H	H	H	L	H		H	L	H		L		L	
Seniors	H	H	H	H	L	L			H	L	L		L	L		H
Business Owners	H			H		H		H	H	L		H				L
Taxpayers	L	H	L	H	L		H	H	H	H		L	H	H		L

V. GOALS, OBJECTIVES, AND TARGETED ACTIONS

It is intended that the Plan be updated periodically to reflect advances in communications technology and approaches, as well as evolving community needs, interests, and priorities. Current goals, objectives, and targeted actions are outlined below.

GOAL 1

Augment internal communications to increase cross-departmental collaboration and awareness.

OBJECTIVES

With this goal, the City endeavors to:

- Provide tools and policies that facilitate internal awareness of City issues and plans.
- Ensure citywide messaging alignment across departments.
- Enhance and maintain collaboration and cross-department interaction as the City's workforce continues to grow and develop.

TARGETED ACTIONS

- A. Develop and implement an organization-wide intranet communications system.
- B. Institute an organization-wide document management system to increase efficiencies and streamline internal and external processes, serve as a repository of City information, reduce risk, secure data, and better connect staff. Continue to leverage this tool to meet future organizational needs.
- C. Develop a comprehensive web and App accessible City Services Center (311) for internal and external users to access City information, make service-related requests, and for the City to make more data-driven decisions.



- D. Create a Citywide style guide to ensure consistent branding and messaging of City materials.
- E. Create a consistent communications on-boarding program for new City employees and provide on-going communication training opportunities.
- F. Continually improve internal communications processes and tools, such as the communication dashboard and leverage new technologies that facilitate and streamline internal communications.
- G. Expand community access to documents, reports, forms, and other City materials through the City's Document Management System, 311 App, online Municipal Code, Public Records Request system, TrakIt, and other technologies.





GOAL 1: IMPLEMENTATION MATRIX

TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
		Implementation			Enhance / Continue		
		2022	2023	2024	2025	2026	2027 & Beyond
A. Develop and implement an organization-wide intranet communications system.	High						
B. Institute an organization-wide document management system to increase efficiencies and streamline internal and external processes, serve as a repository of City information, reduce risk, secure data, and better connect staff. Continue to leverage this tool to meet future organizational needs.	High						
C. Develop a comprehensive web and App accessible City Services Center (311) for internal and external users to access City information, make service-related requests, and for the City is make more data-driven decisions.	High						
D. Create a Citywide style guide to ensure consistent branding and messaging of City materials.	Medium						
E. Create a consistent communications on-boarding program for new City employees and provide on-going communication training opportunities.	Medium						
F. Continually improve internal communications processes and tools, such as the communication dashboard and leverage new technologies that facilitate and streamline internal communications.	Medium						
G. Expand community access to documents, reports, forms, and other City materials through the City's Document Management System, 311 App, online Municipal Code, Public Records Request system, TrakIt, and other technologies.	Medium						

GOAL 2

Continuously evaluate and enhance external communications to provide transparent, timely, and accessible information to community stakeholders.

OBJECTIVES

With this goal, the City endeavors to:

- Provide information on the topics residents and businesses are most interested to hear about.
- Diversify communication channels to reach a broader cross-section of community stakeholders.
- Increase awareness of local events, successes, challenges and engagement opportunities.
- Ensure City policies, programming, and initiatives engage a broad group of community stakeholders.
- Expand the audience that receives important information news from and about Lacey.

TARGETED ACTIONS

(For more information on *priority level and timeline*, please see **Appendices F and G**)

- A. Leverage email, text, and other technologies that allow end users to opt-in to their preferred information channels.
 - a) Create one-stop location for subscribing to email notifications.
 - b) Use text messaging for emergency alerts, planning and construction updates, and critical events, as well as other information categories that end users may opt-in to.
- B. Building off the Lacey Cares initiative, conduct regular multi-faceted community outreach and engagement efforts to determine community sentiments.
 - a) Conduct a statistically valid, biannual community satisfaction survey to better understand community sentiments, including strengths and opportunities for improvement.
 - b) Provide an annual report on the Communication Plan.
 - c) Perform a comprehensive evaluation and overhaul of the Communication Plan at year six.

- C. Create relationships and continue to build capacity with historically underrepresented communities to ensure barriers to participation are eliminated allowing individuals to participate in decisions that impact the community, as desired.
- D. Create a Language Access policy that helps comprehensively expand communications to people with Limited English Proficiency (LEP) and other accessibility needs.
- E. Expand and standardize communication processes with external stakeholders. Use interactive and innovative communication methods to reach underheard or underrepresented populations.



For target **Action 2. D (Communications Methods)**, the following are additional action items the City should continue to enhance and/or implement:

- i. Create internal and external focus groups to dive-down into perceived communications gaps or inefficiencies and to explore best practices for reaching target audiences.
- ii. Ensure City websites are updated and a trusted source of information for all current programs, policies, services, and City-led or sponsored events.
- iii. Expand the City's social media presence, particularly with respect to announcing or promoting events, Council meetings, engagement opportunities, and/or other critical date and time activities.
- iv. Leverage videos and multi-/mixed-media methods to succinctly communicate important news, topics, and information.
- v. Issue communications associated to announce major projects, accomplishments, and public-engagement opportunities.
- vi. Continue to strategically offer printed materials while also offering digital versions.
- vii. Incorporate interactive opportunities (polls, surveys, other opportunities for input) on all major communications channels including website, social media, email, and text.
- viii. Construct reader boards and/or partner with entities that have reader boards to communicate critical information.
- ix. Continue to send notices by mail to impacted residents or businesses prior to starting major City initiatives, e.g., road, utility, or construction projects.
- x. Continue to provide in-person and remote access to City-led meetings and engagement opportunities. Continue to provide streaming access to all past public meetings.
- xi. Continue to provide City Council listening sessions (Conversations with Council, etc.) to discuss topics of high importance to the community.
- xii. Use kiosks, posters, banners, and flyers when conducting significant initiatives, events, and celebrations.
- xiii. Annual Report to community to highlight community accomplishments and/ or key priorities and initiatives.



GOAL 2: IMPLEMENTATION MATRIX

TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
		Implementation			Enhance / Continue		
		2022	2023	2024	2025	2026	2027 & Beyond
A. Leverage email, text, and other technologies that allow end-users to opt-in to their preferred information channels.	High						
a. Create one-stop location for subscribing to email notifications.	High						
b. Use text messaging for emergency alerts, planning and construction updates, and critical events, as well as other information categories that end-users may opt-in to.	High						
B. Building off the Lacey Cares initiative, conduct regular multi-faceted community outreach and engagement efforts to determine community sentiments.	High						
a. Conduct a statistically valid, biannual community satisfaction survey to better understand community sentiments, including strengths and opportunities for improvement.	High						
b. Provide an annual report on the Communications Plan.	High						
c. Perform a comprehensive evaluation and overhaul of the Communications Plan at year six.	High						
C. Create relationships and continue to build capacity with historically underrepresented communities to ensure barriers to participation are eliminated allowing individuals to participate in decisions that impact the community, as desired.	High						
D. Create a Language Access policy that helps comprehensively expand communications to people with Limited English Proficiency (LEP) and other accessibility needs.	Medium						
E. Expand and standardize communication processes with external stakeholders. Use interactive and innovative communication methods to reach underheard or underrepresented populations.	Medium						

GOAL 3

Proactively craft communications and establish a defined Lacey brand.

OBJECTIVES

With this goal, the City endeavors to:

- Design communications in anticipation of community interests and trending topics.
- Establish and reinforce an identity and sense of place for Lacey.
- Reinforce shared community-building goals through collaboration with partners.

TARGETED ACTIONS

- A. Establish consistent City materials by creating a citywide style guide, logo, and flag-use policy, and pursuing other comprehensive changes to communication materials.
- B. Refine key messages and create a unified voice, for City priorities and initiatives, establish proactive media responses to ensure rapid, accurate, and widespread message reach, and craft comprehensive campaigns on key communications. Collaborate with departments to identify and enhance distinct communication needs.
- C. Enhance the City's image by developing a comprehensive marketing and branding campaign that raises awareness of the City's amenities and attractions. Create a process that allows for specialized branding for major initiatives.
- D. Expand community partnerships with other organizations and stakeholders to leverage messaging, marketing, and storytelling opportunities.
- E. Continue to identify and refine future market targets and communications strategies with Community Stakeholders (e.g., press, future residents, sports tournaments, business investors, etc.)
- F. Implement Communications Policies, see **Appendix B**.
- G. Provide an emphasis on disseminating information to community stakeholders on community growth and development plans, public safety programs and initiatives, and other large citywide initiatives.





GOAL 3: IMPLEMENTATION MATRIX

TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
		Implementation			Enhance / Continue		
		2022	2023	2024	2025	2026	2027 & Beyond
A. Establish consistent City materials by creating a Citywide style guide, logo and flag use policy, and pursuing other comprehensive changes to communication materials.	High						
B. Refining key messages and create a unified voice for City priorities and initiatives, establish proactive media responses to ensure rapid, accurate, and widespread message reach, and craft policies on when to use certain types of communications. Collaborate with departments to identify and enhance distinct communication needs.	High						
C. Enhance the City's image by developing a comprehensive marketing and branding campaign that raises awareness of the City's amenities and attractions. Create a process that allows for specialized branding for major initiatives.	High						
D. Expanding community partnerships with other organizations and stakeholders to leverage messaging, marketing, and storytelling opportunities.	Medium						
E. Continue to identify and refine future market targets and communications strategies with Community Stakeholders (e.g., press, future residents, sports tournaments, business investors, etc.)	Medium						
F. Implement Communications Policies, see Appendix B .	Medium						
G. Provide an emphasis on disseminating information to community stakeholders on community growth and development plans, public safety programs and initiatives, and other large Citywide initiatives.	Medium						

VII. PERFORMANCE INDICATORS

The following provides a few ways the City may consider tracking progress on communication enhancements and reach over time:

1. Utilize web-based internal and external polls to rate current methods, identify messaging and information gaps, and solicit ideas for enhancing communication services.
2. Perform a biannual, statistically valid survey that includes questions on communications performance and preferences.
3. Hold annual work sessions with Council to focus on communications performance, including reviewing the implementation of this Plan.
4. Hold formal and informal conversations with diverse stakeholders and partners that regularly interact with the City.
5. Track and analyze print and digital media coverage for negative and positive reads and reactions to determine what is trending in the community.
6. Track community member complaints, complaint-resolution times, and positive and negative outcome rate.
7. Track overall and individual webpage usage with Google Analytics; analyze referral links.
8. Use social media insights to track usage, reach, followers, engagement, hashtags, and views.
9. Track newsletter distribution list growth, open rate and engagement for interactive components.
10. Monitor event participant volume and demographics (per event or annually for recurring events).



APPENDICES

Appendix A – Possible Sections for City Intranet System

The following is a preliminary section list for the City's new intranet system. Additional sections may be added, or existing ones removed, as deemed valuable over time.

- | | |
|--|--|
| 1. Vision, Mission, and Goals | 15. Naviline |
| 2. Laceylopedia Communications Center | 16. Timesheet and Time Schedule |
| 3. Performance Measures | 17. Upcoming Trainings / Events / Holidays |
| 4. City Manager's Report (Message) | 18. Help Desk Requests and Ticker |
| 5. City Style Guide (forthcoming) | 19. 311 requests |
| 6. Policies & Procedures | 20. Polls and Surveys |
| 7. Official Documents and Forms | 21. Templates |
| 8. Organization Charts | 22. Submit Ideas |
| 9. Staff, Committee, Commission Directory | 23. Submit Expense Reports |
| 10. Facility Information | 24. Thank You and Compliments Page |
| 11. Energizer/Lantern Employee Newsletters | 25. City Website |
| 12. Latest and Most Staff-Relevant City News | 26. Department Pages |
| 13. New Hire Orientation Materials | 27. Agenda Tracker and Form(s) |
| 14. Contract/ILA/Doc Management System | 28. Employment Opportunities |

Appendix B – City of Lacey Communications Policy

The City of Lacey (“City”) is committed to providing open, honest communication with the media, residents, businesses, City employees, visitors, and other community stakeholders (collectively referred to as “community stakeholders”).

All City personnel are involved in communication efforts on a daily basis, whether it is dealing one-on-one with customers and/or the general public; working with one another; or responding to the media.

Due to the growing complexity and volume of City communication activities, an organized and formal plan is deemed necessary.

To provide a more coordinated and comprehensive approach, the following provides policies for City communications with community stakeholders.

The City utilizes a variety of print and digital communication means as a means to keep the public informed of City services, programs, events and initiatives. City communication channels are reserved for City purposes. The City may disseminate partner entities information from time to time to serve the public.

1. Purpose:

- 1.1. Establish procedures for responding to routine and non-routine information inquiries.
- 1.2. Provide more coordinated communications across the organization, as well as to track, benchmark, monitor, and assess City communication efforts.
- 1.3. Provide useful and accurate information in a timely, professional manner regarding City services, programs, events, and initiatives.
- 1.4. Present information in a manner consistent with the City of Lacey’s policies and goal, mission, vision.
- 1.5. Establish a uniform procedure for working with community stakeholders that will help ensure accuracy, citywide coordination, and a timely response to meet media deadlines.
- 1.6. Provide timely, accurate, and prompt exchange of information regarding City services, programs, and policies with community stakeholders.
- 1.7. Use communication mediums as a resource, particularly in emergency, disaster, or crisis situation.

1.8. Foster a cohesive working relationship between the City and community stakeholders.

2. Scope:

2.1. This policy applies to all City personnel and appointed officials of City advisory boards and commissions.

2.2. Elected officials should refer to Chapter 5 of the City Council Policy and Procedures Manual. Lacey City Councilmembers are strongly encouraged to notify the City Manager when they are contacted by the media.

3. Public Affairs Department

3.1. The Public Affairs Department (PA) is responsible for overseeing and/or support all City communications, with certain exceptions as delineated in this policy or at the City Manager or their designee's discretion. PA will work in collaboration with City Departments to plan, create, finalize, schedule, and publish communication content.

4. City communication outlets:

4.1. External communication outlets:

- Media Contacts
- Press Releases
- City websites
- Social Media (Facebook, Twitter, and Instagram)
- LaceyLife
- StreamTeam newsletter
- Economic Development newsletter
- E-Mail newsletters / campaigns (Parks)
- Parks Playbook
- Police Department Quarterly Newsletter (Palmer)
- Utility Bill inserts
- City YouTube Channel
- Police Department YouTube Channel
- PEG Channel
- City Council Meetings (virtual and in-person)
- Paper, phone, and online surveys
- Email
- Lacey "We Care" Forms
- Lacey Comprehensive Podcast (on hold)
- Virtual Webcast – Conversations with Council
- Virtual open houses / webinars
- Water Quality Reports (Direct mail)
- Job Listings
- *Coming Soon* – Customer Request Form / Application
- *Coming Soon* – Text Alerts / Emergency Text Alerts
- Latest in Lacey / Other short PSAs
- Public Presentations

4.2. Internal communication mediums:

- Email
- Energizer / Lantern
- Teams
- *Coming Soon* – Intranet
- Staff Meetings (i.e., within workgroups)
- Hard copy flyers/posters

5. Definitions:

- 5.1. **“Appointed officials”** refers to members of the City of Lacey Advisory Boards and Commissions.
- 5.2. **“City personnel”** is defined as regular, non-regular, contract employees of the City of Lacey, and City volunteers, excluding elected and appointed officials.
- 5.3. **“City Spokesperson”** is defined as the person most knowledgeable and informed about a particular subject matter. Depending on the medium, the spokesperson may be the City Manager, the Assistant City Manager, Department Directors, Public Affairs personnel, or other designated City staff. The City Manager, or designee, will appoint the City spokesperson, depending on the situation. The City Spokesperson will coordinate with the City Public Information Officer to provide appropriate information to the public or organization.
- 5.4. **“City Public Information Officer”** (PIO) is defined as the individual who oversees the coordination of City Communications, including online, print, television, radio, and other media outlets regarding city issues, events, and information. Unless specified otherwise by the City Manager or designee, the PIO is the Assistant City Manager. The Assistant City Manager may appoint other City personnel to serve as the PIO for a duration or incident. In emergency situations the PIO is the Emergency Coordinator, or designee. In public safety situations the PIO is the Lacey Chief of Police or designee. PIOs in emergency situations and public safety situations will provide frequent updates to the Assistant City Manager.
- 5.5. **“Community Outreach Campaigns”** refers to outreach and engagement efforts led by the City, or campaigns in which the City serves a significant role. Community Outreach Campaigns include, but are not limited to, visioning, planning, marketing, and branding initiatives, and engagement and collaboration events, such as town meetings, dialogues, charrettes, surveys, etc.
- 5.6. **“Community stakeholders”** refers to media entities, residents, businesses, City personnel, visitors, and other external community stakeholders. External community stakeholders are those outside of the City. Internal community stakeholders include City personnel (e.g., staff, City Council, etc.), as an example.
- 5.7. **“Elected officials”** refers to Lacey City Council members.

