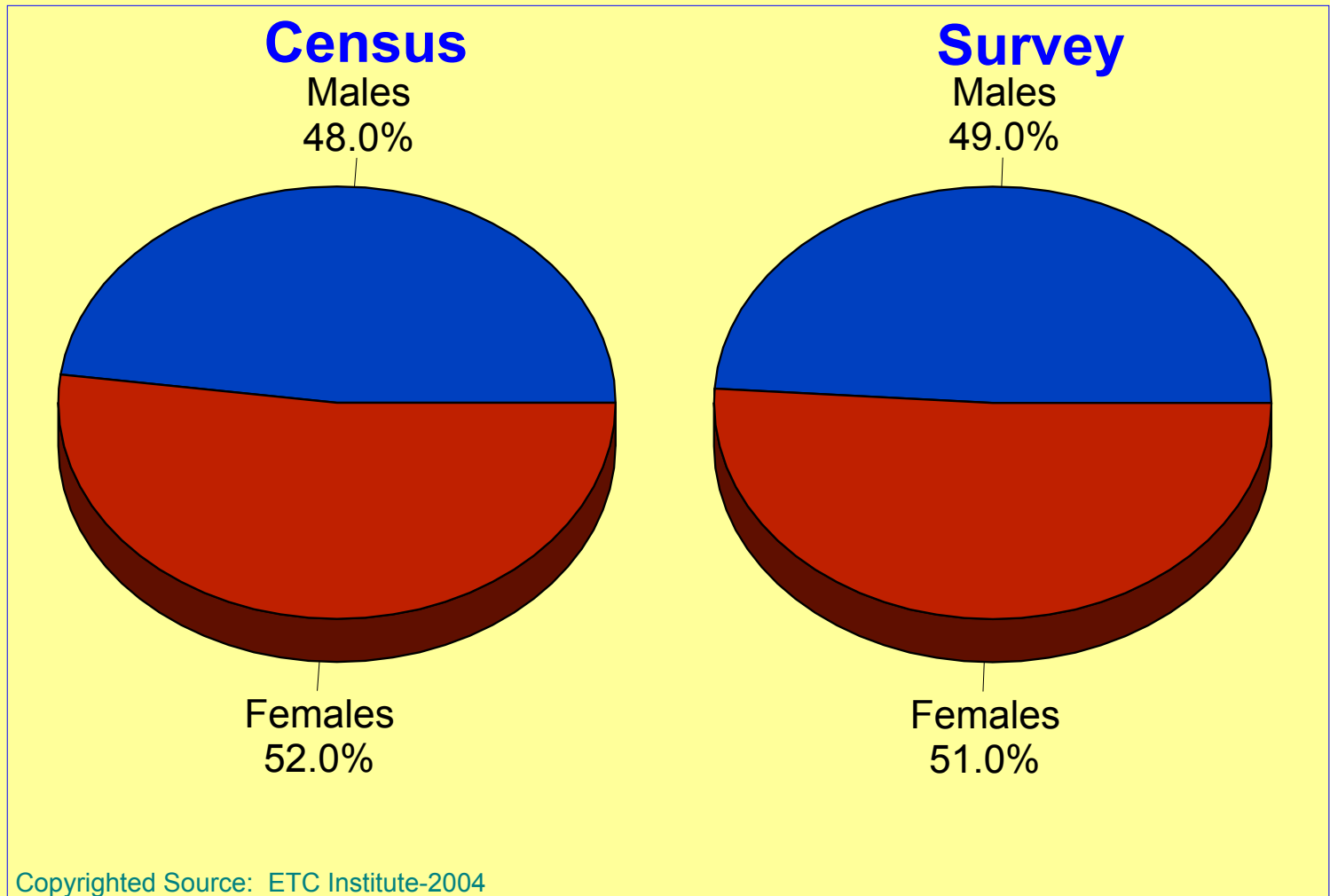


City of Shoreline Citizen Survey

Methodology

- *Administered by mail/phone*
- *Mailed to a random sampling of 1,900 households*
- *Phone follow-up to reach key demographic goals*
- *507 completed surveys; 201 by phone and 206 by mail*
- *95% level of confidence with margin of error or +/-4.4%*

