

# City of Shoreline Resident Satisfaction Survey

## Findings Report

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# 2018

**Submitted to the City of Shoreline**

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**July 2018**





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# 2018 City of Shoreline Resident Satisfaction Survey Executive Summary

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## Purpose and Methodology

ETC Institute administered a survey to residents of the City of Shoreline during the summer of 2018. The purpose of the survey was to help the City of Shoreline ensure that the city's priorities continue to match the needs and desires of residents. This is the eighth time ETC Institute has administered the *DirectionFinder*<sup>®</sup> survey for the City of Shoreline. The survey was previously administered in 2004, 2006, 2008, 2010, 2012, 2014, and 2016.

The six-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in the City of Shoreline. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Shoreline from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 800 residents. The goal was exceeded with a total of 1,024 residents completing the survey. The overall results for the sample of 1,024 households have a precision of at least +/-3.0% at the 95% level of confidence.

The percentage of "don't know" responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Shoreline with the results from other communities in ETC Institute's *DirectionFinder*<sup>®</sup> database. Since the number of "don't know" responses often reflect the utilization and awareness of city services, the percentage of "don't know" responses have been provided in the tabular data section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2004, 2016 and 2018 community surveys,
- benchmarking data that shows how the results for Shoreline compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

## Overall Satisfaction with City Services and Facilities

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of City parks and recreation programs and facilities (83%), overall quality of police services (77%), and the overall quality of services provided by the City of Shoreline (69%). The top four rated City services that should receive the most emphasis over the next two years, were: overall quality of police services (34%), overall travel time for trips on Shoreline streets (32%), overall response to prescription drug abuse and addiction issues (32%), and the overall quality of City parks and recreation programs and facilities (30%). The City of Shoreline’s quality of services ranked 22% above the national average.

## Overall Satisfaction with Public Safety

Overall satisfaction with public safety items that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: overall quality of local police protection (77%), level of trust in officers to do the right thing (72%), and the level of respect Shoreline Police officers show residents (72%). The top three aspects of public safety residents indicated should receive the most emphasis over the next two years, were: response to property crime (33%), response to drug activity (31%), and the City’s efforts to prevent crime (31%). The City of Shoreline’s efforts to prevent crime ranks 11% above the national average.

## Overall Ratings and Perception of the City

Residents were asked to rate the City of Shoreline as a place to live, work, and raise children. Based upon the combined percentage of “excellent” and “good” responses among respondents *who had an opinion*, the highest ratings for the City, were: as a place to live (92%), as a place to raise children (90%), and the overall quality of life in the City (81%). Respondents rated the overall condition of their neighborhood; nineteen percent (19%) indicated their neighborhood is in “excellent” condition and 49% consider the condition of their neighborhood as “good”. The City of Shoreline trended upward 5% as a place a place to live from 87% in 2004 to 92% in 2018.

## Satisfaction with Specific City Services

- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: garbage and recycling provider services (86%), adequacy of storm drainage services in neighborhoods (66%), and the overall cleanliness of City streets and other public areas (63%). The top two City maintenance items respondents felt should receive the most emphasis over the next two years, were: the maintenance of sidewalks in Shoreline (36%) and the overall maintenance of City streets (35%).
  - Residents were asked to rank five projects on a scale of 1 to 5, where 1 was the top priority and 5 was the lowest priority, potential projects the City should fund using local tax dollars. Sixty-five percent (65%) of respondents indicated road maintenance and pavement preservation as a top priority for investment and 64% indicated sidewalks as the next important priority for investment.
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of City parks (84%), maintenance of City playgrounds (83%), and outdoor athletic fields (76%). The three parks and recreation services respondents indicated should receive the most emphasis over the next two years were: the maintenance of City parks (48%), walking and biking trails in the City (32%), and the maintenance of City playgrounds (21%). Overall, the City of Shoreline performed very well when compared to the national average and communities in the Northwest Region.
- **City Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of content in the City’s newsletter (75%), availability of information about City services, meetings, and events (66%), and the City’s efforts to provide information on major City issues (62%).
  - Respondents were asked to indicate what sources they use to get information about City issues, services, and events. The most selected sources were: the City newsletter “CURRENTS” (87%), City’s Parks and Recreation Guide (71%), and online resources (50%).
- **Transportation and Land Use.** The highest levels of satisfaction with City transportation and land use, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of public transportation options (59%), availability of bicycle lanes (51%), and the availability of sidewalks on major streets and routes (47%). The top three items residents indicated should receive the most emphasis over the next two years, were: availability of sidewalks in neighborhoods (37%), availability of public transportation options (28%), and the availability of sidewalks on major streets and routes (24%).

- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of graffiti removal from private properties (44%), and enforcing removal of abandoned and/or junk autos (38%). The top code enforcement item that respondents felt should receive the most emphasis over the next two years is enforcing the clean-up of garbage, junk, or debris on private property (49%).

## Additional Findings and Recommendations

- Respondents were asked to indicate how safe they feel in various situations. Respondents feel most safe, based upon the combined percentage of “very safe” and “safe” responses among residents who had an opinion, when: in neighborhoods during the day (93%), overall feeling of safety in Shoreline (81%), and in neighborhoods at night (74%). The level of safety in Shoreline neighborhoods at night trended upward 5% from 69% in 2004 to 74% in 2018.
- The overall satisfaction with leadership and the quality of life in Shoreline, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall image of the City (79%) and the overall effectiveness of the City Manager and the City staff (58%).
- Respondents were asked to indicate their level of agreement with how much they trust the City of Shoreline with their tax dollars. Fifteen percent (15%) indicated they “strongly agree” and 51% indicated they “somewhat agree” that they can trust the City of Shoreline to spend their tax dollars responsibly.
- Seventy-nine percent (79%) of respondents believe the City is moving in the right direction.
- Ninety-two percent (92%) of residents feel Shoreline is a welcoming and inclusive community.
- Sixty-four percent (64%) of respondents support the City’s long-term emphasis on economic development.

## How the City of Shoreline Compares to Other Communities Nationally

Satisfaction ratings for The City of Shoreline **rated the same as or above the U.S. average in 33 of the 44 areas** that were assessed. The City of Shoreline rated significantly higher than the U.S. average (difference of 5% or more) in 29 of these areas. Listed below are the comparisons between the City of Shoreline and the U.S. average:

Service	Shoreline	United States	Difference	Category
Quality of content in City's newsletter	74%	51%	23%	City Communication
As a place to raise children	90%	68%	22%	Leadership and Quality of Life
As a place to live	92%	70%	22%	Leadership and Quality of Life
Overall quality of service provided by City of Shoreline	69%	47%	22%	Services and Facilities
City swimming pool	56%	35%	21%	Parks and Recreation
City's efforts to provide opportunities for public involvement	55%	34%	21%	City Communication
Overall effectiveness of City Manager & City staff	57%	37%	20%	Leadership and Quality of Life
Adequacy of storm drainage services in your neighborhood	66%	46%	20%	Services and Facilities
Availability of information about City services, meetings, & events	66%	46%	20%	City Communication
Overall quality of City parks & recreation programs & facilities	83%	64%	19%	Services and Facilities
Garbage/recycling provider services	86%	69%	17%	Services and Facilities
City's efforts to provide information on major City issues	62%	46%	16%	City Communication
Availability of public transportation options	59%	43%	16%	Transportation and Land Use
Maintenance of City parks	85%	70%	15%	Parks and Recreation
Overall image of City	78%	64%	14%	Leadership and Quality of Life
Overall effectiveness of City communication with the public	61%	47%	14%	Services and Facilities
Availability of bicycle lanes	51%	37%	14%	Transportation and Land Use
Overall quality of leadership provided by City's elected officials	54%	40%	14%	Leadership and Quality of Life
Walking & biking trails in City	72%	59%	13%	Parks and Recreation
Overall quality of police services	76%	65%	11%	Services and Facilities
Outdoor athletic fields	76%	65%	11%	Parks and Recreation
Variety of recreation programs	70%	60%	10%	Parks and Recreation
Maintenance of streets in your neighborhood	58%	48%	10%	Services and Facilities
Overall maintenance of City streets	60%	50%	10%	Services and Facilities
Overall quality of life in City	81%	73%	8%	Leadership and Quality of Life
As a place to work	62%	54%	8%	Leadership and Quality of Life
Overall quality of City's stormwater runoff/stormwater management system	63%	56%	7%	Services and Facilities
Overall quality of local police protection	77%	70%	7%	Public Safety
City's efforts to prevent crime	62%	56%	6%	Public Safety
Maintenance of public trees along City streets	58%	54%	4%	Services and Facilities
Fees charged for recreation programs	64%	62%	2%	Parks and Recreation
Overall cleanliness of City streets & other public areas	64%	62%	2%	Services and Facilities
Enforcement of graffiti removal from private properties	44%	43%	1%	City Codes and Ordinances
Adequacy of City street lighting in your neighborhood	54%	56%	-2%	Services and Facilities
Enforcement of local traffic laws	62%	64%	-2%	Public Safety
Enforcing clean-up of garbage, junk, or debris on private property	37%	41%	-4%	City Codes and Ordinances
Mowing & trimming along City streets & other public areas	48%	54%	-6%	Services and Facilities
Quality of content on City's website	55%	62%	-7%	City Communication
Overall effectiveness of City's code enforcement program	44%	52%	-8%	Services and Facilities
Quality of City's social media	47%	56%	-9%	City Communication
Enforcing removal of abandoned/junk autos	38%	48%	-10%	City Codes and Ordinances
Maintenance of sidewalks in Shoreline	35%	47%	-12%	Services and Facilities
Quality of sidewalks in Shoreline	34%	47%	-14%	Transportation and Land Use
Quality of sidewalks for people with mobility challenges	22%	51%	-29%	Transportation and Land Use

## How the City of Shoreline Compares to Other Communities Regionally

Satisfaction ratings for The City of Shoreline **rated the same or above the average for the Northwest Region in 33 of the 44 areas** that were assessed. The City of Shoreline rated significantly higher than this average (difference of 5% or more) in 30 of these areas. Listed below are the comparisons between The City of Shoreline and the average for the Northwest Region:

Service	Shoreline	Northwest Region	Difference	Category
As a place to raise children	90%	61%	29%	Leadership and Quality of Life
Quality of content in City's newsletter	74%	47%	27%	City Communication
As a place to live	92%	66%	26%	Leadership and Quality of Life
Overall effectiveness of City Manager & City staff	57%	34%	23%	Leadership and Quality of Life
City swimming pool	56%	33%	23%	Parks and Recreation
Overall quality of leadership provided by City's elected officials	54%	32%	22%	Leadership and Quality of Life
Overall quality of service provided by City of Shoreline	69%	47%	22%	Services and Facilities
Adequacy of storm drainage services in your neighborhood	66%	45%	21%	Services and Facilities
Availability of information about City services, meetings, & events	66%	45%	21%	City Communication
City's efforts to provide information on major City issues	62%	42%	20%	City Communication
Overall quality of police services	76%	57%	19%	Services and Facilities
Overall effectiveness of City communication with the public	61%	42%	19%	Services and Facilities
City's efforts to provide opportunities for public involvement	55%	36%	19%	City Communication
Availability of bicycle lanes	51%	35%	16%	Transportation and Land Use
As a place to work	62%	46%	16%	Leadership and Quality of Life
Maintenance of City parks	85%	70%	15%	Parks and Recreation
Overall image of City	78%	65%	13%	Leadership and Quality of Life
Outdoor athletic fields	76%	64%	12%	Parks and Recreation
Overall quality of City parks & recreation programs & facilities	83%	72%	11%	Services and Facilities
City's efforts to prevent crime	62%	51%	11%	Public Safety
Maintenance of streets in your neighborhood	58%	48%	10%	Services and Facilities
Walking & biking trails in City	72%	62%	10%	Parks and Recreation
Garbage/recycling provider services	86%	77%	9%	Services and Facilities
Availability of public transportation options	59%	50%	9%	Transportation and Land Use
Overall quality of City's stormwater runoff/stormwater management system	63%	55%	8%	Services and Facilities
Overall quality of local police protection	77%	70%	7%	Public Safety
Maintenance of public trees along City streets	58%	52%	6%	Services and Facilities
Overall maintenance of City streets	60%	54%	6%	Services and Facilities
Enforcement of local traffic laws	62%	57%	5%	Public Safety
Overall cleanliness of City streets & other public areas	64%	59%	5%	Services and Facilities
Variety of recreation programs	70%	66%	4%	Parks and Recreation
Overall quality of life in City	81%	80%	1%	Leadership and Quality of Life
Enforcing clean-up of garbage, junk, or debris on private property	37%	36%	1%	City Codes and Ordinances
Mowing & trimming along City streets & other public areas	48%	52%	-4%	Services and Facilities
Fees charged for recreation programs	64%	68%	-4%	Parks and Recreation
Quality of content on City's website	55%	59%	-4%	City Communication
Adequacy of City street lighting in your neighborhood	54%	59%	-5%	Services and Facilities
Quality of City's social media	47%	53%	-6%	City Communication
Enforcement of graffiti removal from private properties	44%	53%	-9%	City Codes and Ordinances
Overall effectiveness of City's code enforcement program	44%	55%	-11%	Services and Facilities
Enforcing removal of abandoned/junk autos	38%	53%	-15%	City Codes and Ordinances
Maintenance of sidewalks in Shoreline	35%	53%	-18%	Services and Facilities
Quality of sidewalks in Shoreline	34%	53%	-20%	Transportation and Land Use
Quality of sidewalks for people with mobility challenges	22%	52%	-30%	Transportation and Land Use

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

- Overall response to prescription drug abuse and addiction issues, such as opioid addictions (IS Rating=0. 2416)

The table below shows the importance-satisfaction rating for all 11 major categories of City services that were rated.

2018 Importance-Satisfaction Rating Shoreline, Washington Quality of Services and Facilities						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very Priority (IS &gt;.20)</b>						
Overall response to prescription drug abuse & addiction issues, such as opioid addictions	32%	3	23%	11	0.2416	1
<b>High Priority (IS .10-.20)</b>						
Overall quality of human services (e.g. support for people in times of need) offered by City	28%	5	42%	10	0.1627	2
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	32%	2	57%	8	0.1394	3
Overall effectiveness of City's code enforcement program	18%	9	44%	9	0.1014	4
<b>Medium Priority (IS &lt;.10)</b>						
Overall effectiveness of City's efforts to sustain environmental quality	25%	6	65%	4	0.0889	5
Overall effectiveness of City communication with the public	21%	7	61%	6	0.0821	6
Overall quality of police services	34%	1	76%	2	0.0791	7
Overall efforts to promote diversity & inclusiveness in the community	17%	10	57%	7	0.0739	8
Overall quality of service provided by City of Shoreline	20%	8	69%	3	0.0621	9
Overall quality of City parks & recreation programs & facilities	30%	4	83%	1	0.0504	10
Overall quality of City's stormwater runoff/stormwater management system	11%	11	63%	5	0.0396	11

# Section 1

## *Charts and Graphs*

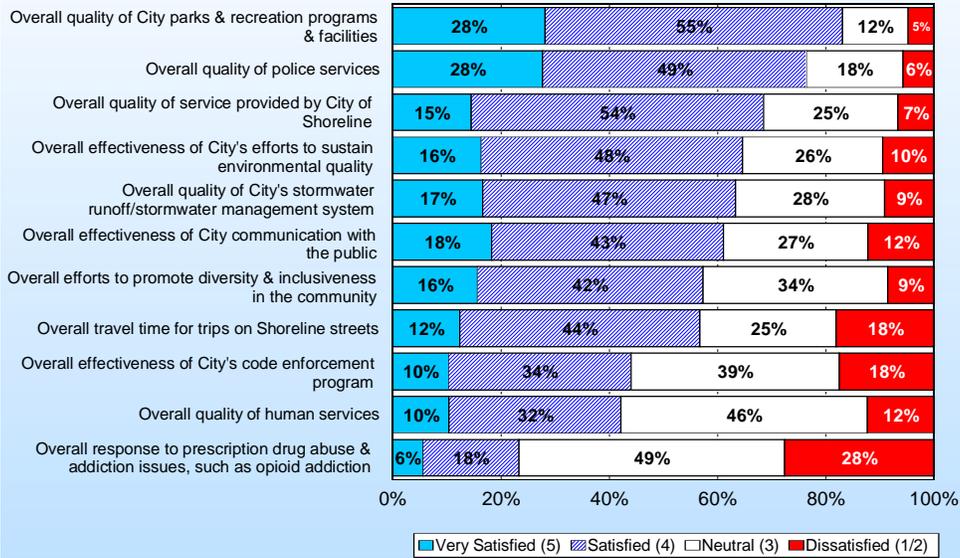
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***City of Shoreline***  
**2018 DirectionFinder**  
**Survey Results**

**Quality of Services**  
**and Facilities**

## Q1. Overall Satisfaction With City Services by Major Category

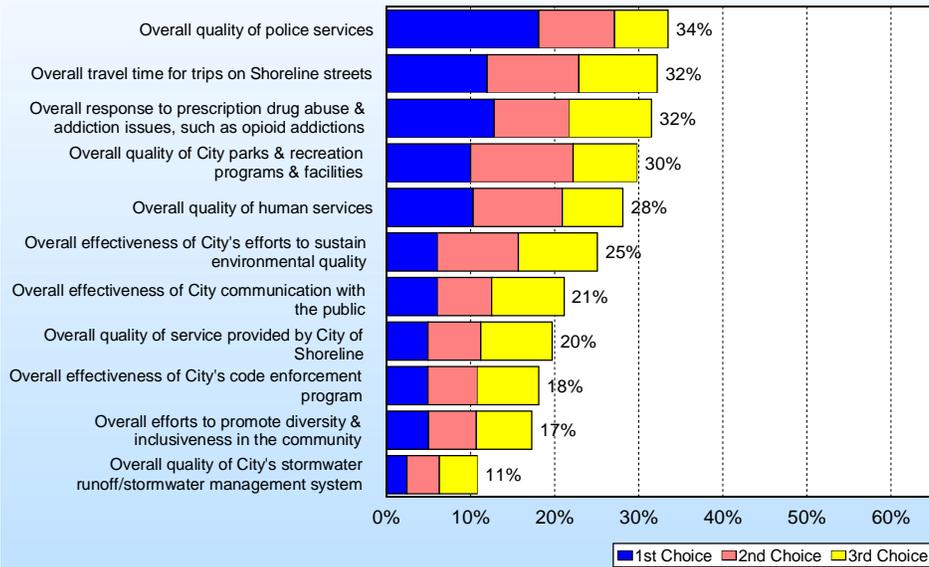
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

## Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

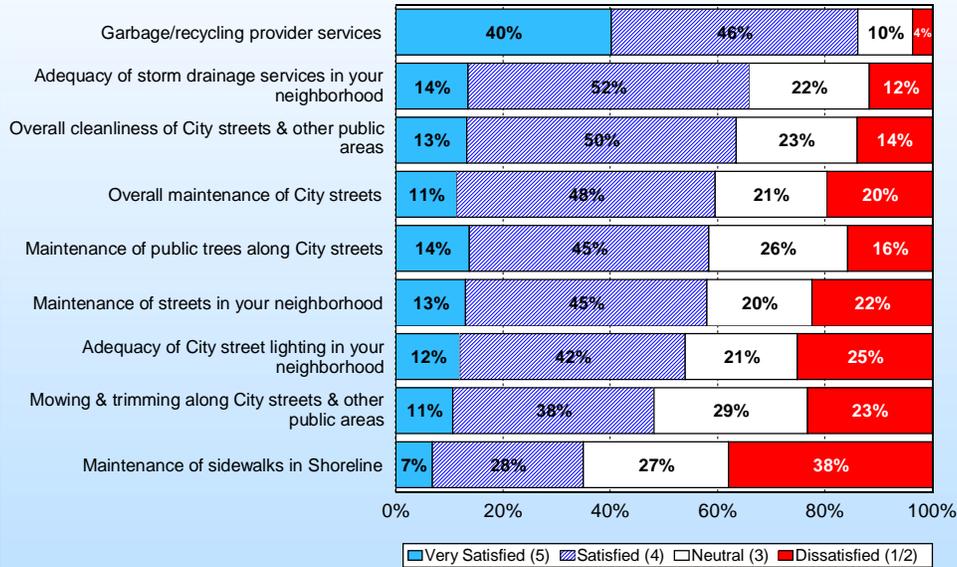
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q3. Satisfaction with Various Aspects of City Maintenance

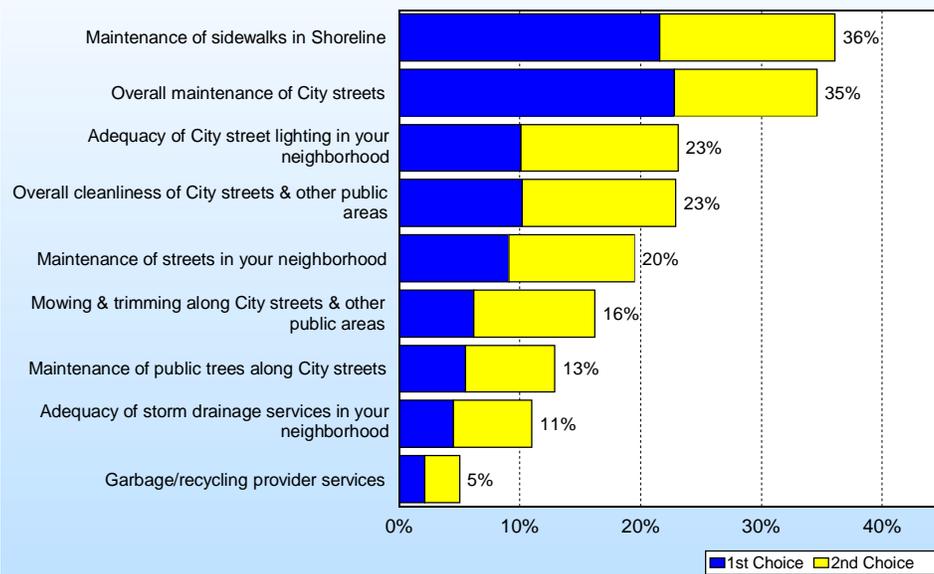
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q4. Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years

