2008 DirectionFinder® Survey
City of Shoreline, Washington

By
ETC Institute
September 15, 2008
City of Shoreline Citizen Survey

Methodology

- Administered by mail/phone call
- Mailed to a random sampling of 2,500 households
- 511 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%
City of Shoreline
Additional Analysis

- Trends with 2006 Survey
- Importance/Satisfaction Analysis
- Benchmarking Comparisons
Strategic Topic Areas

- Quality of Overall Services and Facilities
- Maintenance Services
- Codes and Ordinances
- Communications
- Public Safety
- Leadership and Quality of Life
- Environment
Strategic Topic Areas

- Parks and Recreation
- Transportation and Land Use
- Value and Funding for Services
Survey Findings Show Improvements in Citizen Satisfaction

- Citizen satisfaction was higher in 40 service areas than in the 2006 survey.
- Citizen satisfaction was lower in 17 service areas than in the 2006 survey.
- Citizen satisfaction stayed the same in 2 service areas from the 2006 survey.
Key Areas of Higher Citizen Satisfaction

- Overall quality of police services
- Enforcement of drug and vice laws
- Overall quality of leadership from City Council
- Overall image of the City
- Overall quality of life in the City
- Overall effectiveness of City Manager and staff
- Maintenance of sidewalks
- Overall enforcement of City codes and ordinances
Key Areas of Lower Citizen Satisfaction

- Place with a variety of housing choices
- Storm water runoff/management system
- Enforcing removal of abandoned autos
- Availability of information about City programs and services
- Level of safety in city parks and trails
- Availability of sidewalks on major streets
Areas Where Citizen Satisfaction Has Increased at Least 10 Percentage Points

- Flow of traffic and congestion
- Overall cleanliness of streets/public areas
- Adequacy of street lighting
- Enforcement of local traffic laws
- Support alternative means of transportation
- Walking and biking trails
Customer Satisfaction and Priorities
# Overall Satisfaction With City Services by Major Category in 2008

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>
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</thead>
<tbody>
<tr>
<td>Quality of City parks, programs and facilities</td>
<td>25%</td>
<td>57%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Quality of police services</td>
<td>23%</td>
<td>53%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Overall quality of service provided by the City</td>
<td>13%</td>
<td>57%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Effectiveness of communication with the public</td>
<td>16%</td>
<td>51%</td>
<td>26%</td>
<td>7%</td>
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<tr>
<td>Effectiveness of sustaining environmental quality</td>
<td>14%</td>
<td>48%</td>
<td>29%</td>
<td>9%</td>
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<tr>
<td>City stormwater runoff/management system</td>
<td>11%</td>
<td>49%</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Enforcement of City codes and ordinances</td>
<td>10%</td>
<td>42%</td>
<td>35%</td>
<td>13%</td>
</tr>
<tr>
<td>Flow of traffic and congestion</td>
<td>10%</td>
<td>42%</td>
<td>24%</td>
<td>24%</td>
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<tr>
<td>Quality of human services</td>
<td>11%</td>
<td>38%</td>
<td>43%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: FTC Institute Direction Finder (2008, Shoreline, WA)
TRENDS: Overall Satisfaction With City Services by Major Category for 2006 and 2008

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
  - 2006: 81%
  - 2008: 82%

- Quality of police services
  - 2006: 74%
  - 2008: 75%

- Overall quality of service provided by the City
  - 2006: 75%
  - 2008: 70%

- Effectiveness of communication with the public
  - 2006: 64%
  - 2008: 67%

- Effectiveness of sustaining environmental quality
  - 2006: NA
  - 2008: 62%

- City stormwater runoff/management system
  - 2006: 62%
  - 2008: 60%

- Enforcement of City codes and ordinances
  - 2006: 46%
  - 2008: 52%

- Flow of traffic and congestion
  - 2006: 38%
  - 2008: 52%

- Quality of human services
  - 2006: NA
  - 2008: 49%

Source: ETC Institute DirectionFinder (2008 - 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: 50%
Effectiveness of sustaining environmental quality: 33%
Quality of police services: 32%
Quality of human services: 30%
Quality of City parks, programs and facilities: 29%
Enforcement of City codes and ordinances: 24%
City stormwater runoff/management system: 20%
Effectiveness of communication with the public: 17%
Overall quality of service provided by the City: 16%

Source: FTC Institute Direction Finder (2008 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of City Maintenance for 2006 and 2008