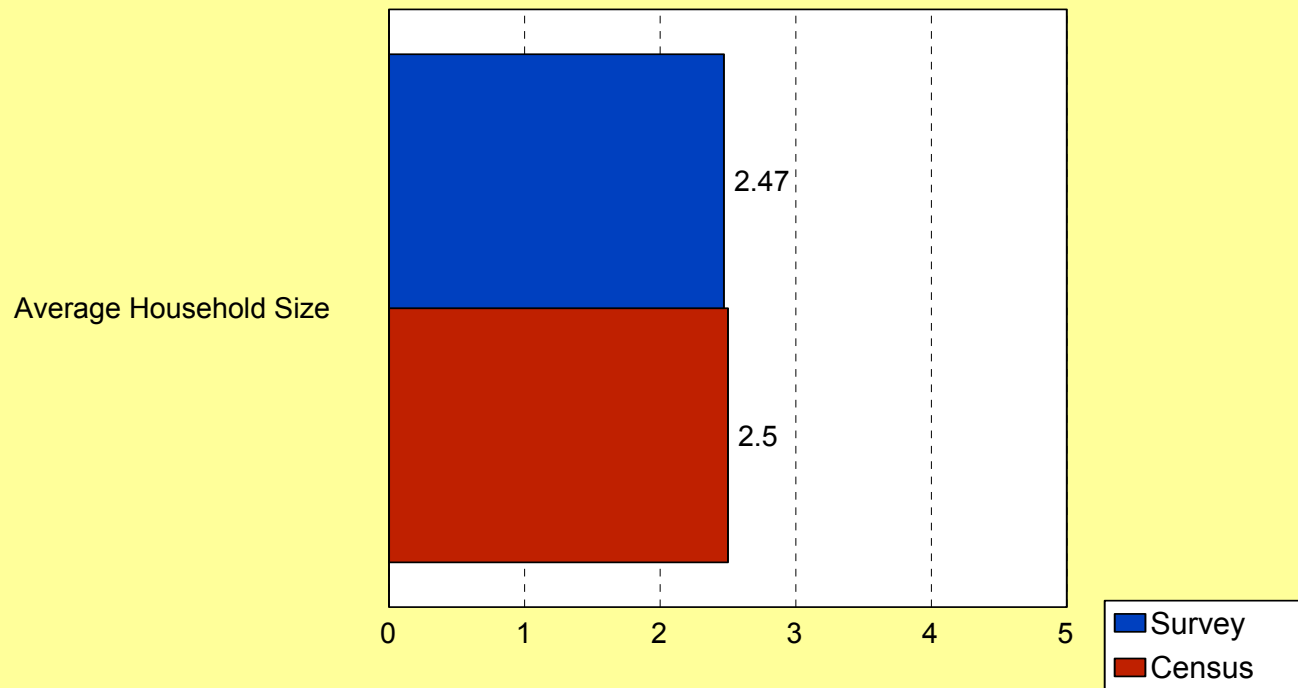
Comparison of Survey to Census



Comparison of Survey to Census

Q1. Average Household Size

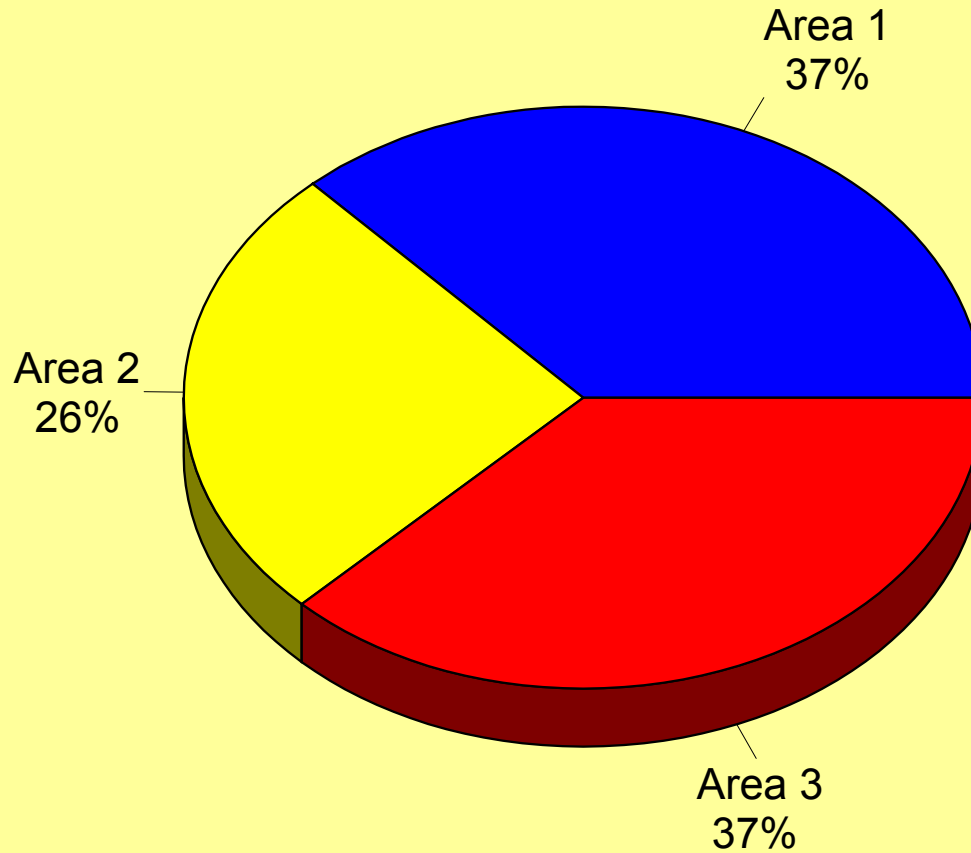
by percentage of household occupants



Source: Leisure Vision/ETC Institute (December, 2002)

Demographics: Location of Residence

by percentage of respondents



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

City of Shoreline

Citizen Survey Cross Tabs

- *Gender*
- *Household Size*
- *Work Location*
- *Location of Residence*
- *Rent or Own*
- *Household Income*
- *Length of Residence*

Strategic Topic Areas

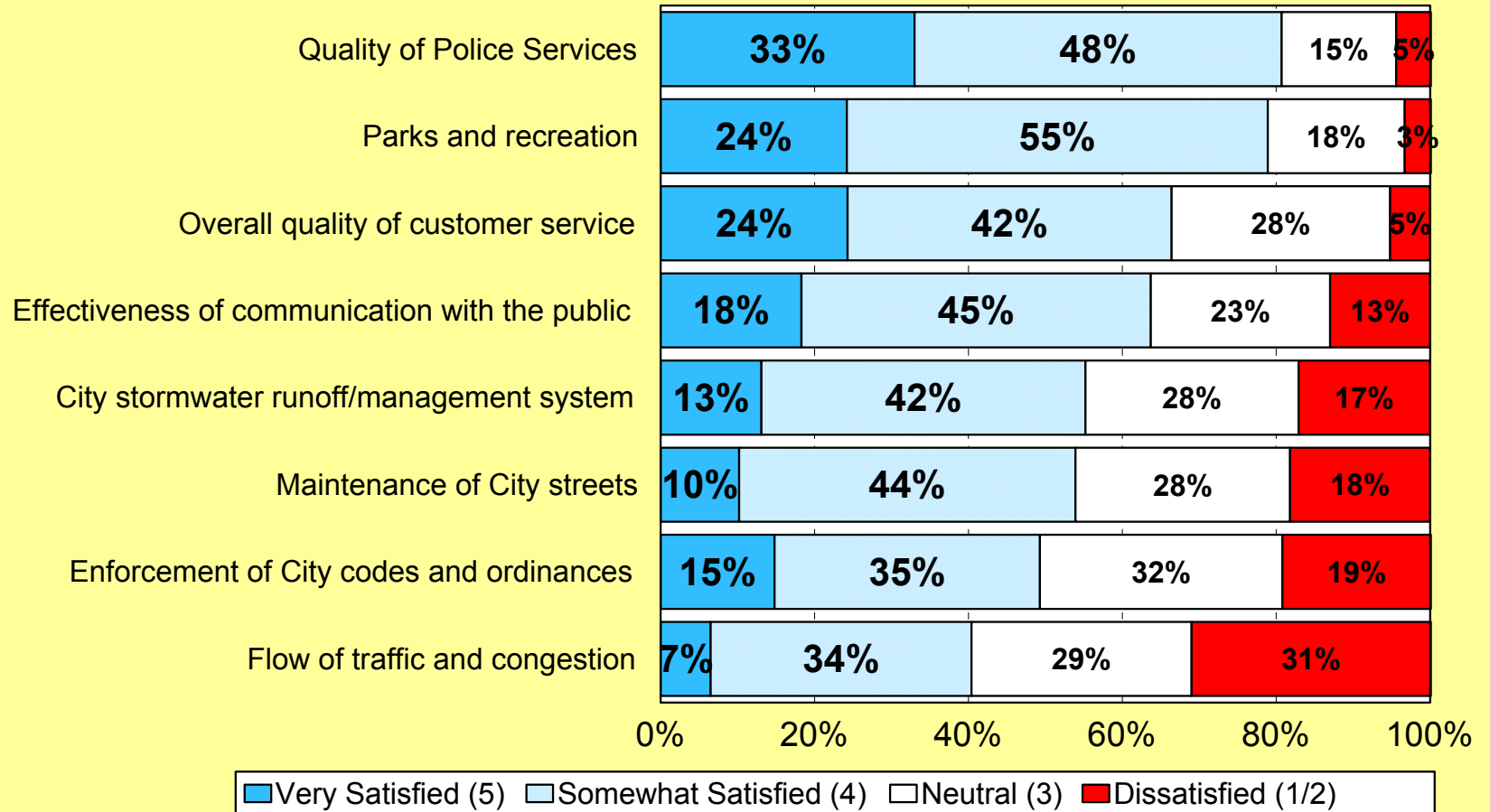
- *Quality of Services and Facilities*
- *Professional and Committed Workforce*
- *Community Relations and Communications*
- *Innovative Leadership and Strategic Planning*
- *Healthy and Vibrant Neighborhoods*
- *Economic Sustainability*
- *Transportation*
- *Overall Quality of Services and Value*



