

Fehr&Peers Roles Reversed:

Can you answer your own outreach
questions?

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Agenda

01 Introduction

02 Online Polls

03 Activity

04 Share Out

05 Wrap Up



SECTION 01

Introduction



Introduce Yourself!



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Why is it important to ask the right questions?

There are infinite questions to ask, how can we pick the right ones for the plan?

Make the best use of people's time

Asking the right questions can...

Make changes that are aligned with feedback collected

Make it easier to incorporate feedback into our work



Aligning Questions with Influence

Tackling Challenges Together:

Design questions that ask the audience to solve the problem with you.

- Dot Exercise
- Gamifying questions

Timing of Questions

Apply broad questions at the right time.

- The question should match the level of detail of the project stage.
- Each project stage requires different levels of engagement/influence

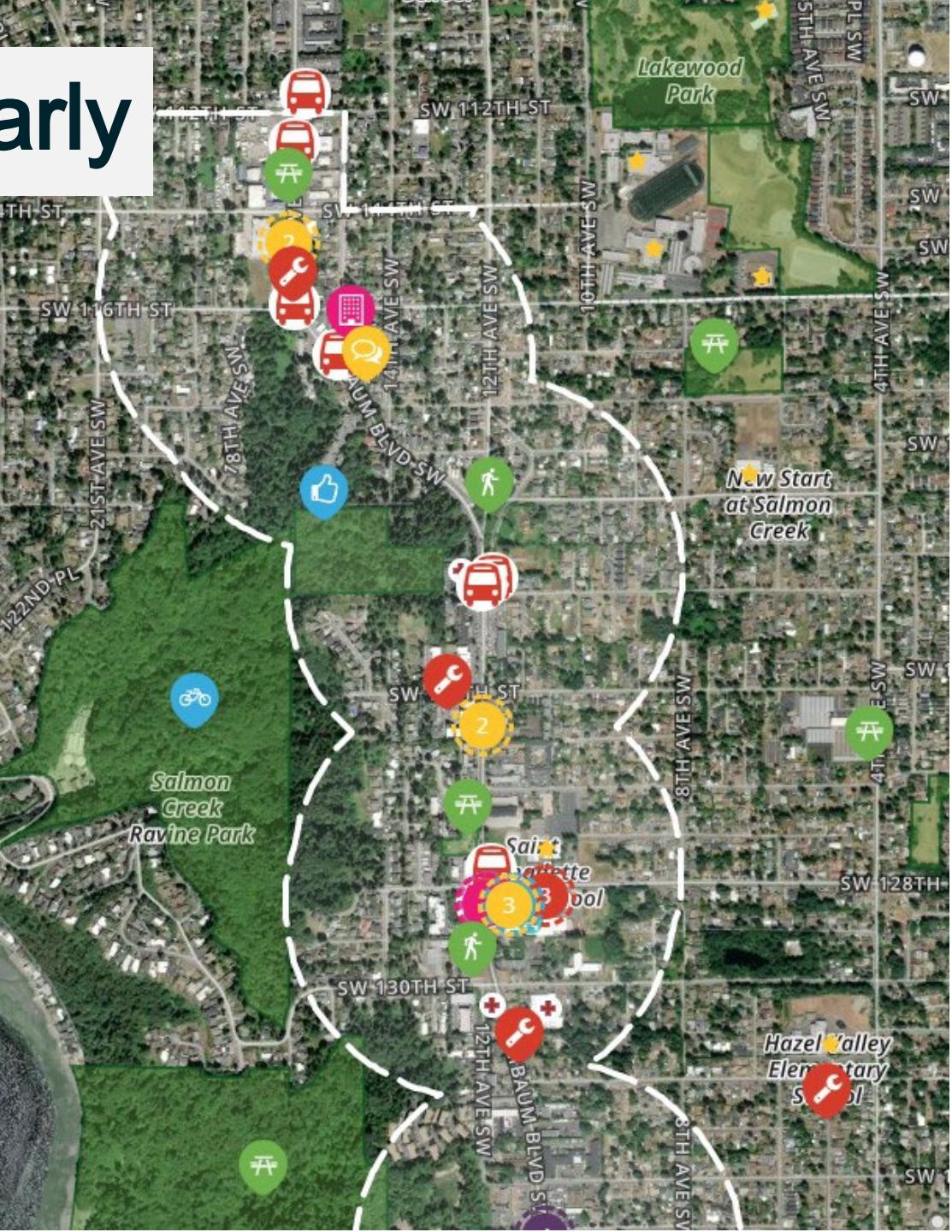
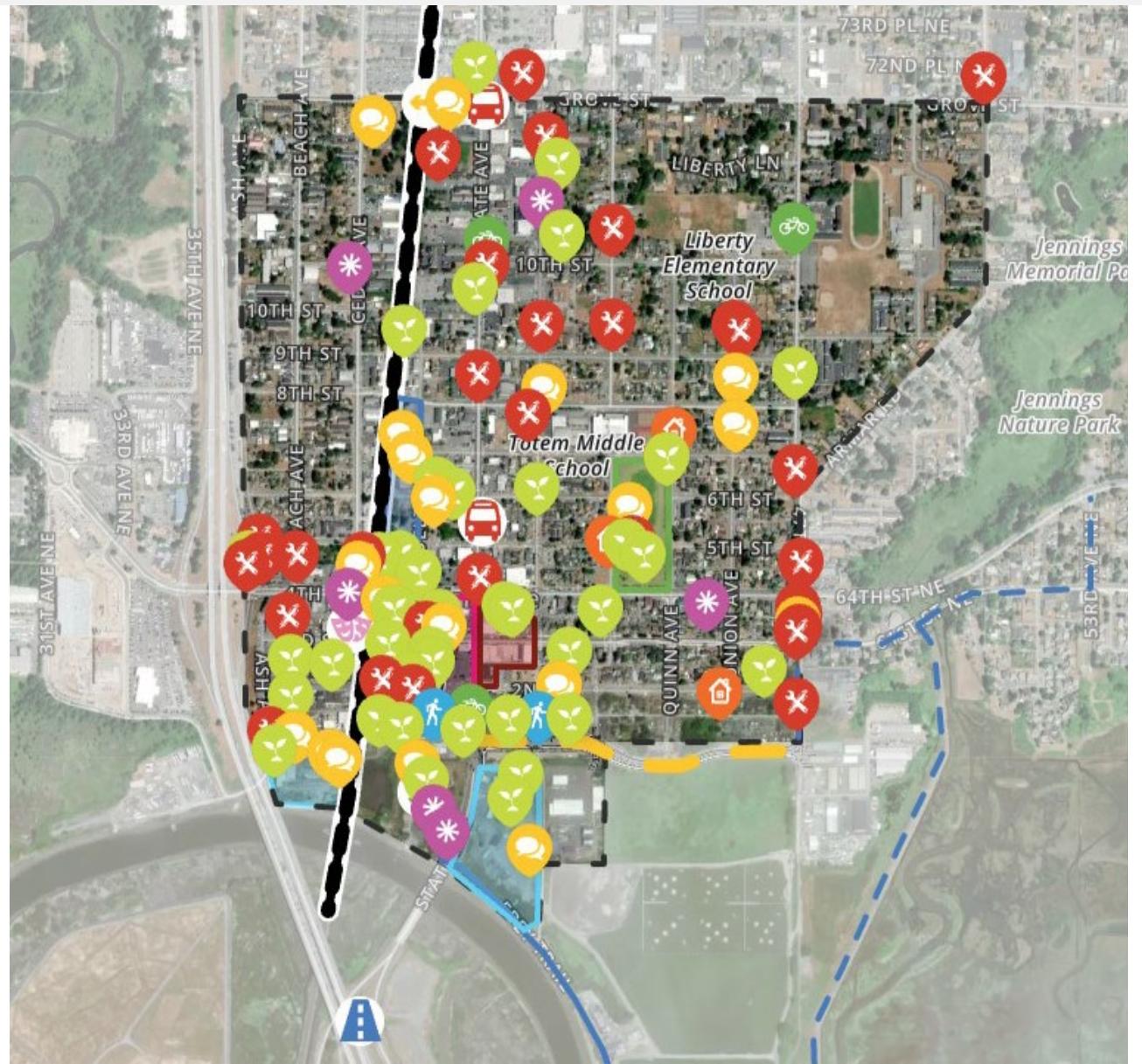
As the project progresses, craft questions more specifically to reach the feasible solution.