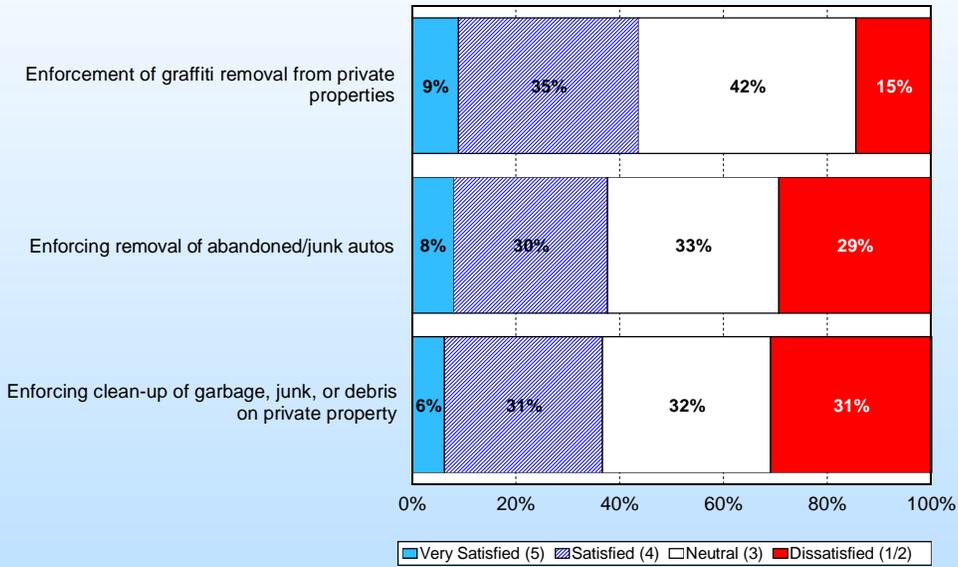
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q5. Satisfaction with the Enforcement of City Codes and Ordinances

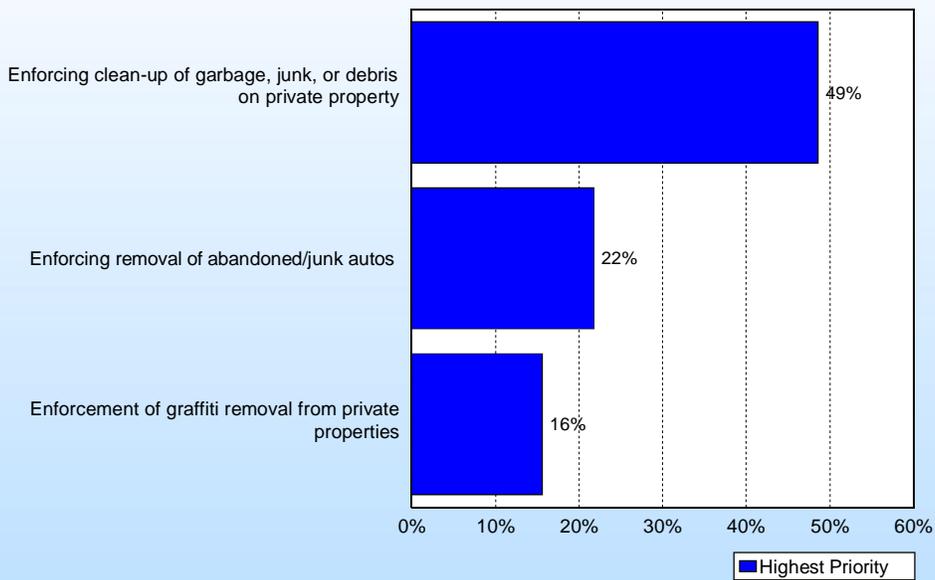
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q6. Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as the highest priority

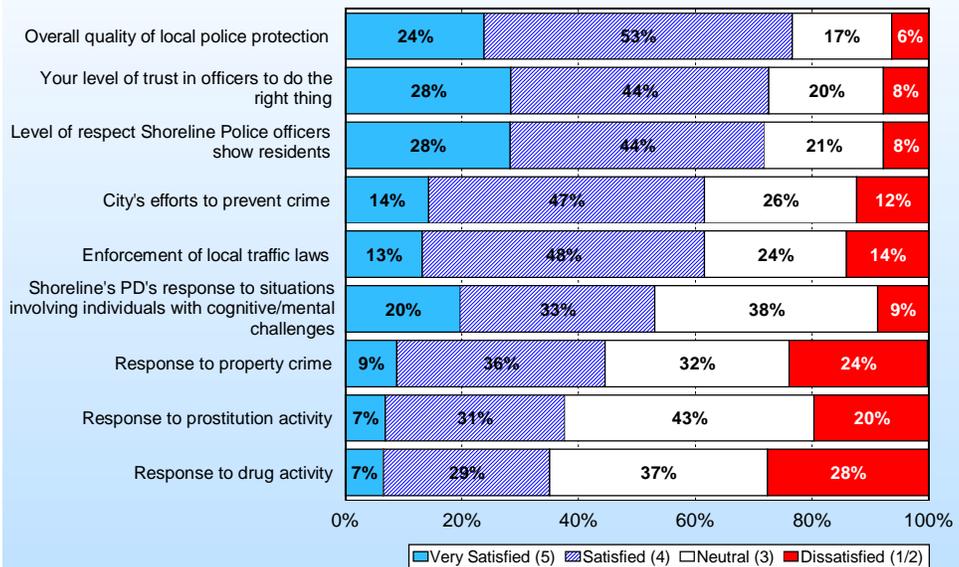


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

# Public Safety

## Q7. Satisfaction with Various Aspects of Public Safety

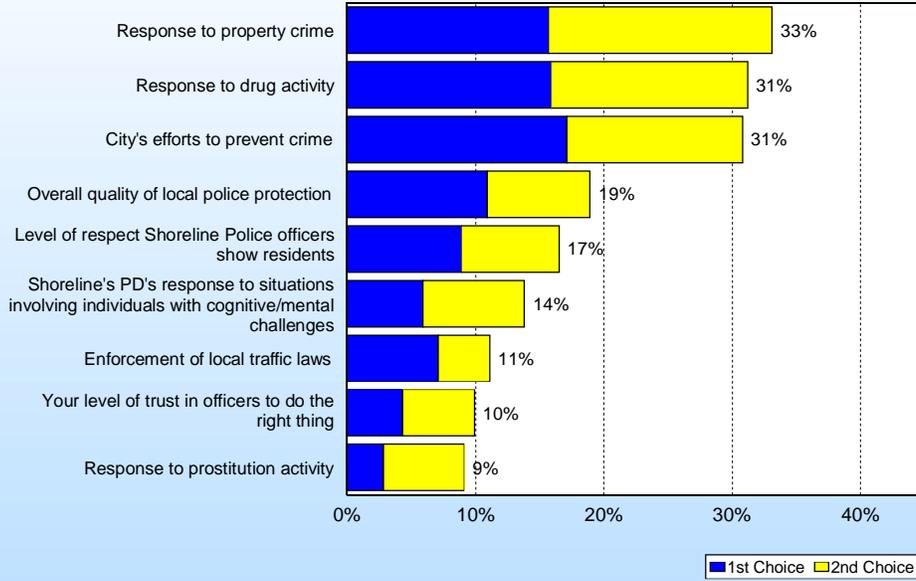
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q8. Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

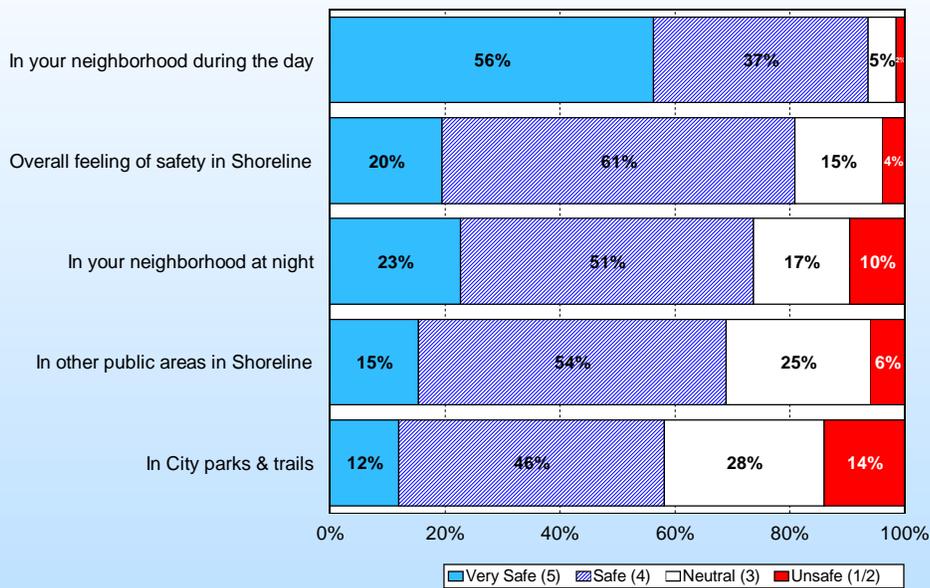
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q9. 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)

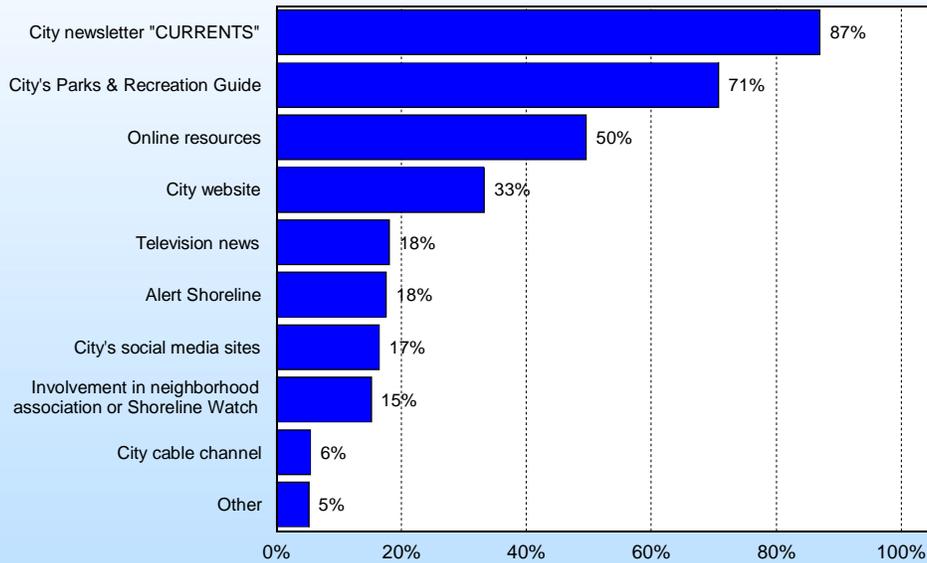


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

# Communication

## Q10. How Residents Receive Information About City Issues, Services, and Events

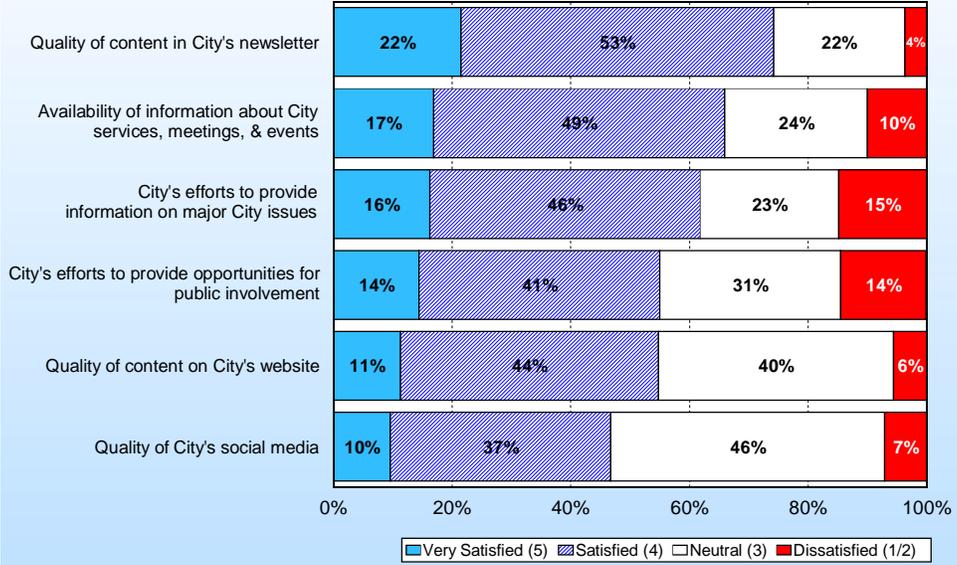
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

## Q11. 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)

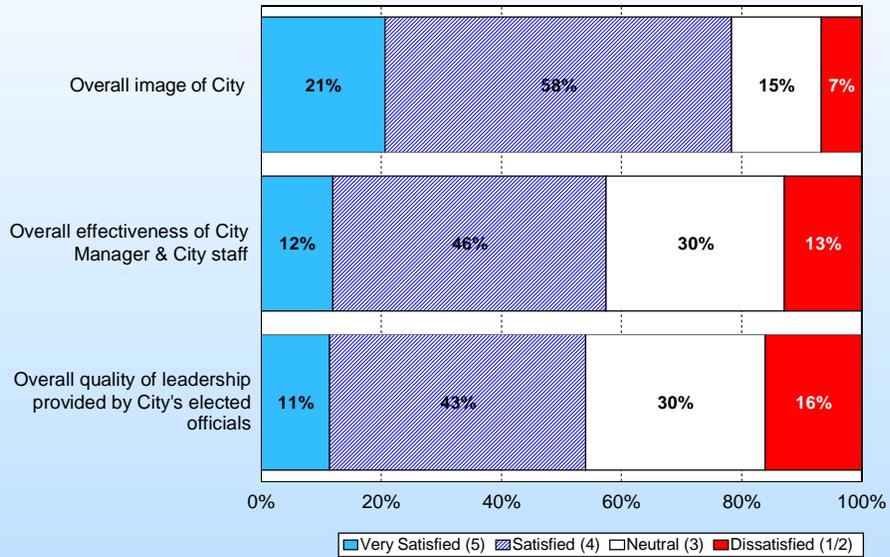


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

# Leadership and Quality of Life

### Q12. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline

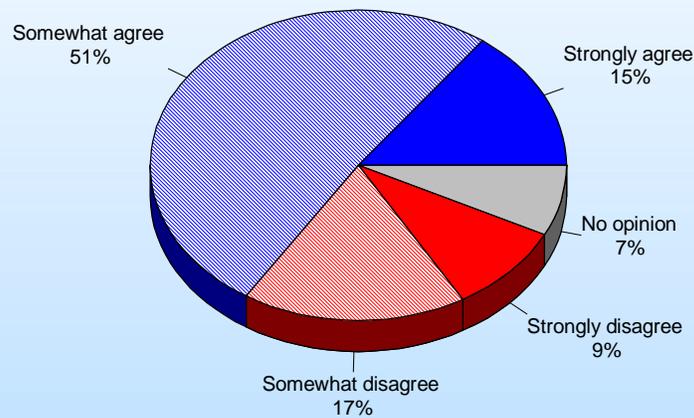
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q13. How much do you agree with the statement "I trust the City of Shoreline to spend my tax dollars responsibly"?

by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q14. In general, do you think the City of Shoreline is moving in the right direction?

by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q15. In general, do you believe Shoreline is a welcoming and inclusive community?

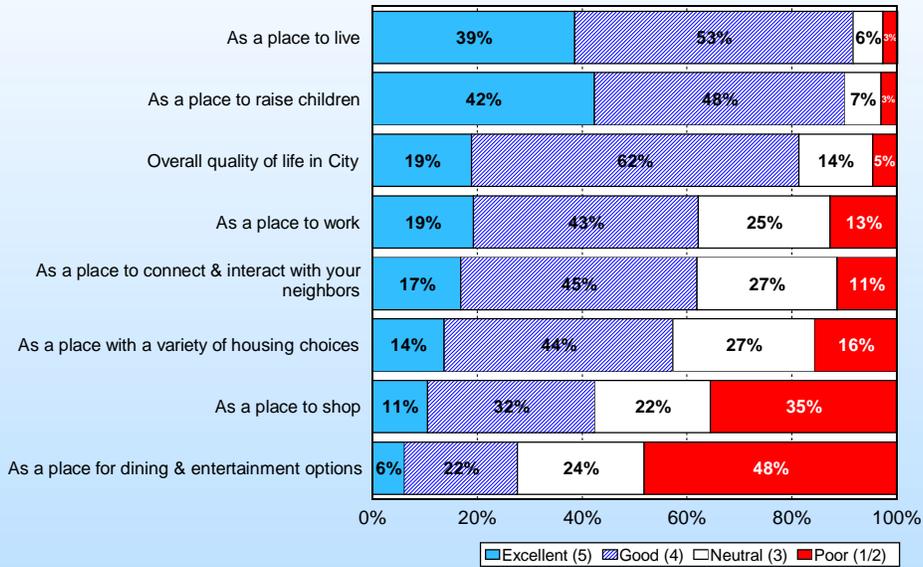
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q16. How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

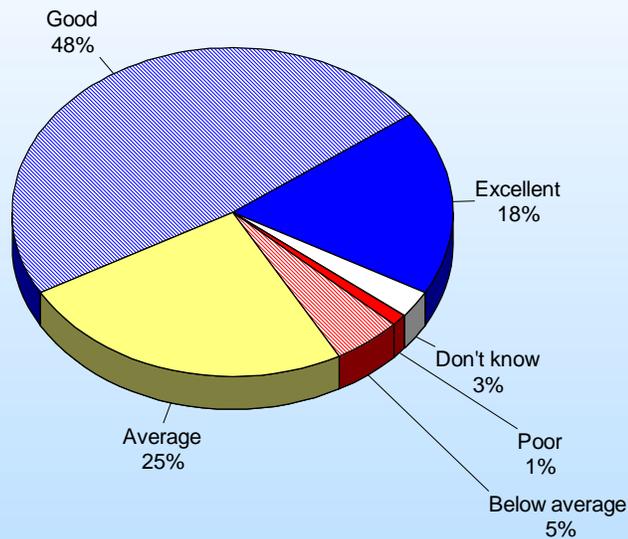
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q17. Overall, How Would Rate the Condition of Your Neighborhood?

by percentage of respondents

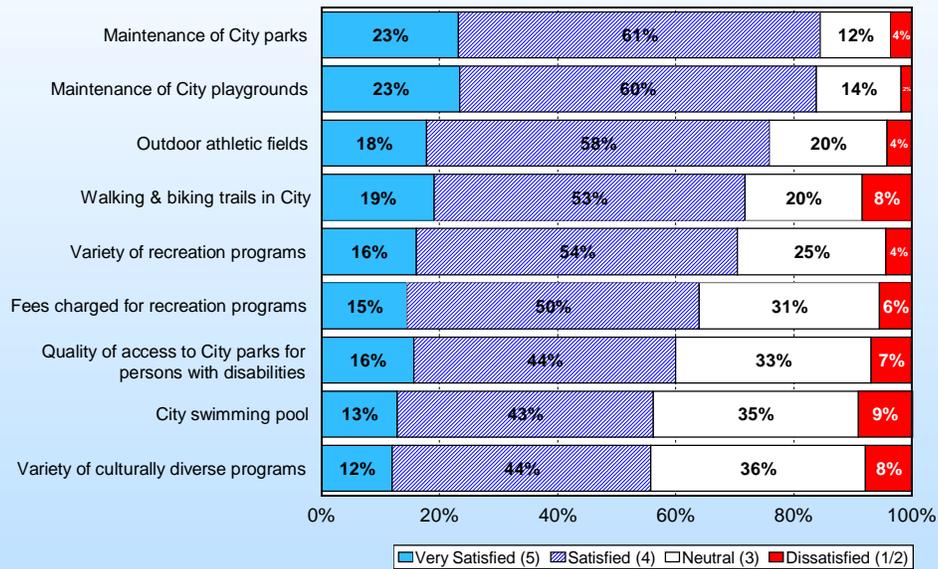


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

# Parks and Recreation

## Q18. Satisfaction with Various Aspects of Parks and Recreation

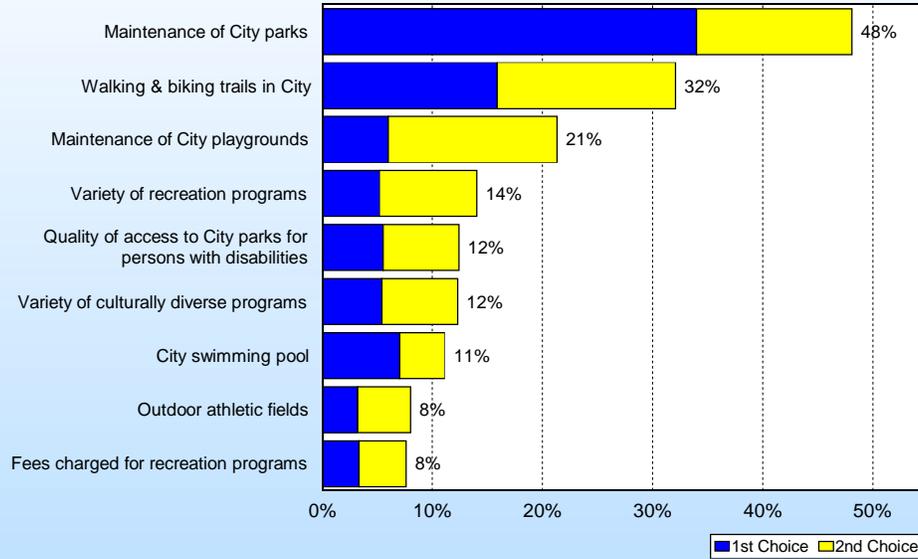
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q19. 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

