

January 11, 2010

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The city has taken proactive steps to begin preparing for the annexation which becomes effective on April 1, 2010.

During November and December of 2009, the City of Burien administered an Annexation Outreach Plan Survey in the North Highline-South Annexation Area. The purpose of the survey was to gather input from residents in the annexation area in order to develop an outreach plan to help improve communication with residents as they become part of the City of Burien.

Six recommendations are presented.

In reading through the presentation, I was confused by two of the conclusions since supporting data from the survey was not evident.

Recommendation #4 states:

Of the people who elected to participate in this survey, most were in favor of annexation to Burien. There was a general concern that taxes would go up and the level of services would go down. Consider ways to demonstrate how the City plans to maintain or improve service levels in the area.

The survey question being asked was:

14. Are you a registered voter?

___(1) Yes ask 14a

___(2) No

14a. [If YES] Did you vote on the proposed annexation in the August 18, 2009 Election?

72%__ (1) Yes

28%__ (2) No

I did not see a question asking if the respondent voted as being in favor or not being in favor of annexation. So it is difficult to determine from the question on this survey how many respondents were actually in favor of annexation. Unless the question was omitted from the presentation, the City should be cautious about using this conclusion in public statements until clarified.

Recommendation #6 states:

6. A significant number of respondents, 41%, were interested in helping the City of Burien develop a communication plan. City staff should consider ways to involve these residents in annexation communications and activities.

The survey question being asked was:

11. Would you be interested in participating in further efforts to help Burien develop a successful communication plan?

41% (1) Yes – Ask for the contact information in the table below.

59% (2) No

The comparison between 41% and 59% would suggest that 59% is more of a significant measure of the responses on this topic than 41%. And a significant number of the responded, 59%, indicated that they would not be interested in participating in further efforts to help Burien develop a successful communication plan. In less there is some information that has not been included in the presentation, this conclusion should be rewritten so that is supported by the data.

It could be that some of the information was inadvertently not included in the presentation. However, before the City of Burien decides to promote the results of the Annexation Outreach Plan Survey, they might want to validate that the data collected from the survey correctly supports your conclusions and recommendations.

You may wish to address this during the presentation of the Annexation Outreach Plan Survey later on this evening's agenda.

