



MARKET
& OPINION
RESEARCH
SERVICES

City of Mercer Island Telephone Survey April 2016

Methodology

- ▶ Live telephone survey, including landlines and cellphones, of all registered voters in City of Mercer Island
- ▶ Survey conducted March 15th – March 22nd, 2016
- ▶ 300 Total Interviews, Margin of Error: $\pm 5.7\%$ points
 - Weighted to reflect overall citywide registered voter population using key demographics
 - Interviews were conducted by trained, professional interviewers
- ▶ Where applicable, results compared to previous surveys conducted for Mercer Island:

January 24-28, 2008 n=400; MoE ± 4.9 pts EMC #08-3803	February 23-27, 2010 n=400; MoE ± 4.9 pts EMC #10-4219	June 24-28, 2012 n=300; MoE ± 5.7 pts EMC #12-4663	April 6-9, 2014 n=304; MoE ± 5.6 pts EMC #14-5209
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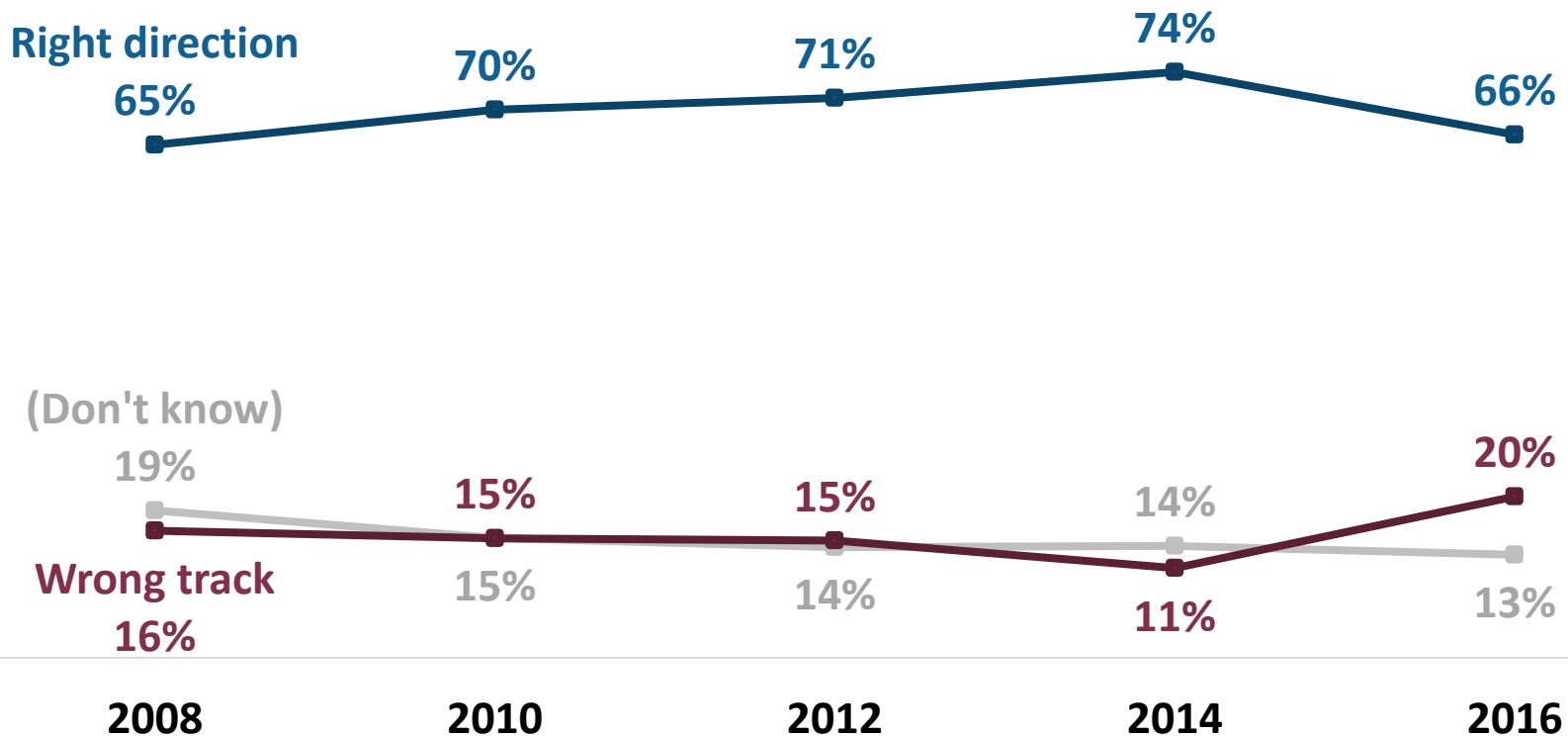
Please note that due to rounding, some percentages may not add up to exactly 100%.



Opinion Environment

Direction of the City – Trend

Mercer Island residents continue to be optimistic, although optimism is down compared to 2014.



Q2. Do you think things in your area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Most Important Problem

Overdevelopment and traffic related issues are the top mentions for most important problem.

