



# City of Mercer Island Community Survey

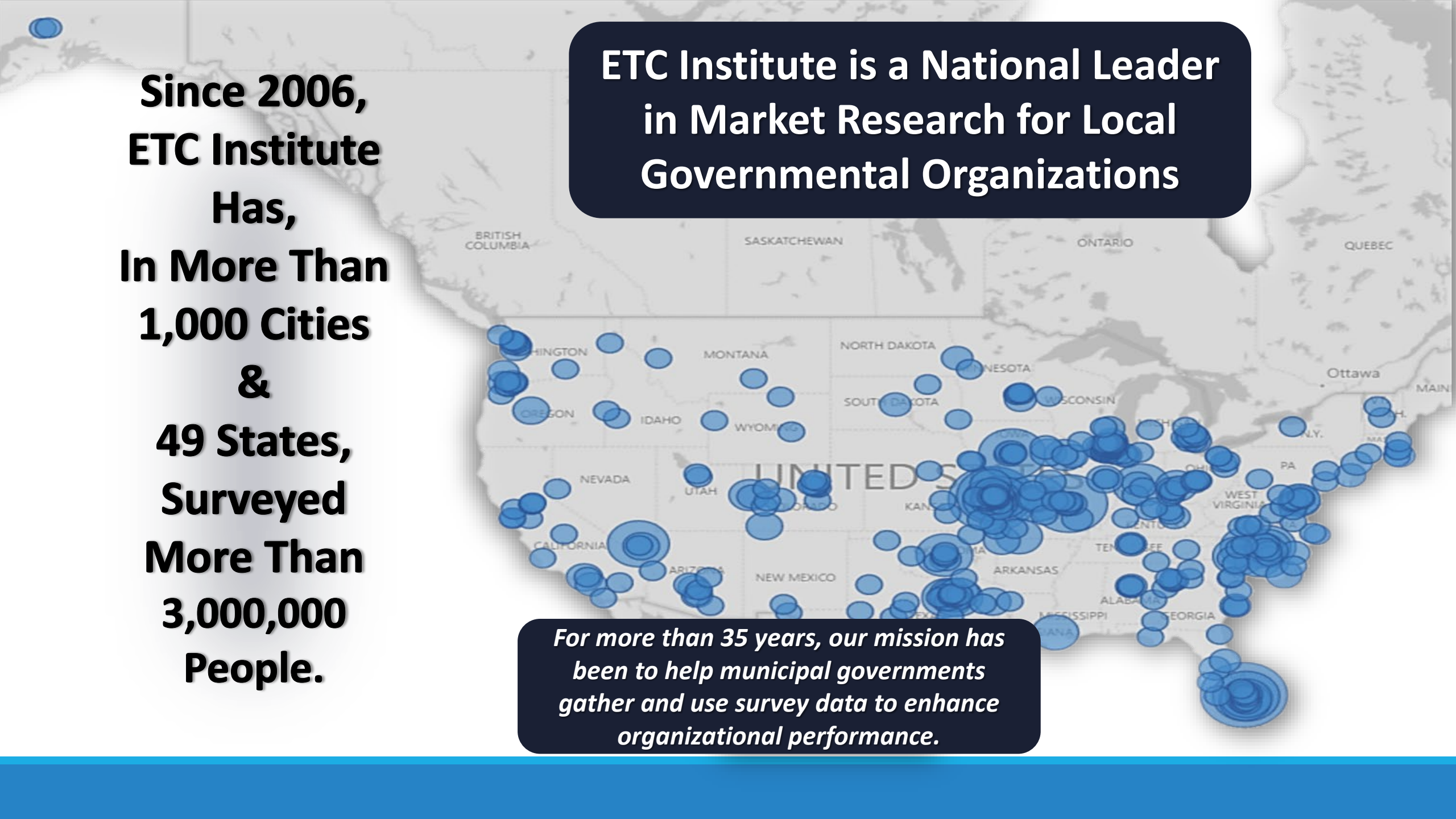
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**Since 2006,  
ETC Institute  
Has,  
In More Than  
1,000 Cities  
&  
49 States,  
Surveyed  
More Than  
3,000,000  
People.**

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

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





# Purpose

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Objective assessment of the delivery of City services to residents

Track trends in performance over time through past surveys (2024, 2022, and 2018)

Provide comparisons to contextualize the results (Regional, similar sized communities, and U.S. averages)

Identify areas where the City can make improvements to increase overall satisfaction

# Methodology

## Survey Description

- Five-page survey
- Third survey conducted for the City by ETC Institute
- Included many of the same questions that were asked in previous years (2022 and 2018)

## Method of Administration

- By mail and online to random sample of households in the City
- Each survey took approximately 15-20 minutes to complete

