



Medical Lake Communication Preferences Survey

Introduction

The Communication Preferences Survey was an activity created by Big Sky Public Relations and the City of Medical Lake to help inform the development of the City's Communication Plan.

Purpose: The purpose of the survey was to identify how citizens prefer to receive information, better understand how our community rates our current communication tools, enabling the City to be more effective, targeted, and strategic in our communication efforts.

Tool: Using Microsoft Forms, weblinks and QR codes were created to access the Survey.

Duration: The survey was open from May 21, 2025 to June 23, 2025.

Distribution: The survey was distributed via the following avenues:

- City website homepage
- City website Comprehensive Plan Update page
- City Facebook page
- May issue of Conversations about Community
- June issue of the Community newsletter in the utility bills
- Email to all Steering Committee, Planning Commission, and City Council Members
- Flyers disseminated at Founders Day (June 21, 2025)

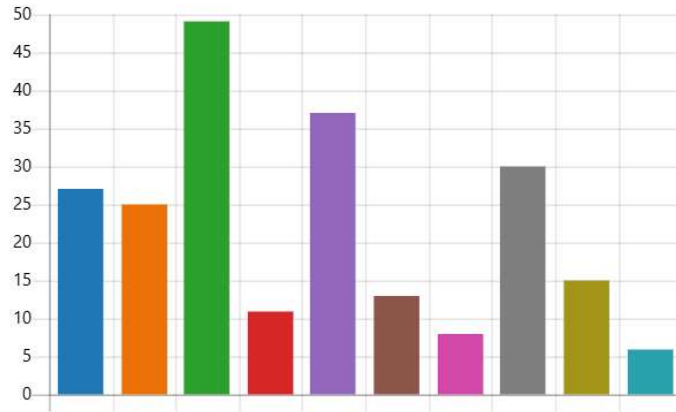
Responses: The survey received 101 responses.

Summary*: The results of this survey suggest the City is on the right path with its communication strategy. Most respondents are content with the level of communication from the City, believe the information is accurate, and that the City listens to concerns of the community. They most often receive City information via Facebook, the City Newsletter, and word-of-mouth. Many would like to receive emails also. Half of the respondents say they interact with the City's Facebook page. Respondents were less confident that they could find information in an emergency.

*This summary captures only the most common sentiments. The following pages contain the wide and valuable variety of survey responses.

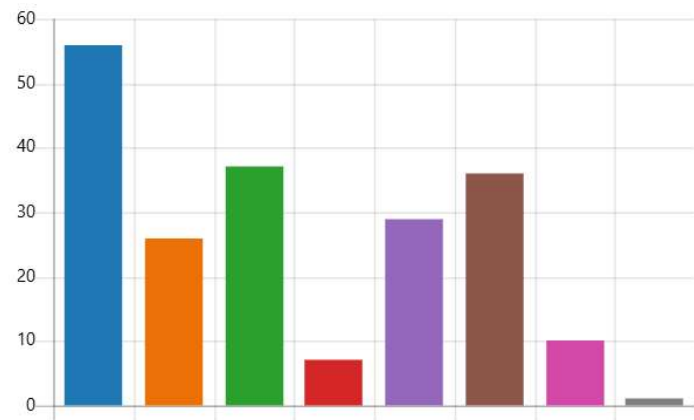
Question 1: How do you currently receive information about the City of Medical Lake?

Email	27
City Website	25
Social Media (Facebook, Insta...	49
Local Newspapers	11
City Newsletter	37
Text Alerts	13
Flyers	8
Word of Mouth	30
Public Meetings (City Council ...	15
Other	6

