

2018 Community Survey
City of Mercer Island,
Washington



Presented by

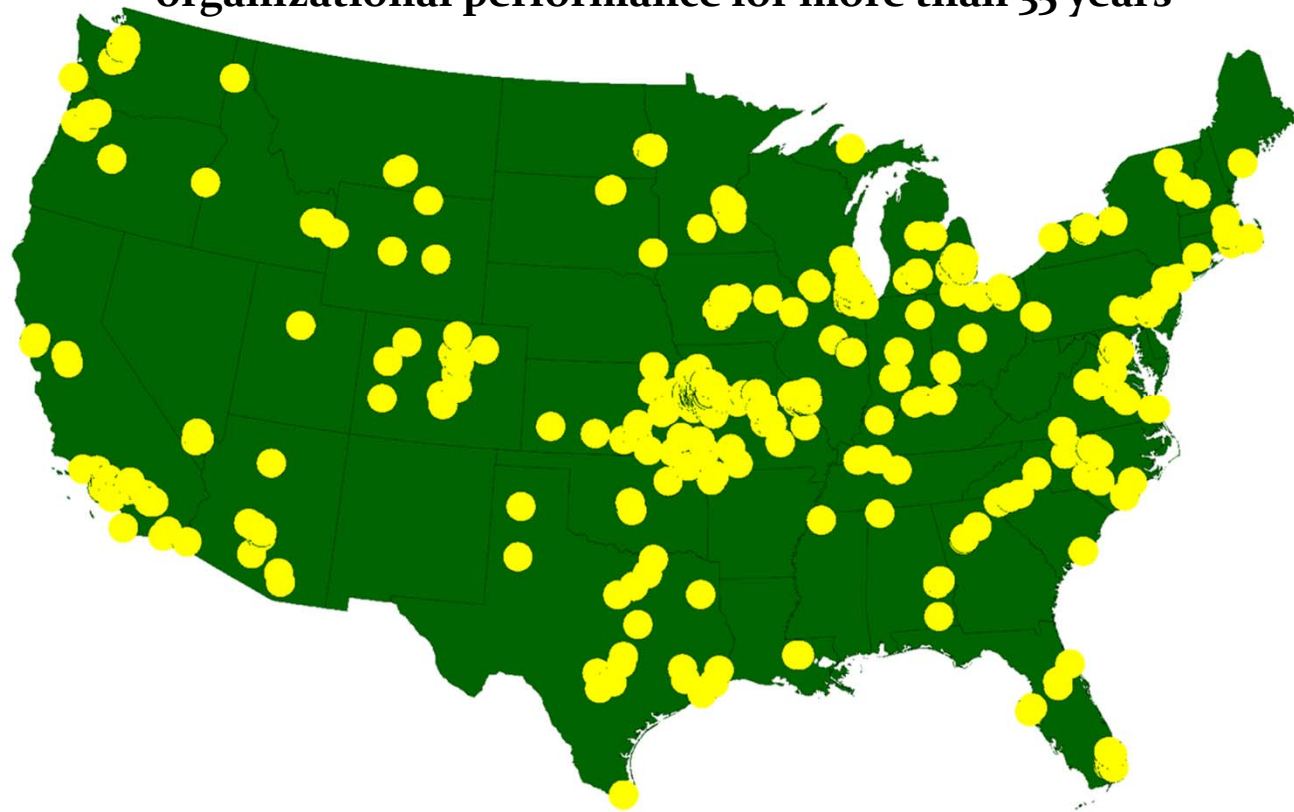


June 2018

ETC Institute

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Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**



Purpose

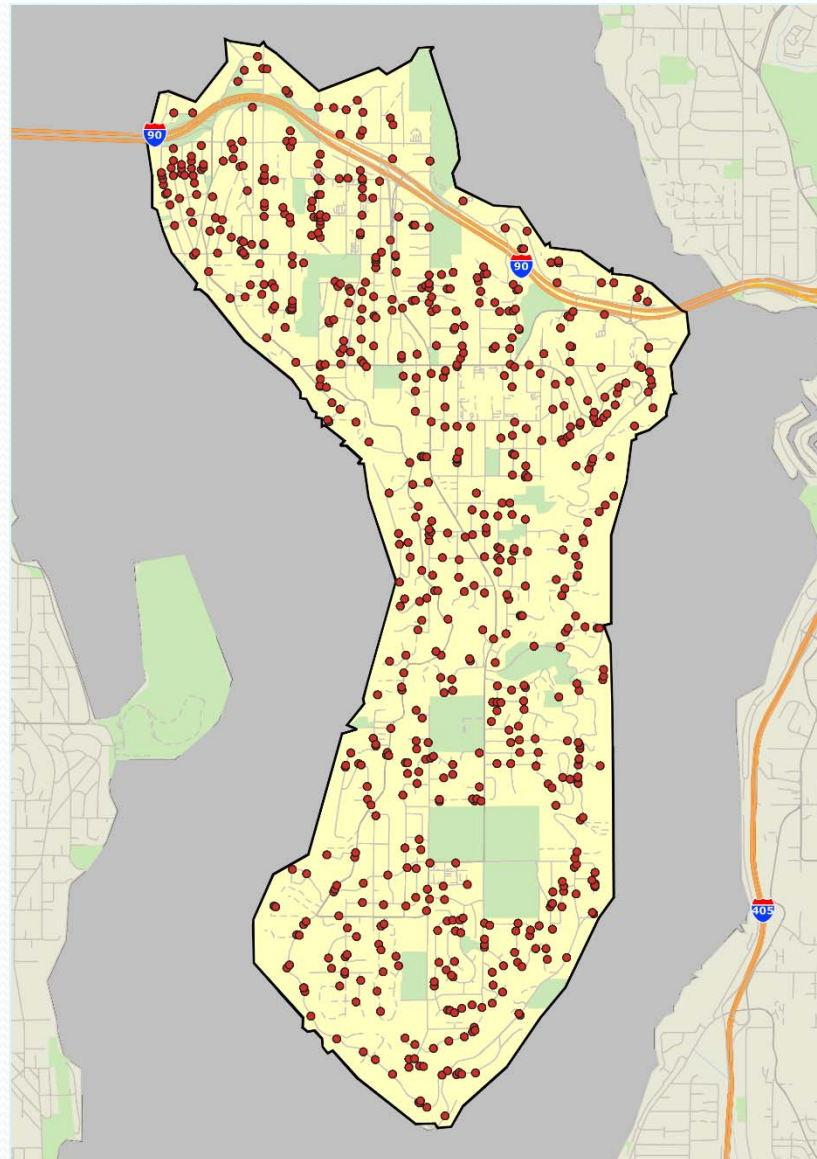
- **To objectively assess satisfaction among residents with the delivery of City services**
- **To help determine priorities for the community**
- **To compare the City's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - ❑ five-page survey
 - ❑ took most people about 15 minutes to complete
- **Method of Administration**
 - ❑ by mail, phone, and online to a random sample of City residents
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ Goal: 400 completed surveys
 - ❑ Actual: 711 completed surveys
 - ❑ Data was weighted to ensure sample was representative of the City's population
- **Confidence level: 95%**
- **Margin of error: +/- 3.7% overall**

