



# 2022 Resident Satisfaction Survey Results

**June 21, 2022**

Presented by



Since 2011,  
ETC Institute Has  
Surveyed More  
Than 3,000,000  
People for More  
Than 1,000  
Communities  
on 4 Continents  
Around the  
World!

**ETC Institute is the National  
Leader in Market Research  
for Local Governmental  
Organizations**



*For more than 35 years, **our mission** has been to help city and county governments gather and use data to enhance organizational performance.*

# Agenda

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- Purpose & Methodology
- But First, Let's Celebrate
- Major Survey Findings
- Importance-Satisfaction Analysis:  
Priorities for Improvement
- Summary: Fives Things to Remember
- Questions

# Purpose

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- To objectively assess satisfaction among residents with the delivery of City services
- To help determine priorities for the community
- Second Community Survey conducted for the City:
  - To assess how the City did compared to the most recent community survey
- To compare the City's performance with other communities of similar size and nationally



# Methodology

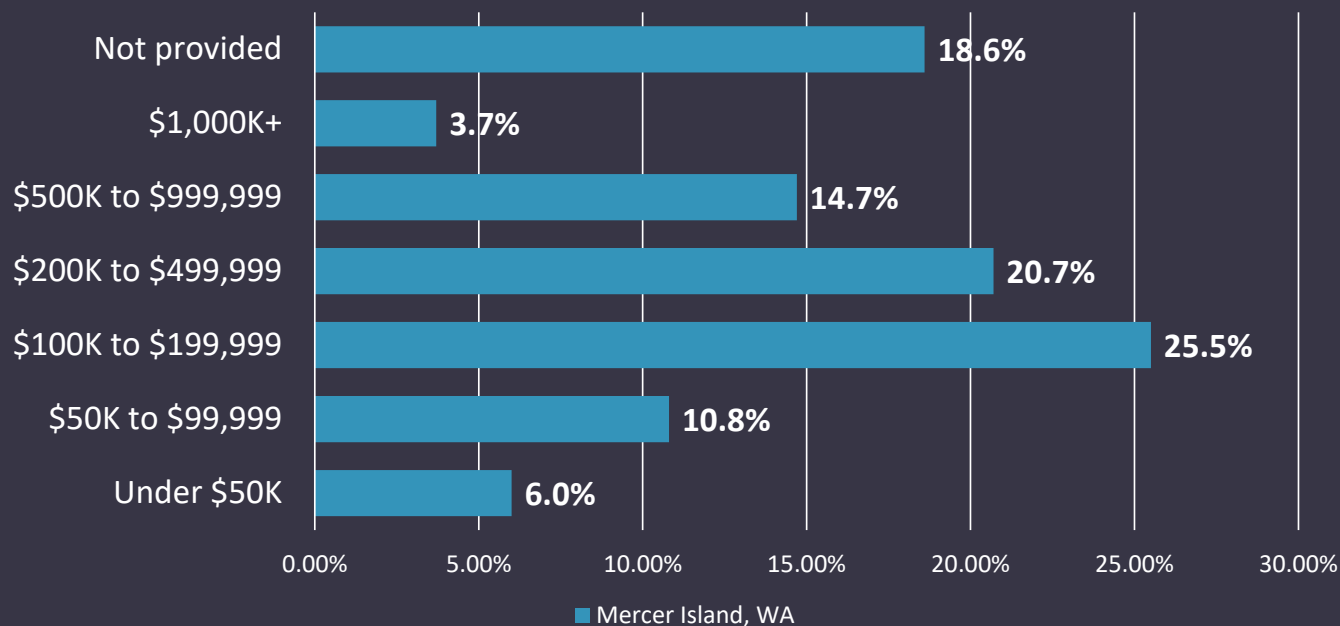
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- **Five-page survey; included questions from 2018 Community Survey**
- **Administered in April & May of 2022**
  - **by mail and online to a random sample of City residents**
- **Survey took 15-20 minutes to complete**
- **Goal=400**
- **Goal exceeded=463 completed surveys**
  - **Margin of Error= +/-4.5% at the 95% level of confidence**