- Understand when to incorporate “pick and choose” formats and when to listen to ideas.



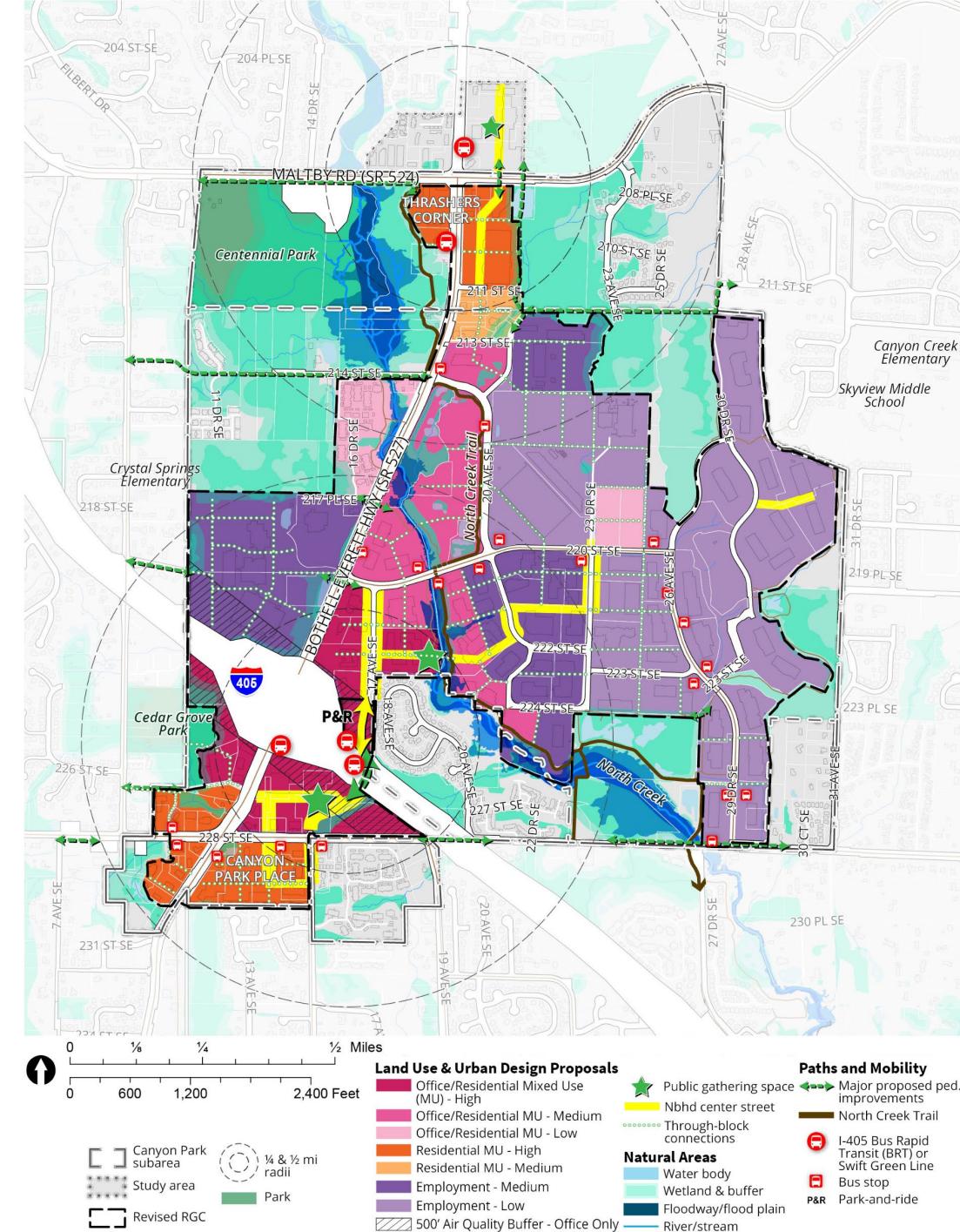


Open- ended Questions – Early



Solve a Challenge

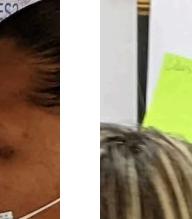
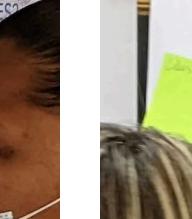
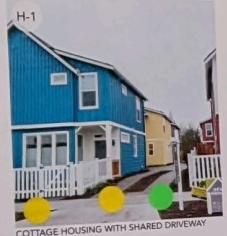
Interactive Games





HOMES // CASAS

WHAT KINDS OF NEW HOMES WOULD CONTRIBUTE TO EACH AREA?



STREETS // CALLES

WHAT KIND OF STREET WOULD YOU WANT TO LIVE ON?

PLACE UP TO 3 DOTS ON STREETS YOU WOULD PREFER TO LIVE ON



Solve a Challenge

Visual Preference for Solutions



STREET TYPES

Solve a Challenge

Match Pieces to Places

Mapping Exercise



A Festival street



B Garden-like landscaping



C Green stormwater Infrastructure



D Multi-use alleys



F Ped-bike-car shared street



F Safe bike routes



G Neighborhood traffic calming



H Pedestrian lighting



Parklet (cafe seating or mini park)





Solve a Challenge

Match Pieces to Places – Clear Thread to Plan

STREET TYPES LOCATION AND CHARACTER



Capitol Way, Legion Way, and 5th Ave were identified for improvements more frequently than other streets. Nearly all street types were selected by at least one group. Some of the most popular preferences were for:

- Festival streets in the core and near the Farmers Market,
- Garden-like landscaping on 5th Ave,
- Safe bike routes on 4th Ave, portions of Capitol Way, and many east-west streets, and
- Green stormwater infrastructure on Cherry and Chestnut Streets.



Olympia Downtown Strategy