Mercer Island 2018 Community Survey

Distribution of Respondents By Location



Bottom Line Up Front

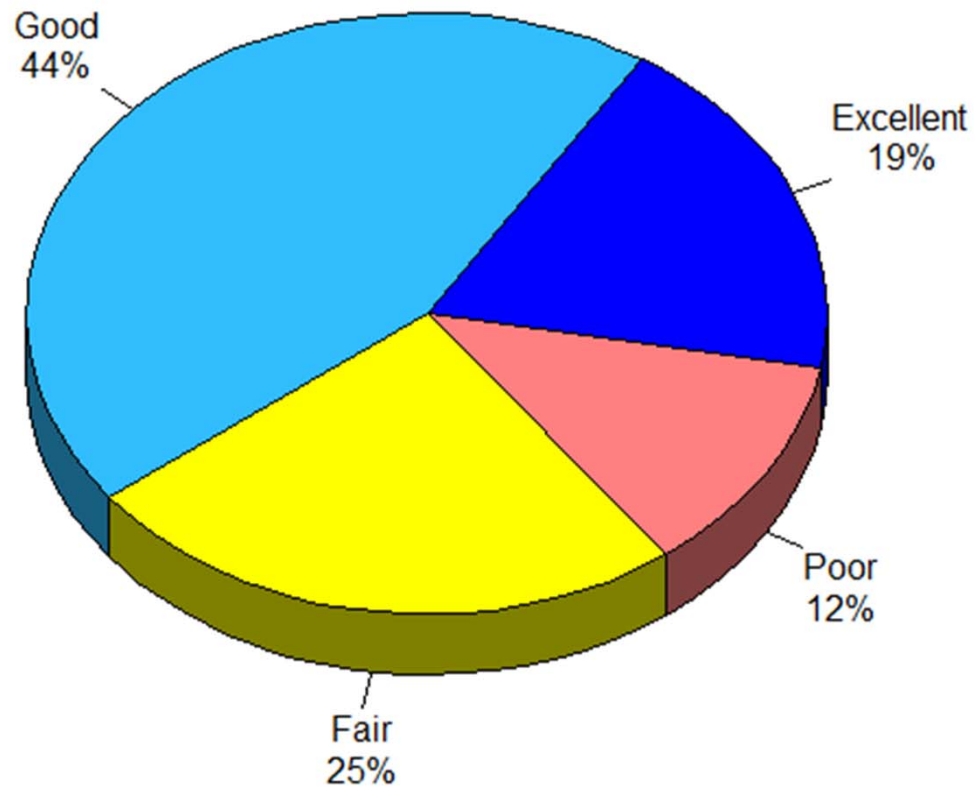
- **Residents Have a Positive Perception of the City**
 - ❑ 79% are satisfied with the overall quality of City services; only 5% are dissatisfied
- **Mercer Island Rates Higher Than Other Cities in the Overall Quality of City Services**
 - ❑ The City rated 36% above the Northwest Regional Average, 32% above the average for similarly sized communities, and 30% above the U.S. Average in the overall quality of services provided by the City
- **Mercer Island Rates Higher Than Other Cities in Providing Major City Services**
 - ❑ The City was rated above the Northwest Regional, similarly sized communities, and U.S. averages for all Major City Services that were compared
- **Opportunities for Improvement:**
 - ❑ Efforts to regulate development on the Island
 - ❑ Level of public involvement in local decision making
 - ❑ Adequacy of street lighting
 - ❑ Condition of bicycle infrastructure in the City
 - ❑ Codes enforcement
 - ❑ Town Center parking

Major Finding #1

Residents Have a Positive
Perception of the City

Q13. How would you rate the job Mercer Island city government does overall?

