





# Review of Community Satisfaction Survey Results

City Council Meeting  
February 17, 2022



# Community Livability

- ▶ The survey captures resident's opinions on central facets of our community
  - ▶ Economic Development
  - ▶ Mobility
  - ▶ Community Design
  - ▶ Utilities
  - ▶ Public Safety
  - ▶ Natural Environment
  - ▶ Parks and Recreation
  - ▶ Health and Wellness
  - ▶ Education, Arts and Culture
  - ▶ Inclusivity and Engagement

- 
- 
- The purpose of a community survey is to identify what we are doing well and where we can improve our residents “Quality of Life”
  - Please note that this survey was administered during the COVID-19 pandemic, most of the benchmark data was collected prior to the pandemic
  - The results presented represent the “Percent Positive” responses (Excellent or Good)
  - Our Respondents opinions are compared to National Benchmarks from over 600 communities and are rated “Higher’, “Similar” or “Lower”

A decorative graphic on the left side of the slide. It features a solid blue arrow pointing to the right, positioned horizontally. Behind the arrow and extending upwards and to the right are several thin, curved grey lines that create a sense of movement or flow.

# Survey Highlights



# Transportation

- Overall quality – Similar to benchmarks
- Traffic Flow – Higher ratings
- Ease of Travel – Similar
  - By Car – Similar
  - By Bike – Similar
  - Parking - Similar
- Ease of travel by public transportation – higher (anticipate Light Rail driving that number even higher)
- Our residents are using public transportation at a consistently higher rate than benchmarks
- Snow Removal – received poor marks (survey timed perfectly with latest snow storms)



# Economic Development

- Ratings for the overall quality of business and service establishments (63% excellent or good)
- Economic development (55% rated as excellent or good)
- Cost of living (31%) were similar to those given other communities across the nation
- While other Economy-related items - such as Mountlake Terrace as a place to work and to visit, employment opportunities, and shopping opportunities and healthcare - tended to receive ratings lower than the national averages
- It is noteworthy that ratings for the vibrancy of the downtown/commercial areas and the overall quality of business and service establishments continued trending upward in 2021 from previous survey results in both 2019 and 2017



# Custom Questions



- ▶ The City also included a series of custom questions, unique to Mountlake Terrace and related to the facet of Economy
- ▶ The first of these asked residents to consider a list of possible priorities for Economic Development in the City and to choose the one action item that they thought the City should most prioritize
  - ▶ About 3 in 10 residents thought that encouraging businesses to relocate or expand their businesses within City limits should be the City's number one priority
  - ▶ While one-quarter thought improving infrastructure should be the top priority
  - ▶ About 2 in 10 thought that helping existing businesses should be the number one priority



# Results

- ▶ When asked to rate the job the City has done at being proactive about Economic Development:
  - ▶ 6 in 10 thought the City had done an excellent or good job and another one-third rated it as fair, and only 7% felt the City had done a poor job
  - ▶ The development of Ballinger Park to the Master Plan was rated as Essential or Very Important to 2/3
- ▶ Residents were asked to rate the importance of replacing the Recreation Pavilion
  - ▶ Only 37% rated this as Essential or Very Important (identical to the 2013 survey)
- ▶ Finally, when asked to rate the importance of various City initiatives:
  - ▶ 85% of residents rated the development of downtown as their top priority
  - ▶ The “Main Street” Corridor emerged as the most important item from the list





# Education, Arts & Culture

- ▶ 80% of residents gave positive marks to public library services in the City
- ▶ Two-thirds favorably rated K-12 education
- ▶ 40% gave excellent or good scores to the availability of affordable quality child care (Similar to benchmark)
- ▶ These ratings were similar to the national comparisons and remained stable from 2019 to 2021
- ▶ However, residents were less likely than those who lived in other communities across the nation to give positive evaluations to opportunities to attend:
  - ▶ Special events and festivals (49% excellent or good)
  - ▶ Adult educational opportunities (43%)
  - ▶ Overall opportunities for education, culture, and the arts (38%), community support for the arts (37%)
  - ▶ Opportunities to attend cultural/arts/music events (24%)
- ▶ While ratings declined from 2019 to 2021 for special events, cultural/arts/music activities, and adult educational opportunities, it is important to note that these ratings changes may have been at least partially caused by closures associated with the pandemic