- 5.8. **“External communication”** refers to the exchange of information regarding City services, programs, and policies with community stakeholders, other than City personnel.
- 5.9. **“Internal communication”** refers to the exchange of information to all, or most, City personnel. Internal communication is not intended to include individual emails or emails to small groups of City personnel.
- 5.10. **“Media” and “Media entities”** refers to the Olympian, Seattle Times, other local media outlets (e.g., JOLT, Thurston Talk, etc.) and local TV news channels. It can include other local, national, and international print, radio, television, and digital syndications or groups.
- 5.11. **“Press Release(s)”** refers to information prepared for dissemination to community stakeholders reproduced on letterhead identifying the City of Lacey as the source.
- 5.12. **“News Conference”** refers to a scheduled media gathering, planned by the City Public Information Officer (PIO) when an emergency, announcement, or other significant information must be disseminated in a timely, coordinated manner to multiple media outlets.
- 5.13. **“News Briefings”** refers to opportunities for the City spokesperson to grant interviews with the media representatives on an individual basis. Typically, news briefings include an in-depth questioning by the media.
- 5.14. **“Non-routine Requests”** refers to requests from external community stakeholders that typically involve responses that require interpretation of policy, involve employee information, and/or responses to an emergency situation/controversial issue.
- 5.15. **“Not for attribution”** is a media relations term that refers to the desire of the person providing information to a media source to not have the information attributed to the person providing it. The City does not provide off the record comments or information, including comments that are not for attribution and on background.
- 5.16. **“On Background”** is a media relations term that refers to the person providing information that creates an understandable context for the media person with the understanding that it will not be used in the story. The City does not provide off the record comments or information, including comments that are not for attribution and on background.
- 5.17. **“Off the Record”** is a media relations term that refers to the person providing information does so with the perception that the information will not be used in a public news forum. See “Not for Attribution.” The City does not provide off the record comments or information, including comments that are not for attribution and on background.

- 5.18. **“Routine Requests”** refer to requests from external community stakeholders that typically involve responses that require information that is incidental or inconsequential in nature. Routine information can include general questions about a department's function, items listed on a Council agenda or board/commission agenda, meeting times and locations, facility locations, special events or news conferences planned by a department, questions about a particular program offered by a department, etc. External routine information requests can come from members of the media, the general public, businesses, community stakeholder groups, etc.
- 5.19. **“Public Affairs Division”** (PA) refers to the City Department that is responsible for administering the City's communication plan and public information programs, including external and internal communications.
- 5.20. **“Social Media”** refers to web applications that enable the user to create and share content or to participate in social networking.
- 5.21. **“Sensitive and Controversial Issues”** as the term applies to this policy may include, but isn't limited to:
- 5.21.1. Personnel issue(s) related to any City employee, such as performance evaluation, reasons for termination, reasons for not hiring, harassment claims.
 - 5.21.2. Legal claims or lawsuits filed against the City or any of its employees or agents.
 - 5.21.3. Existing or potential threats to public safety, welfare or property.
 - 5.21.4. Issues that may affect the City's public image or confidence in the City.

6. External communication policies:

- 6.1. **Media Requests.** Common media entities that contact the City include the Olympian, other local media, Seattle Times, and local TV news channels, and other entities recognized as press by the City's Press pool credentialing standards and procedures, this can include small or upcoming media sources. Other media entities can include other local, national, and international syndications or groups.
- 6.1.1. **Elected Officials:** Elected officials should refer to Chapter 5 of the City Council Policy and Procedures Manual. Lacey City Councilmembers are strongly encouraged to notify the City Manager when they are contacted by the media.
 - 6.1.2. **Routine Media Requests:** If the information requested by the media is considered routine, the contacted City personnel should proceed with giving the requestor the information if permitted to do so by their respective department director.

- 6.1.2.1. Following the media request and/or interview with the media, the contacted City personnel shall notify their immediate supervisor or department director of the contact, as well as the PIO. The PIO will notify the City Manager or designee, if determined to be of high importance. Lacey Police Department does not need notify the PIO of routine media requests.
- 6.1.2.2. Appointed officials should pass on all media requests to their respective City personnel points of contact for City responses under these policies.
- 6.1.3. **Media inquiries regarding emergency and/or public safety situations.**
 - 6.1.3.1. Lacey Police Department (LPD) designee serves as the PIO for public safety situations. Following contact with the media, the LPD designee shall notify the PIO and the City Manager or designee.
 - 6.1.3.1.1. LPD will adhere to Lacey Police Policy 13.1 – Media Relations.
 - 6.1.3.2. The Emergency Coordinator may serve as the PIO for emergency situations. Following contact with the media, the Emergency Coordinator shall notify the PIO and the City Manager or designee.
- 6.1.4. **Non-Routine Media Inquiries.**
 - 6.1.4.1. For any inquiries that require extensive research, involve multiple departments, deal with policy issues, are corporate in nature, or may be controversial, PA shall be consulted prior to any response by the City. PA is responsible for notifying the City Manager or designee of these incidents.
 - 6.1.4.2. A designee from the department(s) involved, along with PA, will be responsible for coordinating the response to ensure accurate and complete information is given to the requestor.
 - 6.1.4.3. PA, in consultation with the involved department(s), will determine who should serve as the City spokesperson for this request. This must be done in a timely fashion to meet the media deadlines and public expectations.
 - 6.1.4.4. City Councilmembers will receive notification of all non-routine media inquiries by email from the City Manager or designee as determined appropriate by the City Manager or designee.

- 6.1.4.5. **Training.** PA will work with selected City personnel and elected officials regarding obtaining media training on a regular basis.

Press Releases

- 6.1.5. PA is responsible for preparing, reviewing, and approving all City press releases. Departments shall submit draft press releases to PA. While PA will work with departments to ensure content is accurate, PA retains final discretion on the content and timing of the release.
- 6.1.6. If deemed appropriate by PA, the City will collaborate in the creation of shared press releases on joint ventures with external organizations or partner entities.
- 6.1.7. If deemed appropriate by PA, press releases of external entities may be shared by the City. This may include, but is not limited to, press releases from public health entities, transit entities, Thurston County, and state departments.
- 6.1.8. The Lacey City Council shall receive copies of all City press releases via email.
- 6.1.9. All City staff shall receive copies of all City press releases via email or it will be made available on the intranet (forthcoming).

6.2. Lacey Police Department Media Alerts

- 6.2.1. LPD is responsible for all LPD Media Alert materials and the dissemination of these materials. The City will share LPD Media Alerts when appropriate as determined by the City Manager or designee. LPD Media Alerts include, but are not limited to, missing person alerts, at-large suspect alerts, silver alerts, amber alerts, blue alerts, and other urgent event alerts.

6.3. News Conferences

- 6.3.1. News Conferences will be held at the direction of the City Manager or designee to announce or respond to an issue of significance or controversy with a united voice pertaining to facts, information, rules, and emergency or crisis situation or the established policy/rules of the City. News conferences will be planned in advance and coordinated by PA.
- 6.3.2. A spokesperson for the news conference will be selected by the City Manager or designee, or if appropriate by circumstances, the Mayor.

6.4. News Briefings

- 6.4.1. News Briefings may be conducted to educate the news media about potentially controversial issues and provide reporters an opportunity to ask in-depth

questions. In most briefings, the City provides extensive background materials, facts sheets, and explanatory materials. PA will be responsible for scheduling any such briefings.

6.5. **Emergencies that require Emergency Operations Center - Media Relations.**

6.5.1. In the event of a disaster or emergency that requires the Lacey Emergency Operations Center (EOC) to be activated, the Emergency Coordinator or designee, Lacey Fire & Life Safety District PIO or designee, or Thurston County Sheriff Office PIO or designee will be responsible for primary media relations. The parties listed above will work with the City Manager and PIO to prepare for a news conference.

6.6. **Telephone Communications (Media entities excluded).**

- 6.6.1. If the information requested by the community stakeholder is considered routine, the contacted City personnel should proceed with giving the requestor the information.
- 6.6.2. For any inquiries that require extensive research, involve multiple departments, deal with policy issues, are corporate in nature, or may be sensitive or controversial issues, **PA shall be consulted prior to any response by the City. PA is responsible for notifying the City Manager or designee of these incidents immediately upon occurrence.**

6.7. **City Websites**

6.7.1. Current City web domains include:

6.7.1.1. CityofLacey.org – The City's Main Page

6.7.1.2. LocationLocation.com – this page is dedicated to economic development; this page may be consolidated with the City's main page in the future.

6.7.1.3. LaceyParks.org – Parks, Recreation, and Culture Department page

6.7.1.4. LaceyVeteransHub.org – Lacey Veterans Services Hub

6.7.1.5. JointAnimalServices.org – Joint Animal Services

6.7.1.6. LaceySpringFunFair.com – this page will be consolidated into the LaceyParks.org page by the end of 2022

6.7.2. PA is responsible for approving, in conjunction with Information Services (IS), requests for additional web domains in addition to those listed above. In

general, the City should strive to limit the number of web domains it uses to reduce confusion for community stakeholders and ensure that the City is capturing all necessary materials for record and retention purposes. The new City site will allow for the creation of special landing pages for unique City services or programs.

- 6.7.2.1. Departments can request a new web domain from PA. This request shall be in writing and shall outline why the City's existing web domains are not adequate. PA will determine if a new web domain is warranted. This includes projects performed with contractors. PA will work collaboratively with departments to find solutions to website needs.
- 6.7.3. PA is responsible for defining the standards, procedures, and best practices for providing information services on the web and establishing a governing policy.
 - 6.7.3.1. PA will establish and update website guidelines for the City's website.
 - 6.7.3.2. PA will identify appropriate personnel ("Department Reps") within each Department to have editor access to the new website as approved by the respective Department head.
 - 6.7.3.3. PA will provide Department Reps, and their directors, with adequate training on the new website.
 - 6.7.3.4. Technical issues shall be forwarded to PA. PA will try to resolve technical issues as they come up. PA shall coordinate with a consultant or IS, as necessary to resolve technical issues that PA cannot resolve.
 - 6.7.3.5. PA is responsible for determining what graphics standards are appropriate for the City's website. A new Website Guide and User Manual is forthcoming.
 - 6.7.3.6. All City websites shall have the City logo included on the home page and consistently displayed on all subsequent pages.
- 6.7.4. PA is responsible for all website content; however, departments will assist in the drafting of content and in the maintaining of department webpages, as well as non-department web pages where appropriate.
 - 6.7.4.1. Department Reps will perform routine departmental updates and serve as web liaisons to PA. PA may review and edit content or ask Web Reps to perform these tasks as deemed necessary by PA.
 - 6.7.4.2. PA will work with Departments to establish systematic audits of website pages to ensure content is up to date.

6.7.5. PA will determine what information is highlighted on the City's home page.

6.8. Social Media (Facebook, Twitter, Instagram, etc.)

6.8.1. Current City Social Media accounts include:

6.8.1.1. City of Lacey Facebook

6.8.1.2. Lacey Police Department Facebook

6.8.1.3. Parks Facebook – forthcoming

6.8.1.4. Lacey Museum Facebook- forthcoming

6.8.1.5. City of Lacey Twitter

6.8.1.6. Lacey Police Department Twitter

6.8.1.7. City of Lacey Instagram

6.8.1.8. Lacey Police Department Instagram

6.8.1.9. City of Lacey Youth Council Instagram

6.8.2. PA is responsible for all City social media accounts and content, with the exception of Lacey Police Department (LPD) social media accounts. All new social media accounts must be approved by PA prior to creation.

6.8.2.1. LPD shall share all social media content with PA.

6.8.3. PA will be included as an administrator on all City social media accounts, including the social media accounts for the LPD.

6.8.4. Departments may request the use of new social media platforms and accounts to PA. This request shall be in writing and shall outline why the City's existing social media accounts are not adequate. PA shall decide if a new social media account is warranted. PA will work collaboratively with departments to find solutions to social media needs. Content posted to agency social media accounts is a public record. The City needs to maintain content on agency social media accounts in accordance with applicable retention requirements.

6.8.5. PA will audit and evaluate the on-going need, use, and efficacy of City social media accounts.

6.8.6. PA will evaluate viability of new platforms, including use, resources, and duration.

6.9. LaceyLife

- 6.9.1. PA will establish a mechanism to allow Departments to provide input on content for the LaceyLife.
- 6.9.2. PA will post the newsletter on the City's website, send via email on the City's digital marketing platform (Constant Contact), and other platforms as determined by PA.
- 6.9.3. PA will make the newsletter available on the City's intranet.
- 6.9.4. All LaceyLife editions will include the City logo.

6.10. Other Print Campaigns

- 6.11.1. All Department print materials and print advertisements, shall be approved by PA for consistency with City messaging and graphic standards, with the exception of legal notifications and PD materials and notifications.
- 6.11.2. Any communication sent to the general public to announce a special event, program, etc. will have a City logo included on the materials, unless an exception is approved by PA.
- 6.11.3. PA will notify the City Manager or designee regarding any print advertising being considered for placement, with the exception of legal notifications and reoccurring newsletters, which include but are not limited to, the LaceyLife, Parks Playbook, Stream Team newsletter, posters, kiosks, flyers, etc.

6.11. Legal Notices

- 6.11.1. Legal notices should follow standards that identify the notices as advertisements from the City as determined by the City Clerk in consultation with PA.

6.12. Digital newsletters / campaigns

- 6.12.1. Existing Digital newsletters / campaigns include:
 - 6.12.1.1. Parks Newsletter
 - 6.12.1.2. Latest in Lacey
 - 6.12.1.3. LaceyLife
 - 6.12.1.4. Transportation / Utility project updates – forthcoming
 - 6.12.1.5. Economic Development Update
 - 6.12.1.6. Stream Team
 - 6.12.1.7. Police Department Quarterly Reports

6.12.1.8. Utility Billing Inserts

- 6.12.2. PA shall approve any new digital newsletters / campaigns. Departments may request the addition of a new digital newsletter / campaign in writing to PA. PA will determine if a new digital newsletter / campaign is necessary by consulting with the department requesting the new digital newsletter / campaign.
- 6.12.3. All digital newsletters / campaigns will be sent out from the City's digital marketing platform (Constant Contact) account. PA will serve as the administrator to this account. PA will determine appropriate City personnel to be added as administrators to the City's digital marketing platform account as approved by Department heads.
- 6.12.4. Prior to digital newsletters / campaigns being distributed to subscribers, they shall be reviewed and approved by PA. PA will work collaboratively with departments on this.

6.13. **Digital materials - newsletters, campaigns, and advertisements**

- 6.13.1. All Department digital materials, including newsletters, campaigns, and advertisements, shall be approved by PA for consistency with City messaging and graphic standards, with the exception of legal notifications and PD materials and notifications.
- 6.13.2. Any communication sent digitally to the general public to announce a special event, program, etc. will have a City logo included on the materials, unless an exception is approved by the PA.
- 6.13.3. PA will notify the City Manager or designee regarding digital print advertising being considered for placement, with the exception of legal notifications and reoccurring newsletters, which include but are not limited to, the LaceyLife, Parks Playbook, Stream Team newsletter, posters, kiosks, flyers, etc.
- 6.13.4. All digital advertisements shall be approved by PA for consistency with messaging and graphic standards.
- 6.13.5. PA will notify the City Manager or designee regarding any advertising being considered for placement in digital outlets.

6.14. **Text Campaigns (Non-emergency) – forthcoming**

- 6.14.1. PA will serve as the administrator for all City text-based applications.
- 6.14.2. All text campaigns shall be approved by PA for consistency with messaging.

6.15. Video Content and Video Streaming Platforms

- 6.15.1. PA will serve as the administrator to all video streaming platforms by the City, including but not limited to, YouTube and Facebook.
- 6.15.2. Video content designed and created by the City shall be coordinated with PA and approved by the City Manager or designee.

