



City of Shoreline

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Shoreline, WA 98133-4905
(206) 801-2700 ♦ Fax (206) 546-7868

June 2014

Dear Shoreline Resident:

Your input on the enclosed survey is extremely important. We believe it is crucial to ask our residents whether or not they are satisfied with the services we provide. In order to ensure that the City's priorities are aligned with the needs of our residents, we need to know what you think.

Your household was one of a limited number selected at random to receive this survey, and your participation is necessary to make the survey a success.

We greatly appreciate your time. We realize that this survey takes some time to complete, but every question is essential. The time you invest in this survey will influence dozens of decisions that will be made about the City's future. Your responses will also help the City Council gauge the success of its efforts to carry out the community's vision for the City of Shoreline and to address the many opportunities and challenges facing our community.

Please return your survey or complete it online sometime during the next week. We have selected ETC Institute to administer this survey. ETC Institute will present the results to the City in September. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, Kansas, 66061 or go to www.shorelinecitizensurvey.org to complete the survey online.

If you have any questions, please contact Eric Bratton with the City of Shoreline at ebratton@shorelinewa.gov or (206) 801-2217. Thanks again for taking the time to let your voice be heard.

Sincerely,

Debbie Tarry
City Manager
City of Shoreline

Year 2014 City of Shoreline Citizen Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to provide quality services that the people of Shoreline need and value. If you have questions, please call Communications Program Coordinator Eric Bratton at 206-801-2217.

- Counting yourself, how many people live in your household? _____
- Counting yourself, how many people in your household are?

Under age 5 _____	Ages 20-24 _____	Ages 55-64 _____
Ages 5-9 _____	Ages 25-34 _____	Ages 65-74 _____
Ages 10-14 _____	Ages 35-44 _____	Ages 75+ _____
Ages 15-19 _____	Ages 45-54 _____	

Quality of Services and Facilities

- Please rate your overall satisfaction with major categories of services provided by the City of Shoreline on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<u>How satisfied are you with:</u>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) Overall quality of police services.....	5	4	3	2	1	9
(B) Overall quality of City parks and recreation programs and facilities.....	5	4	3	2	1	9
(C) Overall effectiveness of the City's code enforcement program	5	4	3	2	1	9
(D) Overall effectiveness of City communication with the public.....	5	4	3	2	1	9
(E) Overall quality of the City's stormwater runoff/stormwater management system.....	5	4	3	2	1	9
(F) Overall flow of traffic and congestion management in Shoreline	5	4	3	2	1	9
(G) Overall quality of human services (e.g. support for people in times of need) offered by the City	5	4	3	2	1	9
(H) Overall effectiveness of City's efforts to sustain environmental quality	5	4	3	2	1	9
(I) Overall quality of service provided by the City of Shoreline.....	5	4	3	2	1	9

- Which **THREE** of these items do you think should receive the most emphasis from city leaders over the next TWO years? [Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Question 3 above in the spaces below.]

1st

2nd

3rd

5. Please use a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", to rate your satisfaction with the following maintenance services provided by the City of Shoreline:

<u>How satisfied are you with:</u>	Very				Very	Don't
	<u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Know</u>
(A) Overall maintenance of city streets	5	4	3	2	1	9
(B) Maintenance of streets in your neighborhood	5	4	3	2	1	9
(C) Maintenance of sidewalks in Shoreline.....	5	4	3	2	1	9
(D) Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
(E) Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
(F) Adequacy of city street lighting in your neighborhood.....	5	4	3	2	1	9
(G) Adequacy of storm drainage services in your neighborhood.....	5	4	3	2	1	9
(H) Garbage/recycling provider services.....	5	4	3	2	1	9
(I) Maintenance of public trees along City streets....	5	4	3	2	1	9

6. Which **TWO** of the maintenance items listed above do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your 1st and 2nd choices by writing the letters from Question 5 above in the spaces below.]

1st: _____ 2nd: _____

7. Enforcement of City Codes and Ordinances. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following:

<u>How satisfied are you with the City of Shoreline's efforts regarding:</u>	Very				Very	Don't
	<u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Dissatisfied</u>	<u>Know</u>
(A) Enforcing the clean-up of garbage, junk, or debris on private property	5	4	3	2	1	9
(B) Enforcing removal of abandoned/junk autos	5	4	3	2	1	9
(C) Enforcement of graffiti removal from private properties.....	5	4	3	2	1	9

8. Which **ONE** of the city codes and ordinances items listed above do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your choice by writing the letter from Question 7 above in the space below.]

