



MARKET
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RESEARCH
SERVICES



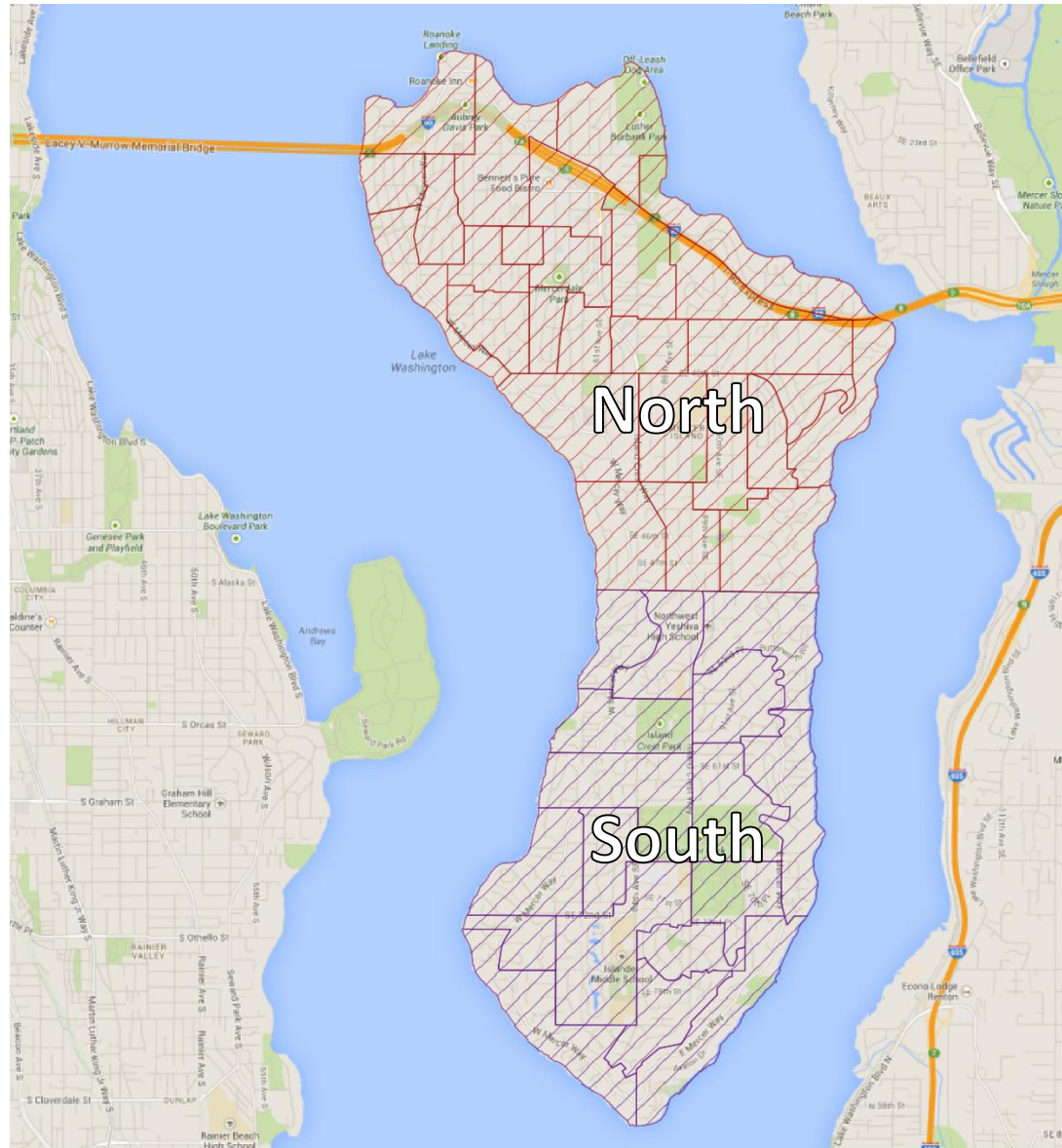
City of Mercer Island
Telephone Survey
April 2014

Methodology

- ▶ Live telephone survey of registered voters in the City of Mercer Island
- ▶ Conducted April 6th-9th, 2014
- ▶ 304 total interviews
- ▶ Margin of error: $\pm 5.8\%$ points
- ▶ Interviewing conducted by trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

North / South Geography



Most Important Problem

Tolling has replaced education/school funding as the top mentioned problem.

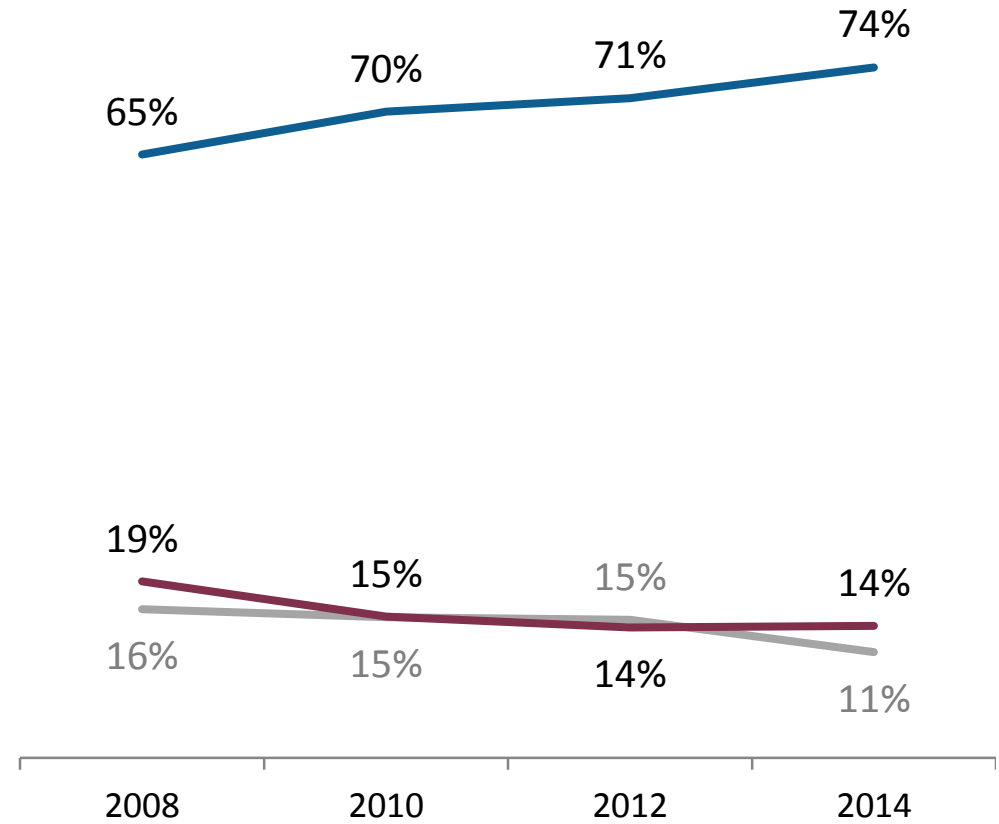
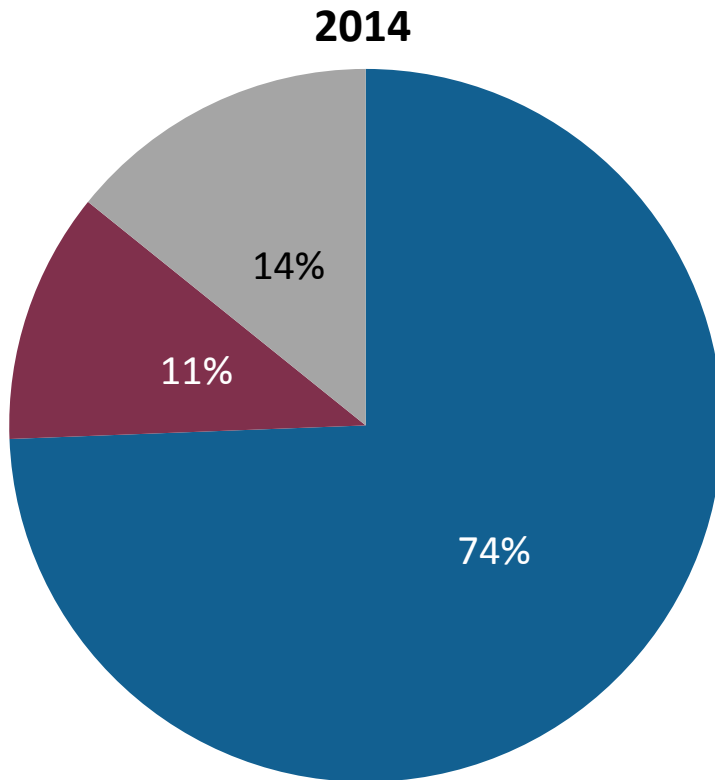
Most Important Problem	2008	2010	2012	2014
Tolling*	--	--	<1%	23%
Education/School Funding	9%	13%	29%	19%
Traffic/Transportation/Parking	26%	19%	14%	14%
Overcrowding/Overdevelopment/Overbuilding	24%	11%	5%	10%
High Taxes/High Cost of Living	3%	6%	2%	2%
Public Safety/Crime	--	1%	2%	2%
City Government/Council	3%	2%	5%	2%
Lack of Affordable Housing	3%	1%	2%	1%
Budget/Finances/Overspending	--	2%	2%	1%
Environment/Preserving Parks/Preserving Open Space	3%	--	--	1%
Road Conditions/Highways/Infrastructure	2%	7%	8%	1%
None/ DK/ Refused	19%	21%	21%	17%
Other	5%	8%	7%	7%

