

LUND  FAUCETT



# CITY OF MILL CREEK, DRCC SURVEY

## RESEARCH RESULTS

*Prepared by Lund Faucett*

April 13, 2021

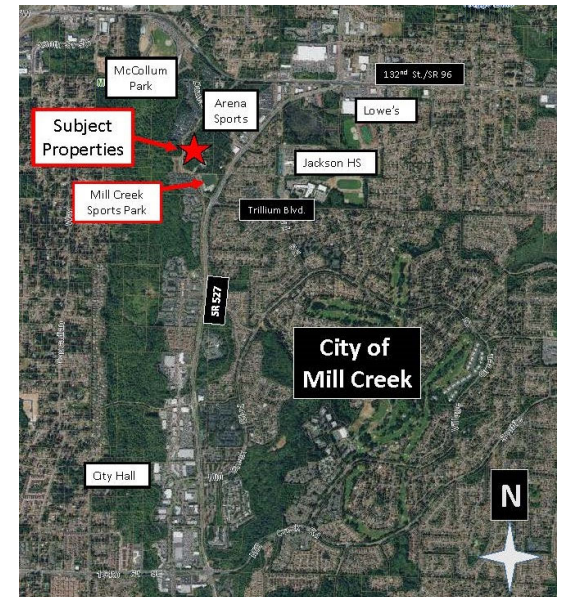
## RESEARCH PURPOSES

- Introduce the Dobson, Remillard, Church and Cook (DRCC) site opportunity
- Engage the Mill Creek community
- Gather initial ideas about how the parcels might be used to benefit the Mill Creek community
- Determine interest in and opportunities for future public input

# METHODOLOGY

## Online Survey

- Exploratory and brief (11 questions)
- Map included to familiarize respondent with site
- Hosted via Survey Monkey
- Mix of closed and open-ended questions
- Opportunity to sign up to receive updates



# DISTRIBUTION

**Survey was shared through City, media and community networks**

## **City of Mill Creek**

- Website
- Digital newsletter
- Facebook (City page and community page), Instagram, Twitter
- City boards
- Staff email
- City recreation instructors
- Previous recreation program participants
- Economic Development outreach

## **Media**

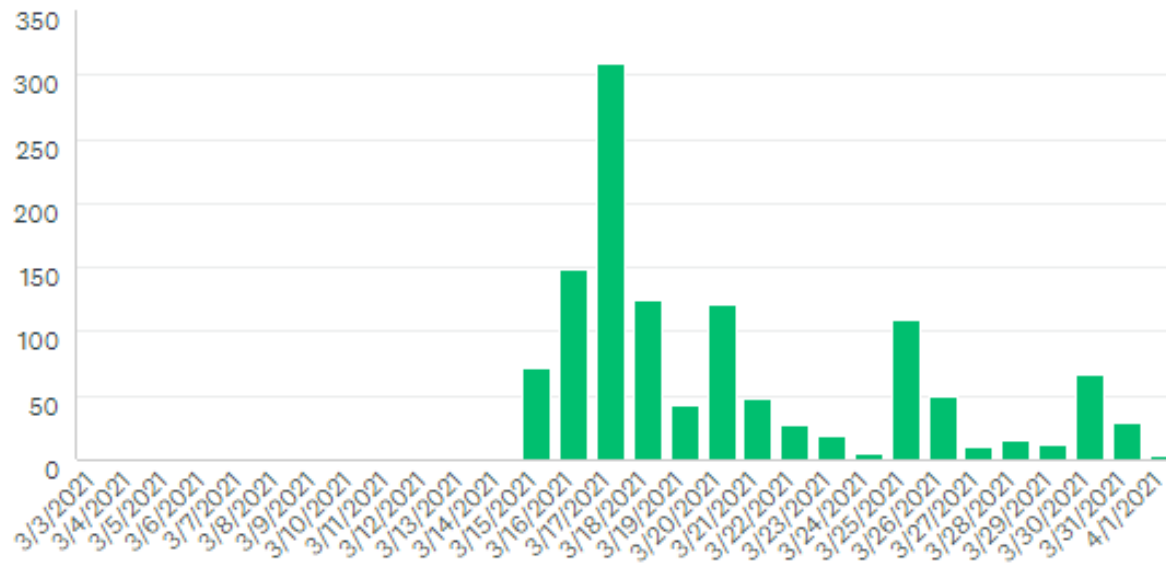
- Everett Herald
- Mill Creek Beacon
- Mill Creek View
- News of Mill Creek