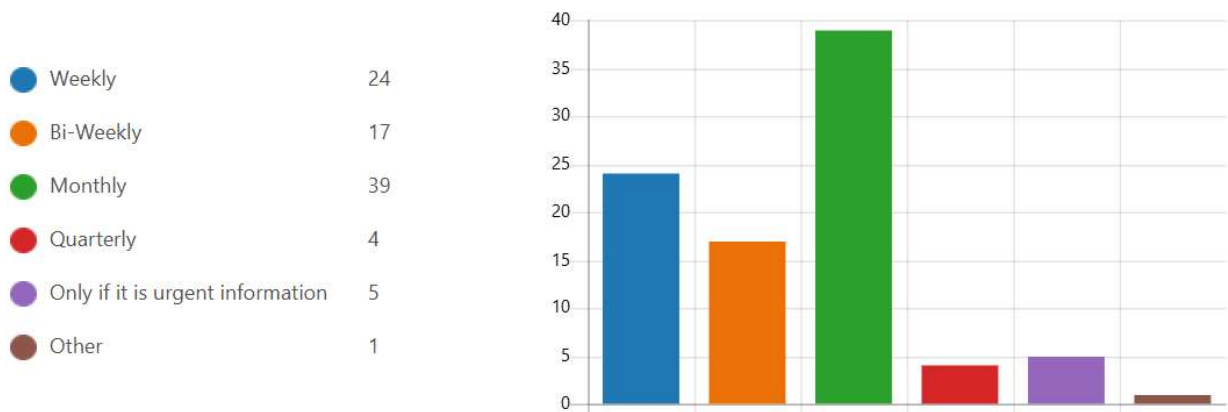


Question 2: Which of the following channels would you prefer to receive updates from the City of Medical Lake?

Email	56
Text Messages	26
Facebook	37
Instagram	7
City Website	29
City Newsletter	36
Local Papers	10
Other	1



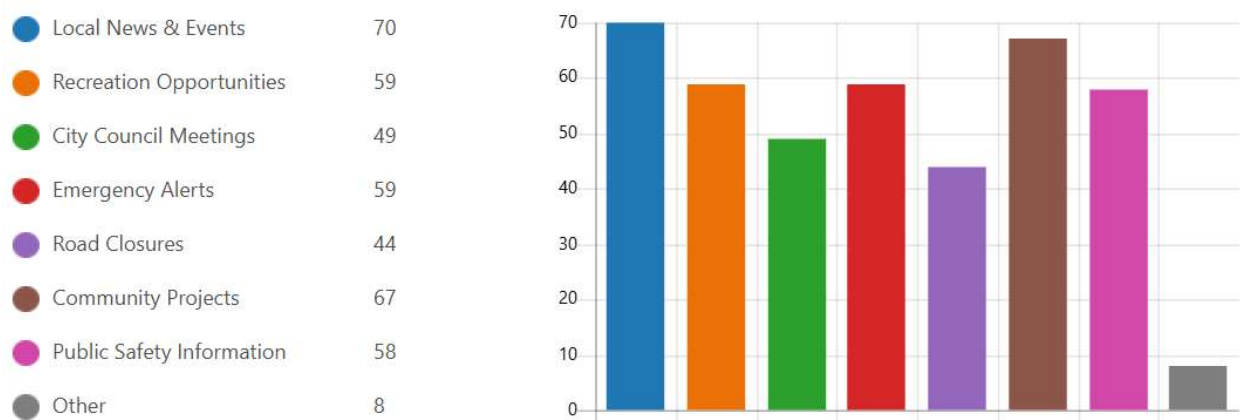
Question 3: How often would you like to receive updates or communication from the City of Medical Lake?



Question 4: How satisfied are you with the current level of communication from the city?



Question 5: What types of information would you like to receive more of from the city?



Questions 6: Do you actively engage with the City of Medical Lake on social media (like, comment, share posts)?

Yes, Regularly	10
Yes, Occasionally	50
No, Never	31



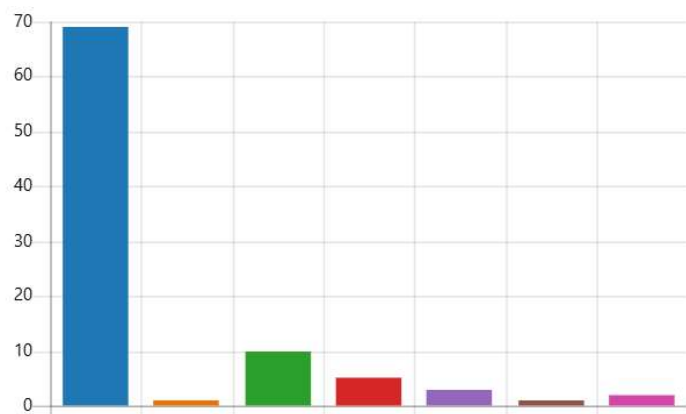
Question 7: Do you find the information provided by the city to be clear and easy to understand?

Yes	33
Mostly	46
Sometimes	11
No	0



Question 8: How would you prefer to receive urgent or emergency communications (i.e. during a storm, power outage, road closures)?