**Only 2 respondents mentioned Tolling in 2012*

Direction of the City

Respondents are increasingly optimistic.

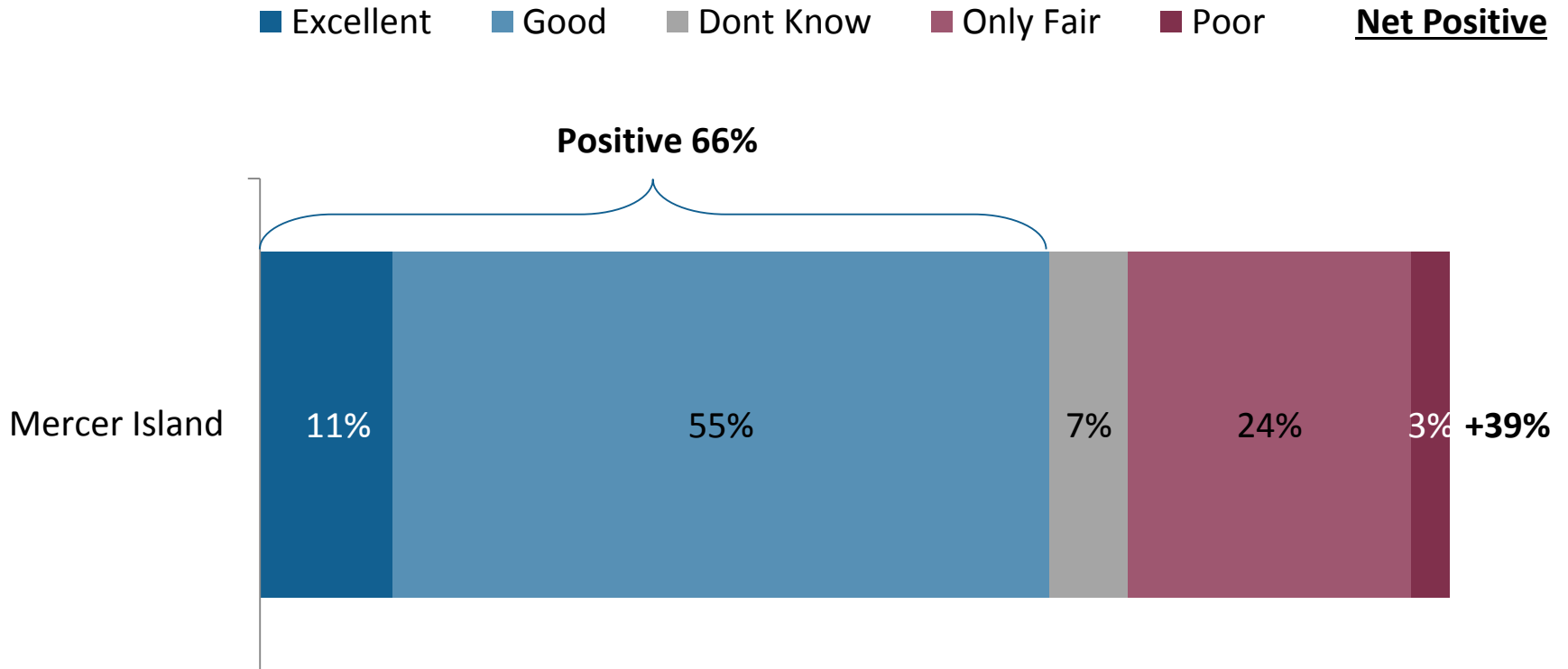
■ Right direction ■ Wrong track ■ Don't know



Q2. Do you think things in your area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Using Tax Dollars Responsibly

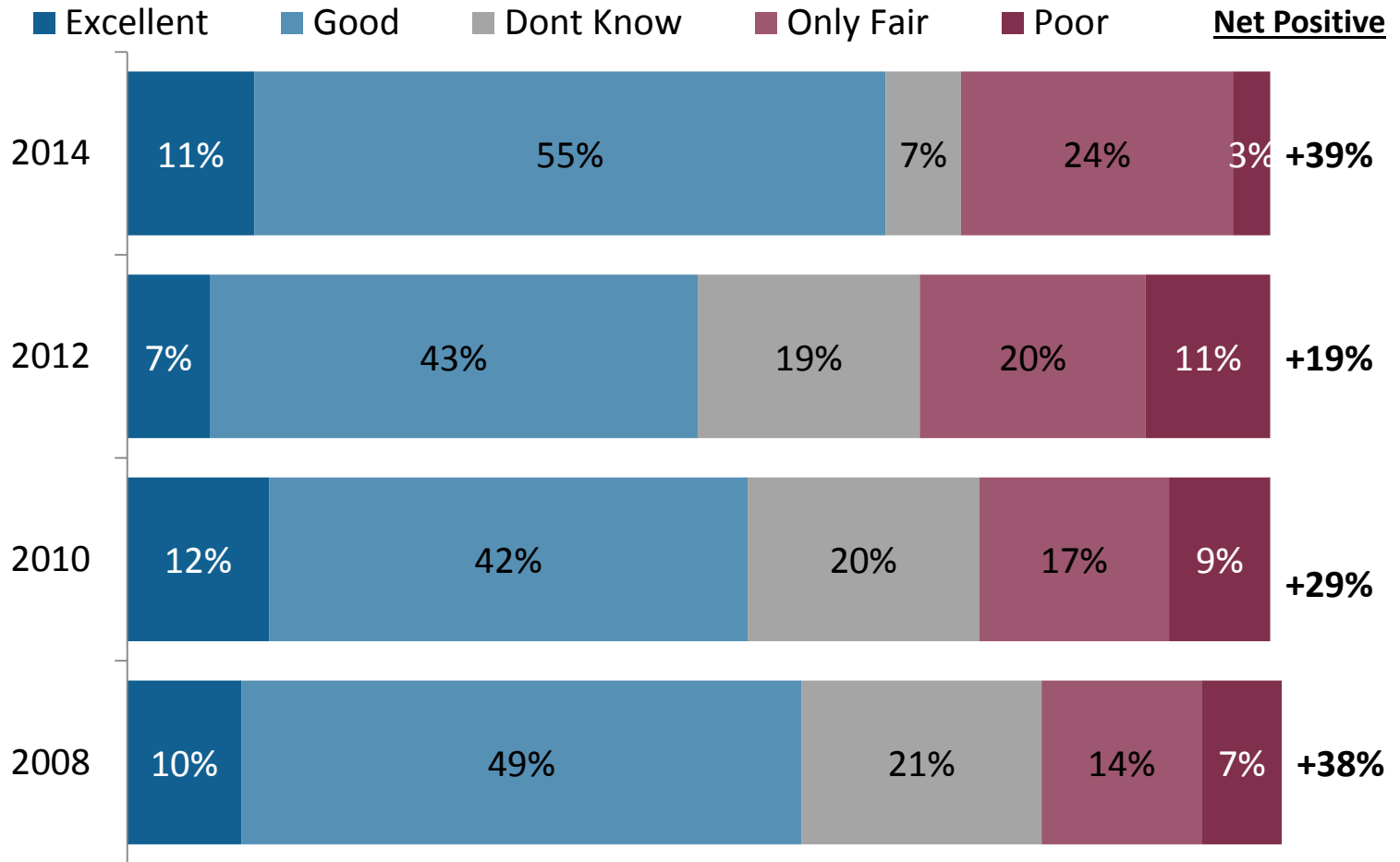
An overwhelming majority of respondents give Mercer Island positive job ratings for using tax dollars responsibly.



