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Land Use & Environment Committee

Parks, Arts and Recreation Citizen Survey

Agenda Date: 2/26/2015
Agenda Item Number: 4.A
File Number: 15-0162

Type: report **Version:** 2 **Status:** Filed

Title

Parks, Arts and Recreation Citizen Survey

Recommended Action

Committee Recommendation:

At its meeting on December 11, 2014, the Land Use and Environment Committee requested that staff give the committee an opportunity to review the park plan survey before it was administered.

City Manager Recommendation:

Receive briefing from staff and provide general guidance.

Report

Issue:

As part of the Parks, Arts and Recreation Plan update, staff has hired Elway Research Inc. to conduct a survey of random Olympia residents. This is the same firm that recently administered a citizen survey on Olympia government priorities and services.

Staff Contact:

Jonathon Turlove, Associate Planner, Olympia Parks, Arts and Recreation, 360.753.8068

Presenter(s):

Paul Simmons, Director, Olympia Parks, Arts and Recreation

Jonathon Turlove, Associate Planner, Olympia Parks, Arts and Recreation

Stuart Elway, President, Elway Research Inc.

Background and Analysis:

It has been 15 years since the City has conducted a statistically valid citizen survey related specifically to parks, arts and recreation projects, programs and services. Staff is currently in the process of updating the Parks, Arts and Recreation Plan. Statistically significant survey of residents of residents will be pivotal in helping determine not only capital projects, but the balance of services across the Department.

At the LUEC meeting, Stuart Elway will present the methodology and provide a general overview of survey questions. As with the recent City survey, we will rely on his professional expertise regarding questionnaire format and wording.

Neighborhood/Community Interests (if known):

Feedback from the eight neighborhood meetings staff have hosted and the OlySpeaks on-line questionnaire have given us many great ideas for parks, arts and recreation projects. Certain projects appear to have strong support, but it is difficult to tell what level of community support various projects have without a random survey of residents.

Options:

1. Receive briefing from staff and provide general guidance

Financial Impact:

Administering the survey is expected to cost \$20,750. Funds for this effort are in OPARD's budget for the parks plan update.