Text Alert	69
Phone Call	1
Email	10
Social Media	5
Local News	3
City Website	1
Other	2



Question 9: How confident are you that you would be able to quickly access important information during an emergency situation in Medical Lake?



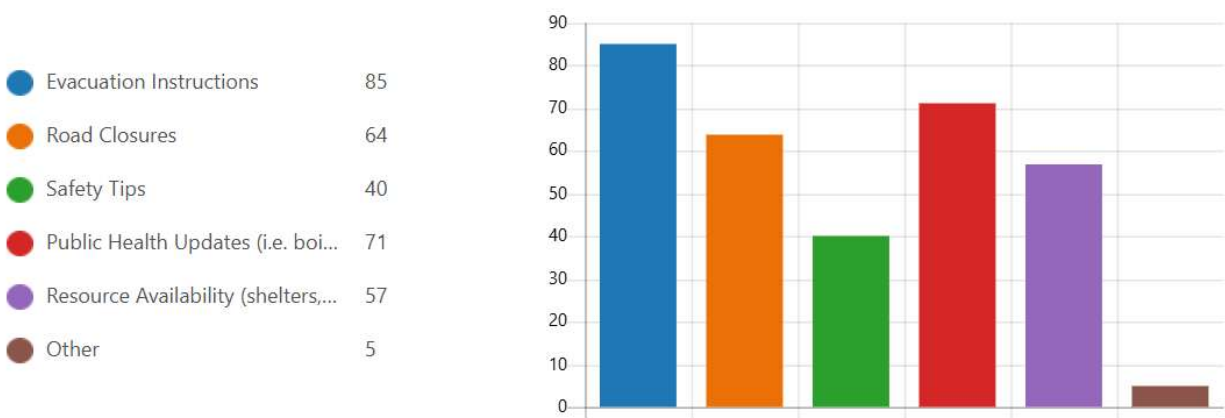
Question 10: Why did you choose your answer to Question 9?

Forty-two percent (42%) of the respondents answered 4 (Confident) or 5 (Very Confident) to the question, "How confident are you that you would be able to quickly access important information in an emergency?" They cited how the City's website and social media posts are up to date. However, some suggested there is room for improvement. Respondents also felt confident about the City's new text alert system. A common sentiment was that this is a small town where people look out for one another and news travels fast.

Thirty-seven percent (37%) of the respondents answered 3 (Neutral) to the question. These respondents shared the sentiment that they do not know how or where to find information in an emergency, or they are not confident that information will be updated in a timely manner. Furthermore, some said it is difficult to find Medical Lake specific information. Others stated that there does not seem to be a single, clear channel of communication.

Twenty-one percent (21%) of the respondents answered 2 or 1 (Not Confident) that they could access important information during an emergency. Most of these respondents talked about the lack of information and confusion during the Gray Fire. They either did not get alerts or when they tried to find information on social media it turned out to be inaccurate. Respondents said they did not know where to look for information from the City.

Question 11: In the event of an emergency, what type of information would be most helpful to receive from the city?



Question 12: Do you believe that the City of Medical Lake is listening to your concerns and feedback?

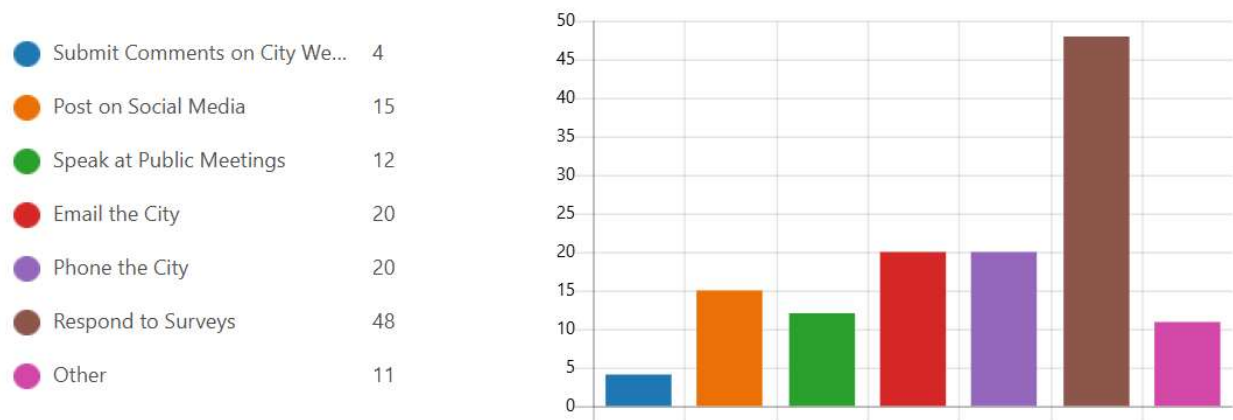


Question 13: Why did you choose your answer to Question 12?