Using a scale of excellent, good, only fair, or poor, how would you rate Q5. The job Mercer Island is doing using tax dollars responsibly

Using Tax Dollars Responsibly – By Year

There has been a 20 point net positive increase from 2012 to 2014 on the job mercer Island is doing using tax dollars responsibly.

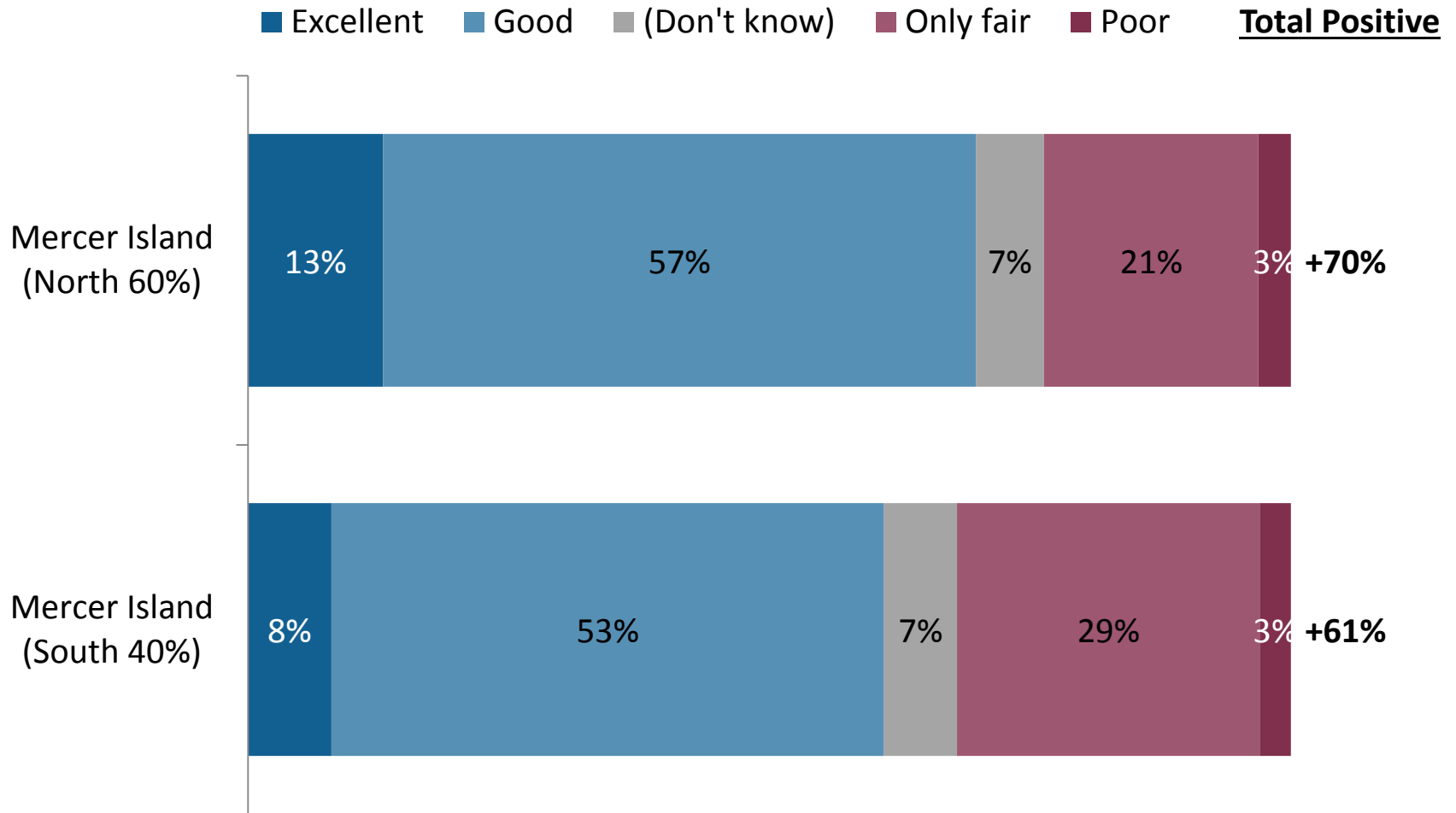


Using a scale of excellent, good, only fair, or poor, how would you rate Q5. The job Mercer Island is doing using tax dollars responsibly



Using Tax Dollars Responsibly – North vs. South

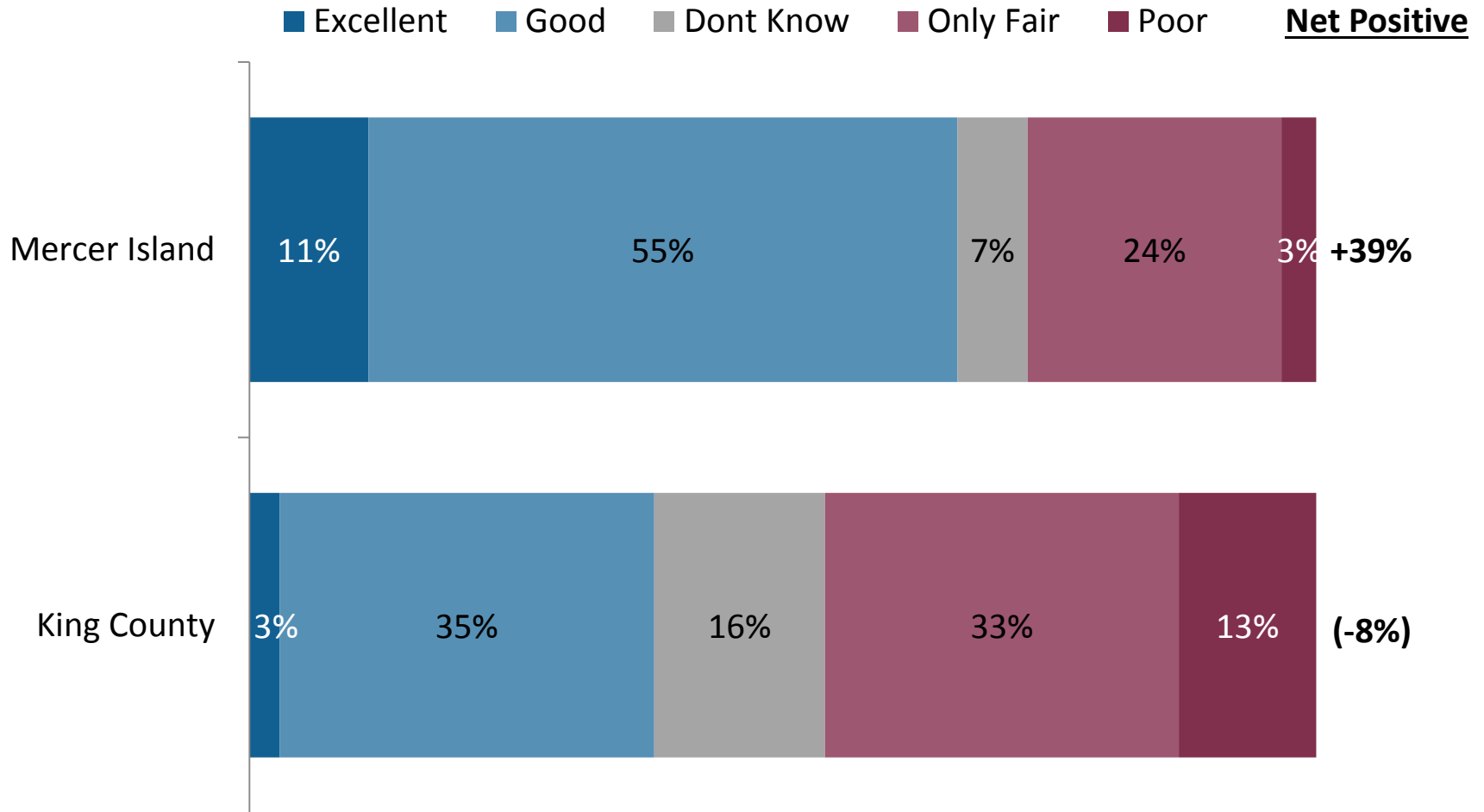
Both the North and South end of the island give majority positive job ratings, however respondents in the north have a stronger positive rating than voters in the south.