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

- Solid waste provider services: 60% (2006), 60% (2008)
- Overall cleanliness of City streets/public areas: 65% (2006), 71% (2008)
- Overall maintenance of City streets: 62% (2006), 71% (2008)
- Maintenance of City streets in your neighborhood: 65% (2006), 62% (2008)
- Adequacy of storm drainage in your neighborhood: 54% (2006), 59% (2008)
- Mowing and trimming of City properties: 54% (2006), 55% (2008)
- Adequacy of street lighting in your neighborhood: 42% (2006), 52% (2008)

Source: FTC Institute Direction Finder (2008, 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: 32%
- Maintenance of sidewalks in Shoreline: 32%
- Adequacy of street lighting in your neighborhood: 31%
- Overall cleanliness of City streets/public areas: 23%
- Adequacy of storm drainage in your neighborhood: 22%
- Mowing and trimming of City properties: 15%
- Maintenance of City streets in your neighborhood: 15%
- Solid waste provider services: 10%

Source: FTC Institute Direction Finder (2008 - Shoreline, WA)
TRENDS: Satisfaction Ratings for the Enforcement of City Codes and Ordinances for 2006 and 2008

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

- Removal of graffiti from public property: 48%
- Enforcing sign regulations: 44%
- Enforcing the clean up of litter and debris: 33%
- Enforcing removal of abandoned autos: 31%
- Removal of graffiti from private property: NA

Source: FTC Institute Direction Finder (2008, 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: 52%
- Enforcing removal of abandoned autos: 45%
- Removal of graffiti from public property: 35%
- Removal of graffiti from private property: 21%
- Enforcing sign regulations: 16%

Source: FTC Institute Direction Finder 2008 - Shoreline, WA
Ways Residents Get Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)

- City Newsletter "CURRENTS" - 86%
- City’s Parks and Recreation Guide - 60%
- Local newspaper - 56%
- City’s "Owner’s Manual" - 36%
- City Website - 25%
- Television news - 22%
- City cable channel 21 - 19%
- Involvement in neighborhood assoc. - 11%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of City Communication for 2006 and 2008

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" 2006: 80%, 2008: 75%
- Availability of info about City programs/services 2006: 72%, 2008: 70%
- Efforts to keep residents informed on local issues 2006: 69%, 2008: 65%
- Availability of info about City meetings/events 2006: NA, 2008: 63%
- Efforts to provide opportunities for public input 2006: NA, 2008: 58%
- Quality of City's website 2006: 52%, 2008: 49%
- Quality of programming on City's cable TV channel 2006: 46%, 2008: 41%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Public Safety for 2006 and 2008

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

Enforcement of local traffic laws

The City's efforts to prevent crime

Enforcement of drug and vice laws

Source: FTC Institute, DirectionFinder (2008, 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%
- Enforcement of drug and vice laws: 42%
- Overall quality of local police protection: 42%
- Enforcement of local traffic laws: 25%

Source: RTI Institute DirectionFinder (2006 - Shoreline, WA)
TRENDS: Satisfaction Rating for Items That Influence Perceptions of Shoreline in 2006 and 2008

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

Overall image of the City

- 2006: 69%
- 2008: 74%

Overall effectiveness of city manager & city staff

- 2006: 50%
- 2008: 54%

Overall quality of leadership of elected officials

- 2006: 41%
- 2008: 47%

Source: FTC Institute DirectionFinder (2008 - Shoreline, WA)
TRENDS: How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in 2006 and 2008

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% (2006) vs. 93% (2008)
- As a place to raise children: 90% (2006) vs. 86% (2008)
- Overall quality of life in the City: 83% (2006) vs. 85% (2008)
- As a place with a variety of housing choices: 70% (2006) vs. 65% (2008)
- As a place to work: 55% (2006) vs. 58% (2008)
- As a place to shop: 49% (2006) vs. 49% (2008)

Source: FTC Institute Direction Finder (2008 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of the Environment for 2006 and 2008

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

- Protection of the environment and open space: 61% (2008)

Source: FTC Institute Direction Finder (2008, Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Parks and Recreation for 2006 and 2008

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

- **Maintenance of City parks**
  - 2006: 75%
  - 2008: 79%

- **Outdoor athletic fields**
  - 2006: 66%
  - 2008: 72%

- **Walking and biking trails in the City**
  - 2006: 48%
  - 2008: 67%

- **City swimming pool**
  - 2006: 60%
  - 2008: 66%

- **Ease of registering for programs**
  - 2006: 64%
  - 2008: 66%

- **Variety of recreation programs**
  - 2006: NA
  - 2008: 65%

- **Fees charged for recreation programs**
  - 2006: 58%
  - 2008: 59%

Source: RTI Institute, Direction Finder (2008, 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: 53%
- Walking and biking trails in the City: 44%
- Outdoor athletic fields: 18%
- Variety of recreation programs: 17%
- City swimming pool: 12%
- Fees charged for recreation programs: 10%
- Ease of registering for programs: 3%

