



**BUSINESS OF THE CITY COUNCIL  
CITY OF MERCER ISLAND**

**AB 6180  
November 15, 2022  
Study Session**

**AGENDA BILL INFORMATION**

<b>TITLE:</b>	AB6180: Climate Action Plan: Survey Results and Update	<input checked="" type="checkbox"/> Discussion Only <input type="checkbox"/> Action Needed: <input type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
<b>RECOMMENDED ACTION:</b>	Receive Results of the CAP Community Survey	

<b>DEPARTMENT:</b>	Public Works
<b>STAFF:</b>	Jason Kintner, Chief of Operations Ross Freeman, Sustainability Analyst
<b>COUNCIL LIAISON:</b>	Craig Reynolds                      Jake Jacobson                      Ted Weinberg
<b>EXHIBITS:</b>	1. CAP Community Survey Report - DRAFT
<b>CITY COUNCIL PRIORITY:</b>	1. Prepare for the impacts of growth and change with a continued consideration on environmental sustainability.

<b>AMOUNT OF EXPENDITURE</b>	\$ n/a
<b>AMOUNT BUDGETED</b>	\$ n/a
<b>APPROPRIATION REQUIRED</b>	\$ n/a

**EXECUTIVE SUMMARY**

The purpose of this agenda bill is to present the results of the statistical survey (see Exhibit 1) conducted recently to inform the ongoing development and drafting of the City’s Climate Action Plan (CAP).

- The City’s CAP process launched in December 2021 and the City has used a range of measures to gather public input, including workshops, outreach events, public comment, informal surveys, factsheets, and the [Let’s Talk engagement platform](#).
- Earlier this year, the City Council requested a statistical survey to provide an additional means of gathering feedback on, and gauging support for, a range of 58 potential Greenhouse Gas (GHG) reduction actions and resiliency measures.
- At its September 6 Meeting, the City Council reviewed a final revised mock-up version of the survey and agreed to proceed with a late September launch.
- The statistical survey was open for 6 weeks. A total of 264 responses were received from the pool of 2,500 randomly selected Mercer Island residents. An identical online survey was also available to the general public, and this drew 123 responses.
- The draft survey report is included as Exhibit 1.

## BACKGROUND

In 2007, the City adopted a GHG reduction target of 25% by 2020, 50% by 2030, and 80% by 2050 (compared to a 2007 baseline). In 2011, Mercer Island became a founding member of the King County-Cities Climate Collaboration (K4C). This alliance of 20 local governments helps support climate solutions, advocate for legislation, and coordinate multi-city initiatives to achieve shared climate goals and targets. In June 2021, King County's Growth Management Planning Council (GMPC) updated countywide planning policies that tightened the 2050 emissions target to a 95% reduction. The Mercer Island City Council ratified this, and other, new policies, with [Resolution No. 1620](#) on March 1, 2022, and it took effect on April 6, 2022.

The City's Climate Action Plan will provide a long-term cohesive planning document that organizes Greenhouse Gas (GHG) reduction actions and resiliency measures in a strategic manner in order to achieve the City's emissions targets as detailed above. The plan will also rank implementation priorities, identify a protocol for tracking progress on a regular schedule, and enhance the City's existing GHG Dashboard webpage.

To date, public input has been gathered at various phases during the CAP planning process, including at the December 2021 kickoff event, via an online survey, through the City's Let's Talk engagement platform; emails and comments to the City Council; at outreach events (e.g. Summer Celebration), and more.

## ISSUE/DISCUSSION

### Survey Promotion

The survey was mailed directly to randomly selected individuals at 2,500 Island addresses in late September. The survey was promoted via the City's social media channels, the MI-Weekly, and [Let's Talk](#). The MI-Reporter also ran three articles promoting the survey. In mid-October, the City mailed a reminder postcard to the same 2,500 addresses urging them to complete the survey.

A parallel general public (i.e. non-statistical) survey ran online during the same time period, and was highlighted using the same promotional methods.

### Survey Demographics

The survey had a 10% response rate, with two thirds of participants (176) choosing to use the postage-paid return envelope, and one third (88) completing the survey online using a unique ID code. An additional 123 individuals completed the non-statistical (i.e. general public) version of the survey.

Receiving 264 statistical surveys allowed the City to achieve a 95% level of confidence with a +/-6% margin of error.

The 123 general public households responding to the non-statistical survey displayed similar demographics as the statistical group, and also provided comparable answers to many of the questions. The full report (Exhibit 1) explores these differences.

### Survey Findings

Across all climate strategies presented, the majority of survey respondents (73% of statistically significant and 78% of general public) strongly or somewhat strongly supported the proposed strategies. For complete

results, see draft survey report in Exhibit 1, which also includes the full text of submitted comments and a number of other summary graphs and tables.

## **NEXT STEPS**

Following Tuesday's presentation on survey findings, staff will continue planning for a scheduled November 29 Community Workshop. The workshop will focus on presenting the key findings from the survey and engage the community in a discussion on implementation strategies.

The staff and consulting team will use the information from the survey and the community meeting to inform development of the final draft of the CAP. The draft CAP is tentatively scheduled for presentation and discussion with the City Council in February 2023. Staff will be seeking to release the draft plan a full month ahead of the City Council meeting to provide ample opportunity for the community to review and provide comments.

Adoption of the final CAP is anticipated in March/April of 2023.

## **RECOMMENDED ACTION**

Receive CAP survey report and provide feedback on areas of focus for the November 29 Community Workshop.