# Representation

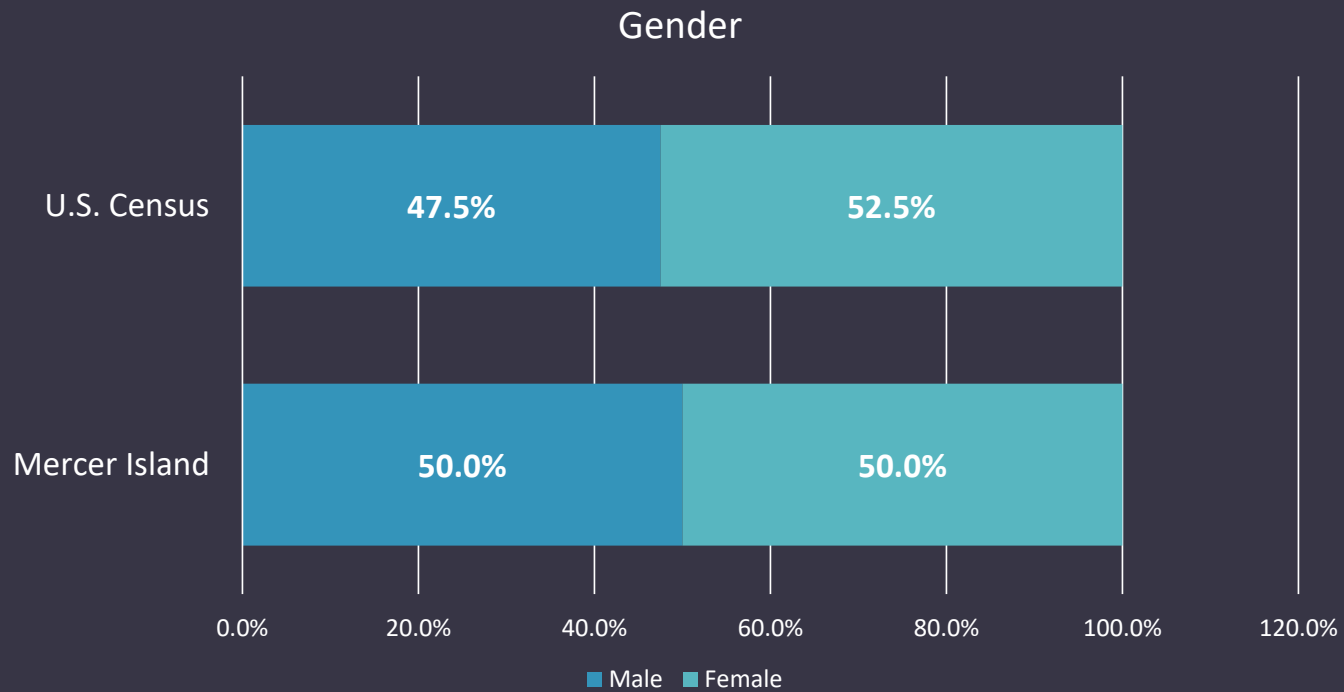
Household Income



**Median  
Household  
Income \$150,506**

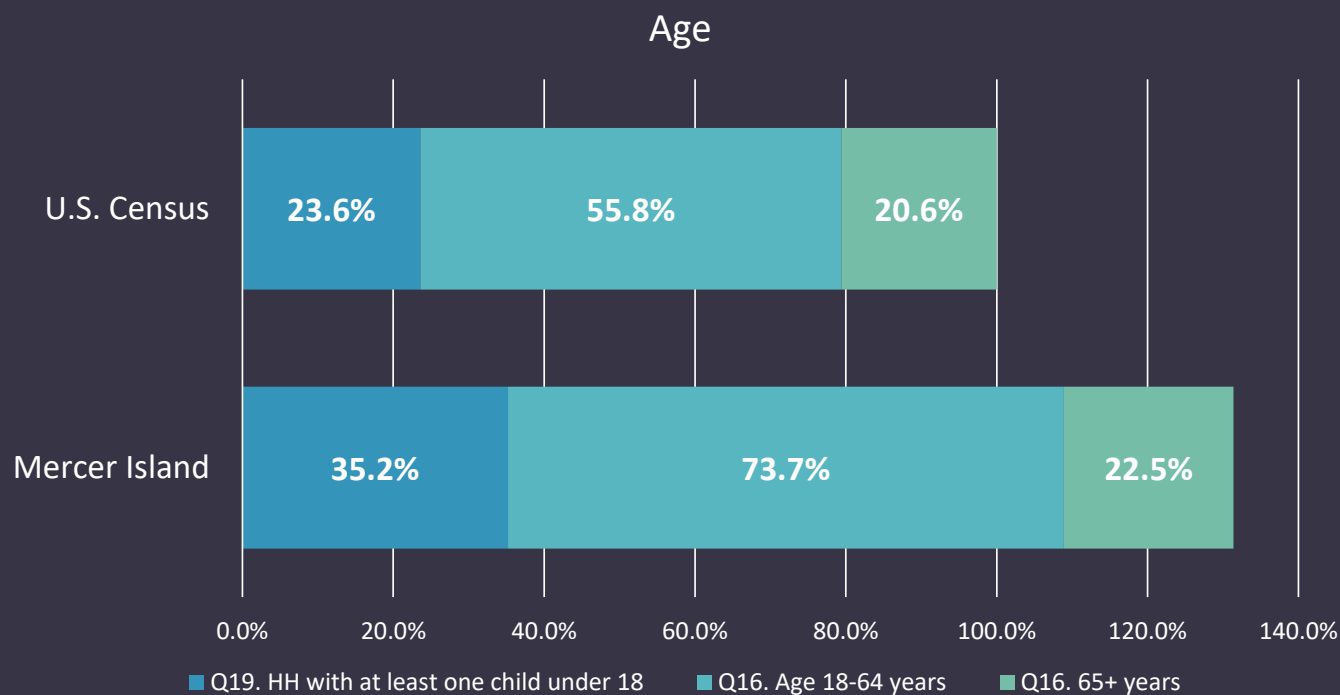


# Representation





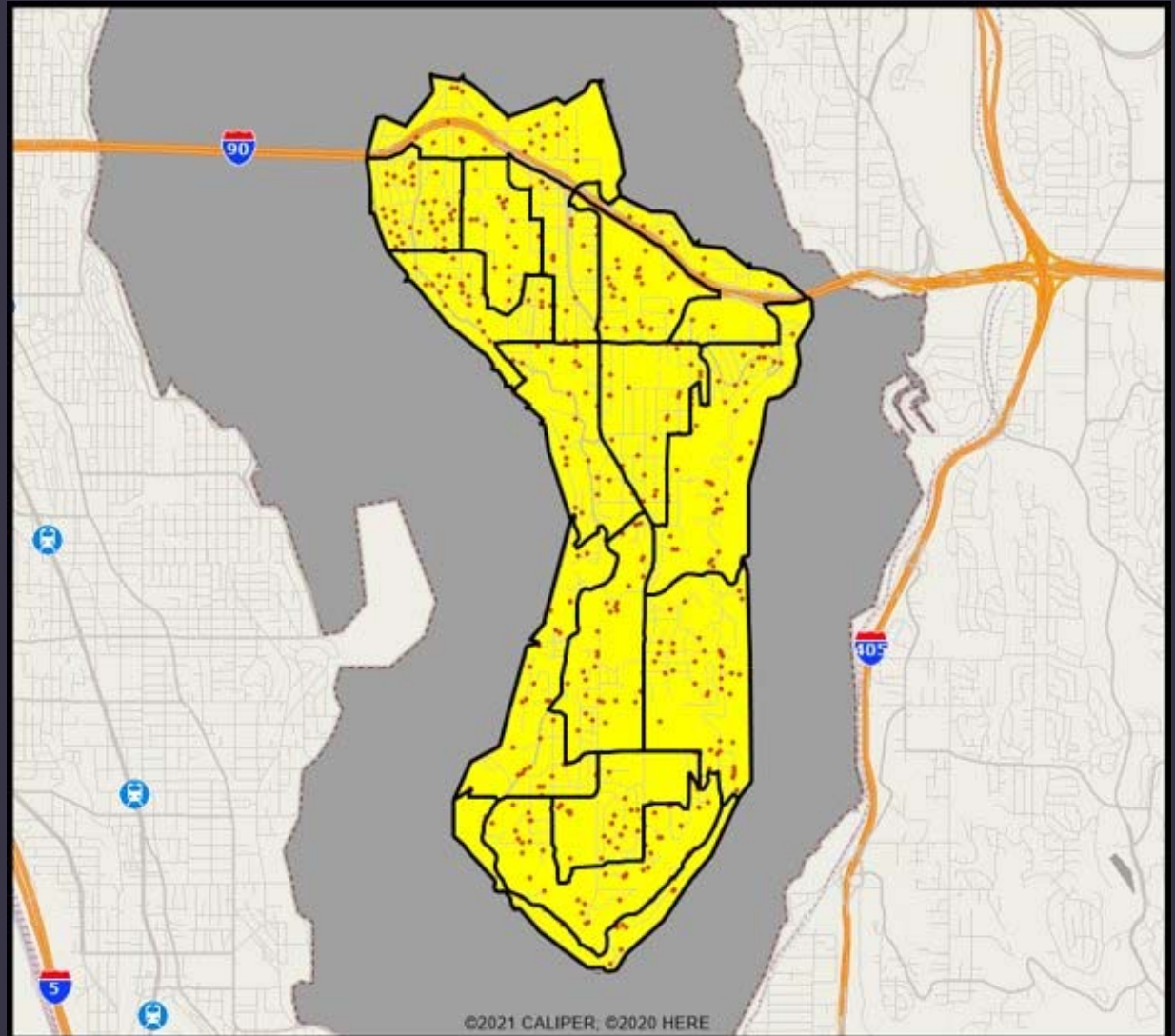
# Representation



**Mercer Island  
Median Age  
45.9 years**



**Location of  
Survey  
Respondents:  
good  
representation  
by location &  
demographics**

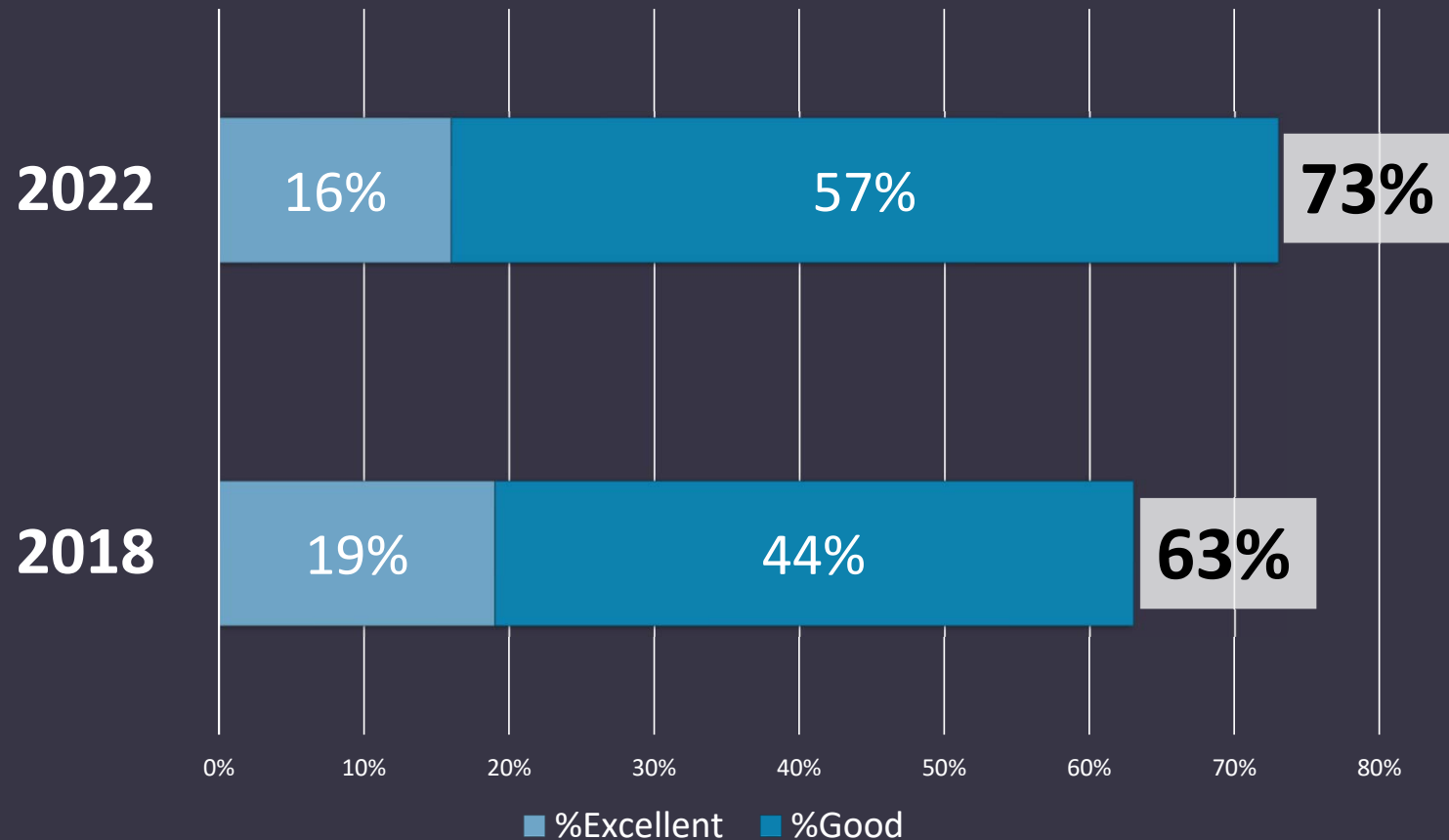


But first,  
celebrate a  
couple things...