Source: FTC Institute DirectionFinder (2003 - Shoreline, WA)
TRENDS: Satisfaction Ratings for Various Aspects of Transportation for 2006 and 2008

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

- Availability of public transportation: 57% (2006), 58% (2008)
- Availability of sidewalks on major streets: 49% (2006), 45% (2008)
- Availability of bicycle lanes: 34% (2006), 36% (2008)
- Availability of sidewalks near your residence: 24% (2006), 29% (2008)

Source: FTC Institute, Direction Finder (2008, 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**: 42%
- **Traffic calming measures in neighborhood**: 37%
- **Availability of public transportation**: 36%
- **Availability of sidewalks on major streets**: 32%
- **Availability of bicycle lanes**: 23%

*Source: RTC Institute DirectionFinder (2003 - Shoreline, WA)*
Level of Agreement That the Current Design Standards for Multi-Family and Commercial Development Are Adequate

by percentage of respondents

Neutral 27%
Agree 19%
Strongly Agree 4%
Disagree 14%
Strongly Disagree 9%
Don't know 27%

Source: BTC Institute Direction Finder (2008, Shoreline, WA)
Overall Rating of Customer Service Provided by City Employees

by percentage of respondents

2006
- Excellent: 25%
- Good: 44%
- Average: 23%
- Poor: 6%
- Below Average: 1%

2008
- Excellent: 22%
- Good: 27%
- Average: 4%
- Poor: 2%
- Below Average: 4%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Overall, How Would Rate the Condition of Your Neighborhood?

by percentage of respondents

2006
- Good: 46%
- Excellent: 13%
- Below Average: 7%
- Average: 34%

2008
- Good: 48%
- Excellent: 15%
- Poor: 1%
- Below Average: 7%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Do You Generally Think the Condition of Your Neighborhood is Getting Better, Worse, or Staying About the Same?

by percentage of respondents

2006

Getting better 27%
About the same 67%
Getting worse 12%

2008

Getting better 20%
About the same 67%
Getting worse 14%

Source: FTC Institute DirectionFinder (2008, Shoreline, WA)
Overall Rating of Value of Services Received from City Taxes

by percentage of respondents

2006

- Good: 42%
- Excellent: 8%
- Average: 34%
- Poor: 2%
- Below Average: 6%

2008

- Good: 34%
- Excellent: 7%
- Don't Know: 10%
- Average: 37%
- Poor: 4%
- Below Average: 8%

Source: ETC Institute Direction Finder (2008 - Shoreline, WA)
Overall, How Satisfied Are You with How Well the City Is Planning for Growth?

by percentage of respondents

- Satisfied: 26%
- Very Satisfied: 3%
- Neutral: 26%
- Very Dissatisfied: 5%
- Dissatisfied: 17%
- Don't know: 23%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Overall, How Satisfied Are You with How Well the City Is Planning for Growth?

by percentage of respondents

**2006**
- Satisfied: 33%
- Very Satisfied: 7%
- Neutral: 26%
- Don't know: 18%
- Dissatisfied: 11%
- Very Dissatisfied: 4%

**2008**
- Satisfied: 26%
- Neutral: 26%
- Very Satisfied: 3%
- Dissatisfied: 17%
- Very Dissatisfied: 5%
- Don't know: 23%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
In General, Do You Think the City of Shoreline is Moving in the Right Direction?

by percentage of respondents

2006

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

2008

Yes 60%
No 10%
Don't Know 30%

Source: FTC Institute Direction Finder (2008 - Shoreline, WA)
Maximum Amount Respondents Would Pay Per Month in Additional Property Taxes to Maintain the Types of City Services That Are Most Important to Emphasize Over the Next Two Years

by percentage of respondents

- $5.00 per month: 23%
- $2.50 per month: 20%
- $7.50 per month: 5%
- $10.00 per month: 15%
- Don't Know: 5%
- Nothing: 33%

Source: FTC Institute Direction Finder (2008, 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 2007 and survey results from 30 medium sized cities (populations 20,000-199,999) administered between 7/2004-7/2008
Importance-Satisfaction Analysis
# Importance-Satisfaction Rating

