Quality of Services and Facilities
Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Quality of Police Services: 33% Very Satisfied, 48% Somewhat Satisfied, 15% Neutral, 5% Dissatisfied
- Parks and recreation: 24% Very Satisfied, 55% Somewhat Satisfied, 18% Neutral, 3% Dissatisfied
- Overall quality of customer service: 24% Very Satisfied, 42% Somewhat Satisfied, 28% Neutral, 5% Dissatisfied
- Effectiveness of communication with the public: 18% Very Satisfied, 45% Somewhat Satisfied, 23% Neutral, 13% Dissatisfied
- City stormwater runoff/management system: 13% Very Satisfied, 42% Somewhat Satisfied, 28% Neutral, 17% Dissatisfied
- Maintenance of City streets: 10% Very Satisfied, 44% Somewhat Satisfied, 28% Neutral, 18% Dissatisfied
- Enforcement of City codes and ordinances: 15% Very Satisfied, 35% Somewhat Satisfied, 32% Neutral, 19% Dissatisfied
- Flow of traffic and congestion: 7% Very Satisfied, 34% Somewhat Satisfied, 29% Neutral, 31% Dissatisfied

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
<table>
<thead>
<tr>
<th>City Services</th>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flow of traffic and congestion</td>
<td>67%</td>
<td></td>
<td></td>
<td>67%</td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td></td>
<td>53%</td>
<td></td>
<td>53%</td>
</tr>
<tr>
<td>City stormwater runoff/management system</td>
<td>32%</td>
<td></td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>Quality of Police Services</td>
<td></td>
<td>25%</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td></td>
<td>24%</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Parks and recreation</td>
<td></td>
<td>22%</td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td>Effectiveness of communication with the public</td>
<td></td>
<td>20%</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Overall quality of customer service</td>
<td></td>
<td></td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Satisfaction with Various Aspects of Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

Overall quality of local police protection
- Very Satisfied: 29%
- Somewhat Satisfied: 50%
- Neutral: 16%
- Dissatisfied: 4%

The City's efforts to prevent crime
- Very Satisfied: 20%
- Somewhat Satisfied: 49%
- Neutral: 24%
- Dissatisfied: 7%

Shoreline District Court
- Very Satisfied: 19%
- Somewhat Satisfied: 45%
- Neutral: 33%
- Dissatisfied: 3%

Enforcement of local traffic laws
- Very Satisfied: 17%
- Somewhat Satisfied: 47%
- Neutral: 26%
- Dissatisfied: 11%

Quality of animal control services
- Very Satisfied: 16%
- Somewhat Satisfied: 45%
- Neutral: 29%
- Dissatisfied: 11%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

- The City's efforts to prevent crime: 62%
- Overall quality of local police protection: 40%
- Enforcement of local traffic laws: 37%
- Quality of animal control services: 17%
- Shoreline District Court: 6%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
### Satisfaction with Various Aspects of City Maintenance

By percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Somewhat Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall cleanliness of City streets/public areas</td>
<td>13%</td>
<td>51%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>Adequacy of street lighting on arterial streets</td>
<td>11%</td>
<td>49%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>Maintenance of City streets in your neighborhood</td>
<td>13%</td>
<td>44%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Mowing and trimming of city properties</td>
<td>13%</td>
<td>43%</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>Overall maintenance of City streets</td>
<td>10%</td>
<td>45%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Adequacy of storm drainage in your neighborhood</td>
<td>10%</td>
<td>45%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Adequacy of street lighting in your neighborhood</td>
<td>10%</td>
<td>40%</td>
<td>22%</td>
<td>28%</td>
</tr>
<tr>
<td>Maintenance of sidewalks in Shoreline</td>
<td>11%</td>
<td>31%</td>
<td>32%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

Overall maintenance of City streets: 30%
Adequacy of street lighting in your neighborhood: 29%
Adequacy of storm drainage in your neighborhood: 25%
Maintenance of sidewalks in Shoreline: 25%
Maintenance of City streets in your neighborhood: 22%
Adequacy of street lighting on arterial streets: 17%
Overall cleanliness of City streets/public areas: 15%
Mowing and trimming of city properties: 12%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Satisfaction with Various Aspects of Code Enforcement

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- Enforcing sign regulations:
  - Very Satisfied (5): 9%
  - Somewhat Satisfied (4): 34%
  - Neutral (3): 45%
  - Dissatisfied (1/2): 12%

- Enforcing removal of abandoned autos:
  - Very Satisfied (5): 9%
  - Somewhat Satisfied (4): 27%
  - Neutral (3): 34%
  - Dissatisfied (1/2): 30%

- Enforcing the mowing and cutting of weeds:
  - Very Satisfied (5): 6%
  - Somewhat Satisfied (4): 28%
  - Neutral (3): 43%
  - Dissatisfied (1/2): 23%

- Enforcing the clean up of litter and debris:
  - Very Satisfied (5): 6%
  - Somewhat Satisfied (4): 27%
  - Neutral (3): 38%
  - Dissatisfied (1/2): 29%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

- Enforcing the clean up of litter and debris: 54%
- Enforcing removal of abandoned autos: 41%
- Enforcing the mowing and cutting of weeds: 34%
- Enforcing sign regulations: 22%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Professional Committed Workforce
Overall Rating of Customer Service Provided by City Employees

by percentage of respondents

- Excellent: 16%
- Good: 37%
- Average: 19%
- Below Average: 2%
- Poor: 1%
- Don't Know: 25%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Utilization of Shoreline Customer Service

by percentage of respondents

Have You Called, Visited, or E-mailed the City with a Question, Problem, or Complaint During the Past Year?