## Sample Size

- 483 completed surveys

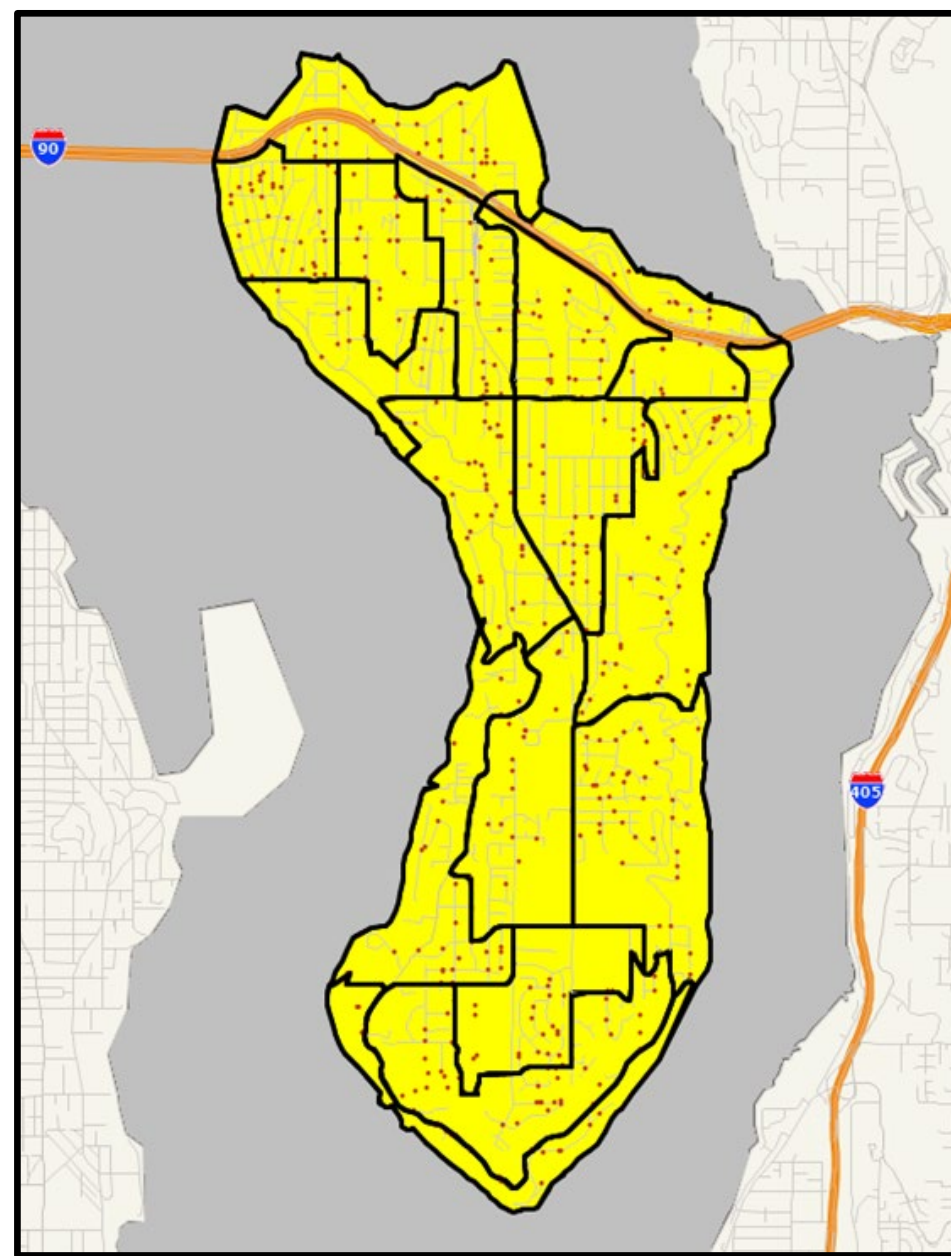
## Margin of Error

- +/- 4.5% at the 95% level of confidence

# Location of Survey Respondents

Good distribution of responses from  
throughout the Island

The goal is to ensure good geographic  
representation from the community



**City of Mercer Island Community Survey**  
(Boundaries by Census Block Group)

# Major Findings

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## Residents still have positive perceptions of the City, but results are down

- 94% of respondents are either “very satisfied” or “satisfied” with the City as place to live – ratings are slightly down from 2022 (97%), but this is not statistically significant change in results

## The City continues to far exceed national benchmarks, and the City is not alone in the downturn of results

- Nationally, core service ratings and perceptions are down across the board – no community has been immune
- Despite this, the City still rated above the U.S. Average in 42 of the 46 areas (91%) that were compared and rated significantly above the U.S. Average (5 percentage points or more) in 39 areas (85%)

## Top priority for improvement is the same as 2022 based on ImportanceSatisfaction Analysis

- Efforts by the City to regulate development on the Island
  - In 2024 satisfaction decreased by 2 percentage points from 40% in 2022 to 38% in 2024
  - In 2024 the importance of this item decreased from 35% in 2022 to 29% in 2024
  - Despite the changes in results, this item is still rated as the top priority for improvement according to the I-S Analysis