## **Community Groups**

- Mill Creek Little League
- Silver Lake Soccer
- Washington Rush
- Jackson High School Athletics
- Everett School District, Community Services/Facilities
- Mill Creek Community Association
- Mill Creek Living Magazine Facebook
- Heatherwood Apartment Managers
- NextDoor
- Community engagement group list (nonprofits, library, churches, schools, sr. centers, foodbank, service clubs, etc.)
- Mill Creek Town Center Business Association
- Chamber, Rotary, Kiwanis

# 1210 PEOPLE RESPONDED

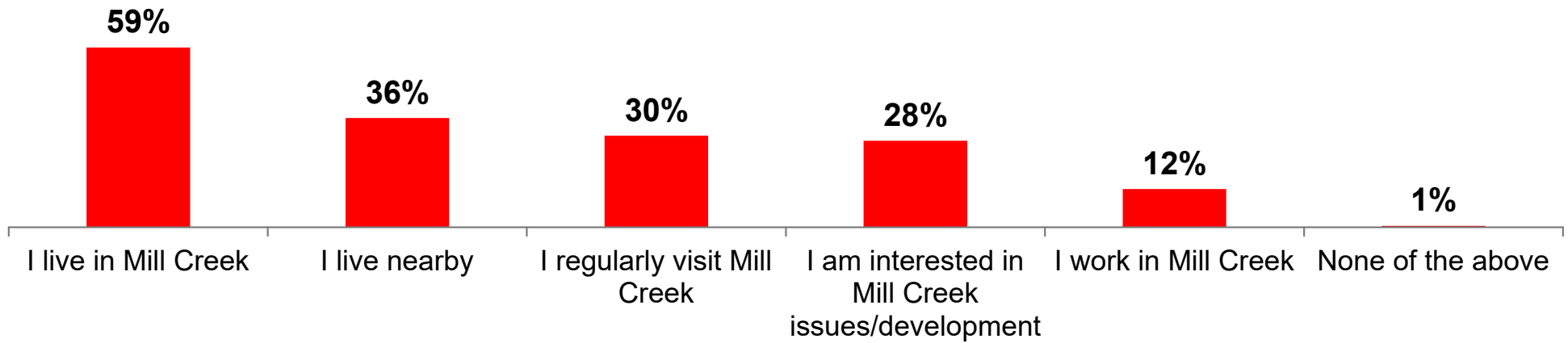
Zoom: 3/3/2021 to 4/1/2021



- Responses exceeded expectations
  - Good distribution list
  - Easy and interesting request
  - Engaged community members

# NEARLY 6 IN 10 ARE RESIDENTS OF MILL CREEK

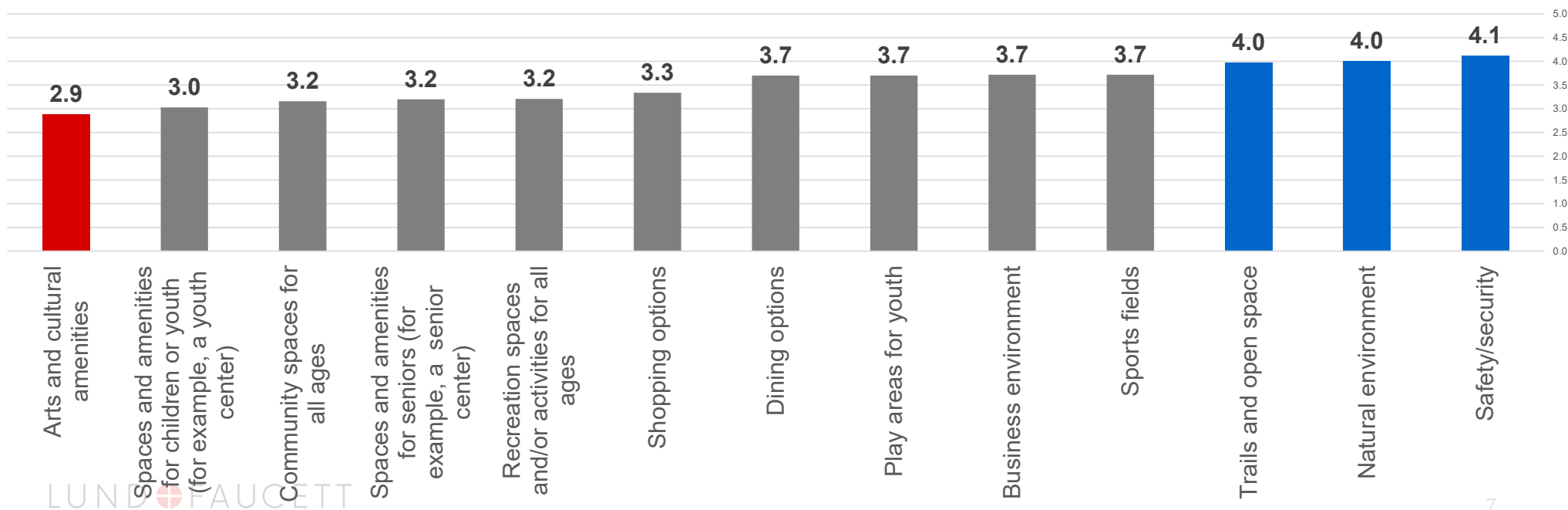
Q1. Which of the following best describes you? (Select all that apply.)