*Quality of Services
and Facilities*

Overall Satisfaction With City Services by Major Category

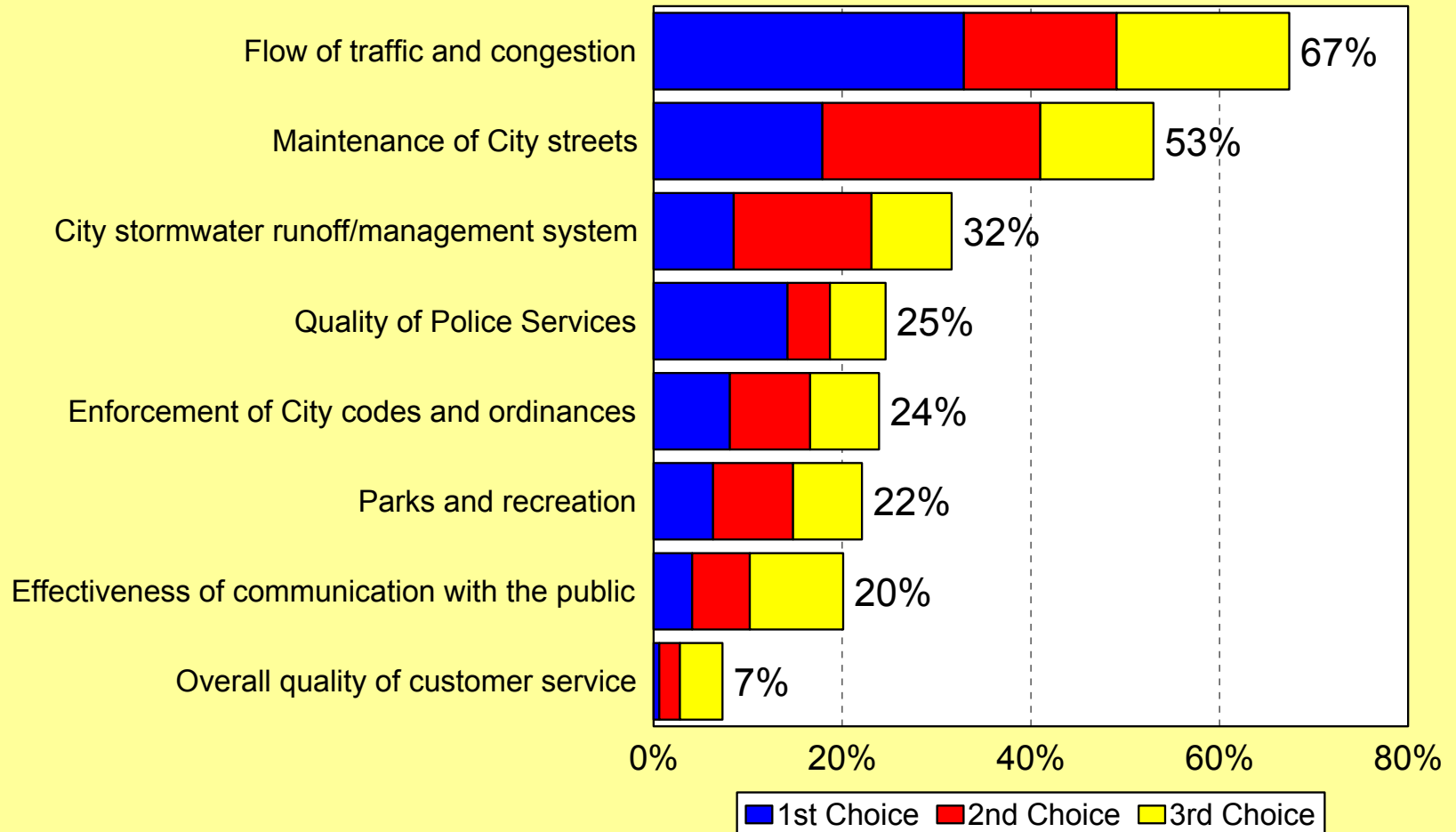
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

