

Memorandum

To: City Council

From: Scott Hugill, City Manager

Date: September 14, 2017

Subject: Discuss Community Satisfaction Survey Questions

BACKGROUND

Over the past ten years the city has conducted a biennial “Community Satisfaction Survey” with the National Research Center (NRC) and the International City/County Management Association (ICMA) as part of the “National Citizen Survey” program. The 2017-2018 budget includes funding for the survey to be conducted this fall, with survey results available after the first of the year.

The city has conducted the survey in 2007, 2009, 2011 and 2013, and NRC will compare these past results with the 2017 survey. In addition, NRC will compare the results in Mountlake Terrace with those of over 500 other jurisdictions surveyed by NRC.

The purpose of a community survey is to identify what the city is doing well and where we can improve. In the short-term, the results of the survey can be used for planning, resource allocation, performance measurement and program/policy evaluation. In the long-term, this information helps us improve in our services, encourage civic engagement, pursue better quality of life for the community, and develop stronger community trust. Past surveys have covered the following topics:



ANALYSIS

The city can include up to three additional questions as part of the 2017 survey. In the past, these questions have included topics of the civic campus project and economic development. Because the survey results will be available after the November vote on the civic campus project, I recommend that the 2017 survey focus the additional questions on the Council's goal of economic development. For example:

- Economic Development refers to the process of improving the quality of life for a community by creating and/or retaining jobs, services and supporting or growing incomes and the tax base. What should be the City's number one Economic Development priority?
 - Encourage businesses to relocate and/or expand their business within the City limits
 - Encourage more jobs
 - Help existing businesses
 - Improve infrastructure
 - Improve the City's image
 - Increase the tax base for City services
- When it comes to Economic Development, I think the City has taken a proactive approach.
 - Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
 - Do not know

RECOMMENDATION

The recommendation for the September 14 meeting is to discuss the topics the Council would like to see addressed in the three additional questions available for the Community Survey this fall.

ATTACHMENTS

- Draft Letter to Residents
- Draft 2017 Citizen Survey

Insert Date

Dear City of Mountlake Terrace Resident:

Please help us shape the future of Mountlake Terrace! You have been selected at random to participate in the 2017 Mountlake Terrace Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Mountlake Terrace make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

[WEBLINK]

If you have any questions about the survey please call 425-744-6224.

Thank you for your time and participation!

Sincerely,

Jerry E. Smith
Mayor

The City of Mountlake Terrace 2017 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Mountlake Terrace:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Mountlake Terrace as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Mountlake Terrace as a place to raise children.....	1	2	3	4	5
Mountlake Terrace as a place to work	1	2	3	4	5
Mountlake Terrace as a place to visit	1	2	3	4	5
Mountlake Terrace as a place to retire.....	1	2	3	4	5
The overall quality of life in Mountlake Terrace	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Mountlake Terrace as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Mountlake Terrace.....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Mountlake Terrace.....	1	2	3	4	5
Overall "built environment" of Mountlake Terrace (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Mountlake Terrace	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Mountlake Terrace	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Mountlake Terrace	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Mountlake Terrace to someone who asks	1	2	3	4	5
Remain in Mountlake Terrace for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day	1	2	3	4	5	6
In Mountlake Terrace's downtown/commercial area during the day.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Mountlake Terrace as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Mountlake Terrace.....	1	2	3	4	5
Ease of travel by public transportation in Mountlake Terrace.....	1	2	3	4	5
Ease of travel by bicycle in Mountlake Terrace	1	2	3	4	5
Ease of walking in Mountlake Terrace.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality.....	1	2	3	4	5
Cleanliness of Mountlake Terrace.....	1	2	3	4	5
Overall appearance of Mountlake Terrace.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Mountlake Terrace as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Mountlake Terrace	1	2	3	4	5
Overall quality of business and service establishments in Mountlake Terrace..	1	2	3	4	5
Vibrant downtown/commercial area.....	1	2	3	4	5
Overall quality of new development in Mountlake Terrace	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Mountlake Terrace	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Mountlake Terrace (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Mountlake Terrace.....	1	2
Reported a crime to the police in Mountlake Terrace	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Mountlake Terrace (in-person, phone, email or web) for help or information.....	1	2
Contacted Mountlake Terrace elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Mountlake Terrace?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Mountlake Terrace recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Mountlake Terrace public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Mountlake Terrace	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Mountlake Terrace	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Mountlake Terrace 2017 Citizen Survey

10. Please rate the quality of each of the following services in Mountlake Terrace:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development.....	1	2	3	4	5
Health services	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Mountlake Terrace open space.....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Mountlake Terrace employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Mountlake Terrace.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Mountlake Terrace government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Mountlake Terrace.....	1	2	3	4	5
The overall direction that Mountlake Terrace is taking.....	1	2	3	4	5
The job Mountlake Terrace government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Mountlake Terrace government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Mountlake Terrace community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Mountlake Terrace.....	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Mountlake Terrace.....	1	2	3	4
Overall “built environment” of Mountlake Terrace (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Mountlake Terrace	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Mountlake Terrace	1	2	3	4
Sense of community	1	2	3	4

The City of Mountlake Terrace 2017 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Mountlake Terrace...	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Mountlake Terrace?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Mountlake Terrace?

- Less than 2 years
 11-20 years
 2-5 years
 More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No
 Yes

D11. Are you or any other members of your household aged 65 or older?

- No
 Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years
 55-64 years
 25-34 years
 65-74 years
 35-44 years
 75 years or older
 45-54 years

D16. What is your sex?

- Female
 Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell
 Land line
 Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502