

2021 Community Engagement and Public Opinion Survey

March 1, 2021

WHAT	The Office of Strategic Initiatives is launching a Citywide Community Engagement and Public Opinion Survey
PURPOSE (WHY)	Provide Council with community feedback to inform the 2022 budget and inform key initiatives related to the Communication Strategy and Re-Imagining Public Safety
INTENTION	<p>Assess satisfaction among residents regarding:</p> <ul style="list-style-type: none">• Quality of Life, including questions that address:<ul style="list-style-type: none">○ Place to live, work, retire, play○ Belonging• Performance in advancing the Comprehensive Plan Focus Areas:<ul style="list-style-type: none">○ Public Health & Safety○ Community Livability○ Economy○ Environment○ Downtown○ Neighborhoods <p>Assess performance and priorities among residents regarding delivery of City Services, for example:</p> <ul style="list-style-type: none">• Drinking Water• Street Maintenance• Arts & Community Events• Parks & Recreation Facilities• New Services (Housing/Homelessness, Climate Change, etc.) <p>Assess opinions regarding Public Safety:</p> <ul style="list-style-type: none">• Do residents feel safe and where• Opinions of safety regarding a variety of factors (i.e. – COVID, violence, harassment, losing your house) <p>Assess opinions regarding Policing, for example:</p> <ul style="list-style-type: none">• Use of Force• Trust <p>Assess opinions regarding Engagement and Communication. These questions are being developed by Communication Resources NW and led by Kellie Purce Braseth.</p>

WHO	<p>The Project Team is comprised of:</p> <ul style="list-style-type: none"> • Debbie Sullivan, Assistant City Manager • Stacey Ray, Strategic Planning & Performance Manager • Kellie Purce Braseth, Strategic Communications Director
WHEN	<p>March 1 – 12: Finalize Survey Questions</p> <p>March 15: Launch Survey in Field</p> <p>April 5: Staff Receive Top Line Data and Key Findings</p> <p>April 16: Full Report</p> <p>May 11: Present Findings to City Council</p>
HOW	<p>Debbie Sullivan contracted with Change Research to implement and administer the community survey, analyze the results, and present to City Council, Staff and the General Public.</p> <p>Change Research will administer the survey to ensure it is statistically valid and reflects Olympia’s diverse population with an emphasis on traditionally difficult to reach audiences – youth, renters, and Black, Indigenous, and People of Color</p> <p>The survey questions will be based on previous surveys and updated to reflected new Focus Areas, Services, and Programs. The survey will also include questions to inform the citywide Communications Strategy led by Kellie Purce Braseth and the Re-Imagining Public Safety effort led by Stacey Ray.</p> <p>The Final Draft will be presented to the Executive Team and approved by the City Manager.</p>
PROJECT CONTACTS	<p>Debbie Sullivan, Assistant City Manager (Project Manager)</p> <p>Stacey Ray, Strategic Planning & Performance Manager (Reimagining Public Safety)</p> <p>Kellie Purce Braseth, Strategic Communications Director (Communication Strategy)</p>