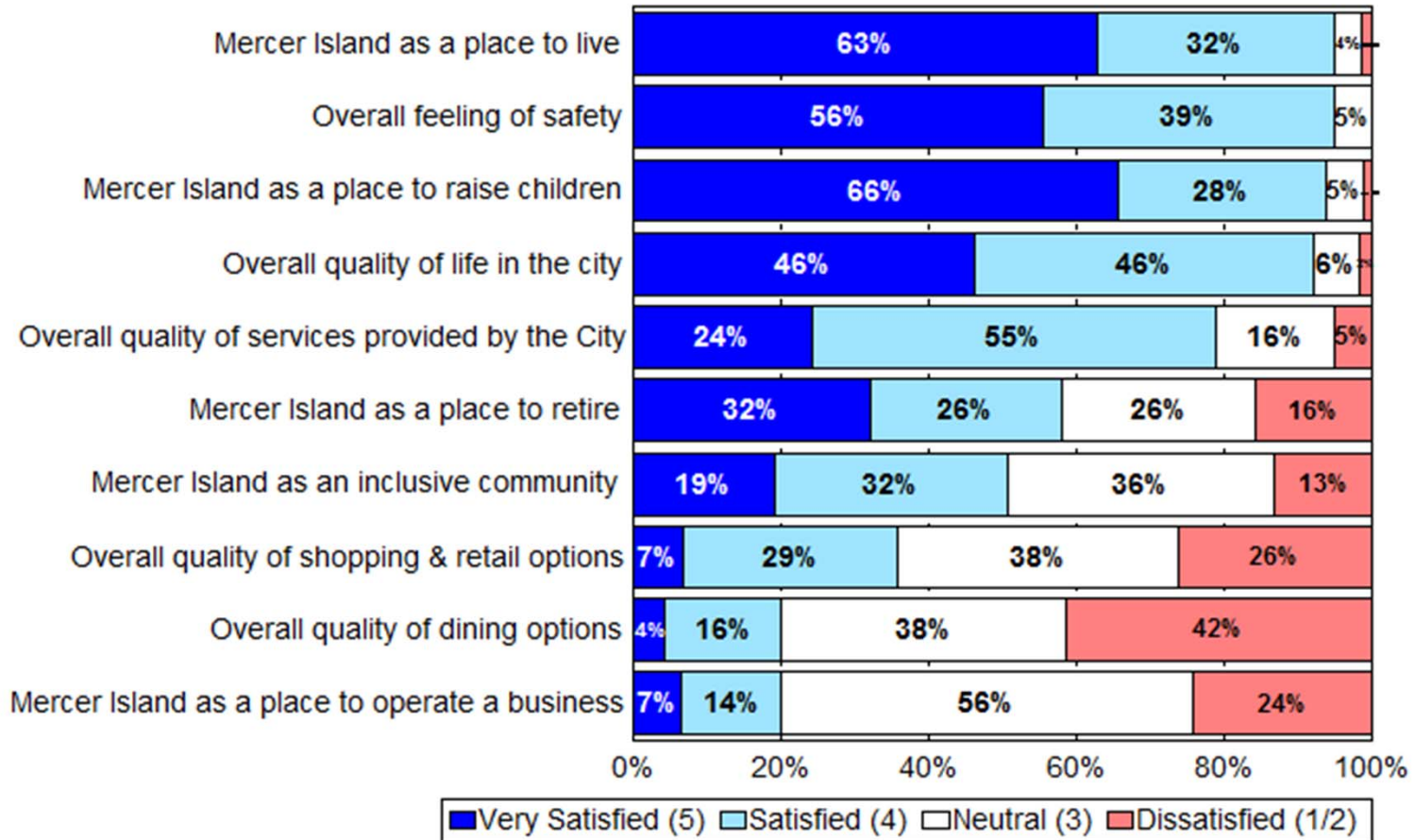
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

Q1. Satisfaction with Items That Influence Perceptions of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

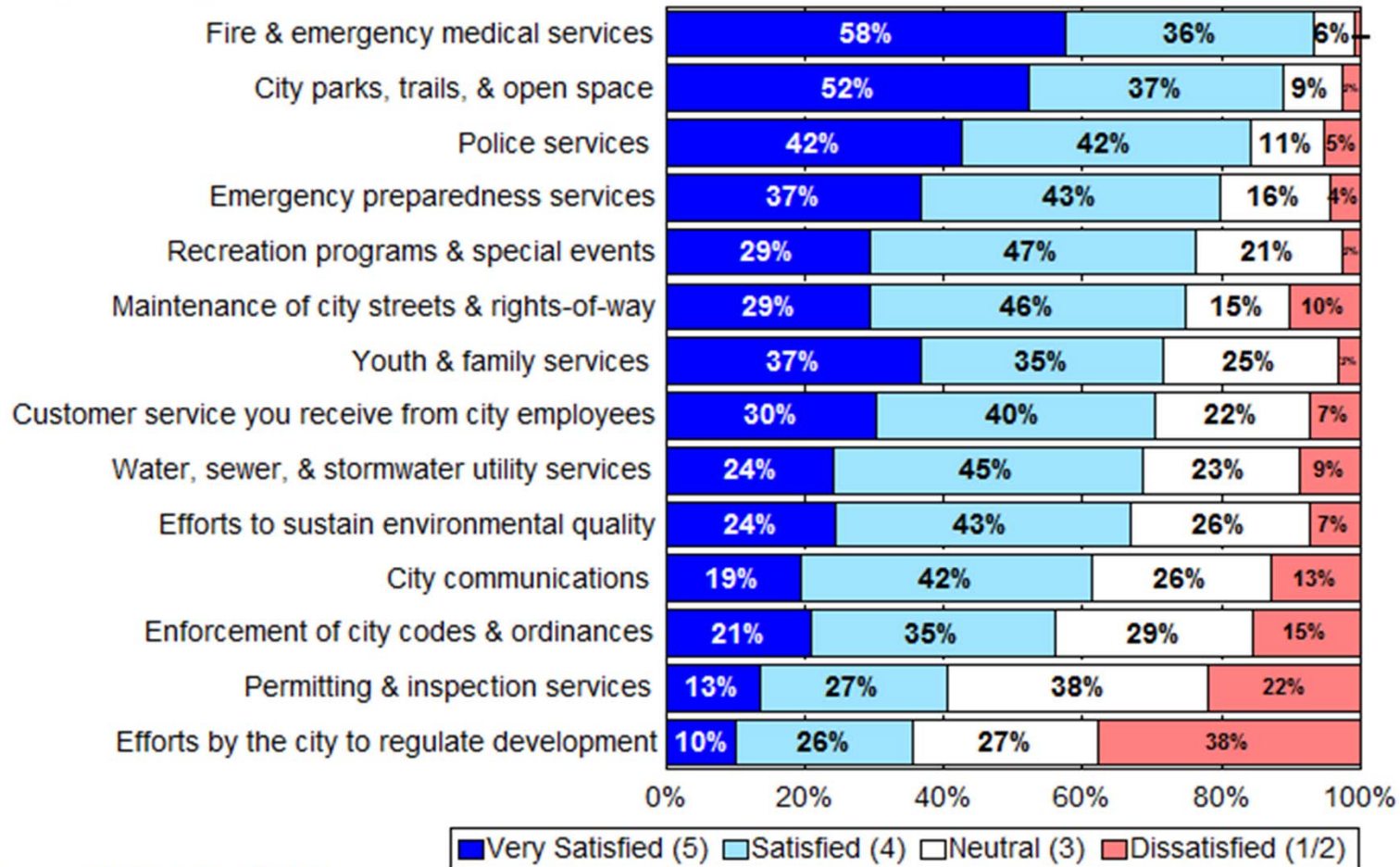


Source: ETC Institute (2018)