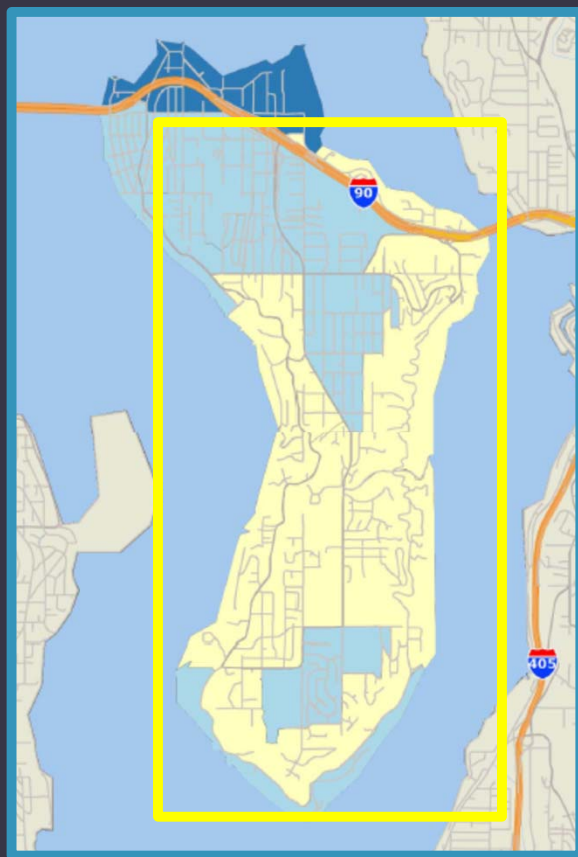
**An increase  
of 10% of  
residents  
gave the  
City's overall  
performance  
an excellent  
or good  
rating**

### Question 12: How would you rate the job Mercer Island City government does overall?



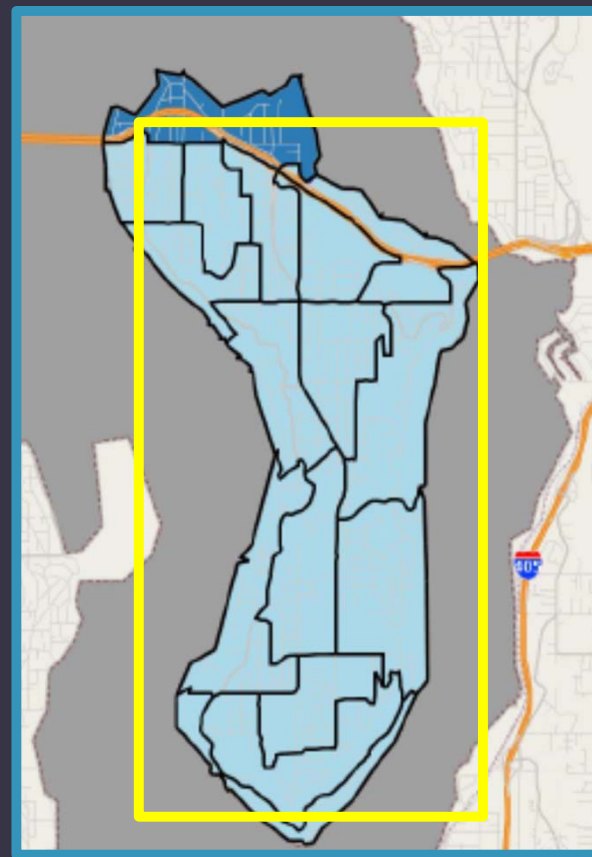
2 out of 3 residents are satisfied with the ease of travel between Mercer Island & Seattle

2018



44.4%  
very satisfied/satisfied

2022



66.7%  
very satisfied/satisfied

*Major Survey Finding No. 1*  
The City Gained Positive  
Satisfaction in Most Major  
Categories of City Services

# 10 out of 14 Major City Services Had an Increase in Satisfaction

Major Category of City Services	2022	2018	Difference
City communications	69.7%	61.2%	8.5%
Water, sewer, & stormwater utility services	76.3%	68.6%	7.7%
Efforts to sustain environmental quality	72.0%	66.8%	5.2%
Efforts by City to regulate development on the Island	39.8%	35.6%	4.2%
Enforcement of City codes & ordinances	59.9%	56.1%	3.8%
Police services	87.4%	84.2%	3.2%
Youth & family services	74.5%	71.6%	2.9%
City parks, trails, & open space	90.8%	88.8%	2.0%
Maintenance of City streets & rights-of-way	76.9%	74.9%	2.0%
Emergency preparedness services	81.3%	79.9%	1.4%
Permitting & inspection services	40.2%	40.5%	-0.3%
Fire & emergency medical services	92.7%	93.4%	-0.7%
Customer service you receive from City employees	68.4%	70.3%	-1.9%
Recreation programs & special events	63.5%	76.2%	-12.7%

Aftereffects of COVID: Decrease in satisfaction with recreation programs has been seen nationwide



## Services With an Increase in Satisfaction from 2018 to 2022

*\*services with an increase in satisfaction of at least 10%*

Of 74 services that were rated in both 2018 and 2022, there were increases in satisfaction for 44 of those services. The services with significant increases in satisfaction from 2018 to 2022 were:

- Ease of travel between Mercer Island & Seattle\*
- Mercer Island as a place to operate a business\*
- Ease of travel between Mercer Island & Bellevue/Eastside\*
- Availability of commuter parking in Town Center\*
- Availability of safe biking facilities on Mercer Island\*
- Mercer Island as a place to retire
- City communications
- Water, sewer, & stormwater utility services
- Level of public involvement in local decision making
- Efforts to sustain environmental quality
- Overall quality of dining options on Mercer Island
- Mercer Island as an inclusive community
- Overall quality of shopping & retail options on Mercer Island

## Services With a Decrease in Satisfaction from 2018 to 2022

30 services out of the 74 decreased in satisfaction from 2018 to 2022. The largest decreases from 2020 to 2021 were:

- Residential curbside recycling services
- Cleanliness of City streets & public areas
- Spring & Fall recycling events
- Condition of sidewalks in City
- Enforcing exterior maintenance of residential property
- Visibility of police in the community
- City's overall efforts to prevent crime
- City recreation programs for youth, adults, & seniors
- Recreation programs & special events
- Community & Event Center hours of operation & programming
- Special events sponsored by City



Thirty (30) services out of the 74 decreased in satisfaction from 2018 to 2022. The largest decreases from 2020 to 2021 were:

- Residential curbside recycling services
- Cleanliness of City streets & public areas
- Spring & Fall recycling events
- Condition of sidewalks in City
- Enforcing exterior maintenance of residential property

- Visibility of police in the community
- City's overall efforts to prevent crime
- City recreation programs for youth, adults, & seniors
- Recreation programs & special events
- Community & Event Center hours of operation & programming
- Special events sponsored by City

