

TO: City Council  
FROM: Ann Cook, Communications Manager  
DATE: May 10, 2022  
SUBJECT: 2022 Community Survey

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1) Recommended Action:

Information only, no action. Staff will present findings from the 2022 Community Survey.

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2) Background:

GreatBlue Research was hired by the City to conduct market research to understand our community's sentiments and perceptions of various characteristics related to the City and its services.

The primary goals for this research study were to assess elements of the community that residents prioritize and perceptions of community safety, affordable housing, and engagement.

In order to service these research goals, GreatBlue employed a digital survey methodology to capture the opinions of residents of Tumwater, as well as gather benchmarking data across the state of Washington.

The outcome of this research will enable the City Council and staff to a) more clearly understand current sentiments regarding the City and its programs and services, b) gauge residents' priority of various community initiatives, and c) enhance strategic planning to incorporate improvements to the City programs and services.

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3) Policy Support:

Refine and Sustain a Great Organization

- Effectively engage the community in public notice and involvement activities
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4) Alternatives:

N/A

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5) Fiscal Notes:

Professional Services Contract with GreatBlue Research not to exceed \$25,000.

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6) Attachments:

None.