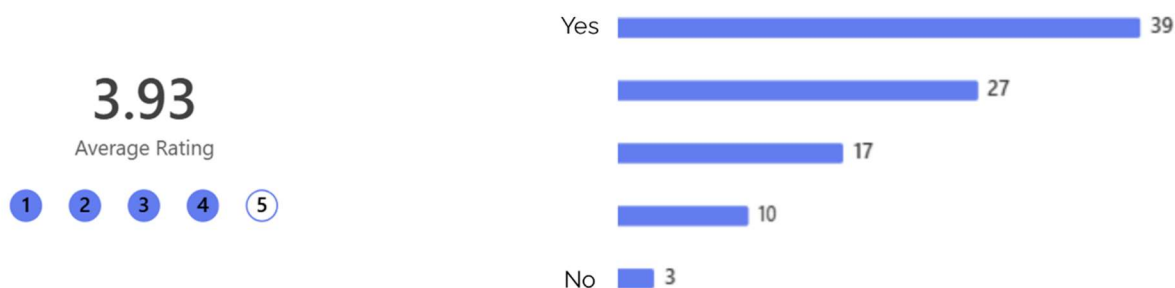
Seventy-nine percent (79%) of the respondents answered, "Yes, always" or "Yes, sometimes" to the question, "Do you believe the City of Medical Lake is listening to your concerns and feedback?" Those who gave an explanation for the response stated that in their personal experience City staff are available and responsive. Improved communication and more transparency was also cited as a positive. Some respondents acknowledged that they have trouble knowing who to call or haven't tried and others said they still have concerns that have not been addressed.

Twenty-one percent (21%) of the respondents answered "No, Never", or "No, Not Often" as to whether or not the City is listening to their concerns. Respondents cited their own experiences of contacting the City and not getting a response or not seeing a change afterwards. The general sentiment is that nothing changes.

Question 14: How do you typically provide feedback or share your opinions with the City?



Question 15: Do you trust the information provided by the City of Medical Lake?



Question 16: Why did you choose your answer to question 15?

Sixty-six percent (66%) of respondents answered 4 or 5 (Yes) and trust the information provided by the City of Medical Lake. They stated that they see the City working to implement changes, that the leadership is trustworthy, staff care about the community, and that the information provided is transparent and easy to verify.

Seventeen percent (17%) of respondents answered 3, suggesting that they are unsure about whether to trust information coming from the City. The comments show a general distrust of government and the assumption that some information is being omitted.

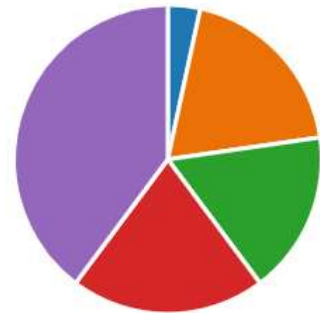
Twelve percent (12%) of respondents answered 2 or 1 (No), they do not trust the information provided by the City. This group also shows a general lack of trust in government, citing the lack of or inconsistency of information being provided.

Question 17: What would make you more likely to engage with the City?

Many respondents suggested ease of engagement opportunities would encourage them to participate more. Volunteer opportunities were suggested, as well as less formal setting than City Council meetings. Some suggested an informal Mayor meet and greet. Respondents mentioned their limited amount of time and proposed current topic soundbites and other communication they could do on their own schedule. Some said they would like better communication about engagement opportunities. Others said they felt discouraged because they do not feel heard.