More than 90% of respondents gave “Very Satisfied” or “Satisfied” ratings for 4 of the 10 items that were rated

Q2. Overall Satisfaction with City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

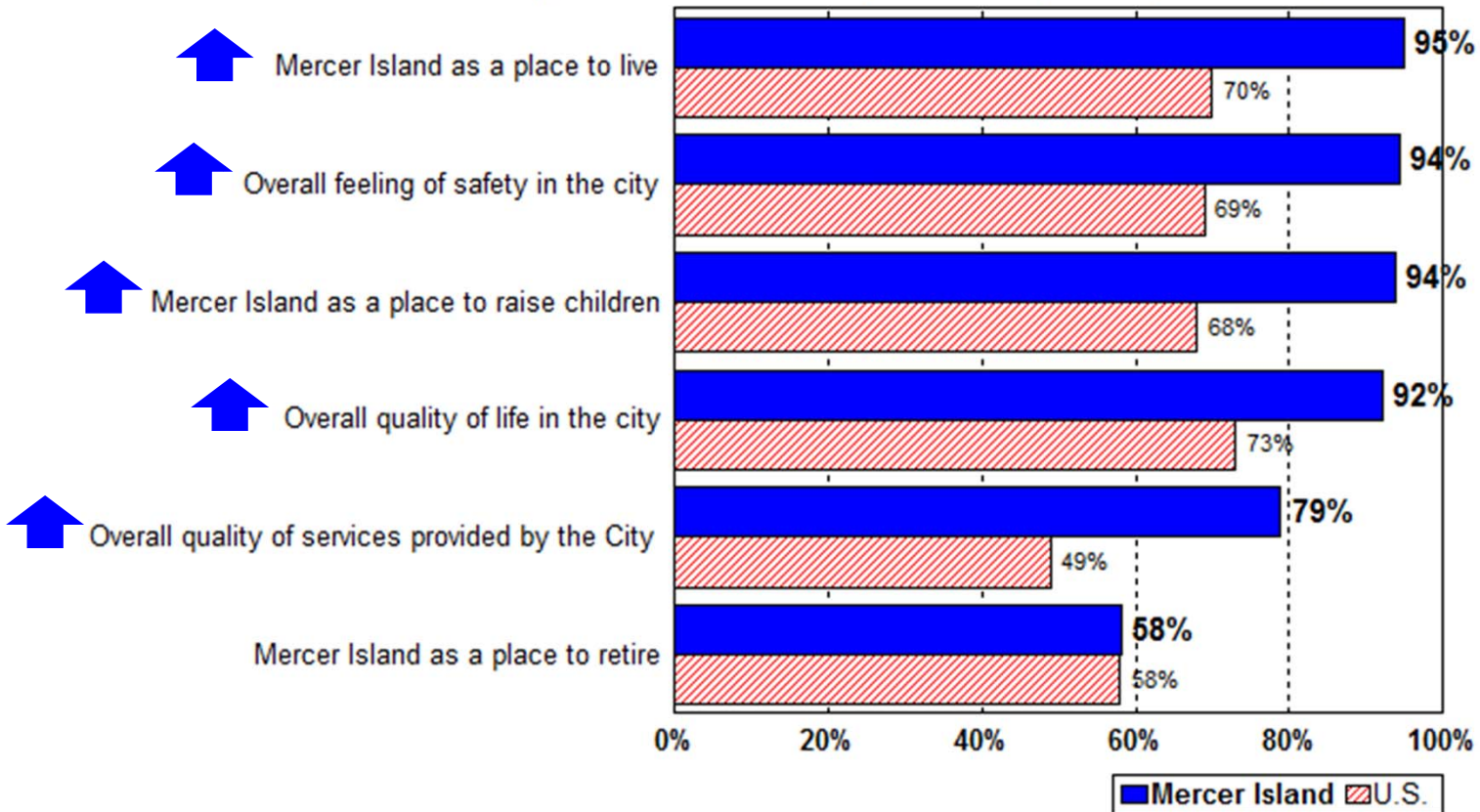
Most Services Receive High Ratings, but There Are Concerns with Development on the Island₁

Major Finding #2

How Mercer Island Compares to
Other Communities

Satisfaction with Issues that Influence Perceptions of the City *Mercer Island vs. the U.S.*

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)