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

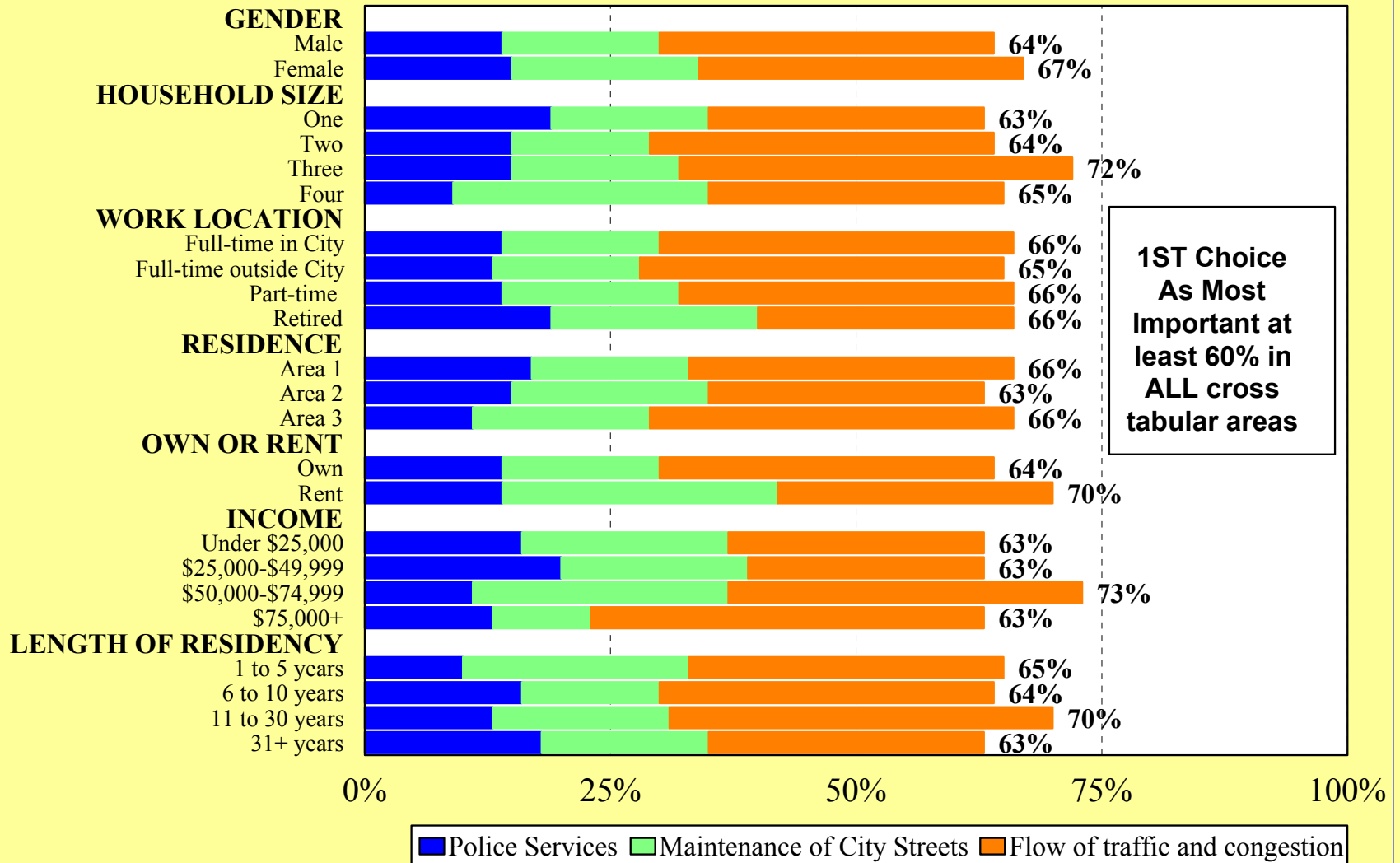
by percentage of respondents who selected the item as one of their top three choices



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

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

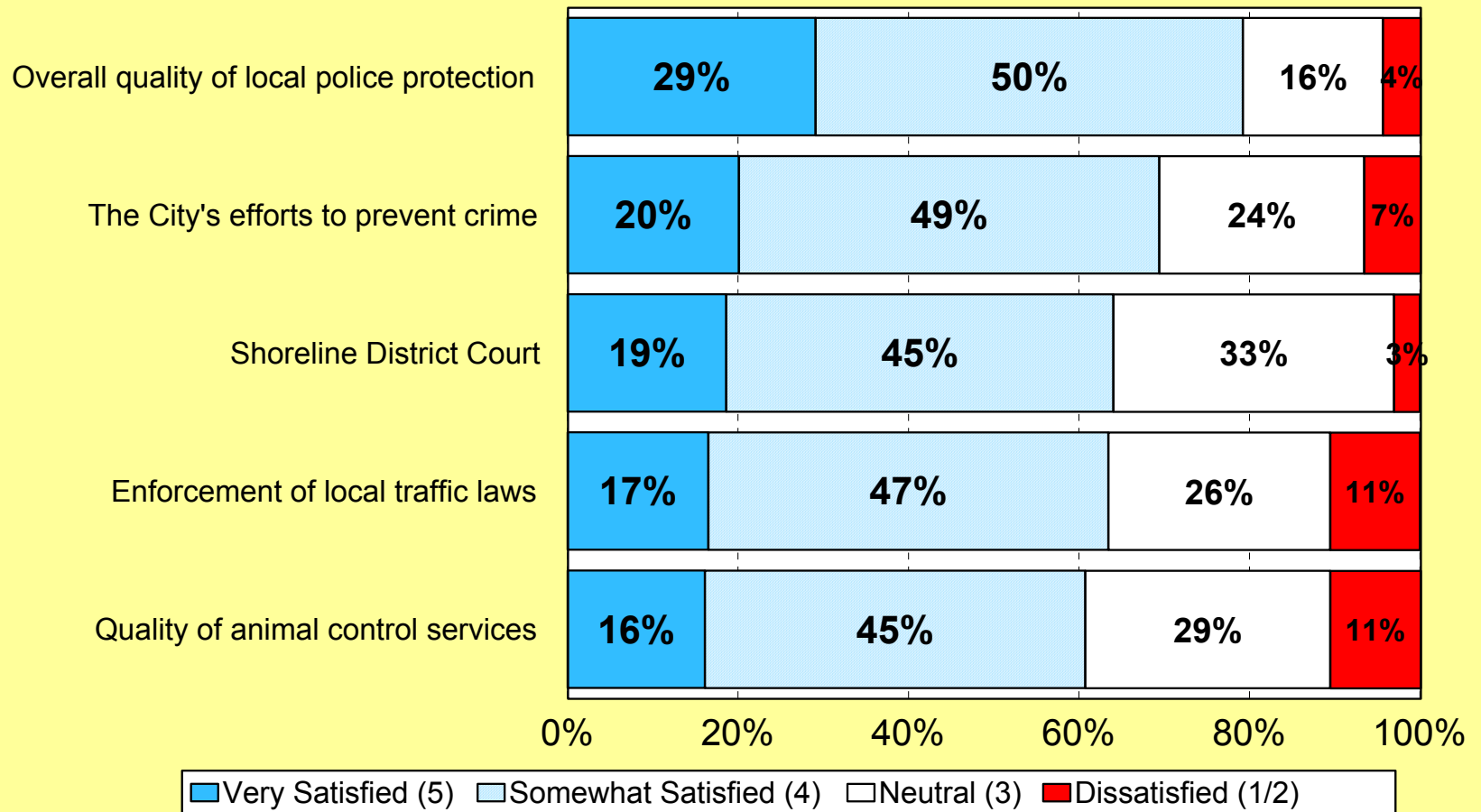
by percentage of respondents



Source: ETC Institute (April 2004)