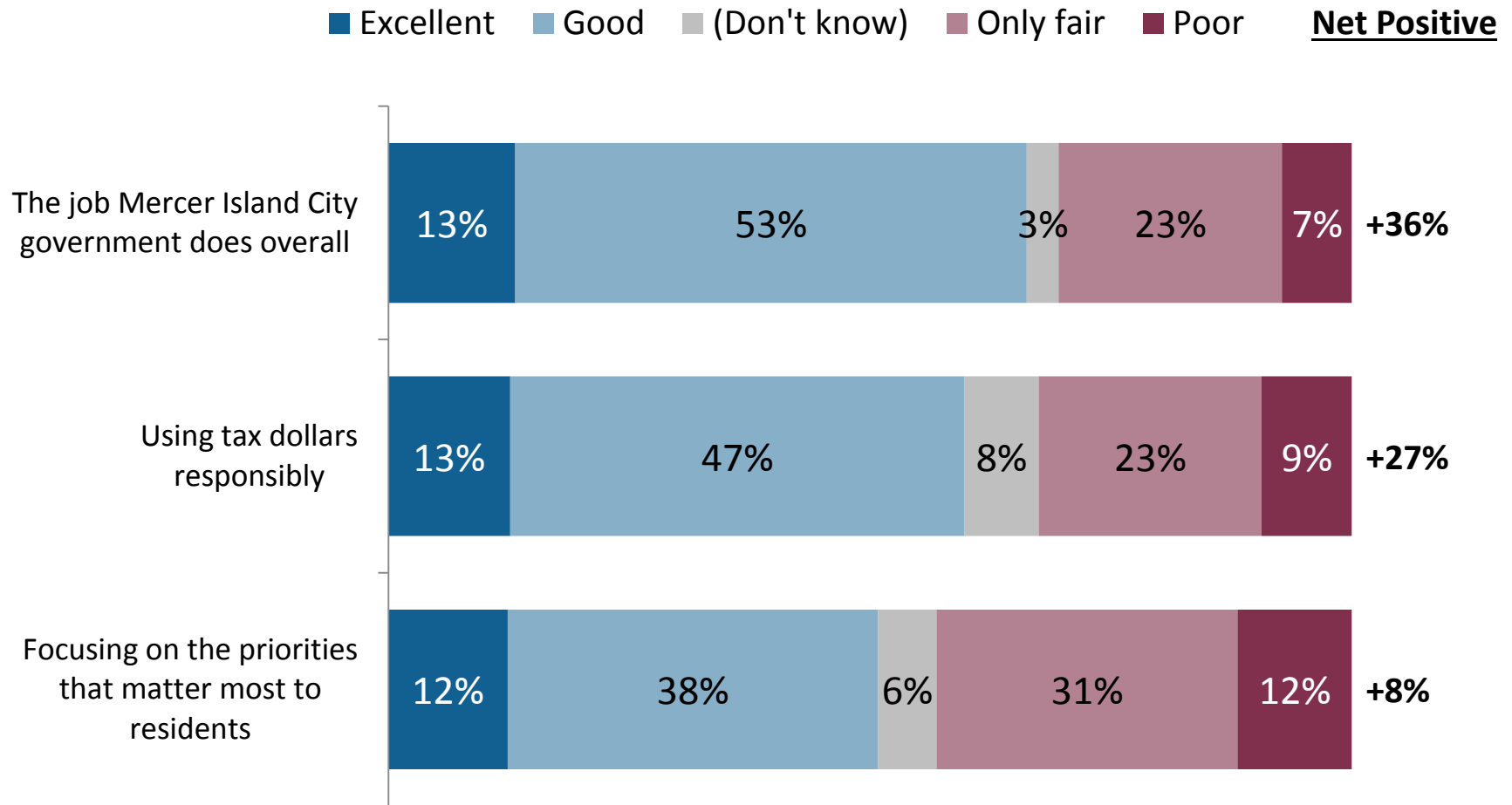
Most Important Problem (n=300)	2008	2010	2012	2014	2016
Overdevelopment/Overbuilding/Overcrowding	24%	11%	5%	10%	23%
Traffic/Transportation/Parking	26%	19%	14%	14%	23%
Education/School Funding	9%	13%	29%	19%	7%
High Taxes/High Cost of Living	3%	6%	2%	2%	3%
Lack of Affordable Housing	3%	1%	2%	1%	3%
Road Conditions/Highways/Infrastructure	2%	7%	8%	1%	2%
City Government/Council	3%	2%	5%	2%	2%
Public Safety/Crime	--	1%	2%	2%	2%
Environment/Preserving Parks/Preserving Open Space	3%	--	--	1%	2%
Lack of entertainment/activities	--	--	--	--	2%
Planning for downtown/town center development	--	--	--	--	2%
Economy/Unemployment	--	--	--	--	2%
Youth Programs/Concerns	--	--	--	--	2%
Other	5%	8%	7%	7%	12%
None/DK/Refused	19%	21%	21%	17%	14%