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BUILDING CHARACTER AND LOCATION

Residential Building Types	1	2	3	4	5	6	7	8	Total for whole downtown
Townhomes					3	5	5		13
Cottage clusters					1				10
Small lot residential					1	3	5		9
Larger residential	1	3	1	1	1	1			8
Townhomes							3		7
Low-rise multifamily							1	1	3
3-story residential								1	10



THE ACTIVITY

Participants selected a variety of residential, retail, commercial, mixed-use, industrial, historic, and institutional buildings' photos. To indicate their preferred character for areas within downtown, they placed the photos on the map where they would like to see that particular type of development. This page's chart shows the popularity of residential buildings. Other building types are on the following pages.

RESIDENTIAL RESULTS

Participants preferred modern-looking townhomes, cottages, and small single family homes in the southeast and larger residential buildings in the north. Single-purpose, low-rise residential buildings were less popular.

Online Survey 1 Integration

See the previous page for residential building type results. The survey confirmed consensus on preferring small-scale development in the southeast.

Olympia Downtown Strategy

CHARACTER AREAS

WATERFRONT

Enhance and connect to waterfront attractions.

CAPITOL TO MARKET

Encourage a high activity mix of uses from the Capitol to the Farmers Market.

ARTISAN/TECH

Encourage an eclectic mix of commercial activities and residences to support a creative neighborhood.