Using a scale of excellent, good, only fair, or poor, how would you rate Q5. The job Mercer Island is doing using tax dollars responsibly

Using Tax Dollars Responsibly – County vs. City

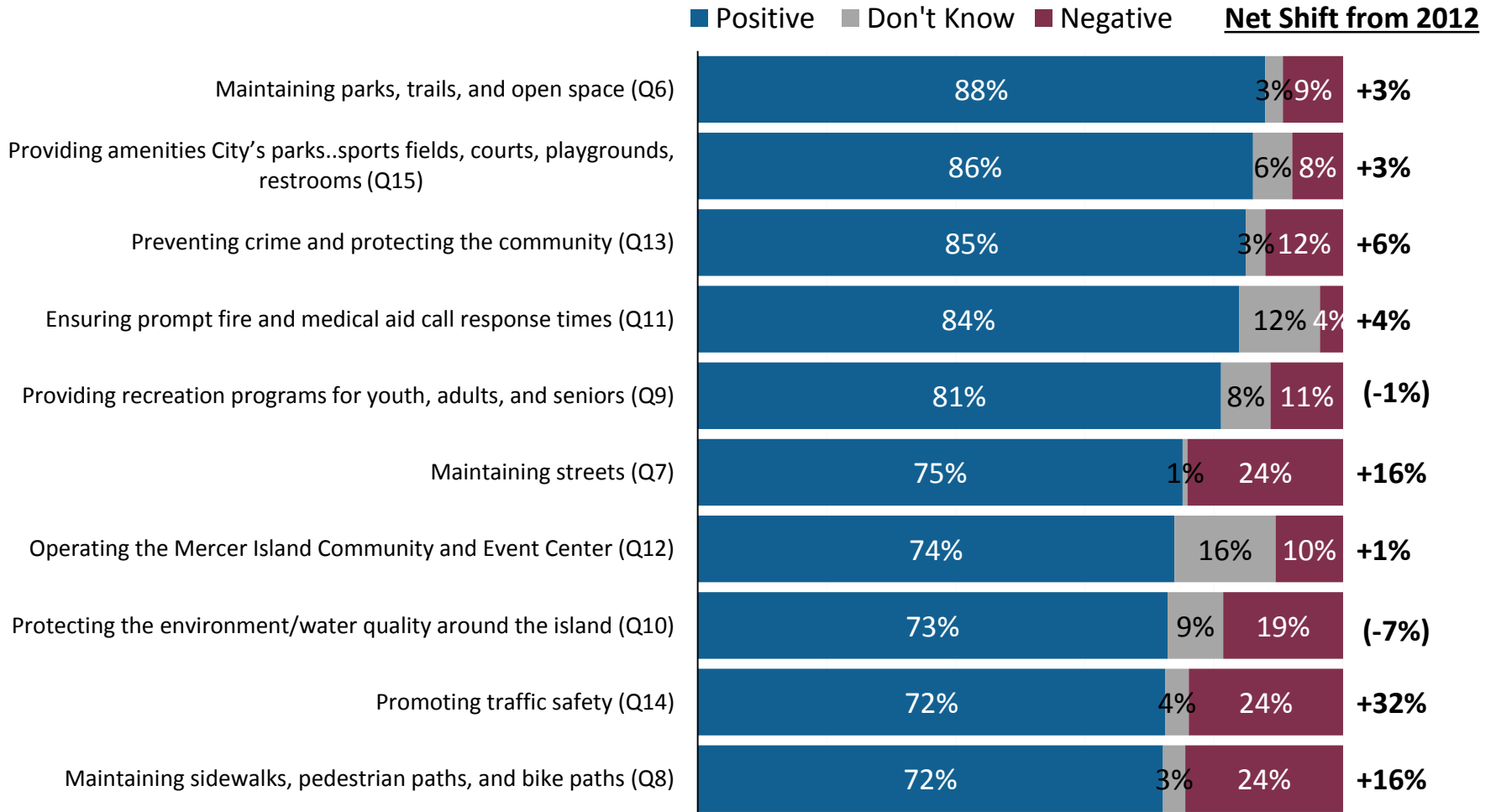
By a 28 point margin, respondents give the City a higher positive job rating on using tax dollars responsibly than they do the County.



Using a scale of excellent, good, only fair, or poor, how would you rate
Q4. The job King County is doing using tax dollars responsibly
Q5. The job Mercer Island is doing using tax dollars responsibly