# ON AVERAGE, MOST ARE NEUTRAL TO SATISFIED WITH THE FACTORS WE TESTED

## WEIGHTED AVERAGES

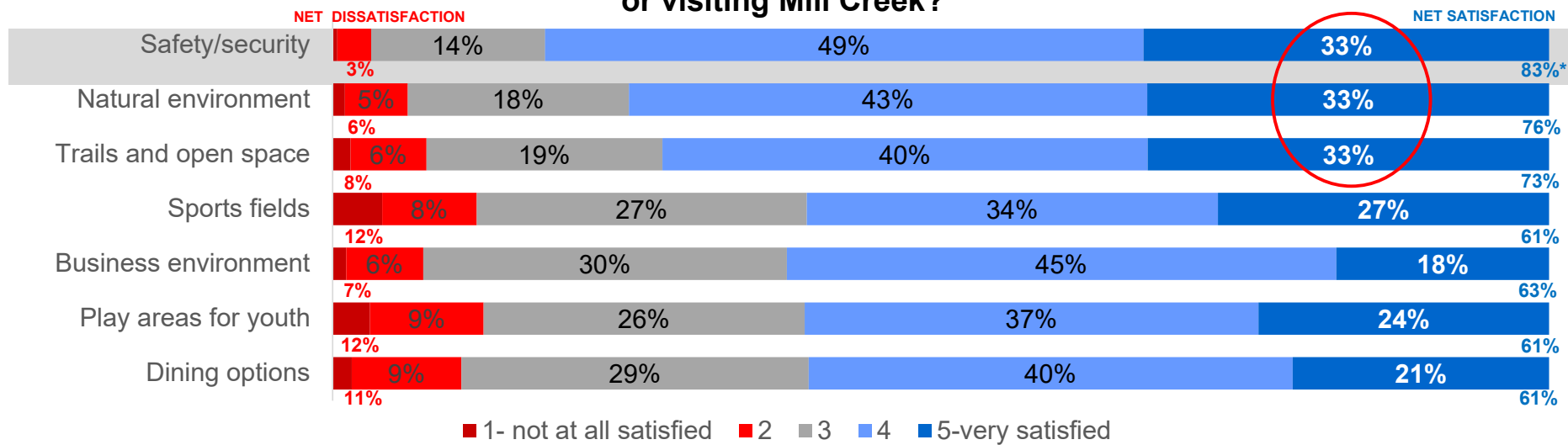
Q2. Overall, how satisfied are you with the following aspects of living in, working in or visiting Mill Creek? (1-5 scale where 1 is not at all satisfied and 5 is very satisfied)