ENTERTAINMENT

Continue the core's energy eastward in a safe and lively entertainment district.

SE NEIGHBORHOOD

Build a holistic neighborhood with services and amenities.

KEY PHYSICAL IMPROVEMENTS

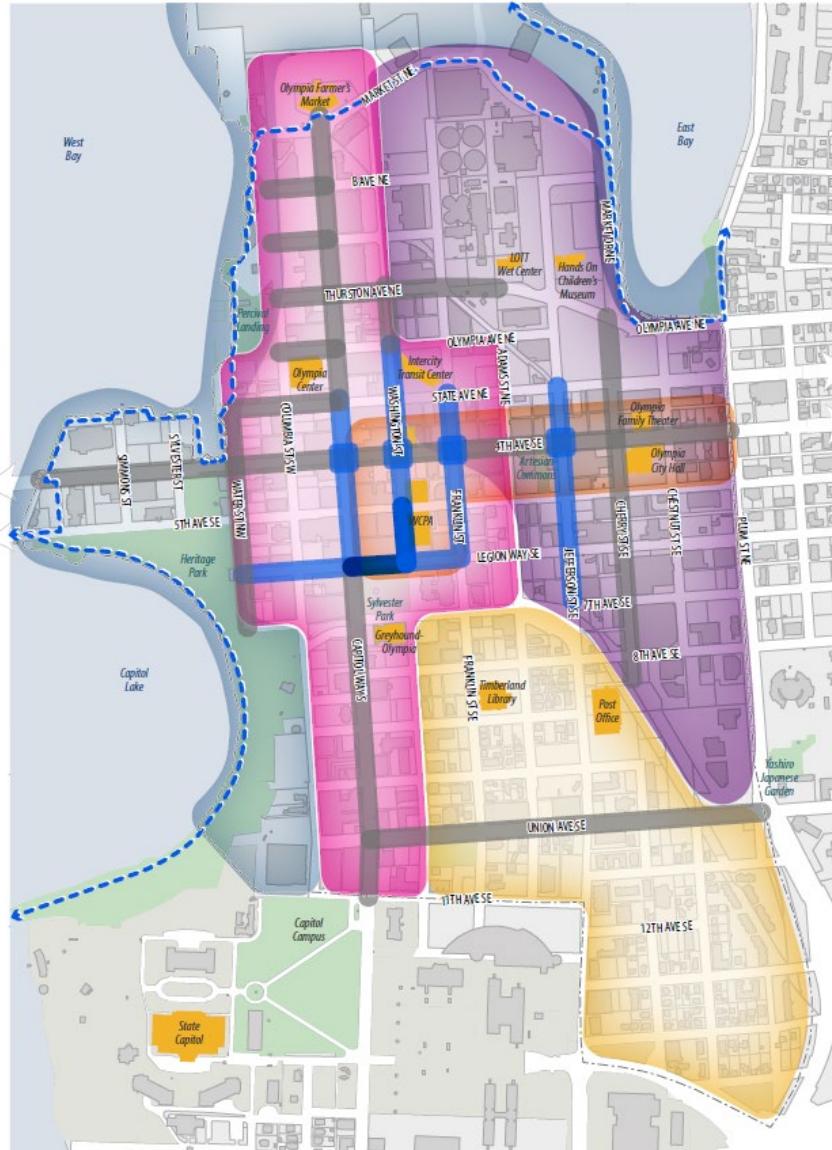