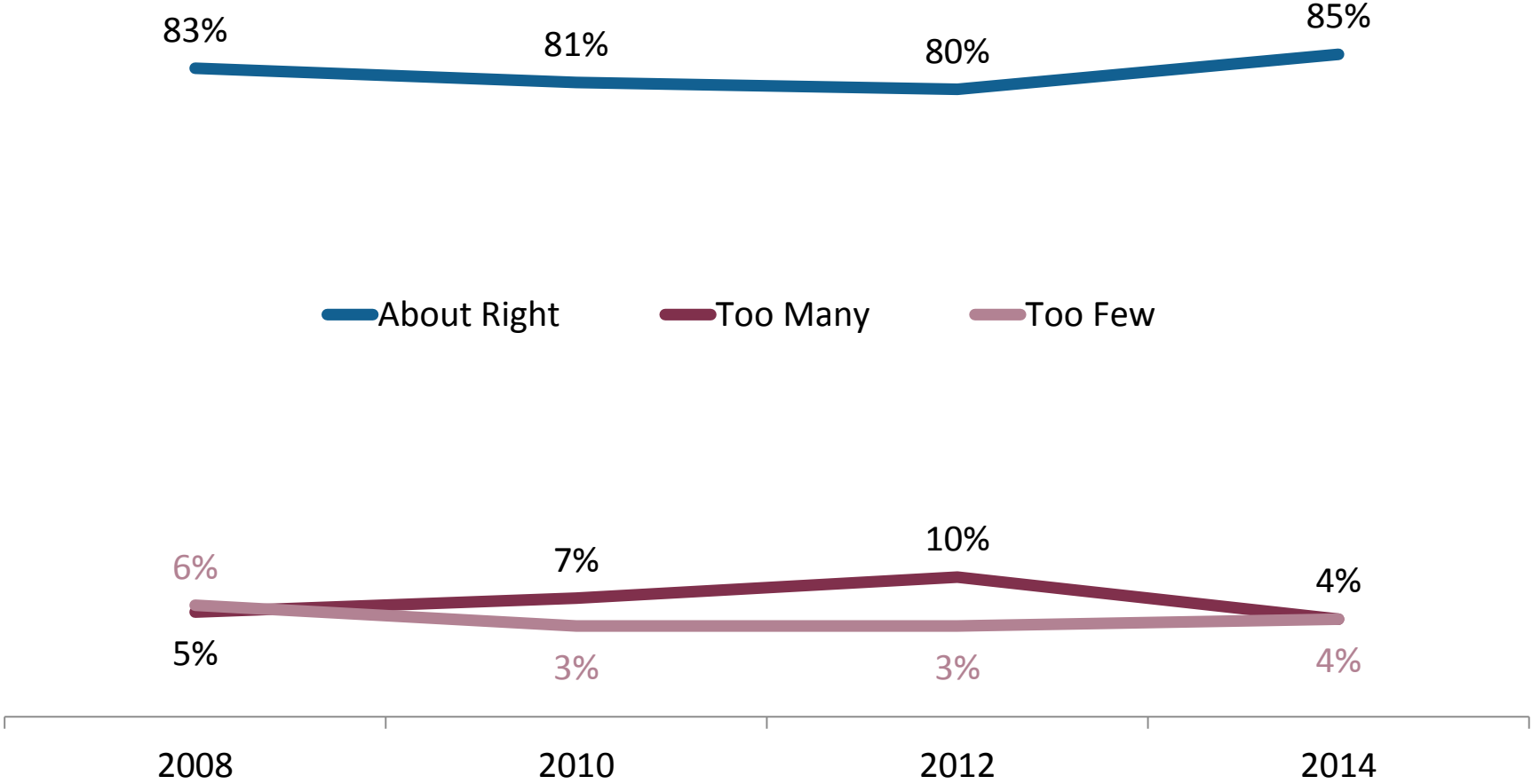
City of Mercer Island Job Ratings

Strong majorities give positive job ratings across all services tested. Although maintaining streets, promoting traffic safety, and maintaining sidewalks, pedestrian paths and bike paths, receive a higher negative rating, there has been a strong positive increase. Protecting the environment/water quality around the island and providing rec programs has had a negative shift from 2012.



City Services

Almost all respondents continue to say the City of Mercer Island offers about the right amount of services.

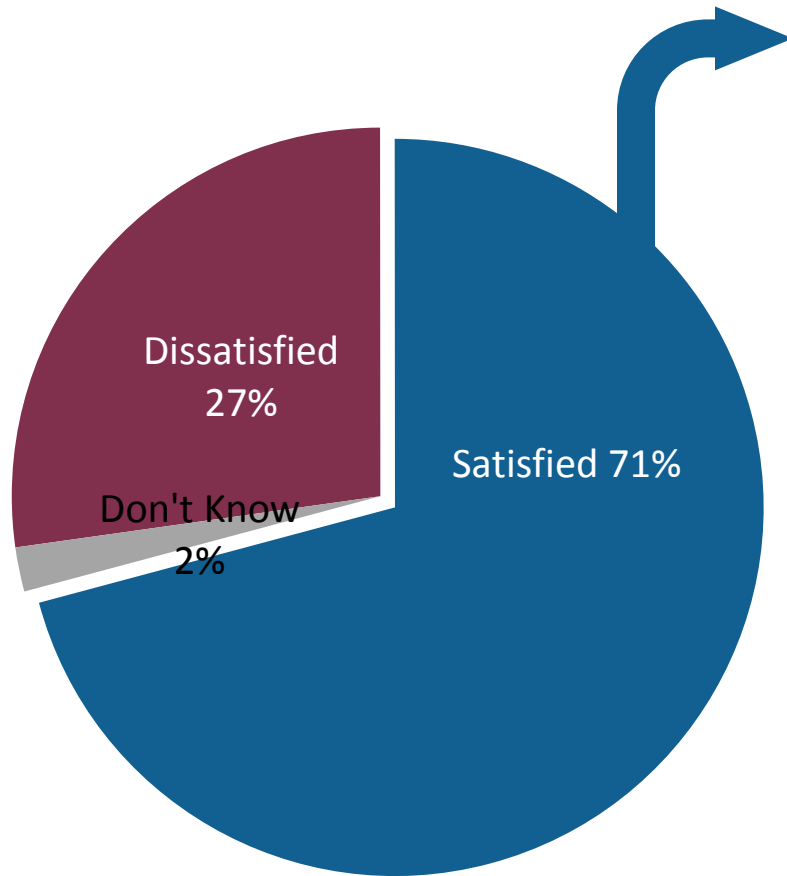


Q16. And in terms of public services provided by the City of Mercer Island, do you think that overall the city provides too many services, too few services, or about the right amount of services?



Satisfaction with Town Center

A large majority of respondents are satisfied with the City's town center.



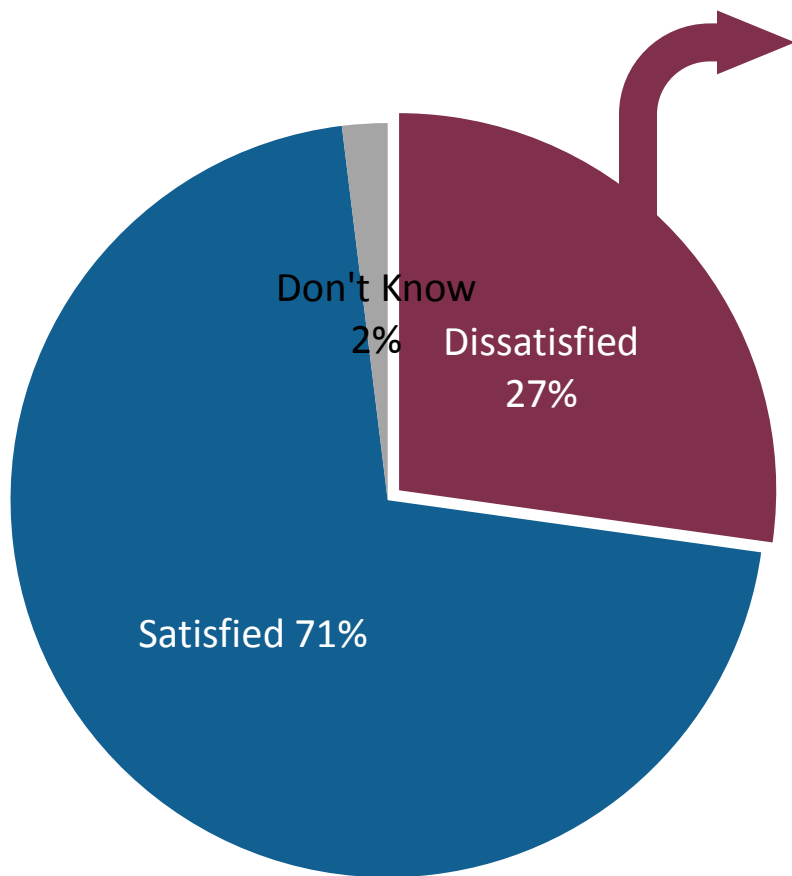
Improvements to Town Center	%
Increase Parking	22%
Stop building/ overdevelopment/ apartments/ high-rises	11%
More businesses/ stores	9%
More Restaurants	8%
Pedestrian safety/ accommodations	7%
Beautification	5%
Manage Traffic	3%
Add Performing Arts Center	2%
Too many/ Too few - Stop lights/ Traffic lights	2%
Stop overcrowding	2%
None	12%
Other (Less than 2% mentioned)	8%
Don't know/ Refused	10%

Q17. Moving on, overall how would you rate your satisfaction with the City's Town Center, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied?

Q18. If you could make one improvement to the City's town center, what would it be?

Satisfaction with Town Center

People who are dissatisfied share the top two issues with those who are satisfied.