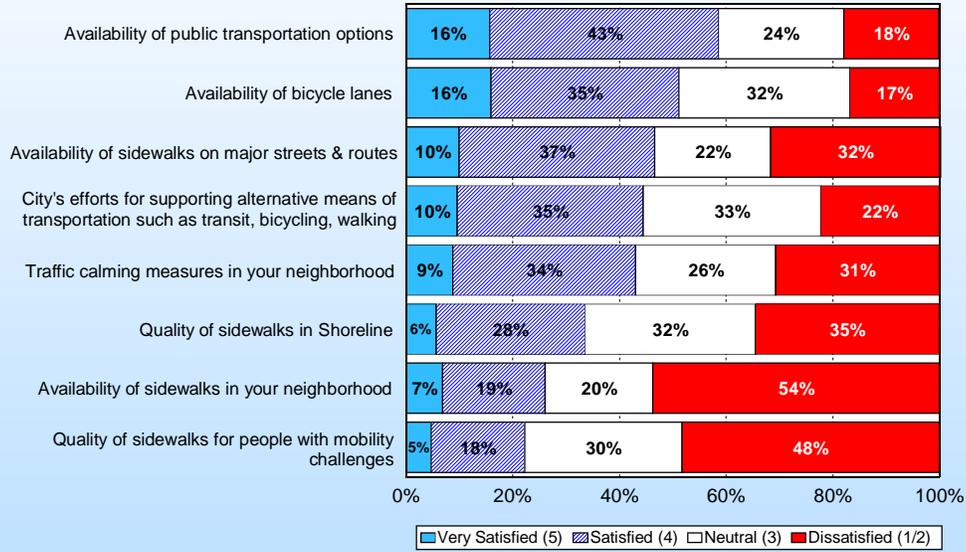


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

# Transportation and Land Use

## Q20. Satisfaction with Various Aspects of Transportation

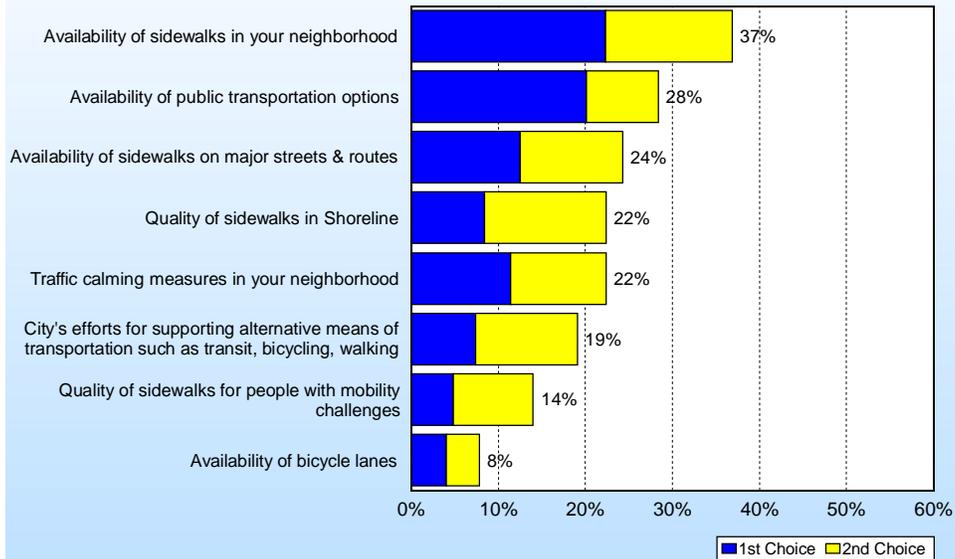
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

## Q21. 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

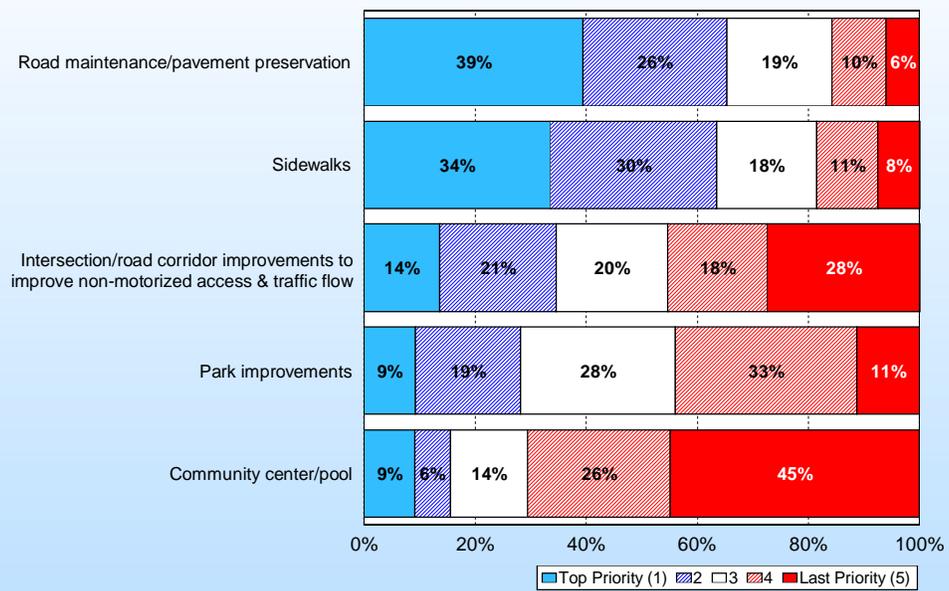


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

# Capital Investments

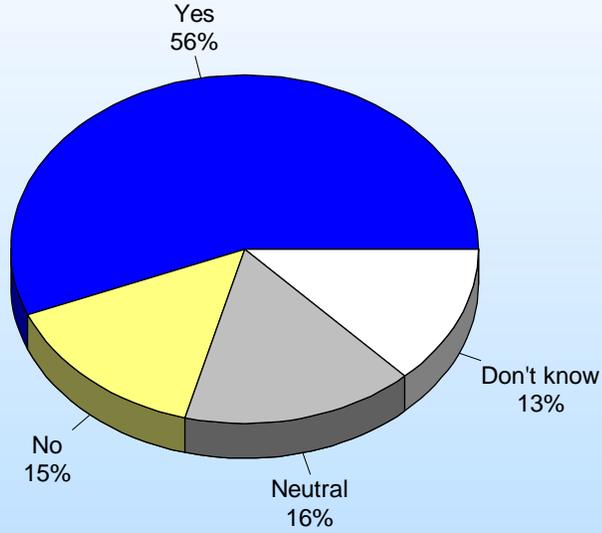
## Q22. Funding Priorities for Capital Investments

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



### Q23. Do you support the City's long-term emphasis on economic development?

by percentage of respondents

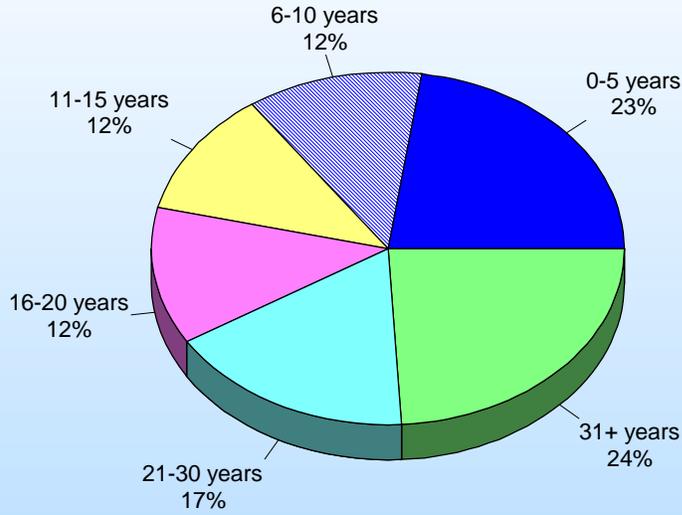


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

## Demographics

### Q24. Demographics: How many years have you lived in the City of Shoreline?

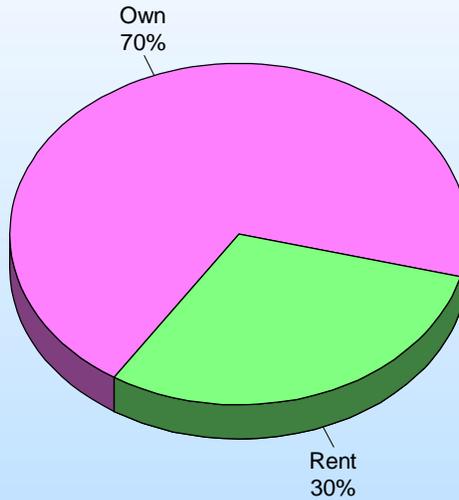
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q25. Demographics: Do you rent or own your current residence?

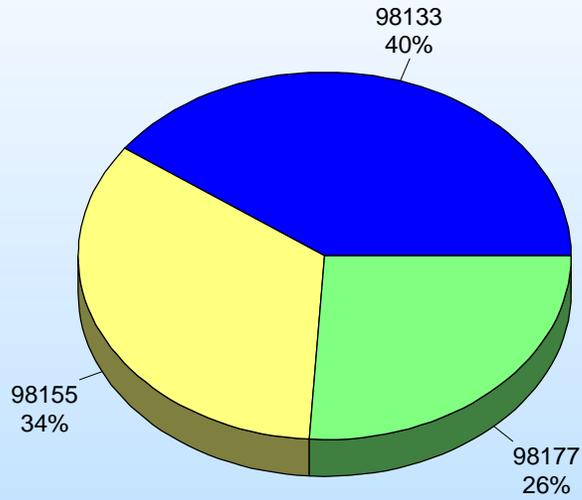
by percentage of household occupants



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q26. Demographics: What is your zipcode?

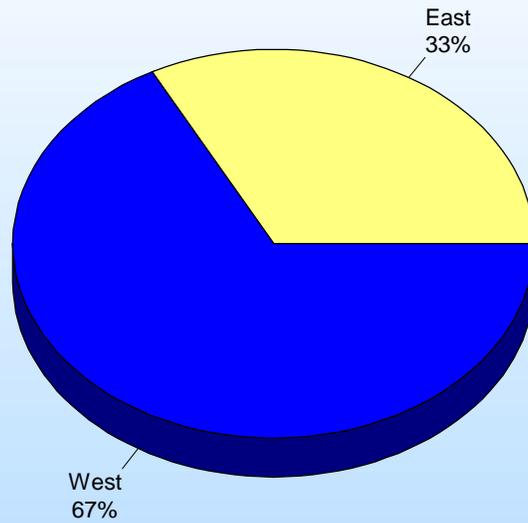
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q27. Demographics: Do you live east or west of I-5?

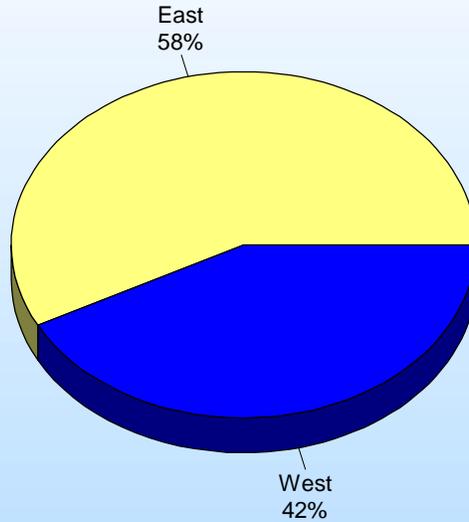
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q28. Demographics: Do you live east or west of Aurora Avenue N.?

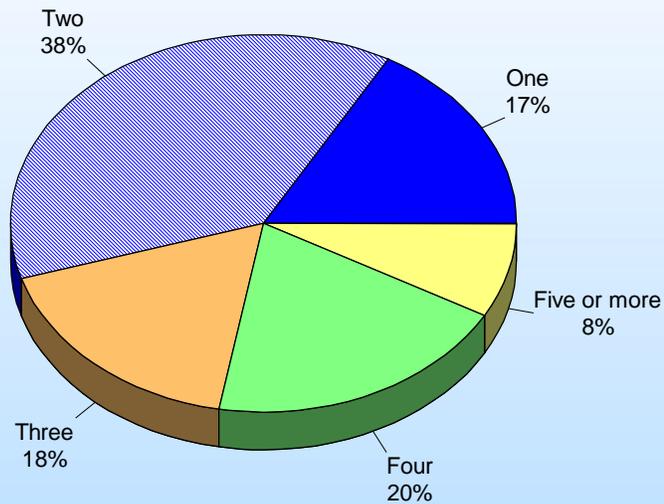
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q29. Demographics: Counting yourself, how many people live in your household?

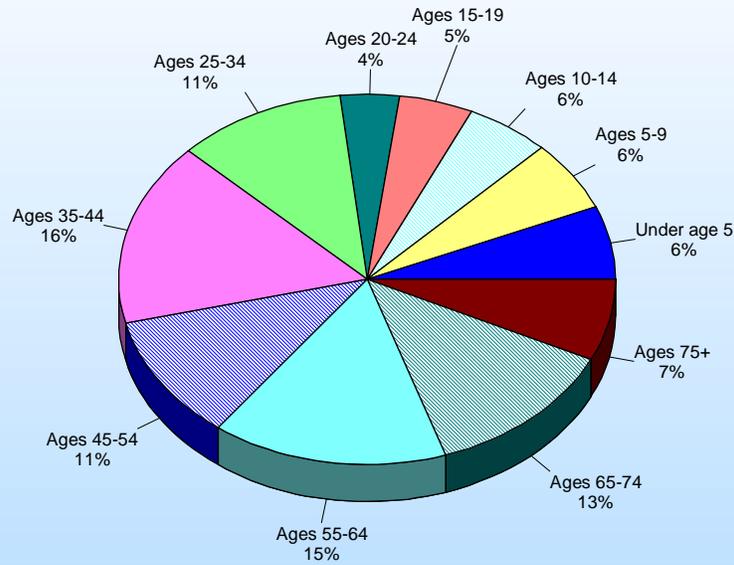
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q30. Demographics: Counting yourself, how many people in your household are...

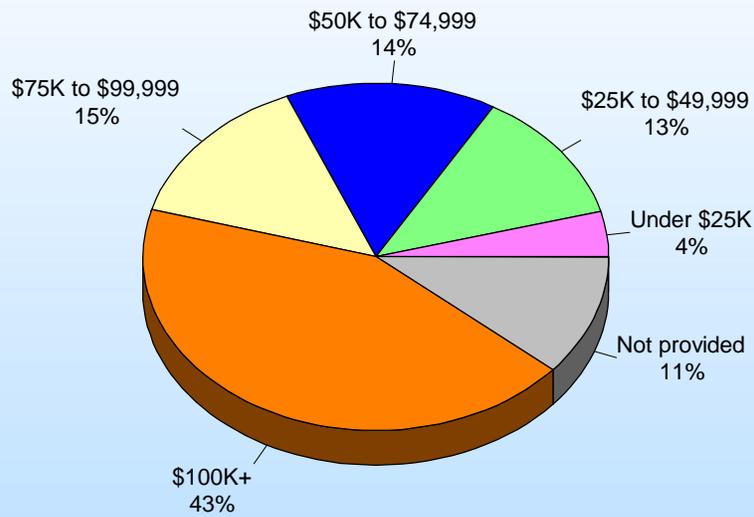
by percentage of respondents (excluding "not provided")



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q31. Demographics: What is your annual household income?

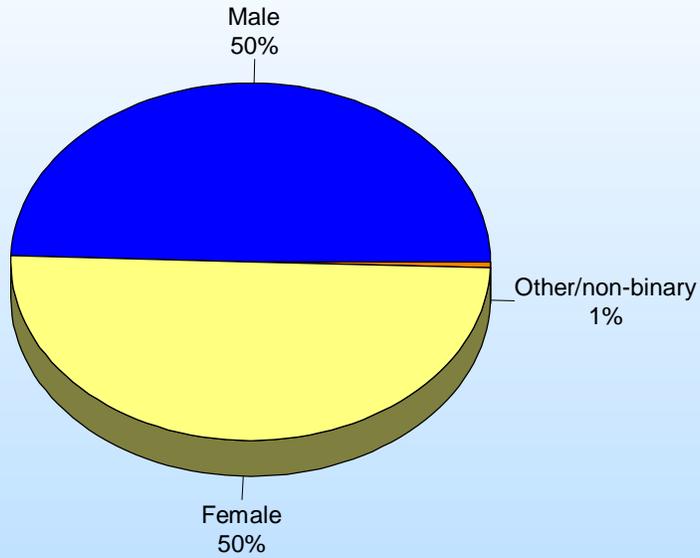
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q32. Demographics: Your Gender Identity

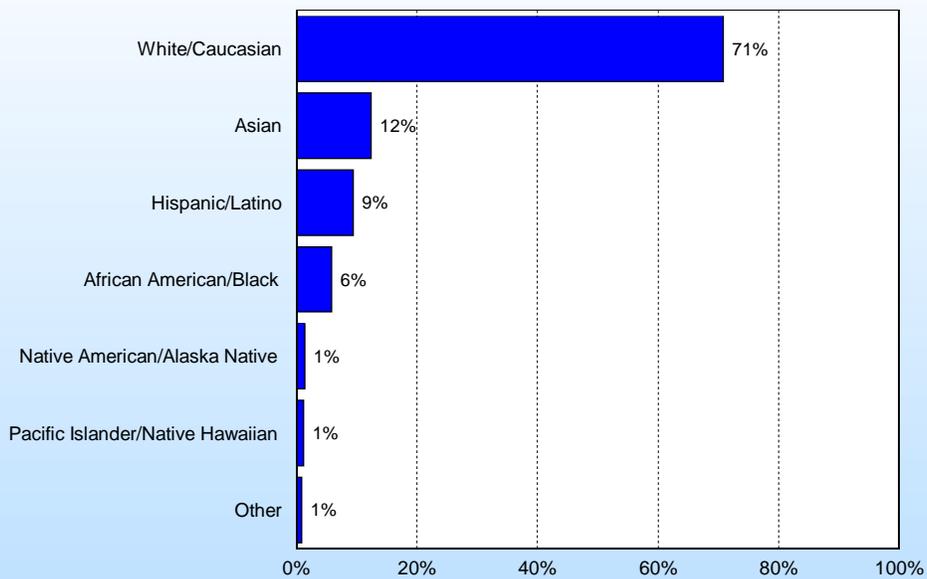
by percentage of respondents



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q33. Demographics: Race/Ethnicity

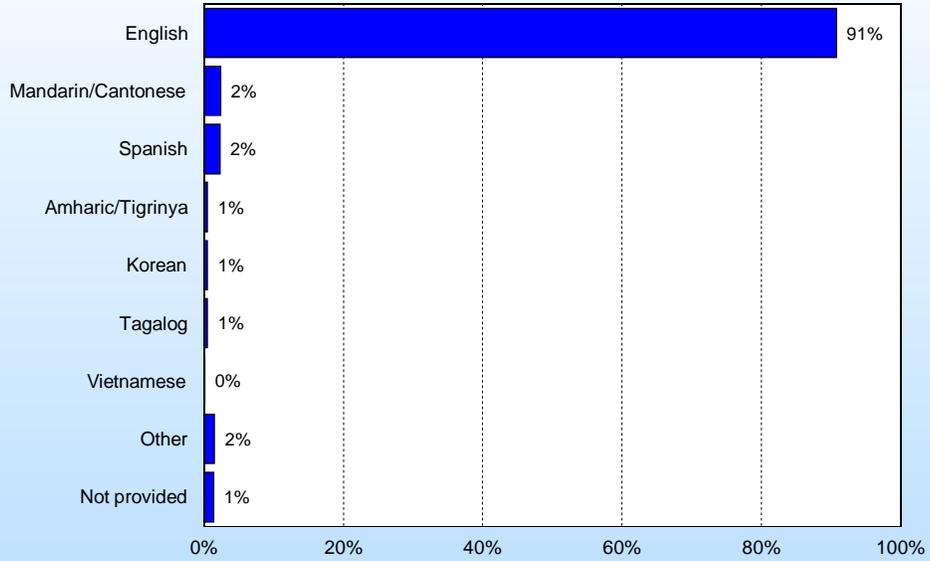
by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q34. Demographics: What is your primary language spoken in your home?

by percentage of respondents (multiple selections could be made)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

## **Section 2**

# ***Trend Analysis***

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# Trends Summary Report

## City of Shoreline, Washington

### Overview

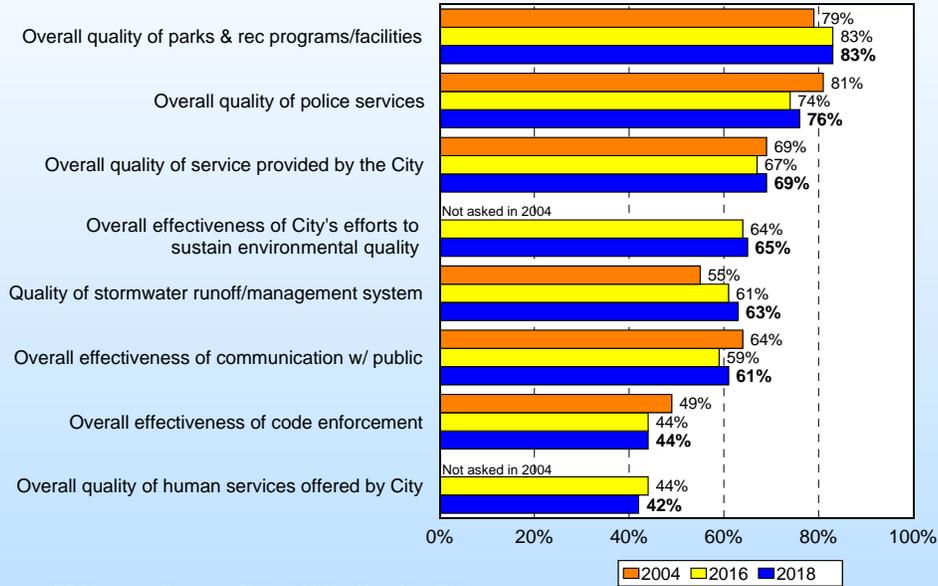
Every two years the City of Shoreline conducts a community survey to assess resident satisfaction with the delivery of major city services. The charts on the following pages show how the results of the City's 2004 and 2016 surveys compare to the results of the City's 2018 survey. Given the sample size of both surveys, changes of 5% or more were statistically significant. Some of the significant changes are described below.