Mercer Island Job Ratings

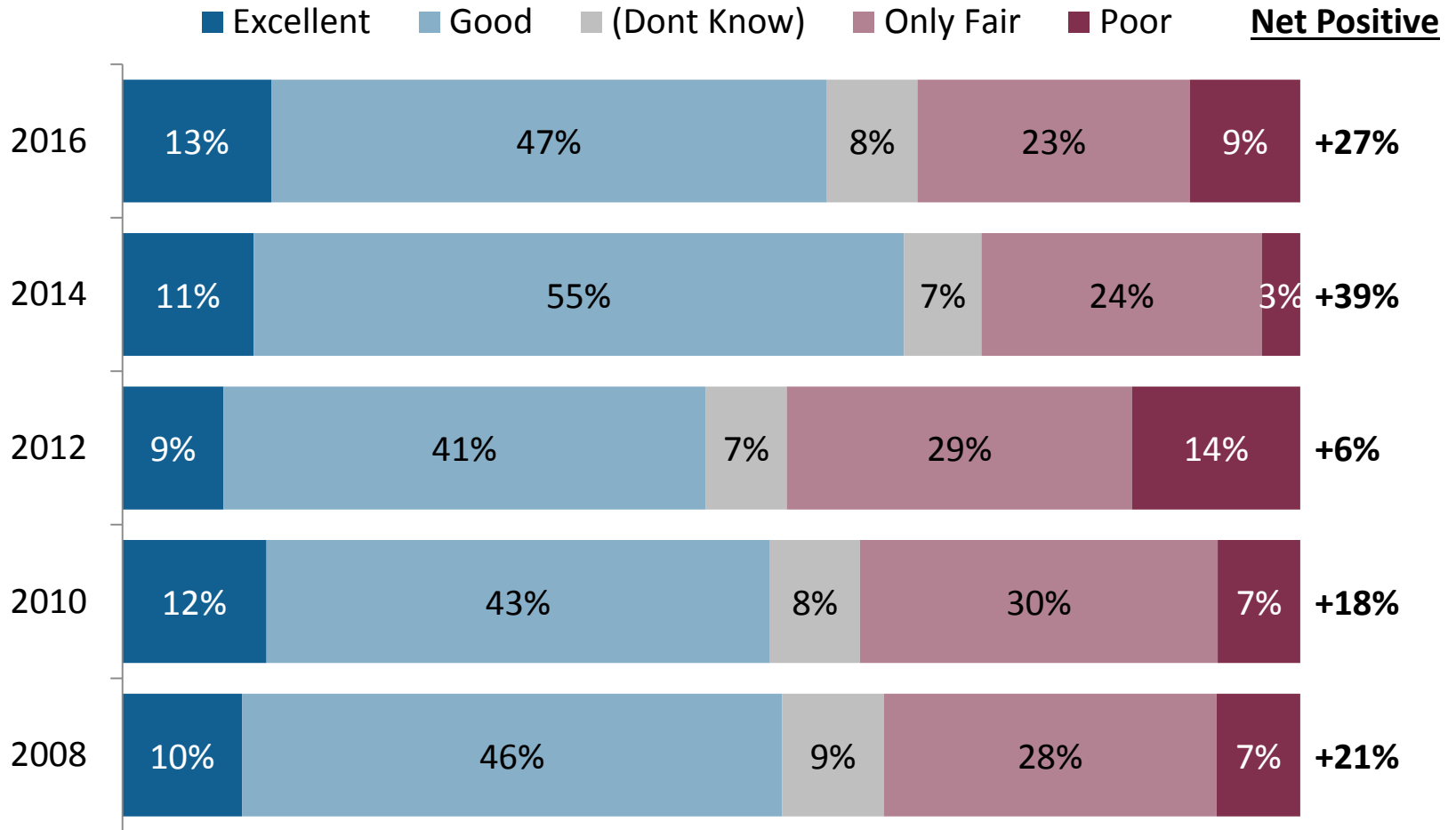
Mercer Island Job Ratings

A strong majority of residents give positive ratings for the job Mercer Island City government does overall and for using tax dollars responsibly. Residents are more divided on the job Mercer Island does focusing on the priorities that matter most to residents, however the job rating is still net positive.



Using Tax Dollars Responsibly – By Year

Overall rating for using tax dollars responsibly continues to be positive, although down from 2014.