Satisfaction with Various Aspects of Public Safety

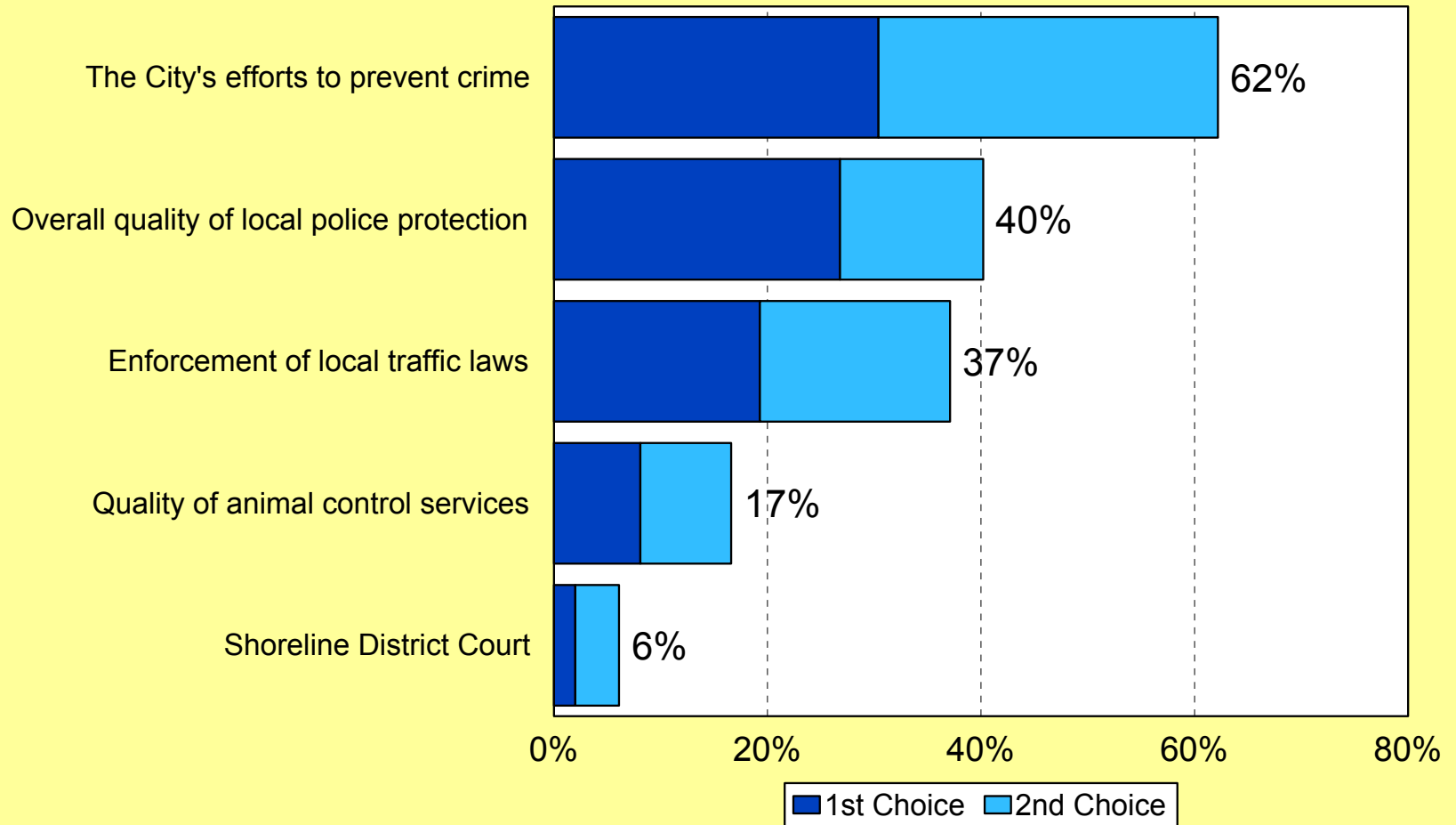
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

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

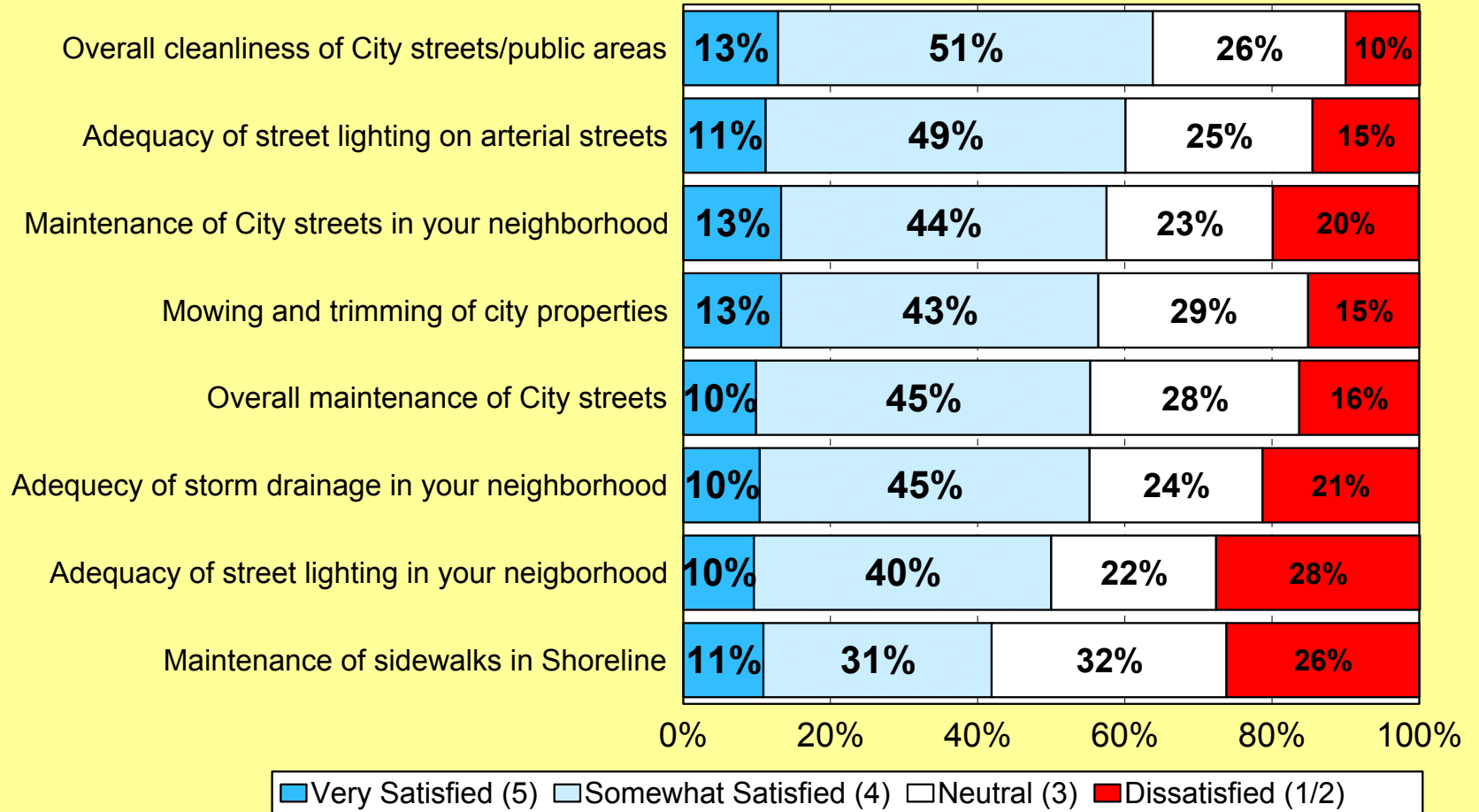
by percentage of respondents who selected the item as one of their top two choices



