Economic Development Element Public Engagement Plan

Purpose

This plan coordinates community and stakeholder outreach for the City of Tumwater's Economic Development Element update. Input is gathered through three methods: individual presentations, surveys to businesses and community members, and press releases to local media. All outreach concludes on November 15, 2026, when the community survey closes.

Objectives

- Reach a broad cross-section of Tumwater residents, businesses, and regional partners.
- Collect a usable volume of survey responses to inform economic development priorities.
- Deliver consistent survey and plan messaging to the public.
- Complete every outreach activity on or before November 15, 2026.

Date	Activity
Jul 17, 2026	Thurston County Chamber — Business & Economics Committee
Sep 23, 2026	Thurston EDC Board presentation
Sep 24, 2026	Thurston EDC Real Estate Forum
Through Nov 15, 2026	Newsletter blasts, social posts, meeting-table QR codes, and utility mailers across all channels
Nov 15, 2026	Outreach concludes

Channel Detail

1. Thurston Economic Development Council

- **EDC Board presentation —** Completed September 23.
- **Real Estate Forum —** Completed September 24
- **Newsletter blasts —** Survey in October.
- **Social media posts —** Sharing the survey and plan information expected monthly September- November.

2. Tumwater Chamber of Commerce

- **Board presentation —** confirmed; date to be scheduled.
- **QR codes —** placed on meeting tables in October.
- **Social media —** reposting of survey and plan content expected monthly September through November.

3. Thurston County Chamber of Commerce

- **Committee presentation —** Completed July 17.
- **Social reposting — S**urvey expected monthly September through November.
- **Newsletter blasts —** Survey expected October.

4. City of Tumwater

- **Tumwater on Tap newsletter —** Survey expected once in November.
- **Social reposting — S**urvey expected monthly October through November.
- **Utility mailers —** Survey expected once in November.

5. Local Media

- **The Jolt –** Press release with survey and plan information expected once by November.
- **The Olympian –** Press release with survey and plan information expected once by November.
- **Thurston Talk** – Feature article tentative once by November.