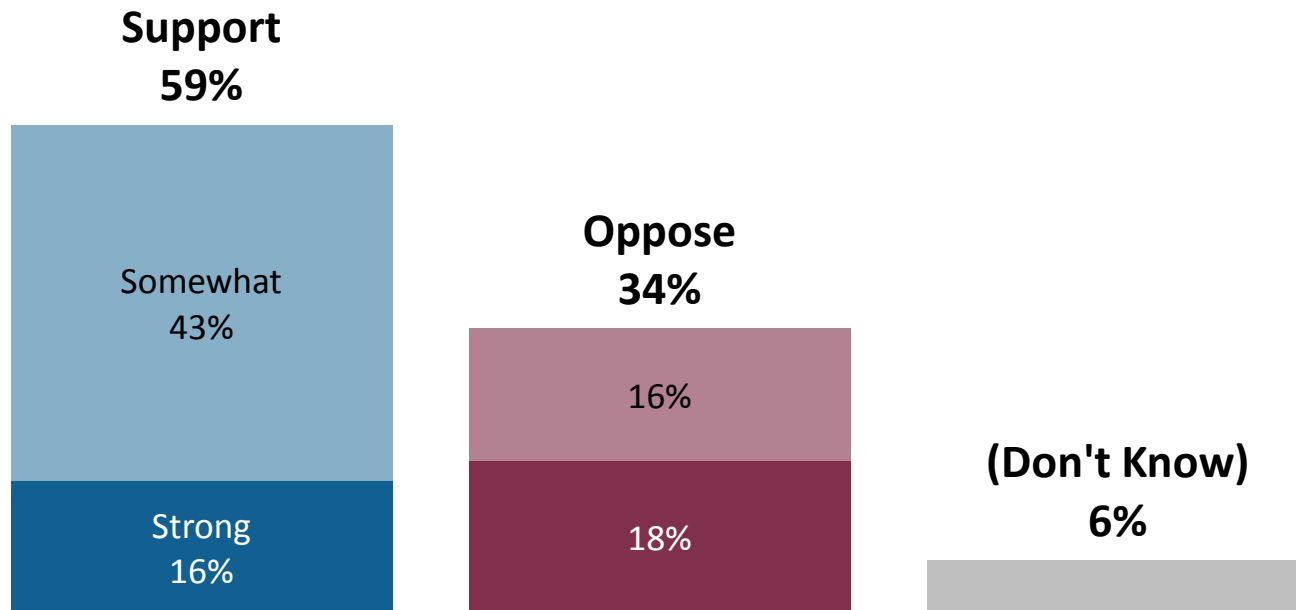


Support for Additional Revenue

Initial Support

A majority of residents support a potential levy lid lift measure, however intensity of support is low.

The City of Mercer Island is considering a ballot measure for a six year levy lid lift to maintain current service levels and to fund capital project needs in Parks and Recreation, Youth and Family Services, and Public Building Maintenance. This proposition would increase the City's regular property tax levy by \$0.27 per \$1,000 assessed valuation for collection in 2017 and would increase the levy amount by five percent annually for five years thereafter.

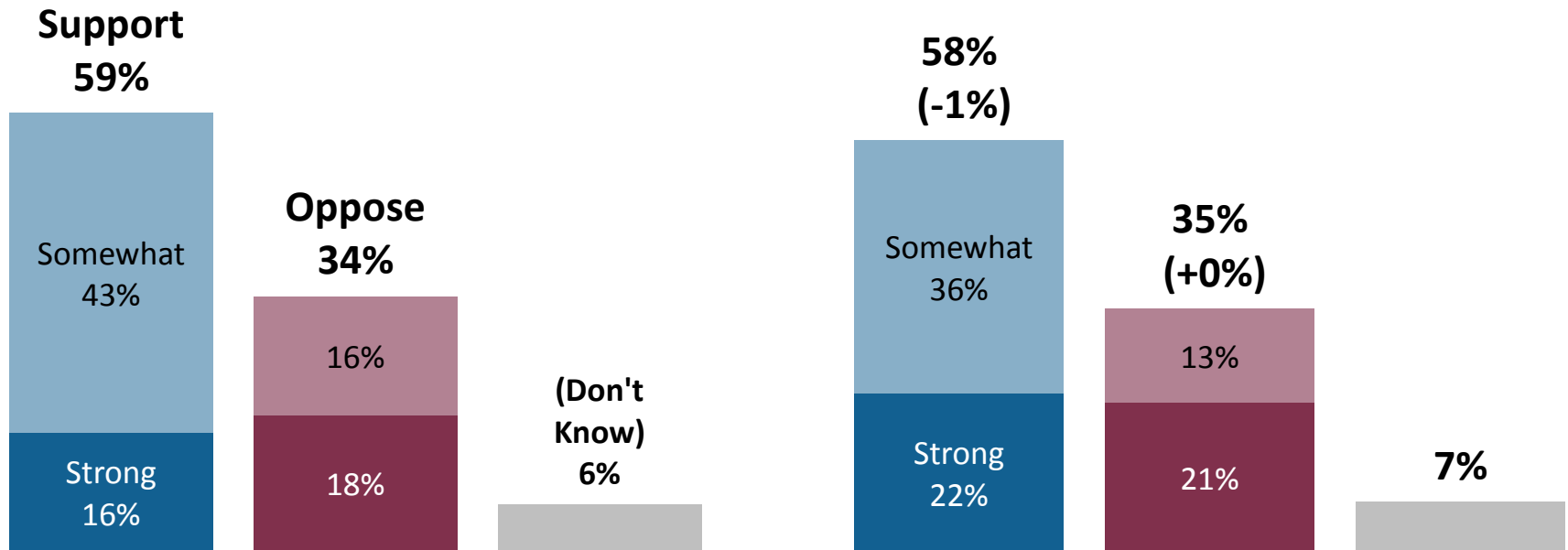


Q7. In general, would you strongly support, somewhat support, somewhat oppose or strongly oppose this levy lid lift measure?