### Significant Changes

- **Satisfaction with Major Categories of City Services.** Among the ten major categories of city services that were assessed in 2004, 2016, and 2018, listed below are some of the significant improvements:
  - Satisfaction with the overall quality of the City's stormwater runoff and stormwater management system has increased 8% from 55% in 2004 and 63% in 2018.
  - Satisfaction with overall travel time for trips on Shoreline streets has increased 17% from 40% in 2004 to 57% in 2018.
- **Perceptions of City Maintenance.** Satisfaction with the adequacy of storm drainage services in neighborhoods has increased 11% from 55% in 2004 to 66% in 2018. In addition, satisfaction with the overall maintenance of City streets has increased 5% from 55% in 2004 to 60% in 2018.
- **Level of Safety Residents feel in the City.** The level of safety residents sense when in their neighborhood in night increased 5% from 69% in 2004 to 74% in 2018.
- **Ways Residents Get Information About City Issues, Services, and Events.** The quality of content on the City's website increased 8% from 47% in 2004 to 55% in 2018.
- **City Communication and Leadership Ratings.** The ratings for the overall image of the City increased 9% from 69% in 2004 to 78% in 2018. In addition to the increase in residents' satisfaction in the overall image of the City, the overall effectiveness of the City Manager and City staff has increased 8% from 49% in 2004 to 57% in 2018. Lastly, the overall quality of leadership provided by the City's elected officials has increased 7% from 47% in 2004 to 54% in 2018.

### Q1. Overall Satisfaction with City Services by Major Category Trends - 2004, 2016 and 2018

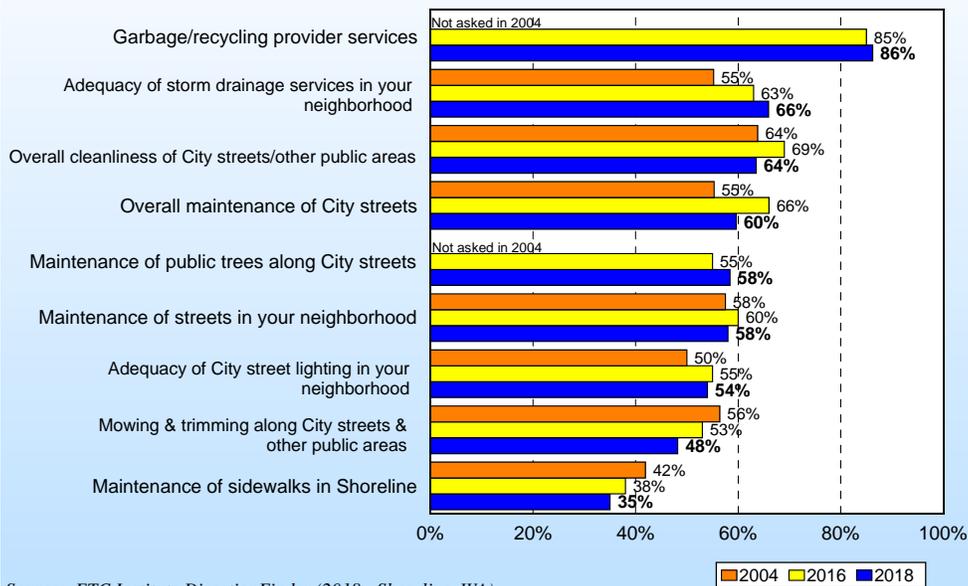
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q3. Satisfaction Ratings for Aspects of City Maintenance Trends - 2004, 2016 and 2018

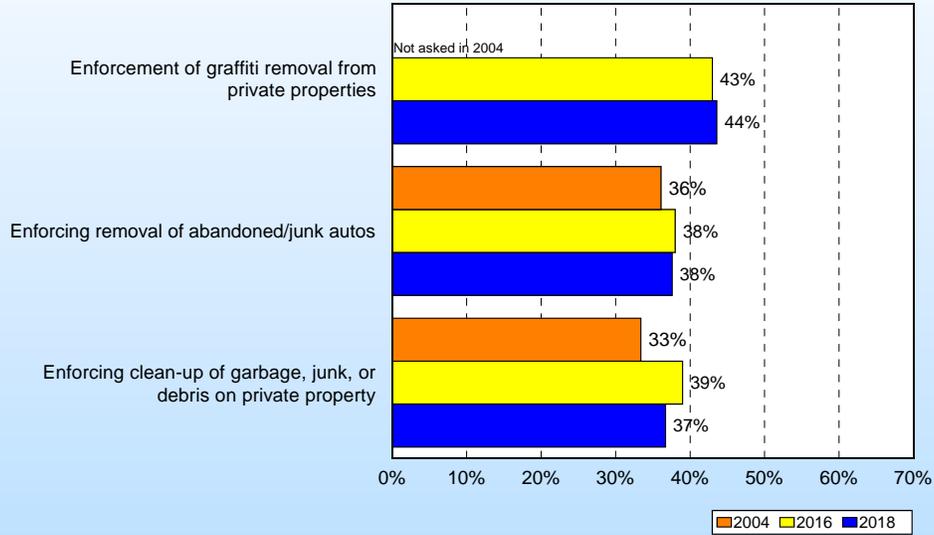
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q5. Satisfaction Ratings for the Enforcement of City Codes and Ordinances Trends - 2004, 2016 and 2018

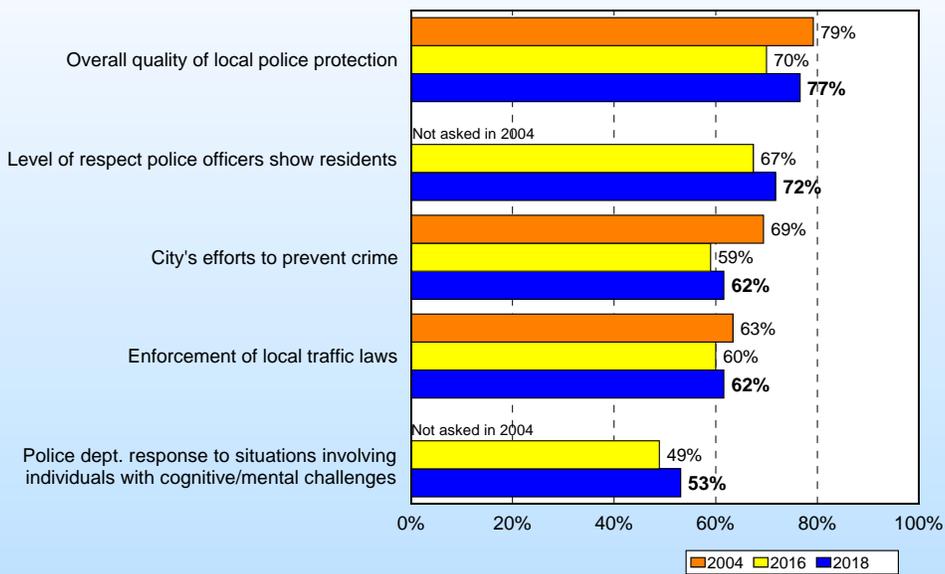
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q7. Satisfaction Ratings for Various Aspects of Public Safety Trends - 2004, 2016 and 2018

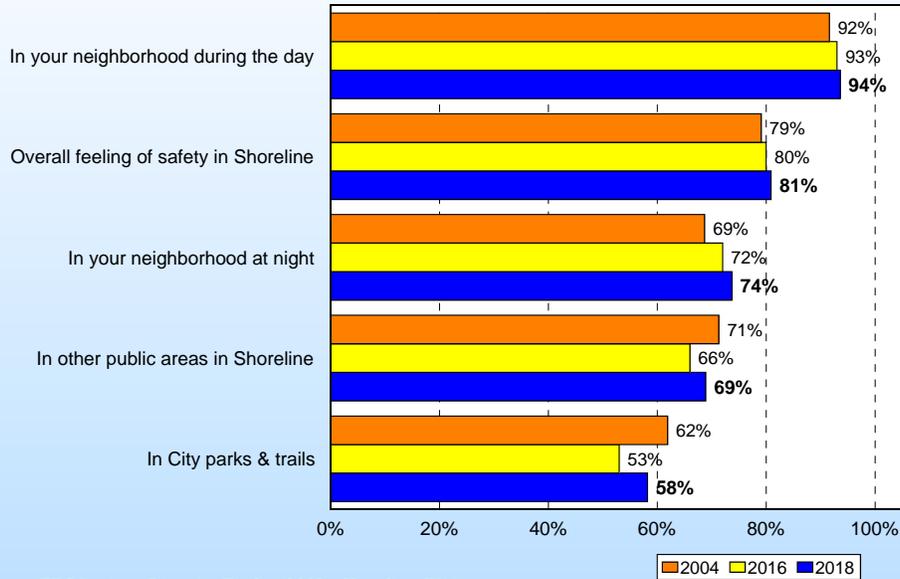
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q9. Level of Safety in Various Situations Trends - 2004, 2016 and 2018

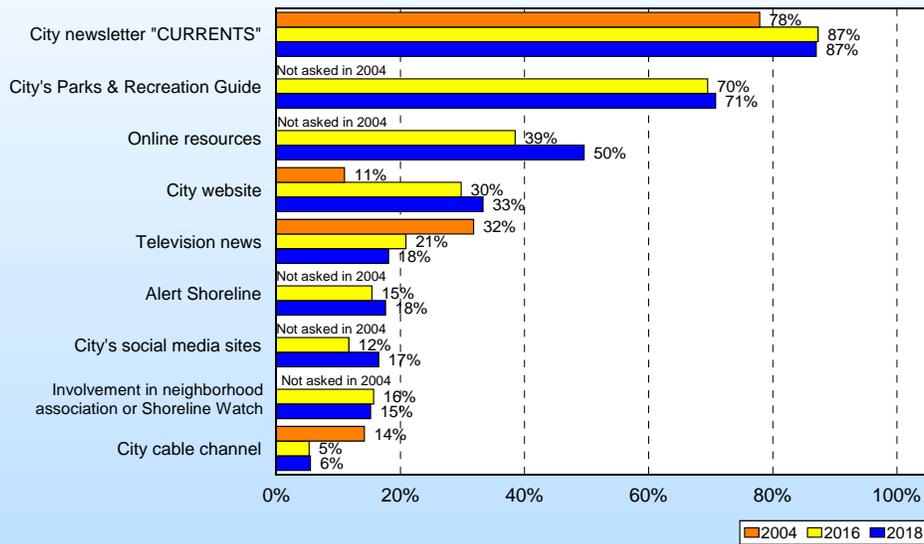
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q10. How Residents Receive Information About City Issues, Services, and Events Trends - 2004, 2016 and 2018

by percentage of respondents (multiple choices could be made)

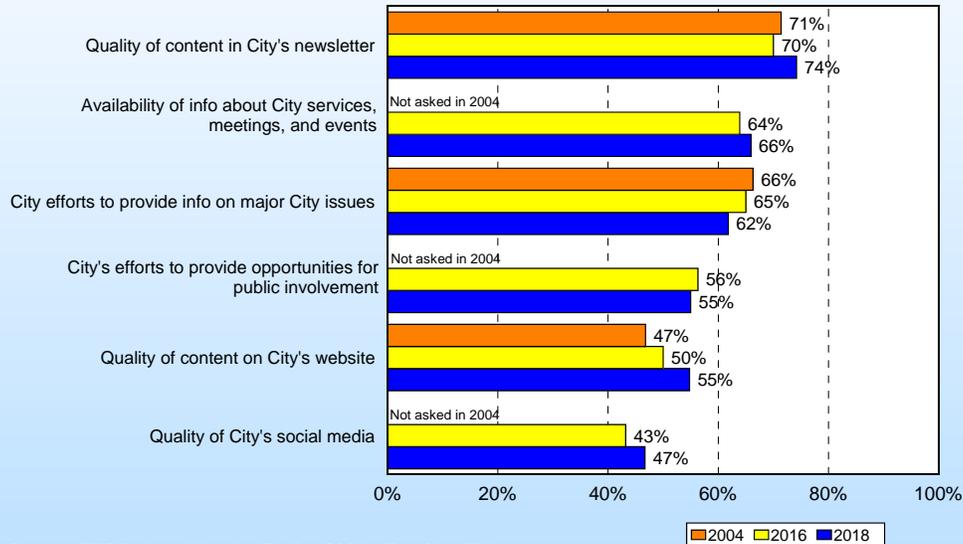


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q11. Satisfaction Ratings for Various Aspects of City Communication

#### Trends - 2004, 2016 and 2018

by percentage of respondents (multiple choices could be made)

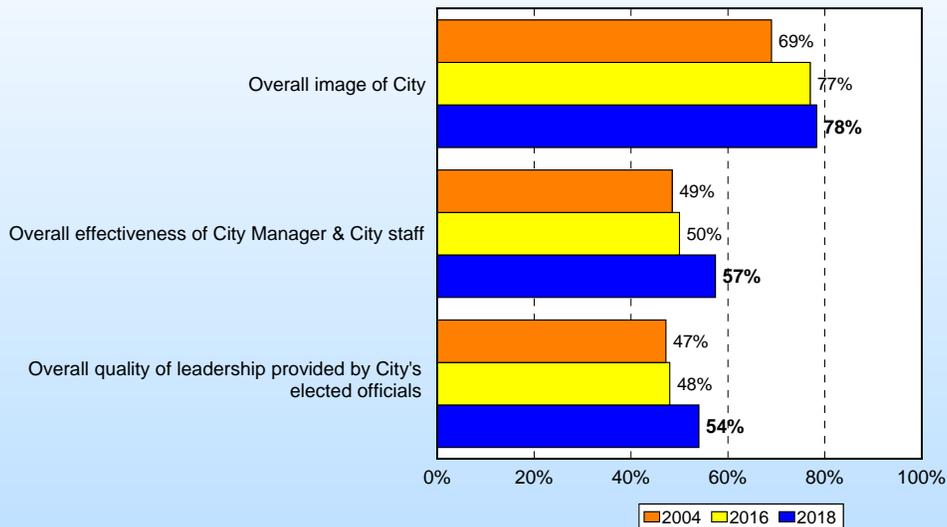


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q12. Satisfaction Ratings for City Leadership and Quality of Life

#### Trends - 2004, 2016 and 2018

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

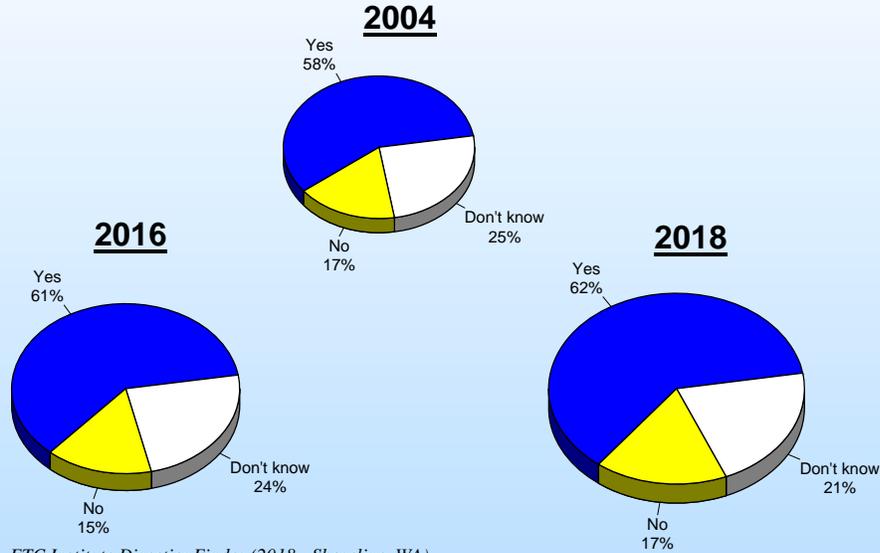


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q14. In general, do you think the City of Shoreline is moving in the right direction?

#### Trends - 2004, 2016 and 2018

by percentage of respondents

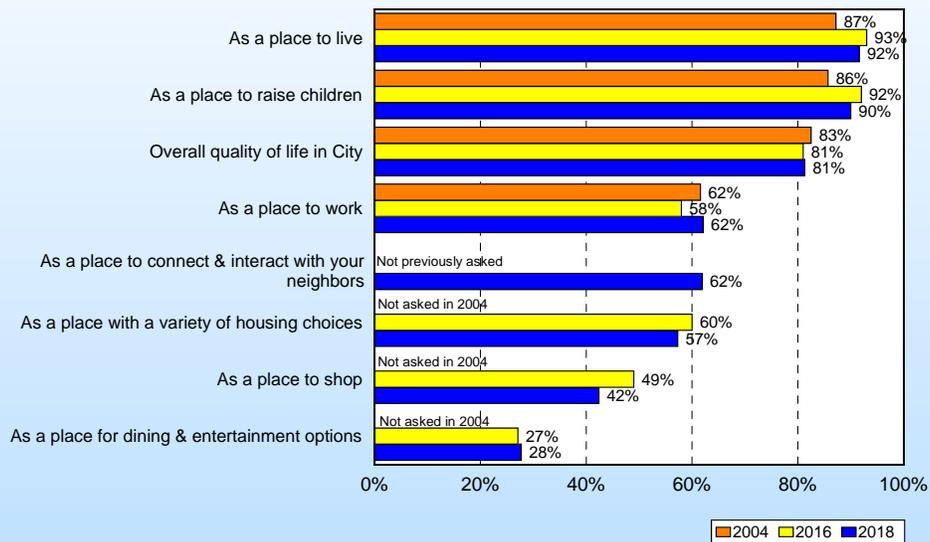


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q16. Respondents' Ratings of the City of Shoreline

#### Trends - 2004, 2016 and 2018

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

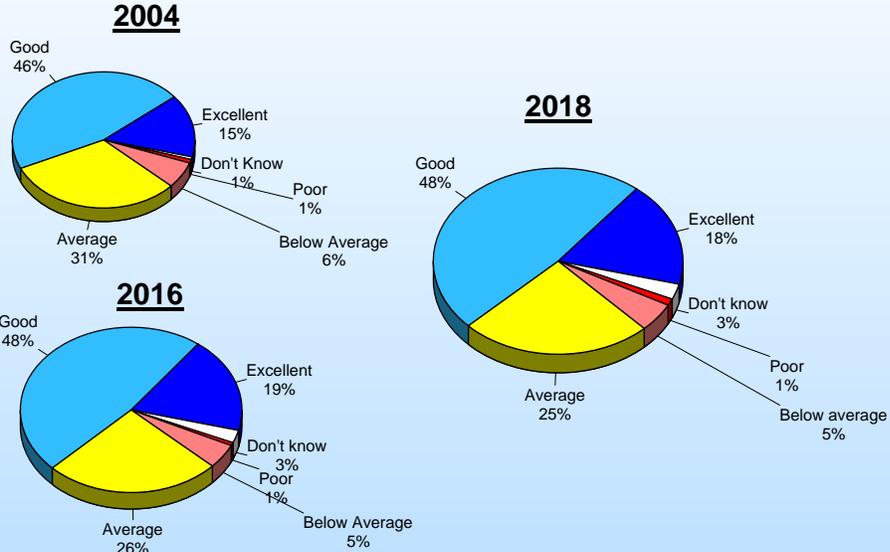


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q17. Overall, How Would Rate the Condition of Your Neighborhood?