Short-term investments

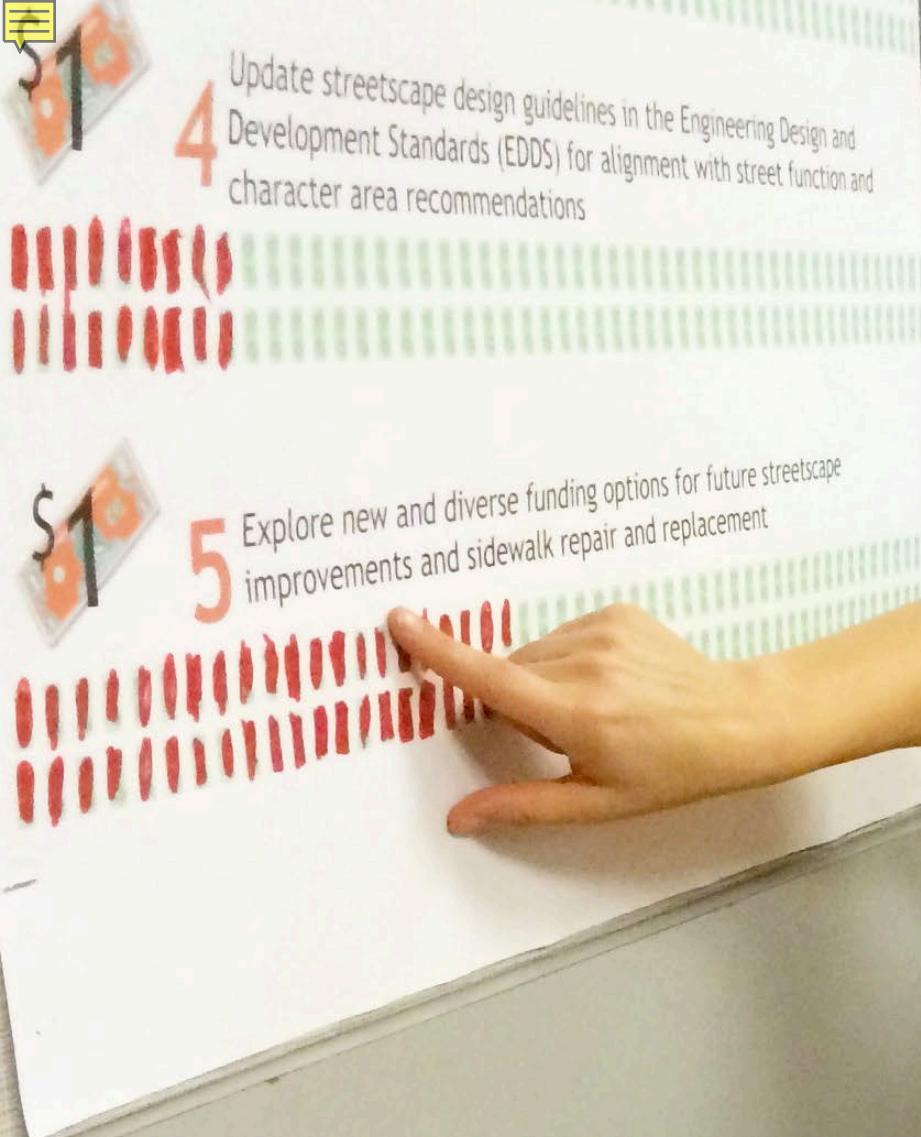
Long-term investment opportunities (looking for funding and partnerships)

Olympia Waterfront Route trail planning and completion (immediate and long-term actions)