## City of Shoreline - 2008

### 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; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Flow of traffic and congestion</td>
<td>50%</td>
<td>1</td>
<td>52%</td>
<td>8</td>
<td>0.2400</td>
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<td><strong>High Priority (IS .10-.20)</strong></td>
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<tr>
<td>Quality of human services</td>
<td>30%</td>
<td>4</td>
<td>49%</td>
<td>9</td>
<td>0.1530</td>
<td>2</td>
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<tr>
<td>Effectiveness of sustaining environmental quality</td>
<td>33%</td>
<td>2</td>
<td>62%</td>
<td>5</td>
<td>0.1254</td>
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<td>Enforcement of City codes and ordinances</td>
<td>24%</td>
<td>6</td>
<td>52%</td>
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<tr>
<td>Quality of police services</td>
<td>32%</td>
<td>3</td>
<td>75%</td>
<td>2</td>
<td>0.0800</td>
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<tr>
<td>Effectiveness of communication w/ the public</td>
<td>17%</td>
<td>8</td>
<td>67%</td>
<td>4</td>
<td>0.0561</td>
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<tr>
<td>Quality of City parks, programs and facilities</td>
<td>29%</td>
<td>5</td>
<td>82%</td>
<td>1</td>
<td>0.0522</td>
<td>7</td>
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<tr>
<td>City stormwater runoff/management system</td>
<td>20%</td>
<td>7</td>
<td>60%</td>
<td>6</td>
<td>0.0385</td>
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<tr>
<td>Overall quality of service provided by the City</td>
<td>16%</td>
<td>9</td>
<td>70%</td>
<td>3</td>
<td>0.0217</td>
<td>9</td>
</tr>
</tbody>
</table>
## Importance-Satisfaction Rating

### City of Shoreline - 2008

**PUBLIC SAFETY SERVICES**

<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; .20)</strong></td>
<td></td>
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<tr>
<td>The City's efforts to prevent crime</td>
<td>62%</td>
<td>1</td>
<td>65%</td>
<td>3</td>
<td>0.2170</td>
<td>1</td>
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<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
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<tr>
<td>Enforcement of drug and vice laws</td>
<td>42%</td>
<td>2</td>
<td>55%</td>
<td>4</td>
<td>0.1890</td>
<td>2</td>
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<tr>
<td>Overall quality of local police protection</td>
<td>42%</td>
<td>2</td>
<td>77%</td>
<td>1</td>
<td>0.0966</td>
<td>3</td>
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<tr>
<td>Enforcement of local traffic laws</td>
<td>25%</td>
<td>4</td>
<td>67%</td>
<td>2</td>
<td>0.0825</td>
<td>4</td>
</tr>
</tbody>
</table>
# Importance-Satisfaction Rating

City of Shoreline - 2008

## CITY MAINTENANCE

<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>
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</thead>
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<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
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<tr>
<td>Maintenance of sidewalks in Shoreline</td>
<td>32%</td>
<td>1</td>
<td>41%</td>
<td>8</td>
<td>0.1888</td>
<td>1</td>
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<tr>
<td>Adequacy of street lighting in your neighborhood</td>
<td>31%</td>
<td>3</td>
<td>52%</td>
<td>7</td>
<td>0.1488</td>
<td>2</td>
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<td><strong>Medium Priority (IS &lt;.10)</strong></td>
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<tr>
<td>Overall maintenance of City streets</td>
<td>32%</td>
<td>1</td>
<td>71%</td>
<td>2</td>
<td>0.0928</td>
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<td>Adequacy of storm drainage in your neighborhood</td>
<td>22%</td>
<td>5</td>
<td>59%</td>
<td>5</td>
<td>0.0902</td>
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<tr>
<td>Mowing and trimming of City properties</td>
<td>15%</td>
<td>6</td>
<td>55%</td>
<td>6</td>
<td>0.0675</td>
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<tr>
<td>Overall cleanliness of city streets/public areas</td>
<td>23%</td>
<td>4</td>
<td>71%</td>
<td>2</td>
<td>0.0667</td>
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<tr>
<td>Maintenance of City streets in your neighborhood</td>
<td>15%</td>
<td>6</td>
<td>65%</td>
<td>4</td>
<td>0.0525</td>
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<td>Solid waste provider services</td>
<td>10%</td>
<td>8</td>
<td>77%</td>
<td>1</td>
<td>0.0230</td>
<td>8</td>
</tr>
</tbody>
</table>
# Importance-Satisfaction Rating