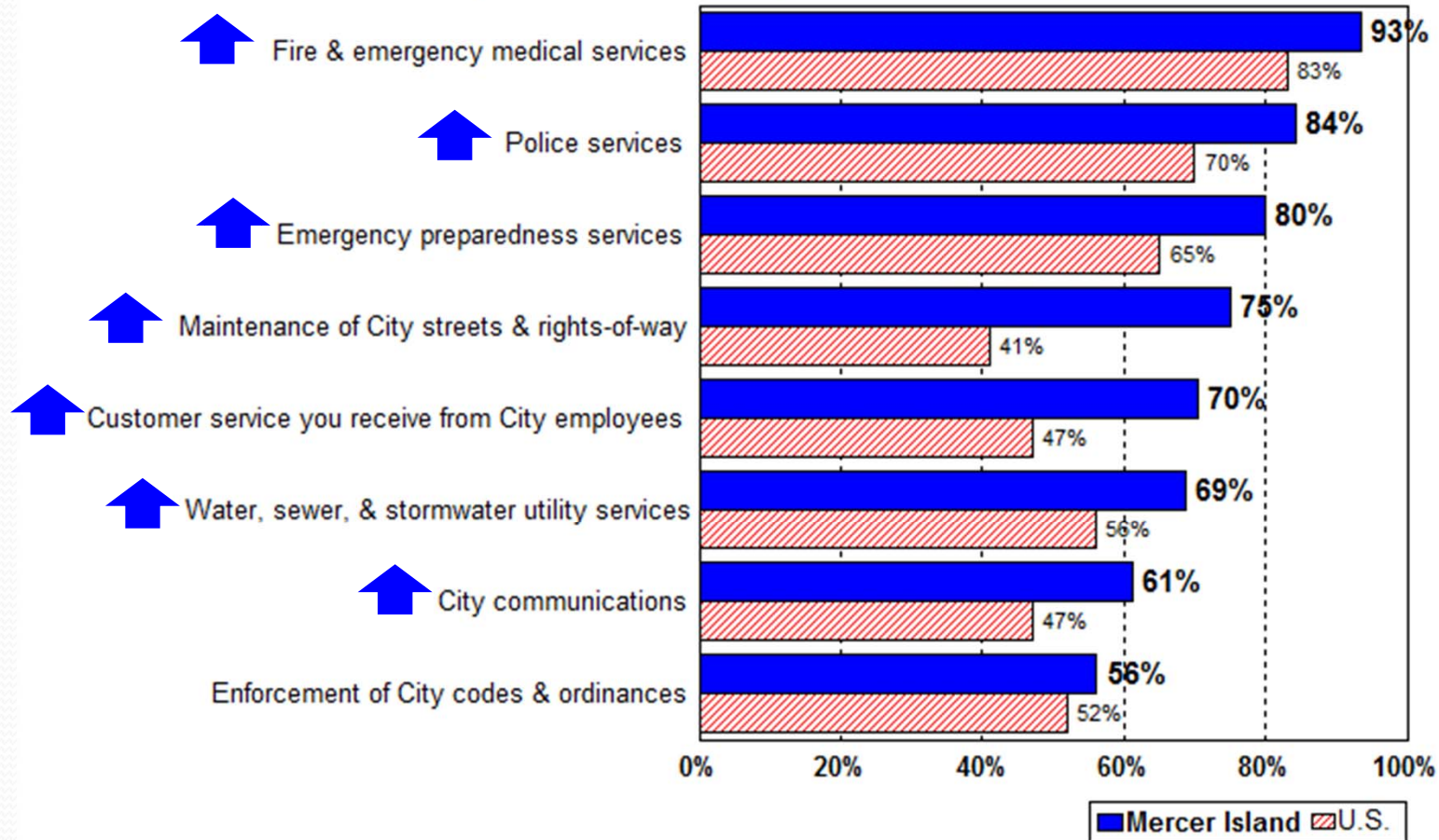
Significantly Higher: ↑

Significantly Lower: ↓

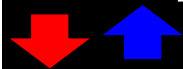
Overall Satisfaction with Major Categories of City Services

Mercer Island vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2018)



Significantly Higher:

Significantly Lower:

Major Finding #3

Opportunities for
Improvement

2018 Importance-Satisfaction Rating City of Mercer Island Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Efforts by City to regulate development on the Island	46%	1	36%	14	0.2930	1
Maintenance of City streets & rights-of-way	29%	2	75%	6	0.0730	2
Efforts to sustain environmental quality	22%	4	67%	10	0.0714	3
Permitting & inspection services	12%	10	41%	13	0.0684	4
Water, sewer, & stormwater utility services	18%	7	69%	9	0.0565	5
Enforcement of City codes & ordinances	10%	11	56%	12	0.0452	6
Youth & family services	16%	8	72%	7	0.0452	7
Emergency preparedness services	19%	6	80%	4	0.0376	8
City communications	9%	13	61%	11	0.0349	9
Police services	20%	5	84%	3	0.0310	10
City parks, trails, & open space	26%	3	89%	2	0.0290	11
Recreation programs & special events	10%	12	76%	5	0.0238	12
Customer service you receive from City employees	4%	14	70%	8	0.0110	13
Fire & emergency medical services	12%	9	93%	1	0.0082	14

2018 Importance-Satisfaction Rating City of Mercer Island Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
City's overall efforts to prevent crime	53%	1	83%	4	0.0917	1
Enforcement of local traffic laws	18%	5	72%	5	0.0507	2
How quickly police respond to emergencies	25%	2	84%	3	0.0396	3
Parking enforcement services	10%	6	63%	6	0.0381	4
Quality of animal control	8%	7	53%	7	0.0359	5
Visibility of police in the community	23%	4	85%	2	0.0340	6
How quickly fire & rescue personnel respond to emergencies	25%	3	92%	1	0.0207	7

2018 Importance-Satisfaction Rating City of Mercer Island Communication

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Level of public involvement in local decision making	43%	2	37%	6	0.2713	1
City efforts to keep you informed about local issues	45%	1	58%	2	0.1889	2
Timeliness of information provided by City	26%	3	49%	5	0.1311	3
Ease of using City's website	16%	5	50%	4	0.0777	4
Availability of information about City programs & services	21%	4	68%	1	0.0689	5
Overall quality of content on City's website	11%	6	57%	3	0.0474	6

2018 Importance-Satisfaction Rating City of Mercer Island Streets and Infrastructure

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Adequacy of City street lighting	30%	2	54%	7	0.1350	1
Condition of bicycle infrastructure in City	21%	4	42%	8	0.1222	2
Maintenance of streets in your neighborhood	25%	3	64%	6	0.0888	3
Maintenance of City streets	33%	1	74%	3	0.0849	4
Condition of sidewalks in City	15%	6	65%	5	0.0544	5
Maintenance of trees in public areas along City streets	16%	5	76%	2	0.0383	6
Mowing & trimming along City streets & other public areas	13%	8	71%	4	0.0376	7
Cleanliness of City streets & public areas	15%	7	84%	1	0.0235	8

2018 Importance-Satisfaction Rating City of Mercer Island Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Condition of picnic shelters, playgrounds, restrooms in City parks	18%	3	72%	8	0.0489	1
City recreation programs for youth, adults, & seniors	17%	4	72%	9	0.0480	2
Condition of City docks	9%	9	60%	11	0.0379	3
Special events sponsored by City	11%	8	71%	10	0.0316	4
Condition of City parks	31%	1	90%	3	0.0315	5
Condition of trails & open spaces	20%	2	85%	4	0.0287	6
Condition of City beaches	11%	7	76%	6	0.0265	7
Community & Event Center hours of operation & programming	8%	10	75%	7	0.0196	8
Availability of trails & open spaces	14%	5	91%	2	0.0131	9
Condition of City's outdoor athletic fields	5%	11	85%	5	0.0068	10
Availability of City parks	14%	6	95%	1	0.0068	11