Support After Cost Information

Overall support is statistically unchanged after residents are told of the cost to the average homeowner, however intensity of support does increase 7 points from 16% to 22% strong support.

This levy lid lift measure would cost the owner of \$900,000 home \$245 a year, which equates to \$20 dollars per month or \$0.67 per day.

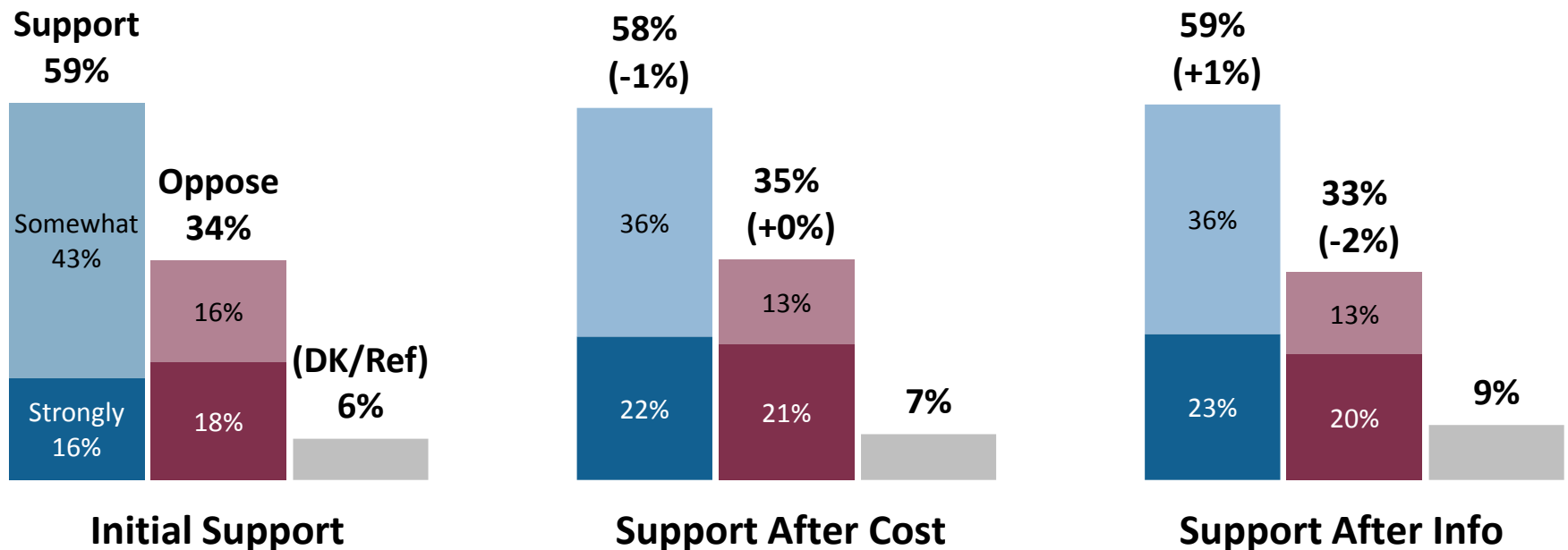


Q8. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose this levy lid lift measure?

Support After Additional Information

Support is statistically unchanged after respondents are provided additional information about the City's budget situation.