- Yes: 33%
- No: 66%
- No response: 1%

How Easy Was it to Contact the Person You Needed to Reach?

- Very Easy: 42%
- Somewhat Easy: 33%
- Difficult: 16%
- Very Difficult: 7%
- Don't Know: 2%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
How Often Residents Think City Employees Meet Their Expectations for Customer Service

by percentage of respondents who had contacted the city during the past year (excluding don't knows)

They were courteous and polite

- 62% Always (5)
- 30% Usually (4)
- 6% Sometimes (3)
- 4% Seldom (2)
- 1% Never (1)

Prompt/accurate/complete answers to questions

- 41% Always (5)
- 31% Usually (4)
- 14% Sometimes (3)
- 9% Seldom (2)
- 6% Never (1)

Did what they said in a timely manner

- 40% Always (5)
- 29% Usually (4)
- 16% Sometimes (3)
- 6% Seldom (2)
- 1% Never (1)

Helped resolve issue to your satisfaction

- 39% Always (5)
- 27% Usually (4)
- 11% Sometimes (3)
- 10% Seldom (2)
- 14% Never (1)

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Community Relations and Communications
Percentage of Shoreline Adults Who Have Used the City's Web Site During the Past 12 Months

by percentage of respondents

- Yes: 24%
- No: 75%
- No response: 1%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Number of Minutes Respondents Watched the City Cable Channel During the Past Week

by percentage of respondents

Percentage of respondents that have cable television

- Yes: 71%
- No: 28%
- No response: 1%

Number of minutes respondent households watched Channel 21 during the past week

- Did not watch: 60%
- Less than 15 minutes: 23%
- 15 minutes or more: 17%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Ways Residents Get Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)

- City Newsletter "CURRENTS" (78%)
- Newspaper (57%)
- Television News (32%)
- City cable channel (14%)
- City Web site (11%)
- Other (7%)

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
## Satisfaction with Various Aspects of City Communication

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Somewhat Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of City's citizen newsletter, &quot;CURRENTS&quot;</td>
<td>19%</td>
<td>52%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Availability of info about City programs/services</td>
<td>16%</td>
<td>50%</td>
<td>27%</td>
<td>6%</td>
</tr>
<tr>
<td>City efforts to keep residents informed</td>
<td>15%</td>
<td>52%</td>
<td>24%</td>
<td>9%</td>
</tr>
<tr>
<td>Coverage of City issues in local newspapers</td>
<td>11%</td>
<td>45%</td>
<td>33%</td>
<td>11%</td>
</tr>
<tr>
<td>Public involvement in local decision making</td>
<td>11%</td>
<td>42%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td>Quality of City's web page</td>
<td>10%</td>
<td>37%</td>
<td>50%</td>
<td>3%</td>
</tr>
<tr>
<td>Quality of programming on City's cable tv channel</td>
<td>7%</td>
<td>37%</td>
<td>47%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Innovative Leadership and Strategic Planning
## Satisfaction With Items That Influence Perceptions of Shoreline

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- **Overall quality of services provided by the City**
  - Very Satisfied (5): 12%
  - Somewhat Satisfied (4): 57%
  - Neutral (3): 26%
  - Dissatisfied (1/2): 5%

- **Overall image of the City**
  - Very Satisfied (5): 15%
  - Somewhat Satisfied (4): 54%
  - Neutral (3): 20%
  - Dissatisfied (1/2): 11%

- **Overall effectiveness of City manager & staff**
  - Very Satisfied (5): 8%
  - Somewhat Satisfied (4): 41%
  - Neutral (3): 40%
  - Dissatisfied (1/2): 12%

- **Overall quality of leadership**
  - Very Satisfied (5): 9%
  - Somewhat Satisfied (4): 38%
  - Neutral (3): 40%
  - Dissatisfied (1/2): 13%

- **How well the City is planning growth**
  - Very Satisfied (5): 8%
  - Somewhat Satisfied (4): 34%
  - Neutral (3): 34%
  - Dissatisfied (1/2): 24%

*Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)*
In General, Do You Think the City of Shoreline is Moving in the Right Direction?

by percentage of respondents

- Yes: 58%
- No: 17%
- Don't Know: 25%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Healthy, Vibrant Neighborhood
How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

As a place to live
- Excellent (5): 35%
- Good (4): 52%
- Neutral (3): 9%
- Below Average (2): 31%

As a place to raise children
- Excellent (5): 35%
- Good (4): 51%
- Neutral (3): 12%
- Below Average (2): 23%

Overall quality of life in the City
- Excellent (5): 24%
- Good (4): 59%
- Neutral (3): 15%
- Below Average (2): 2%

