City of Shoreline Citizen Survey

Methodology

- Administered by mail/electronic phone call
- Mailed to a random sampling of 2,500 households
- 500 completed surveys
- 95% level of confidence with margin of error or +/-4.4%
Comparison of Survey to Census

**Census**
- Males: 48.0%
- Females: 52.0%

**Survey**
- Males: 52.0%
- Females: 48.0%

Copyrighted Source: ETC Institute-2006
Comparison of Survey to Census

Average Household Size
by percentage of household occupants

Source: ETC Institute-2006
City of Shoreline
Citizen Survey Cross Tabs

- Gender
- Household Size
- Household Type
- Rent or Own
- Household Income
- Length of Residence
- Location of Residence
City of Shoreline
Additional Analysis

- Trends with 2004 Survey
- Importance/Satisfaction Analysis
- Benchmarking Comparisons
Strategic Topic Areas

- Quality of Overall Services and Facilities
- Public Safety Services
- Maintenance Services
- Codes and Ordinances
- Citizen Service
- Community Relations and Communications
- Economic Sustainability
- Neighborhoods
Strategic Topic Areas

- Leadership and Strategic Planning
- Emergency Preparedness
- Transportation
- Parks and Recreation
- Environment
- Overall Quality of Services and Value
Quality Services and Facilities
Overall Satisfaction With City Services by Major Category in 2006

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>Category</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 parks, programs and facilities</td>
<td>21%</td>
<td>60%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Quality of police services</td>
<td>21%</td>
<td>53%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>15%</td>
<td>49%</td>
<td>30%</td>
<td>6%</td>
</tr>
<tr>
<td>Effectiveness of communication with the public</td>
<td>17%</td>
<td>47%</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td>City stormwater runoff/management system</td>
<td>12%</td>
<td>50%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td>11%</td>
<td>51%</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>8%</td>
<td>38%</td>
<td>39%</td>
<td>15%</td>
</tr>
<tr>
<td>Flow of traffic and congestion</td>
<td>6%</td>
<td>32%</td>
<td>29%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Overall Satisfaction With City Services by Major Category for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Quality of City parks, programs and facilities
- 2004: 79%
- 2006: 81%

Quality of police services
- 2004: 81%
- 2006: 74%

Quality of customer service from City employees
- 2004: 66%
- 2006: 64%

Effectiveness of communication with the public
- 2004: 63%
- 2006: 64%

City stormwater runoff/management system
- 2004: 55%
- 2006: 62%

Maintenance of City streets
- 2004: 54%
- 2006: 62%

Enforcement of City codes and ordinances
- 2004: 50%
- 2006: 46%

Flow of traffic and congestion
- 2004: 41%
- 2006: 38%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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

Flow of traffic and congestion 71%
Maintenance of City streets 50%
Quality of police services 34%
City stormwater runoff/management system 29%
Quality of City parks, programs and facilities 25%
Enforcement of City codes and ordinances 24%
Effectiveness of communication with the public 18%
Quality of customer service from City employees 10%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with Various Aspects of Public Safety in 2006

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: 19%
- Somewhat Satisfied: 56%
- Neutral: 20%
- Dissatisfied: 5%

The City's efforts to prevent crime
- Very Satisfied: 11%
- Somewhat Satisfied: 50%
- Neutral: 31%
- Dissatisfied: 8%

Enforcement of local traffic laws
- Very Satisfied: 11%
- Somewhat Satisfied: 46%
- Neutral: 31%
- Dissatisfied: 11%

Quality of animal control services
- Very Satisfied: 10%
- Somewhat Satisfied: 43%
- Neutral: 38%
- Dissatisfied: 10%

Shoreline District Court
- Very Satisfied: 12%
- Somewhat Satisfied: 37%
- Neutral: 47%
- Dissatisfied: 4%

Enforcement of drug and vice laws
- Very Satisfied: 9%
- Somewhat Satisfied: 39%
- Neutral: 40%
- Dissatisfied: 12%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Public Safety for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Overall quality of local police protection: 2004 - 75%, 2006 - 79%
- The City's efforts to prevent crime: 2004 - 61%, 2006 - 69%
- Enforcement of local traffic laws: 2004 - 57%, 2006 - 64%
- Quality of animal control services: 2004 - 61%, 2006 - 61%
- Shoreline District Court: 2004 - 49%, 2006 - 64%

Source: ETC Institute DirectionFinder (2006 - 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