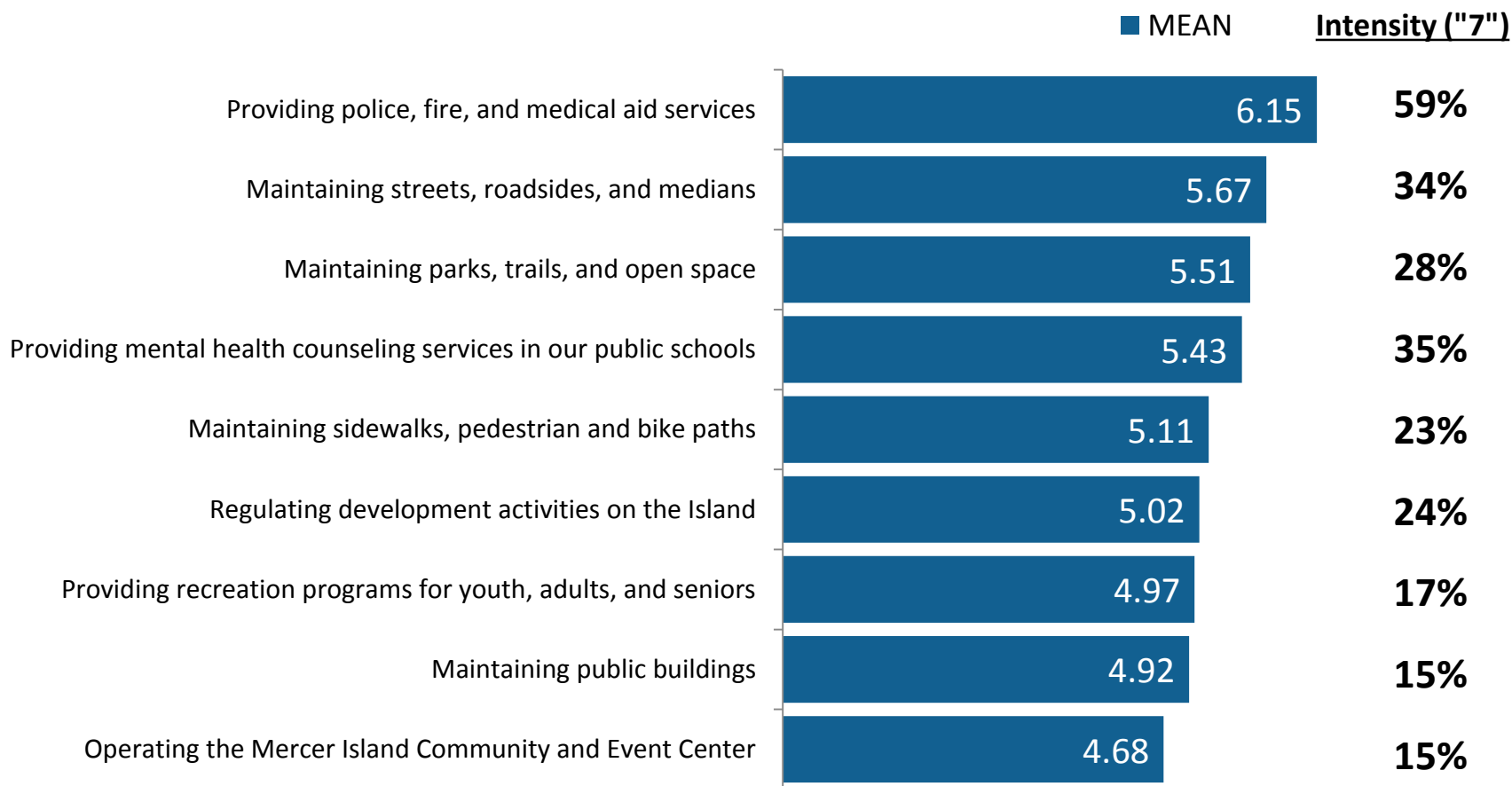
Now, I would like to tell you more about the City's projected budget situation in 2017. Property taxes, which make up 42% of the City's revenues, can increase only 1% each year per state law. By comparison, the long-term average rate of inflation is 3%. This annual growth difference between property taxes and inflation represents an ongoing structural problem, resulting in a \$1.6 million projected deficit in 2017. To balance the budget, the City Council will have to cut services and capital projects unless taxes are increased.



Q19. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose this levy lid lift measure?

Funding Priorities

Providing police, fire, and medical aid services is the top priority with the greatest intensity, followed by maintaining streets, roadsides, and medians. Maintaining public buildings and operating the Mercer Island Community Center are considered lower priorities for funding.