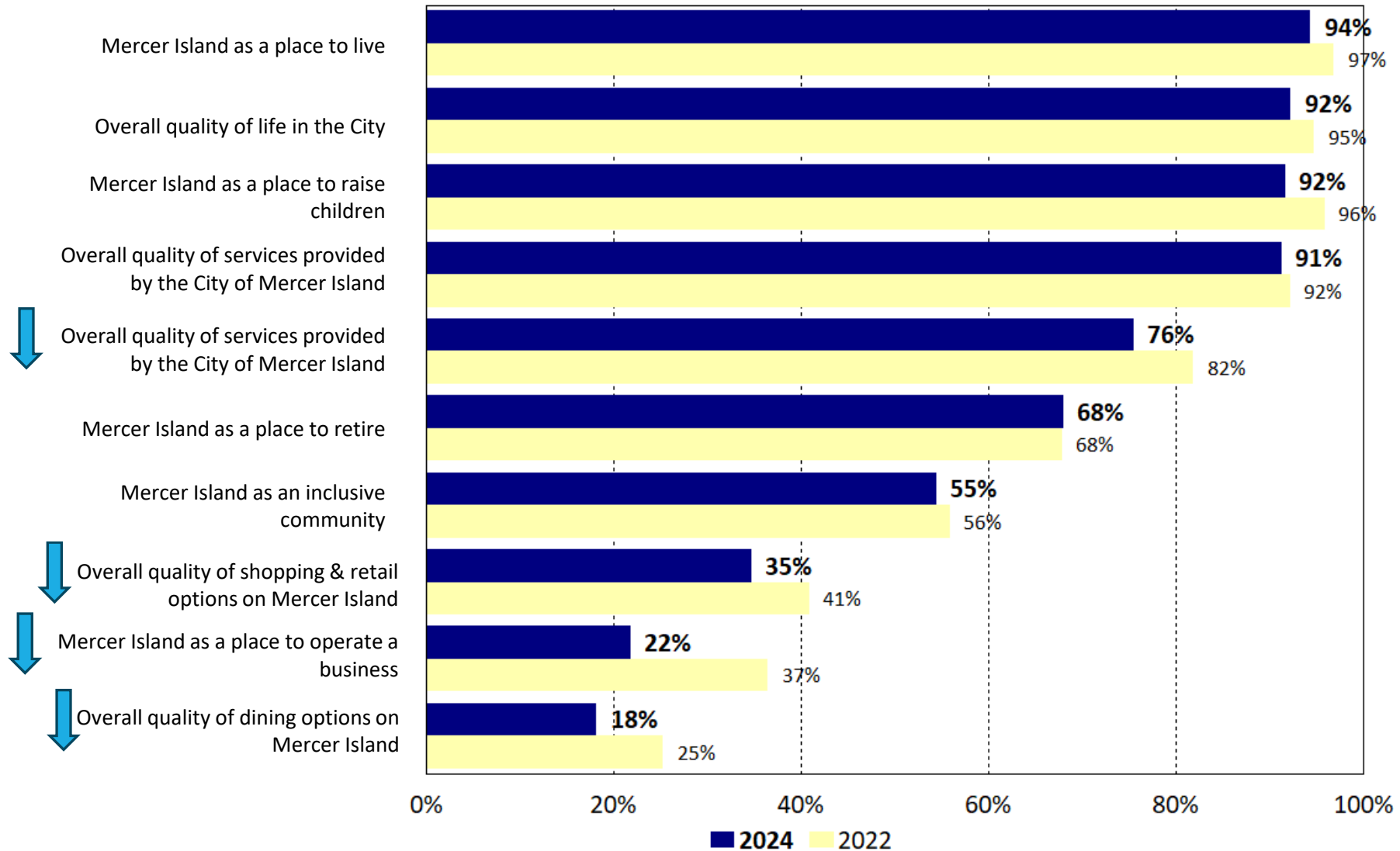
# Perceptions

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PROVIDING CONTEXT FOR PERCEPTION RATINGS

# Trends: Perceptions of Mercer Island 2024 vs 2022

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



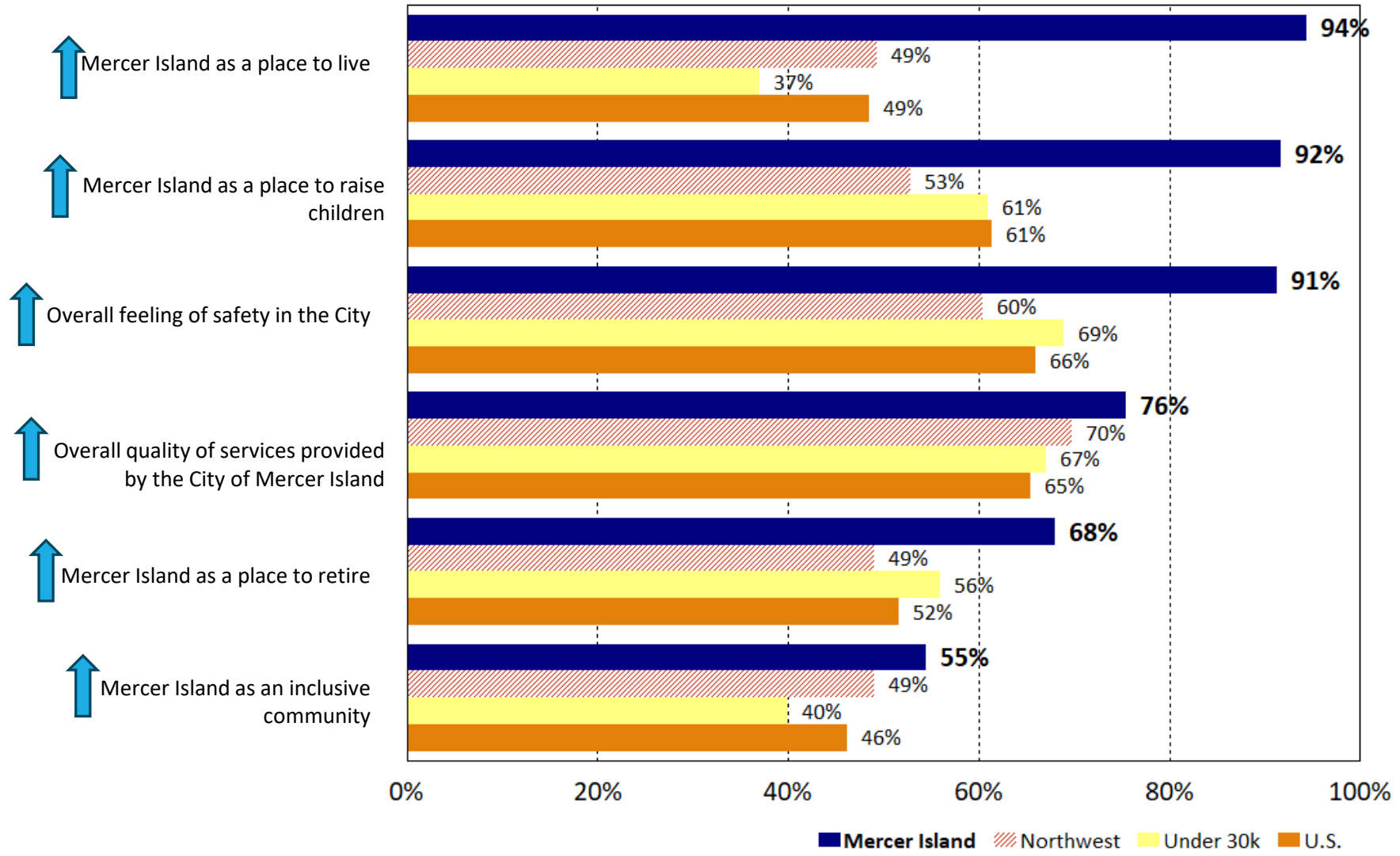
Significant changes are those that exceed the margin of error of +/-4.5%