6.16. Public, Education, and Government (PEG) Channel

- 6.17.1. The City's PEG Channel offers a way to broadcast City meetings and events across the community. Because of some limitations – namely access to the station and competing mediums – the PEG Channel shall be used as one mechanism among many to disseminate information on a variety of City issues.
- 6.17.2. All content for the PEG Channel will be approved by PA and approved by the City Manager or their designee.
- 6.17.3. PA, with input from the Departments, will evaluate ways to incorporate key City messages through the PEG Channel.
- 6.17.4. Requests from outside sources to air programming on the PEG Channel will be considered on a case-by-case basis.

6.17. Public Meetings (virtual and in-person)

- 6.17.1. All City public meetings, including City Council meetings, Committee meetings, Ad Hoc Committee meetings, Advisory Board and Commission meetings, and Hearing Examiner sessions, will be streamed on platforms determined by PA.
- 6.17.2. PA will serve as the administrator to meeting platforms used for City public meetings, as well as those used for intergovernmental boards and commissions.
- 6.17.3. PA will establish "Meeting Streaming Reps" for each meeting to more effectively and efficiently stream meetings across the organization.
 - 6.17.3.1. Meeting Streaming Reps will be responsible for live streaming their respective department's public meetings. PA will provide training and support for Meeting Streaming Reps.

7. Internal communication mediums:

7.1. City Email

7.1.1. **Emails to all City Staff.** PA is responsible for reviewing and approving e-mail messages to be distributed to all (or most) City personnel that are not sent by the City Manager or designee, department director or designee, and Police Chief or designee.

7.1.2. **Emails from City Councilmembers to City Personnel.** Councilmembers are encouraged to work directly with the City Manager when dealing with administrative services of the City. Pursuant to RCW 35A.13.120, Councilmembers are not to direct staff or become involved in or attempt to influence personnel matters that are under the direction of the City Manager.

7.1.2.1. All emails from City Councilmembers to City personnel shall be forwarded to the City Manager or designee for response coordination.

7.1.3. **Emails from the External Community Stakeholders to City Councilmembers.**

7.1.3.1. The Executive Assistant in the City Manager's Department serves as the gatekeeper for these accounts. The Executive Assistant responds to all routine messages within 2 business days, working collaboratively with appropriate City departments when necessary.

7.1.3.2. Non-routine emails shall be responded to by PA. All responses shall be forwarded to City Councilmembers and the City Manager or designee. PA shall work with City departments on the response when applicable.

7.1.4. **Emails from External Community Stakeholders to City Personnel.**

7.1.4.1. Routine emails shall be responded to by City personnel.

7.1.4.2. Non-routine emails shall be responded to by City personnel if they are not high-risk or sensitive and controversial issues.

7.1.4.3. High-risk or sensitive and controversial topic emails shall be routed to PA for collaboration on the response. PA shall apprise the City Manager or designee of these emails in a timely manner.

7.1.5. **Emails from External Community Stakeholders to Public Affairs Account**

7.1.5.1. The PA Department serves as the gatekeeper for this account. The assigned designee responds or coordinates the response to all routine messages within 2 business days.

7.1.5.2. The assigned designee forwards all non-routine emails to PA for response.

7.1.5.3. The assigned designee forwards all public records requests to the Deputy City Clerk for response.

7.1.6. Emails to Public Comment Inbox (for Council Meetings)

7.1.6.1. The City Clerk serves as gatekeeper of this account.

7.1.6.2. Emails that require a response are routed to PA for response.

7.1.6.3. Emails are captured as a PDF and provided to the Lacey City Council for the next Council meeting date.

7.2. Citywide Communications meetings

7.3.1. PA will hold quarterly communications meetings with City personnel designated by Department heads to represent their department. The meetings will be used to discuss short- and long-term projects across City departments that concern City communications and Community Outreach Campaigns.

7.3. Energizer and Lantern

7.3.1. PA will help edit and design the Energizer and Lantern newsletters, as needed.

7.4. Intranet – forthcoming

7.4.1. PA is responsible for creating standards and procedures for posting to the City's internal and external websites and SharePoint sites.

7.4.2. PA will work in conjunction with IS to resolve technical issues.

7.4.3. PA will establish "Intranet Reps" from each department to maintain department related materials on the intranet.

7.4.3.1. PA will work with Departments to establish systematic audits of intranet content to ensure it is up to date.

7.5. Customer Request Management / Customer Response Management System (forthcoming)

- 7.5.1. PA is responsible for administering the Customer Request Management (CRM) System.
- 7.5.2. PA will work in conjunction with IS to resolve CRM technical issues.
- 7.5.3. PA will work with departments to create a workflow for CRM requests. Users will be allowed to make requests for certain issues (e.g., potholes, park maintenance, speeding, etc.). These requests will automatically be sent to the most appropriate staff person at the City for a timely response (rate determined in the future).

When service requests come into the City via phone or email, City personnel are guided to enter in requests they receive from members of the public into the CRM system. If the individual requesting the services does not want to provide their name and email address, City personnel may enter this information into the CRM using their respective City account.

7.6. Project Notifications – Community Development & Public Works

- 7.6.1. Updates on high-profile development projects or projects that may become high-profile development projects, such as those requiring Hearing Examiner approval, shall be given to PA on a regular basis.
- 7.6.2. Updates on code enforcement or abatement cases or properties that may become high-profile code enforcement or abatement cases shall be given to PA on a regular basis.
- 7.6.3. Updates on significant infrastructure projects shall be given to PA on a regular basis.

7.7. City Presentations for the Public

- 7.1.1. To help ensure consistent messaging, PA may be used as a resource for reviewing presentations to the public.

7.8. Branding

- 7.8.1. PA is the custodian of the City's brand, and all representations of the brand must be approved by PA prior to being distributed.
- 7.8.2. Third parties requesting use of City branding in promotional or advertising material must seek the relevant approvals from the PA prior to printing or posting on digital platforms.

- 7.8.3. City logo shall appear on all external and internal City communications, unless omission of the logo is approved by PA.
- 7.8.4. In addition to the City's logo, other logos of the City include:
 - 7.8.1.1. Lacey Parks, Culture, and Recreation Department and sub-logos
 - 7.8.1.2. Regional Athletic Complex
 - 7.8.1.3. Lacey Museum and Cultural Center
 - 7.8.1.4. LPD logo (need to trademark)
 - 7.8.1.5. LPD patch
 - 7.8.1.6. Greg Cuoio Park and Greenways
 - 7.8.1.7. Food Trucks @ the Depot
 - 7.8.1.8. Lacey Youth Council
 - 7.8.1.9. Midtown District

Appendix C – Social Media Policy: General Disclaimer and Commenting Policy

General Disclaimer

When you access, browse, or use a City of Lacey social media account, you accept without limitation or qualification this Social Media Use Policy.

When visiting a third-party social media website such as Facebook or Twitter, you are leaving the official City of Lacey website and are subject to the privacy and security policies of the owners or sponsors of the third-party site. The City of Lacey is not responsible for transmissions users make to or receive from third-party social media websites. Reference to any specific commercial products, processes, or services, or the use of any trade, firm, or corporation names does not constitute endorsement or recommendation by the City of Lacey, its employees, or representatives.

The City of Lacey's third-party social media accounts are maintained as a public service to provide information about City programs, services, projects, issues, events, and other communications with the public. The City of Lacey does not guarantee that the third-party social media sites it uses will be uninterrupted or error-free. Communications and/or requests made through such third-party social media sites in no way constitute a legal notice to or from the City of Lacey and will not become a part of the official record for any particular issue.

For questions requiring detailed answers, or to comment about a specific city project or program, please contact the appropriate department at www.cityoflacey.org/contact/, or by calling Lacey City Hall at 360-491-3214 or TDD 1-800- 833-6388. You can also visit Lacey City Hall, 420 College Street SE, during normal business hours.

Public Disclosure

Posts and comments on City's social media accounts may be subject to public disclosure under the Public Records Act (RCW 42.56).

The City of Lacey cannot accept public records requests through third-party social media accounts. Comments do not constitute a legal or official notice or comment to the City of Lacey. For example, a post or comment that asks the city or a city representative to provide public records will not be considered a public records request.

All public records requests must be directed to the Lacey City Clerk's Office. For more information, or to submit a public records request, visit www.cityoflacey.org/public-record-request; call the City Clerk's Office at 360-438-2625 or TDD 1-800- 833-6388; or visit Lacey City Hall, 420 College Street SE.

Commenting Policy

Comments posted to City of Lacey third-party social media accounts are monitored on a limited basis and are considered limited public forums. We expect comments to be relevant and courteous. To that end, the City of Lacey has established commenting criteria, and reserves the right and discretion to remove or block comments as outlined below.

The following activities and uses **are prohibited** on City of Lacey third-party social media sites:

- Comments or content not directly related to the subject or post being commented on.
- Comments or content that impersonate a person or entity, or otherwise mislead as to origin of the comment or content.
- Uncivil comments or personal attacks of any kind, including defamatory, libelous, combative, offensive, disparaging, demeaning, or threatening materials related to any person or group.
- Comments or content that promote, foster, or perpetuate discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation, or any other status protected by law.
- Profane language or content.
- Sexual content or obscene material, or links to sexual content or obscene material.
- Conduct or encouragement of illegal activity.
- Provision of information that could compromise the safety or security of the public or public systems.
- Provision of information that could compromise an ongoing law enforcement investigation or legal proceeding.
- Personal, private, sensitive, or confidential information of any kind, such as email addresses, phone numbers, home address, school, or place of employment.
- Comments and other content from children under the age of thirteen, in accordance with the federal Children's Online Privacy Protection Act (15 U.S.C. 6501). By posting on a City social media site, users represent and acknowledge that they are at least thirteen years of age.
- Solicitations of commerce, or the promotion or advertisement of commercial services, entities, or products.
- Chain letters, mass mailings, or any form of spam.
- Comments or content in support or opposition to political campaigns or ballot measures.

- Religious comments or content, including those that support or oppose opinions or activities.
- Plagiarized material or content that violates a copyright or legal ownership interest of any other party.
- Information that is involved in litigation or that could be involved in future litigation.
- Repetitive posts, including those that are copied and pasted.
- Intentionally or maliciously false information.
- Comments that embed images from external sources.
- Links to external sites, content, or materials that violate any provisions of this section.

The City of Lacey reserves the right to:

- Block parties that repeatedly post prohibited activities or uses.
- Remove posted content that does not comply with this policy or any applicable law.
- Remove posted content and/or comments after 30 days.
- Discontinue or delete discussion threads at any time without prior notice or cause.
- Modify this policy without prior notice.

Copyright

- All information and materials created by the City of Lacey and provided on third-party social media web sites, including text, images, and other content, are the property of the City of Lacey.

Lacey Cares

Community Tapestry Socioeconomic Insights

December 2020

J ROBERTSON + COMPANY



I. BACKGROUND

The City of Lacey is undertaking a new effort to better understand and connect with local residents and businesses. The *Lacey Cares* initiative will identify preferred means of communication as we transition out of pandemic conditions, help determine local goals and priorities as we plan for the future and serve as the seed effort for a broader community-defined vision for Lacey's long-range growth and evolution.

As a first step in the process, the City retained J Robertson and Company (JRO) to develop a socioeconomic profile reflecting the city's diverse collection of residents and neighborhoods. The methodology and findings are presented below.

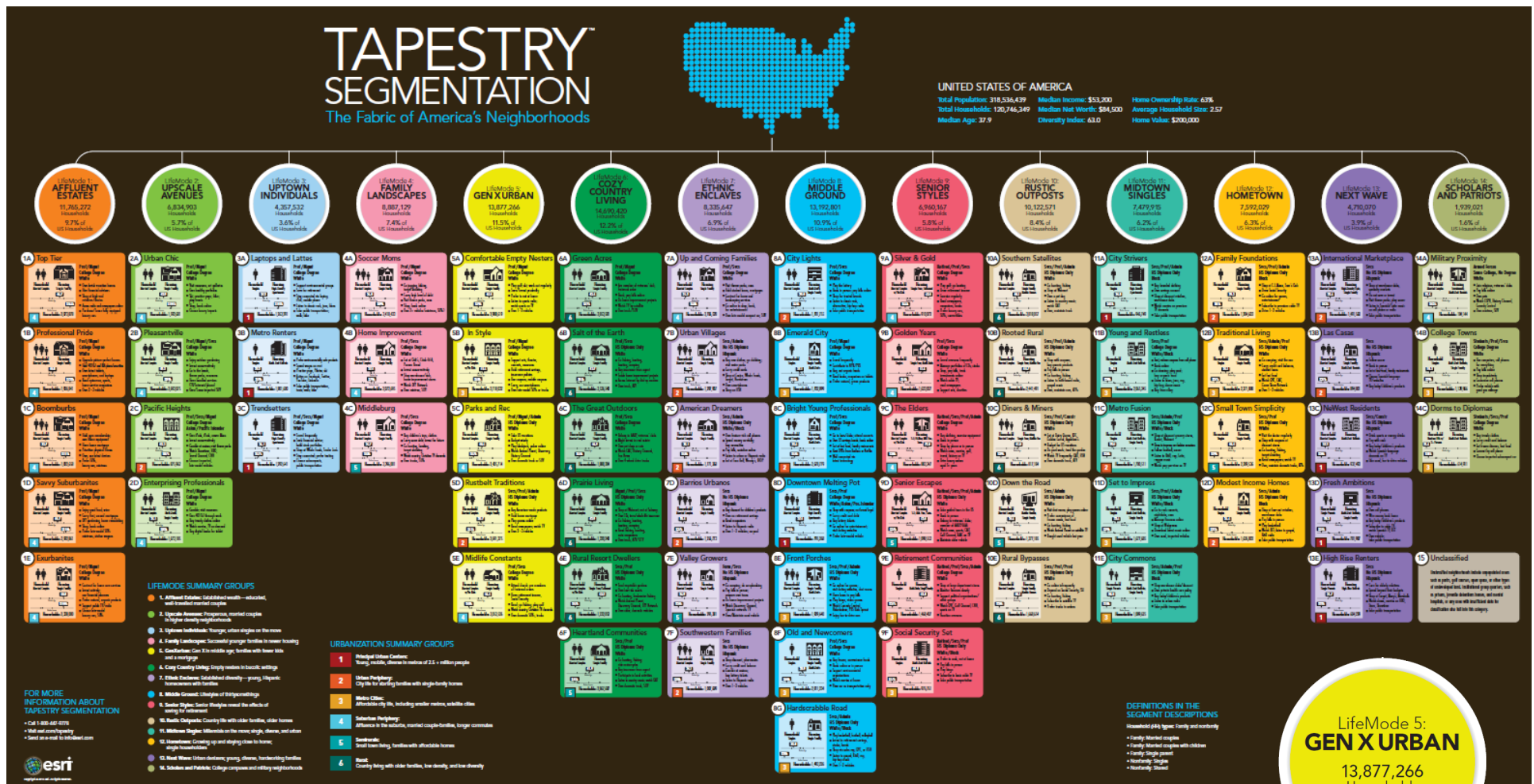
II. PROFILE METHODOLOGY

To build the socioeconomic profile, JRO utilized *ESRI Tapestry*. Tapestry segmentation provides an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into sixty-seven distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups. The underlying data is generally the same individual sources (Census, ACS, consumer spending data) used to build a static demographic snapshot. Tapestry combines them to build a more robust, dynamic profile.

The sixty-seven distinct markets of Tapestry detail the diversity of the American population. Grouping the segments can simplify these differences by summarizing markets that share similar traits. Market segments can be bundled, using overlapping traits, to build unique LifeMode groups (fourteen combinations) and/or Urbanization groups (six possibilities).

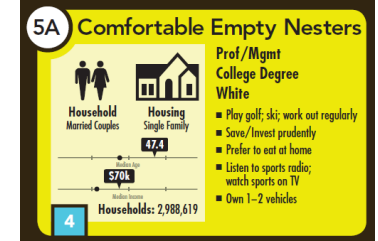
Attached to each *LifeMode* segment and *urbanization* grouping is a characterization that distills key demographic data, market preferences and other lifestyle proclivities that help give form to different substrates of the broader community population. In short, tapestry segmentation provides a starting point for determining and deploying effective communication and engagement strategies. The following page displays the various tapestry segments represented across the U.S. as of 2020. A larger version, including a second page showing where segments are represented geographically, can be downloaded by following the source link.