#### Trends - 2004, 2016 and 2018

by percentage of respondents

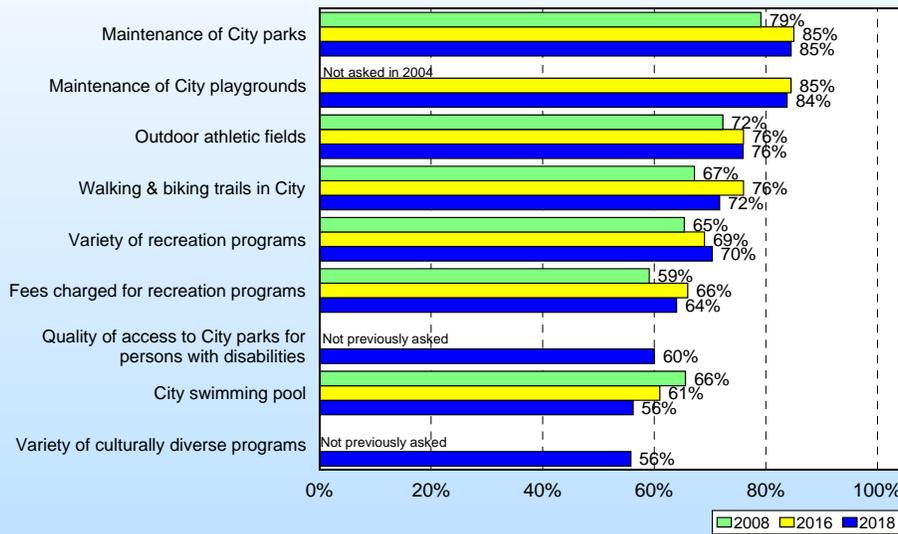


Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

### Q18. Satisfaction with Various Aspects of Parks and Recreation

#### Trends - 2008, 2014 and 2018

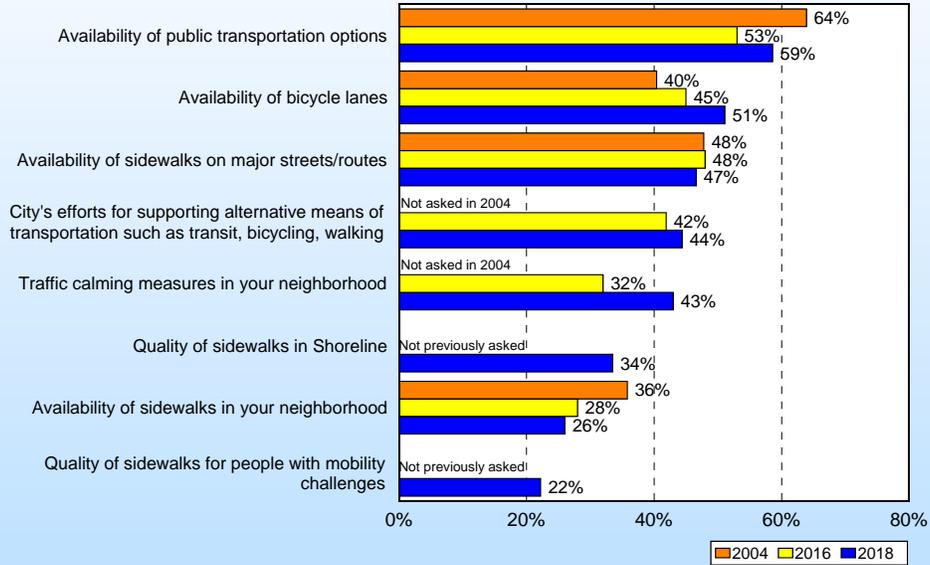
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2018 - Shoreline, WA)

## Q20. Satisfaction Ratings for Aspects of Transportation Trends - 2004, 2016 and 2018

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 (2018 - Shoreline, WA)

# Section 3

## Benchmarking Analysis

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# Benchmarking Summary Report

## City of Shoreline, Washington

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### Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 300 cities in 49 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the fall of 2017 to a random sample of more than 4,000 residents across the United States, (2) a survey administered by ETC Institute in the fall of 2017 to over 350 residents living in the Northwest Region, which includes Washington and Oregon, and (3) from individual community surveys that were administered in 34 medium-sized cities (population of 20,000 to 100,000) between January 2016 and August 2017. The “Medium U.S. Average” shown in the performance range charts is the average rating of the 34 cities listed below:

- Apex, North Carolina
- Auburn, Alabama
- Baytown, Texas
- Camas, Washington
- Cedar Hill, Texas
- Cleveland Heights, Ohio
- Concord, Texas
- Gladstone, Missouri
- Greenville, North Carolina
- Hallandale Beach, Florida
- Kennesaw, Georgia
- Kirkwood, Missouri
- Lenexa, Kansas
- Manassas, Virginia
- Meridian, Idaho
- Miami Beach, Florida
- Missouri City, Texas
- Mountain Brook, Alabama
- Oswego, Illinois
- Pflugerville, Texas
- Raymore, Missouri
- Schertz, Texas
- Shawnee, Kansas
- Shoreline, Washington
- St. Joseph, Missouri
- Sugar Land, Texas
- Tamarac, Florida
- Vestavia Hills, Alabama
- Warrensburg, Missouri
- Wauwatosa, Wisconsin
- Weatherford, Texas
- Wentzville, Missouri
- West Des Moines, Iowa
- Winchester, Virginia



### Interpreting the Charts

**National Benchmarks.** The first set of charts on the following pages show how the overall ratings for Shoreline compare to the national average based on the results of an annual survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents. The blue bar shows the ratings for Shoreline, the red bar for the United States, and the yellow bar for the Northwest Region (Washington and Oregon).

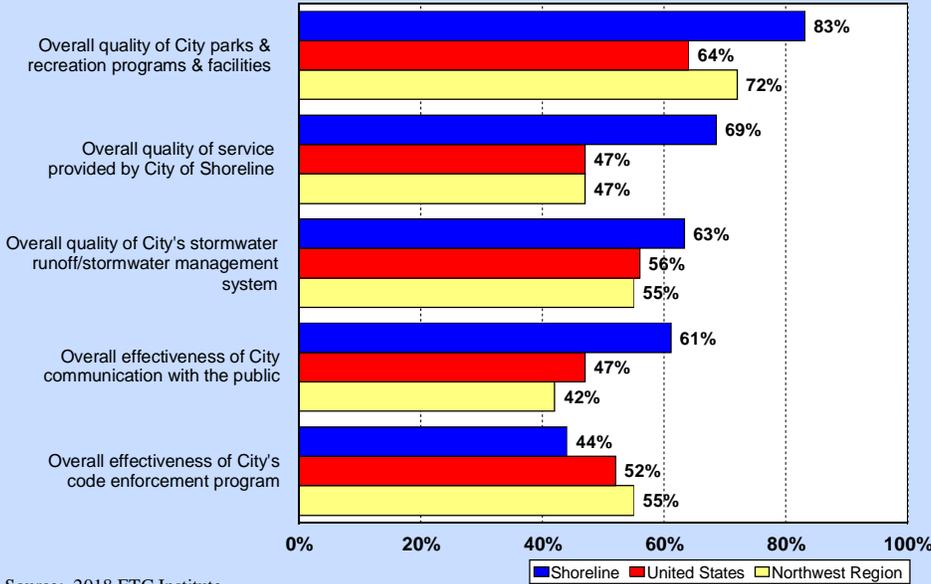
**Performance Range Charts.** The second set of charts comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in mid-size communities that have participated in the DirectionFinder® Survey since January 2016. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Shoreline compare to the medium community size national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Shoreline rated above the mid-size national average. If the yellow dot is located to the left of the vertical dash, the City of Shoreline rated below the mid-size community national average.

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Shoreline is not authorized without written consent from ETC Institute.**

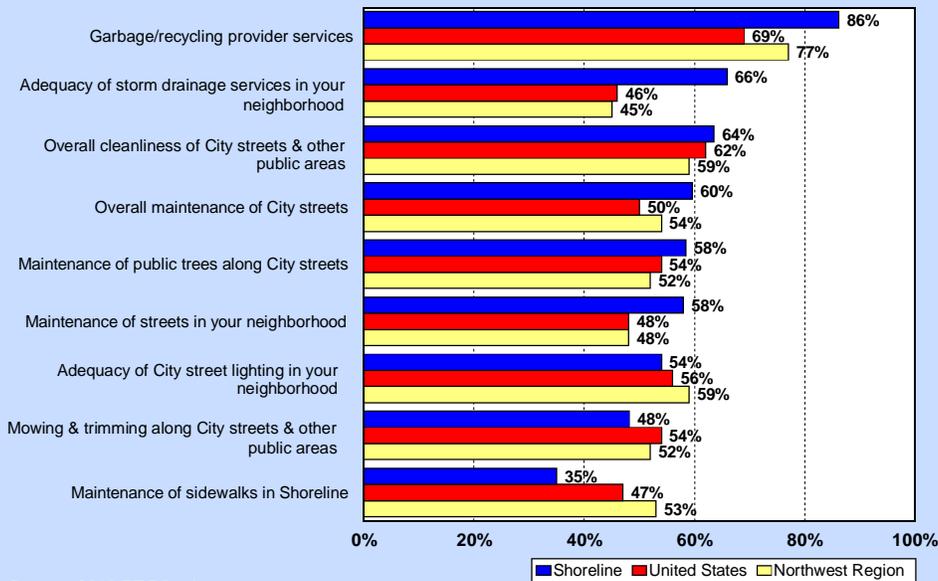
## Overall Ratings of City Services Shoreline vs. United States vs. the Northwest Region

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



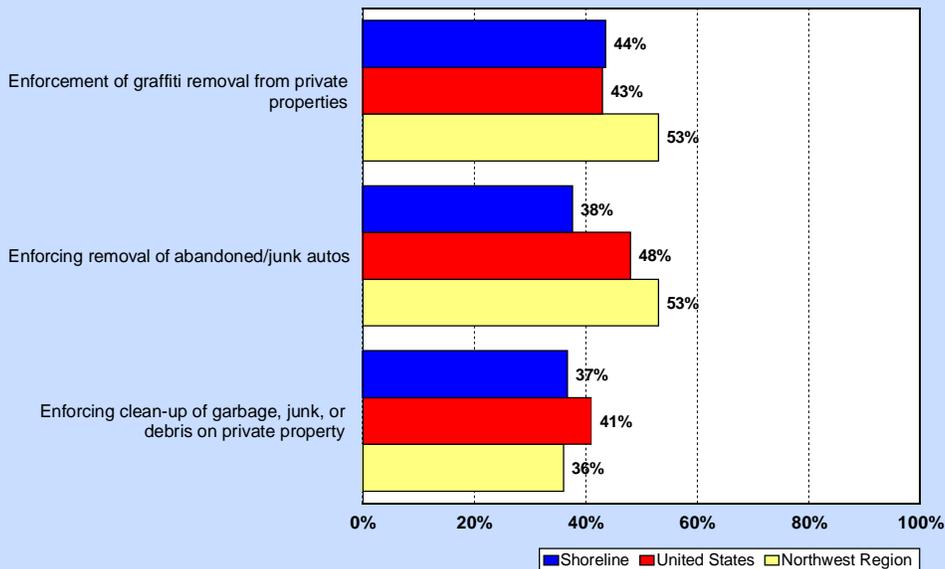
## Overall Ratings of City Maintenance Services Shoreline vs. United States vs. the Northwest Region

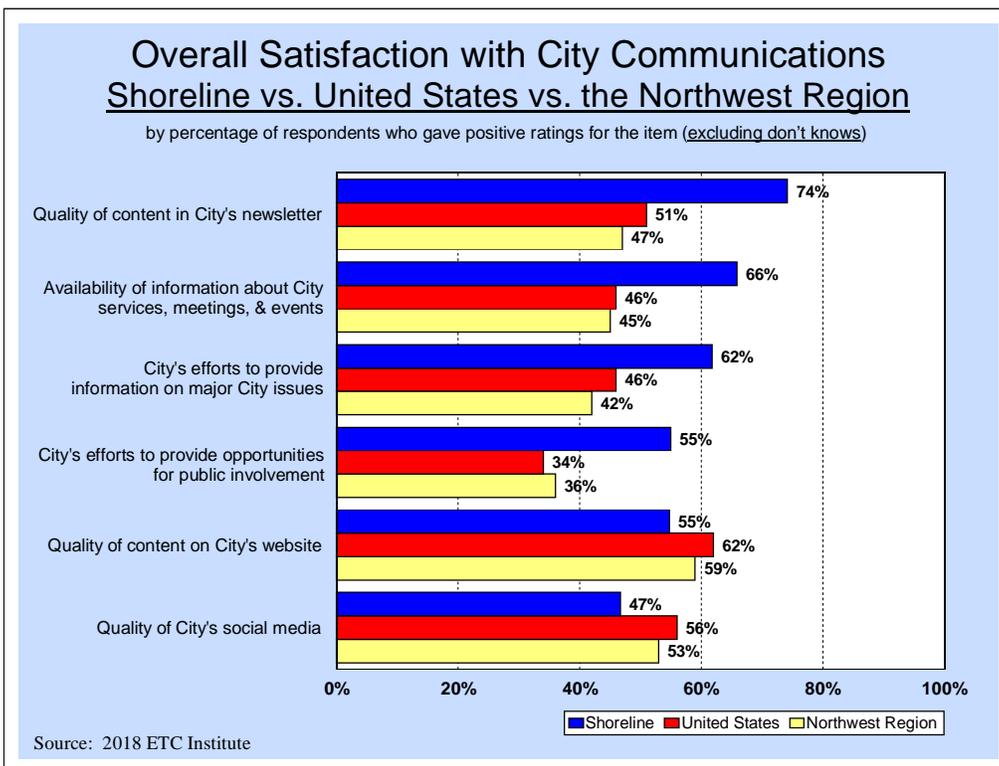
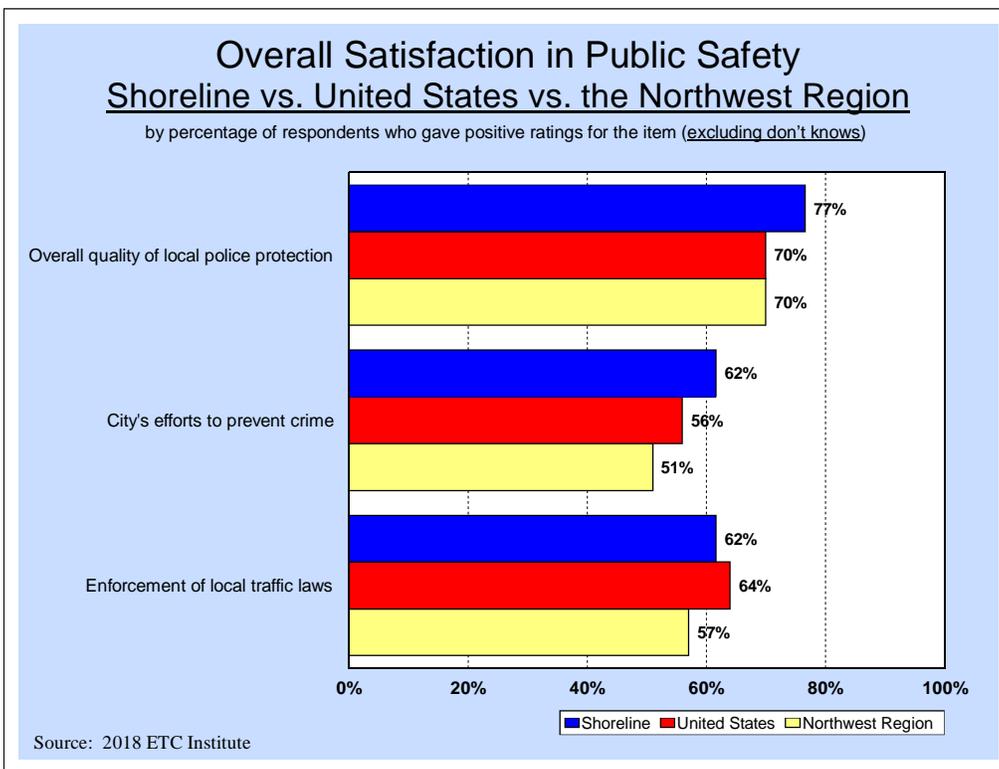
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



## Overall Satisfaction of Enforcement of Codes and Ordinances Shoreline vs. United States vs. the Northwest Region

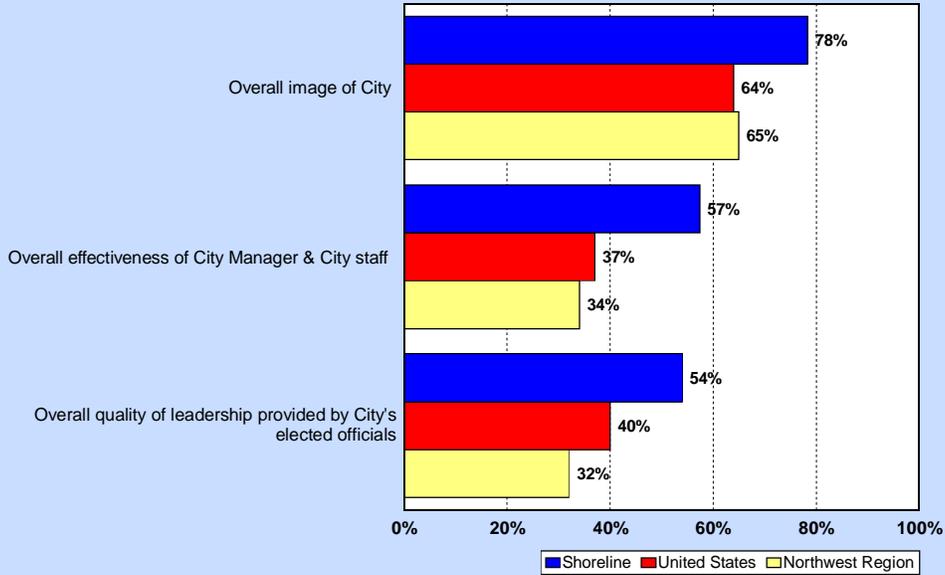
by percentage of respondents who gave positive ratings for the item (excluding don't knows)





## Overall Satisfaction in Leadership and Quality of Life Shoreline vs. United States vs. the Northwest Region

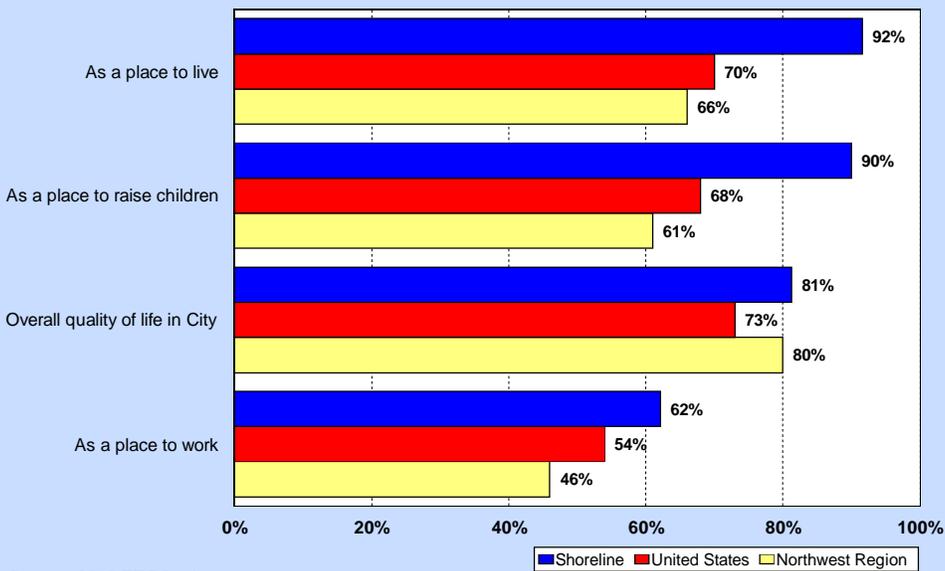
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2018 ETC Institute

## Overall Ratings of the City Shoreline vs. United States vs. the Northwest Region

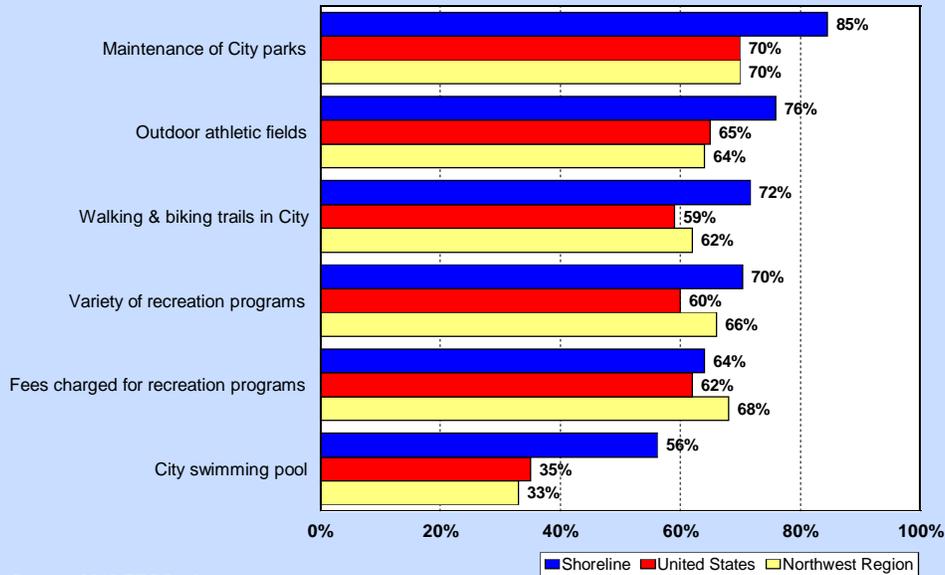
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Source: 2018 ETC Institute

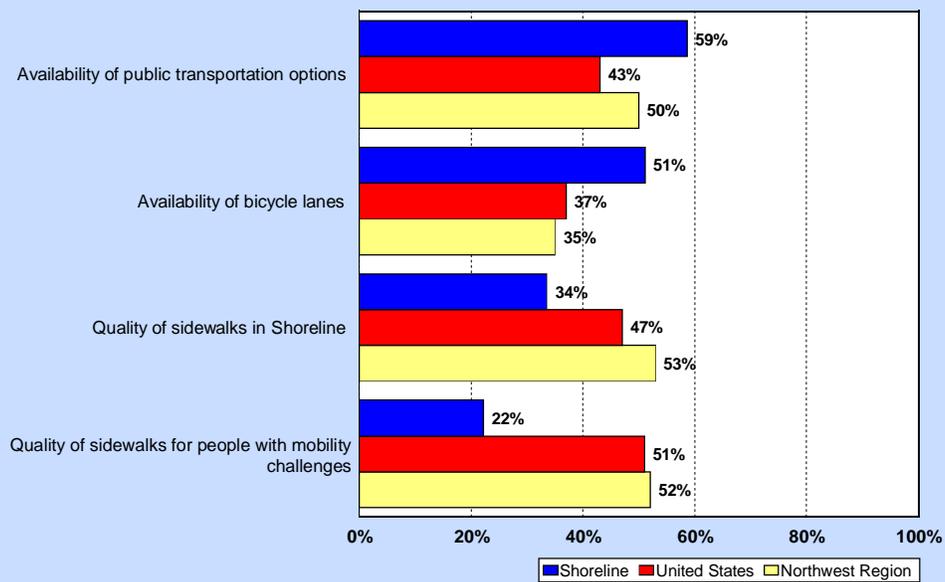
## Overall Satisfaction with Parks and Recreation Shoreline vs. United States vs. the Northwest Region

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



## Satisfaction with Transportation and Land Use Shoreline vs. United States vs. the Northwest Region

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



## **Section 4**

# ***Importance-Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## City of Shoreline, Washington

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### Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

### Overview

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Thirty-two percent (32%) of respondents selected *overall response to prescription drug abuse and addiction issues, such as opioid addictions*, as one of the most important services for the City to provide.