# MORE THAN 8 IN 10 ARE SATISFIED WITH SAFETY AND SECURITY. INTENSITY IS STRONG WITH THE TOP 3.

## TOP TIER (HIGHEST SATISFACTION)

**Q2. Overall, how satisfied are you with the following aspects of living in, working in or visiting Mill Creek?**



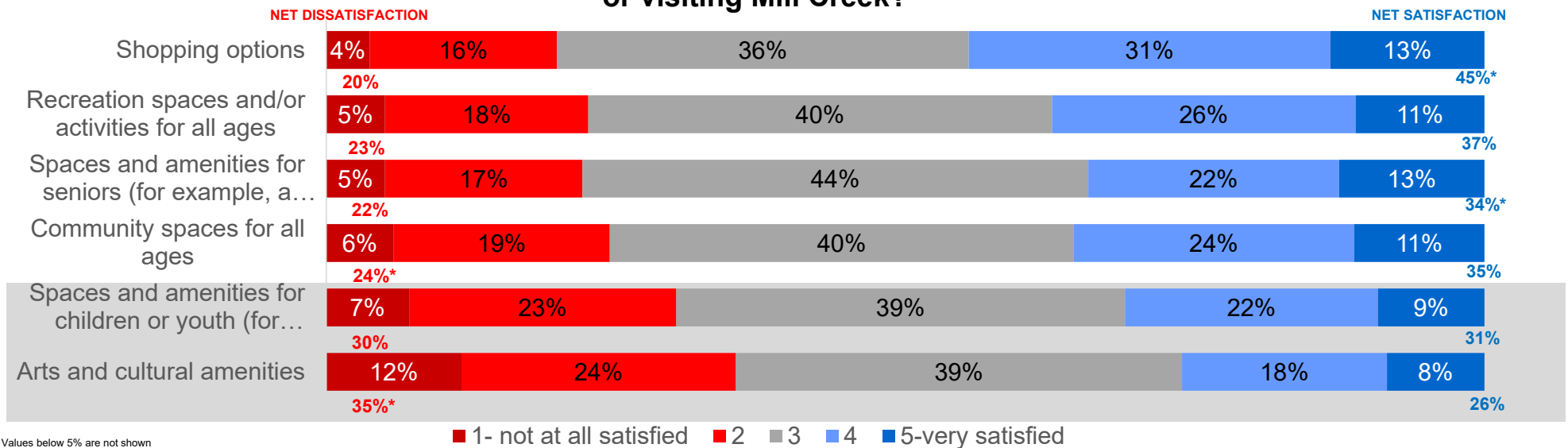
Values below 5% are not shown  
\*Totals may not equal 100% due to rounding



# DISSATISFACTION IS STRONGEST WITH ARTS/CULTURAL AMENITIES (35%) AND SPACE AND AMENITIES FOR CHILDREN/YOUTH (30%)

## BOTTOM TIER (LOWEST SATISFACTION)

**Q2. Overall, how satisfied are you with the following aspects of living in, working in or visiting Mill Creek?**



Values below 5% are not shown  
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## ADDITIONAL FEEDBACK IS AVAILABLE ON DESIRED AMENITIES

**Q3. Are there any community resources or amenities that you feel are lacking in the City of Mill Creek? (Open-ended)**

### Themes:

- Performing arts
- Retail (pro and con)
- Community center
- Disc golf
- Sports Park
- Park
- Library
- Swimming Pool
- Senior Center
- Playground
- Dog Park

“I’m not super artsy, but I also can’t think of anything in MC that has to do with arts unless it’s through school or a private business. A small children’s theater or dedicated place for performances, speaks, etc. would be nice... like the Lynnwood Convention Center or the Rose Hill Community Center in Mukilteo. The Chamber of Commerce could it, it can be rented out. Community or private events can be there...”