# Overall Ratings/Perceptions of the City

## Mercer Island vs. Northwest vs. Under 30k vs. the U.S.

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



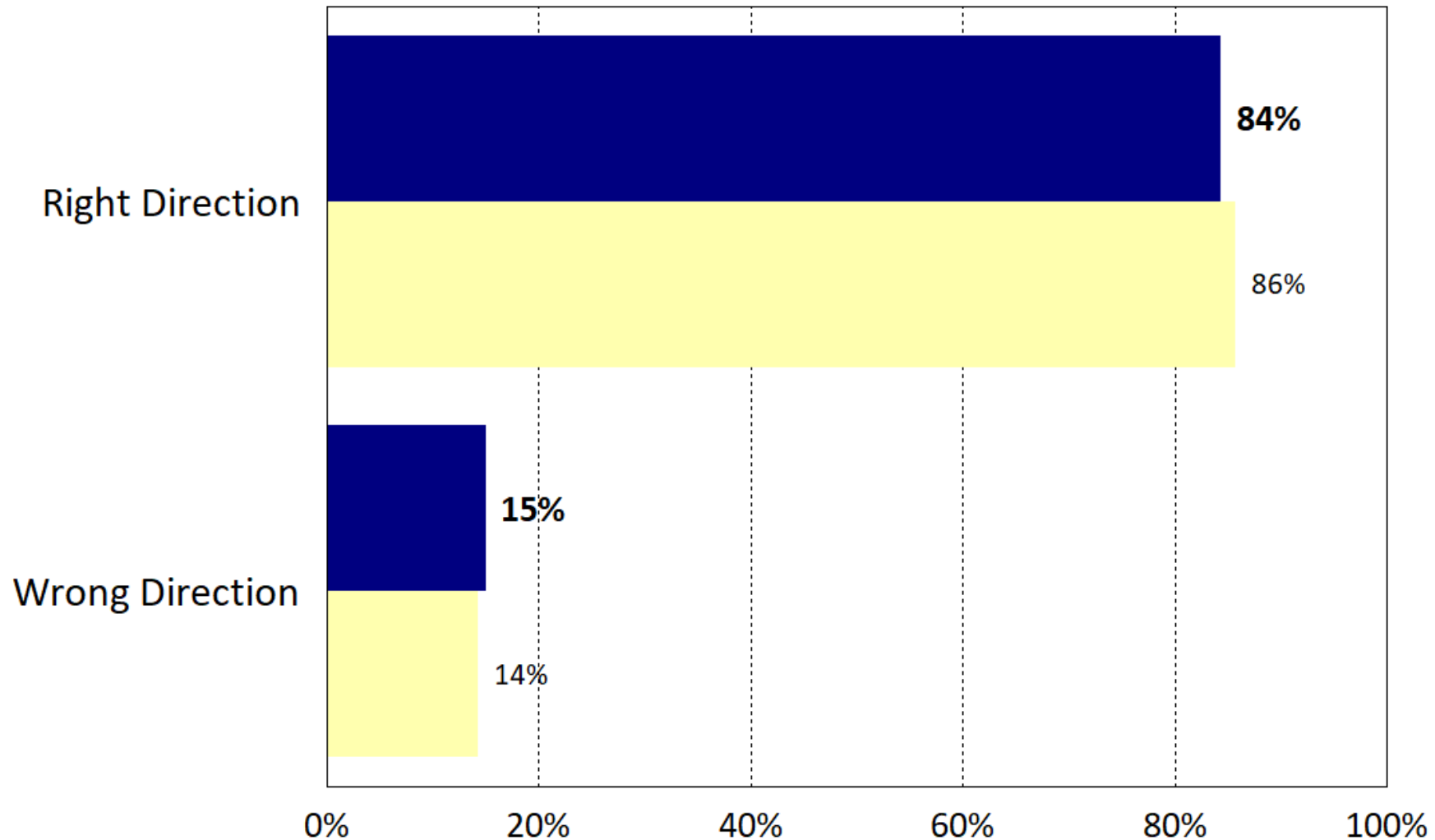
Significant differences are those that exceed the margin of error of +/-4.5%