<table>
<thead>
<tr>
<th>Aspect</th>
<th>1st Choice</th>
<th>2nd Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>The City's efforts to prevent crime</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Enforcement of drug and vice laws</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of local police protection</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Enforcement of local traffic laws</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Quality of animal control services</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Shoreline District Court</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
# Satisfaction with Various Aspects of City Maintenance in 2006

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 maintenance of City streets</td>
<td>10%</td>
<td>55%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Maintenance of City streets in your neighborhood</td>
<td>13%</td>
<td>48%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Overall cleanliness of City streets/public areas</td>
<td>10%</td>
<td>50%</td>
<td>29%</td>
<td>11%</td>
</tr>
<tr>
<td>Mowing and trimming of City properties</td>
<td>7%</td>
<td>47%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Adequacy of storm drainage in your neighborhood</td>
<td>9%</td>
<td>45%</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td>Adequacy of street lighting on arterial streets</td>
<td>7%</td>
<td>46%</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>Adequacy of street lighting in your neighborhood</td>
<td>7%</td>
<td>35%</td>
<td>21%</td>
<td>37%</td>
</tr>
<tr>
<td>Maintenance of sidewalks in Shoreline</td>
<td>7%</td>
<td>32%</td>
<td>33%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of City Maintenance for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Overall maintenance of City streets
- 2004: 55%
- 2006: 65%

Maintenance of City streets in your neighborhood
- 2004: 57%
- 2006: 62%

Overall cleanliness of City streets/public areas
- 2004: 64%
- 2006: 60%

Mowing and trimming of City properties
- 2004: 56%
- 2006: 54%

Adequacy of storm drainage in your neighborhood
- 2004: 54%
- 2006: 54%

Adequacy of street lighting on arterial streets
- 2004: 53%
- 2006: 60%

Adequacy of street lighting in your neighborhood
- 2004: 42%
- 2006: 50%

Maintenance of sidewalks in Shoreline
- 2004: 42%
- 2006: 38%

Source: ETC Institute DirectionFinder (2006 - 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

- Adequacy of street lighting in your neighborhood 32%
- Maintenance of sidewalks in Shoreline 30%
- Overall maintenance of City streets 28%
- Adequacy of street lighting on arterial streets 23%
- Overall cleanliness of City streets/public areas 21%
- Adequacy of storm drainage in your neighborhood 21%
- Maintenance of City streets in your neighborhood 15%
- Mowing and trimming of City properties 12%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with the Enforcement of City Codes and Ordinances

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: 6%, 35%, 45%, 14%
- Enforcing building codes: 5%, 32%, 45%, 18%
- Enforcing removal of abandoned autos: 6%, 27%, 32%, 35%
- Enforcing the clean up of litter and debris: 5%, 24%, 37%, 35%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Ratings for the Enforcement of City Codes and Ordinances for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Enforcing sign regulations: 43% (2004), 41% (2006)
- Enforcing building codes: 37% (2004), 33% (2006)
- Enforcing removal of abandoned autos: 36% (2004), 33% (2006)
- Enforcing the clean up of litter and debris: 33% (2004), 28% (2006)

Source: ETC Institute DirectionFinder (2006 - 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**: 57%
- **Enforcing removal of abandoned autos**: 53%
- **Enforcing building codes**: 27%
- **Enforcing sign regulations**: 20%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Citizen Service
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: 41%
- No: 56%
- Not provided: 3%

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

- Very Easy: 42%
- Somewhat Easy: 38%
- Difficult: 15%
- Very Difficult: 4%
- Don't Know: 1%

Source: ETC Institute DirectionFinder (2006 - 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**: 58% Always, 31% Usually, 8% Sometimes, 3% Seldom, 3% Never
- **Prompt/accurate/complete answers to questions**: 41% Always, 37% Usually, 13% Sometimes, 7% Seldom, 3% Never
- **Did what they said in a timely manner**: 38% Always, 30% Usually, 18% Sometimes, 7% Seldom, 7% Never
- **Helped resolve issue to your satisfaction**: 36% Always, 24% Usually, 15% Sometimes, 9% Seldom, 16% Never

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Overall Rating of Customer Service Provided by City Employees by percentage of respondents

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Community Relations and Communications
Ways Residents Get Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)

- City Newsletter "CURRENTS" 90%
- City's Parks and Recreation Guide 54%
- Newspaper 47%
- City cable channel 21 25%
- Television News 24%
- City Web site 21%
- Involvement in neighborhood assoc. 11%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Ways Residents Get Information About City Issues, Services, and Events for 2004 and 2006

by percentage of respondents (multiple choices could be made)