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

Satisfaction with Various Aspects of City Maintenance

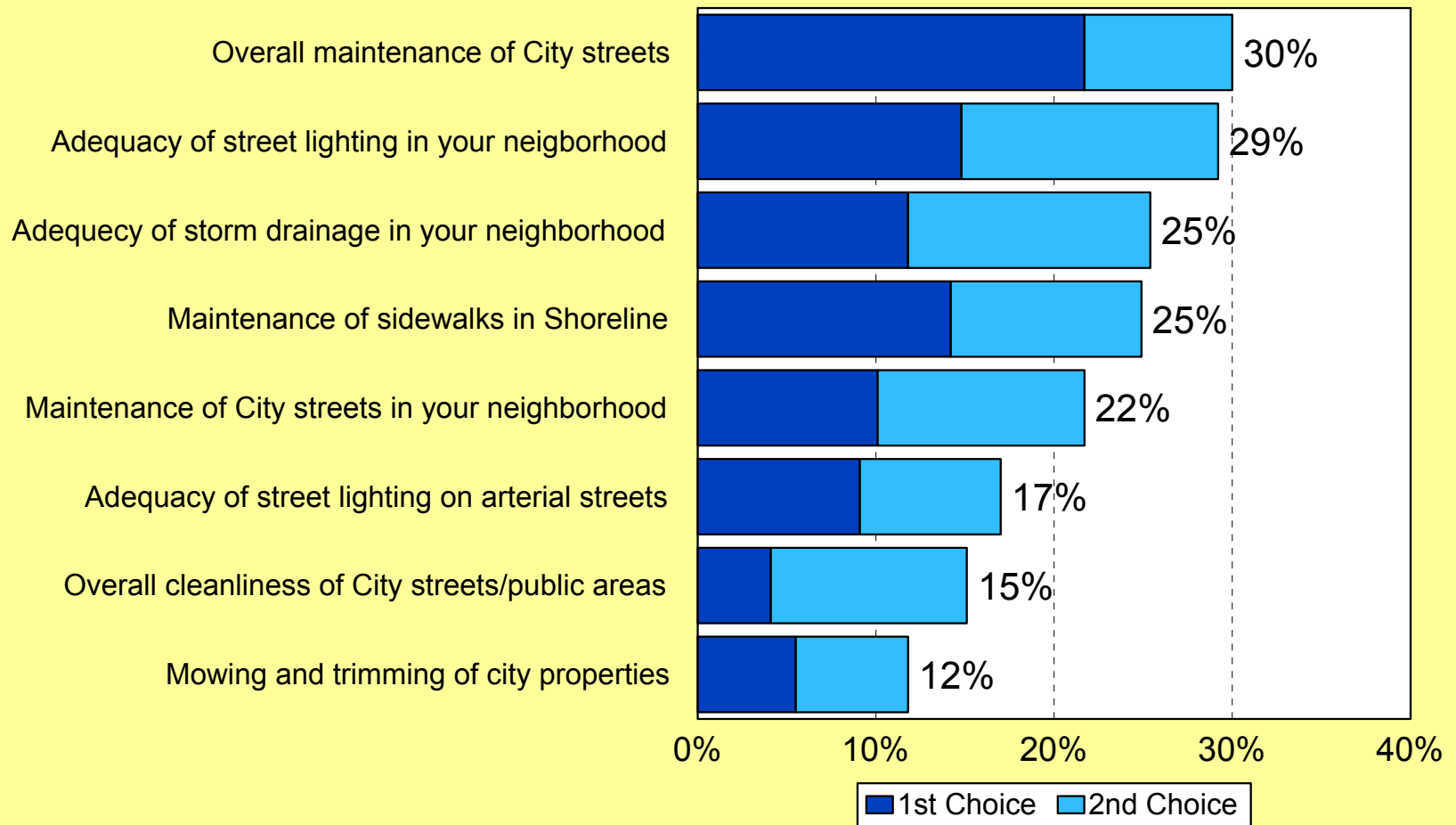
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