## MANY RESPONSES WERE DETAILED AND CONVEYED EXCITEMENT

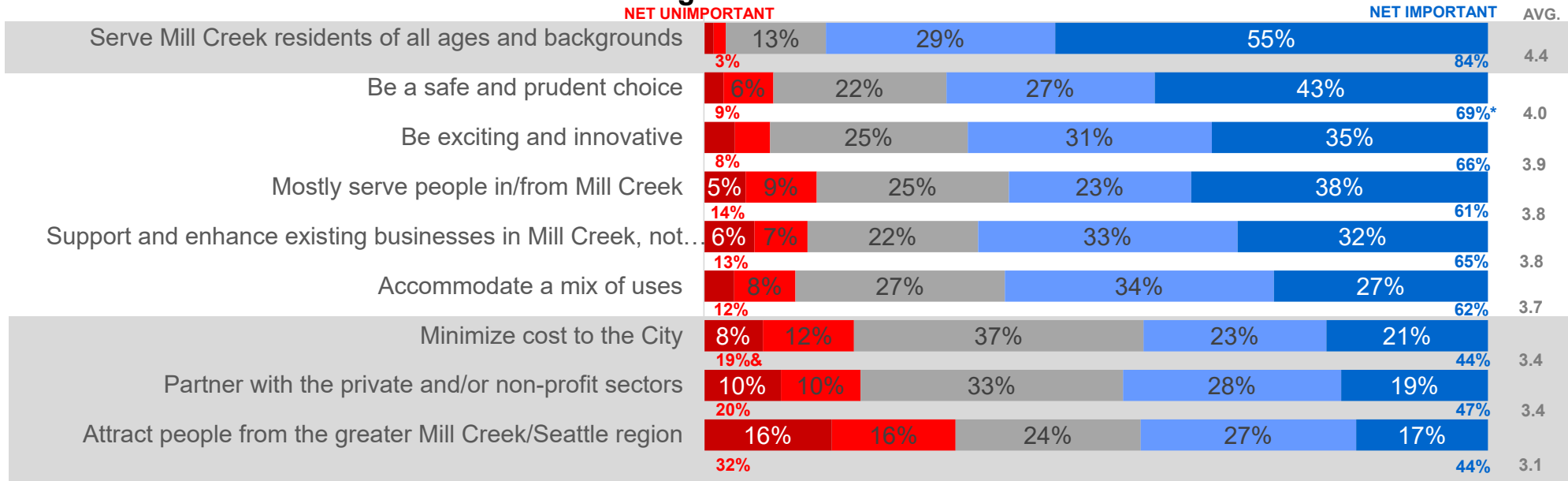
### Q3. Are there any community resources or amenities that you feel are lacking in the City of Mill Creek? (Open-ended)

“We would love to see this area potentially zoned for a large community center, outdoor soccer field or other multi-use park. It is so close to Freedom Field & other local businesses such as Arena Sports. We would love to see an area that would attract visitors of all ages & to serve as a safe place for families, teens and our seniors to gather. Mill Creek has done an excellent job with maintaining natural beauty & an area that could be enjoyed by all ages would be wonderful!”

“Disc Golf. A great sport growing exponentially during Covid due to it's natural distanced play outdoors. Four parcels of land would be a great size for a new course in the area. The sport caters to the old, the young, and everyone in between. Many dedicated players are in the area as well and would be prone to start a ‘club’ to work with the city/parks department on improvements and maintenance of said course...It'd be a great improvement for the area and a very 'non-destructive' use of the already wooded vacant space!”

# SERVING RESIDENTS OF ALL AGES/BACKGROUNDS IS VERY IMPORTANT

**Q4. As the City considers the future of the DRCC site, how important or unimportant are the following characteristics?**