**We have seen a nationwide decrease in satisfaction in these services during and after the COVID Pandemic.**

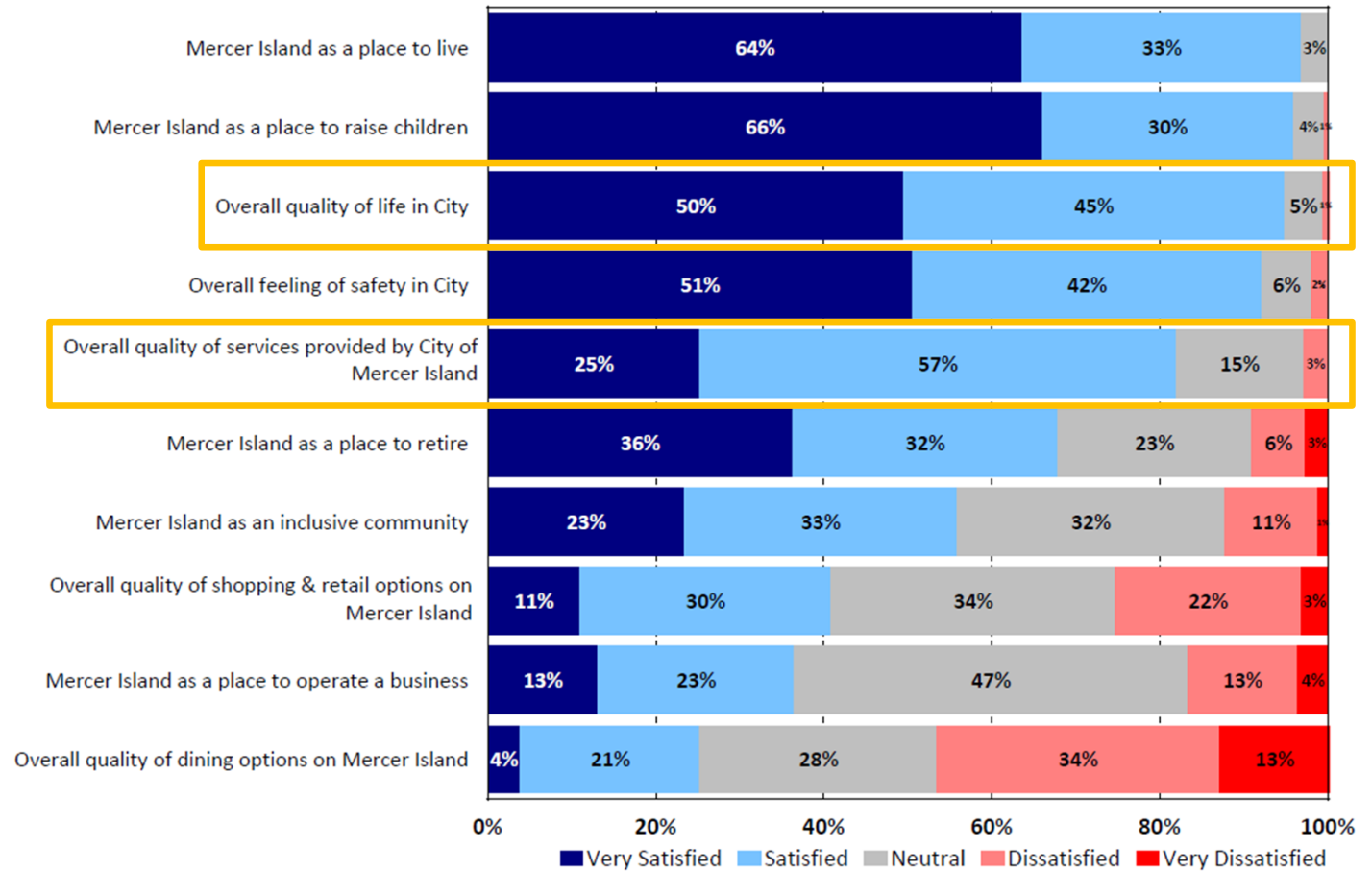
*Major Survey Finding No. 2*  
Residents Continue to Have a  
Positive Perception of the  
City

Less than 1%  
of residents  
are  
dissatisfied  
with the  
quality of life  
in the City

82% are  
satisfied with  
the quality of  
services

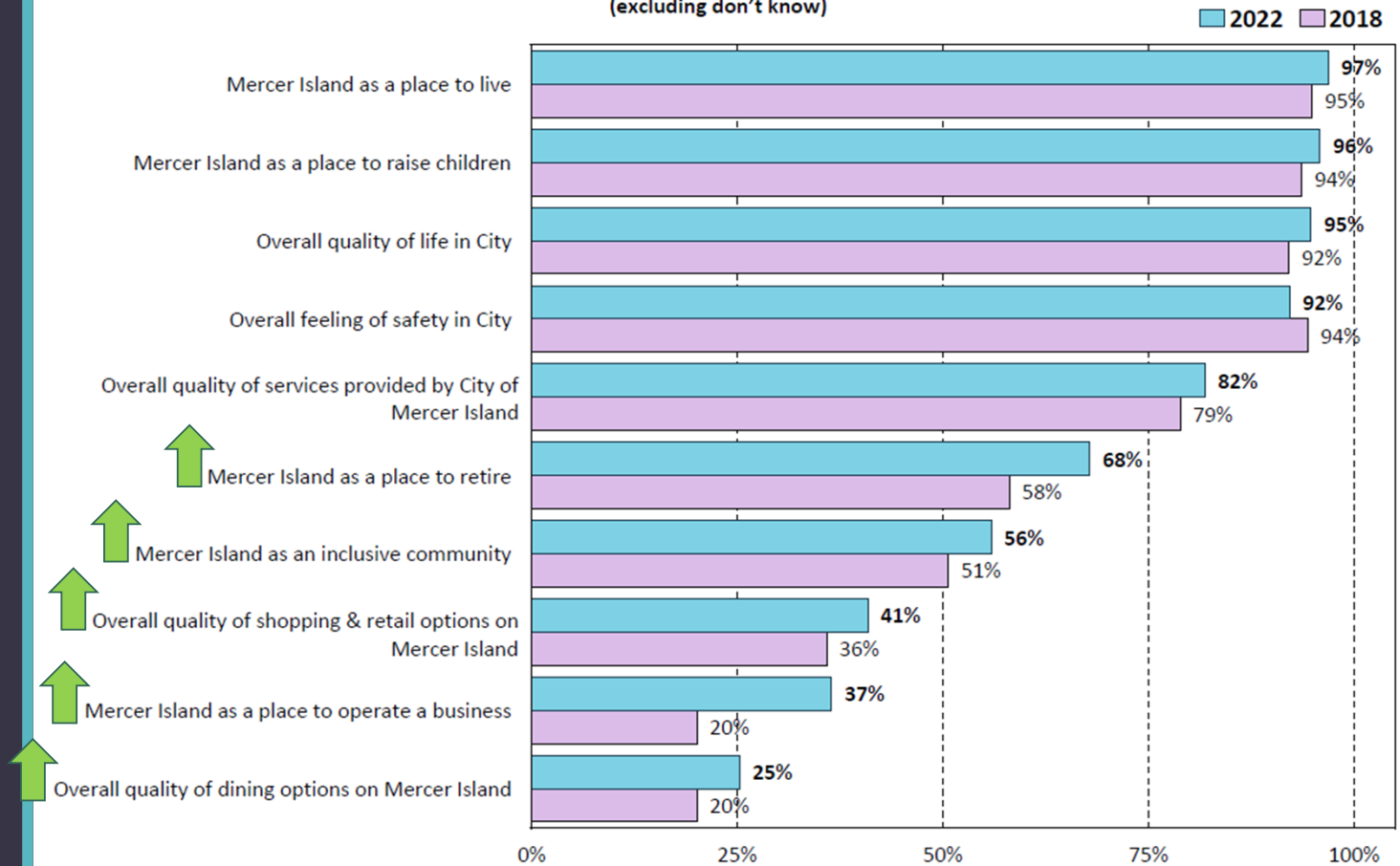
### Q1. Level of Satisfaction Regarding Perceptions of Mercer Island

by percentage of respondents (excluding "don't know")



## Trends: Satisfaction with Issues that Influence *Perceptions* of the City 2018 vs. 2022 Survey Findings

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 know)



9 out of 10  
Perception  
Items  
Increased in  
Satisfaction,  
5 being  
significant  
increases

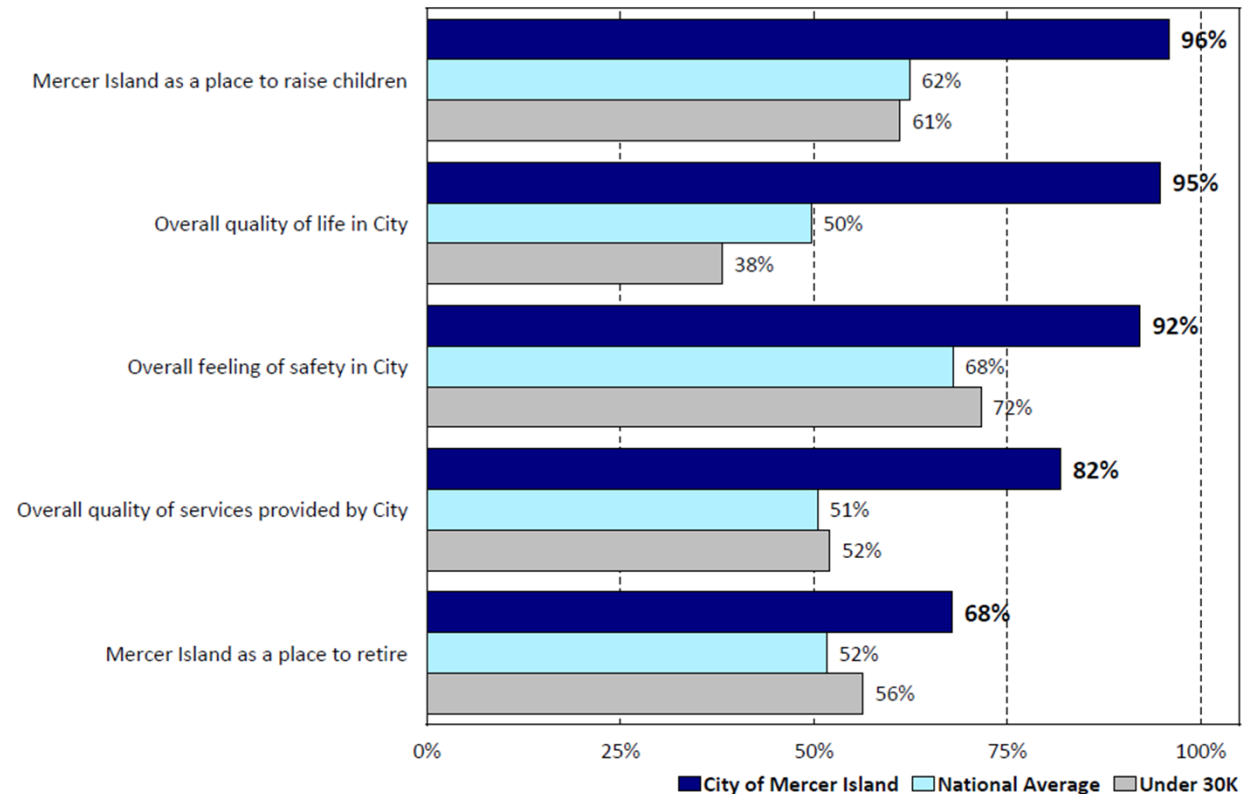
*Major Survey Finding No. 3*  
The City is Leading the Way in  
Many Areas Compared to  
Communities Nationally



The City  
rated the  
same as or  
above the  
U.S. average  
in **35 of the**  
**38** areas that  
were  
analyzed!