# Q11. Is Mercer Island generally headed in the right direction, or generally in the wrong direction?

## 2024 vs 2022

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

■ 2024 ■ 2022

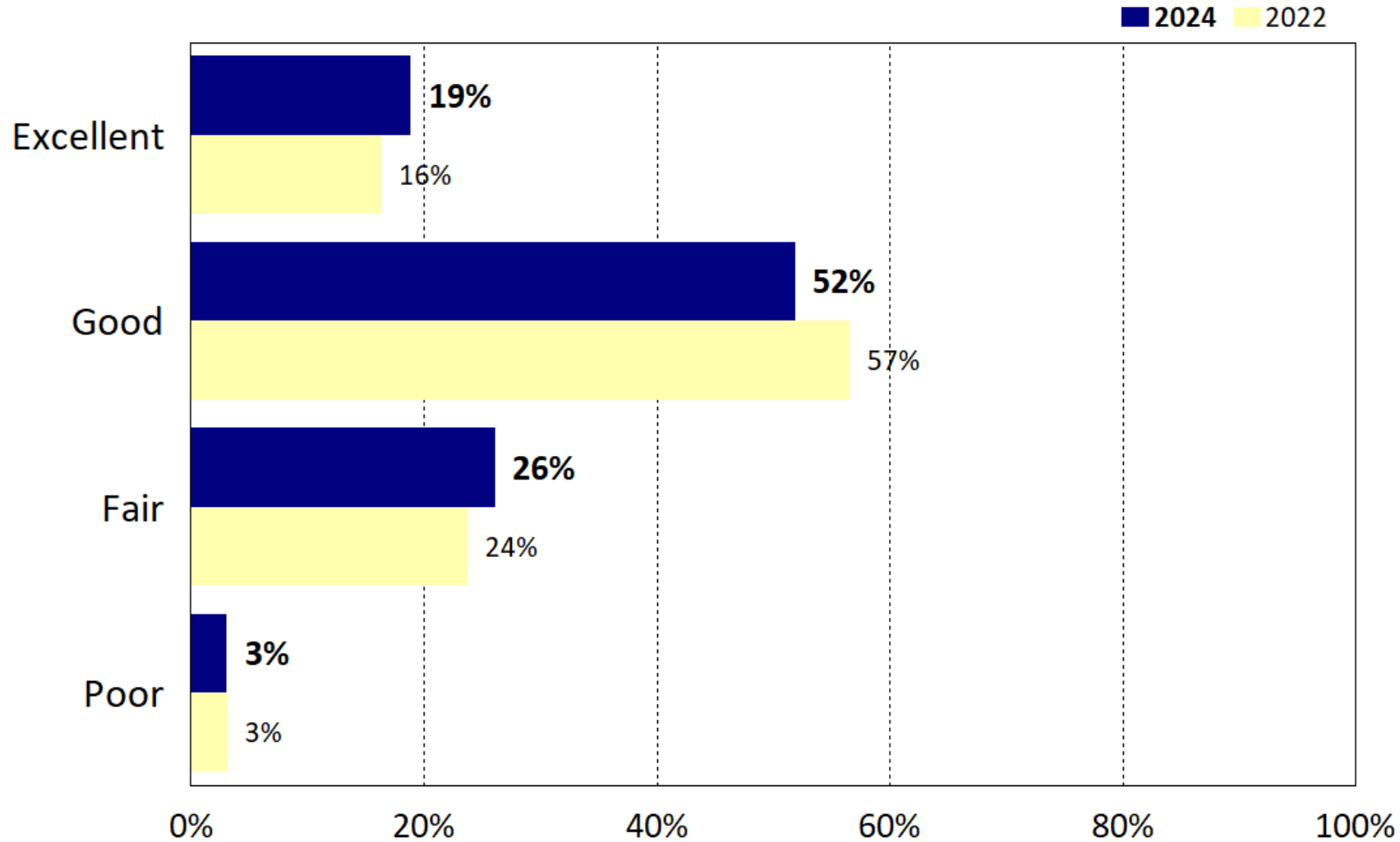


Other perception adjacent items received similar ratings from 2024 to 2022

# Q12. How would you rate the job Mercer Island City Government does overall?

## 2024 vs 2022

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

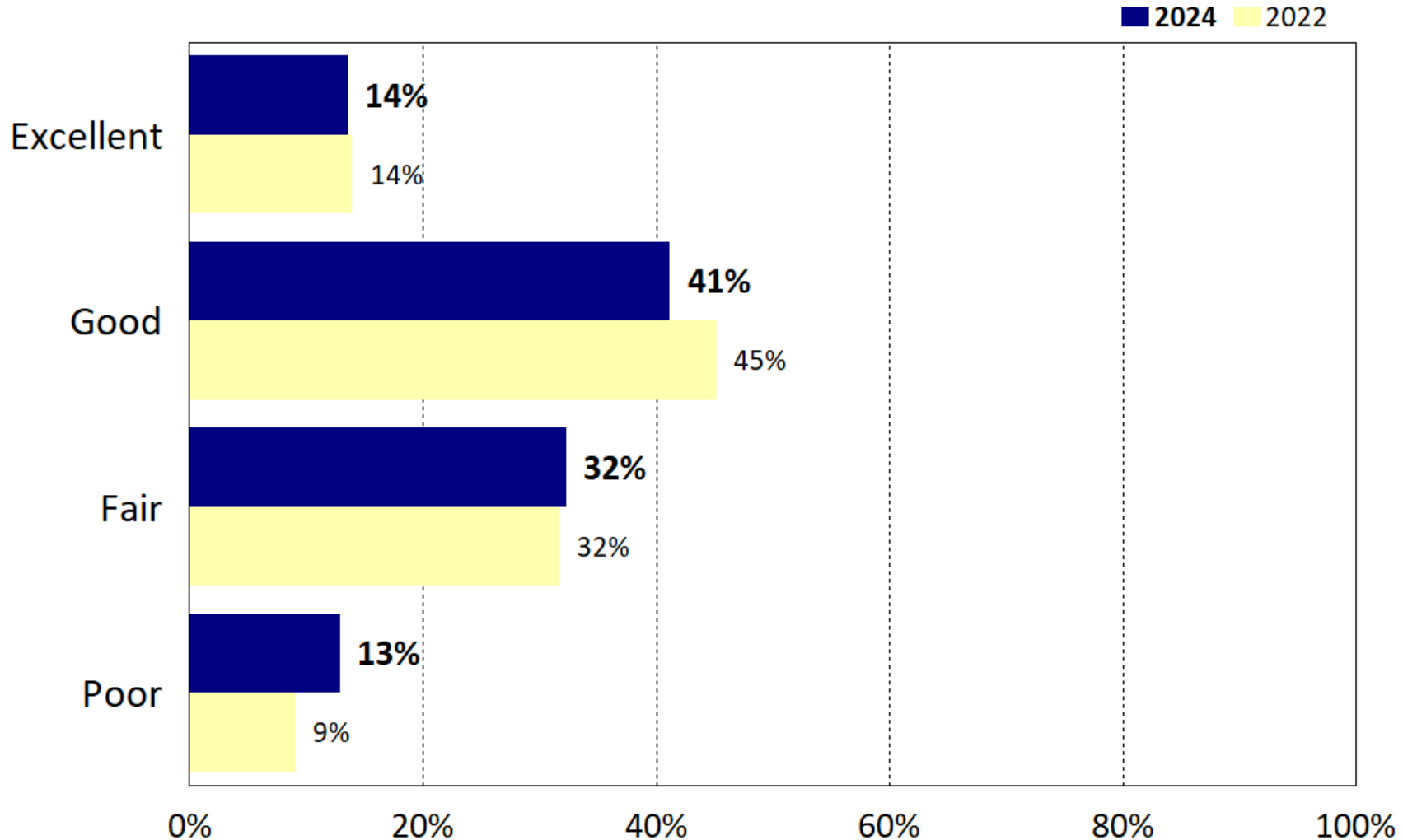


Other perception adjacent items received similar ratings from 2024 to 2022

# Q13. How would you rate the job the City of Mercer Island is doing using tax dollars responsibly?

## 2024 vs 2022

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

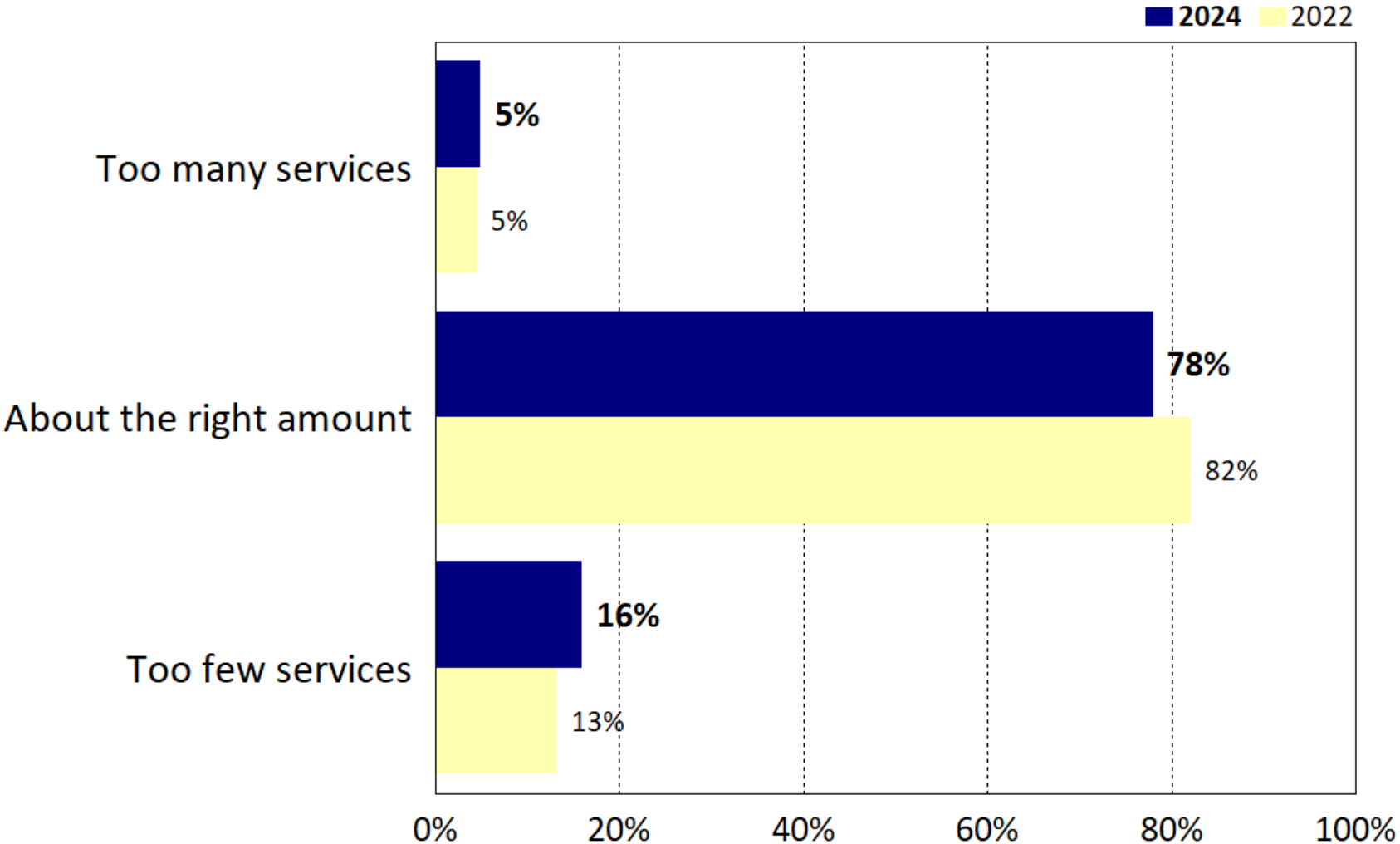


Other perception adjacent items received similar ratings from 2024 to 2022

# Q14. Do you think the City of Mercer Island provides too many, too few, or about the right amount of services?

## 2024 vs 2022

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



Other perception adjacent items received similar ratings from 2024 to 2022

# Benchmark Summary

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HOW THE CITY COMPARES TO NATIONAL AND REGIONAL AVERAGES

# Benchmarks

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The 2024 survey contained 46 areas that were directly comparable to ETC Institute's benchmarking database

The U.S. Average is based on a national survey administered during the summer of 2023 to a random sample of over 10,000 residents in the United States

The Northwest Regional average (1,254 responses) and Under 30k Population (2,501 responses) average are both based on the national survey

Any differences outside the survey's margin of error of +/-4.5% are considered significant

# Comparative Advantages

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## U.S. AVERAGE

- Mercer Island as a place to live (+45.9%)
- Availability of City parks (+44.7%)
- City parks, trails, & open space (+39.1%)
- Maintenance of City streets (+33.2%)
- City communications (+31.0%)
- Mercer Island as a place to raise children (+30.3%)
- Customer service you receive from City employees (+29.0%)
- How quickly police respond to emergencies (+27.5%)
- Cleanliness of City streets & public areas (+26.3%)
- Fire & emergency medical services (+26.3%)

