



City of Olathe

COUNCIL AGENDA ITEM

MEETING DATE: 2/16/2021

FOCUS AREA: Economy

STAFF CONTACT: Dianna Wright/Sarah Doherty

SUBJECT: Presentation by ETC Institute on the results of the 2020 DirectionFinder Survey

ITEM DESCRIPTION:

Presentation by ETC Institute on the results of the 2020 DirectionFinder Survey.

SUMMARY:

The DirectionFinder Survey was designed to objectively assess community priorities and satisfaction with the delivery of City services. It has been administered annually since 2000. The survey was administered to Olathe households by mail with a follow-up by e-mail.

Chris Tatham of ETC Institute will present the results for the 2020 survey.

An analysis of areas that saw significant changes from 2019 to 2020 will be available for your review.

FINANCIAL IMPACT:

The DirectionFinder Survey helps guide resource allocation decisions both in the short-term and long-term. Several of the measures developed from this survey are incorporated in performance metrics to further track and quantify their influence on organizational goals. Annual results allow the City to better utilize resources and guides budgetary decisions.

ACTION NEEDED:

Receive the presentation

ATTACHMENT(S):

None