## Satisfaction with Issues that Influence Perceptions of the City Mercer Island vs. National Average vs. Similarly-Sized Cities (<30K)

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 know)

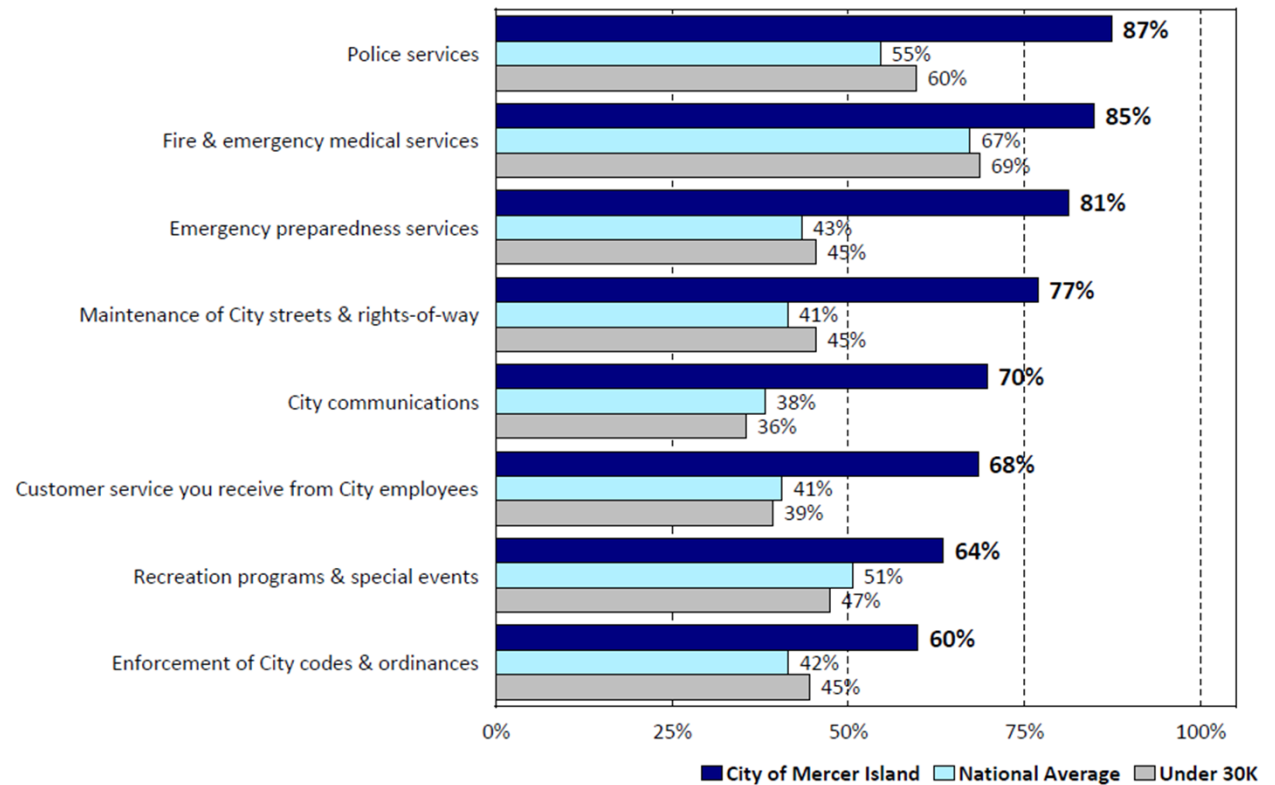




The City  
rated the  
same as or  
above the  
Northwest  
regional  
average in **all**  
**38** areas that  
were  
analyzed!

## Overall Satisfaction with City Services by Major Category Mercer Island vs. National Average vs. Similarly-Sized Cities (<30K)

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 know)

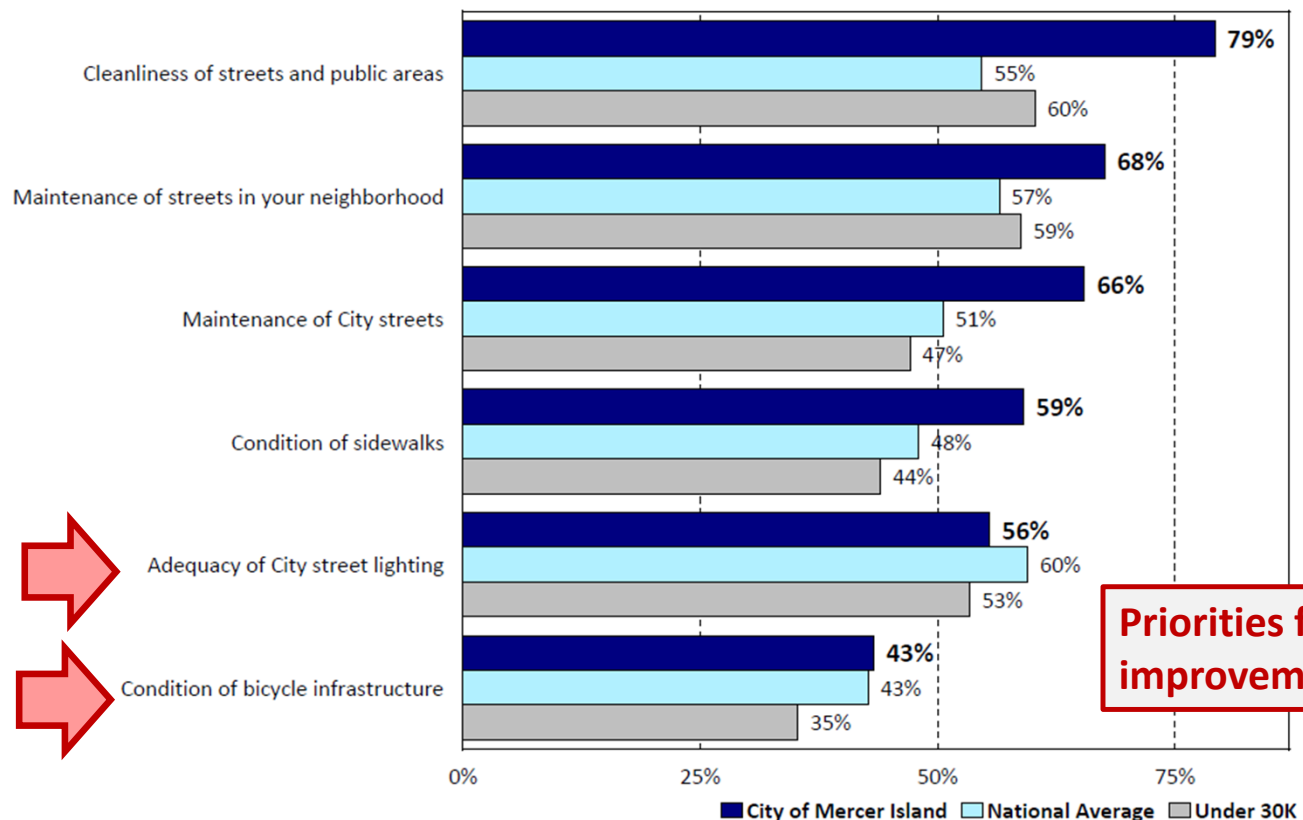




The City rated the same as or above the average for communities with 30,000 or fewer residents in **36 of the 38** areas that were analyzed!

## Overall Satisfaction with Streets and Infrastructure Mercer Island vs. National Average vs. Similarly-Sized Cities (<30K)

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 know)







The City rated the below the National, regional, and similar communities' averages in only three areas analyzed!