Source (and for more detailed information on Tapestry Segmentation visit):

<https://www.esri.com/content/dam/esrisites/sitecore-archive/Files/Pdfs/library/brochures/tapestry-segmentation.pdf>
https://www.esri.com/content/dam/esrisites/sitecore-archive/Files/Pdfs/library/fliers/pdfs/tapestry_segmentation.pdf



CITY OF LACEY SEGMENTATION

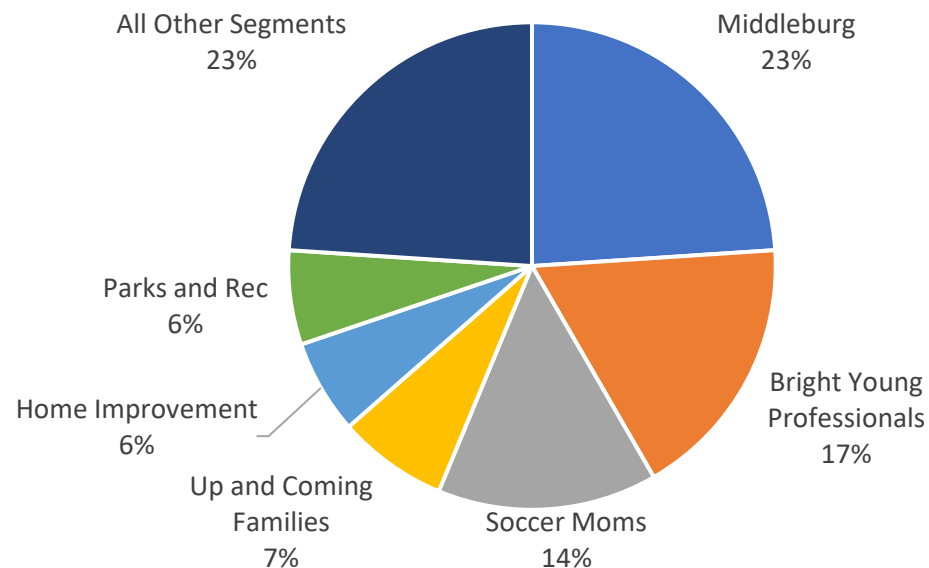
Of sixty-seven unique tapestry segments found across the U.S., just **six** segments encompass nearly **seventy-three** percent of Lacey's population. They include:

Top City of Lacey Tapestry Segments

Tapestry Segment	% Lacey Households	ESRI Segment Description
B. Middleburg	23%	Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.
C. Bright Young Professionals	17%	Bright Young Professionals are primarily in urban outskirts of large metros: home to young, educated, working professionals. One in three householders is under 35. Slightly more diverse couples dominate, with more renters than owners. Over two-fifths live in single-family homes; a third live in 5+ unit buildings. Labor force participation is high, generally white-collar, with a mix of food service and part-time jobs (college students). Median household income, home value, and rent are close to US values. Residents are physically active and up on latest tech.
D. Soccer Moms	14%	Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.
E. Up and Coming Families	7%	Up and Coming Families is a market in transition. Residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Tapestry Segment	% Lacey Households	ESRI Segment Description
F. Home Improvement	6%	Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are owner-occupied single-family homes, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.
G. Parks and Rec	6%	These suburbanites have achieved the dream of home ownership. They purchased within their means. Their homes are older, and town homes and duplexes are not uncommon. Many are two-income married couples approaching retirement; they are comfortable in their jobs and homes, budget wisely, but do not plan on retiring soon or moving. Neighborhoods are well established, as are amenities and programs that supported their children through school. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

Figure 12: Primary Lacey Community Tapestry Segments



Effectively all Lacey households are captured in **seventeen** of the sixty-seven ESRI Tapestry segments, as displayed below (Figure 3). Details for each segment are available to review via link within the table, and in the companion Lacey Tapestry **PPT Presentation**. However, the analysis in this summary report focuses on LifeMode groupings (see section IV), where like segments are integrated and better-suited for communications planning.

Individual Lacey Tapestry Segments v. US Comparison

Table Definitions

- Tapestry Segment:** One of sixty-seven unique sociodemographic groupings
- Percent:** Number of households (Lacey, US) categorized within each segment
- Cumulative Percent:** Total number of households (Lacey, US) categorized within each segment after combined with previous segment(s)
- Households:** Number of people living under one roof and/or provider structure, as defined by US Census
- Lacey Index:** The concentration of a segment compared to U.S. average (an index of 700 = segment 7 times more prevalent compared to U.S. ave.)

Rank	Tapestry Segment	City of Lacey Tapestry Segments		Comparative Segment Presence in U.S.		Lacey Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	22.6%	22.6%	2.9%	2.9%	768
2	Bright Young Professionals (8C)	17.1%	39.7%	2.3%	5.2%	759
3	Soccer Moms (4A)	13.4%	53.1%	3.0%	8.2%	455
4	Up and Coming Families (7A)	7.2%	60.3%	2.5%	10.7%	282
5	Home Improvement (4B)	6.3%	66.6%	1.7%	12.4%	371
6	Parks and Rec (5C)	5.6%	72.2%	2.0%	14.4%	286
7	Set to Impress (11D)	4.3%	76.5%	1.4%	15.8%	309
8	The Elders (9C)	3.9%	80.4%	0.7%	16.5%	517
9	Comfortable Empty Nesters (5A)	3.7%	84.1%	2.4%	18.9%	150
10	Exurbanites (1E)	3.1%	87.1%	1.9%	20.8%	158
11	Young and Restless (11B)	3.1%	90.2%	1.7%	22.5%	175
12	Golden Years (9B)	2.6%	92.8%	1.3%	23.8%	197
13	Old and Newcomers (8F)	2.3%	95.1%	2.3%	26.1%	99
14	Front Porches (8E)	2.1%	97.1%	1.6%	27.7%	131
15	City Lights (8A)	2.0%	99.1%	1.4%	29.1%	137
16	In Style (5B)	0.5%	99.6%	2.2%	31.3%	23
17	Savvy Suburbanites (1D)	0.4%	100.0%	3.0%	34.3%	13
		100.0%		36.9%		

Retirement Community Insights

Individually, no single ESRI retirement-age segment breaks the top-seven tapestry segment list. Yet, when combined, retirement-age segments account for more than ten percent of Lacey households. A cross-analysis of those segments reveals a number of commonalities for communication planning purposes, as displayed in the table below. Combined, these retirement-age and the top-seven segments cover just over eighty-three percent of total Lacey households.

Retirement-Age Tapestry Segments

Tapestry Segment	% Lacey Households	Emsi Segment Description
8. The Elders	3.9%	With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. <i>The Elders</i> residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.
9. Comfortable Empty Nesters	3.7%	Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.
12. Golden Years	2.6%	Independent, active seniors nearing the end of their careers or already in retirement best describes <i>Golden Years</i> residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

Smaller Segments

The remaining 17% of Lacey households fall under eight much smaller segments as shown in Figure 5.

Figure 5: Other Lacey Tapestry Segments

Tapestry Segment	% Lacey Households	Emsi Segment Description
7. Set to Impress	4.3%	<i>Set to Impress</i> depicted by medium to large multiunit apartments, lower than average rents. Often nestled in neighborhoods with other businesses or single-family housing. Nearly 1/3 is 20-34 years old, and over half are single person and nonfamily households. Although many live alone, they preserve close connections with family. Income levels are low; many work in food service while attending college. This group is always looking for a deal. They are very conscious of image and seek to bolster status with the latest fashion. <i>Set to Impress</i> residents are tapped into popular music and the local music scene.
10. Exurbanites	3.1%	<i>Exurbanites</i> residents are approaching retirement but showing few signs of slowing down. They are active in communities, generous in donations and seasoned travelers. They take advantage of proximity to metro centers to support arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.
11. Young and Restless	3.1%	Gen Y: Well-educated young workers, some completing education, employed in prof-tech jobs, sales and office-admin support. Not established but striving to get ahead and improve themselves. Market in top 5 for renters, movers, college enrollment, and labor force participation. 1 in 5 residents move each year. More than half under age 35, majority live alone or shared nonfamily dwellings. Median household income below US. Smartphones a way of life, use the Internet extensively. Consumers are diverse, favoring densely populated neighborhoods in large metro areas; over 50% located in the South, rest in the West and Midwest.
13. Old and Newcomers	2.3%	This market features singles' lifestyles on a budget. Focus is on convenience over consumerism, economy over acquisition. Composed of neighborhoods in transition, renters just beginning careers or retiring. Some still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.
14. Front Porches	2.1%	<i>Front Porches</i> blends household types, more young families with children or single households than average. More diverse than US. Over half are renters, and many homes are older town homes or duplexes. Friends and family are central and help influence household buying decisions. Households tend to own just one vehicle. Income and net worth are well below the US average.

Tapestry Segment	% Lacey Households	Emsi Segment Description
15. City Lights	2.0%	<i>City Lights</i> , a densely populated urban market, is the epitome of equality. The wide-ranging characteristics mirror passion for social welfare and equal opportunity. Households range from single to married-couple families, with and without children. A blend of owners and renters, single-family homes, town homes, midrise, high-rise apartments. Neighborhoods are racially and ethnically diverse. Many have completed some college or degree and earn good income in professional and service occupations. Willing to commute, they work hard and budget to support urban lifestyles, laying the foundation for stable financial futures.
16. In Style	0.5%	<i>In Style</i> denizens embrace an urbane lifestyle that includes support of arts, travel, and extensive reading. They are connected and make full use of mobile devices. Professional couples or single households without children, they have time to focus on their homes and interests. The population is slightly older and planning for their retirement.
17. Savvy Suburbanites	0.4%	Well-educated, well read, well capitalized. Families include empty nesters/empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

III. CITY OF LACEY LIFEMODE TAPESTRY

Approximately eighty percent of Lacey households fall under five LifeMode tapestries. The table below provides overview characteristics for each relevant Lacey LifeMode, identifies the percentage of Lacey households categorized therein (in parentheses) and indicates which specific **Lacey segments** are present in each.

Other U.S. segments encompassed within a particular LifeMode that do not exist in Lacey remain listed to facilitate comparison and additional analysis. For example, Lacey's most prevalent LifeMode cohort, "Family Landscapes" includes three of three top Lacey segments. On the other hand, in the second most prevalent Lacey LifeMode cohort, "Middle Ground," only one of Lacey's top segments appears despite that LifeMode hosting seven total segments (meaning that particular segment, "Bright Young Professionals," is a particularly unique and important stakeholder group in Lacey).

Predominant Lacey LifeMode Tapestries

Lacey LifeMode Cohorts and Relevant Characteristics	Lacey Segments
LifeMode 4: Family Landscapes (42.3 percent of Lacey households) • Successful young families in their first homes • Non-diverse, prosperous married-couple families, residing in suburban or semirural areas with a low vacancy rate • Homeowners (79%) with mortgages (second highest %), living in homes, with median value slightly higher than the U.S. • Two workers in family, contributing to the second highest labor force participation rate, as well as low unemployment • Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens • Sports enthusiasts, typically owning newer sedans or SUVs, dogs, savings accounts/plans, comfortable with latest tech • Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle • Especially enjoy bowling, swimming, golf, video games, movies rented via Redbox, and taking trips to zoo or theme park	4A Soccer Moms 4B Home Improvement 4C Middleburg
LifeMode 8: Middle Ground (17.1 percent) • Lifestyles of thirtysomethings • Millennials in the middle: single/married, renters/homeowners, middle class/working class • Urban market mix of single-family, townhome, and multi-unit dwellings • Majority of residents attended college or attained a college degree • Have ditched landline for cell phone: use for music, news, and to get the latest sports updates of their favorite teams • Online all the time: for entertainment (music, YouTube, dating), social (Facebook, Twitter, LinkedIn), to search for jobs • Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking	8A City Lights 8B Emerald City 8C Bright Young Professionals 8D Downtown Melting Pot 8E Front Porches 8F Old and Newcomers 8G Hardscrabble Road

Lacey LifeMode Cohorts and Relevant Characteristics	Lacey Segments
LifeMode 5: GenXurban (9.2 percent) • Gen X in middle age; families with fewer kids and a mortgage • Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees • About a fifth of residents are 65 or older; about a fourth of households have retirement income • Own older single-family homes in urban areas, with 1 or 2 vehicles • Live and work in the same county, creating shorter commute times • Invest wisely, well-insured, comfortable banking online or in person • News junkies (read a daily newspaper, watch news on TV, and go online for news) • Enjoy reading, renting movies, board games + cards, crosswords, museums, rock concerts, dining out, walking exercise	5A Comfortable Empty Nesters 5B In Style 5C Parks and Rec 5D Rustbelt Traditions 5E Midlife Constants
LifeMode 7: Ethnic Enclaves (7.2 percent) • Established diversity—young, Hispanic homeowners with families • Multilingual + multigene households feature children that represent second-, third- or fourth-gen Hispanic families • Neighborhoods feature single-family, owner-occupied homes built at city's edge, primarily built after 1980 • Hard-working and optimistic, most residents 25 years or older have a high school diploma or some college education • Shopping and leisure also focus on children—from shoes to toys and games and trips to theme parks, water parks or zoo • Favor Hispanic programs on radio or TV; children enjoy video games on personal computers, handheld or consoles • Many households have dogs for domestic pets	7A Up and Coming Families 7B Urban Villages 7C American Dreamers 7D Barrios Urbanos 7E Valley Growers 7F Southwestern Families

Lacey LifeMode Cohorts and Relevant Characteristics	Lacey Segments
LifeMode 9: Senior Styles (6.5 percent) • Senior lifestyles reveal the effects of saving for retirement • Married empty nesters or singles living alone; single-family homes, seasonal getaways, retirement communities • More affluent seniors travel, relocate to warmer climates; less affluent, settled seniors still working toward retirement • Cell phones are popular, but so are landlines • Many still prefer print to digital media: Avid readers of newspapers, to stay current • Subscribe to cable television to watch channels like Fox News, CNN, and The Weather Channel • Residents prefer vitamins to increase their mileage and a regular exercise regimen	9A Silver & Gold 9B Golden Years 9C The Elders 9D Senior Escapes 9E Retirement Communities 9F Social Security Set

URBANIZATION GROUPS

ESRI apportions like sociodemographic segments into six distinct Urbanization Groups to facilitate market and communications analysis. Lacey tapestry segments appear in four of those units, but primarily in the “Suburban Periphery” group (close to half of all Lacey households). The total volume of and constituent makeup of each Lacey Urbanization Group is outlined in the table below, along with a high-level overview of relevant consumer attributes.