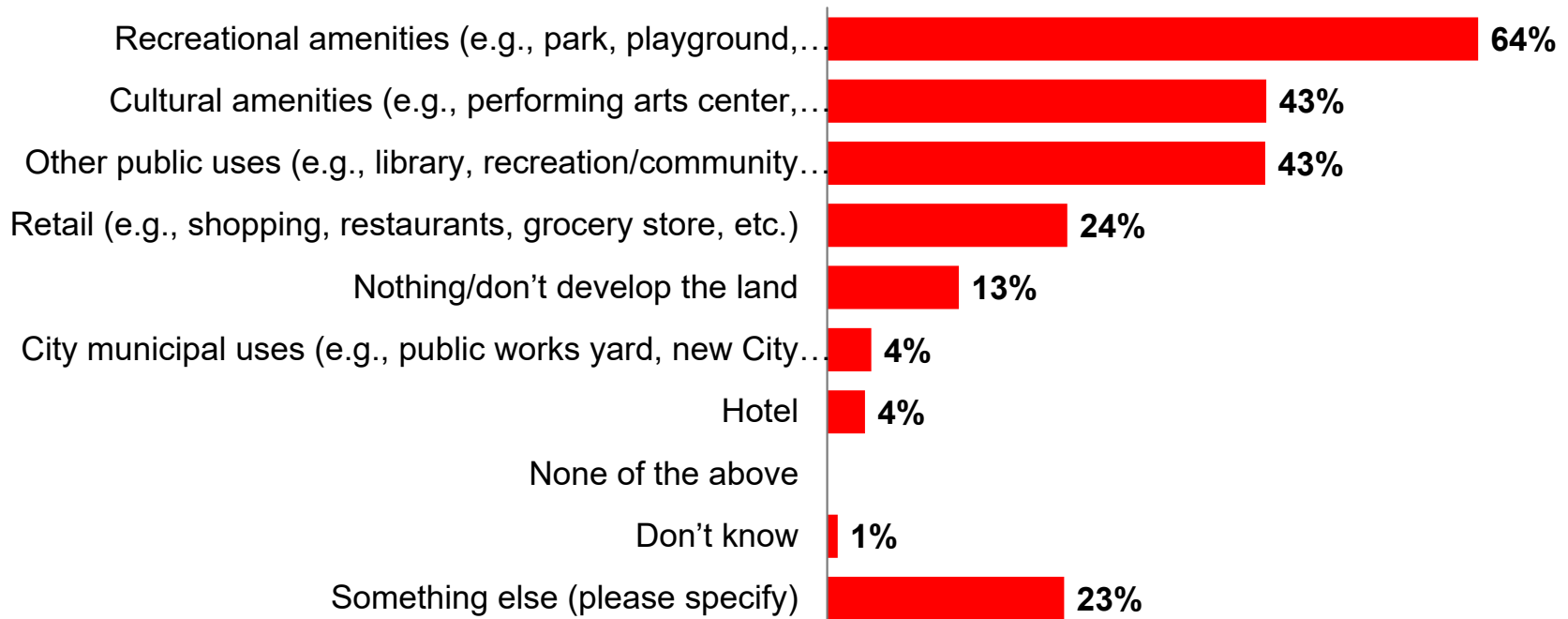


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■ 1-not at all important ■ 2 ■ 3 ■ 4 ■ 5-very important

# A MAJORITY (64%) PREFER THE SITE BE USED FOR RECREATIONAL AMENITIES

**Q5. What would you most like to see offered at the DRCC site? (Select all that apply.)**



## RESPONDENTS SHARED THEIR VISION FOR THE SITE

**Q6. Tell us more about your previous answer. Are there specific activities you'd like to see taking place at this site? Who would use the site? (Open-ended)**

### Themes:

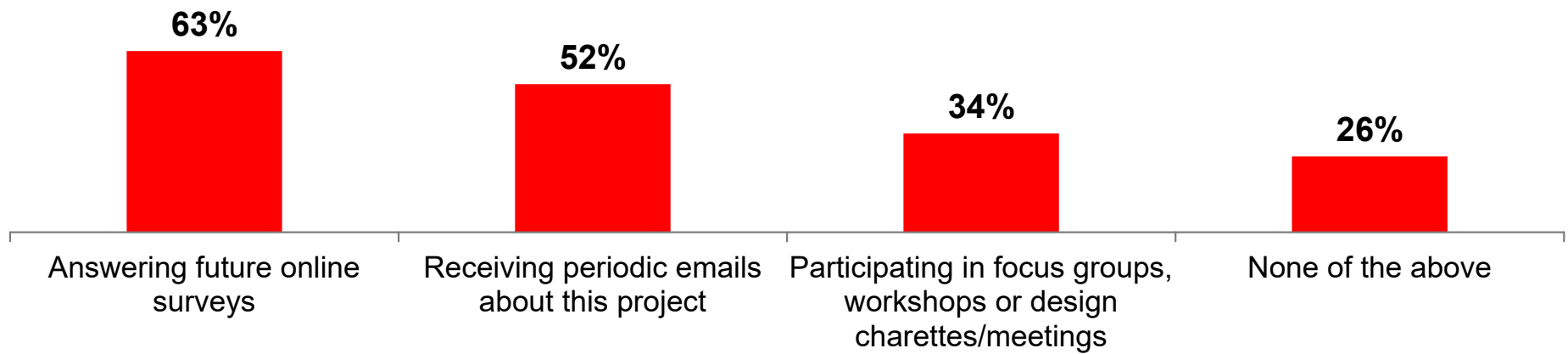
- Community center
- Performing arts
- Park
- Sports Park
- Disc Golf
- Retail
- Swimming Pool
- Dog Park
- Nothing
- Playground
- Senior Center
- Other mentions: Senior Center, school, government office, housing, hotel, library, garden

“All ages. A place to recreate. A welcome area for Sports, kids to play, farmers market, walking trails, music concerts for local artists and schools, a building with open multiuse space to accommodate interested parties (ex. seniors, meetings, parties, events).”