As a place to work
- Excellent (5): 22%
- Good (4): 40%
- Neutral (3): 29%
- Below Average (2): 7%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Level of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

- In your neighborhood during the day: 47% Very Safe, 44% Safe, 6% Neutral, 20% Unsafe, 6% Very Unsafe
- Overall feeling of safety in Shoreline: 20% Very Safe, 59% Safe, 18% Neutral, 3% Unsafe, 4% Very Unsafe
- In other public areas in Shoreline: 20% Very Safe, 52% Safe, 25% Neutral, 4% Unsafe, 4% Very Unsafe
- In your neighborhood at night: 23% Very Safe, 46% Safe, 21% Neutral, 9% Unsafe, 2% Very Unsafe
- In city parks: 16% Very Safe, 46% Safe, 27% Neutral, 10% Unsafe, 1% Very Unsafe

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Overall, How Would Rate the Condition of Your Neighborhood?

by percentage of respondents

- Good: 42%
- Excellent: 17%
- Average: 34%
- Below Average: 5%
- Poor: 1%
- Don't Know: 1%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Do You Generally Think the Condition of Your Neighborhood is Getting Better, Worse, or Staying About the Same?

by percentage of respondents

- Getting better: 21%
- Getting worse: 12%
- Staying about the same: 64%
- Don't know: 3%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Economic Sustainability
Do You Think the City of Shoreline is a "Business Friendly" City?

by percentage of respondents

- Yes: 42%
- No: 13%
- Don't Know: 45%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
How Well Do You Think the City of Shoreline Manages City Government Finances?

by percentage of respondents

- Excellent: 6%
- Good: 16%
- Average: 26%
- Below Average: 8%
- Poor: 4%
- Don't Know: 40%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Transportation
### Satisfaction with Various Aspects of Transportation

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied (5)</th>
<th>Somewhat Satisfied (4)</th>
<th>Neutral (3)</th>
<th>Dissatisfied (1/2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of public transportation</td>
<td>17%</td>
<td>47%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Availability of sidewalks on major streets</td>
<td>9%</td>
<td>39%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Availability of sidewalks near schools</td>
<td>10%</td>
<td>37%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Availability of bicycle lanes</td>
<td>8%</td>
<td>32%</td>
<td>36%</td>
<td>24%</td>
</tr>
<tr>
<td>Availability of pedestrian walkways</td>
<td>7%</td>
<td>33%</td>
<td>27%</td>
<td>33%</td>
</tr>
<tr>
<td>Availability of sidewalks near your residence</td>
<td>8%</td>
<td>28%</td>
<td>23%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Aspects of Transportation That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

- Availability of sidewalks near your residence: 33%
- Availability of sidewalks near schools: 33%
- Availability of pedestrian walkways: 30%
- Availability of public transportation: 28%
- Availability of sidewalks on major streets: 26%
- Availability of bicycle lanes: 17%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Overall Quality of Services and Value
Quality of Services Provided by the City of Shoreline Compared to Other Cities in the State of Washington

by percentage of respondents

- Better: 25%
- About the same: 44%
- Worse: 5%
- Don't Know: 26%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Overall Rating of Value of Services Received from City Taxes

by percentage of respondents

- Excellent: 4%
- Good: 31%
- Average: 40%
- Below Average: 9%
- Poor: 3%
- Don't Know: 13%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics
Demographics: Number of People in Household

by percentage of respondents

Two 43%
One 20%
Three 16%
Four 15%
Five+ 6%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics: Ages of People in Household
by percentage of respondents

- Under age 5: 4%
- Ages 5-9: 5%
- Ages 10-14: 7%
- Ages 15-19: 6%
- Ages 20-24: 6%
- Ages 25-34: 4%
- Ages 35-44: 12%
- Ages 45-54: 20%
- Ages 55-64: 15%
- Ages 65-74: 10%
- Ages 75+: 12%
- Ages 75+: 12%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics: Years Lived in Shoreline

by percentage of respondents

- Less than 3 years: 6%
- 3 to 5 years: 12%
- 6 to 10 years: 17%
- 11 to 15 years: 12%
- 16 to 20 years: 10%
- 21 to 30 years: 14%
- 31+ years: 29%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics: Do You Own or Rent Your Current Residence?

by percentage of respondents

Own 87%
Rent 13%

Source: ETC Institute DirectionFinder (March 2004 - Butler, MO)
Demographics: How Much and Where Respondents Work

by percentage of respondents

- Full time, employed outside the City limits of Shoreline: 38%
- Full time, employed within the City limits of Shoreline: 11%
- Part time, employed within the City limits of Shoreline: 5%
- Part time, employed outside the City limits of Shoreline: 9%
- Refuse: 13%
- Retired: 24%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics: Total Annual Household Income

by percentage of respondents (excluding those who refused to provide the information)

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics: Gender of the Respondents

by percentage of respondents

Male
49%

Female
51%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)
Demographics: Location of Residence

by percentage of respondents

Area 1
37%

Area 2
26%

Area 3
37%

Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)