<table>
<thead>
<tr>
<th>Method</th>
<th>2004</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Newsletter &quot;CURRENTS&quot;</td>
<td>78%</td>
<td>90%</td>
</tr>
<tr>
<td>City's Parks and Recreation Guide</td>
<td>NA</td>
<td>54%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>47%</td>
<td>57%</td>
</tr>
<tr>
<td>City cable channel 21</td>
<td>14%</td>
<td>25%</td>
</tr>
<tr>
<td>Television News</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>City Web site</td>
<td>NA</td>
<td>21%</td>
</tr>
<tr>
<td>Involvement in neighborhood assoc.</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2006 - 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)

- Quality of City's citizen newsletter, "CURRENTS": 25% Very Satisfied, 54% Somewhat Satisfied, 18% Neutral, 3% Dissatisfied
- Availability of info about City programs/services: 17% Very Satisfied, 56% Somewhat Satisfied, 25% Neutral, 3% Dissatisfied
- City efforts to keep residents informed: 18% Very Satisfied, 51% Somewhat Satisfied, 21% Neutral, 10% Dissatisfied
- Quality of City's web page: 11% Very Satisfied, 42% Somewhat Satisfied, 42% Neutral, 6% Dissatisfied
- Public involvement in local decision making: 12% Very Satisfied, 39% Somewhat Satisfied, 36% Neutral, 13% Dissatisfied
- Quality of programming on City's cable tv channel: 7% Very Satisfied, 38% Somewhat Satisfied, 47% Neutral, 8% Dissatisfied
- Coverage of City issues in local newspapers: 8% Very Satisfied, 38% Somewhat Satisfied, 43% Neutral, 12% Dissatisfied

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of City Communication for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Quality of City's citizen newsletter, "CURRENTS": 71% (2004) vs. 80% (2006)
- Availability of info about City programs/services: 66% (2004) vs. 72% (2006)
- City efforts to keep residents informed: 67% (2004) vs. 69% (2006)
- Quality of City's web page: 47% (2004) vs. 52% (2006)
- Quality of programming on City's cable tv channel: 44% (2004) vs. 46% (2006)
- Coverage of City issues in local newspapers: 45% (2004) vs. 56% (2006)

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Economic Sustainability
Do You Think the City of Shoreline is a "Business Friendly" City?

by percentage of respondents

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Neighborhoods
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): 40%
- Good (4): 51%
- Neutral (3): 5%
- Below Average (1/2): 5%
- Poor: 4%

As a place to raise children

- Excellent (5): 37%
- Good (4): 53%
- Neutral (3): 7%
- Below Average (1/2): 2%
- Poor: 4%

Overall quality of life in the City

- Excellent (5): 24%
- Good (4): 59%
- Neutral (3): 13%
- Below Average (1/2): 4%
- Poor: 0%

As a place with a variety of housing choices

- Excellent (5): 17%
- Good (4): 53%
- Neutral (3): 24%
- Below Average (1/2): 5%
- Poor: 2%

As a place to work

- Excellent (5): 21%
- Good (4): 35%
- Neutral (3): 33%
- Below Average (1/2): 8%
- Poor: 4%

As a place to shop

- Excellent (5): 11%
- Good (4): 37%
- Neutral (3): 26%
- Below Average (1/2): 18%
- Poor: 7%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- As a place to live: 92% (2004) vs. 87% (2006)
- As a place to raise children: 90% (2004) vs. 86% (2006)
- Overall quality of life in the City: 83% (2004) vs. 82% (2006)
- As a place with a variety of housing choices: NA
- As a place to work: 55% (2004) vs. 61% (2006)
- As a place to shop: NA

Source: ETC Institute DirectionFinder (2006 - 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: 45% Very Safe (5), 47% Safe (4), 6% Neutral (3), 0% Unsafe (2), 0% Very Unsafe (1)
- Overall feeling of safety in Shoreline: 17% Very Safe (5), 65% Safe (4), 16% Neutral (3), 2% Unsafe (2), 2% Very Unsafe (1)
- In your neighborhood at night: 18% Very Safe (5), 53% Safe (4), 20% Neutral (3), 8% Unsafe (2), 2% Very Unsafe (1)
- In other public areas in Shoreline: 14% Very Safe (5), 57% Safe (4), 26% Neutral (3), 3% Unsafe (2), 3% Very Unsafe (1)
- In city parks: 12% Very Safe (5), 51% Safe (4), 28% Neutral (3), 10% Unsafe (2), 1% Very Unsafe (1)