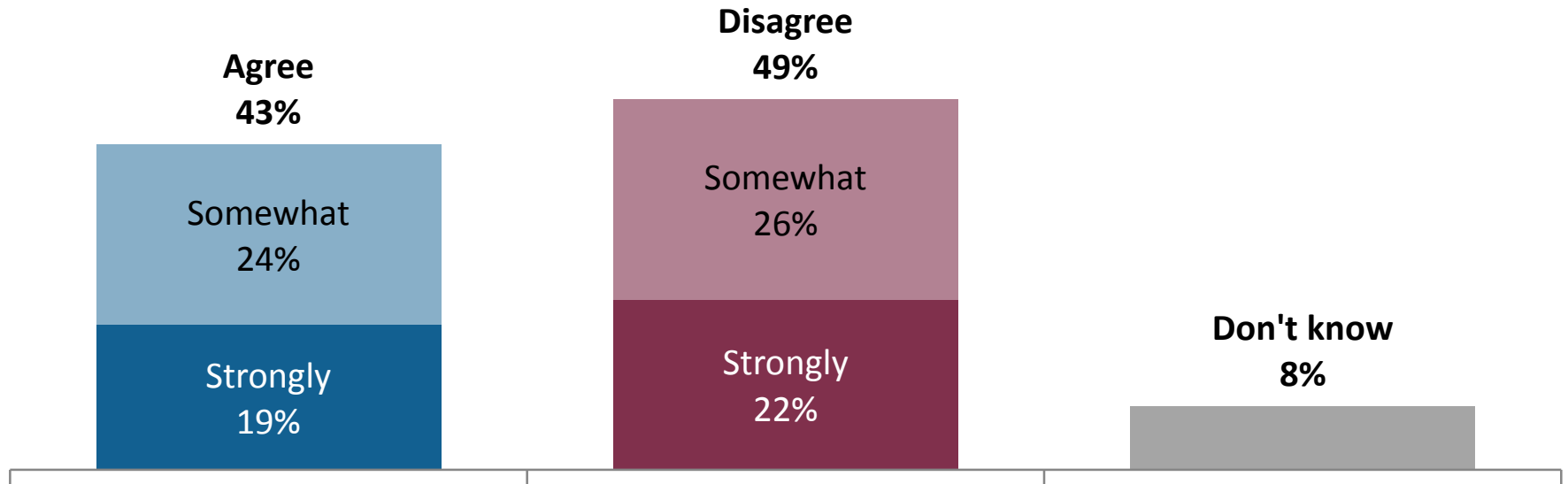
Improvements to Town Center	%
Stop building/ overdevelopment/ apartments/ high-rises	22%
Increase Parking	21%
Pedestrian safety/ accommodations	15%
Manage Traffic	9%
More businesses/ stores	8%
More Restaurants	6%
Beautification	4%
Stop overcrowding	4%
Too many/ Too few - Stop lights/ Traffic lights	1%
Add Performing Arts Center	1%
None	1%
Other	5%
Don't Know/Refused	2%

Q17. Moving on, overall how would you rate your satisfaction with the City's Town Center, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied?

Q18. If you could make one improvement to the City's town center, what would it be?

Public Gathering Place

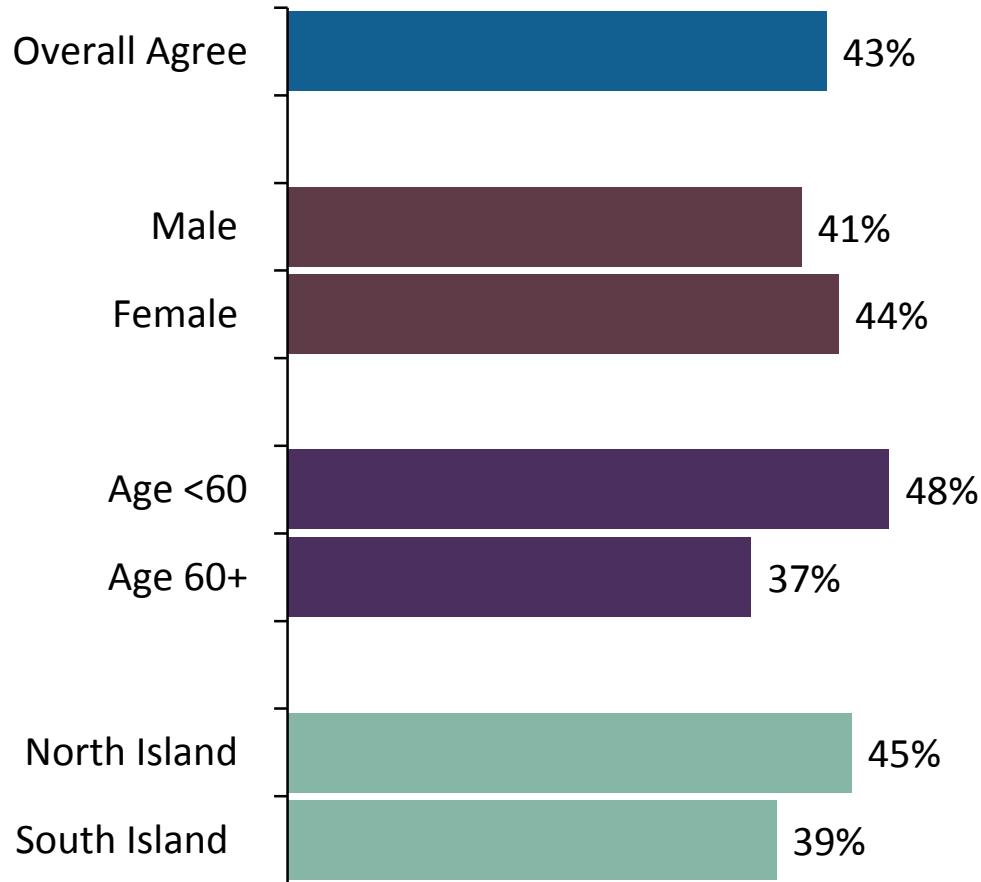
There is almost an even divide on the need for a public gathering space.



Q19 Please tell me if you agree or disagree with the following statement. Mercer Island needs a public gathering place such as a public plaza near the Town Center that would serve as the symbolic heart of the City.

Public Gathering Place - by Subgroup

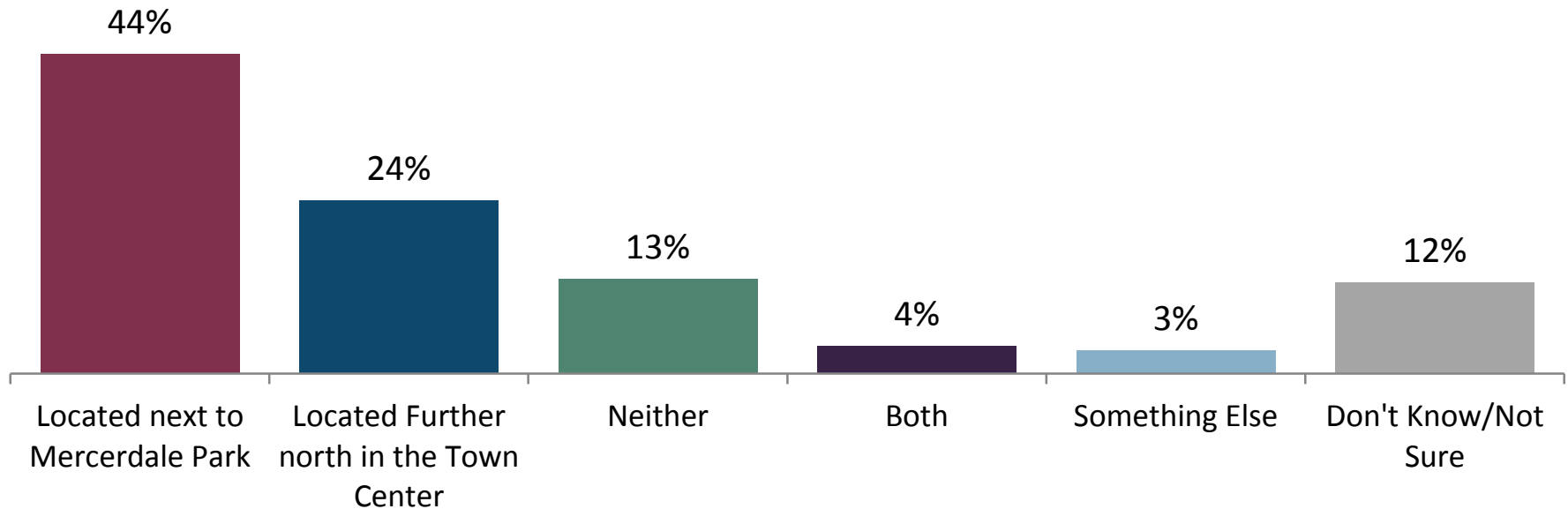
Greater levels of agreement on the need for a public gathering space among respondents less than age 60 years and in the north end of the Island.



Q19 Please tell me if you agree or disagree with the following statement. Mercer Island needs a public gathering place such as a public plaza near the Town Center that would serve as the symbolic heart of the City.