## UNDER 30K POPULATION AVERAGE

- Mercer Island as a place to live (+57.4%)
- Availability of City parks (+48.0%)
- City parks, trails, & open space (+42.4%)
- City communications (+34.0%)
- Mercer Island as a place to raise children (+31.2%)
- Customer service you receive from City employees (+30.2%)
- Maintenance of City streets (+28.9%)
- How quickly police respond to emergencies (+25.4%)
- Fire & emergency medical services (+24.7%)
- Visibility of police in the community (+22.7%)

39 of the areas assessed rated significantly above the U.S. and Under 30k Population Averages



# Comparative Disadvantages

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## U.S. AVERAGE

- Adequacy of City street lighting (-10.0%)
- Enforcing clean-up of junk & debris on private property (-7.2%)
- Condition of bicycle infrastructure in City (-3.5%)
- Enforcing exterior maintenance of residential property (-0.70%)

## UNDER 30K POPULATION AVERAGE

- Adequacy of City street lighting (-3.7%)
- Enforcing clean-up of junk & debris on private property (-1.3%)
- Residential curbside recycling services (-1.0%)
- Residential curbside trash services (-0.40%)

Only 4 areas assessed rated below either the U.S. and Under 30k Population Averages

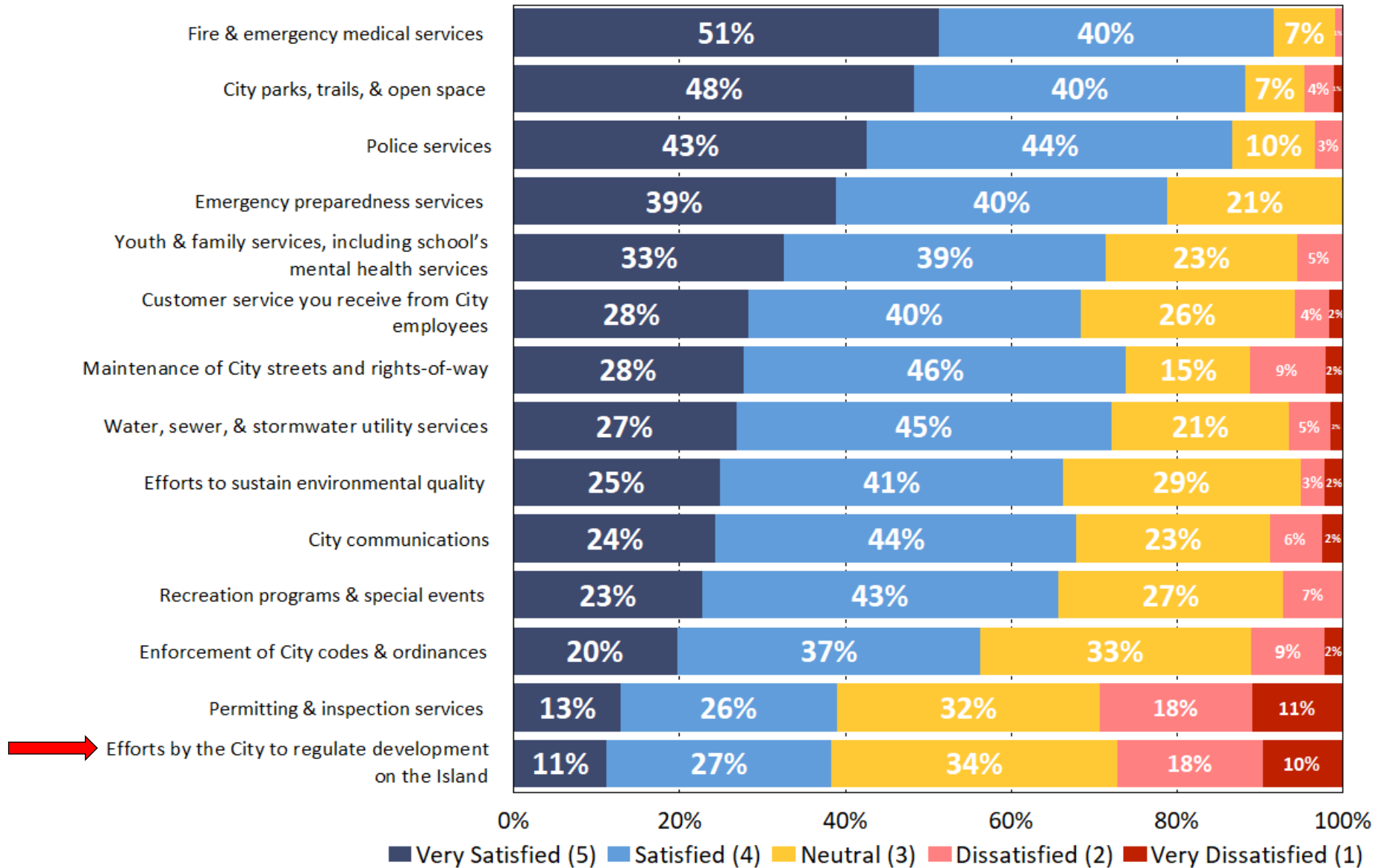
# Opportunities for Improvement

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BASED ON THE IMPORTANCE-SATISFACTION ANALYSIS

# Q2. Satisfaction with Major Categories of City Services

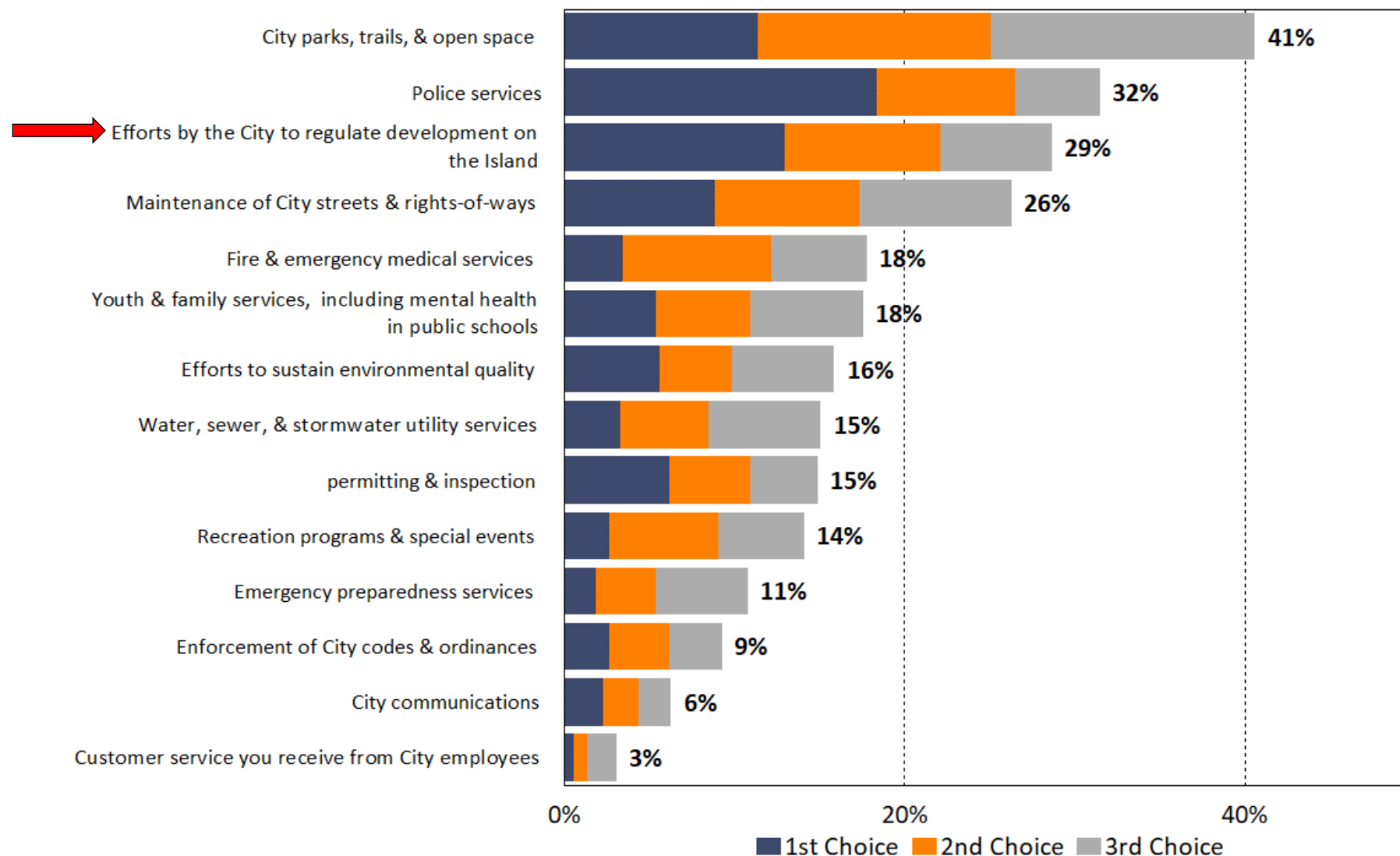
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



The top priority for improvement is highlighted – it had the second highest 'dissatisfied' rating

# Q2a. Services That Are MOST IMPORTANT for the City to Focus on Over the NEXT TWO YEARS

by percentage of respondents who selected the item as one of their top three choices



The top priority for improvement is highlighted– it is the third most important item

# 2024 Importance-Satisfaction Rating

Mercer Island, WA

## Major 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	29%	3	38%	14	0.1768	1
Permitting & inspection services	15%	9	39%	13	0.0909	2
Maintenance of City streets & rights-of-way	26%	4	74%	5	0.0686	3
Efforts to sustain environmental quality	16%	7	66%	10	0.0536	4