City of Shoreline - 2008

## CODES AND ORDINANCES

<table>
<thead>
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<th>Category of Service</th>
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</tr>
<tr>
<td>Enforcing the clean up of litter and debris</td>
<td>52%</td>
<td>1</td>
<td>32%</td>
<td>3</td>
<td>0.3536</td>
<td>1</td>
</tr>
<tr>
<td>Enforcing removal of abandoned autos</td>
<td>45%</td>
<td>2</td>
<td>31%</td>
<td>4</td>
<td>0.3105</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Removal of graffiti from public property</td>
<td>35%</td>
<td>3</td>
<td>48%</td>
<td>1</td>
<td>0.1820</td>
<td>3</td>
</tr>
<tr>
<td>Removal of graffiti from private property</td>
<td>21%</td>
<td>4</td>
<td>30%</td>
<td>5</td>
<td>0.1470</td>
<td>4</td>
</tr>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enforcing sign regulations</td>
<td>16%</td>
<td>5</td>
<td>44%</td>
<td>2</td>
<td>0.0896</td>
<td>5</td>
</tr>
</tbody>
</table>
# Importance-Satisfaction Rating

**City of Shoreline - 2008**

## TRANSPORTATION

<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; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of sidewalks near your residence</td>
<td>42%</td>
<td>1</td>
<td>29%</td>
<td>5</td>
<td>0.2982</td>
<td>1</td>
</tr>
<tr>
<td>Traffic calming measures in neighborhood</td>
<td>37%</td>
<td>2</td>
<td>36%</td>
<td>3</td>
<td>0.2368</td>
<td>2</td>
</tr>
<tr>
<td><strong>High Priority (IS .10-.20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of sidewalks on major streets</td>
<td>32%</td>
<td>4</td>
<td>45%</td>
<td>2</td>
<td>0.1760</td>
<td>3</td>
</tr>
<tr>
<td>Availability of public transportation</td>
<td>36%</td>
<td>3</td>
<td>58%</td>
<td>1</td>
<td>0.1512</td>
<td>4</td>
</tr>
<tr>
<td>Availability of bicycle lanes</td>
<td>23%</td>
<td>5</td>
<td>36%</td>
<td>3</td>
<td>0.1472</td>
<td>5</td>
</tr>
</tbody>
</table>
# Importance-Satisfaction Rating

## City of Shoreline - 2008

### PARKS AND RECREATION

<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>High Priority (IS &gt; .20)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walking and biking trails in the City</td>
<td>44%</td>
<td>2</td>
<td>67%</td>
<td>3</td>
<td>0.1452</td>
<td>1</td>
</tr>
<tr>
<td>Maintenance of City parks</td>
<td>53%</td>
<td>1</td>
<td>79%</td>
<td>1</td>
<td>0.1113</td>
<td>2</td>
</tr>
<tr>
<td><strong>Medium Priority (IS &lt; .10)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety of recreation programs</td>
<td>17%</td>
<td>4</td>
<td>65%</td>
<td>6</td>
<td>0.0595</td>
<td>6</td>
</tr>
<tr>
<td>Outdoor athletic fields</td>
<td>18%</td>
<td>3</td>
<td>72%</td>
<td>2</td>
<td>0.0504</td>
<td>7</td>
</tr>
<tr>
<td>Fees charged for recreation programs</td>
<td>10%</td>
<td>6</td>
<td>59%</td>
<td>7</td>
<td>0.0410</td>
<td>4</td>
</tr>
<tr>
<td>City swimming pool</td>
<td>12%</td>
<td>5</td>
<td>66%</td>
<td>4</td>
<td>0.0408</td>
<td>3</td>
</tr>
<tr>
<td>Ease of registering for programs</td>
<td>3%</td>
<td>7</td>
<td>66%</td>
<td>4</td>
<td>0.0102</td>
<td>5</td>
</tr>
</tbody>
</table>
Comparisons to National Benchmarks
Overall Satisfaction With City Services

2008

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

- Parks and recreation: 37% (Mean: 82%)
- Police Services: 61% (Mean: 75%)
- Overall quality of customer service: 42% (Mean: 70%)
- Effectiveness of communication with the public: 25% (Mean: 67%)
- City stormwater runoff management system: 32% (Mean: 60%)
- Enforcement of City Codes: 29% (Mean: 52%)

Source: RSC Institute, Direction Finder (2008, Shoreline, WA)
Satisfaction with Public Safety 2008
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: 93\% (77\%)

Enforcement of local traffic laws: 80\% (67\%)

