



City of Olympia

City Hall
601 4th Avenue E
Olympia, WA 98501

Meeting Minutes - Draft City Council

Information: 360.753.8447

Tuesday, January 6, 2015

5:30 PM

Room 207

Special Study Session

1. ROLL CALL

Present: 6 - Mayor Stephen H. Buxbaum, Mayor Pro Tem Nathaniel Jones, Councilmember Jim Cooper, Councilmember Julie Hankins, Councilmember Jeannine Roe and Councilmember Cheryl Selby

Excused: 1 - Councilmember Steve Langer

2. BUSINESS ITEM

2.A [15-0035](#) Briefing on 2014 Citizen Survey Results

Mayor Buxbaum welcomed and introduced Mr. Stuart Elway, Principal and Owner, Elway Research, Inc., Seattle, WA.

Mr. Elway said his firm was hired by the City to conduct a statistically valid survey of Olympia utility customers in the fall of 2014. A total of 952 residents participated in the survey between October 20 and November 3, 2014. Of the total, 202 were interviewed by phone and 750 completed the same questionnaire on-line (with 9 of that number filling out a paper survey).

The survey touched on four key areas:

- Desirability of Olympia as a place to live
- Importance and Expectations of specific City-government programs and services.
- Performance of City Government in a number of program and service areas.
- Satisfaction with City communication and public involvement.

Mr. Elway noted that:

- The survey was a snapshot in time of the opinions of the participants.
- Participants were drawn from the City's utility customer data base.
- It was randomly conducted according to industry standards, with a statistical margin of error of plus/minus 3.2% as applied to the general population of City utility customers.
- A multi-modal survey method was used, a combination of telephone and on-line polling.
- Respondents tended to be older than the general population, which is logical

given that the City's utility data base was used for the participant pool.

Mr. Elway noted the following results:

- Olympia, as an overall community, is a desirable place to live.
- 9 in 10 rated their specific neighborhood as a desirable place to live.
- All 14 surveyed City services were rates as a medium or higher priority.
- All 14 surveyed City services were rated as important and generally well performing.
- The city received a "C" grade for communication and public involvement.
- Of people who visited in the City's website, 9 in 10 found what they were looking for.
- Of people who participated in a City planning process, most were satisfied with the experience.
- 92% of people who made a customer contact with the City said they were treated courteously, and 3 in 4 were satisfied with the outcome.
- 9 in 10 are satisfied with garbage/recycling services.
- Water pollution followed closely by wildlife habitat are high priorities for the Storm and Surface Water Utility.
- Most rated Olympia as easy to drive, less so for walking and biking.
- Two-thirds give Olympia park an A or B grade.
- Improving existing parks is a high priority.

Councilmembers noted that:

- The survey raises a number of follow-up questions, particularly in the areas of communication and public involvement.
- It would be informative to explore why people responded the way they did, possibly through focus groups or the City's on-line survey method.
- It would be helpful to compare survey demographic information with the population Profile compiled by TRPC.

The work session was completed.

3. ADJOURNMENT

The meeting adjourned at 6:35 p.m.