



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

**AB 6484
June 4, 2024
Study Session**

AGENDA BILL INFORMATION

TITLE:	AB 6484 2024 Community Survey Results	<input checked="" type="checkbox"/> Discussion Only <input type="checkbox"/> Action Needed: <input type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
RECOMMENDED ACTION:	Review the results of the 2024 Community Survey.	

DEPARTMENT:	Administrative Services
STAFF:	Ali Spietz, Chief of Administration Mason Luvera, Communications Manager
COUNCIL LIAISON:	n/a
EXHIBITS:	1. 2024 Community Survey Findings Report
CITY COUNCIL PRIORITY:	n/a

AMOUNT OF EXPENDITURE	\$ 22,050
AMOUNT BUDGETED	\$ 25,000
APPROPRIATION REQUIRED	\$ 0

EXECUTIVE SUMMARY

The purpose of this agenda bill is to review the results of the 2024 Community Survey.

- Traditionally, the City of Mercer Island conducts a biennial Community Survey to identify areas of focus and community sentiment.
- The last survey was completed in 2022 following a prior hiatus in 2020 due to the COVID-19 pandemic.
- City staff worked with the ETC Institute, the consultant that conducted the 2022 survey, to develop and execute the 2024 Community Survey this year.
- The core survey questions were the same as those asked in 2022, allowing for benchmarking trends to be observed over time.
- Staff and ETC Institute representatives will present the results of the 2024 Community Survey for Council’s review.

BACKGROUND

Since 2004, the City has conducted a biennial community survey to track customer satisfaction with City services, to identify resident priorities, and to gather input on significant community issues. The survey adds value by creating a feedback loop that is helpful in identifying areas of concern with City services, in

determining information gaps with the public that need to be bridged, and in allocating resources during the biennial budget process.

In line with the biennial budget schedule, staff began working with ETC Institute, the same firm that conducted the 2022 survey, to conduct this year's survey. The survey was deployed and administered in April, with final results analyzed and compiled in May. The 2024 Community Survey used the same core questions as the 2022 survey, allowing for the results to be benchmarked against the prior survey.

ETC Institute mailed a survey packet to a random sample of households in the City of Mercer Island. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope – residents could either complete the survey by mail or take it online.

A target of 400 completed surveys from residents was set, however the goal was exceeded with 483 completed surveys collected (20 more than 2022). ETC Institute reports that the overall results for the sample of 483 households have a precision of at least +/-4.5% at the 95% level of confidence.

ISSUE/DISCUSSION

The presentation will provide the City Council with a comprehensive overview of the 2024 Community Survey results. The survey established overall positive satisfaction in the community. Ninety-four percent (94%) of the residents surveyed, who had an opinion, rated the community of Mercer Island as an “excellent” or “good” place to live. Other areas that respondents were especially satisfied with include overall quality of life in the City (92%), Mercer Island as a place to raise children (92%), and overall feeling of safety in the City (91%).

ETC Institute will present a full analysis of the survey results and discuss changes for the 2024 year observed in comparison to 2022 results. The 2024 Mercer Island Community Survey Findings Report (Exhibit 1) provides in-depth data and information pertaining to each question and its results. The Findings Report also includes the open-ended responses and the survey instrument.

NEXT STEPS

Staff will utilize the results of the 2024 Community Survey to inform work plan and budget recommendations for future City Council consideration.

RECOMMENDED ACTION

Receive report. No action necessary.