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Level of Safety in Various Situations in 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- In your neighborhood during the day: 91% (2004) → 92% (2006)
- In your neighborhood at night: 69% (2004) → 71% (2006)
- In other public areas in Shoreline: 72% (2004) → 71% (2006)

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Overall, How Would Rate the Condition of Your Neighborhood?

by percentage of respondents

**2004**

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

**2006**

- Good: 45%
- Excellent: 13%
- Average: 33%
- Don't Know: 1%
- Poor: 0%
- Below Average: 7%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Do You Generally Think the Condition of Your Neighborhood is Getting Better, Worse, or Staying About the Same?

by percentage of respondents

**2004**
- About the same: 64%
- Getting better: 21%
- Getting worse: 12%
- Don't know: 3%

**2006**
- About the same: 60%
- Getting better: 26%
- Getting worse: 12%
- Don't know: 2%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
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): 63%
- Neutral (3): 21%
- Dissatisfied (1/2): 4%

Overall image of the City
- Very Satisfied (5): 13%
- Somewhat Satisfied (4): 57%
- Neutral (3): 22%
- Dissatisfied (1/2): 9%

Overall effectiveness of City manager & staff
- Very Satisfied (5): 9%
- Somewhat Satisfied (4): 42%
- Neutral (3): 39%
- Dissatisfied (1/2): 11%

How well the City is planning growth
- Very Satisfied (5): 9%
- Somewhat Satisfied (4): 40%
- Neutral (3): 32%
- Dissatisfied (1/2): 19%

Overall quality of leadership
- Very Satisfied (5): 7%
- Somewhat Satisfied (4): 34%
- Neutral (3): 40%
- Dissatisfied (1/2): 19%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Rating for Items That Influence Perceptions of Shoreline for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Overall quality of services provided by the City: 69% in 2004, 75% in 2006
- Overall image of the City: 69% in both 2004 and 2006
- Overall effectiveness of City manager & staff: 49% in 2004, 50% in 2006
- How well the City is planning growth: 42% in 2004, 49% in 2006
- Overall quality of leadership: 47% in 2004, 41% in 2006

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
In General, Do You Think the City of Shoreline is Moving in the Right Direction?

by percentage of respondents

**2004**

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

**2006**

- Yes: 59%
- No: 15%
- Don't Know: 26%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Emergency Preparedness
Best Description of How Prepared Residents Would Be if Left on Their Own for 7 Days During an Emergency/Natural Disaster

by percentage of respondents

- Prepared: 23%
- Very prepared: 10%
- Fully prepared: 6%
- Somewhat prepared: 46%
- Not prepared: 13%
- Not provided: 2%

Source: ETC Institute DirectionFinder (2006 - 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>11%</td>
<td>46%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>Availability of sidewalks on major streets</td>
<td>7%</td>
<td>41%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Availability of sidewalks near schools</td>
<td>7%</td>
<td>33%</td>
<td>26%</td>
<td>34%</td>
</tr>
<tr>
<td>Availability of pedestrian walkways</td>
<td>4%</td>
<td>30%</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>Availability of bicycle lanes</td>
<td>6%</td>
<td>28%</td>
<td>40%</td>
<td>27%</td>
</tr>
<tr>
<td>Availability of sidewalks near your residence</td>
<td>4%</td>
<td>20%</td>
<td>26%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Transportation for 2004 and 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Source: ETC Institute DirectionFinder (2006 - 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 schools: 36%
Availability of sidewalks near your residence: 34%
Availability of pedestrian walkways: 32%
Availability of public transportation: 31%
Availability of sidewalks on major streets: 23%
Availability of bicycle lanes: 19%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Percent of Weekly Destination Trips That Households Take by Various Means of Travel

by percentage of respondents

- 1 person in a car: 57%
- Car pooling: 27%
- Bus or public transportation: 8%
- Walking: 6%
- Bicycle: 1%
- Other: 1%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Parks and Recreation
Satisfaction with Various Aspects of Parks and Recreation

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

- **Maintenance of City parks**
  - Very Satisfied (5): 14%
  - Somewhat Satisfied (4): 61%
  - Neutral (3): 21%
  - Dissatisfied (1/2): 4%

- **Number of City parks**
  - Very Satisfied (5): 18%
  - Somewhat Satisfied (4): 53%
  - Neutral (3): 19%
  - Dissatisfied (1/2): 10%