“A community center. Board games, cards, multi-purpose rooms that can be rented, a place to be inside together without being a restaurant or bar. Have themed events/evenings aimed at teens, movie nights, live music, space for scouts...”

## MANY WOULD LIKE TO PARTICIPATE IN FOLLOW UP ENGAGEMENT ACTIVITIES

**Q9. Would you be interested in participating in any of the following? (Select all that apply.)**



# RESPONDENTS SHARED SUGGESTIONS FOR FUTURE ENGAGEMENT

## Q6. Are there other ways you'd like to provide input on DRCC? (Open-ended)

### Themes:

- Specific expertise/interest
- Focused discussions
- Public meetings/discussions, forums, workshops, community meetings
- Additional surveys

“Yes, I’d like to do research on amenities and character of suburban communities to gain insight on what can be provided in the area and how it could contribute to Mill Creek’s identity and culture.”

“I am a geologist and would be interested in environmental impacts.”

“I have a U.S. Gov class at JHS that are being assigned involvement in / oversight / monitoring of this project. They will be given the task of helping with options for the DRCC; and helping the City of Mill Creek decide what actually happens to the DRCC.”

“I would love to see teenagers and people of all ages involved in the planning.”



## SUMMARY

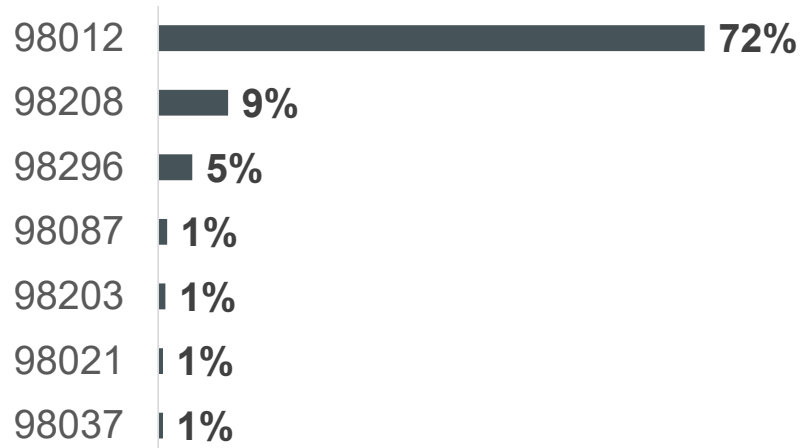
1. The number and quality of responses (detail and persistence) indicate a strong interest in this opportunity.
2. Respondents are satisfied with most amenities we tested. Respondents' satisfaction with the area's safety/security and nature may present opportunities for the site.
3. Arts and cultural amenities and space and amenities for children or youth are seen as lacking.
4. Respondents would like DRCC development to serve Mill Creek residents of all ages and backgrounds.
5. Minimizing cost to the City, public/private partnerships and developing a regional attraction are viewed as less important, but not unimportant.
6. When asked what they'd most like to see at the DRCC site, a firm majority (64%) said recreational amenities.
7. The survey sparked interest in the DRCC project, and many would like to stay engaged.

# RECOMMENDATIONS

1. Make use of this data resource.
  - Send updates to those who signed up.
  - 'Mine' the extensive open-ended comments. Consider a project intern or class project.
2. Future research/engagement should include focused conversations.
  - Focus by audience, use and/or type of expertise. (e.g., youth, seniors, new residents, subject matter experts, etc.)
  - Reach out to businesses and demographic groups traditionally underrepresented in surveys.
3. Thank the Mill Creek community!
  - Many residents and businesses shared thoughtful input. Let them know you're listening and how you plan to use the information they shared.

# ABOUT THE RESPONDENTS

**Q7. What is your ZIP code**  
(Top Responses)



**Q8. Is this your work or home zip code?** (Select all that apply.)