## Overall Satisfaction with Code Enforcement Mercer Island vs. National Average vs. Similarly-Sized Cities (<30K)

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 know)

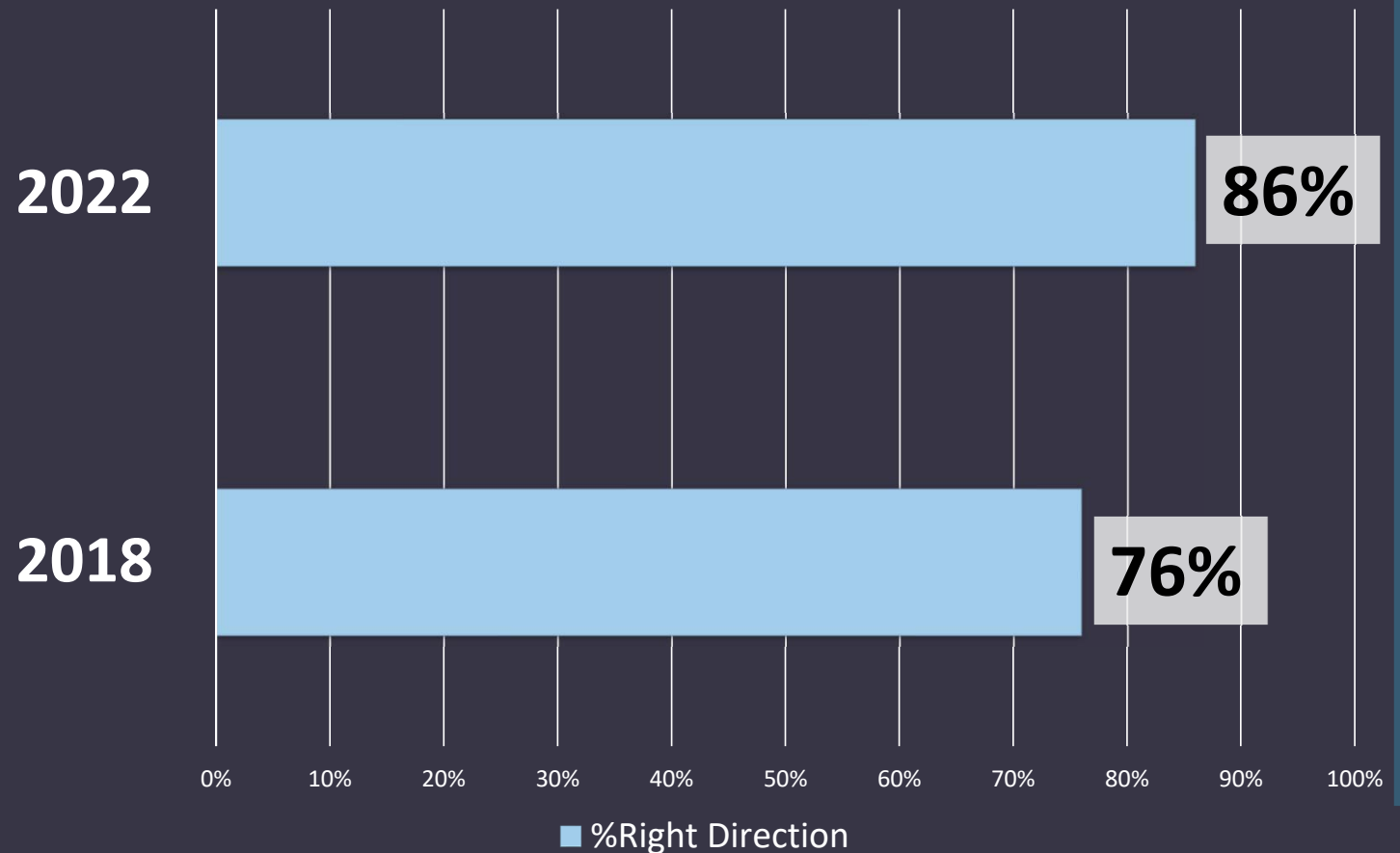


Priorities for improvement

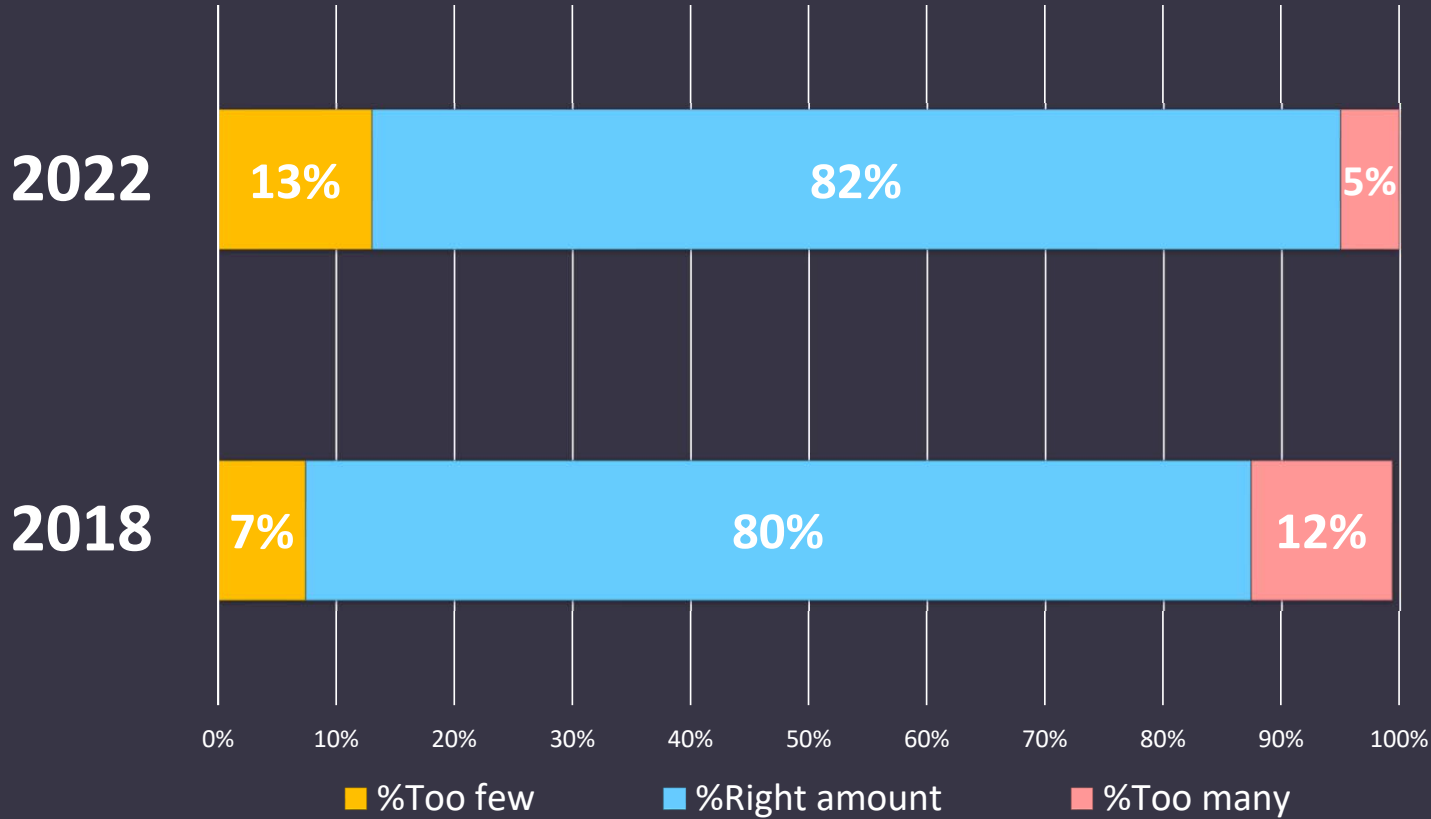
*Major Survey Finding No. 4*  
Financial Responsibility:  
Residents Perceive the City as  
Being Financially Responsible

Question 11: Do you think Mercer Island is generally going in the right or wrong direction?