Location of Public Gathering Space

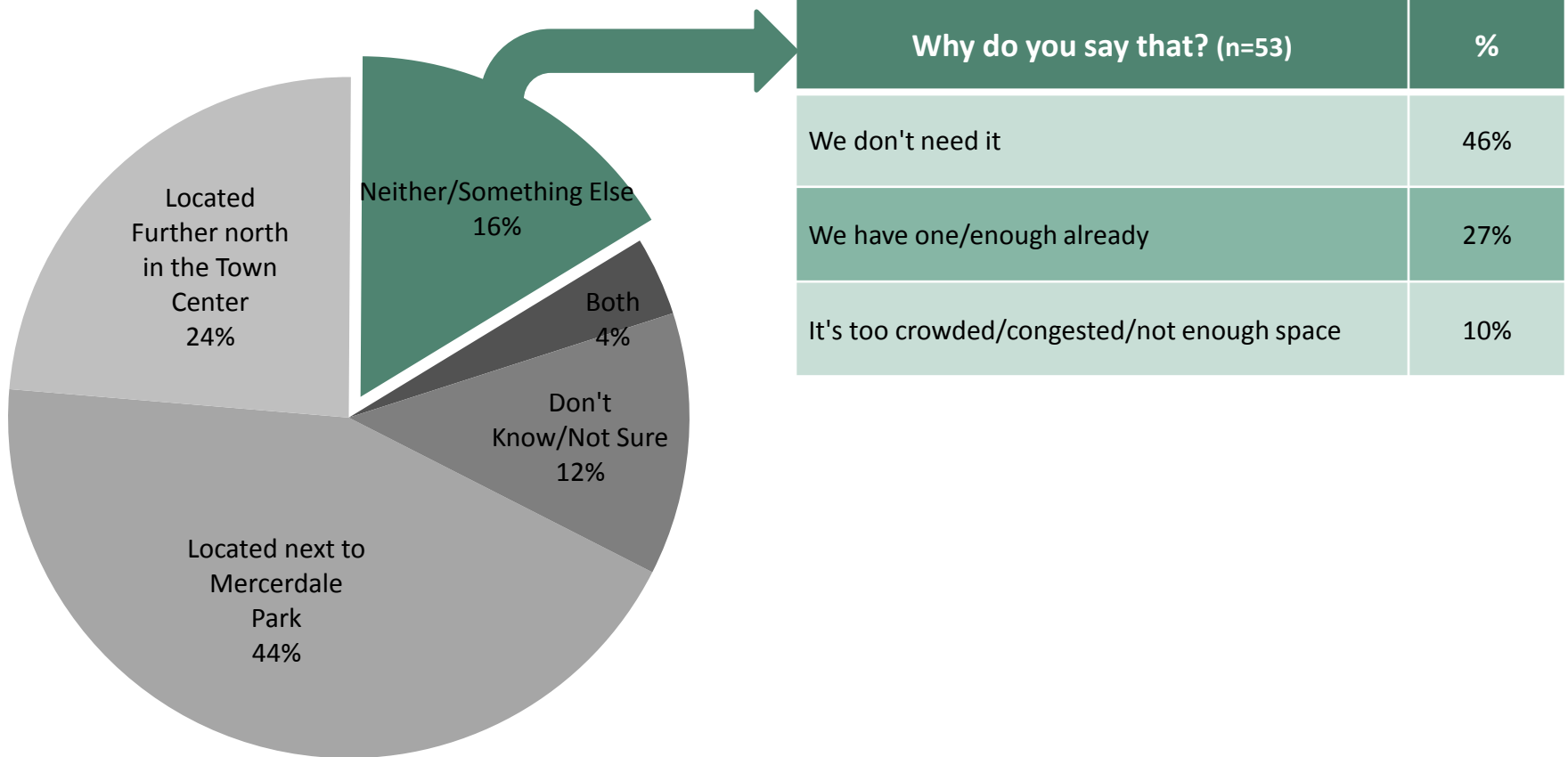
The plurality favor a gathering place located next to Merceddale park. Only a quarter prefer an option located further north in the town center.



Q20. A citizens group is currently leading an effort to build a Center for the Arts at the former recycling center next to Merceddale Park. The City has made a preliminary commitment of land for this Center and some say the site should include a public gathering space. Others say a public gathering space should be built further north in the town center. Which of the following options do you prefer the most?

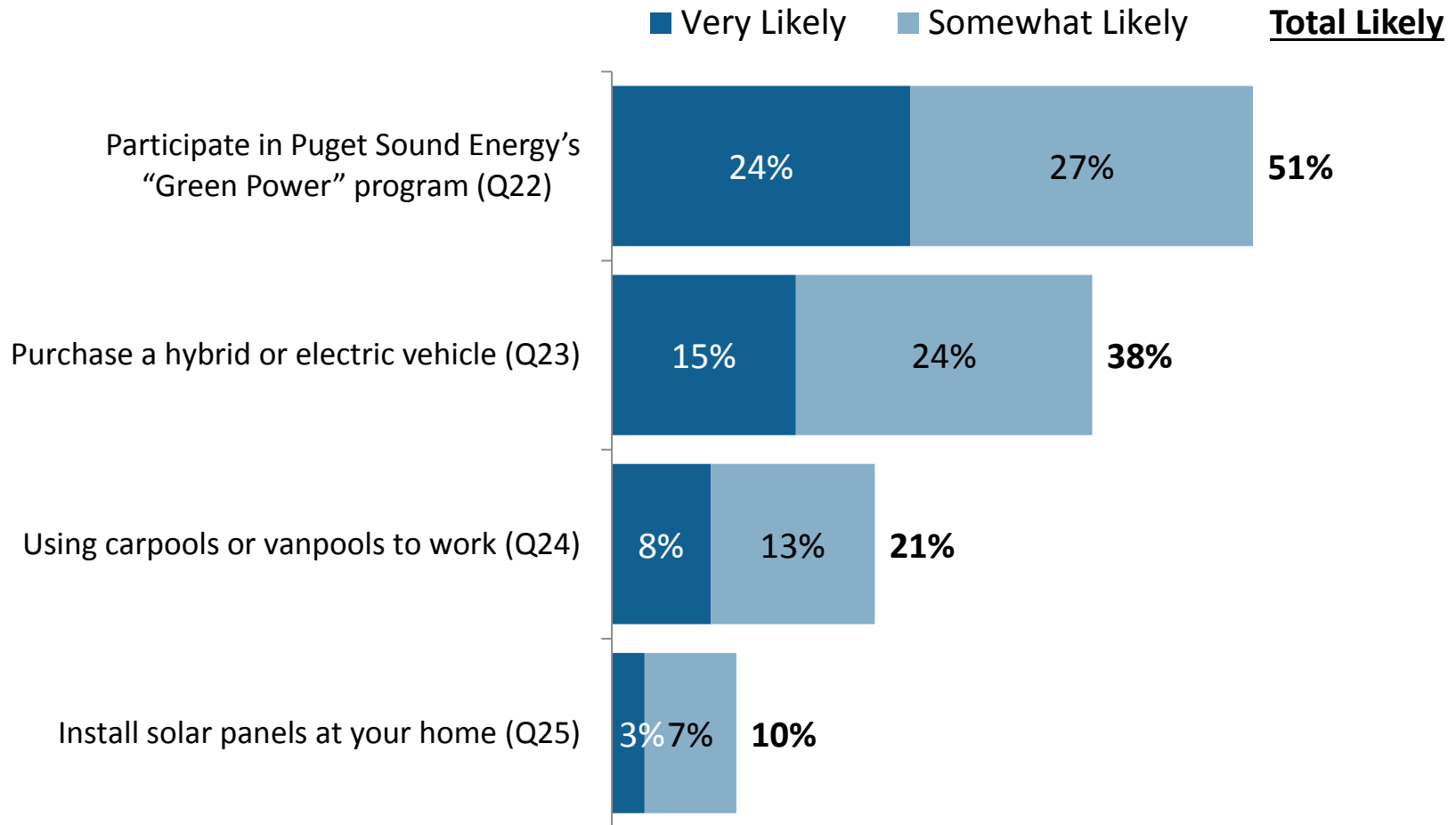
Location of Public Gathering Space

Respondents saying they did not prefer either option or preferred something else were asked a follow up question. The top mentions given were “we don’t need it” and “we have one/enough already”.