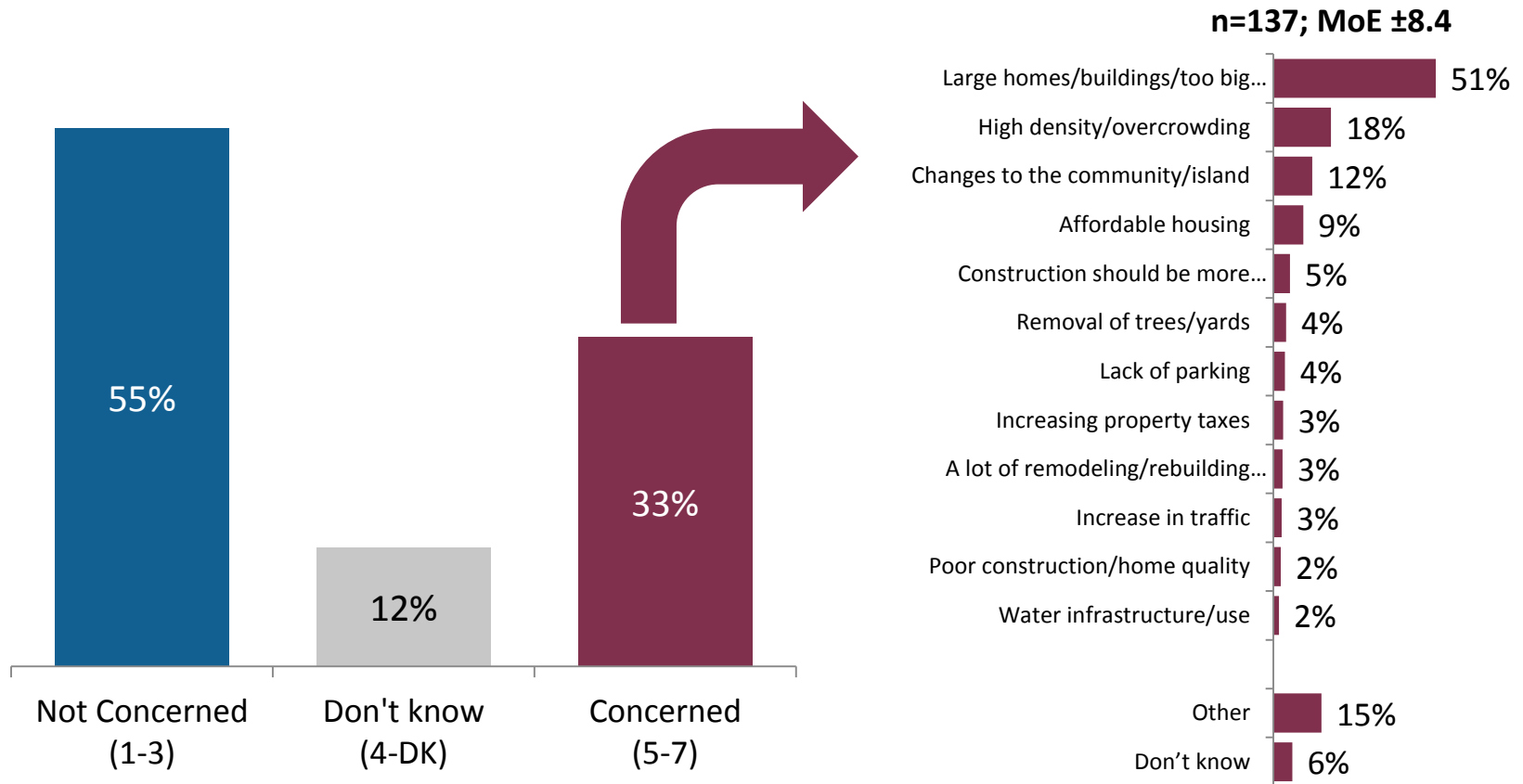
Q9-17. I'm going to read you a list of projects that could be funded by the City over the next few years; I'd like you to tell me how high a priority each item is for you. Use a scale of 1 to 7, where 1 means you feel that item should be a very low priority for funding and 7 means that you feel that item should be a very high priority for funding. You can use any number from 1 to 7.



Additional Issues

Concern Neighborhood Growth and Development

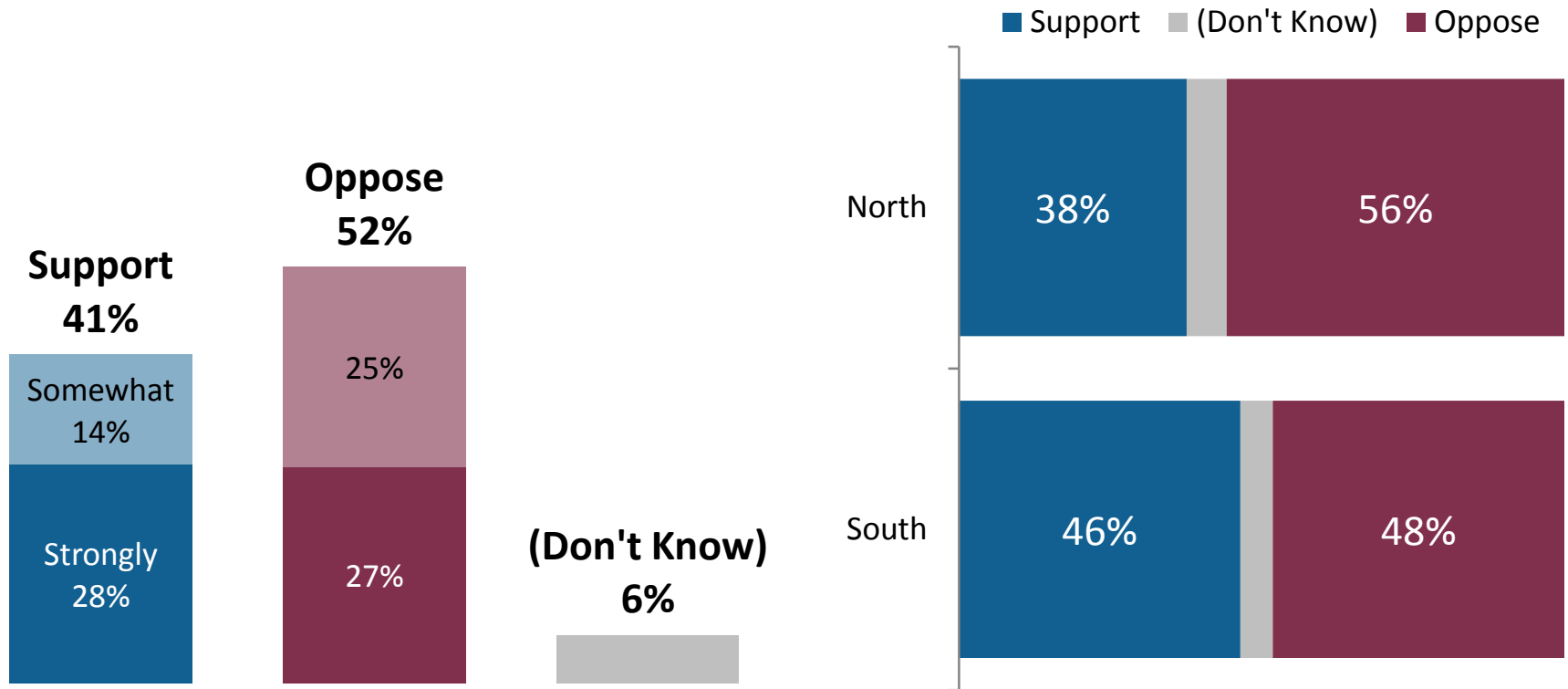
The majority of residents have low levels of concern (1-3) around growth and development in neighborhoods on the Island. Of those who say they are concerned (5-7), the top mentions are around large homes and buildings too big for the lot, followed by high density/overcrowding.