Lacey Urbanization Groups

Urbanization Group and Characteristics	Lacey Segments
Suburban Periphery (46.5 percent of Lacey households) • Urban expansion: affluence in the suburbs or city-by-commute • The most populous and fast-growing Urbanization group; includes one-third of the nation's population • Commuters value low density living, but demand proximity to jobs, entertainment, urban center amenities • Well-educated, two-income households accept long commutes to raise kids in family-friendly neighborhoods. • Many are heavily mortgaged in newly built, single-family homes • Older householders have either retired in place, downsized or purchased a seasonal home • Suburbanites are the most affluent group, working hard to lead bright, fulfilled lives • Residents invest for future, insure against unforeseen circumstances, but also enjoy the fruits of their labor	Soccer Moms (4A) 13.4% Up and Coming Families (7A) 7.2% Home Improvement (4B) 6.3% Parks and Rec (5C) 5.6% The Elders (9C) 3.9% Comfortable Empty Nesters (5A) 3.7% Exurbanites (1E) 3.1% Golden Years (9B) 2.6% Savvy Suburbanites (1D) 0.4%

Urbanization Group and Characteristics	Lacey Segments
Semirural (22.6 percent) • The most affordable housing—in smaller towns and communities located throughout the country • Single-family and mobile homes in the country, but still within reach of some amenities • Embrace quiet, country lifestyle including listening to/attending country performances, riding ATVs, and camping • Prefer domestic products and vehicles, especially trucks • Shop at large department and discount stores like Walmart • Fast food and frozen meals are much more common than fine dining • Many make a living off the land through agriculture, fishing and forestry • Time off is spent visiting nearby family rather than flying to vacation destinations • When services are needed, the yellow pages are within reach	Middleburg (4C) 22.6%
Urban Periphery (19.1 percent) • City life for starting families in neighborhoods that fringe major cities • The earliest suburbs, built before 1970, primarily single-family housing with some apartments • Young families with children, diverse population • Homeowners living closer to the city, with below average vacancy rates • Leisure focus on children (visit theme parks, water parks), sports (soccer, basketball, football) and movies • Spending also emphasizes the children—clothing, toys and baby products • Parents of small children favor family restaurants and fast food • Smartphones are popular, for social contacts, downloading apps, games and music	Bright Young Professionals (8C) 17.1% City Lights (8A) 2.0%

Urbanization Group and Characteristics	Lacey Segments
Metro Cities (10.3 percent) - Affordable city life including smaller metro cities that feature mix of single-family and multiunit housing - Single householders seeking affordable city living; usually multi-unit buildings from mid- to high-rise apartments - Average monthly rents and home value below the U.S. average - Consumers include college students, affluent Gen X couples, and retirement communities - Student loans more common than mortgages; debit cards more popular than credit cards - Residents share an interest in city life and its amenities, from dancing and clubbing to museums, concerts - Convenience and mobility favor cell phones over landlines - Many rely upon the Internet for entertainment (music, online games) and as a useful resource (job search)	Set to Impress (11D) 4.3% Young and Restless (11B) 3.1% Old and Newcomers (8F) 2.3% Front Porches (8E) 2.1% In Style (5B) 0.5%

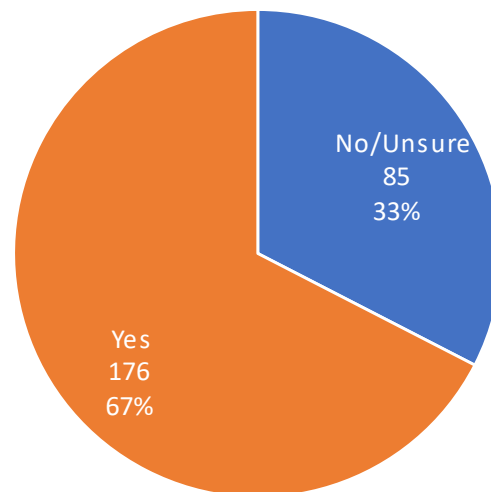
Appendix E – Business Survey Results

Lacey Business Survey Results

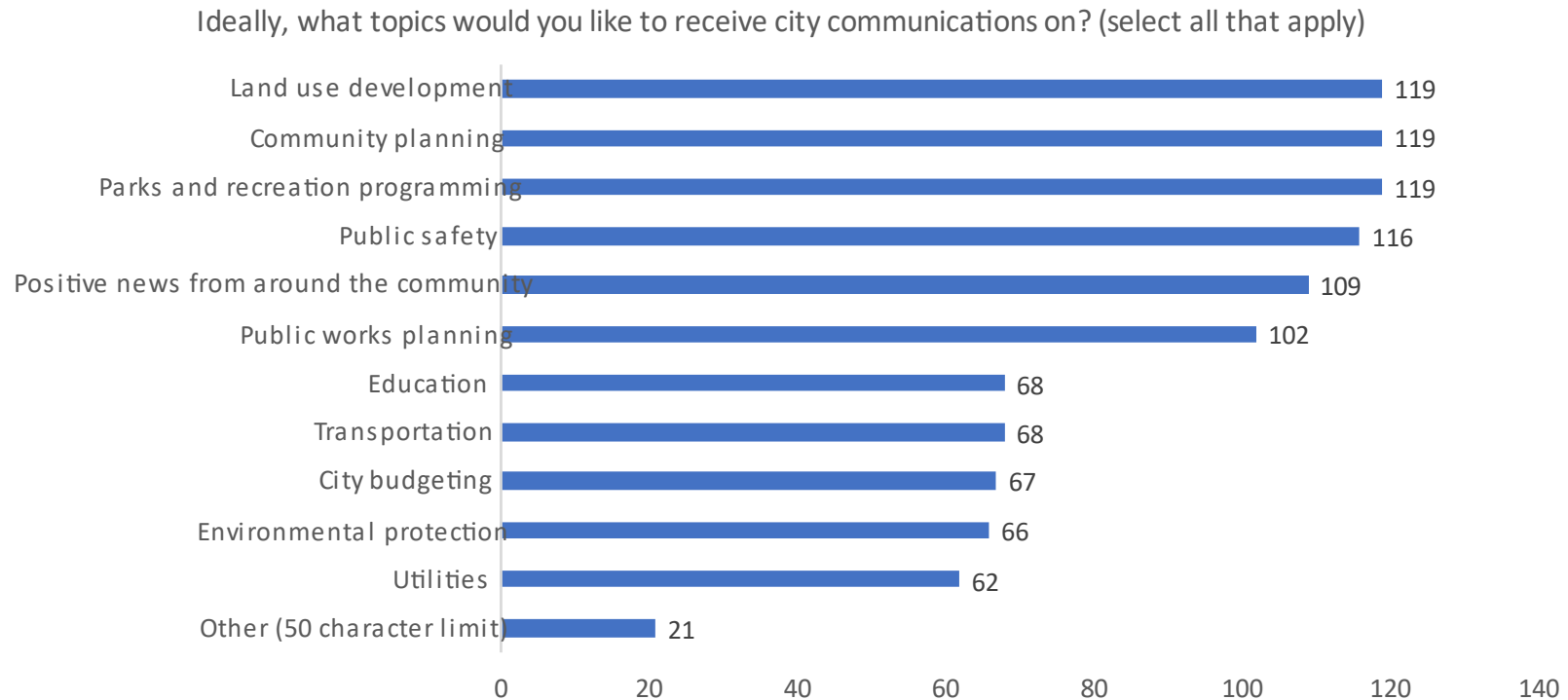
May 2020

One-Third of Business Respondents Do Not Identify as Lacey Residents

Do you live within the geographic boundaries of the City of Lacey?



Clear Preference in Topics of Interest

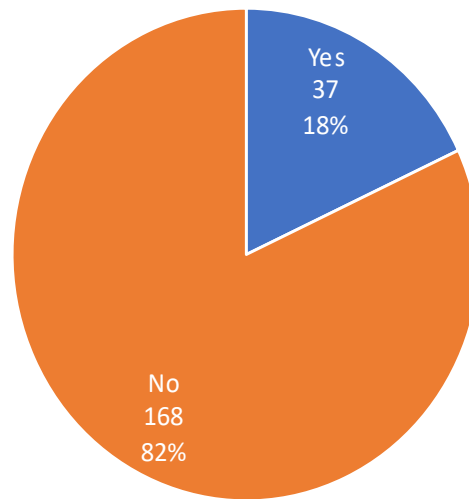


Other Topics of Interest

- Homeless plan (6)
- Chamber of commerce/economic development (2)
- Business relations, small business, new businesses, codes
- Direct Communications from the Mayor and Council on Priorities
- Planned roadwork and road closures.
- Transparency with the Lacey Police dept. and updates on racial justice
- Events and festivals

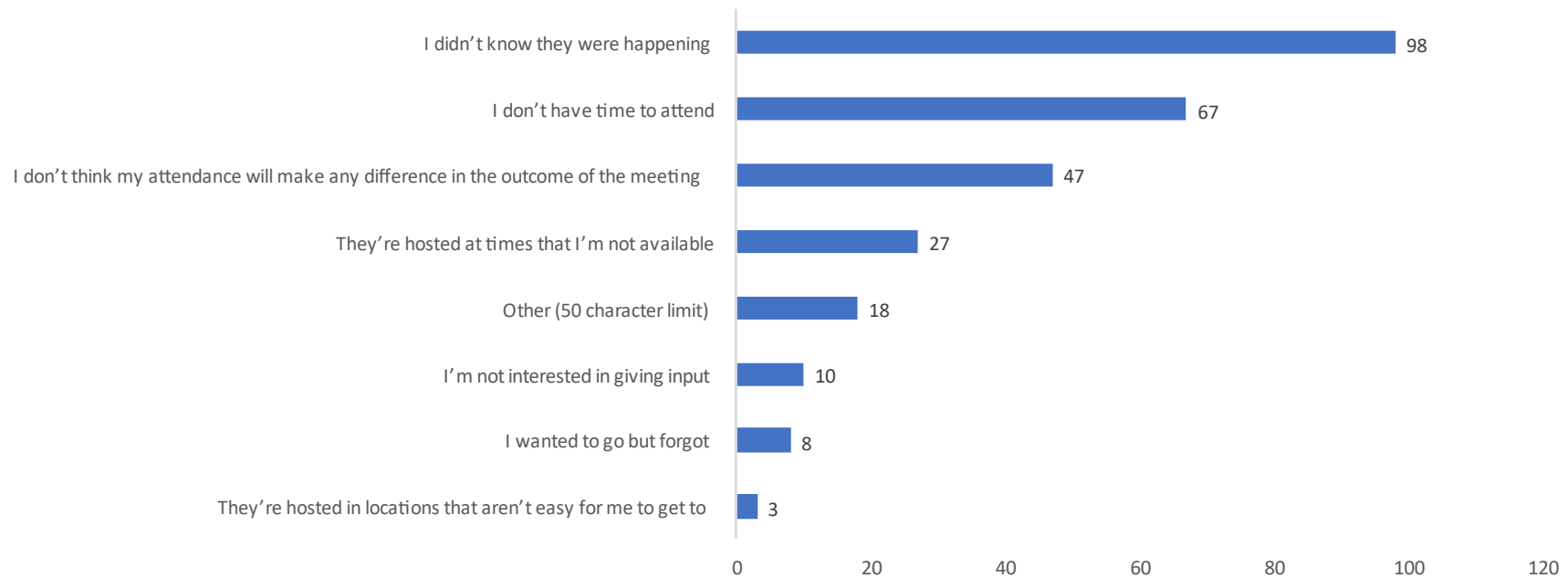
Fewer Than 1 in 5 Has Attended Public Forum

Have you previously attended a City of Lacey planning session or public forum?



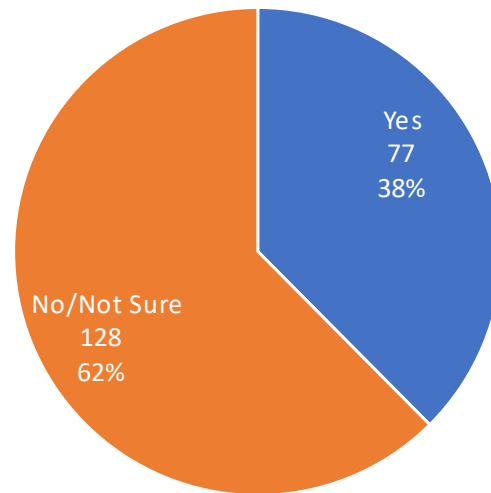
Barriers: Awareness, Time

What has made it difficult or undesirable to attend planning sessions or public forums ? (select all that apply)

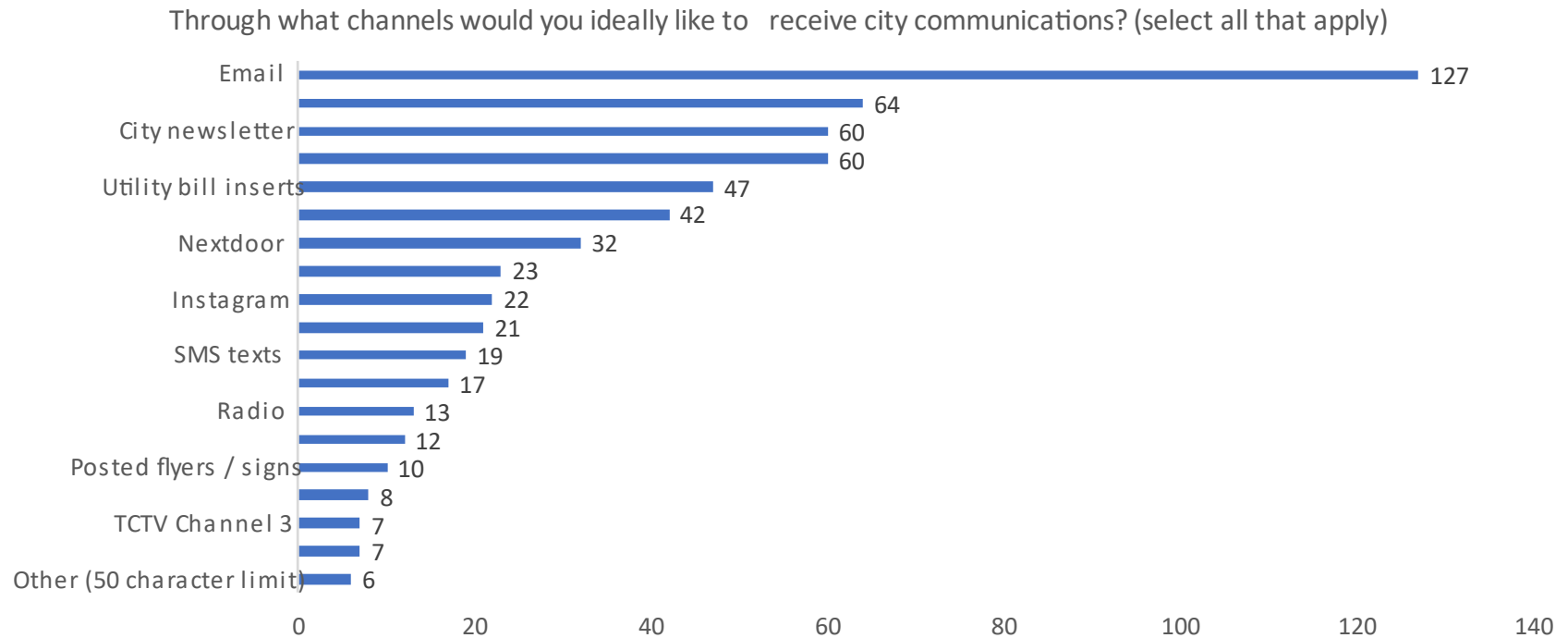


Just 38% Interested in Attending Public Session

Would you be interested in participating in planning sessions or public forums in the future?



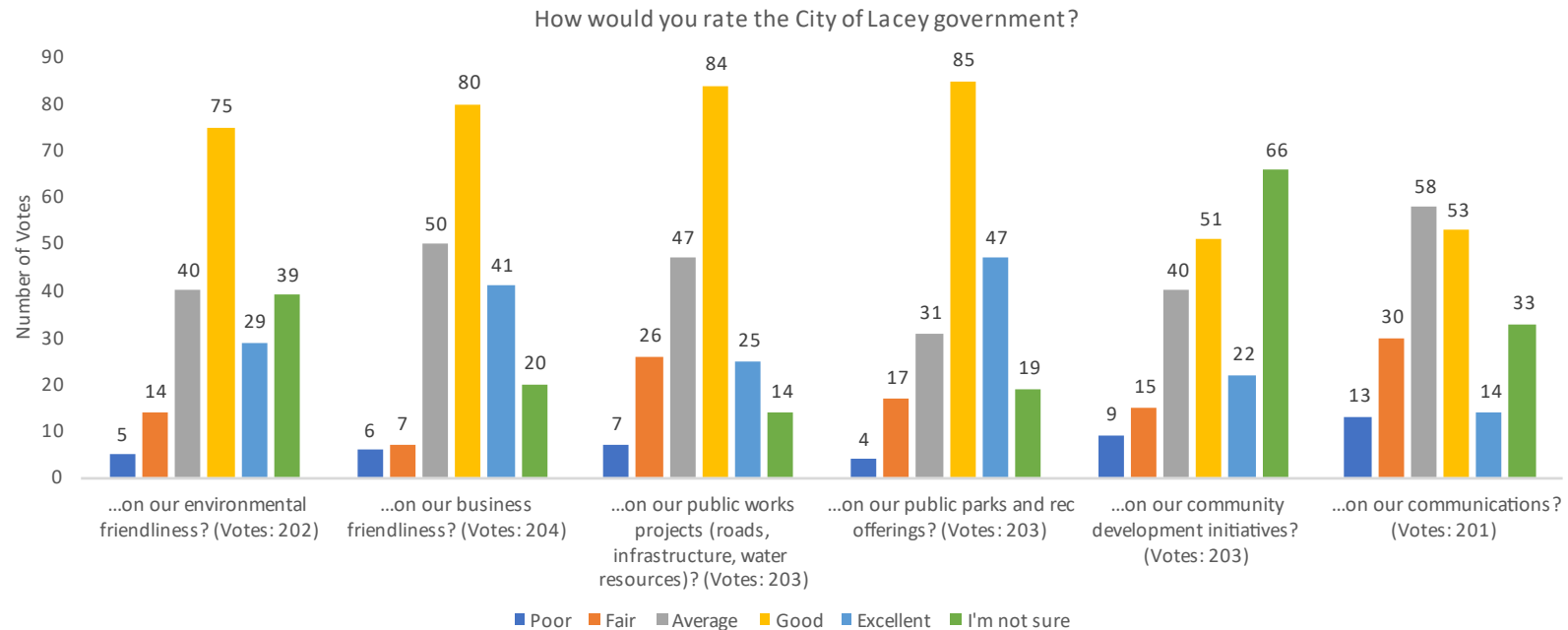
Email is Preferred Communication Channel



Other Communication Channels

- Lacey Spring Fun Fair; Lacey In Tune
- Materials sent to churches

City Rates *Good* in Most Areas: More Communication Desired



If you selected poor – please explain:

- The tolerance for vagrants, garbage, needles and human waste needs to change ASAP (5)
- Very little public communication is utilized (5)
- This is the first time ever being asked for input in 44 years
- I only know something is going on because of the flyer above college.
- Consistency is not evident with the building/permitting front desk and back office staff.
- Transportation is BAD.
- Frustrated by long main road projects. (2)
- I've tried to sign up for paperless water billing and still get paper bills. No paper, please!
- Lacey prioritizes wellness of trees over people, yet allows clearcutting of forests for another dist. Ctr.