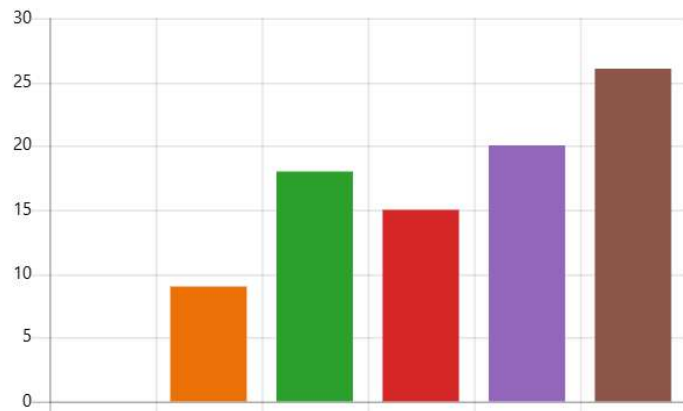
Question 18: How long have you lived in Medical Lake?

Less than 1 year	3
1-5 years	17
6-10 years	15
11-20 years	18
More than 20 years	35



Question 19: What is your age range?

Under 18	0
18-34	9
35-44	18
45-54	15
55-64	20
65+	26



Question 20: Do you own or rent your home in Medical Lake?



Question 21: Do you have anything else you would like to share?

This was an open-ended question, and a variety of comments were submitted.

- Great job!
- I appreciate the desire to meet the people of this community where they are at through media that they use.
- I appreciate the small-town friendly atmosphere with strong community involvement.
- I love Medical Lake
- I love our town. We are very pleased with the upgrades and communication. I feel like I am getting non-emergency communications.
- I love the community garden that is offered to residents. I know it has nothing to do with safety. There have been times I have spoken to others there and gotten information about what is going on in our community.
- I love this town! I love the care and thought put into the town events. I love the care and thought put into making the town a better place. I love that we allow the family tradition of fireworks - that is one of the best reasons to live here. The trail around the lake is by far the most amazing perk for a town with a lake to have. I am not complaining about the trail in the least, but I would love to see that trail system grow out towards west medical lake and maybe even extend to the top of Fancher Butte.
- Pepper Park could use some love.
- Waterfront Parks swings need to be replaced.
- When trees/ vegetation are removed, make sure to finish naturalizing the area or replant. There was a removal spree a few years ago that left many areas in bad shape; needing replanting or reseeding. The south end of Waterfront Parks tree cleanup and drainage work is a good example of finishing the job well by smoothing the landscape and reseeding grass over the bare spots - thanks for that!
- There are a lot of wetlands in our area that provide a huge habitat for wildlife and improve our world in so many ways. Let's make sure we prioritize, maintain and honor those wetland designations -especially over \$\$\$ or the perception of growth success.

- I would like to address the speeders on Lefevre Street near the high school. There are posted speed limits of 20 miles an hour during school hours, however everyday Monday through Friday, there are speeders going to work because they run late or that's the way they drive and yet they are not pulled over. What does it take to enforce the speed limit? I think one of the solutions would be, speed cameras or selective enforcement during these hours I understand that the police cannot be everywhere all the time.
- I would love to see a yard storage ordinance in the city, as well as a fireworks ban and also ban the sale of fireworks!
- I'd love to know about volunteer opportunities.
- Keep up the good work!
- Online interactive maps and info for events would be better than current methods. (Community yard sale, Reimagine events)
- Paperless for the utility bill only seems to send me emails when I'm late a day or two. Very nice to get the reminder but they used to come every month to email then it stopped.
- Please do better. We're a small community and we don't want to be like Spokane.
- Stop being shady. Tell the truth about what the city is doing and what you are planning to make the city be. Also, the connection between the City and Re*Imagine Medical Lake is too close. Stop pretending that you don't lean heavy on each other. Take ownership of issues. Stop having grudges.
- Thank you all for all the work you have done to help make our town wonderful.
- Thank you for asking for our thoughts.
- Thank you for giving stakeholders an opportunity to weigh in. I adore this community.
- Thank you for making decisions that appear to be in the best interest of the community.
- Thanks for road and sidewalk improvements and ongoing upgrades in Waterfront Park.
- The entire west side of Silver Lake would like to have sewer/ water. Not just the Bible camp and that area. The northwest side also needs this.
- Appointed officials need to do their due diligence and homework and not go to a meeting unprepared. Does not look good on them.
- Time for some fresh new ideas, from other than the same little circle of judgmental snobs. Also, the old people need to stop thinking they so entitled & just plain rude about it.
- We Have the BEST Mayor!!
- Wonderful survey! Great questions and I enjoy the follow up questions to answers where further comments can lead to better discussions!
- Yes, it is very important not only to have transparency in all departments but also integrity and accountability. I cannot stress the value of that..
- You must protect the wetlands at all costs!!