Q19. Now I would like to ask you about growth and development in our neighborhoods. Using a scale of 1 to 7, where 1 means you are not at all concerned and 7 means that you are extremely concerned, please tell me how concerned you are with new single family homes and remodels in our neighborhoods. You can use any number from 1 to 7. (IF Q=5,6, OR 7) Q20. And what would you say are your primary concerns with new single family homes and remodels in our neighborhoods?

Ban on Fireworks in Mercer Island

The majority of residents oppose a ban on fire works on Mercer Island. Opposition is stronger in the north end of the Island with the south end divided.



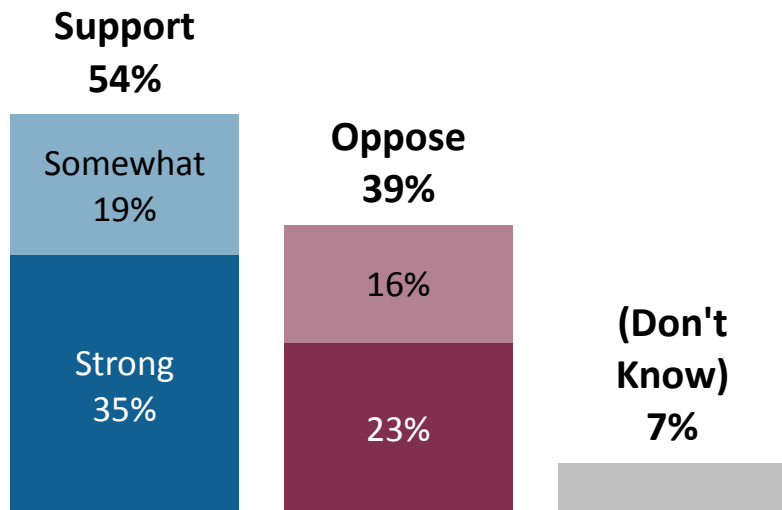
Q21. Mercer Island is one of four cities in King County that allow the sale and discharge of fireworks for the Fourth of July celebration. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose a ban on fireworks on Mercer Island?

Extending Dog Leash Requirements

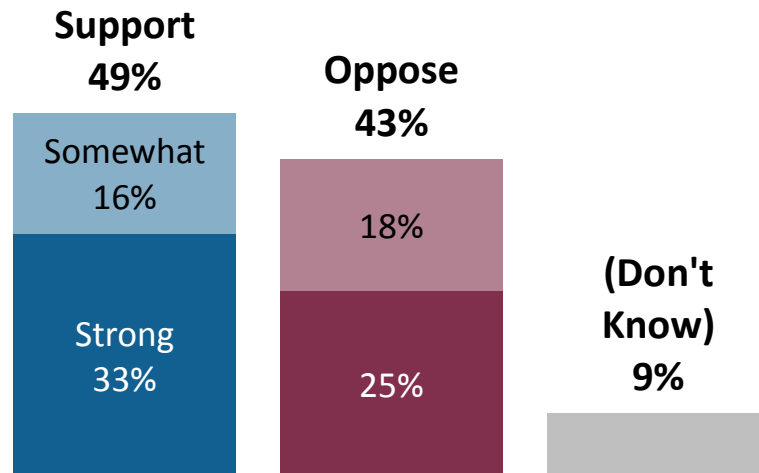
A majority support extending dog leash requirements to Mercedale Park. There is division on extending dog leash requirements to the NW quadrant of Pioneer Park, though a plurality still support extension.

Currently the City requires dogs to be on a leash in Luther Burbank Park, Deane's Children's Park, and the northeast quadrant of Pioneer Park. Some residents are asking the City to extend the dog leash requirement to the Northwest quadrant of Pioneer Park and Mercedale Park.

Extend to Mercedale Park



Extend to NW quadrant of Pioneer Park



Q22-23. Knowing this, would you strongly support, somewhat support, somewhat oppose or strongly oppose...

Contact



Dominick Martin

Dominick@emcresearch.com

206.204.8033

Jaewook Jun

Jae@emcresearch.com

206.204.8036