- **Outdoor athletic fields**
  - Very Satisfied (5): 14%
  - Somewhat Satisfied (4): 52%
  - Neutral (3): 28%
  - Dissatisfied (1/2): 6%

- **Ease of registering for programs**
  - Very Satisfied (5): 14%
  - Somewhat Satisfied (4): 50%
  - Neutral (3): 33%
  - Dissatisfied (1/2): 3%

- **City swimming pool**
  - Very Satisfied (5): 12%
  - Somewhat Satisfied (4): 48%
  - Neutral (3): 32%
  - Dissatisfied (1/2): 8%

- **Fees charged for recreation programs**
  - Very Satisfied (5): 12%
  - Somewhat Satisfied (4): 46%
  - Neutral (3): 35%
  - Dissatisfied (1/2): 7%

- **Walking and biking trails in the City**
  - Very Satisfied (5): 10%
  - Somewhat Satisfied (4): 38%
  - Neutral (3): 34%
  - Dissatisfied (1/2): 18%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Aspects of Parks and Recreation 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

- Maintenance of City parks: 49%
- Walking and biking trails in the City: 45%
- Number of City parks: 19%
- Outdoor athletic fields: 19%
- City swimming pool: 14%
- Fees charged for recreation programs: 11%
- Ease of registering for programs: 6%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Environment
Satisfaction with the City's Efforts to Sustain Various Aspects of Local Environmental Quality

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

- Recycling: 19% Very Satisfied, 56% Somewhat Satisfied, 18% Neutral, 7% Dissatisfied
- Surface water/water runoff: 8% Very Satisfied, 49% Somewhat Satisfied, 26% Neutral, 16% Dissatisfied
- Open space and urban forestry: 8% Very Satisfied, 43% Somewhat Satisfied, 36% Neutral, 13% Dissatisfied
- Growth and development: 6% Very Satisfied, 37% Somewhat Satisfied, 36% Neutral, 21% Dissatisfied
- Support alternative means of transportation: 7% Very Satisfied, 33% Somewhat Satisfied, 37% Neutral, 23% Dissatisfied

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Overall Quality of Services and Value
Overall Rating of Value of Services Received from City Taxes

by percentage of respondents

2004

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

2006

- Good: 42%
- Average: 34%
- Below Average: 6%
- Poor: 2%
- Don't Know: 8%
- Excellent: 8%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Additional Analysis

- Importance\Satisfaction Analysis

Computed by multiplying households indicating issue is one of 2-3 most important in that category times households indicating they are not satisfied with current levels of service.
**Additional Analysis**

- **Benchmarking Comparisons**

Comparisons of survey responses from Shoreline with responses from a national customer satisfaction survey administered in 2003 and survey results from 20 medium sized cities (populations 20,000-199,999) administered between 7/2002 and 7/2006.
Importance-Satisfaction Analysis
### Importance-Satisfaction Rating

City of Shoreline - 2006

**OVERALL**

<table>
<thead>
<tr>
<th>Category of Service</th>
<th>Most Important %</th>
<th>Most Important Rank</th>
<th>Satisfaction %</th>
<th>Satisfaction Rank</th>
<th>Importance-Satisfaction Rating</th>
<th>I-S Rating Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Very High Priority (IS &gt; 0.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flow of traffic and congestion</td>
<td>71%</td>
<td>1</td>
<td>38%</td>
<td>8</td>
<td>0.4402</td>
<td>1</td>
</tr>
<tr>
<td><strong>High Priority (0.10-0.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of City streets</td>
<td>50%</td>
<td>2</td>
<td>62%</td>
<td>5</td>
<td>0.1900</td>
<td>2</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>24%</td>
<td>6</td>
<td>46%</td>
<td>7</td>
<td>0.1296</td>
<td>3</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; 0.10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of police services</td>
<td>34%</td>
<td>3</td>
<td>74%</td>
<td>2</td>
<td>0.0884</td>
<td>4</td>
</tr>
<tr>
<td>Effectiveness of communication w/ the public</td>
<td>18%</td>
<td>7</td>
<td>64%</td>
<td>3</td>
<td>0.0648</td>
<td>5</td>
</tr>
<tr>
<td>Quality of City parks, programs and facilities</td>
<td>25%</td>
<td>5</td>
<td>81%</td>
<td>1</td>
<td>0.0475</td>
<td>6</td>
</tr>
<tr>
<td>City stormwater runoff/management system</td>
<td>29%</td>
<td>4</td>
<td>62%</td>
<td>5</td>
<td>0.0385</td>
<td>7</td>
</tr>
<tr>
<td>Quality of customer service from City employees</td>
<td>10%</td>
<td>8</td>
<td>64%</td>
<td>3</td>
<td>0.0217</td>
<td>8</td>
</tr>
</tbody>
</table>
Comparisons to National Benchmarks
Overall Satisfaction With City Services

