



City Council Agenda Bill

20360
Bill Number

Subject: Survey of Bellingham business leaders

Summary Statement: Representatives from Applied Research Northwest, under contract with the City for research services, will provide a presentation of results from a survey of 300 Bellingham business owners and managers that was completed in late 2013. The City conducts regular public opinion surveying to gauge community priorities and satisfaction with City services. Surveys of business leaders have been completed in 2007, 2010 and 2013, with questions that particularly emphasize long-term goals described in the City's Legacies and Strategic Commitments. Full reports of the results of these surveys are posted on the City website at www.cob.org.

Previous Council Action: Approval of 2013 Budget

Fiscal Impact: \$50,000 was included in the 2013 non-departmental budget for two public opinion research projects: a survey of residents and a survey of business leaders.

Funding Source: Allocated across all City funds

Attachments: None

Meeting Activity	Meeting Date	Staff Recommendation	Presented By	Time
Committee Briefing Information Only	3/24/2014	Information Only	Janice Keller, Mayor's Office	20 minutes

Recommended Motion: .

Council Committee: Committee Of The Whole	Agenda Bill Contact: Janice Keller, Mayor's Office, 778-8100		
	Reviewed By	Department	Date
	<i>Janice Keller</i>	Executive	3/11/14
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	<i>Peter Ruffatto</i>	Legal	.3/18/2014
	<i>Kelli J. Linville</i>	Executive	03/18/2014