# Survey Results

Ratings of Overall Community Quality by Year

# Ratings of Overall Community Quality

	2021	2019	2017	2013	2011	2009	2007
The overall quality of life in Mountlake Terrace	78%	81%	75%	75%	74%	73%	71%
Your neighborhood as a place to live	83%	81%	80%	80%	74%	80%	69%
Mountlake Terrace as a place to live	84%	87%	80%	85%	80%	84%	78%
Overall feeling of safety	89%	76%	72%	82%			
New development	55%	59%	38%	48%			
Public Places	<b>41%</b>	46%	46%	48%			
Overall economic health	59%	57%	39%	43%			
Vibrant downtown/commercial area	29%	20%	11%	14%			
Overall Image or reputation	<b>52%</b>	57%	50%				

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average



# Livability

	2021	2019	2017	2013	2011	2009	2007
Recommend living in Mountlake Terrace to someone who asks	82%	87%	84%	88%	88%	85%	
Remain in Mountlake Terrace for the next five years	75%	79%	79%	84%	80%	84%	

# Mobility

	2021	2019	2017	2013	2011	2009	2007
Ease of car travel in Mountlake Terrace	87%	78%	84%	84%	78%	81%	67%
Ease of bus travel in Mountlake Terrace	<b>55%</b>	62%	68%	64%	70%	73%	69%
Ease of bicycle travel in Mountlake Terrace	61%	63%	63%	69%	58%	53%	49%
Ease of walking in Mountlake Terrace	68%	66%	75%	70%	74%	68%	63%
Availability of paths and walking trails	63%	64%	67%	74%	69%	53%	
Used Public Transportation instead of driving	<b>38%</b>	48%	42%				

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average

# Transportation Services

	2021	2019	2017	2013	2011	2009	2007
Traffic flow on major streets	<b>68%</b>	69%	70%	76%	66%	73%	
Street Repair	47%	42%	44%	51%	57%	53%	49%
Street Cleaning	71%	71%	70%	68%	77%	70%	63%
Street Lighting	59%	57%	61%	61%	63%	57%	55%
Snow Removal	<b>47%</b>	41%	57%	47%	49%	33%	50%
Sidewalk Maintenance	48%	45%	44%	51%	53%	47%	51%
Traffic Signal Timing	59%	56%	60%	60%	68%	57%	54%
Bus or Transit Services	<b>68%</b>	74%	73%	65%	75%	73%	70%
Amount of Public Parking	64%	65%	70%	84%	67%	76%	65%

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average



# Land Use & Zoning

	2021	2019	2017	2013	2011	2009	2007
Overall appearance of Mountlake Terrace	60%	67%	60%	60%	47%	44%	36%
Land use, planning and zoning	51%	52%	40%	49%	55%	41%	35%
Code enforcement (weeds, abandoned buildings, etc.)	39%	43%	37%	45%	36%	34%	35%
Animal control	71%	62%	56%	61%	61%	55%	54%

# Economic Sustainability

	2021	2019	2017	2013	2011	2009	2007
Employment opportunities	<b>22%</b>	24%	20%	11%	16%	14%	16%
Shopping opportunities	<b>22%</b>	31%	24%	22%	28%	28%	20%
Mountlake Terrace as a place to work	<b>47%</b>	47%	36%	36%	39%	30%	36%
Quality of businesses and services	63%	51%	40%	36%	46%	39%	

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average





# Economic Development

	2021	2019	2017	2013	2011	2009	2007
Economic Development	55%	54%	39%	45%	35%	37%	25%

# Public Safety

	2021	2019	2017	2013	2011	2009	2007
Safety in your neighborhood during the day	90%	92%	92%	93%	93%	91%	91%
Safety in Mountlake Terrace's downtown area during the day	88%	87%	89%	93%	91%	90%	90%
Safety from property crime	<b>58%</b>						