Other Advice – Part I

- Keep doing what you're doing. (7)
- Deal with homelessness. (18)
- Maintain a strong police department. (11)
- Better walkability, local road safety, less vegetation and medians (6)
- Better communication (14)
 - Communication is key! Also listening regarding zoning, homelessness, schools, growth.
 - Improve Customer Service both in person and in Phone as well
 - Make the website cleaner and more accessible for the visually impaired. (2)
 - More updates on upcoming projects or developments before it's too late to provide input.
 - More video communications. Lacey is a great city, with great leadership.
 - Notify when Long Lake has toxic algae bloom via email and when safe again to swim in.
- I would appreciate a transparent relationship with my leaders. Who are you? What are you working on? Trust is a currency these days.
- Continue to maintain openness and support of small business (7)
 - Help small businesses located on a bus line. Create incentives to help small business grow.
 - More jobs less housing

Other Advice – Part II

- Get the road construction done faster (3)
 - Do what needs to be done with Marvin Rd once, instead of tearing it up over and over again. It hurts existing business.
- Be willing to keep parts of Lacey wooded and natural. (5)
- A stronger commitment to multimodal transportation.
- Emphasize affordable housing
- Ensure taxes are not increased. Improvements should be completed with available funds only. (2)
- Make truck and trailer parking at building department so contractors have a place to park.
- More diverse gatherings of all kinds to get to know our community (3)
- It would be great to have a better internet service, especially now that kids are doing online school.
- I would like more recreation appealing to young ones and families (ice rink, amusement park etc.)
 - North Lacey needs a YMCA!
 - Bring back Lacey Spring Fun Fair; Lacey In Tune
 - More events
 - After hours programs or skills training for teens. (2)
 - Developing more public recreation and less warehouse space. Aquatic center etc.
 - Never cancel Fireworks events for ANYTHING!
 - We could use another disc golf course at McAllister Park
- It appears city annexes areas that bring most tax revenue and not Tanglewilde

Appendix F – Targeted Actions by Priority Level

GOALS

1. Augment internal communications to increase cross-departmental collaboration and awareness.
2. Continuously evaluate and enhance external communications to provide transparent, timely, and accessible information to community stakeholders.
3. Proactively craft communications and establish a defined Lacey brand.

Goal	TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
			Implementation			Enhance / Continue		
			2022	2023	2024	2025	2026	2027 & Beyond
1	A. Develop and implement an organization-wide intranet communications system.	High						
1	B. Institute an organization-wide document management system to increase efficiencies and streamline internal and external processes, serve as a repository of City information, reduce risk, secure data, and better connect staff. Continue to leverage this tool to meet future organizational needs.	High						
1	C. Develop a comprehensive web and App accessible City Services Center (311) for internal and external users to access City information, make service-related requests, and for the City is make more data-driven decisions.	High						
2	A. Leverage email, text, and other technologies that allow end-users to opt-in to their preferred information channels.	High						
2	a. Create one-stop location for subscribing to email notifications.	High						

Goal	TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
			Implementation			Enhance / Continue		
			2022	2023	2024	2025	2026	2027 & Beyond
2	b. Use text messaging for emergency alerts, planning and construction updates and critical events, as well as other information categories that end-users may opt-in to.	High						
2	B. Building off the Lacey Cares initiative, conduct regular multi-faceted community outreach and engagement efforts to determine community sentiments.	High						
2	b. Provide an annual report on the Communications Plan.	High						
2	a. Conduct a statistically valid, biannual community satisfaction survey to better understand community sentiments, including strengths and opportunities for improvement.	High						
2	c. Perform a comprehensive evaluation and overhaul of the Communications Plan at year six.	High						
2	C. Create relationships and continue to build capacity with historically underrepresented communities to ensure barriers to participation are eliminated allowing individuals to participate in decisions that impact the community, as desired.	High						
3	A. Establish consistent City materials by creating a Citywide style guide, logo and flag use policy, and pursuing other comprehensive changes to communication materials.	High						
3	B. Refining key messages and create a unified voice for City priorities and initiatives, establish proactive media responses to ensure rapid, accurate, and widespread message reach, and craft policies on when to use certain types of communications. Collaborate with departments to identify and enhance distinct communication needs.	High						
3	C. Enhance the City's image by developing a comprehensive marketing and branding campaign that raises awareness of the City's amenities and attractions. Create a process that allows for specialized branding for major initiatives.	High						

Goal	TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
			Implementation			Enhance / Continue		
			2022	2023	2024	2025	2026	2027 & Beyond
1	D. Create a Citywide style guide to ensure consistent branding and messaging of City materials.	Medium						
1	E. Create a consistent communications on-boarding program for new City employees and provide on-going communication training opportunities.	Medium						
1	F. Continually improve internal communications processes and tools, such as the communication dashboard and leverage new technologies that facilitate and streamline internal communications.	Medium						
1	G. Expand community access to documents, reports, forms, and other City materials through the City's Document Management System, 311 App, online Municipal Code, Public Records Request system, TrackIt, and other technologies.	Medium						
2	D. Create a Language Access policy that helps comprehensively expand communications to people with Limited English Proficiency (LEP) and other accessibility needs.	Medium						
2	E. Expand and standardize communication processes with external stakeholders. Use interactive and innovative communication methods to reach underheard or underrepresented populations.	Medium						
3	D. Expanding community partnerships with other organizations and stakeholders to leverage messaging, marketing, and storytelling opportunities.	Medium						
3	E. Continue to identify and refine future market targets and communications strategies with Community Stakeholders (e.g., press, future residents, sports tournaments, business investors, etc.).	Medium						
3	F. Implement Communications Policies, see Appendix B .	Medium						
3	G. Provide an emphasis on disseminating information to community stakeholders on community growth and development plans, public safety programs and initiatives, and other large Citywide initiatives.	Medium						

Appendix G – Targeted Actions by Timeline

GOALS

1. Augment internal communications to increase cross-departmental collaboration and awareness.
2. Continuously evaluate and enhance external communications to provide transparent, timely, and accessible information to community stakeholders.
3. Proactively craft communications and establish a defined Lacey brand.

Goal	TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
			Implementation			Enhance / Continue		
			2022	2023	2024	2025	2026	2027 & Beyond
1	A. Develop and implement an organization-wide intranet communications system.	High						
1	C. Develop a comprehensive web and App accessible City Services Center (311) for internal and external users to access City information, make service-related requests, and for the City is make more data-driven decisions.	High						
1	G. Expand community access to documents, reports, forms, and other City materials through the City's Document Management System, 311 App, online Municipal Code, Public Records Request system, TrackIt, and other technologies.	Medium						
2	Leverage email, text, and other technologies that allow end-users to opt-in to their preferred information channels.	High						
2	a. Create one-stop location for subscribing to email notifications.	High						
2	B. Building off the Lacey Cares initiative, conduct regular multi-faceted community outreach and engagement efforts to determine community sentiments.	High						

Goal	TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
			Implementation			Enhance / Continue		
			2022	2023	2024	2025	2026	2027 & Beyond
2	b. Provide an annual report on the Communications Plan.	High						
2	D. Create a Language Access policy that helps comprehensively expand communications to people with Limited English Proficiency (LEP) and other accessibility needs.	Medium						
3	B. Refine key messages and create a unified voice for City priorities and initiatives, establish proactive media responses to ensure rapid, accurate, and widespread message reach, and craft policies on when to use certain types of communications. Collaborate with departments to identify and enhance distinct communication needs,	High						
1	B. Institute an organization-wide document management system to increase efficiencies and streamline internal and external processes, serve as a repository of City information, reduce risk, secure data, and better connect staff. Continue to leverage this tool to meet future organizational needs.	High						
1	D. Create a Citywide style guide to ensure consistent branding and messaging of City materials.	Medium						
1	E. Create a consistent communications on-boarding program for new City employees and provide on-going communication training opportunities.	Medium						
2	a. Conduct a statistically valid, biannual community satisfaction survey to better understand community sentiments, including strengths and opportunities for improvement.	High						
2	b. Use text messaging for emergency alerts, planning and construction updates and critical events, as well as other information categories that end-users may opt-in to.	High						
2	c. Perform a comprehensive evaluation and overhaul of the Communications Plan at year six.	High						

Goal	TARGETED ACTIONS	Priority	ANTICIPATED TIMELINE					
			Implementation			Enhance / Continue		
			2022	2023	2024	2025	2026	2027 & Beyond
3	A. Establish consistent City materials by creating a Citywide style guide, logo and flag use policy, and pursuing other comprehensive changes to communication materials.	High						
3	C. Enhance the City's image by developing a comprehensive marketing and branding campaign that raises awareness of the City's amenities and attractions. Create a process that allows for specialized branding for major initiatives.	High						
1	F. Continually improve internal communications processes and tools, such as the communication dashboard and leverage new technologies that facilitate and streamline internal communications.	Medium						
2	E. Expand and standardize communication processes with external stakeholders. Use interactive and innovative communication methods to reach underheard or underrepresented populations.	Medium						
2	C. Create relationships and continue to build capacity with historically underrepresented communities to ensure barriers to participation are eliminated allowing individuals to participate in decisions that impact the community, as desired.	High						
3	D. Expanding community partnerships with other organizations and stakeholders to leverage messaging, marketing, and storytelling opportunities.	Medium						
3	E. Continue to identify and refine future market targets and communications strategies with Community Stakeholders (e.g., press, future residents, sports tournaments, business investors, etc.).	Medium						
3	F. Implement Communications Policies, see Appendix B .	Medium						
3	G. Provide an emphasis on disseminating information to community stakeholders on community growth and development plans, public safety programs and initiatives, and other large Citywide initiatives.	Medium						

FINANCE & ECONOMIC DEVELOPMENT COMMITTEE MINUTES

JULY 26, 2022

8:31 A.M. – 8:58 A.M.

REMOTE & IN-PERSON ATTENDANCE

To view the full video or a specific topic you may watch the video-stream on the City of Lacey's
YouTube Channel: <https://youtu.be/IM4Ot3z-inI>

COUNCIL PRESENT: MAYOR RYDER (CHAIR), DEPUTY MAYOR MILLER, COUNCILMEMBER
GREENSTEIN

STAFF PRESENT: SCOTT SPENCE, TROY WOO, TABETHA RESTOULE

The agenda was amended to add item *Staffing Resources Consideration*.

ACTION: APPROVE AMENDED FINANCE & ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

MOTION: MOTION MADE, SECONDED, AND CARRIED BY COUNCILMEMBER GREENSTEIN
AND DEPUTY MAYOR MILLER

2022 - 2ND QUARTER INVESTMENT REPORT

STAFF: TROY WOO, FINANCE DIRECTOR

ACTION: INFORMATION ONLY

Troy Woo, Finance Director, presented the 2022, 2nd Quarter Report. The report has
be prepared by the City's investment advisor, Government Portfolio Advisors (GPA).
Market commentary, market outlook, current investment policy compliance, updates
to strategic outlook, and portfolio positioning are included within the report.

Staff also highlighted sections illustrating the quarterly asset allocation changes and
historical balances and a summary of the City's total invested funds. The summary
included information relating to types, maturities, and investment activity, investment
earnings and accruals that occurred during the report period.

Staff advised that the strategy will be to remain at or be slightly above the duration
benchmark to take advantage of multi-year high yield levels.

2023 BUDGET CALENDAR

STAFF: TROY WOO, FINANCE DIRECTOR

ACTION: INFORMATION ONLY

Due to a strong second half of 2021 and continued signs of a recovered local economy, with a few exceptions, tax revenues and fee collections indicate the local economy remains resilient to the impacts of the ongoing pandemic. However, staff advised there are still reasons to remain cautious and there are signs that the recovery growth has peaked.

General Merchandise Stores increased just 1.9% during the first quarter of 2022. Adjusting for inflation, first quarter actual sales activity volume likely decreased.

New construction sales tax has rebounded with year-to-date 2022 increase of 31.3%

Through the first quarter of 2022, admissions and gambling taxes are 81.3% and 75.7%, respectively, of 2019 collection levels.

Through April 2022, Parks, Culture and Recreation fees are only 55.4% of the 2019 activity levels.

Operating costs are at a level very close to the 2021 level through April. However, the majority of the City's labor cost does not include cost of living adjustments and vacancies have been near 10% through 2022. Through May 2022, salaries and benefit budgets are only 34% expended. City-wide salaries and benefits could be as much as \$3 million underspent through May.

An overview of the 2023 Budget Schedule was also presented. The City Manager is scheduled to present the proposed 2023 Budget at the October 20, 2022, Council Meeting, followed by a public hearing on November 17, 2022, and December 1, 2022. The final 2023 Budget is scheduled for adoption at the December 15, 2022, City Council meeting.

STAFFING RESOURCE CONSIDERATIONS

STAFF: SCOTT SPENCE, CITY MANAGER

ACTION: INFORMATION ONLY

Scott Spence, City Manager, briefed the Committee on immediate staffing needs within the City. Staff recommended adding the following positions, one (1) Transportation Civil Engineer and one (1) Journey Level Technician.

The City currently has two (2) Civil Engineers covering sixteen (16) transportation projects, in varying stages, and another nineteen (19) scheduled for 2023. In an effort to not get behind, the City would like to recruit for a Transportation Civil Engineer position. Staff confirmed that this position would be covered by roughly 75% of the Arterial Street Fund and will not be a big impact the General Fund.

There is currently one (1) Senior Maintenance Technician and two (2) Journey Level Technicians maintaining ninety-five (95) structures, with another structure recently acquired. Consideration of reorganizing the maintenance positions is currently being reviewed. Staff advised adding a Journey Level Technician would be a \$105,000 impact to the General Fund.

The Committee expressed support in adding the recommended staffing resources.

GENERAL GOVERNMENT & PUBLIC SAFETY COMMITTEE

JULY 26, 2022

9:30 A.M. – 10:19 A.M.

REMOTE AND IN PERSON

To hear the full discussion of a specific topic, or the complete meeting, you may watch the video-stream available on the City of Lacey's YouTube Channel: https://youtu.be/fv7_NtF_leE

COUNCIL PRESENT: COUNCILMEMBERS GREENSTEIN (CHAIR) AND KUNKEL

COUNCIL EXCUSED: MAYOR RYDER

STAFF PRESENT: SCOTT SPENCE, ROBERT ALMADA, SCOTT EGGER, JENNY BAUERSFELD, RICK HOOD, TABETHA RESTOULE

ACTION: APPROVE THE GENERAL GOVERNMENT & PUBLIC SAFETY COMMITTEE AGENDA

MOTION: MOTION MADE, SECONDED, AND CARRIED BY COUNCILMEMBERS KUNKEL AND GREENSTEIN

NEIGHBORHOOD GRANT PROGRAM

STAFF: JENNY BAUERSFELD, COMMUNITY RELATIONS SPECIALIST

ACTION: RECOMMEND TO THE FULL CITY COUNCIL APPROVAL OF THE UPDATED 2023 NEIGHBORHOOD GRANT PROGRAM OVERVIEW AND GUIDELINES

MOTION: MOTION MADE, SECONDED, AND CARRIED BY COUNCILMEMBERS KUNKEL AND GREENSTEIN.