With regard to satisfaction, 23% of respondents surveyed rated the City's overall performance in the *overall response to prescription drug abuse and addiction issues, such as opioid addictions*, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall response to prescription drug abuse and addiction issues, such as opioid addictions*, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 32% was multiplied by 77% (1-0.23). This calculation yielded an I-S rating of 0.2416 which ranked first out of 11 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ( $IS \geq 0.20$ )
- *Increase Current Emphasis* ( $0.10 \leq IS < 0.20$ )
- *Maintain Current Emphasis* ( $IS < 0.10$ )

The results for the City of Shoreline are provided on the following pages.

## Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer’s overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City’s performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Shoreline are provided on the following pages.

# 2018 Importance-Satisfaction Rating

## Shoreline, Washington

### Quality of Services and Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very Priority (IS &gt;.20)</b>						
Overall response to prescription drug abuse & addiction issues, such as opioid addictions	32%	3	23%	11	0.2416	1
<b>High Priority (IS .10-.20)</b>						
Overall quality of human services (e.g. support for people in times of need) offered by City	28%	5	42%	10	0.1627	2
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	32%	2	57%	8	0.1394	3
Overall effectiveness of City's code enforcement program	18%	9	44%	9	0.1014	4
<b>Medium Priority (IS &lt;.10)</b>						
Overall effectiveness of City's efforts to sustain environmental quality	25%	6	65%	4	0.0889	5
Overall effectiveness of City communication with the public	21%	7	61%	6	0.0821	6
Overall quality of police services	34%	1	76%	2	0.0791	7
Overall efforts to promote diversity & inclusiveness in the community	17%	10	57%	7	0.0739	8
Overall quality of service provided by City of Shoreline	20%	8	69%	3	0.0621	9
Overall quality of City parks & recreation programs & facilities	30%	4	83%	1	0.0504	10
Overall quality of City's stormwater runoff/stormwater management system	11%	11	63%	5	0.0396	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 2018 Importance-Satisfaction Rating Shoreline, Washington Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very Priority (IS &gt;.20)</b>						
Maintenance of sidewalks in Shoreline	36%	1	35%	9	0.2347	1
<b>High Priority (IS .10-.20)</b>						
Overall maintenance of City streets	35%	2	60%	4	0.1398	2
Adequacy of City street lighting in your neighborhood	23%	3	54%	7	0.1063	3
<b>Medium Priority (IS &lt;.10)</b>						
Mowing & trimming along City streets & other public areas	16%	6	48%	8	0.0839	4
Overall cleanliness of City streets & other public areas	23%	4	64%	3	0.0836	5
Maintenance of streets in your neighborhood	20%	5	58%	6	0.0819	6
Maintenance of public trees along City streets	13%	7	58%	5	0.0537	7
Adequacy of storm drainage services in your neighborhood	11%	8	66%	2	0.0375	8
Garbage/recycling provider services	5%	9	86%	1	0.0069	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2018 Importance-Satisfaction Rating Shoreline, Washington City Codes and Ordinances

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very Priority (IS &gt;.20)</u></b> Enforcing clean-up of garbage, junk, or debris on private property	49%	1	37%	3	0.3076	1
<b><u>High Priority (IS .10-.20)</u></b> Enforcing removal of abandoned/junk autos	22%	2	38%	2	0.1360	2
<b><u>Medium Priority (IS &lt;.10)</u></b> Enforcement of graffiti removal from private properties	16%	3	44%	1	0.0880	3

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the highest priority most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 2018 Importance-Satisfaction Rating

## Shoreline, Washington

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very Priority (IS &gt;.20)</b>						
Response to drug activity	31%	2	35%	9	0.2028	1
<b>High Priority (IS .10-.20)</b>						
Response to property crime (e.g. burglary, mail theft, car prowl)	33%	1	45%	7	0.1837	2
City's efforts to prevent crime	31%	3	62%	4	0.1183	3
<b>Medium Priority (IS &lt;.10)</b>						
Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	14%	6	53%	6	0.0647	4
Response to prostitution activity	9%	9	38%	8	0.0568	5
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	17%	5	72%	3	0.0465	6
Overall quality of local police protection	19%	4	77%	1	0.0442	7
Enforcement of local traffic laws	11%	7	62%	5	0.0426	8
Your level of trust in officers to do the right thing	10%	8	73%	2	0.0271	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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## 2018 Importance-Satisfaction Rating Shoreline, Washington Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Walking & biking trails in City	32%	2	72%	4	0.0908	1
Maintenance of City parks	48%	1	85%	1	0.0746	2
Variety of culturally diverse programs	12%	6	56%	9	0.0544	3
Quality of access to City parks for persons with disabilities	12%	5	60%	7	0.0496	4
City swimming pool	11%	7	56%	8	0.0486	5
Variety of recreation programs	14%	4	70%	5	0.0414	6
Maintenance of City playgrounds	21%	3	84%	2	0.0345	7
Fees charged for recreation programs	8%	9	64%	6	0.0274	8
Outdoor athletic fields	8%	8	76%	3	0.0193	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 2018 Importance-Satisfaction Rating

## Shoreline, Washington

### Transportation and Land Use

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very Priority (IS &gt;.20)</b>						
Availability of sidewalks in your neighborhood	37%	1	26%	7	0.2731	1
<b>High Priority (IS .10-.20)</b>						
Quality of sidewalks in Shoreline	22%	4	34%	6	0.1490	2
Availability of sidewalks on major streets & routes	24%	3	47%	3	0.1298	3
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	22%	5	43%	5	0.1277	4
Availability of public transportation options	28%	2	59%	1	0.1176	5
Quality of sidewalks for people with mobility challenges	14%	7	22%	8	0.1089	6
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	19%	6	44%	4	0.1062	7
<b>Medium Priority (IS &lt;.10)</b>						
Availability of bicycle lanes	8%	8	51%	2	0.0381	8

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# Section 5

## *Tabular Data*

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**Q1. Quality of Services and Facilities. Please rate your overall satisfaction with the following major categories of services provided by the City of Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q1-1. Overall quality of police services	251 24.5%	445 43.5%	162 15.8%	39 3.8%	14 1.4%	113 11.0%
Q1-2. Overall quality of City parks & recreation programs & facilities	272 26.6%	533 52.1%	117 11.4%	41 4.0%	6 0.6%	55 5.4%
Q1-3. Overall effectiveness of City's code enforcement program	69 6.7%	227 22.2%	259 25.3%	87 8.5%	31 3.0%	351 34.3%
Q1-4. Overall effectiveness of City communication with the public	175 17.1%	413 40.3%	257 25.1%	78 7.6%	39 3.8%	62 6.1%
Q1-5. Overall quality of City's stormwater runoff/stormwater management system	144 14.1%	405 39.6%	239 23.3%	58 5.7%	22 2.1%	156 15.2%
Q1-6. Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	125 12.2%	445 43.5%	253 24.7%	130 12.7%	52 5.1%	19 1.9%
Q1-7. Overall quality of human services (e.g. support for people in times of need) offered by City	63 6.2%	192 18.8%	275 26.9%	55 5.4%	20 2.0%	419 40.9%
Q1-8. Overall effectiveness of City's efforts to sustain environmental quality	138 13.5%	409 39.9%	219 21.4%	51 5.0%	30 2.9%	177 17.3%
Q1-9. Overall quality of service provided by City of Shoreline	137 13.4%	510 49.8%	234 22.9%	47 4.6%	16 1.6%	80 7.8%
Q1-10. Overall efforts to promote diversity & inclusiveness in the community	121 11.8%	323 31.5%	264 25.8%	45 4.4%	22 2.1%	249 24.3%
Q1-11. Overall response to prescription drug abuse & addiction issues, such as opioid addiction	31 3.0%	98 9.6%	272 26.6%	101 9.9%	53 5.2%	469 45.8%

**WITHOUT DON'T KNOW**

**Q1. Quality of Services and Facilities. Please rate your overall satisfaction with the following major categories of services provided by the City of Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Overall quality of police services	251 27.6%	445 48.8%	162 17.8%	39 4.3%	14 1.5%
Q1-2. Overall quality of City parks & recreation programs & facilities	272 28.1%	533 55.0%	117 12.1%	41 4.2%	6 0.6%
Q1-3. Overall effectiveness of City's code enforcement program	69 10.3%	227 33.7%	259 38.5%	87 12.9%	31 4.6%
Q1-4. Overall effectiveness of City communication with the public	175 18.2%	413 42.9%	257 26.7%	78 8.1%	39 4.1%
Q1-5. Overall quality of City's stormwater runoff/stormwater management system	144 16.6%	405 46.7%	239 27.5%	58 6.7%	22 2.5%
Q1-6. Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	125 12.4%	445 44.3%	253 25.2%	130 12.9%	52 5.2%
Q1-7. Overall quality of human services (e.g. support for people in times of need) offered by City	63 10.4%	192 31.7%	275 45.5%	55 9.1%	20 3.3%
Q1-8. Overall effectiveness of City's efforts to sustain environmental quality	138 16.3%	409 48.3%	219 25.9%	51 6.0%	30 3.5%
Q1-9. Overall quality of service provided by City of Shoreline	137 14.5%	510 54.0%	234 24.8%	47 5.0%	16 1.7%
Q1-10. Overall efforts to promote diversity & inclusiveness in the community	121 15.6%	323 41.7%	264 34.1%	45 5.8%	22 2.8%
Q1-11. Overall response to prescription drug abuse & addiction issues, such as opioid addiction	31 5.6%	98 17.7%	272 49.0%	101 18.2%	53 9.5%

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	185	18.1 %
Overall quality of City parks & recreation programs & facilities	102	10.0 %
Overall effectiveness of City's code enforcement program	50	4.9 %
Overall effectiveness of City communication with the public	62	6.1 %
Overall quality of City's stormwater runoff/stormwater management system	25	2.4 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	123	12.0 %
Overall quality of human services (e.g. support for people in times of need) offered by City	105	10.3 %
Overall effectiveness of City's efforts to sustain environmental quality	62	6.1 %
Overall quality of service provided by City of Shoreline	50	4.9 %
Overall efforts to promote diversity & inclusiveness in the community	51	5.0 %
Overall response to prescription drug abuse & addiction issues, such as opioid addiction	131	12.8 %
None chosen	78	7.6 %
<b>Total</b>	<b>1024</b>	<b>100.0 %</b>

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	92	9.0 %
Overall quality of City parks & recreation programs & facilities	125	12.2 %
Overall effectiveness of City's code enforcement program	60	5.9 %
Overall effectiveness of City communication with the public	66	6.4 %
Overall quality of City's stormwater runoff/stormwater management system	40	3.9 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	112	10.9 %
Overall quality of human services (e.g. support for people in times of need) offered by City	109	10.6 %
Overall effectiveness of City's efforts to sustain environmental quality	98	9.6 %
Overall quality of service provided by City of Shoreline	65	6.3 %
Overall efforts to promote diversity & inclusiveness in the community	58	5.7 %
Overall response to prescription drug abuse & addiction issues, such as opioid addiction	91	8.9 %
<u>None chosen</u>	<u>108</u>	<u>10.5 %</u>
Total	1024	100.0 %

**Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q2. 3rd choice	Number	Percent
Overall quality of police services	66	6.4 %
Overall quality of City parks & recreation programs & facilities	78	7.6 %
Overall effectiveness of City's code enforcement program	75	7.3 %
Overall effectiveness of City communication with the public	88	8.6 %
Overall quality of City's stormwater runoff/stormwater management system	46	4.5 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	95	9.3 %
Overall quality of human services (e.g. support for people in times of need) offered by City	74	7.2 %
Overall effectiveness of City's efforts to sustain environmental quality	96	9.4 %
Overall quality of service provided by City of Shoreline	87	8.5 %
Overall efforts to promote diversity & inclusiveness in the community	68	6.6 %
Overall response to prescription drug abuse & addiction issues, such as opioid addiction	100	9.8 %
None chosen	151	14.7 %
Total	1024	100.0 %

**SUM OF TOP 3 CHOICES****Q2. Which THREE of the items listed in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	343	33.5 %
Overall quality of City parks & recreation programs & facilities	305	29.8 %
Overall effectiveness of City's code enforcement program	185	18.1 %
Overall effectiveness of City communication with the public	216	21.1 %
Overall quality of City's stormwater runoff/stormwater management system	111	10.8 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	330	32.2 %
Overall quality of human services (e.g. support for people in times of need) offered by City	288	28.1 %
Overall effectiveness of City's efforts to sustain environmental quality	256	25.0 %
Overall quality of service provided by City of Shoreline	202	19.7 %
Overall efforts to promote diversity & inclusiveness in the community	177	17.3 %
Overall response to prescription drug abuse & addiction issues, such as opioid addiction	322	31.4 %
None chosen	78	7.6 %
<b>Total</b>	<b>2813</b>	

**Q3. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following maintenance services provided by the City of Shoreline.**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3-1. Overall maintenance of City streets	115 11.2%	486 47.5%	210 20.5%	152 14.8%	46 4.5%	15 1.5%
Q3-2. Maintenance of streets in your neighborhood	132 12.9%	455 44.4%	198 19.3%	160 15.6%	67 6.5%	12 1.2%
Q3-3. Maintenance of sidewalks in Shoreline	66 6.4%	274 26.8%	263 25.7%	230 22.5%	139 13.6%	52 5.1%
Q3-4. Mowing & trimming along City streets & other public areas	105 10.3%	374 36.5%	284 27.7%	168 16.4%	63 6.2%	30 2.9%
Q3-5. Overall cleanliness of City streets & other public areas	133 13.0%	508 49.6%	227 22.2%	108 10.5%	33 3.2%	15 1.5%
Q3-6. Adequacy of City street lighting in your neighborhood	120 11.7%	421 41.1%	209 20.4%	168 16.4%	84 8.2%	22 2.1%
Q3-7. Adequacy of storm drainage services in your neighborhood	131 12.8%	508 49.6%	217 21.2%	79 7.7%	34 3.3%	55 5.4%
Q3-8. Garbage/recycling provider services	406 39.6%	464 45.3%	103 10.1%	24 2.3%	12 1.2%	15 1.5%
Q3-9. Maintenance of public trees along City streets	136 13.3%	443 43.3%	255 24.9%	105 10.3%	51 5.0%	34 3.3%

**WITHOUT DON'T KNOW**

**Q3. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following maintenance services provided by the City of Shoreline. (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3-1. Overall maintenance of City streets	115 11.4%	486 48.2%	210 20.8%	152 15.1%	46 4.6%
Q3-2. Maintenance of streets in your neighborhood	132 13.0%	455 45.0%	198 19.6%	160 15.8%	67 6.6%
Q3-3. Maintenance of sidewalks in Shoreline	66 6.8%	274 28.2%	263 27.1%	230 23.7%	139 14.3%
Q3-4. Mowing & trimming along City streets & other public areas	105 10.6%	374 37.6%	284 28.6%	168 16.9%	63 6.3%
Q3-5. Overall cleanliness of City streets & other public areas	133 13.2%	508 50.3%	227 22.5%	108 10.7%	33 3.3%
Q3-6. Adequacy of City street lighting in your neighborhood	120 12.0%	421 42.0%	209 20.9%	168 16.8%	84 8.4%
Q3-7. Adequacy of storm drainage services in your neighborhood	131 13.5%	508 52.4%	217 22.4%	79 8.2%	34 3.5%
Q3-8. Garbage/recycling provider services	406 40.2%	464 46.0%	103 10.2%	24 2.4%	12 1.2%
Q3-9. Maintenance of public trees along City streets	136 13.7%	443 44.7%	255 25.8%	105 10.6%	51 5.2%

**Q4. Which TWO of the maintenance items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q4. Top choice	Number	Percent
Overall maintenance of City streets	233	22.8 %
Maintenance of streets in your neighborhood	93	9.1 %
Maintenance of sidewalks in Shoreline	221	21.6 %
Mowing & trimming along City streets & other public areas	63	6.2 %
Overall cleanliness of City streets & other public areas	104	10.2 %
Adequacy of City street lighting in your neighborhood	103	10.1 %
Adequacy of storm drainage services in your neighborhood	46	4.5 %
Garbage/recycling provider services	21	2.1 %
Maintenance of public trees along City streets	56	5.5 %
None chosen	84	8.2 %
Total	1024	100.0 %

**Q4. Which TWO of the maintenance items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q4. 2nd choice	Number	Percent
Overall maintenance of City streets	121	11.8 %
Maintenance of streets in your neighborhood	106	10.4 %
Maintenance of sidewalks in Shoreline	148	14.5 %
Mowing & trimming along City streets & other public areas	102	10.0 %
Overall cleanliness of City streets & other public areas	130	12.7 %
Adequacy of City street lighting in your neighborhood	133	13.0 %
Adequacy of storm drainage services in your neighborhood	67	6.5 %
Garbage/recycling provider services	30	2.9 %
Maintenance of public trees along City streets	76	7.4 %
None chosen	111	10.8 %
Total	1024	100.0 %

**SUM OF TOP 2 CHOICES**

**Q4. Which TWO of the maintenance items listed in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q4. Sum of Top 2 Choices	Number	Percent
Overall maintenance of City streets	354	34.6 %
Maintenance of streets in your neighborhood	199	19.4 %
Maintenance of sidewalks in Shoreline	369	36.0 %
Mowing & trimming along City streets & other public areas	165	16.1 %
Overall cleanliness of City streets & other public areas	234	22.9 %
Adequacy of City street lighting in your neighborhood	236	23.0 %
Adequacy of storm drainage services in your neighborhood	113	11.0 %
Garbage/recycling provider services	51	5.0 %
Maintenance of public trees along City streets	132	12.9 %
None chosen	84	8.2 %
Total	1937	

**Q5. Enforcement of City Codes and Ordinances. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following.**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Enforcing clean-up of garbage, junk, or debris on private property	51 5.0%	252 24.6%	268 26.2%	186 18.2%	70 6.8%	197 19.2%
Q5-2. Enforcing removal of abandoned/junk autos	64 6.3%	237 23.1%	265 25.9%	166 16.2%	70 6.8%	222 21.7%
Q5-3. Enforcement of graffiti removal from private properties	66 6.4%	258 25.2%	311 30.4%	82 8.0%	26 2.5%	281 27.4%

**WITHOUT DON'T KNOW**

**Q5. Enforcement of City Codes and Ordinances. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following. (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Enforcing clean-up of garbage, junk, or debris on private property	51 6.2%	252 30.5%	268 32.4%	186 22.5%	70 8.5%
Q5-2. Enforcing removal of abandoned/junk autos	64 8.0%	237 29.6%	265 33.0%	166 20.7%	70 8.7%
Q5-3. Enforcement of graffiti removal from private properties	66 8.9%	258 34.7%	311 41.9%	82 11.0%	26 3.5%

**Q6. Which one of the City codes and ordinances items listed in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Enforcing clean-up of garbage, junk, or debris on private property	498	48.6 %
Enforcing removal of abandoned/junk autos	223	21.8 %
Enforcement of graffiti removal from private properties	160	15.6 %
<u>None chosen</u>	<u>143</u>	<u>14.0 %</u>
Total	1024	100.0 %