NOTE

Updated street standards and transportation master planning





Solve a Challenge

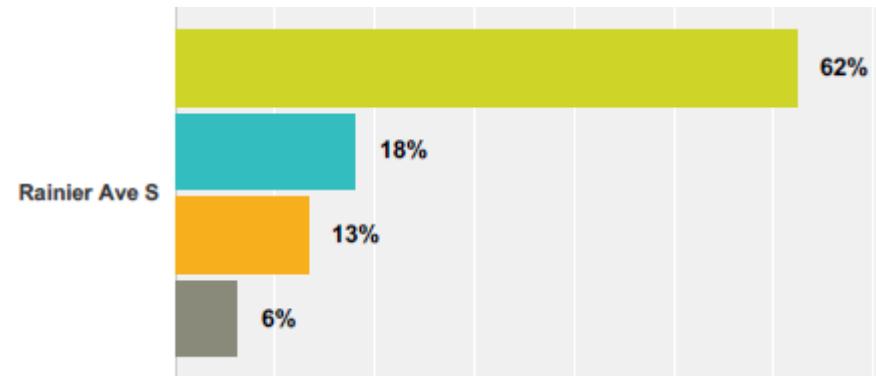
Community Budgeting



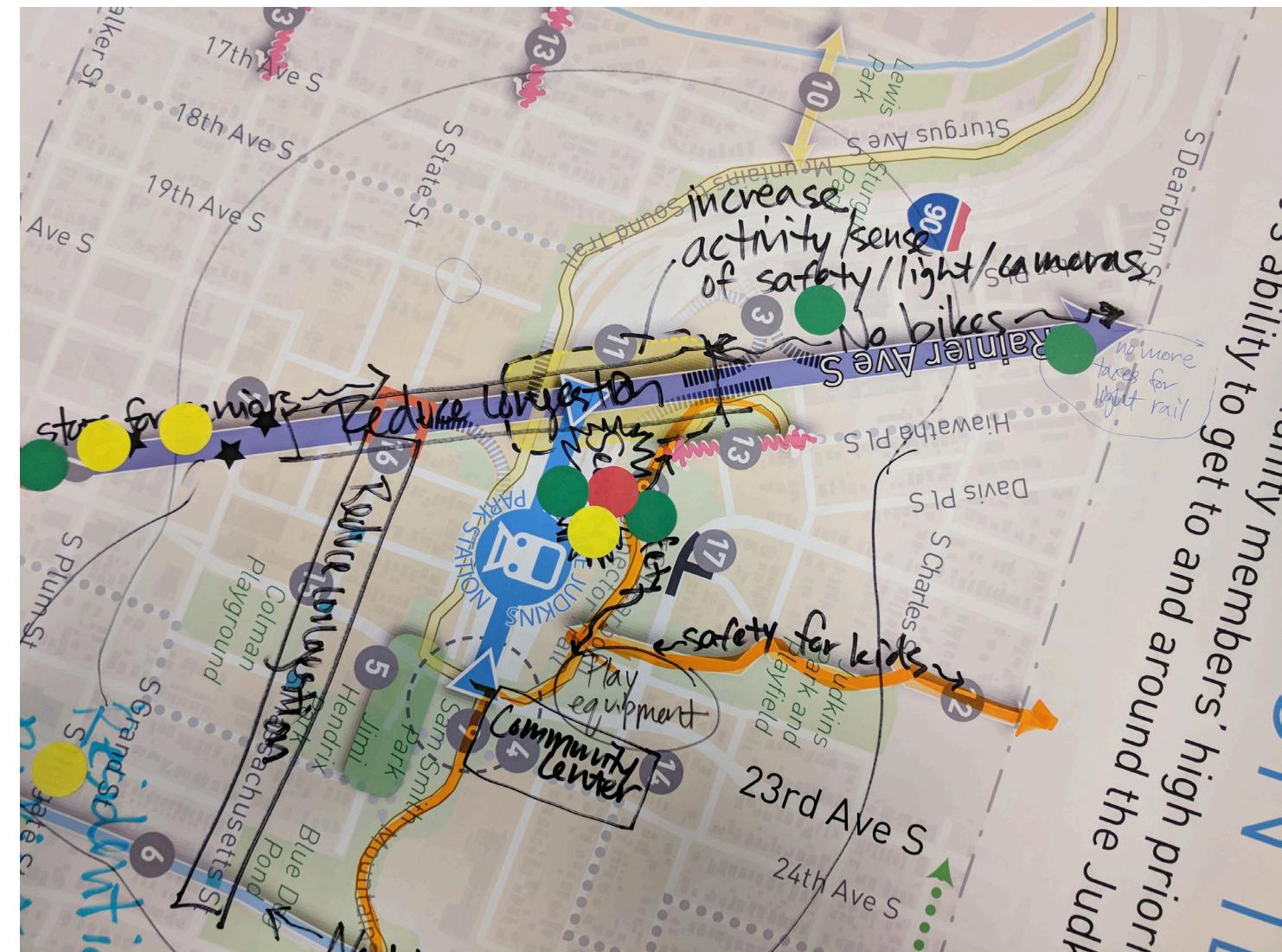
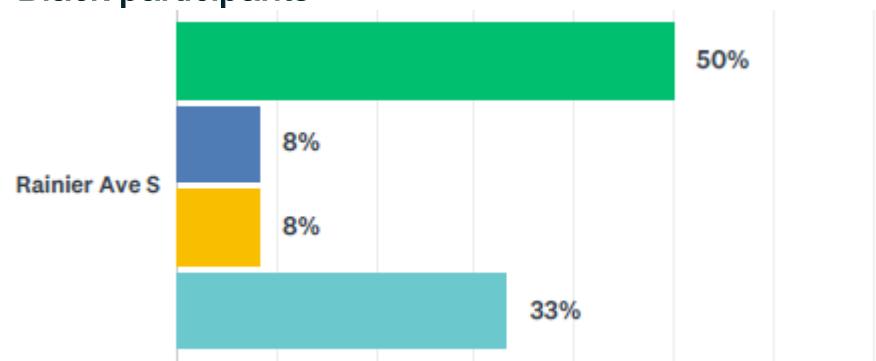
Which audience?