2018 Importance-Satisfaction Rating City of Mercer Island Utility Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Water services	43%	1	75%	6	0.1080	1
Stormwater (flood prevention) services	24%	3	71%	7	0.0692	2
Sewer services	29%	2	80%	5	0.0567	3
Spring & fall recycling events	18%	4	80%	4	0.0353	4
Residential curbside yard/food waste services	9%	6	81%	3	0.0166	5
Residential curbside recycling services	9%	5	82%	2	0.0165	6
Residential curbside trash services	9%	7	85%	1	0.0134	7

2018 Importance-Satisfaction Rating City of Mercer Island Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Enforcing clean-up of junk & debris on private property	41%	2	39%	4	0.2509	1
Enforcing construction codes & permit requirements	41%	1	40%	3	0.2484	2
Enforcing exterior maintenance of residential property	19%	3	43%	2	0.1108	3
Enforcing exterior maintenance of commercial property	19%	4	51%	1	0.0929	4

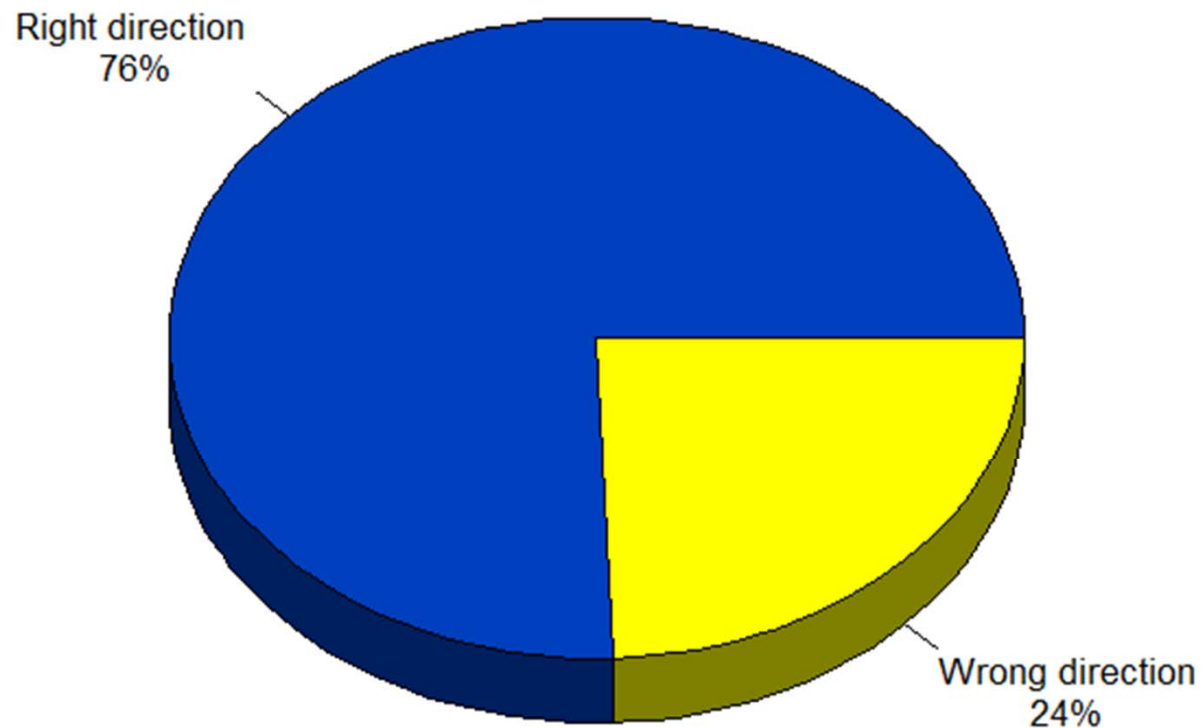
2018 Importance-Satisfaction Rating City of Mercer Island Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Availability of commuter parking in Town Center	46%	1	15%	7	0.3875	1
Ease of travel between Mercer Island & Seattle	32%	2	44%	4	0.1774	2
Access to public transportation on Mercer Island	28%	3	38%	6	0.1760	3
Availability of safe biking facilities on Mercer Island	19%	4	39%	5	0.1139	4
Availability of retail parking in Town Center	18%	5	45%	3	0.0970	5
Ease of travel between Mercer Island & Bellevue/Eastside	16%	7	56%	2	0.0682	6
Availability of safe walking facilities on Mercer Island	17%	6	63%	1	0.0613	7

Major Finding #4
Financial Responsibility

Q12. Do you think Mercer Island is generally going in the right direction, or do you think it is generally going in the wrong direction?

