



## General Government Committee

### Special Meeting to Discuss City Survey and to Finalize Committee's Presentation for Council's Mid-Year Retreat

**Agenda Date:** 8/28/2014  
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#### **Title**

Special Meeting to Discuss City Survey and to Finalize Committee's Presentation for Council's Mid-Year Retreat

#### **Recommended Action**

##### **City Manager Recommendation:**

Discuss and provide guidance.

#### **Report**

##### **Issue:**

Council referred to General Government Committee a high-level review of a public opinion survey. Also, each committee is asked to prepare a report for Council's mid-year retreat.

#### **Staff Contact:**

Cathie Butler, Communications Manager, 360.753.8361

#### **Presenter(s):**

City Survey: Stuart Elway, Elway Research, and several City staff  
Committee Report: Steve Hall, Jay Burney, Cathie Butler

#### **Background and Analysis:**

##### **City Survey:**

Council concurred with staff's recent recommendation to conduct a statistically valid opinion survey of Olympia utility customers in fall 2014. The purpose of the survey is to provide information to Council and staff about resident opinion on communication/civic engagement, service and facility prioritization, program delivery; and satisfaction with programs/facilities.

The City is contracting with Elway Research to prepare and conduct the survey and report results. Information may be used in 2015 budget deliberations; communication planning; performance measurement; and program assessment.

Council asked that General Government Committee meet with Mr. Elway to discuss survey methodology and to provide high-level guidance regarding the survey questions. In particular,

Council asked General Government Committee to ensure that survey questions have a purpose and will provide meaningful data for decisionmaking.

Mr. Elway and several staff will be present at the meeting to present and discuss survey methodology and proposed questionnaire.

***Council Retreat Preparation:***

At the committee's August 19 meeting, committee members agreed to discuss the following two topics at Council's retreat:

- Communication and Outreach - Council's Role and Strategy
- Economic Development - particularly as it relates to development of 2015 CDBG Action Plan and General Government's economic development charge.

Regarding the Communication and Outreach topic, staff will present at Thursday's meeting a retreat discussion format for the committee's critique.

Regarding economic development, committee members asked to see the OMC regarding General Government purposes, which is as follows:

*OMC 2.06.010 Created.*

*There are created the following committees of the city council along with a general description of topics for their consideration:*

- General government committee: Public safety, operational policy, economic development, housing, general government issues, boards and commissions;*
- Land use and environment committee: Planning, transportation, environment, utilities, parks, community development, neighborhoods;*
- Finance committee: finance/budget.*