Most residents think Mercer Island is going in the right direction, an **increase of 10%!**

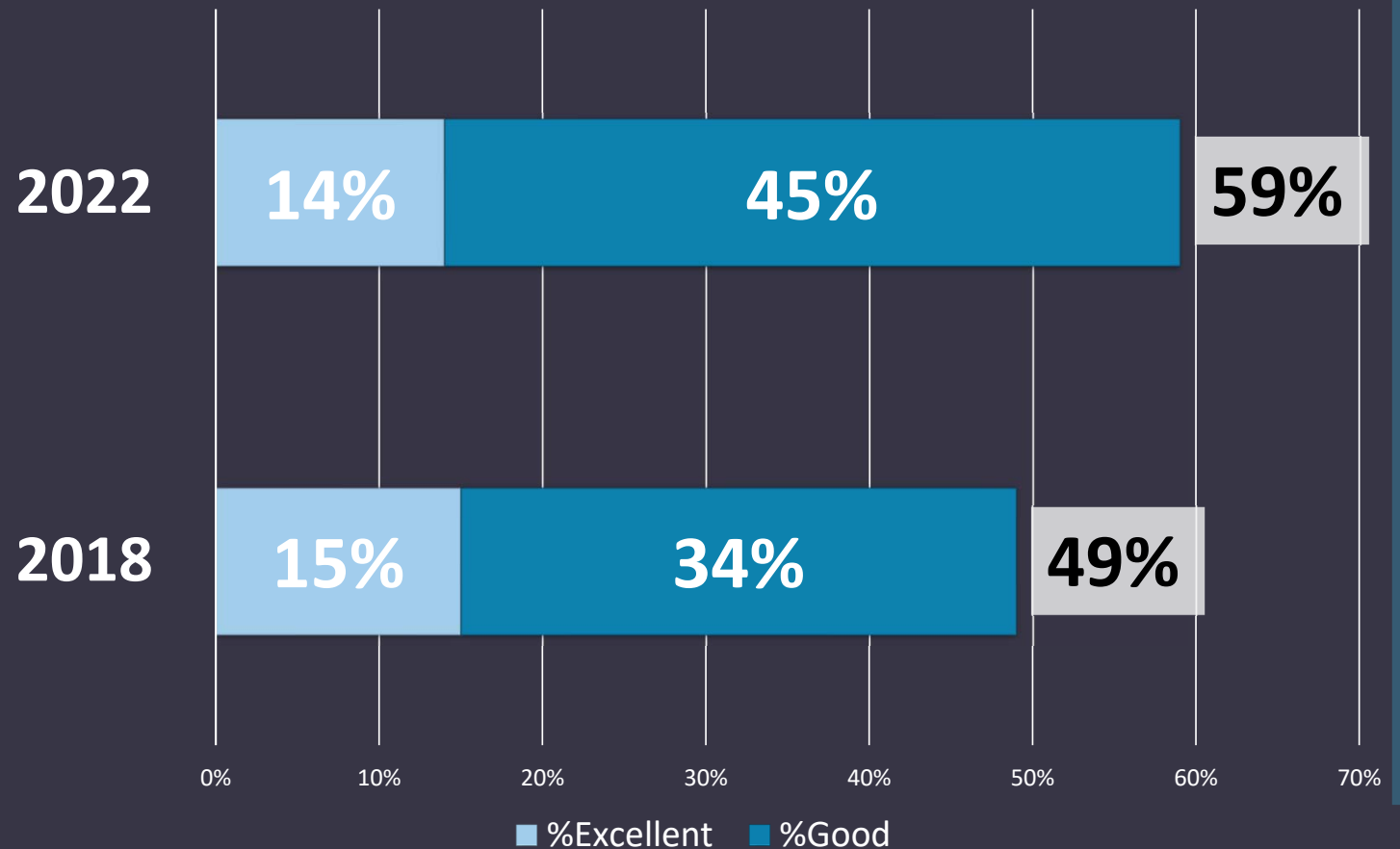


**Question 14: Do you think the City provides too many services, too few of services, or about the right amount of services?**



The majority of residents rate the City as doing an excellent/good job using tax dollars. **An increase of 10%!**

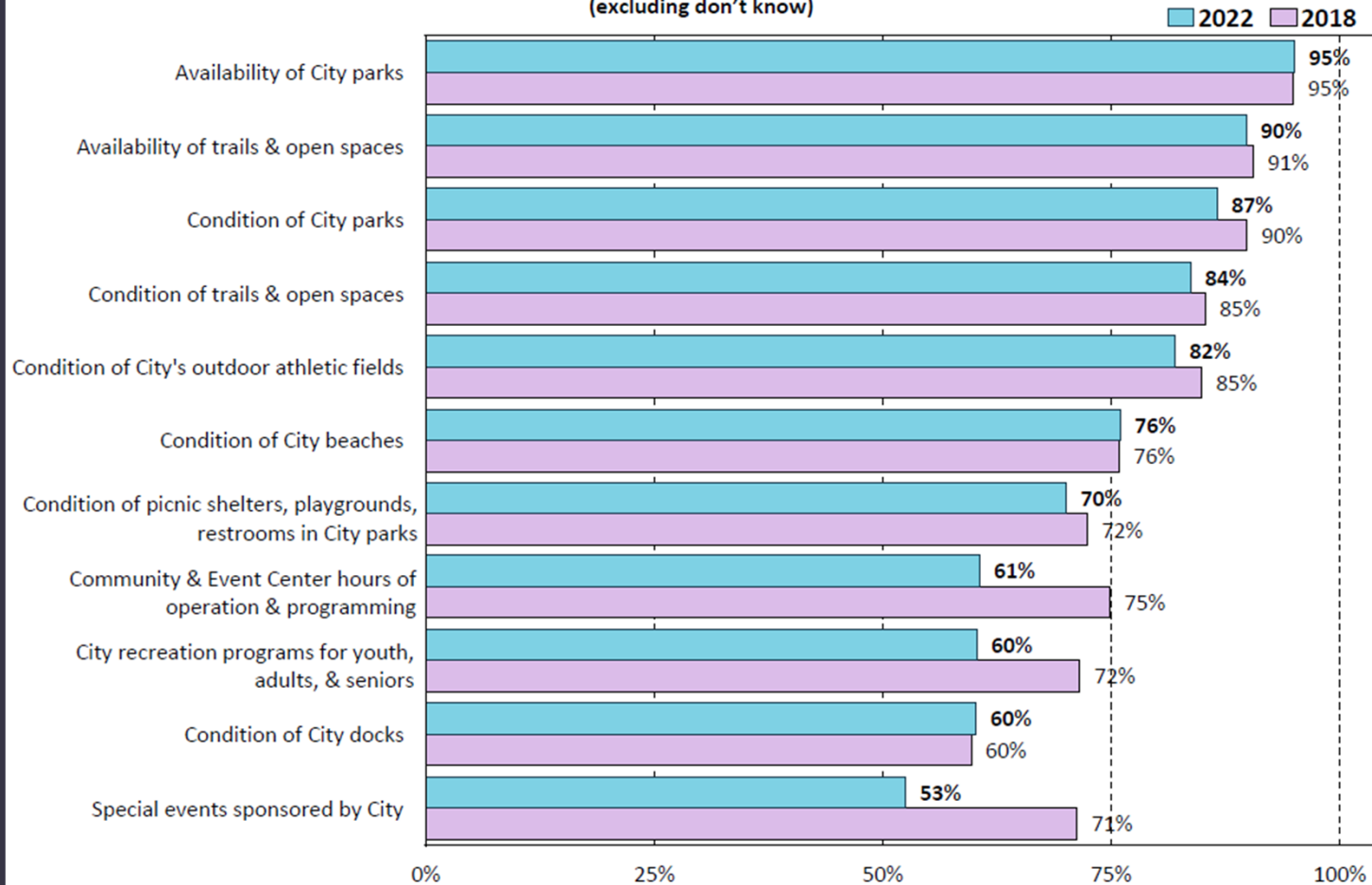
### Question 13: How would you rate the job the City is doing using tax dollars responsibly?



*Major Survey Finding No. 5*  
Condition of Parks, Trails,  
Open Spaces & Facilities Are  
Important to Residents