Youth & family services, which includes mental health	18%	6	71%	7	0.0505	5
Recreation programs & special events	14%	10	66%	11	0.0484	6
City parks, trails, & open space	41%	1	88%	2	0.0475	7
Water, sewer, & stormwater utility services	15%	8	72%	6	0.0420	8
Police services	32%	2	87%	3	0.0419	9
Enforcement of City codes & ordinances	9%	12	56%	12	0.0406	10
Emergency preparedness services	11%	11	79%	4	0.0229	11
City communications	6%	13	68%	9	0.0202	12
Fire & emergency medical services	18%	5	92%	1	0.0148	13
Customer service you receive from City employees	3%	14	68%	8	0.0098	14

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# 2024 Importance-Satisfaction Rating

Mercer Island, WA

## Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Availability of retail parking in Town Center	33%	1	41%	5	0.1981	1
Availability of commuter parking in Town Center	25%	3	30%	7	0.1769	2
Access to public transportation on Mercer Island	25%	5	36%	6	0.1604	3
Availability of safe biking facilities on Mercer Island	25%	4	42%	4	0.1468	4
Availability of safe walking facilities on Mercer Island	30%	2	58%	2	0.1231	5
Ease of travel between Mercer Island & Seattle	18%	6	55%	3	0.0815	6
Ease of travel between Mercer Island & Bellevue/Eastside	15%	7	62%	1	0.0574	7

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

# Additional High Priority Items

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## **Public Safety:**

- City's overall efforts to prevent crime

## **Communication:**

- Level of public involvement in local decision making
- How easy it is to find information when visiting the City's website
- Availability of information on City services and programs

## **Streets and Infrastructure:**

- Adequacy of City street lighting
- Condition of bicycle infrastructure in the City

## **Code Enforcement:**

- Enforcing the clean-up of junk and debris on private property

# Summary

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**Residents have a positive perceptions of the City**

**The City continues to far exceed national benchmarks**

**Top priority for improvement remains:**

- Efforts by City to regulate development on the Island



# Questions?

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THANK YOU!