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

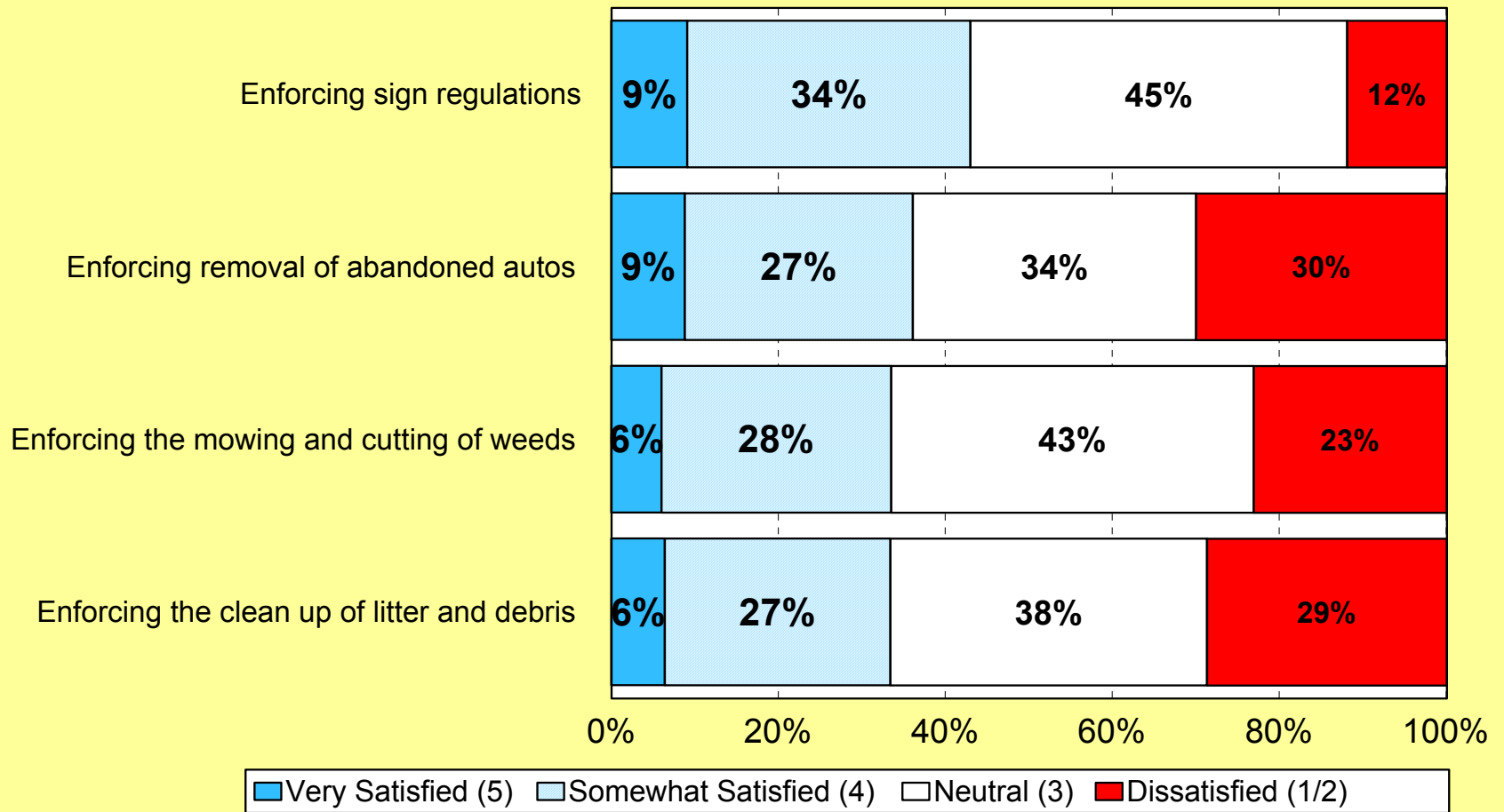
by percentage of respondents who selected the item as one of their top two choices



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

Satisfaction with Various Aspects of Code Enforcement

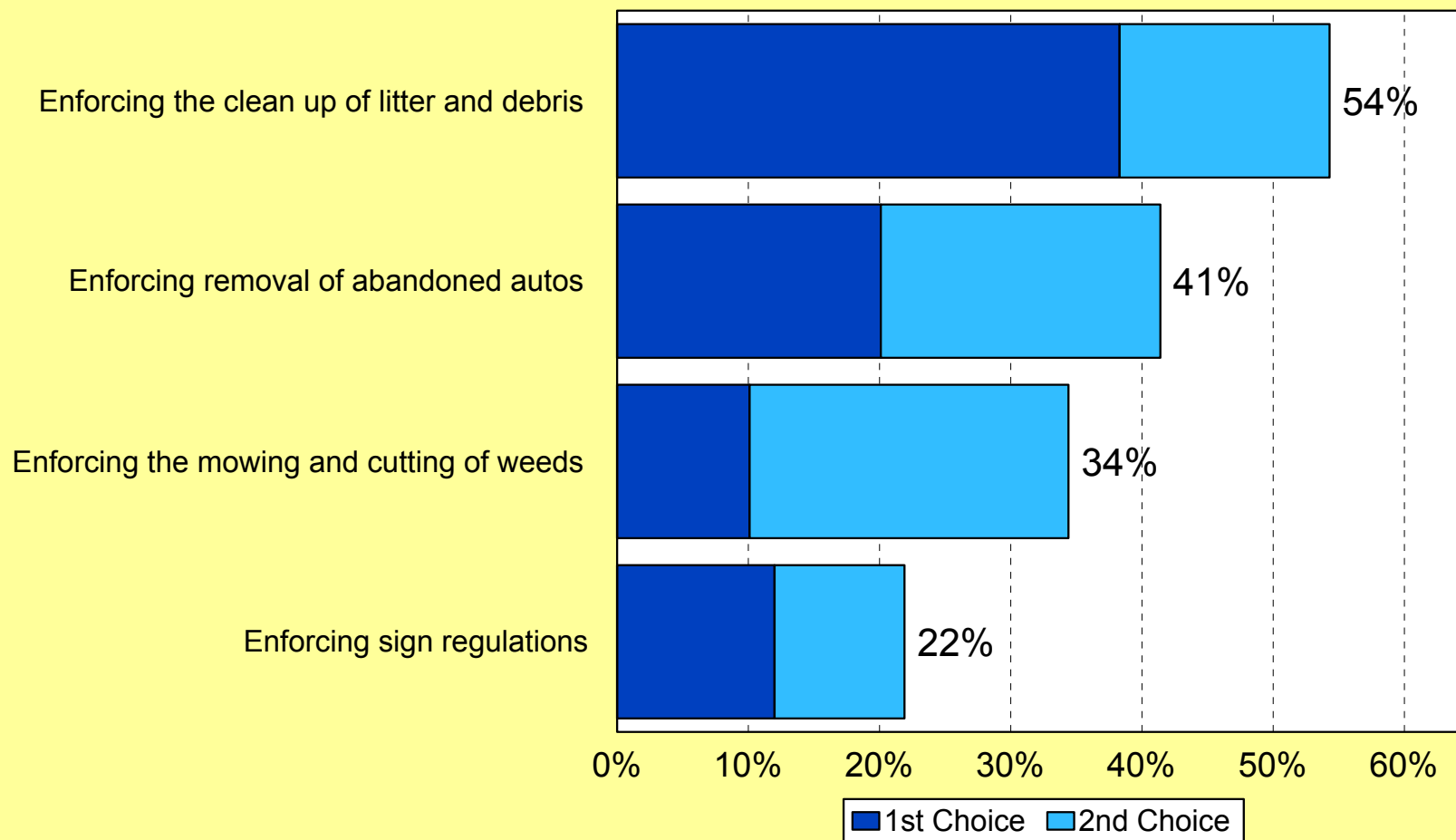
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