Highest Priority _____

Public Safety

9. Please use a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” to rate your satisfaction with the following public safety services provided by the City of Shoreline:

<u>How satisfied are you with:</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall quality of local police protection	5	4	3	2	1	9
(B) The City’s efforts to prevent crime	5	4	3	2	1	9
(C) Enforcement of local traffic laws	5	4	3	2	1	9
(D) Enforcement of drug laws	5	4	3	2	1	9
(E) Enforcement of prostitution laws	5	4	3	2	1	9
(F) Enforcement of property crime laws	5	4	3	2	1	9

10. Which **TWO** of the public safety items listed above do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your 1st and 2nd choices by writing the letters from Question 9 above in the spaces below.]

1st: _____ 2nd: _____

11. On a scale of 1 to 5, where 5 means “Very Safe” and 1 means “Very Unsafe,” please rate how safe you feel in the following situations:

<u>How safe do you feel:</u>	<u>Very safe</u>	<u>Safe</u>	<u>Neutral</u>	<u>Unsafe</u>	<u>Very Unsafe</u>	<u>Don't know</u>
(A) In your neighborhood during the day.....	5	4	3	2	1	9
(B) In your neighborhood at night.....	5	4	3	2	1	9
(C) In city parks and trails.....	5	4	3	2	1	9
(D) In other public areas in Shoreline	5	4	3	2	1	9
(E) Overall feeling of safety in Shoreline	5	4	3	2	1	9

Communications

12. From which of the following have you received information about City projects, issues, services, and events? (check all that apply)

- _____ (01) City newsletter “CURRENTS”
- _____ (02) City’s Parks and Recreation Guide
- _____ (03) City cable channel (Comcast 21 or Frontier 27)
- _____ (04) City website
- _____ (05) City’s social media sites (Facebook, Twitter, Instagram)
- _____ (06) Online resources (e.g., Shoreline Area News, Neighbor to Neighbor, Secret Shoreline, other online media)
- _____ (07) Involvement in neighborhood association or Shoreline Watch
- _____ (08) Television news
- _____ (09) Alert Shoreline
- _____ (10) Other: _____

13. City Communications. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

<u>How satisfied are you with the following aspects of city communication:</u>	Very				Very	Don't
	Satisfied	Satisfied	Neutral	Dissatisfied	Dissatisfied	Know
(A) The availability of information about City services, meetings, and events.....	5	4	3	2	1	9
(B) City's efforts to provide information on major City issues (e.g., light rail station area planning)	5	4	3	2	1	9
(C) City's efforts to provide opportunities for public involvement	5	4	3	2	1	9
(D) The quality of content on City's website.....	5	4	3	2	1	9
(E) The quality of the content in the City's newsletter "CURRENTS"	5	4	3	2	1	9
(F) The quality of City's social media	5	4	3	2	1	9

Leadership and Quality of Life

14. Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<u>How satisfied are you with:</u>	Very				Very	Don't
	Satisfied	Satisfied	Neutral	Dissatisfied	Dissatisfied	Know
(A) Overall image of the City.....	5	4	3	2	1	9
(B) Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
(C) Overall effectiveness of the City Manager and city staff	5	4	3	2	1	9

15. From the choices below, please check how much you agree with the statement “I trust the City of Shoreline to spend my tax dollars responsibly.”

- | | |
|--|--|
| <input type="checkbox"/> (1) Strongly agree | <input type="checkbox"/> (4) Strongly disagree |
| <input type="checkbox"/> (2) Somewhat agree | <input type="checkbox"/> (5) No opinion |
| <input type="checkbox"/> (3) Somewhat disagree | |

16. Please rate Shoreline on a scale of 1 to 5 where 5 means “Excellent” and 1 means “Poor” with regard to each of the following:

<u>How would you rate Shoreline:</u>	Excellent	Good	Neutral	Below	Poor	Don't
				Average		Know
(A) As a place to live.....	5	4	3	2	1	9
(B) As a place to raise children	5	4	3	2	1	9
(C) As a place to work.....	5	4	3	2	1	9
(D) As a place with a variety of housing choices	5	4	3	2	1	9
(E) As a place to shop	5	4	3	2	1	9
(F) As a place for dining and entertainment options.....	5	4	3	2	1	9
(G) Overall quality of life in the City	5	4	3	2	1	9

17. Overall, how do you rate the condition of your neighborhood?

- (1) Excellent (3) Average (5) Poor
 (2) Good (4) Below Average (9) Don't know

18. In general, do you think the City of Shoreline is moving in the right direction?

- (1) Yes (3) Don't know
 (2) No

Parks and Recreation

19. **How satisfied are you with:**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Maintenance of City parks	5	4	3	2	1	9
(B) Maintenance of City playgrounds	5	4	3	2	1	9
(C) Walking and biking trails in the City	5	4	3	2	1	9
(D) City swimming pool.....	5	4	3	2	1	9
(E) Outdoor athletic fields	5	4	3	2	1	9
(F) Ease of registering for programs.....	5	4	3	2	1	9
(G) Fees charged for recreation programs	5	4	3	2	1	9
(H) Variety of recreation programs	5	4	3	2	1	9
(I) Preservation of open space	5	4	3	2	1	9

20. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from city leaders over the next TWO years? [Please indicate your 1st and 2nd choices by writing the letters from Question 19 above in the spaces below.]