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average

# Public Safety

	2021	2019	2017	2013	2011	2009	2007
Emergency preparedness	56%	44%	53%	45%	54%	49%	
Traffic enforcement	61%	60%	65%	67%	73%	68%	
Fire prevention and education	76%	73%	74%	64%	78%	83%	70%
Crime prevention	58%	69%	66%	64%	72%	73%	62%
Ambulance or emergency medical services	88%	93%	89%	91%	91%	98%	89%
Fire services	90%	96%	93%	89%	92%	97%	91%
Police Services	73%	83%	88%	82%	86%	89%	81%

# Environmental Sustainability

	2021	2019	2017	2013	2011	2009
Quality of overall natural environment in Mountlake Terrace	77%	82%	80%	85%	67%	66%
Preservation of natural areas such as open space, farmlands and greenbelts	71%	59%	59%	58%	63%	55%
Open Space	61%	54%	57%	57%		



# Utilities

	2021	2019	2017	2013	2011	2009	2007
Garbage collection	78%	86%	87%	80%	83%	81%	79%
Recycling	74%	85%	86%	80%	82%	79%	82%
Yard waste pick-up	78%	89%	86%	81%	78%	77%	80%
Storm drainage	79%	71%	75%	70%	76%	71%	60%
Sewer services	85%	85%	86%	84%	83%	85%	78%
Drinking water	85%	84%	84%	88%	83%	85%	78%

# Parks & Recreation

	2021	2019	2017	2013	2011	2009	2007
City Parks	78%	77%	70%	79%	76%	76%	71%
Recreational Opportunities	<b>51%</b>	58%	55%	60%	58%	64%	55%
Recreation programs or classes	69%	74%	78%	67%	77%	81%	77%
Recreation centers or facilities	68%	70%	77%	65%	77%	84%	73%

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average

# Community Inclusiveness

	2021	2019	2017	2013	2011	2009	2007
Mountlake Terrace as a place to retire	57%	57%	59%	63%	61%	55%	51%
Mountlake Terrace as a place to raise children	72%	76%	70%	73%	72%	73%	65%
Availability of affordable quality child care	41%	38%	47%	36%	37%	30%	41%
K-12 Education	68%	68%	67%	59%			
Openness and acceptance of the community towards people of diverse backgrounds	70%	63%	68%	66%	71%	66%	61%
Sense of community	58%	57%	51%	47%	60%	55%	47%

# Inclusivity & Engagement

	2021	2019	2017	2013	2011	2009	2007
Volunteered your time to some group or activity in Mountlake Terrace	<b>14%</b>	18%	20%	18%	31%	30%	23%
Watched a meeting of local elected officials or other local public meeting on cable television	<b>14%</b>	12%	13%	15%	16%	16%	19%
Attended a meeting of local elected officials or other local public meeting	<b>10%</b>	15%	19%	13%	22%	20%	19%

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average



# Public Trust

	2021	2019	2017	2013	2011	2009	2007
Overall image of Mountlake Terrace	52%	57%	50%	48%	51%	41%	39%
The job Mountlake Terrace government does at welcoming citizen involvement	61%	58%	48%	38%	58%	56%	67%
The overall direction that Mountlake Terrace is taking	65%	65%	62%	63%	61%	56%	52%
The value of services for the taxes paid to Mountlake Terrace	52%	63%	54%	51%	64%	59%	55%

# Governance

	2021	2019	2017	2013	2011	2009	2007
Overall Customer Service	79%	78%	75%	74%	89%	80%	87%
Quality of Services	68%	77%	70%	67%	75%	73%	65%
Public Information Services	65%	67%	64%				
Value of services for taxes paid	52%	63%	54%				
Overall Confidence in Mountlake Terrace Government	65%	60%	53%				
Treating all residents fairly	73%	76%	64%				
Openness & Transparency	67%						

# Health & Wellness

	2021	2019	2017
Overall health and wellness opportunities	62%	55%	56%
Affordability of quality food	<b>43%</b>	56%	57%
Affordability of quality health care	<b>43%</b>	46%	53%
Availability of Preventative health services	<b>38%</b>	44%	46%
Availability of affordable quality mental health care	<b>29%</b>	37%	38%
Health Services	55%	55%	60%

National Benchmarks

**Red Numbers** = Below Average

**Green Numbers** = Above Average



Questions?