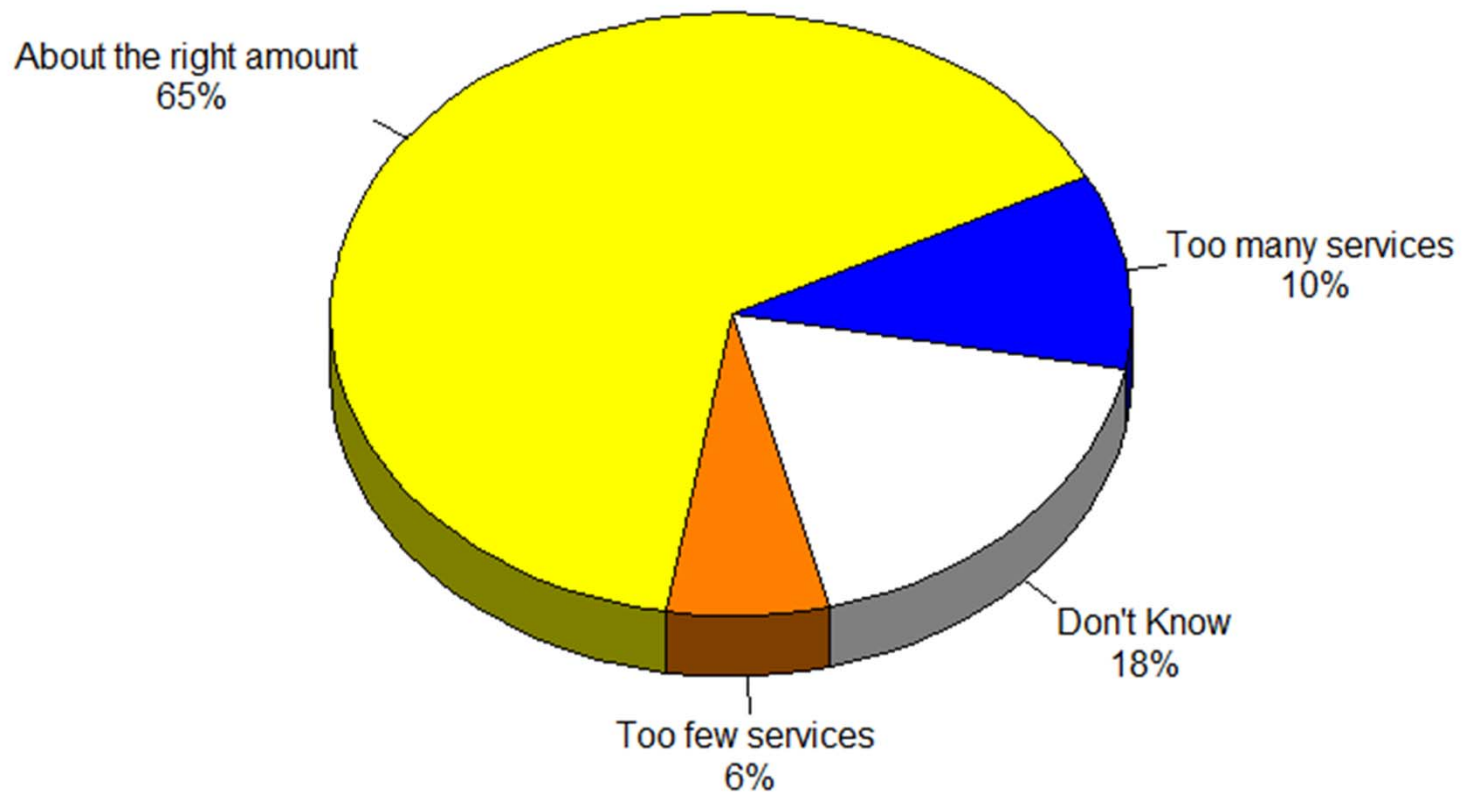
by percentage of respondents *(excluding don't knows)*



Source: ETC Institute (2018)

Q15. Do you think the City of Mercer Island provides too many services, too few services, or about the right amount of services?

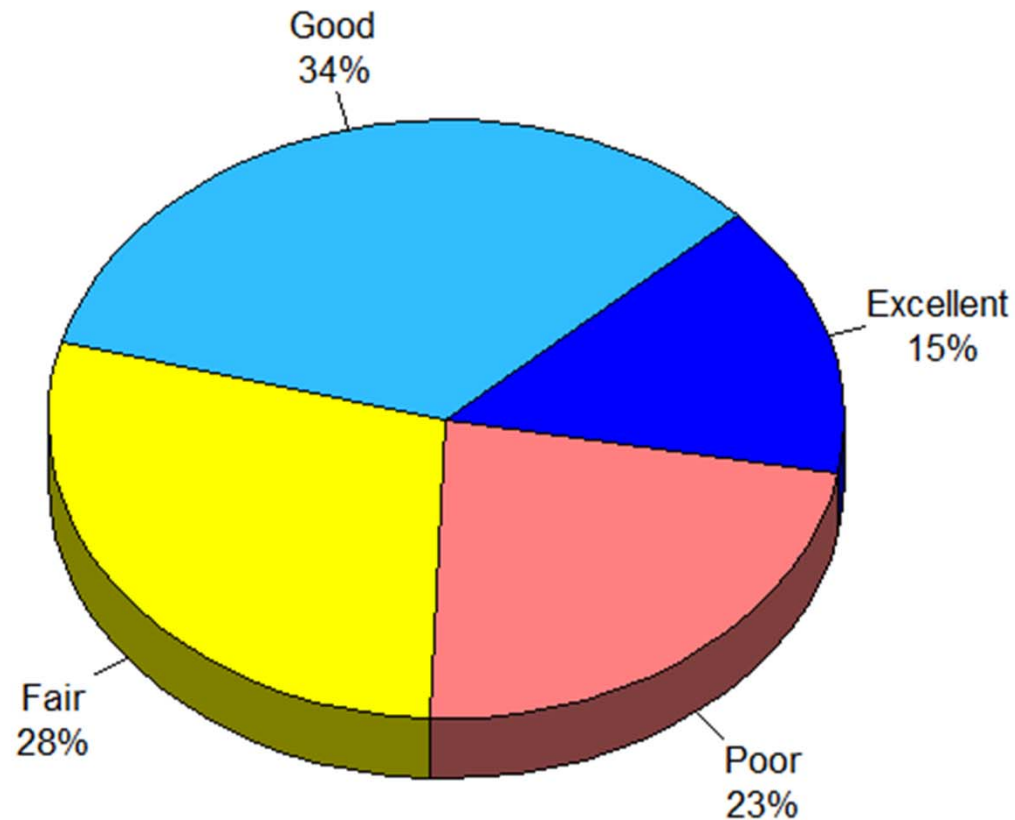
by percentage of respondents



Source: ETC Institute (2018)

Q14. How would you rate the job the City of Mercer Island is doing using tax dollars responsibly?