How important is it to improve the following places for people bicycling around the area?

All participants



Black participants



Church deacons meeting notes

- Critical route for regional jobs
 - Transit, pedestrian, and vehicular priority

Online Poll



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Discussion

- How do these questions result in varying responses?
- Based on the information provided, which question resonates the most?



SECTION 03

Activity



Activity Overview

CONTEXT: you are at an open house event to kickoff your project (no alternatives identified); we are assuming all the bases are covered

- Corridor example (15 mins)
- City example (15 mins)
- Share Out Key Takeaways

TASK: Break into pairs to work through the handout together

- Corridor Level
- Citywide Level



SECTION 03a

Corridor Activity – 15 Minutes



Corridor Example

Corridor (your question)	
Question	Are there opportunities you see in rethinking this State Route corridor?
Response	[Variety of responses with very differing priorities]
How can you incorporate this into your project?	We couldn't – the responses were too varied with conflicting interests
Challenges	Feedback couldn't be incorporated and had to go back to the drawing board to understand priorities better
Would you make edits to your question? If so, what is your new question?	What evaluation measures are most important to consider when evaluating different options for this State Route corridor? What questions do you want to make sure are answered in the next phase of refinement and analysis?



SECTION 03b

Citywide Activity – 15 Minutes



Citywide Example

City (your question)	
Question	<p>Finding parking is often cited as a challenge. There are options for parking management. Which of the following sounds best to you:</p> <ul style="list-style-type: none">- No change to parking (result: parking is still challenging to find)- Increase paid parking (result: more parking will be available)- Increase time restricted spaces (result: more parking will be available)
Response	No change to parking, if it is difficult to park, I will take another mode.
How can you incorporate this into your project?	Responses can be used to “vote” for a palatable option
Challenges	<ul style="list-style-type: none">• Response rate matters and lower response rate is less applicable across the city.• Response may change if more information were provided on proposed details (cost per hour of parking, where would revenue be applied, etc.)
Would you make edits to your question? If so, what is your new question?	Potential change to question = add second part of question asking for the neighborhood of the respondent. The “vote” would count within that area. Provide more context around options.



SECTION 04

Share Out



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What are some key takeaways under each topic area?

Tips for asking good questions:

- Space for notes during the discussion



SECTION 05

Wrap Up



Key Takeaways for Upcoming Outreach

Have ideas for the community to react to (vs. open ended questions)

Think about the balance of providing necessary information without overloading

Test questions on someone outside of the project team/firm

How can we pivot to ensure that voices are heard and incorporated into the plan?

Consider response rate before incorporating specific ideas into the plan



Thank You!