Sustainability Participation

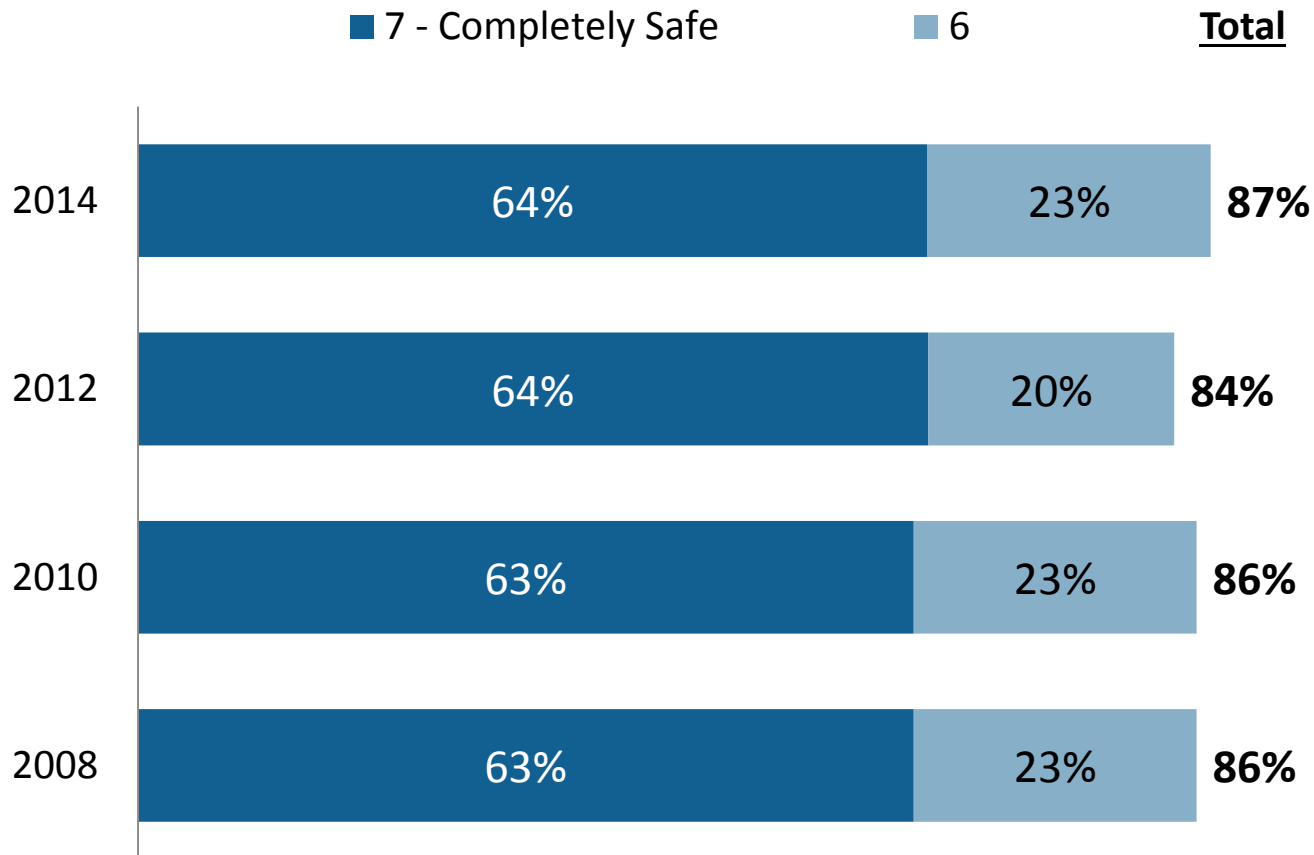
PSE's "Green Power" program is the most popular program tested.



Q22-25. The City has launched a sustainability program that includes the installation of electric vehicle charging stations at City Hall and a solar array at the Community Center to reduce the carbon footprint of the entire community. Over the next two years, how likely is your household to do each of the following? How likely are you to ...

Personal Safety

Almost all respondents continue to say they feel safe walking alone in their neighborhood. Two-thirds give the highest rating of 7 “completely safe” on the scale.



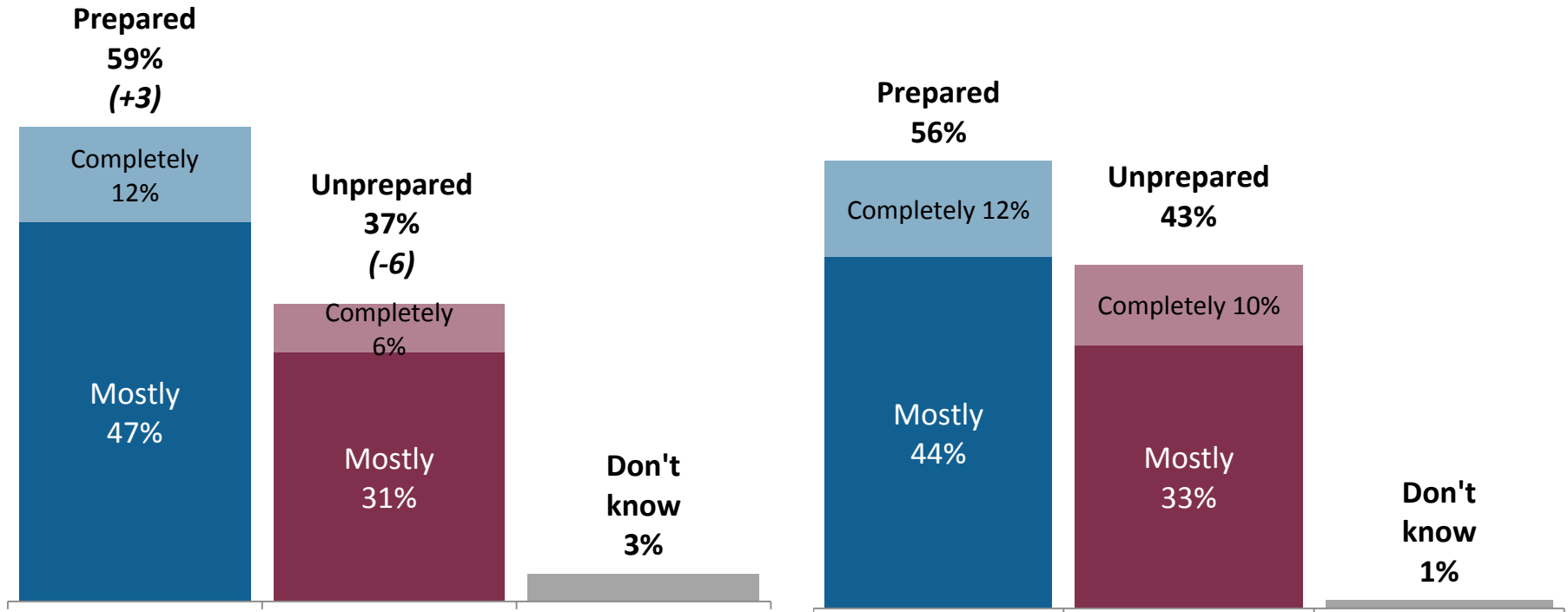
Q26. Moving on, I'd like to ask you about your personal safety. Using a scale of one to seven, where 1 is completely unsafe and 7 is completely safe, how you would rate your feeling walking alone in your neighborhood. You can use any number on the scale.

Earthquake Preparedness

Majority of respondents say they are prepared for an earthquake.

2014

2012



Q27. If there were an earthquake, and your household lost power and access to the City's water system for seven days, how prepared would you say your household is to be completely self-sustaining for this time period? Would you say you are...

Communication Improvements

Majority of respondents are satisfied with City communications efforts.

Improvements to make	%
Satisfied the way it is	22%
Email	9%
Newsletter/Newspaper	6%
Text Message	5%
Direct Mail	4%
Make the Reporter better	4%
Social Media; Twitter, Facebook	3%
Public Announcement/Meeting	2%
Nothing/Not Sure	38%
Other	5%

Q28. The City tries to keep residents informed through a weekly electronic newsletter, the City website, and the Mercer Island Reporter. How could the City improve its communications efforts with you?

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