Jenny Bauersfeld, Community Relations Specialist, provided a presentation on the Neighborhood Grant Program and reviewed the recommended updates to the program guidelines.

The City received 27 grant applications with requests totaling \$60,599.23 in grant funds. With additional funding from the 2021 cycle, the City approved all 2022 grant requests. Neighborhood matching funds are anticipated to total \$89,563. With the grant and matching funds, over \$150,162.23 will be invested into the safety, sustainability, and beautification of the community.

At the Community Relations & Public Affairs Committee meeting on February 7, 2022, Councilmembers expressed interest in expanding the program to include informal neighborhood groups in the Lacey City limits.

Expansion of the program could include new project categories such as, neighborhood art & monument structures, expanding National Night Out events, encouraging Community Emergency Response Team (CERT) organization, and educating neighborhoods on xeriscaping and irrigation rebate programs for water saving efforts.

FIREARMS UPDATE

STAFF: ROBERT ALMADA, CHIEF OF POLICE

ACTION: INFORMATION ONLY

Chief Almada provided an update regarding firearms. Firearms come into the Lacey Police Department custody either by evidence seizure, surrendered by the owner for destruction, or surrendered through an order of the court or other legal process.

The Police Department maintains firearms that have evidentiary value until the case is completely adjudicated. The firearms are then destroyed by order of the court as part of the resolution to the case.

In 2022, it is anticipated that 34 firearms will be surrendered for destruction, nearly 200 firearms will be in the evidence unit inventory, and 80 firearms scheduled for destruction.

FIREWORKS CALLS

STAFF: ROBERT ALMADA, CHIEF OF POLICE

ACTION: INFORMATION ONLY

Chief Almada presented an update on fireworks calls. In 2021, there were 94 calls received related to fireworks. For 2022, the department implemented a social media campaign to avoid using 911 to report fireworks. This resulted in eight calls received related to fireworks. Four of those calls were responded to and no citations were written.

IRRIGATION MAINTENANCE AND WATER CONSERVATION EFFORTS

STAFF: RICK HOOD, PARKS SENIOR MAINTENANCE TECHNICIAN

ACTION: INFORMATION ONLY

Rick Hood, Parks Senior Maintenance Technician, provided a presentation on the City's Irrigation Maintenance and Water Conservation Efforts.

The presentation included discussions on maintenance responsibilities, irrigation usage, repairs and locates, vandalism repair, right of way challenges, projects and construction and water conservation efforts.

Staff highlighted the 83 irrigation systems throughout the City, with 68 of those on a central control system, and 60 of those that have flow sensing. As part of the 83 systems, there are 1,257 zones which covers 20,708 sprinkler heads, 146 drip zones and 37 drinking fountains.

It takes 264 labor hours to perform irrigation start up, which includes checking and adjusting every sprinkler head as well as flushing all drinking fountains.

Repairs and locates take 1,800 labor hours a year. As the pipes get older, staff must repair numerous leaks and breaks. The City is averaging 56 locates a year and turf is aerated a minimum of two times a year. Other maintenance activities include valve box maintenance, construction inspection, adjusting heads for adequate coverage, electrical troubleshooting, and vandalism repairs.

Projects and construction include moving main lines and zones, adding pumps, adding flow sensing, and renovating older systems.

As part of water conservation efforts, the City implemented an odd/even outdoor water schedule.

The City is doing a trial for 2022 of Aquate Pro, a formulation of four proprietary soil surfactants that significantly improve the availability, distribution and infiltration of water into the root zone which increases soil moisture which reduces need for irrigation.

COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE MINUTES

AUGUST 1, 2022

11:00 A.M. – 11:18 A.M.

REMOTE AND IN PERSON ATTENDANCE

To hear the complete meeting or to listen to a specific topic, please watch the recorded meeting available on City of Lacey's YouTube Channel: <https://youtu.be/2cuhFnknJx0>

COUNCIL PRESENT: COUNCILMEMBERS STEADMAN (CHAIR), COUNCILMEMBER COX, AND COUNCILMEMBER KUNKEL

STAFF PRESENT: SCOTT SPENCE, TABETHA RESTOULE

ACTION: APPROVE COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBERS COX AND KUNKEL

WASHINGTON CENTER APPLICATION

STAFF: SCOTT SPENCE, CITY MANAGER

ACTION: RECOMMEND TO THE FULL CITY COUNCIL APPROVAL OF PUGET SOUND NW HORIZONS BAND AND THE NISQUALLY DELTA ASSOCIATION FOR THE USE OF THE TWO AVAILABLE FREE DAYS AT THE WASHINGTON CENTER IN 2023

MOTION: MOTION MADE, SECONDED, AND CARRIED BY COUNCILMEMBERS KUNKEL AND COX.

The City has a contract with the Washington Center for two free days each year. The policy allocates one free day per year to non-profit organizations, and one for City-sponsored events. The City does not plan to use the free day in 2023, making two days available to non-profit agencies.

The deadline to submit an application to reserve the Washington Center was July 15, 2022.

Six applications were received: KDE Booster Club, The Olympia Peace Choir, South Puget Sound New Horizons Band, Capital Area Music Association, Providence St. Peter Hospital, and Nisqually Delta Association.

The Committee reviewed the applications and expressed support to forward two recommendations to the Full City Council.

SPIRIT OF LACEY AWARD

STAFF: SCOTT SPENCE, CITY MANAGER

ACTION: RECOMMEND RUTH WEIGELT FOR THE SPIRIT OF LACEY AWARD AND FORWARD
TO THE FULL CITY COUNCIL FOR APPROVAL

MOTION: MOTION MADE, SECONDED, AND CARRIED BY COUNCILMEMBERS COX AND
KUNKEL

The Committee received a nomination to award Ruth Weigelt with the Spirit of Lacey Award.

Staff highlighted that Ruth Weigelt has made significant contributions to the betterment of the greater Lacey Community through her 35+ years of volunteerism.

The Spirit of Lacey Award is used to recognize individuals, organizations, and business who make significant contributions to the community. It is the highest award that the Lacey City Council can bestow to honor exceptional service to the community.



LACEY CITY COUNCIL MEETING

August 18, 2022

SUBJECT: Request for Use of Free Day at Washington Center

RECOMMENDATION: Approve two applications for use of the City's free days at the Washington Center in 2023 as recommended by the Community Relations Committee.

STAFF CONTACT: Scott Spence, City Manager 
Nicole Williams, Executive Assistant

ORIGINATED BY: Community Relations & Public Affairs Committee

ATTACHMENTS:

1. [Washington Center Policy](#)
2. [Tracking Sheet](#)
3. [Application – South Puget Sound New Horizons Band, Inc.](#)
4. [Application – Nisqually Delta Association](#)

FISCAL IMPACT: None.

PRIOR REVIEW: Community Relation Committee – August 1, 2022

BACKGROUND:

Under the current contract with the Washington Center, the City of Lacey is entitled to use the facility two days per year at no additional cost. In 1992, the Lacey City Council created the Washington Center Policy to provide guidelines to respond to requests from outside organizations for use of the City's free days at the Washington Center (Attachment 1).

Currently, the policy allocates one free day per year to non-profit organizations, and one for City-sponsored events. The City will not be using their free day in 2023. Therefore, both free days are available for non-profit agencies in 2023 (Attachment 2).

The deadline to submit an application request for a free day in 2023 expired on July 15 of this year. The City received six applications by the deadline.

1. **KDE Booster Club** – “Lights, Camera, Auction – A gala featuring dance performances from the Kaos dance Elite team and other groups, raffle and silent auction (Attachment 1).
2. **The Olympia Peace Choir** – Choir Concert, approximately one hour of songs of peace. (Attachment 2).
3. **South Puget Sound New Horizons Band (SPSNHB)** – SPSNHB Thurston County Food Bank Benefit Concert, 1-2 hours of live music with Food Bank speaker.
4. **Capital Area Music Association** – Wind Band Concert with soloists and presenting music they have performed over the last 30 years. Recognition of past members. An opportunity for local music students to participate in a professional level concert.
5. **Providence St. Peter Hospital** – Care of the LBGQT+ patients. To increase the ability of the whole Providence Swedish healthcare team to provide responsive, confident, and gender-affirming healthcare to the LGBTQIA+ patients and families. Multiple modes of learning to include lecture, case studies, panels, personal stories, and facilitated discussions.
6. **Nisqually Delta Association (NDA)** – Protection and Restoration of the Salish Sea. NDA intends to have other conservation and environmental organizations to present strategies to protect Puget Sound.

After review and discussion, the Community Relation Committee members agreed to recommend two applications for use of the two free days at the Washington Center— South Puget Sound New Horizons Band and the Nisqually Delta Association.

ADVANTAGES:

1. Granting the City’s free day provides an opportunity for non-profit organizations to raise funds for their services.

DISADVANTAGES:

1. None.

10.07 Guidelines for Use of Washington Center

The City of Lacey periodically makes the Washington Center available free of charge for events in which the City has a major interest, with the following conditions:

The City of Lacey has two free days available each year at the Washington Center. One *free-day* is designated for City use, and one *free-day* is designated for non-profit use. If the City decides not to sponsor an event, the second *free-day* could be offered to a non-profit agency/organization.

1. Applications will only be accepted from January through July to request a *free-day* in a subsequent year, i.e. to reserve a date in 2004, an application should be submitted between Jan-July of 2003.
2. The requesting group must be non-profit in nature.
3. Use of the Center for the event does not occur more frequently than once each year.
4. No group will receive the use of the City's free day on an annual basis, unless no other eligible applications have been received by the deadline.
5. The event may be used for fund-raising purposes if approved by the Lacey City Council (funds raised in this way would be through admission charges, donation solicitation, or fee assessment).
6. The City determines there is general community interest in the proposed event.
7. The City determines that the activity constitutes a public use that the City is authorized to sponsor.
8. The City will receive formal recognition for its sponsorship, i.e. an announcement during the event, or recognition on a program or flier.
9. The group or individual, using the Center, agrees to hold the City harmless for any claims resulting from use of the Center.
10. Applicant must be willing to meet or comply with all Washington Center rules, regulations, and policies.
11. Applicant agrees to report attendance, participation rate, and other appropriate details in writing.

Procedure:

1. Applicant must complete an *Application for Use of the Washington Center* form and return it to the City Manager's office for processing.
2. City Manager's staff will contact the Washington Center to confirm availability of the date requested.

3. The request will be forwarded to the Community Relations and Public Affairs Committee for consideration. Their recommendation will be presented to the full Council for approval.
4. City Manager's staff will notify the Washington Center and applicant of the Council's decision.

USE OF LACEY'S FREE DAYS AT WASHINGTON CENTER

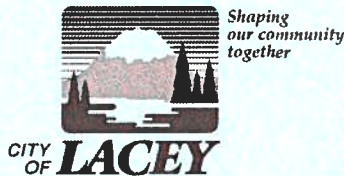
Index No.	Agency Name	Date Requested	Approved	Not Approved
1	Timberline High School	Dec 21, 1992	X	
2	Hands On Children's Museum	Nov 5, 1995	X	
3	Masterworks Choral Ensemble	Oct 12, 1996	X	
4	Tacoma Urban League	Jan 19, 1998	X	
5	Animal Services	Jan 26, 1998	X	
6	8 th Intl. Military Band Concert	Mar 21, 1999	X	
7	United Communities AIDS Network	Sept 9, 2000	X	
8	Masterworks Choral Ensemble	Oct 13, 2001	X	
9	The Abbey Players	Nov 17, 2001	X	
10	Monarch TLC Children's Justice & Advocacy Center	Mar 1, 2002	X	
11	Big Brothers Big Sisters of Thurston County	August 25, 2001	X	<i>Cancelled due to earthquake</i>
		Mar 3, 2002	X	<i>Rescheduled from 2001</i>
12	The Abbey Players	Feb 15, 2003	X	
13	Tacoma Urban League/HSRC	January 20, 2003		X
14	US Air Force Band	Sept 10, 2003	X	
15	TCTV	October 27, 2003		X
16	Senior Services for South Sound and Masterworks Choral	May 15, 2004	X	
17	Martin Luther King Planning Committee	January, 19, 2004	X	
18	Monarch Children's Justice & Advocacy Center	February 28, 2004		<i>Received request after days allocated for 2004</i>
19	Monarch Children's Justice & Advocacy Center	February 12, 2005	X	
20	Lacey Rotary	November 12, 2005	X	
21	Monarch Children's Justice & Advocacy Center	February 4, 2006		<i>Request cannot be granted on annual basis – Monarch received day in 2005</i>

Index No.	Agency Name	Date Requested	Approved	Not Approved
22	Washington State Arts Commission	April 2006		X <i>Does not meet criteria of non-profit</i>
23	Olympia Junior Programs	March 20, 2006	X	
24	Care Net Program	October 2006		X
25	Entertainment Explosion - Really Big Shoe	February 16, 2007	X	
26	Rotary Clubs in Thurston County (Lacey, West Olympia, South Puget Sound) – 2007 Jazz Festival	November 10, 2007	X	
27	Entertainment Explosion - Really Big Shoe <i>Note: Request cannot be granted on annual basis – received day in 2007</i>	February 16, 2008		X
28	Wrinkles of Washington!	September 6, 2008	X	
29	Entertainment Explosion - Really Big Shoe	February 22, 2009	X	
30	Rotary Clubs in Thurston County (Lacey, West Olympia, South Puget Sound) – 2009 Jazz Festival	November 14, 2009	X	
31	Entertainment Explosion <i>Note: At the April 16, 2009, Worksession, Council denied their request to use a free day on an annual basis.</i>	2010 and annually thereafter		X
32	TOGETHER! Fundraising concert by jazz artist Wynton Marsalis <i>Note: Event Cancelled (3/24/10)</i>	2010	X <i>Did not use</i>	
33	Entertainment Explosion - Really Big Shoe	February 26, 2011	X	
34	Rotary Clubs of Thurston County – Cool Jazz Clean Water Festival	November 19, 2011	X	
35	City of Lacey Parks Department* <i>Note: Parks Dept. notified City Clerk's office they will not use their free day in 2012 (08.2012)</i>	2012 Will not use free day		
36	Entertainment Explosion - Really Big Shoe <i>Note: Council approved their use of one of the City's free day for a consecutive year since no other group applied. (11.03.11)</i>	February 26, 2012	X	
37	Cool Jazz/Clean Water (Thurston County Rotary Clubs) <i>Request for use of City's 2nd free day in 2012; the Parks Dept. will not be using it.</i>	November 22, 2012	X	
38	Olympia Junior Programs	August 23, 2013	X	
39	Entertainment Explosion - Really Big Shoe	February 24, 2013		X
40	City of Lacey – Parks Department	2013		

Index No.	Agency Name	Date Requested	Approved	Not Approved
41	Loiacono Music Education Fund	October 4 or 25, 2014	X	
42	Entertainment Explosion - Really Big Shoe	March 8, 2014		X
43	City of Lacey – Parks Department	2014		
44	City of Lacey – Parks Department <i>Note: Parks Dept. notified City Clerk's office they will not use their free day in 2015</i>	2015 Will not use free day		
45	Cool Jazz/Clean Water (Lacey Rotary)	November 21, 2015	X	
46	Entertainment Explosion - Really Big Shoe	March 8, 2015	X	
47	City of Lacey – Parks Department	2016 Will not use free day		
48	Entertainment Explosion - Really Big Shoe	February 20, 2016	X	
49	Cool Jazz/Clean Water (Lacey Rotary) <i>(Withdrew application)</i>	November 19, 2016	Withdrew Application	
50	YWCA Olympia – Women of Achievement	October 28, 2016	X	
51	Entertainment Explosion - Really Big Shoe	March 12, 2017		X
52	Pizza Klatch – Pizza Klatch Gayla	February 4, 2017	X	
53	Rotary Club of Lacey – Cool Jazz Clean Water	November 18, 2017	X	
54	Pizza Klatch – Pizza Klatch Gayla	February 3, 2017	X	
55	Entertainment Explosion – Really Big Shoe	February 25, 2017	X	
56	Pizza Klatch – Gayla	May 15, 2018		X
57	GFWC Capital Women's Club – Fashion Show Fundraiser	July 17, 2018	X	
58	Kiwanis UWP Committee – Up with People	July 30, 2018	X	
59	Lacey Rotary Club – Cool Jazz Clean Water	July 31, 2018		X
60	Pizza Klatch – Gayla	June 21, 2019	X	
61	Thurston County Food Bank – Fundraiser	July 10, 2019	X	
62	Lacey Rotary Club – Cool Jazz/Clean Water	July 31, 2019		X
63	KDE Booster Club	July 15, 2022		
64	The Olympia Peace Choir	April 29, 2022		

Index No.	Agency Name	Date Requested	Approved	Not Approved
65	South Puget Sound New Horizons Band, Inc.	June 11, 2022		
66	Capital Area Music Association	March 8, 2022		
67	Providence St. Peter Hospital	July 15, 2022		
67	Nisqually Delta Association	March 18, 2022		

**Starting in 2012, Lacey Parks & Recreation Department will reserve one of the City's free days on an annual basis for a City-sponsored event. If the Parks Department decides not to sponsor an event, the second free-day could be offered to a non-profit agency/organization.*



CITY OF LACEY
420 COLLEGE STREET SE
LACEY, WA 98503
PHONE: 360.491.3214
FAX: 360.412.3185
nwiliam@ci.lacey.wa.us

CITY OF LACEY
APPLICATION FOR USE OF THE WASHINGTON CENTER

- Applications accepted March 2 through July 15 for a free day in 2023-

South Puget Sound New Horizons Band, Inc.
Organization/Agency
Caroline Fenn President
Contact Name Title
2004 Circle Lane SE Lacey WA 98503
Mailing Address City State Zip
360-742-6420 cdhome1@comcast.net
Work Phone Cell Phone Fax Email Address

ORGANIZATION/AGENCY INFORMATION

Date organization/agency was formed: Nov. 3, 2003

Non-profit: Yes ☒ No ☐ (If yes, attach copy of current non-profit corporate registration)

Describe membership base: Symphonic Band composed of
60+ older musicians, semi-professional and amateur

LIABILITY INSURANCE

Policy name: South Puget Sound New Horizons Band - State Farm

Policy Number: FS 0000006381602 Expiration: 9/26/22

\$ One million - Bodily injury per person
\$ 11 - Property damage per occurrence
\$ 11 - Combined single limit

Note: If your organization does not have insurance, and the City approves your application, you will need to make arrangements with the Washington Center to have them provide coverage for you.