**Q7. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following public safety services provided by the City of Shoreline.**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q7-1. Overall quality of local police protection	221 21.6%	491 47.9%	159 15.5%	42 4.1%	17 1.7%	94 9.2%
Q7-2. City's efforts to prevent crime	123 12.0%	406 39.6%	224 21.9%	82 8.0%	23 2.2%	166 16.2%
Q7-3. Enforcement of local traffic laws	121 11.8%	445 43.5%	223 21.8%	99 9.7%	31 3.0%	105 10.3%
Q7-4. Response to drug activity	42 4.1%	185 18.1%	243 23.7%	129 12.6%	51 5.0%	374 36.5%
Q7-5. Response to prostitution activity	38 3.7%	170 16.6%	237 23.1%	67 6.5%	42 4.1%	470 45.9%
Q7-6. Response to property crime (e.g. burglary, mail theft, car prowling)	71 6.9%	287 28.0%	254 24.8%	136 13.3%	55 5.4%	221 21.6%
Q7-7. Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	215 21.0%	331 32.3%	156 15.2%	37 3.6%	22 2.1%	263 25.7%
Q7-8. Your level of trust in officers to do the right thing	265 25.9%	412 40.2%	184 18.0%	46 4.5%	25 2.4%	92 9.0%
Q7-9. Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	107 10.4%	181 17.7%	207 20.2%	32 3.1%	15 1.5%	482 47.1%

**WITHOUT DON'T KNOW**

**Q7. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following public safety services provided by the City of Shoreline. (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of local police protection	221 23.8%	491 52.8%	159 17.1%	42 4.5%	17 1.8%
Q7-2. City's efforts to prevent crime	123 14.3%	406 47.3%	224 26.1%	82 9.6%	23 2.7%
Q7-3. Enforcement of local traffic laws	121 13.2%	445 48.4%	223 24.3%	99 10.8%	31 3.4%
Q7-4. Response to drug activity	42 6.5%	185 28.5%	243 37.4%	129 19.8%	51 7.8%
Q7-5. Response to prostitution activity	38 6.9%	170 30.7%	237 42.8%	67 12.1%	42 7.6%
Q7-6. Response to property crime (e.g. burglary, mail theft, car prowl)	71 8.8%	287 35.7%	254 31.6%	136 16.9%	55 6.8%
Q7-7. Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	215 28.3%	331 43.5%	156 20.5%	37 4.9%	22 2.9%
Q7-8. Your level of trust in officers to do the right thing	265 28.4%	412 44.2%	184 19.7%	46 4.9%	25 2.7%
Q7-9. Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	107 19.7%	181 33.4%	207 38.2%	32 5.9%	15 2.8%

**Q8. Which TWO of the public safety items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. Top choice	Number	Percent
Overall quality of local police protection	112	10.9 %
City's efforts to prevent crime	175	17.1 %
Enforcement of local traffic laws	73	7.1 %
Response to drug activity	163	15.9 %
Response to prostitution activity	29	2.8 %
Response to property crime (e.g. burglary, mail theft, car prowl)	161	15.7 %
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	91	8.9 %
Your level of trust in officers to do the right thing	44	4.3 %
Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	60	5.9 %
None chosen	116	11.3 %
Total	1024	100.0 %

**Q8. Which TWO of the public safety items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q8. 2nd choice	Number	Percent
Overall quality of local police protection	82	8.0 %
City's efforts to prevent crime	140	13.7 %
Enforcement of local traffic laws	41	4.0 %
Response to drug activity	157	15.3 %
Response to prostitution activity	64	6.3 %
Response to property crime (e.g. burglary, mail theft, car prowl)	178	17.4 %
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	78	7.6 %
Your level of trust in officers to do the right thing	57	5.6 %
Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	81	7.9 %
None chosen	146	14.3 %
Total	1024	100.0 %

**SUM OF TOP 2 CHOICES**

**Q8. Which TWO of the public safety items listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q8. Sum of Top 2 Choices	Number	Percent
Overall quality of local police protection	194	18.9 %
City's efforts to prevent crime	315	30.8 %
Enforcement of local traffic laws	114	11.1 %
Response to drug activity	320	31.3 %
Response to prostitution activity	93	9.1 %
Response to property crime (e.g. burglary, mail theft, car prowl)	339	33.1 %
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	169	16.5 %
Your level of trust in officers to do the right thing	101	9.9 %
Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	141	13.8 %
None chosen	116	11.3 %
Total	1902	

**Q9. Using 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.**

(N=1024)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q9-1. In your neighborhood during the day	573 56.0%	380 37.1%	50 4.9%	13 1.3%	2 0.2%	6 0.6%
Q9-2. In your neighborhood at night	229 22.4%	515 50.3%	169 16.5%	78 7.6%	19 1.9%	14 1.4%
Q9-3. In City parks & trails	115 11.2%	447 43.7%	268 26.2%	112 10.9%	23 2.2%	59 5.8%
Q9-4. In other public areas in Shoreline	152 14.8%	528 51.6%	247 24.1%	48 4.7%	11 1.1%	38 3.7%
Q9-5. Overall feeling of safety in Shoreline	197 19.2%	620 60.5%	154 15.0%	36 3.5%	3 0.3%	14 1.4%

**WITHOUT DON'T KNOW**

**Q9. Using 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. (without "don't know")**

(N=1024)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q9-1. In your neighborhood during the day	573 56.3%	380 37.3%	50 4.9%	13 1.3%	2 0.2%
Q9-2. In your neighborhood at night	229 22.7%	515 51.0%	169 16.7%	78 7.7%	19 1.9%
Q9-3. In City parks & trails	115 11.9%	447 46.3%	268 27.8%	112 11.6%	23 2.4%
Q9-4. In other public areas in Shoreline	152 15.4%	528 53.5%	247 25.1%	48 4.9%	11 1.1%
Q9-5. Overall feeling of safety in Shoreline	197 19.5%	620 61.4%	154 15.2%	36 3.6%	3 0.3%

**Q10. City Communications. From which of the following have you received information about City projects, issues, services, and events?**

Q10. From what sources have you received information about City projects, issues, services, & events

	Number	Percent
City newsletter "CURRENTS"	891	87.0 %
City's Parks & Recreation Guide	725	70.8 %
City cable channel (Comcast 21, Frontier 27)	56	5.5 %
City website	341	33.3 %
City's social media sites (e.g. Facebook, Twitter, Instagram)	169	16.5 %
Online resources (e.g. Shoreline Area News, Nextdoor, Secret Shoreline)	508	49.6 %
Involvement in neighborhood association or Shoreline Watch	156	15.2 %
Television news	185	18.1 %
Alert Shoreline	180	17.6 %
Other	53	5.2 %
Total	3264	

**Q10. Other**

<u>Q10. Other</u>	<u>Number</u>	<u>Percent</u>
BLAKELY HAS MEETINGS ONCE A MONTH	1	1.9 %
CITY COUNCIL AND OTHER CITY EMAIL SUBSCRIPTIONS	1	1.9 %
COUNCIL MEETINGS, PARKS BOARD & PLANNING COM	1	1.9 %
Cable programming	1	1.9 %
Celebrate Shoreline event in Cromwell Park	1	1.9 %
City email blasts	1	1.9 %
Council and planning meetings	1	1.9 %
Discussion	1	1.9 %
Email	3	5.7 %
FARMERS MARKET	1	1.9 %
HTML 5	1	1.9 %
King County tax website	1	1.9 %
Library	1	1.9 %
MERIDIAN PARK	1	1.9 %
Mail	3	5.7 %
NEIGHBORHOOD LOOP GROUP FACEBOOK SITE	1	1.9 %
NEXTDOOR APP, ECHO LAKE	1	1.9 %
NORTH CITY NEWS	1	1.9 %
Neighborhood Association newspaper	1	1.9 %
Neighborhood newsletter	2	3.8 %
Neighbors	1	1.9 %
Neighbors, online articles	1	1.9 %
NextDoor site from neighbors not City	1	1.9 %
Nextdoor	2	3.8 %
Nextdoor Hillwood	1	1.9 %
ONLINE NEIGHBORHOOD LISTSERV	1	1.9 %
POOR COMMUNICATION FROM CITY COUNCIL	1	1.9 %
POSTERS AT CROMAVELL PARK	1	1.9 %
Postcards	2	3.8 %
RBCA NEWS	1	1.9 %
REDDIT	1	1.9 %
ROTARY	1	1.9 %
Rezone flyers	1	1.9 %
Richmond Beach newsletter	3	5.7 %
SCHOOL DISTRICT	1	1.9 %
SHORELINE SCHOOL NEWSLETTER	1	1.9 %
Searching on bing.com	1	1.9 %
Seeclickfix	1	1.9 %
Shoreline Facebook groups	1	1.9 %
Word of mouth	5	9.4 %
Total	53	100.0 %

**Q11. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Availability of information about City services, meetings, & events	162 15.8%	469 45.8%	231 22.6%	78 7.6%	18 1.8%	66 6.4%
Q11-2. City's efforts to provide information on major City issues (e.g. light rail station area planning)	157 15.3%	442 43.2%	226 22.1%	109 10.6%	36 3.5%	54 5.3%
Q11-3. City's efforts to provide opportunities for public involvement	135 13.2%	380 37.1%	285 27.8%	90 8.8%	45 4.4%	89 8.7%
Q11-4. Quality of content on City's website	75 7.3%	289 28.2%	263 25.7%	28 2.7%	9 0.9%	360 35.2%
Q11-5. Quality of content in City's newsletter	200 19.5%	491 47.9%	206 20.1%	27 2.6%	8 0.8%	92 9.0%
Q11-6. Quality of City's social media	52 5.1%	200 19.5%	249 24.3%	29 2.8%	9 0.9%	485 47.4%

**WITHOUT DON'T KNOW**

**Q11. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Availability of information about City services, meetings, & events	162 16.9%	469 49.0%	231 24.1%	78 8.1%	18 1.9%
Q11-2. City's efforts to provide information on major City issues (e.g. light rail station area planning)	157 16.2%	442 45.6%	226 23.3%	109 11.2%	36 3.7%
Q11-3. City's efforts to provide opportunities for public involvement	135 14.4%	380 40.6%	285 30.5%	90 9.6%	45 4.8%
Q11-4. Quality of content on City's website	75 11.3%	289 43.5%	263 39.6%	28 4.2%	9 1.4%
Q11-5. Quality of content in City's newsletter	200 21.5%	491 52.7%	206 22.1%	27 2.9%	8 0.9%
Q11-6. Quality of City's social media	52 9.6%	200 37.1%	249 46.2%	29 5.4%	9 1.7%

**Q12. Leadership and Quality of Life. Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q12-1. Overall image of City	204 19.9%	572 55.9%	148 14.5%	54 5.3%	14 1.4%	32 3.1%
Q12-2. Overall quality of leadership provided by City's elected officials	101 9.9%	377 36.8%	265 25.9%	89 8.7%	53 5.2%	139 13.6%
Q12-3. Overall effectiveness of City Manager & City staff	100 9.8%	381 37.2%	249 24.3%	61 6.0%	46 4.5%	187 18.3%

**WITHOUT DON'T KNOW**

**Q12. Leadership and Quality of Life. Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall image of City	204 20.6%	572 57.7%	148 14.9%	54 5.4%	14 1.4%
Q12-2. Overall quality of leadership provided by City's elected officials	101 11.4%	377 42.6%	265 29.9%	89 10.1%	53 6.0%
Q12-3. Overall effectiveness of City Manager & City staff	100 11.9%	381 45.5%	249 29.7%	61 7.3%	46 5.5%

**Q13. 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."**

Q13. I trust City of Shoreline to spend my tax dollars responsibly	Number	Percent
Strongly agree	150	14.6 %
Somewhat agree	513	50.1 %
Somewhat disagree	174	17.0 %
Strongly disagree	94	9.2 %
No opinion	73	7.1 %
Not provided	20	2.0 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED**

**Q13. 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." (without "not provided")**

Q13. I trust City of Shoreline to spend my tax dollars responsibly	Number	Percent
Strongly agree	150	14.9 %
Somewhat agree	513	51.1 %
Somewhat disagree	174	17.3 %
Strongly disagree	94	9.4 %
No opinion	73	7.3 %
Total	1004	100.0 %

**Q14. In general, do you think the City of Shoreline is moving in the right direction?**

<u>Q14. Is City of Shoreline moving in right direction</u>	<u>Number</u>	<u>Percent</u>
Yes	636	62.1 %
No	170	16.6 %
Not provided	218	21.3 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED****Q14. In general, do you think the City of Shoreline is moving in the right direction? (without "not provided")**

<u>Q14. Is City of Shoreline moving in right direction</u>	<u>Number</u>	<u>Percent</u>
Yes	636	78.9 %
No	170	21.1 %
Total	806	100.0 %

**Q15. In general, do you believe Shoreline is a welcoming and inclusive community?**

Q15. Is Shoreline a welcoming & inclusive community	Number	Percent
Yes	782	76.4 %
No	71	6.9 %
Not provided	171	16.7 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED**

**Q15. In general, do you believe Shoreline is a welcoming and inclusive community? (without "not provided")**

Q15. Is Shoreline a welcoming & inclusive community	Number	Percent
Yes	782	91.7 %
No	71	8.3 %
Total	853	100.0 %

**Q16. Please rate Shoreline using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.**

(N=1024)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q16-1. As a place to live	388 37.9%	533 52.1%	58 5.7%	21 2.1%	6 0.6%	18 1.8%
Q16-2. As a place to raise children	398 38.9%	449 43.8%	66 6.4%	22 2.1%	6 0.6%	83 8.1%
Q16-3. As a place to work	139 13.6%	308 30.1%	181 17.7%	70 6.8%	21 2.1%	305 29.8%
Q16-4. As a place with a variety of housing choices	128 12.5%	406 39.6%	252 24.6%	95 9.3%	51 5.0%	92 9.0%
Q16-5. As a place to shop	105 10.3%	319 31.2%	221 21.6%	259 25.3%	95 9.3%	25 2.4%
Q16-6. As a place for dining & entertainment options	61 6.0%	215 21.0%	240 23.4%	303 29.6%	177 17.3%	28 2.7%
Q16-7. Overall quality of life in City	188 18.4%	622 60.7%	141 13.8%	35 3.4%	11 1.1%	27 2.6%
Q16-8. As a place to connect & interact with your neighbors	167 16.3%	445 43.5%	264 25.8%	88 8.6%	25 2.4%	35 3.4%

**WITHOUT DON'T KNOW**

**Q16. Please rate Shoreline using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following. (without "don't know")**

(N=1024)

	Excellent	Good	Neutral	Below average	Poor
Q16-1. As a place to live	388 38.6%	533 53.0%	58 5.8%	21 2.1%	6 0.6%
Q16-2. As a place to raise children	398 42.3%	449 47.7%	66 7.0%	22 2.3%	6 0.6%
Q16-3. As a place to work	139 19.3%	308 42.8%	181 25.2%	70 9.7%	21 2.9%
Q16-4. As a place with a variety of housing choices	128 13.7%	406 43.6%	252 27.0%	95 10.2%	51 5.5%
Q16-5. As a place to shop	105 10.5%	319 31.9%	221 22.1%	259 25.9%	95 9.5%
Q16-6. As a place for dining & entertainment options	61 6.1%	215 21.6%	240 24.1%	303 30.4%	177 17.8%
Q16-7. Overall quality of life in City	188 18.9%	622 62.4%	141 14.1%	35 3.5%	11 1.1%
Q16-8. As a place to connect & interact with your neighbors	167 16.9%	445 45.0%	264 26.7%	88 8.9%	25 2.5%

**Q17. Overall, how do you rate the condition of your neighborhood?**

Q17. How do you rate condition of your neighborhood	Number	Percent
Excellent	185	18.1 %
Good	492	48.0 %
Average	255	24.9 %
Below average	52	5.1 %
Poor	12	1.2 %
Don't know	28	2.7 %
Total	1024	100.0 %

**WITHOUT DON'T KNOW****Q17. Overall, how do you rate the condition of your neighborhood? (without "don't know")**

Q17. How do you rate condition of your neighborhood	Number	Percent
Excellent	185	18.6 %
Good	492	49.4 %
Average	255	25.6 %
Below average	52	5.2 %
Poor	12	1.2 %
Total	996	100.0 %

**Q18. Parks and Recreation. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfi- ed	Very dissatisfied	Don't know
Q18-1. Maintenance of City parks	220 21.5%	581 56.7%	113 11.0%	29 2.8%	5 0.5%	76 7.4%
Q18-2. Maintenance of City playgrounds	199 19.4%	513 50.1%	122 11.9%	11 1.1%	4 0.4%	175 17.1%
Q18-3. Walking & biking trails in City	169 16.5%	466 45.5%	176 17.2%	56 5.5%	19 1.9%	138 13.5%
Q18-4. City swimming pool	70 6.8%	238 23.2%	190 18.6%	37 3.6%	13 1.3%	476 46.5%
Q18-5. Outdoor athletic fields	132 12.9%	430 42.0%	147 14.4%	27 2.6%	4 0.4%	284 27.7%
Q18-6. Fees charged for recreation programs	100 9.8%	342 33.4%	211 20.6%	27 2.6%	11 1.1%	333 32.5%
Q18-7. Variety of recreation programs	125 12.2%	421 41.1%	195 19.0%	24 2.3%	10 1.0%	249 24.3%
Q18-8. Variety of culturally diverse programs	74 7.2%	271 26.5%	225 22.0%	41 4.0%	8 0.8%	405 39.6%
Q18-9. Quality of access to City parks for persons with disabilities	80 7.8%	228 22.3%	170 16.6%	23 2.2%	12 1.2%	511 49.9%

**WITHOUT DON'T KNOW****Q18. Parks and Recreation. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q18-1. Maintenance of City parks	220 23.2%	581 61.3%	113 11.9%	29 3.1%	5 0.5%
Q18-2. Maintenance of City playgrounds	199 23.4%	513 60.4%	122 14.4%	11 1.3%	4 0.5%
Q18-3. Walking & biking trails in City	169 19.1%	466 52.6%	176 19.9%	56 6.3%	19 2.1%
Q18-4. City swimming pool	70 12.8%	238 43.4%	190 34.7%	37 6.8%	13 2.4%
Q18-5. Outdoor athletic fields	132 17.8%	430 58.1%	147 19.9%	27 3.6%	4 0.5%
Q18-6. Fees charged for recreation programs	100 14.5%	342 49.5%	211 30.5%	27 3.9%	11 1.6%
Q18-7. Variety of recreation programs	125 16.1%	421 54.3%	195 25.2%	24 3.1%	10 1.3%
Q18-8. Variety of culturally diverse programs	74 12.0%	271 43.8%	225 36.3%	41 6.6%	8 1.3%
Q18-9. Quality of access to City parks for persons with disabilities	80 15.6%	228 44.4%	170 33.1%	23 4.5%	12 2.3%

**Q19. Which TWO of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. Top choice	Number	Percent
Maintenance of City parks	348	34.0 %
Maintenance of City playgrounds	61	6.0 %
Walking & biking trails in City	163	15.9 %
City swimming pool	72	7.0 %
Outdoor athletic fields	33	3.2 %
Fees charged for recreation programs	34	3.3 %
Variety of recreation programs	53	5.2 %
Variety of culturally diverse programs	55	5.4 %
Quality of access to City parks for persons with disabilities	56	5.5 %
None chosen	149	14.6 %
Total	1024	100.0 %

**Q19. Which TWO of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q19. 2nd choice	Number	Percent
Maintenance of City parks	144	14.1 %
Maintenance of City playgrounds	157	15.3 %
Walking & biking trails in City	166	16.2 %
City swimming pool	42	4.1 %
Outdoor athletic fields	49	4.8 %
Fees charged for recreation programs	44	4.3 %
Variety of recreation programs	90	8.8 %
Variety of culturally diverse programs	71	6.9 %
Quality of access to City parks for persons with disabilities	71	6.9 %
None chosen	190	18.6 %
Total	1024	100.0 %

**SUM OF TOP 2 CHOICES**

**Q19. Which TWO of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

Q19. Sum of Top 2 Choices	Number	Percent
Maintenance of City parks	492	48.0 %
Maintenance of City playgrounds	218	21.3 %
Walking & biking trails in City	329	32.1 %
City swimming pool	114	11.1 %
Outdoor athletic fields	82	8.0 %
Fees charged for recreation programs	78	7.6 %
Variety of recreation programs	143	14.0 %
Variety of culturally diverse programs	126	12.3 %
Quality of access to City parks for persons with disabilities	127	12.4 %
None chosen	149	14.6 %
Total	1858	

**Q20. Transportation and Land Use. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q20-1. Availability of public transportation options	144 14.1%	394 38.5%	216 21.1%	127 12.4%	37 3.6%	106 10.4%
Q20-2. Availability of bicycle lanes	138 13.5%	305 29.8%	278 27.1%	107 10.4%	39 3.8%	157 15.3%
Q20-3. Availability of sidewalks on major streets & routes	96 9.4%	357 34.9%	211 20.6%	212 20.7%	98 9.6%	50 4.9%
Q20-4. Availability of sidewalks in your neighborhood	68 6.6%	191 18.7%	201 19.6%	306 29.9%	230 22.5%	28 2.7%
Q20-5. Quality of sidewalks in Shoreline	54 5.3%	271 26.5%	310 30.3%	222 21.7%	113 11.0%	54 5.3%
Q20-6. Quality of sidewalks for people with mobility challenges	33 3.2%	123 12.0%	207 20.2%	194 18.9%	144 14.1%	323 31.5%
Q20-7. Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	84 8.2%	332 32.4%	254 24.8%	174 17.0%	123 12.0%	57 5.6%
Q20-8. City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	85 8.3%	308 30.1%	295 28.8%	135 13.2%	63 6.2%	138 13.5%

