



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

**AB 6100
June 21, 2022
Study Session**

AGENDA BILL INFORMATION

TITLE:	AB 6100: 2022 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 2022 Community Survey	

DEPARTMENT:	Administrative Services
STAFF:	Ali Spietz, Chief of Administration Mason Luvera, Communications Manager
COUNCIL LIAISON:	n/a
EXHIBITS:	1. 2022 Mercer Island Community Survey Findings Report
CITY COUNCIL PRIORITY:	2. Articulate, confirm, and communicate a vision for effective and efficient city services. Stabilize the organization, optimize resources, and develop a long-term plan for fiscal sustainability.

AMOUNT OF EXPENDITURE	\$ 21,535
AMOUNT BUDGETED	\$ 25,000
APPROPRIATION REQUIRED	\$ n/a

EXECUTIVE SUMMARY

The purpose of this agenda bill is to review the results of the 2022 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 2018 and the 2020 survey was canceled due to impacts of the pandemic.
- City staff worked with the ETC Institute, the consultant that conducted the 2018 survey, to develop and execute the 2022 Community Survey in April and May of this year.
- The core survey questions were the same as those asked in 2018, allowing for benchmarking trends to be observed over time.
- Staff and ETC Institute representatives will present the results of the 2022 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. Due to pandemic impacts, the 2020 survey was not conducted.

Council approved a 2022 Community Survey at their March 1, 2022 Regular Meeting ([AB 6024](#)). The survey was deployed and administered in April and May, with final results analyzed and compiled in June. The 2022 Community Survey used the same core questions as the 2018 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 463 completed surveys collected. ETC Institute reports that the overall results for the sample of 463 households have a precision of at least +/-4.5 at the 95% level of confidence.

ISSUE/DISCUSSION

The presentation on Tuesday evening will provide the City Council with a comprehensive overview of the 2022 Community Survey results.

The survey established overall positive satisfaction in the community. 95% of residents surveyed, who had an opinion, indicated they were “very satisfied” or “satisfied” with the quality of life on Mercer Island. The majority of respondents also indicated “very high” or “high” satisfaction with City services.

ETC Institute will present a full analysis of the survey results and discuss changes for the 2022 year. The 2022 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 2022 Community Survey to inform 2023-2024 work plan and budget recommendations for City Council consideration this fall.

RECOMMENDED ACTION

Receive report. No action necessary.