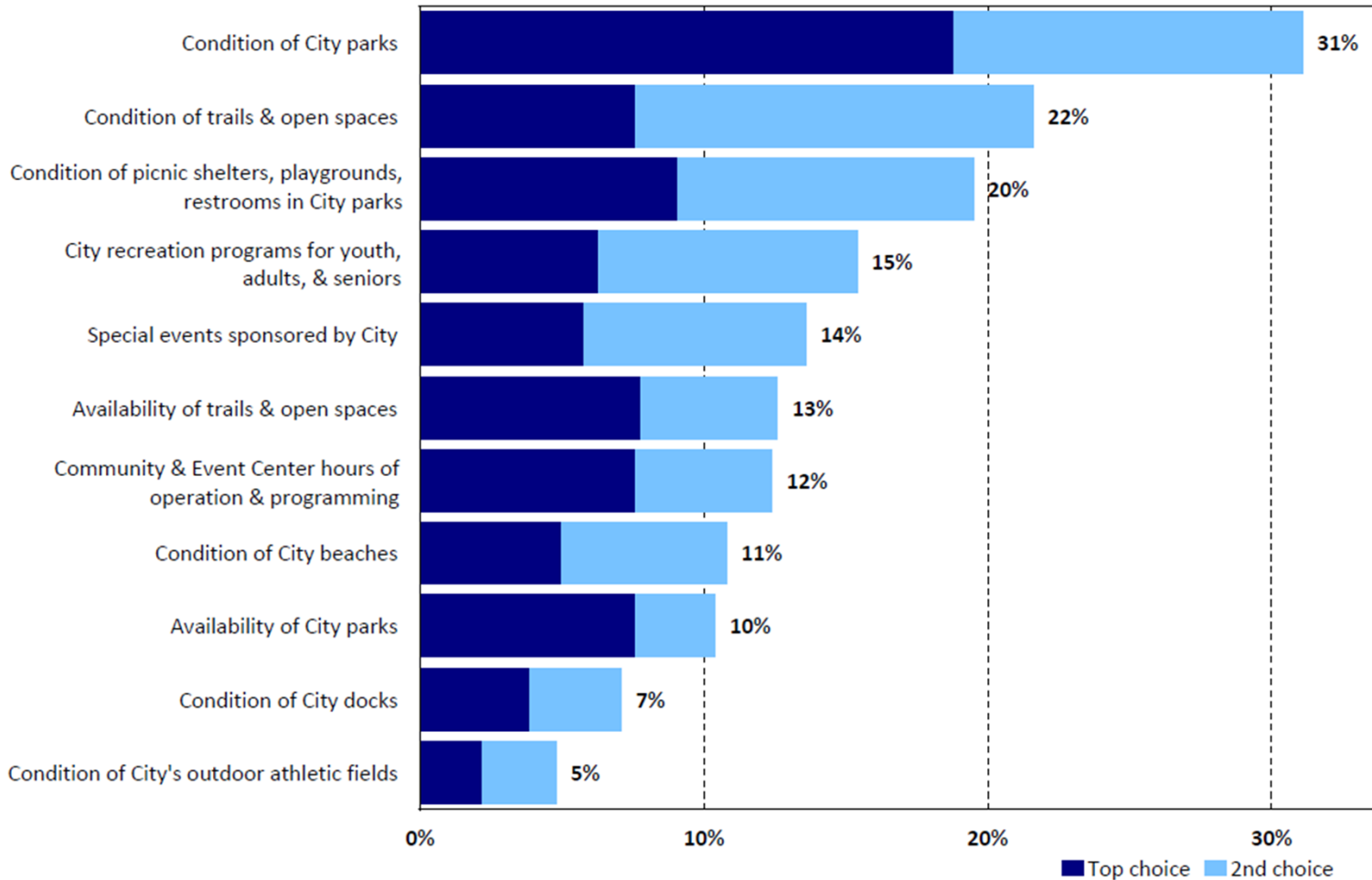
## Trends: Satisfaction with *Parks and Recreation* 2018 vs. 2022 Survey Findings

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 know)



## Q6a. Which TWO of the items from the list in Question 6 should receive the MOST EMPHASIS over the next 2 years?

by percentage of respondents who selected the items as one of their top two choices





# Importance-Satisfaction Ratings: Priorities for Improvement

# 2022 Importance-Satisfaction Rating

## City of Mercer Island

### Major Categories of City Services

Very High Priority

High Priority

Medium Priority

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank	2018 I-S Rating Rank
Efforts by City to regulate development on the Island	35%	2	40%	14	0.2095	1	1
Permitting & inspection services	14%	9	40%	13	0.0849	2	4
Efforts to sustain environmental quality	21%	5	72%	8	0.0591	3	3
Maintenance of City streets & rights-of-way	22%	4	77%	5	0.0517	4	2
Recreation programs & special events	13%	11	64%	11	0.0471	5	12
Youth & family services	16%	6	75%	7	0.0418	6	7
Police services	29%	3	87%	3	0.0369	7	10
Enforcement of City codes & ordinances	9%	12	60%	12	0.0369	8	6
Water, sewer, & stormwater utility services	15%	7	76%	6	0.0358	9	5
City parks, trails, & open space	39%	1	91%	2	0.0354	10	11
Emergency preparedness services	14%	10	81%	4	0.0262	11	8
City communications	5%	13	70%	9	0.0148	12	9
Customer service you receive from City employees	4%	14	68%	10	0.0117	13	13
Fire & emergency medical services	14%	8	93%	1	0.0104	14	14

**Very High Priority**  
**Medium Priority**

## 2022 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	2018 I-S Rating Rank
City's overall efforts to prevent crime	59%	1	73%	4	0.1580	1	1
Visibility of police in the community	29%	2	78%	3	0.0637	2	6
How quickly police respond to emergencies	25%	3	82%	2	0.0461	3	7
Quality of animal control	10%	6	53%	7	0.0449	4	5
Enforcement of local traffic laws	13%	5	68%	5	0.0410	5	2
Parking enforcement services	6%	7	59%	6	0.0249	6	4
How quickly fire & rescue personnel respond to emergencies	21%	4	89%	1	0.0227	7	7

Very High Priority  
 High Priority  
 Medium Priority

## 2022 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	2018 I-S Rating Rank
City efforts to keep you informed about local issues	47%	1	62%	2	0.1795	1	2
Level of public involvement in local decision making	31%	3	45%	7	0.1731	2	1
Availability of information about City programs & services	31%	2	68%	1	0.1005	3	5
Timeliness of information provided by City	17%	4	54%	4	0.0778	4	3
Ease of using City's website	14%	5	53%	5	0.0658	5	4
Overall quality of content on City's website	12%	6	60%	3	0.0462	6	6
Quality of City's social media presence	3%	7	51%	6	0.0168	7	new

# 2022 Importance-Satisfaction Rating

## City of Mercer Island

### Streets and Infrastructure

**Very High Priority**  
**High Priority**  
**Medium Priority**

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank	2018 I-S Rating Rank
Condition of bicycle infrastructure in City	26%	2	43%	8	0.1486	1	2
Adequacy of City street lighting	24%	4	56%	7	0.1055	2	1
Maintenance of streets in your neighborhood	24%	3	66%	5	0.0842	3	3
Maintenance of City streets	32%	1	76%	2	0.0760	4	4
Condition of sidewalks in City	18%	6	59%	6	0.0716	5	5
Maintenance of trees in public areas along City streets	17%	7	72%	3	0.0477	6	6
Mowing & trimming along City streets & other public areas	12%	8	68%	4	0.0392	7	7
Cleanliness of City streets & public areas	18%	5	79%	1	0.0383	8	8

# 2022 Importance-Satisfaction Rating

## City of Mercer Island Parks and Recreation

Medium Priority

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank	2018 I-S Rating Rank
Special events sponsored by City	14%	5	53%	11	0.0646	1	4
City recreation programs for youth, adults, & seniors	15%	4	60%	9	0.0611	2	2
Condition of picnic shelters, playgrounds, restrooms in City parks	20%	3	70%	7	0.0583	3	1
Community & Event Center hours of operation & programming	12%	7	61%	8	0.0489	4	8
Condition of City parks	31%	1	87%	3	0.0417	5	5
Condition of trails & open spaces	22%	2	84%	4	0.0352	6	6
Condition of City docks	7%	10	60%	10	0.0283	7	3
Condition of City beaches	11%	8	76%	6	0.0259	8	7
Availability of trails & open spaces	13%	6	90%	2	0.0129	9	9
Condition of City's outdoor athletic fields (e.g., baseball, soccer)	5%	11	82%	5	0.0086	10	10
Availability of City parks	10%	9	95%	1	0.0051	11	11

# 2022 Importance-Satisfaction Rating

## City of Mercer Island

### Utility Services

High Priority  
Medium Priority

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank	2018 I-S Rating Rank
Water services	31%	1	78%	4	0.0703	1	1
Stormwater (flood prevention) services	22%	4	72%	7	0.0612	2	2
Spring & Fall recycling events	23%	3	76%	6	0.0554	3	4
Sewer services	24%	2	79%	3	0.0504	4	3
Residential curbside recycling services	19%	5	77%	5	0.0427	5	6
Residential curbside trash services	16%	6	83%	1	0.0269	6	7
Residential curbside yard/food waste services	9%	7	82%	2	0.0167	7	5

Very High Priority  
High Priority

## 2022 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	2018 I-S Rating Rank
Enforcing clean-up of junk & debris on private property	45%	1	36%	4	0.2883	1	1
Enforcing construction codes & permit requirements	34%	2	44%	2	0.1898	2	2
Enforcing exterior maintenance of residential property	23%	4	37%	3	0.1445	3	3
Enforcing exterior maintenance of commercial property	24%	3	52%	1	0.1133	4	4



Very High Priority  
 High Priority  
 Medium Priority

## 2022 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	2018 I-S Rating Rank
Availability of commuter parking in Town Center	37%	1	28%	7	0.2632	1	1
Access to public transportation on Mercer Island	25%	4	39%	6	0.1516	2	3
Availability of retail parking in Town Center	29%	2	48%	5	0.1502	3	5
Availability of safe biking facilities on Mercer Island	25%	5	50%	4	0.1232	4	4
Availability of safe walking facilities on Mercer Island	27%	3	65%	3	0.0927	5	7
Ease of travel between Mercer Island & Seattle	16%	6	67%	2	0.0539	6	2
Ease of travel between Mercer Island & Bellevue/Eastside	10%	7	72%	1	0.0270	7	6

## Summary: Things to Remember

1. The City gained positive satisfaction in most major categories of City services.

2. Residents continue to have a positive perception of the City.

3. The City is leading the way in many areas compared to other communities nationally and regionally.

4. Residents perceive the City as being financially responsible.

5. To remain at the top, the city must continue to seek improvement in areas that are very high & high priorities to residents



*Thank you!*

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