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Shoreline, WA

<table>
<thead>
<tr>
<th>Service</th>
<th>Low</th>
<th>Mean</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and recreation</td>
<td>37%</td>
<td>92%</td>
<td>81%</td>
</tr>
<tr>
<td>Police Services</td>
<td>62%</td>
<td>93%</td>
<td>74%</td>
</tr>
<tr>
<td>Overall quality of customer service</td>
<td>42%</td>
<td>87%</td>
<td>64%</td>
</tr>
<tr>
<td>Effectiveness of communication with the public</td>
<td>25%</td>
<td>80%</td>
<td>64%</td>
</tr>
<tr>
<td>City stormwater runoff management system</td>
<td>32%</td>
<td>80%</td>
<td>62%</td>
</tr>
<tr>
<td>Maintenance of streets/buildings</td>
<td>19%</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td>Enforcement of City Codes</td>
<td>30%</td>
<td>70%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with Public Safety  
2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

**Shoreline, WA**

Overall quality of local police protection

- 57% rated 4 or 5
- 93% overall
- 75% satisfaction

The City's overall efforts to prevent crime

- 38% rated 4 or 5
- 84% overall
- 61% satisfaction

Enforcement of local traffic laws

- 41% rated 4 or 5
- 80% overall
- 57% satisfaction

Quality of animal control

- 26% rated 4 or 5
- 81% overall
- 52% satisfaction

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with the Enforcement of Codes and Ordinances - 2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

- Enforcing sign regulations: 36% (LOW), 78% (HIGH), 41% (MEAN)
- Enforcing the cleanup of litter and debris: 27% (LOW), 72% (HIGH), 28% (MEAN)

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with Maintenance Services

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Overall maintenance of City streets 21% 75% 65%
Maintenance of city streets in your neighborhood 19% 72% 62%
Overall cleanliness of City streets/public areas 32% 89% 60%
Mowing and trimming of city properties 38% 85% 54%
Adequacy of street lighting on arterial streets 42% 78% 53%
Adequacy of street lighting in neighborhoods 41% 83% 42%
Maintenance of sidewalks in Shoreline 25% 70% 38%

Shoreline, WA

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with City Communications

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don’t knows)

Quality of City’s citizen newsletter
36%
81%
80%

Availability of information about City programs/services
36%
86%
72%

City efforts to keep residents involved
33%
77%
69%

Public involvement in local decision making
21%
69%
51%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Satisfaction with Parks and Recreation

2006

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Shoreline, WA

Maintenance of City parks 57% 91% 75%
Number of City parks 32% 87% 71%
Outdoor athletic fields 41% 88% 66%
Ease of registering for programs 38% 84% 64%
City swimming pool 19% 90% 60%
Fees charged for recreation programs 40% 74% 58%
Walking and biking trails in the City 17% 79% 48%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Perceptions Residents Have of the City in Which They Live - **2006**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don’t knows)

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics
Demographics: Number of People in Household

by percentage of respondents

One 20%
Two 37%
Three 15%
Four 18%
Five+ 9%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Ages of People in Household

by percentage of respondents

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Number of Years Lived in Shoreline

by percentage of respondents

Less than 3 years: 9%
3 to 5 years: 14%
6 to 10 years: 15%
11 to 15 years: 10%
16 to 20 years: 10%
21 to 30 years: 17%
30+ years: 25%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Do You Own or Rent Your Current Residence?

by percentage of respondents

Own 91%
Rent 9%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Zip Code of Respondent Households

by percentage of respondents

98133
36%

98155
38%

98177
26%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Do Respondents Live East or West of I-5?
by percentage of respondents

- East: 35%
- West: 65%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Do Respondents Live East or West of Aurora Avenue N.?

by percentage of respondents

East 62%

West 38%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Total Annual Household Income
by percentage of respondents

- Under $25,000: 8%
- $25,000 to $49,999: 19%
- $50,000 to $74,999: 25%
- $75,000 to $99,999: 17%
- $100,000 or more: 21%
- Not provided: 10%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)
Demographics: Gender of the Respondents

by percentage of respondents

Male
52%

Female
48%

Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)