EVENT INFORMATION

Name of Event: SPSNHB Thurston County Food Bank Benefit Concert

Describe Event: 1-2 hour concert with Food Bank speaker.

Purpose of Event: Enjoyment of live music while raising funds for T.C. Food Bank

How frequently is event held: Every Two years

Will admission be charged? Yes ☐ No ☒ Will donations be solicited? Yes ☒ No ☐

Date Requested: variable depending on availability Stage I ☐ Stage II ☐ Stage I & II ☐

I hereby state on behalf of [ORGANIZATION/AGENCY] South Puget Sound New Horizons Band that I have read and agree to the City of Lacey Guidelines for Use of Washington Center (attached):

I understand that while the use of the Center is rent free, the responsibility for labor charges and any other out-of-pocket expenses incurred in making the event happen rests with the organization which I represent.

Caroline W. Fenn
SIGNATURE

Caroline W. Fenn
PRINTED NAME

6/11/22
DATE

For City Use

Date Received: 6/14/2022

Community Relations & Public Affairs Committee: Approved _____ Disapproved _____ Date _____

Lacey City Council: Approved _____ Disapproved _____ Date _____

Applicant Notified: _____

Washington Center Notified: _____



CITY OF LACEY
420 COLLEGE STREET SE
LACEY, WA 98503
PHONE: 360.491.3214
FAX: 360.412.3185
nwiliam@ci.lacey.wa.us

CITY OF LACEY
APPLICATION FOR USE OF THE WASHINGTON CENTER
- Applications accepted March 2 through July 15 for a free day in 2023-

Misqually Delta Association (joined perhaps
Organization/Agency by Washington Environmental
Ed Kenney President Council
Contact Name
P.O. Box 545, Rainier, Wa. Title 98576
Mailing Address
360-894-2968 City State Zip
Work Phone Cell Phone Fax bulldhillssolar@gmail.com Email Address

ORGANIZATION/AGENCY INFORMATION

Date organization/agency was formed: 1976
Non-profit: Yes ☒ No ☐ (If yes, attach copy of current non-profit corporate registration)
Describe membership base: Conservation group formed to
protect the Misqually Delta

LIABILITY INSURANCE

Policy name: _____
Policy Number: _____ Expiration: _____
\$ _____ - Bodily injury per person
\$ _____ - Property damage per occurrence
\$ _____ - Combined single limit

Note: If your organization does not have insurance, and the City approves your application, you will need to make arrangements with the Washington Center to have them provide coverage for you.

We agree to this arrangement.
We are looking for a adequate insurance as I write

EVENT INFORMATION

Name of Event: Protection and Restoration of the Salish Sea
Describe Event: NDA intends other conservation and environmental organizations to present strategies to protect
Purpose of Event: Improving Puget Sound Puget Sound

How frequently is event held: One time

Will admission be charged? Yes ☐ No ☒ Will donations be solicited? Yes ☒ No ☐

Date Requested: Any time in 2023 Stage I ☐ Stage II ☐ Stage I & II ☐

I hereby state on behalf of [ORGANIZATION/AGENCY] Nisqually Peltu Association
that I have read and agree to the City of Lacey Guidelines for Use of Washington Center
(attached):

I understand that while the use of the Center is rent free, the responsibility for labor charges
and any other out-of-pocket expenses incurred in making the event happen rests with the
organization which I represent.

Ed Kenney
SIGNATURE

Ed Kenney
PRINTED NAME

March 16, 2022
DATE

For City Use

Date Received: 3/18/2022

Community Relations & Public Affairs Committee: Approved _____ Disapproved _____ Date _____

Lacey City Council: Approved _____ Disapproved _____ Date _____

Applicant Notified: _____

Washington Center Notified: _____



LACEY CITY COUNCIL MEETING August 18, 2022

SUBJECT: Spirit of Lacey Award

RECOMMENDATION: Motion to approve nomination of Ruth Weigelt for the Spirit of Lacey Award.

STAFF CONTACT: Scott Spence, City Manager
Nicole Williams, Executive Assistant

ORIGINATED BY: Community Relations & Public Affairs Committee

ATTACHMENTS: 1. [Spirit of Lacey Award Policy \(Attachment\)](#)
2. [Spirit of Lacey Award Nomination Form \(Attachment\)](#)

FISCAL NOTE: None

PRIOR REVIEW: Community Relations Committee - August 1, 2022

BACKGROUND:

The Spirit of Lacey Award was created by the Lacey City Council to recognize individuals, organizations, and businesses who have made significant contributions to the betterment of the Lacey community. It is the highest award that the Lacey City Council can bestow to honor exceptional service to the community.

As per policy, the Lacey Community Relations Committee reviews and deliberates on each nomination received by the City. If the Committee agrees that the nominee for the Spirit of Lacey Award meets the criteria and purpose, a recommendation will be forwarded to the full City Council with documentation of support.

Past recipients of the Spirit of Lacey Award include Brady Olson for acts of individual heroism, the Lacey Sunrise Lions Club in recognition of continued service of displaying American Flags on city streets during national holidays, and Jerry Farmer for exceptional volunteerism.

The Community Relations Committee members discussed the merits of the nomination and agreed that Ruth Weigelt met the full requirements of the Spirit of Lacey Award, and is deserving of the Lacey's highest recognition.

10.5 Spirit of Lacey Award

The Spirit of Lacey Award program provides the Council a formalized means of recognizing individuals, organizations, and businesses who make significant contributions to the betterment of the greater community, or, whose acts of heroism, courage, selflessness, or exceptional volunteerism are worthy of special recognition.

Eligibility

1. Individuals
2. Organizations – private, public, and not-for-profit
3. Businesses

Criteria

1. Exceptional contributions that promote the betterment of the community (e.g. long-term extraordinary individual or group volunteerism that meets a special need in the community or provides a service not otherwise provided)
2. Actions that provide long-term value and benefit for future generations (e.g. initiating a major new program with broad community-wide benefit and that fills a critical need)
3. Acts of heroism and selflessness (e.g. saving a life, by risking one's own life)
4. Exceptional environmental stewardship (e.g. a major land donation that protects and preserves sensitive environmental property)
5. Extraordinary generosity or investment in the community (e.g. a major cash or land donation valued that helps address an important community need and enhances the overall community)

Frequency

1. As merited

Note: The *Spirit of Lacey Award* recognizes 'exceptional' and 'out-of-the-ordinary' contributions to the community. It is intended to be awarded sparingly and on a limited basis so as not to diminish its significance and the extraordinary contributions of recipients.

Nomination Process

1. Nominations can be made by submitting a nomination form in writing at any time to the Council Community Relations Committee, 420 College Street, Lacey, WA, 98509, or via e-mail to council@ci.lacey.wa.us. Individuals, businesses, and organizations are

welcome to submit nominations. Nomination forms should document in detail the significant and extraordinary contributions of the proposed recipient.

2. Information about the *Spirit of Lacey Award*, including this program outline, is available on the City's website for general public access and to encourage submittal of nominations.

Selection Process

1. The Lacey Council Community Relations Committee schedules time at a regularly scheduled meeting to determine if there are any businesses, individuals, or organizations that qualify for the *Spirit of Lacey Award*.
2. Nominations received during the course of the year will be considered along with other recommendations, if any.
3. The Community Relations Committee reviews and deliberates on the merits of each nomination utilizing the criteria and principles established herein.
 - a. If the Committee determines the nomination meets the criteria, their recommendation will be forwarded to the Council with documentation supporting the exceptional actions or extraordinary contributions of the individual, business, or organization.
 - b. If the Committee determines the nomination does not meet the criteria, the nomination will not be forwarded to the Council. For those that are not forwarded to the Council, the Committee will determine the appropriate level of recognition and acknowledgment based on the information received as part of the Spirit of Lacey nomination process.

Award and Presentation:

1. *Spirit of Lacey Awards* will be presented to recipients by the Mayor at regularly scheduled and televised Council meetings.



2. Recipients of the Award will be acknowledged on the City's official website provided permission is granted.

Historical Record:

1. A record of all *Spirit of Lacey Award* recipients will be maintained by the City Manager's Office and will be made available to the Community Relations Committee as a means of ensuring nominations meet the high standard of exceptional and extra-ordinary contribution to the community.

(Refer to Attachment 10.05A – Spirit of Lacey Award Nomination Form)



Shaping
our community
together

CITY OF LACEY
420 COLLEGE STREET SE
LACEY, WA 98509
PHONE: 360.438.2620
FAX: 360.412.3185
KADAMS@CI.LACEY.WA.US

SPIRIT OF LACEY AWARD NOMINATION FORM

The purpose of the *Spirit of Lacey Award* program is to recognize individuals, organizations, and businesses who make significant contributions to the betterment of the greater community, or, whose acts of heroism, courage, selflessness, or exceptional volunteerism are worthy of special recognition. Please see attached policy for detailed information on the eligibility, criteria, and process for the program.

NOMINEE INFORMATION

Ruth Weigelt

Name

6903 33rd Ave SE

Lacey WA 98503

Address

360 951-0491

City, State, Zip

rweigelt@comcast.net

Phone Number

Email address

Please select one:



Individual



Business



Organization

Provide a detailed explanation of the significant and extraordinary contribution of the nominee:

Please see attached

(If needed, please use a separate sheet of paper.)

NOMINATION FORM COMPLETED BY

Jen Burbidge and LPCR Staff

Name

5/12/12

Date

420 College Street SE, Lacey WA 98503

Address

City, State, Zip

360-438-2633

Phone Number

jburbidge@ci.lacey.wa.us

Email address

Signature

Date

MAIL COMPLETED FORM TO: CITY OF LACEY
OFFICE OF THE CITY MANAGER
420 COLLEGE STREET SE
LACEY, WA 98503

FOR CITY USE ONLY

	NOMINATION FOR SPIRIT OF LACEY AWARD	DATE	NAME
1	Nomination received:	5/13	Nicole W
2	Nomination routed to: ☐ City Clerk (<i>reviewed for completion</i>) ☒ Community Relations Committee ☐ Council	8/1/22	Nicole W
3	Reviewed by Community Relations Committee: ☐ Approved ☐ Denied		
4	Reviewed at Council Worksession: ☐ Approved ☐ Denied		
5	Nominee contacted: ☐ Accepted ☐ Declined		
6	Applicant notified:		
7	Award ordered:		
8	Presentation of award at City Council meeting:		

The Lacey Parks, Culture & Recreation Department proudly recommends Ruth Weigelt for the Spirit of Lacey award.

Ruth has made significant contributions to the betterment of the greater Lacey community through her 35 + years of volunteerism.

Here is a list of some of the committees that Ruth has chaired or been a part of over the years.

- President of the Lacey Community Events committee that presented the annual Lacey Spring Fun Fair (LSFF) from 1991 until 2020. Event chairperson since 1988. Still partnering for the 2022 event!
- An active member of the Lacey Lodging Tax Advisory Committee.
- Champion of K-12 school district support, volunteering and chairing community group since 2010.
- Champion of parks, recreation and cultural opportunities in the community, volunteering for community groups and serving on the Lacey Parks Outreach Team in 2021.
- YMCA volunteer and board member for over 40 years
- Involved with Girl Scouts, The Soroptomist Club and advisory councils for the Lacey Police Department and Lacey Fire District 3 over the years.
- Citizen representative on Hiring Committee for Lacey Police Chief (1985 & 2018), and Lacey Deputy Police Chief (2019).
- Involved with Lacey South Sound Chamber of Commerce activities

For LSFF Ruth responded to a public request from the City to start a new community event in 1988. She stepped up as a volunteer and has been a key player all along, taking the lead to form a non-profit organization, Lacey Community Events, in 1999 when the event was at risk of continuing. Ruth continued to lead the LSFF committee as president and is now assisting with the transition of the event to be operated by the City, and continuing in a volunteer capacity. She works hard to keep the event free for families to attend by securing sponsorships to help cover costs.

Ruth regularly attends and supports many City events and programs and is the first to step up to fill a need in promoting and supporting all things Lacey.

Ruth is a friend to all and her 'can-do' spirit is infectious, as seen by her ability to bring people together for a cause. She has a drive and determination to help ensure the betterment of the greater Lacey community.

It's people like Ruth that truly understands the value of community and makes Lacey a better place for all.

TRANSPORTATION COMMITTEE MINUTES
AUGUST 2, 2022
11:00 A.M. – 11:46 A.M.
REMOTE AND IN PERSON ATTENDANCE

To hear the full discussion of a specific topic or the complete meeting, you may watch the video-stream available on the City of Lacey's YouTube Channel: <https://youtu.be/6dOM1N48Aag>

COUNCIL PRESENT: DEPUTY MAYOR MILLER (CHAIR), COUNCILMEMBER VAZQUEZ
(REMOTE)

COUNCIL EXCUSED: COUNCILMEMBER STEADMAN

STAFF PRESENT: SCOTT SPENCE, SCOTT EGGER, AUBREE COLLIER, ASHLEY SMITH,
BRIAN PETRIN, TABETHA RESTOULE

ACTION: APPROVE TRANSPORTATION COMMITTEE AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBER VAZQUEZ
AND DEPUTY MAYOR MILLER

TRANSPORTATION BENEFIT DISTRICT – 2021 ANNUAL REPORT

STAFF: BRIAN PETRIN, CIVIL ENGINEER

ACTION: INFORMATION ONLY

The 2021 Annual Report for the Transportation Benefit District was provided, which included a summary of 2021 revenues, expenditures and project schedule updates.

Total beginning revenues for 2021 was \$4,805,527, expenditures for that year were \$4,185,925 and excess (deficiency) of revenue over (under) expenditures was \$619,602.

Completed projects for 2021 with carry-over from 2020 consist of pavement reconstruction, pavement rehabilitation manhole/valve patch rehabilitation, slurry seal and sidewalk repairs. This includes 19,360 tons of fiber reinforced HMA, 5.8 miles of pavement striping, 9,300 raised pavement markers, 152,550 square yards of type II slurry, 96 additional failed valve, 28 failed manhole patches repaired citywide, and 2120 square yards of new sidewalk.

Projects scheduled for 2022 include Rainier Rd pavement repair, valve and manhole repair, sidewalk repairs and overlay work.