The City's overall efforts to prevent crime: 83\% (65\%)

Source: ETC Institute Direction Finder (2008 - Shoreline, WA)
Satisfaction with the Enforcement of Codes and Ordinances - 2008

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: 32% LOW, 76% MEAN, 44% HIGH
- Enforcing the cleanup of litter and debris: 25% LOW, 72% MEAN, 32% HIGH

Source: FTC Institute DirectionFinder (2008 - Shoreline, WA)
Satisfaction with Maintenance Services 2008

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 cleanliness of City streets/public areas: 30% LOW, 60% MEAN, 10% HIGH
- Overall maintenance of City streets: 20% LOW, 60% MEAN, 20% HIGH
- Maintenance of city streets in your neighborhood: 20% LOW, 60% MEAN, 20% HIGH
- Mowing and trimming of city properties: 38% LOW, 62% MEAN, 0% HIGH
- Adequacy of street lighting in neighborhoods: 43% LOW, 57% MEAN, 0% HIGH
- Maintenance of sidewalks in Shoreline: 25% LOW, 50% MEAN, 25% HIGH

Source: FTC Institute Direction Finder (2008 - Shoreline, WA)
Satisfaction with City Communications 2008

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

1. Quality of City’s citizen newsletter: 27% LOW, 75% HIGH
2. Availability of information about City programs/services: 36% LOW, 70% HIGH
3. City efforts to keep residents involved: 31% LOW, 65% HIGH
4. Quality of City’s website: 34% LOW, 49% HIGH
5. Quality of programming on City’s cable tv channel: 31% LOW, 41% HIGH

Source: ETC Institute Direction Finder 2008, Shoreline, WA
Perceptions Residents Have of the City in Which They Live - 2008
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Overall image of the City

Source: ETC Institute DirectionFinder (2008 - Shoreline WA)
Satisfaction with Parks and Recreation 2008

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

- **Maintenance of City parks**: 57% (Mean), 91% (High), 79%
- **Outdoor athletic fields**: 41% (Mean), 88% (High), 72%
- **Walking and biking trails in the City**: 17% (Mean), 85% (High), 67%
- **Ease of registering for programs**: 40% (Mean), 83% (High), 66%
- **City swimming pool**: 21% (Mean), 91% (High), 66%
- **Fees charged for recreation programs**: 40% (Mean), 74% (High), 59%

Source: RTC Institute Direction Finder (2008 - Shoreline, WA)
How Safe Residents Feel in Their Community
2008

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
- Shoreline, WA: 99% (96%)

In your neighborhood at night
- Shoreline, WA: 77%

In city parks
- Shoreline, WA: 55%

Source: FTC Institute DirectionFinder (2008 - Shoreline WA)
Demographics
Demographics: Number of People in Household

by percentage of respondents

- One: 26%
- Two: 41%
- Three: 16%
- Four: 12%
- Five+ (and above): 5%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Ages of People in Household

by percentage of respondents

- Ages 20-24: 4%
- Ages 25-34: 7%
- Ages 35-44: 12%
- Ages 45-54: 19%
- Ages 55-64: 17%
- Ages 65-74: 10%
- Ages 75+: 11%
- Ages 10-14: 5%
- Ages 15-19: 8%
- Ages 5-9: 3%
- Under age 5: 3%

Source: ETC Institute Direction Finder (2008 - Shoreline, WA)
Demographics: Years Lived in Shoreline

by percentage of respondents

- 31+ years: 32%
- 21 to 30 years: 15%
- Under 3: 9%
- 16 to 20 years: 11%
- 11 to 15 years: 9%
- 6 to 10 years: 13%
- 3 to 5 years: 11%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Do You Own or Rent Your Current Residence?

by percentage of respondents

Own 90%

Rent 10%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Zip Code of Respondent Households

by percentage of respondents

98133
36%

98155
39%

98177
25%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Do Respondents Live East or West of I-5?

by percentage of respondents

- East: 34%
- West: 66%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Do Respondents Live East or West of Aurora Avenue N.?

by percentage of respondents

East
57%

West
43%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Total Annual Household Income

by percentage of respondents

- $25,000 to $49,999: 21%
- $50,000 to $74,999: 23%
- Under $25,000: 9%
- Not Provided: 9%
- $75,000 to $99,999: 16%
- $100,000 or more: 23%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)
Demographics: Gender of the Respondents

by percentage of respondents

Female 52%

Male 48%

Source: ETC Institute DirectionFinder (2008 - Shoreline, WA)