1st: _____ 2nd: _____

Transportation and Land Use

21. **How satisfied are you with:**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Availability of public transportation options	5	4	3	2	1	9
(B) Availability of bicycle lanes	5	4	3	2	1	9
(C) Availability of sidewalks on major streets and routes	5	4	3	2	1	9
(D) Availability of sidewalks near your residence	5	4	3	2	1	9
(E) Traffic calming measures in your neighborhood	5	4	3	2	1	9
(F) City's efforts for supporting alternative means of transportation such as transit, bicycling, walking... ..	5	4	3	2	1	9

22. Which TWO of the transportation items listed above in Question 21 do you think should receive the most emphasis from city leaders over the next TWO Years? [Please indicate your 1st and 2nd choices by writing the letters from Question 21 above in the spaces below.]

1st: _____ 2nd: _____

Capital Investments

23. **How satisfied are you with the capital investments the City of Shoreline has recently made?**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
--	----------------	-----------	---------	--------------	-------------------	------------

- | | | | | | | |
|---|--------|--------|--------|--------|--------|---|
| (A) Roads and streets, i.e. Aurora Corridor..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (B) Parks improvements, e.g. Twin Ponds and Sunset Park Community Gardens, Cromwell | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (C) Trails and paths, e.g. Interurban Trail, soft trails in parks..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (D) Stormwater improvements, e.g. Cromwell, Boeing Creek, Ronald Bog..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (E) Building and facilities, e.g. Spartan Recreation Center, City Hall | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |

24. **How important do you feel it is to continue making capital investments to Shoreline facilities?**

- | | |
|---|--|
| <input type="checkbox"/> (1) Very important | <input type="checkbox"/> (3) Not sure |
| <input type="checkbox"/> (2) Somewhat important | <input type="checkbox"/> (4) Not important |

25. **Economic development, which means increasing opportunities for more retail, multi-family housing, commercial development, and job growth, helps generate the resources necessary to provide the City services identified as important in the community's vision.**

How supportive are you regarding the City's long-term emphasis on economic development?

- (1) Very supportive
- (2) Somewhat supportive
- (3) Not sure
- (4) Not supportive

26. **The City of Shoreline has identified a number of strategies to ensure the City is able to maintain basic services in the event of future budget deficits. Included in the strategies are the City's ongoing commitments to controlling costs and increasing revenue from economic development.**

Additionally, four (4) potential strategies for increasing revenues are being considered and are listed below. In priority order, please select the THREE potential strategies for increasing revenues that you would most support. [Please write in the letters in the spaces below for your 1st, 2nd, and 3rd choices or circle none.]

1st Support
 2nd Support
 3rd Support
 None

- (A) Increase fees for City services, such as recreation program fees and building permit fees
- (B) Increase sales tax or car licensing fees to fund street maintenance
- (C) Explore implementing a business and occupation tax on Shoreline businesses
- (D) Renewal of the 2010 Basic Public Safety, Parks and Recreation, and Community Services, Maintenance and Operation Levy, which is a property tax levy lid lift.

Demographics

27. Approximately how many years have you lived in the City of Shoreline? _____ years
28. Do you own or rent your current residence? ___(1) Own ___(2) Rent
29. What is your zip code? _____
30. Do you live east or west of I-5? ___(1) East ___(2) West
31. Do you live east or west of Aurora Avenue N.? ___(1) East ___(2) West
32. What is your total annual household income? (Check one)
___(1) Under \$25,000 ___(3) \$50,000 to \$74,999 ___(5) \$100,000 or more
___(2) \$25,000 to \$49,999 ___(4) \$75,000 to \$99,999
33. Your gender: ___(1) Male ___(2) Female
34. Are you or members of your household of Hispanic or Latino ancestry?
___(1) Yes ___(2) No
35. Which of the following best describes your race/ethnicity? [Please check ALL that apply.]
___(1) African American/Black ___(4) Native American
___(2) White/Caucasian ___(5) Pacific Islander
___(3) Asian ___(6) Other: _____

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thanks.