**WITHOUT DON'T KNOW****Q20. Transportation and Land Use. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=1024)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q20-1. Availability of public transportation options	144 15.7%	394 42.9%	216 23.5%	127 13.8%	37 4.0%
Q20-2. Availability of bicycle lanes	138 15.9%	305 35.2%	278 32.1%	107 12.3%	39 4.5%
Q20-3. Availability of sidewalks on major streets & routes	96 9.9%	357 36.7%	211 21.7%	212 21.8%	98 10.1%
Q20-4. Availability of sidewalks in your neighborhood	68 6.8%	191 19.2%	201 20.2%	306 30.7%	230 23.1%
Q20-5. Quality of sidewalks in Shoreline	54 5.6%	271 27.9%	310 32.0%	222 22.9%	113 11.6%
Q20-6. Quality of sidewalks for people with mobility challenges	33 4.7%	123 17.5%	207 29.5%	194 27.7%	144 20.5%
Q20-7. Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	84 8.7%	332 34.3%	254 26.3%	174 18.0%	123 12.7%
Q20-8. City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	85 9.6%	308 34.8%	295 33.3%	135 15.2%	63 7.1%

**Q21. Which TWO of the transportation items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q21. Top choice	Number	Percent
Availability of public transportation options	206	20.1 %
Availability of bicycle lanes	41	4.0 %
Availability of sidewalks on major streets & routes	128	12.5 %
Availability of sidewalks in your neighborhood	228	22.3 %
Quality of sidewalks in Shoreline	86	8.4 %
Quality of sidewalks for people with mobility challenges	49	4.8 %
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	117	11.4 %
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	76	7.4 %
None chosen	93	9.1 %
Total	1024	100.0 %

**WITHOUT DON'T KNOW**

**Q21. Which TWO of the transportation items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?**

Q21. 2nd choice	Number	Percent
Availability of public transportation options	85	8.3 %
Availability of bicycle lanes	39	3.8 %
Availability of sidewalks on major streets & routes	121	11.8 %
Availability of sidewalks in your neighborhood	150	14.6 %
Quality of sidewalks in Shoreline	143	14.0 %
Quality of sidewalks for people with mobility challenges	94	9.2 %
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	113	11.0 %
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	120	11.7 %
None chosen	159	15.5 %
Total	1024	100.0 %

**Q21. Which TWO of the transportation items listed in Question 21 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of public transportation options	291	28.4 %
Availability of bicycle lanes	80	7.8 %
Availability of sidewalks on major streets & routes	249	24.3 %
Availability of sidewalks in your neighborhood	378	36.9 %
Quality of sidewalks in Shoreline	229	22.4 %
Quality of sidewalks for people with mobility challenges	143	14.0 %
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	230	22.5 %
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	196	19.1 %
<u>None chosen</u>	<u>93</u>	<u>9.1 %</u>
Total	1889	

**Q22. Capital Investments. Funding for capital investments is limited. For some projects, such as Aurora and the future 145th Street corridor improvements, the City looks for substantial federal, state, and regional grant funds to pay for the majority of the costs. But for other projects, such as park improvements or sidewalk maintenance, we have to use local tax dollars. In looking at how we should spend your local tax dollars on capital projects over the next decade, please rank in priority order the capital improvements below with 1 being your top priority and 5 being your last priority.**

(N=1024)

	Top priority	2	3	4	Last priority
Q22-1. Community center/pool	81 9.1%	57 6.4%	123 13.9%	228 25.7%	397 44.8%
Q22-2. Park improvements (e.g. Cromwell Park & Richmond Beach Saltwater Park)	81 9.2%	168 19.0%	246 27.8%	289 32.7%	100 11.3%
Q22-3. Road maintenance/pavement preservation (such as overlay projects)	368 39.4%	242 25.9%	176 18.9%	91 9.8%	56 6.0%
Q22-4. Sidewalks	306 33.5%	274 30.0%	164 18.0%	100 11.0%	69 7.6%
Q22-5. Intersection/road corridor improvements to improve non-motorized access & traffic flow (e.g. 155th/Westminster, 160th/Greenwood, 175th Street Corridor)	119 13.6%	184 21.0%	175 20.0%	158 18.0%	241 27.5%

**Q23. Economic development means increasing opportunities for more retail, multi-family housing, commercial development, and job growth, which helps generate the money necessary to provide City services. Do you support the City's long-term emphasis on economic development?**

Q23. Do you support City's long-term emphasis on economic development	Number	Percent
Yes	568	55.5 %
No	149	14.6 %
Neutral	166	16.2 %
Don't know	141	13.8 %
Total	1024	100.0 %

**WITHOUT DON'T KNOW**

**Q23. Economic development means increasing opportunities for more retail, multi-family housing, commercial development, and job growth, which helps generate the money necessary to provide City services. Do you support the City's long-term emphasis on economic development? (without "don't know")**

Q23. Do you support City's long-term emphasis on economic development	Number	Percent
Yes	568	64.3 %
No	149	16.9 %
Neutral	166	18.8 %
Total	883	100.0 %

**Q24. Approximately how many years have you lived in the City of Shoreline?**

Q24. How many years have you lived in City of Shoreline

Shoreline	Number	Percent
0-5	230	22.5 %
6-10	120	11.7 %
11-15	118	11.5 %
16-20	125	12.2 %
21-30	173	16.9 %
31+	243	23.7 %
Not provided	15	1.5 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED****Q24. Approximately how many years have you lived in the City of Shoreline? (without "not provided")**

Q24. How many years have you lived in City of Shoreline

Shoreline	Number	Percent
0-5	230	22.8 %
6-10	120	11.9 %
11-15	118	11.7 %
16-20	125	12.4 %
21-30	173	17.1 %
31+	243	24.1 %
Total	1009	100.0 %

**Q25. Do you own or rent your current residence?**

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	712	69.5 %
Rent	308	30.1 %
Not provided	4	0.4 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED**

**Q25. Do you own or rent your current residence? (without "not provided")**

<u>Q25. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	712	69.8 %
Rent	308	30.2 %
Total	1020	100.0 %

**Q26. What is your zip code?**

<u>Q26. What is your zip code</u>	<u>Number</u>	<u>Percent</u>
98133	412	40.2 %
98155	346	33.8 %
98177	266	26.0 %
Total	1024	100.0 %

**Q27. Do you live east or west of I-5?**

<u>Q27. Do you live east or west of I-5</u>	<u>Number</u>	<u>Percent</u>
East	329	32.1 %
West	681	66.5 %
Not provided	14	1.4 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED**

**Q27. Do you live east or west of I-5? (without "not provided")**

<u>Q27. Do you live east or west of I-5</u>	<u>Number</u>	<u>Percent</u>
East	329	32.6 %
West	681	67.4 %
Total	1010	100.0 %

**Q28. Do you live east or west of Aurora Avenue N?**

Q28. Do you live east or west of Aurora Avenue

<u>N</u>	<u>Number</u>	<u>Percent</u>
East	581	56.7 %
West	428	41.8 %
Not provided	15	1.5 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED**

**Q28. Do you live east or west of Aurora Avenue N? (without "not provided")**

Q28. Do you live east or west of Aurora Avenue

<u>N</u>	<u>Number</u>	<u>Percent</u>
East	581	57.6 %
West	428	42.4 %
Total	1009	100.0 %

**Q29. Counting yourself, how many people live in your household?**

<u>Q29. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	170	16.6 %
2	379	37.0 %
3	178	17.4 %
4	198	19.3 %
5	51	5.0 %
6	20	2.0 %
7	6	0.6 %
8+	4	0.4 %
Not provided	18	1.8 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED****Q29. Counting yourself, how many people live in your household? (without "not provided")**

<u>Q29. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	170	16.9 %
2	379	37.7 %
3	178	17.7 %
4	198	19.7 %
5	51	5.1 %
6	20	2.0 %
7	6	0.6 %
8+	4	0.4 %
Total	1006	100.0 %

**Q29. Counting yourself, how many people live in your household?**

Q29. How many people live in your household	Number	Percent
1	170	16.6 %
2	379	37.0 %
3	178	17.4 %
4	198	19.3 %
5+	81	7.9 %
Not provided	18	1.8 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED****Q29. Counting yourself, how many people live in your household? (without "not provided")**

Q29. How many people live in your household	Number	Percent
1	170	16.9 %
2	379	37.7 %
3	178	17.7 %
4	198	19.7 %
5+	81	8.1 %
Total	1006	100.0 %

**Q30. Counting yourself, how many people in your household are...**

	<u>Mean</u>	<u>Sum</u>
number	2.69	2705
Under age 5	0.17	169
Ages 5-9	0.17	172
Ages 10-14	0.15	147
Ages 15-19	0.13	128
Ages 20-24	0.10	101
Ages 25-34	0.30	301
Ages 35-44	0.43	430
Ages 45-54	0.30	306
Ages 55-64	0.41	411
Ages 65-74	0.35	353
Ages 75+	0.19	187

**Q31. What is your total annual household income?**

<u>Q31. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	42	4.1 %
\$25K to \$49,999	129	12.6 %
\$50K to \$74,999	148	14.5 %
\$75K to \$99,999	149	14.6 %
\$100K+	441	43.1 %
Not provided	115	11.2 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED****Q31. What is your total annual household income? (without "not provided")**

<u>Q31. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	42	4.6 %
\$25K to \$49,999	129	14.2 %
\$50K to \$74,999	148	16.3 %
\$75K to \$99,999	149	16.4 %
\$100K+	441	48.5 %
Total	909	100.0 %

**Q32. Your gender identity:**

<u>Q32. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	505	49.3 %
Female	511	49.9 %
Other/non-binary	5	0.5 %
Not provided	3	0.3 %
Total	1024	100.0 %

**WITHOUT NOT PROVIDED**

**Q32. Your gender identity: (without "not provided")**

<u>Q32. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	505	49.5 %
Female	511	50.0 %
Other/non-binary	5	0.5 %
Total	1021	100.0 %

**Q33. Which of the following best describes your race/ethnicity?**

<u>Q33. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
African American/Black	59	5.8 %
White/Caucasian	725	70.8 %
Asian	127	12.4 %
Hispanic/Latino	96	9.4 %
Native American/Alaska Native	14	1.4 %
Pacific Islander/Native Hawaiian	12	1.2 %
Other	9	0.9 %
Total	1042	

**Q33. Other**

<u>Q33. Other</u>	<u>Number</u>	<u>Percent</u>
East Indian from the Caribbean	1	11.1 %
European Polish/Russian-Romanian Jewish	1	11.1 %
Greek	1	11.1 %
Half White, half Native	1	11.1 %
Italian	2	22.2 %
Kenyan	1	11.1 %
<u>Middle Eastern</u>	<u>2</u>	<u>22.2 %</u>
Total	9	100.0 %

**Q34. What is the primary language spoken in your home?**

Q34. What is the primary language spoken in your home	Number	Percent
English	930	90.8 %
Spanish	24	2.3 %
Mandarin/Cantonese	25	2.4 %
Vietnamese	1	0.1 %
Amharic/Tigrinya	5	0.5 %
Korean	5	0.5 %
Tagalog	5	0.5 %
Other	15	1.5 %
<u>Not provided</u>	<u>14</u>	<u>1.4 %</u>
Total	1024	100.0 %

**WITHOUT NOT PROVIDED****Q34. What is the primary language spoken in your home? (without "not provided")**

Q34. What is the primary language spoken in your home	Number	Percent
English	930	92.1 %
Spanish	24	2.4 %
Mandarin/Cantonese	25	2.5 %
Vietnamese	1	0.1 %
Amharic/Tigrinya	5	0.5 %
Korean	5	0.5 %
Tagalog	5	0.5 %
Other	15	1.5 %
Total	1010	100.0 %

**Q34. Other**

<u>Q34. Other</u>	<u>Number</u>	<u>Percent</u>
ASL	1	7.7 %
Bisaya	1	7.7 %
Cebuano	2	15.4 %
French	1	7.7 %
Gujarti	1	7.7 %
Ilocano	1	7.7 %
Indian	1	7.7 %
Russian	1	7.7 %
Serbian	1	7.7 %
Tamil	1	7.7 %
Thai	1	7.7 %
Tibetan	1	7.7 %
Total	13	100.0 %

## **Section 6**

# ***Survey Instrument***

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## 2018 City of Shoreline Resident 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 Manager Eric Bratton at 206-801-2217.

1. **Quality of Services and Facilities.** Please rate your overall satisfaction with the following major categories of services provided by the City of Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
03. Overall effectiveness of the City's code enforcement program	5	4	3	2	1	9
04. Overall effectiveness of City communication with the public	5	4	3	2	1	9
05. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
06. Overall travel time for trips on Shoreline streets (excluding I-5 and signals to I-5)	5	4	3	2	1	9
07. Overall quality of human services (e.g. support for people in times of need) offered by the City	5	4	3	2	1	9
08. Overall effectiveness of City's efforts to sustain environmental quality	5	4	3	2	1	9
09. Overall quality of service provided by the City of Shoreline	5	4	3	2	1	9
10. Overall efforts to promote diversity and inclusiveness in the community	5	4	3	2	1	9
11. Overall response to prescription drug abuse and addiction issues, such as opioid addiction	5	4	3	2	1	9

2. Which **THREE** of the items listed in Question 1 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 1.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

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

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall maintenance of city streets	5	4	3	2	1	9
2. Maintenance of streets in your neighborhood	5	4	3	2	1	9
3. Maintenance of sidewalks in Shoreline	5	4	3	2	1	9
4. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
5. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
6. Adequacy of city street lighting in your neighborhood	5	4	3	2	1	9
7. Adequacy of storm drainage services in your neighborhood	5	4	3	2	1	9
8. Garbage/recycling provider services	5	4	3	2	1	9
9. Maintenance of public trees along City streets	5	4	3	2	1	9

4. Which **TWO** of the maintenance items listed in Question 3 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 3.]

1st: \_\_\_\_ 2nd: \_\_\_\_

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

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

6. Which of the city codes and ordinances items listed in Question 5 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 5.]

Highest Priority: \_\_\_\_

7. **Public Safety.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following public safety services provided by the City of Shoreline.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of local police protection	5	4	3	2	1	9
2.	City's efforts to prevent crime	5	4	3	2	1	9
3.	Enforcement of local traffic laws	5	4	3	2	1	9
4.	Response to drug activity	5	4	3	2	1	9
5.	Response to prostitution activity	5	4	3	2	1	9
6.	Response to property crime (e.g. burglary, mail theft, car prowl)	5	4	3	2	1	9
7.	The level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	5	4	3	2	1	9
8.	Your level of trust in officers to do the right thing	5	4	3	2	1	9
9.	Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	5	4	3	2	1	9

8. Which **TWO** of the public safety items listed in Question 8 do you think should receive the **MOST EMPHASIS** from city leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 8.]

1st: \_\_\_\_ 2nd: \_\_\_\_

9. Using 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.

How safe do you feel...		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In your neighborhood during the day	5	4	3	2	1	9
2.	In your neighborhood at night	5	4	3	2	1	9
3.	In city parks and trails	5	4	3	2	1	9
4.	In other public areas in Shoreline	5	4	3	2	1	9
5.	Overall feeling of safety in Shoreline	5	4	3	2	1	9

**10. City Communications.** 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, Frontier 27)
- (04) City website
- (05) City's social media sites (e.g. Facebook, Twitter, Instagram)
- (06) Online resources (e.g. Shoreline Area News, Nextdoor, Secret Shoreline)
- (07) Involvement in neighborhood association or Shoreline Watch
- (08) Television news
- (09) Alert Shoreline
- (10) Other: \_\_\_\_\_

**11. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.**

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	The availability of information about City services, meetings, and events	5	4	3	2	1	9
2.	City's efforts to provide information on major City issues (e.g. light rail station area planning)	5	4	3	2	1	9
3.	City's efforts to provide opportunities for public involvement	5	4	3	2	1	9
4.	The quality of the content on the City's website	5	4	3	2	1	9
5.	The quality of the content in the City's newsletter "CURRENTS"	5	4	3	2	1	9
6.	The quality of the City's social media	5	4	3	2	1	9

**12. Leadership and Quality of Life.** Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall image of the City	5	4	3	2	1	9
2.	Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
3.	Overall effectiveness of the City Manager and city staff	5	4	3	2	1	9

**13. 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."**

- (1) Strongly agree       (3) Somewhat disagree       (5) No opinion
- (2) Somewhat agree       (4) Strongly disagree

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

- (1) Yes       (2) No       (9) Don't know

**15. In general, do you believe Shoreline is a welcoming and inclusive community?**

- (1) Yes       (2) No       (9) Don't know

16. Please rate Shoreline using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

How would you rate Shoreline...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place with a variety of housing choices	5	4	3	2	1	9
5. As a place to shop	5	4	3	2	1	9
6. As a place for dining and entertainment options	5	4	3	2	1	9
7. Overall quality of life in the City	5	4	3	2	1	9
8. As a place to connect and interact with your neighbors	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. **Parks and Recreation.** Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of City parks	5	4	3	2	1	9
2. Maintenance of City playgrounds	5	4	3	2	1	9
3. Walking and biking trails in the City	5	4	3	2	1	9
4. City swimming pool	5	4	3	2	1	9
5. Outdoor athletic fields	5	4	3	2	1	9
6. Fees charged for recreation programs	5	4	3	2	1	9
7. Variety of recreation programs	5	4	3	2	1	9
8. Variety of culturally diverse programs	5	4	3	2	1	9
9. Quality of access to City parks for persons with disabilities	5	4	3	2	1	9

19. Which TWO of the Parks and Recreation items listed in Question 18 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 18.]

1st: \_\_\_\_ 2nd: \_\_\_\_

**20. Transportation and Land Use. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of public transportation options	5	4	3	2	1	9
2. Availability of bicycle lanes	5	4	3	2	1	9
3. Availability of sidewalks on major streets and routes	5	4	3	2	1	9
4. Availability of sidewalks in your neighborhood	5	4	3	2	1	9
5. Quality of sidewalks in Shoreline	5	4	3	2	1	9
6. Quality of sidewalks for people with mobility challenges	5	4	3	2	1	9
7. Traffic calming measures in your neighborhood, for example traffic circles, speed humps, or radar speed signs	5	4	3	2	1	9
8. City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	5	4	3	2	1	9

**21. Which TWO of the transportation items listed in Question 21 do you think should receive the MOST EMPHASIS from city leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 21.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

**22. Capital Investments. Funding for capital investments is limited. For some projects, such as Aurora and the future 145th Street corridor improvements, the City looks for substantial federal, state, and regional grant funds to pay for the majority of the costs. But for other projects, such as park improvements or sidewalk maintenance, we have to use local tax dollars.**

**In looking at how we should spend your local tax dollars on capital projects over the next decade, please rank in priority order the capital improvements below with 1 being your top priority and 5 being your last priority.**

- \_\_\_ Community Center/Pool
- \_\_\_ Park Improvements (e.g. Cromwell Park and Richmond Beach Saltwater Park)
- \_\_\_ Road maintenance/pavement preservation (such as overlay projects)
- \_\_\_ Sidewalks
- \_\_\_ Intersection/Road Corridor Improvements to improve non-motorized access and traffic flow (e.g. 155th/Westminster, 160th/Greenwood, 175th Street Corridor)

**23. Economic development means increasing opportunities for more retail, multi-family housing, commercial development, and job growth, which helps generate the money necessary to provide City services. Do you support the City's long-term emphasis on economic development?**

\_\_\_(1) Yes      \_\_\_(2) No      \_\_\_(3) Neutral      \_\_\_(9) Don't know

**Demographics**

**24. Approximately how many years have you lived in the City of Shoreline? \_\_\_\_\_ years**

**25. Do you own or rent your current residence?    \_\_\_(1) Own    \_\_\_(2) Rent**

**26. What is your zip code? \_\_\_\_\_**

**27. Do you live east or west of I-5?    \_\_\_(1) East    \_\_\_(2) West**

**28. Do you live east or west of Aurora Avenue N.?    \_\_\_(1) East    \_\_\_(2) West**

- 29. Counting yourself, how many people live in your household?** \_\_\_\_\_ people
- 30. Counting yourself, how many people in your household are...**
- |                    |                   |                   |                   |
|--------------------|-------------------|-------------------|-------------------|
| Under age 5: _____ | Ages 15-19: _____ | Ages 35-44: _____ | Ages 65-74: _____ |
| Ages 5-9: _____    | Ages 20-24: _____ | Ages 45-54: _____ | Ages 75+: _____   |
| Ages 10-14: _____  | Ages 25-34: _____ | Ages 55-64: _____ |                   |
- 31. What is your total annual household income?**
- |                              |                              |                           |
|------------------------------|------------------------------|---------------------------|
| ____(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 |                           |
- 32. Your gender identity:** \_\_\_\_\_(1) Male \_\_\_\_\_(2) Female \_\_\_\_\_(3) Other/Non-Binary
- 33. Which of the following best describes your race/ethnicity? [Check all that apply.]**
- |                                |  |                      |
|--------------------------------|--|----------------------|
| ____(1) African American/Black | ____(4) Hispanic/Latino                  | ____(7) Other: _____ |
| ____(2) White/Caucasian        | ____(5) Native American/Alaska Native    |                      |
| ____(3) Asian                  | ____(6) Pacific Islander/Native Hawaiian |                      |
- 34. What is the primary language spoken in your home?**
- |                            |                          |                      |
|----------------------------|--------------------------|----------------------|
| ____(1) English            | ____(4) Vietnamese       | ____(7) Tagalog      |
| ____(2) Spanish            | ____(5) Amharic/Tigrinya | ____(8) Other: _____ |
| ____(3) Mandarin/Cantonese | ____(6) Korean           |                      |

**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 to 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. Thank you.