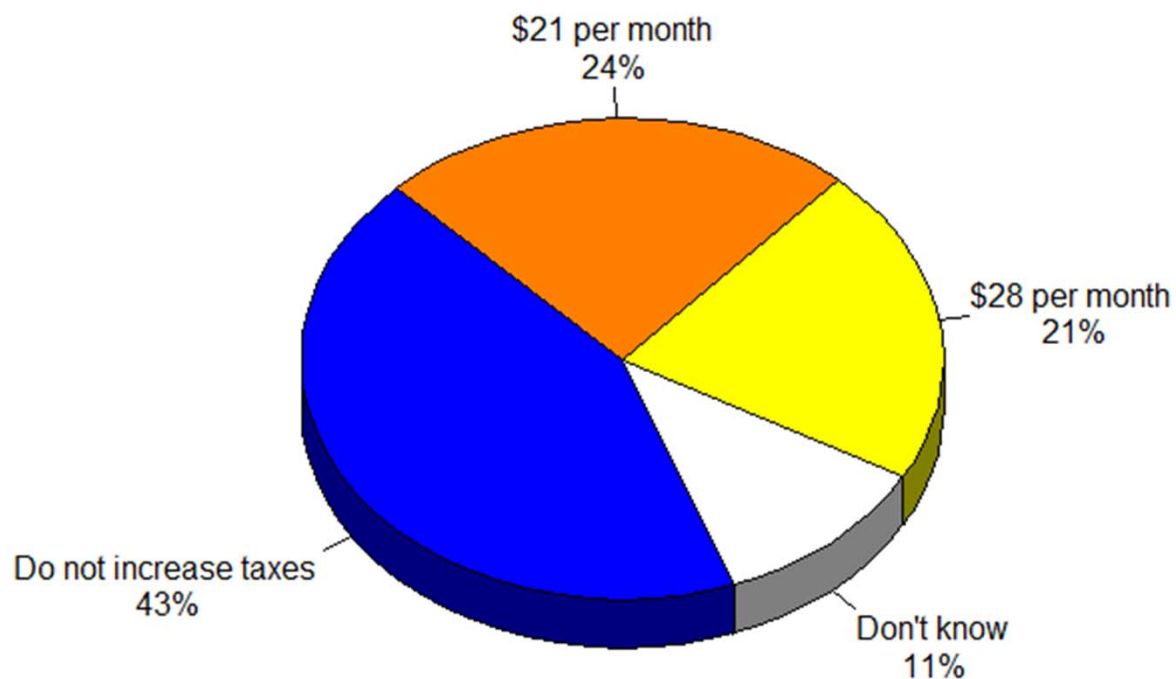
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2018)

Q16. If the city asked voters to approve a 6-year levy lid lift that would raise property taxes enough to avoid reductions in service levels, what is the maximum increase in property taxes that you would be willing to pay?

by percentage of respondents

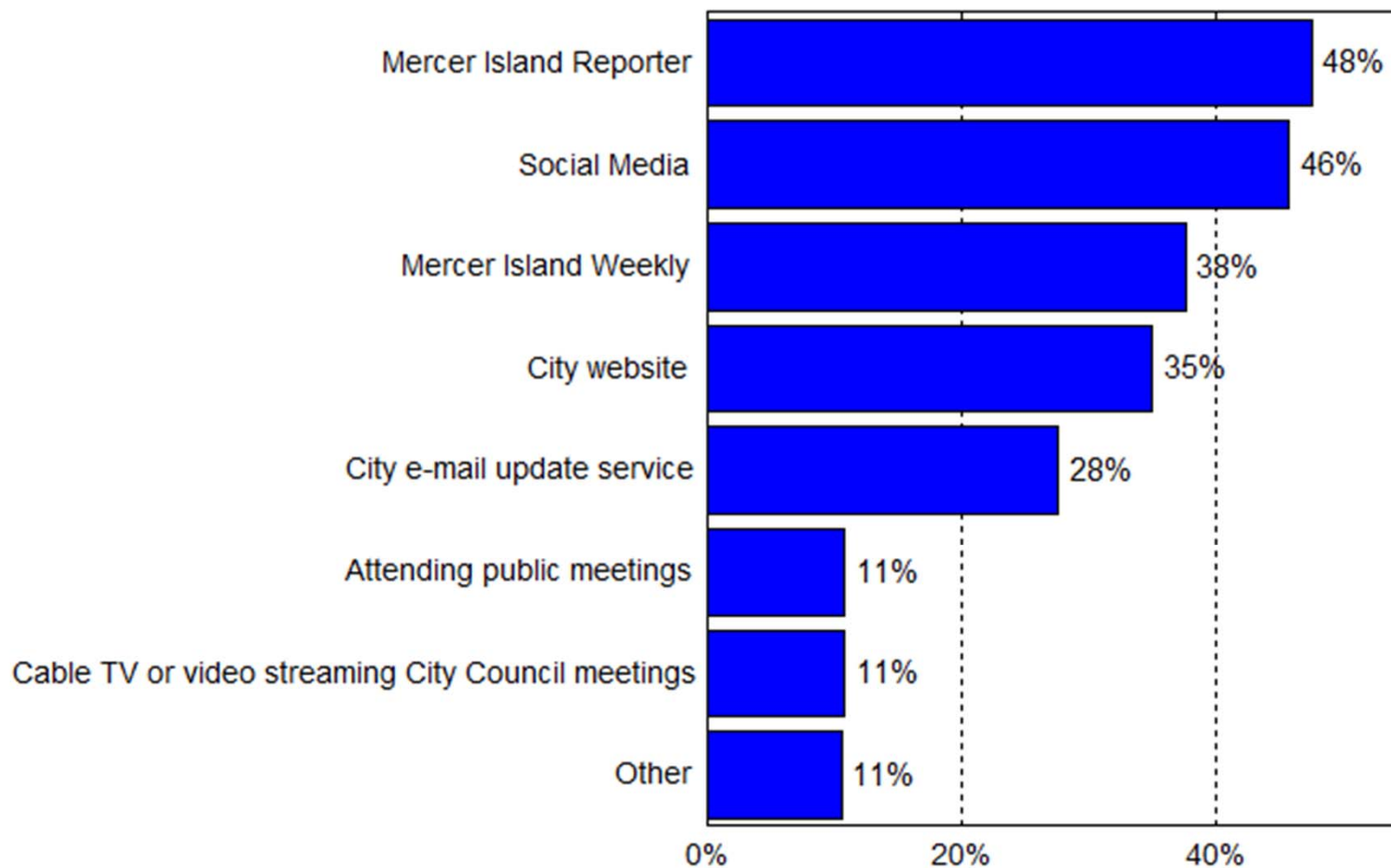


Source: ETC Institute (2018)

Other Findings

Q11. Where do you currently get news and information about city programs, services, and events?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

Summary

Summary

- **Residents Have a Positive Perception of the City**
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Questions?

THANK YOU!!