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

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



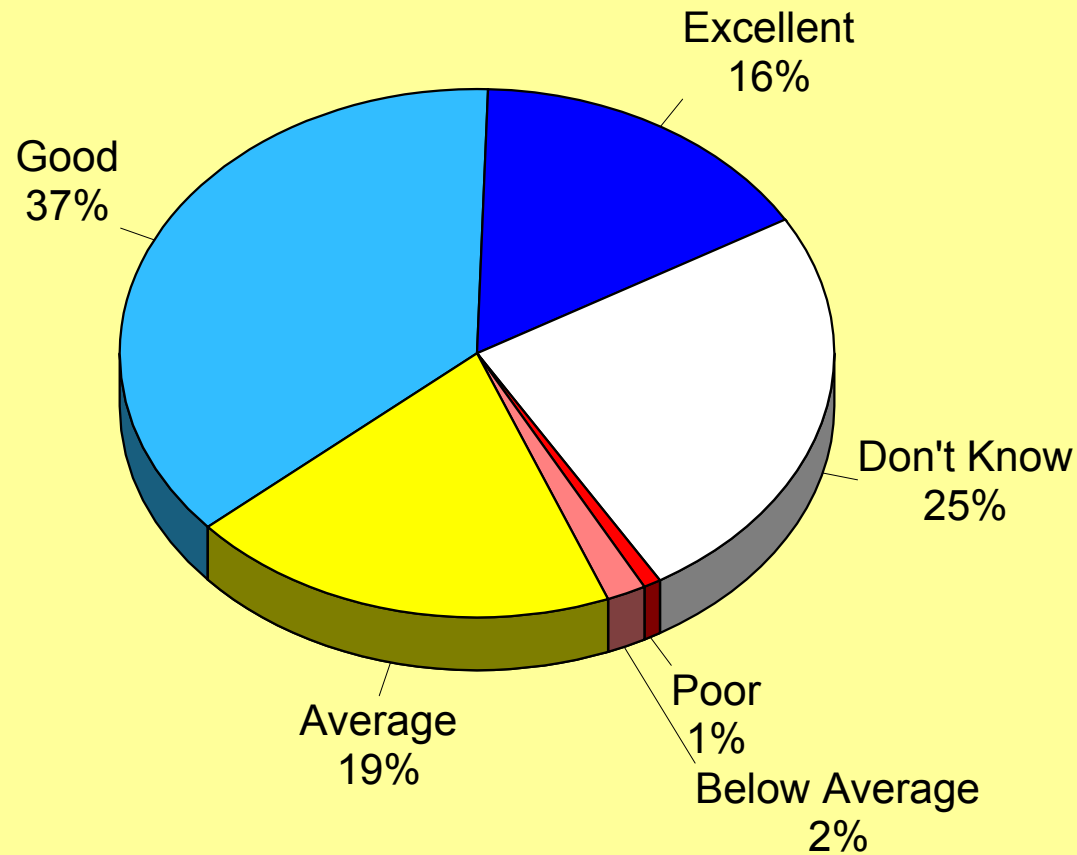
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



*Professional and Committed
Workforce*

Overall Rating of Customer Service Provided by City Employees

by percentage of respondents

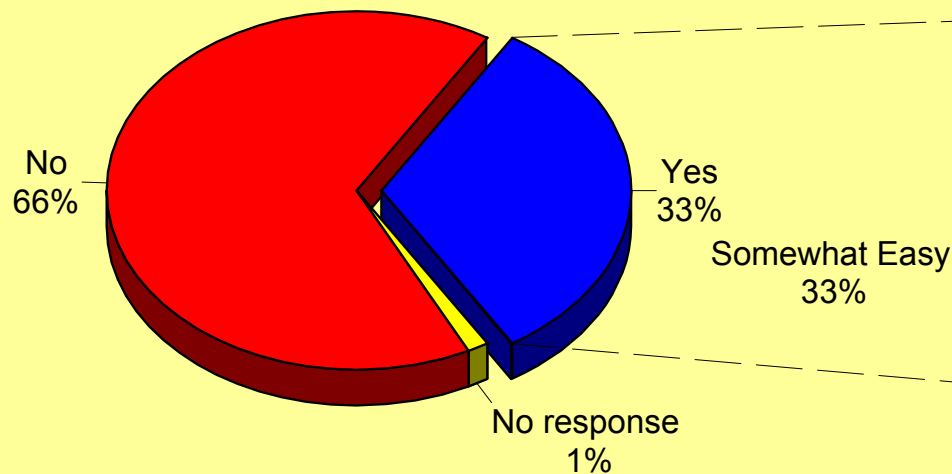


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

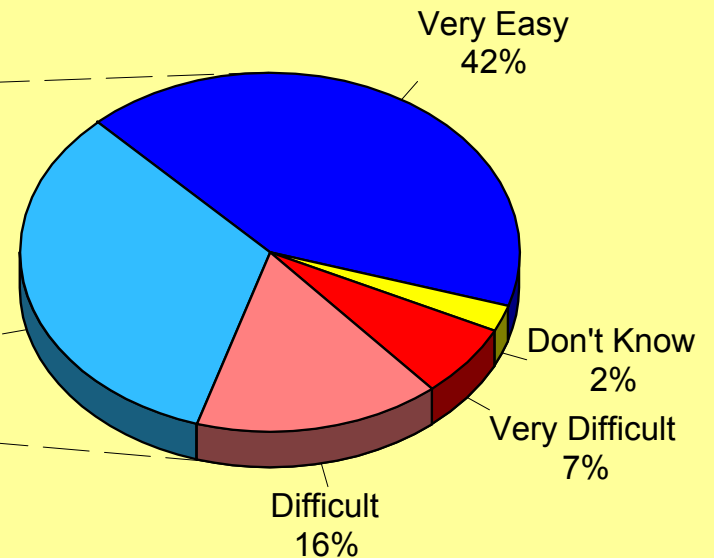
Utilization of Shoreline Customer Service

by percentage of respondents

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

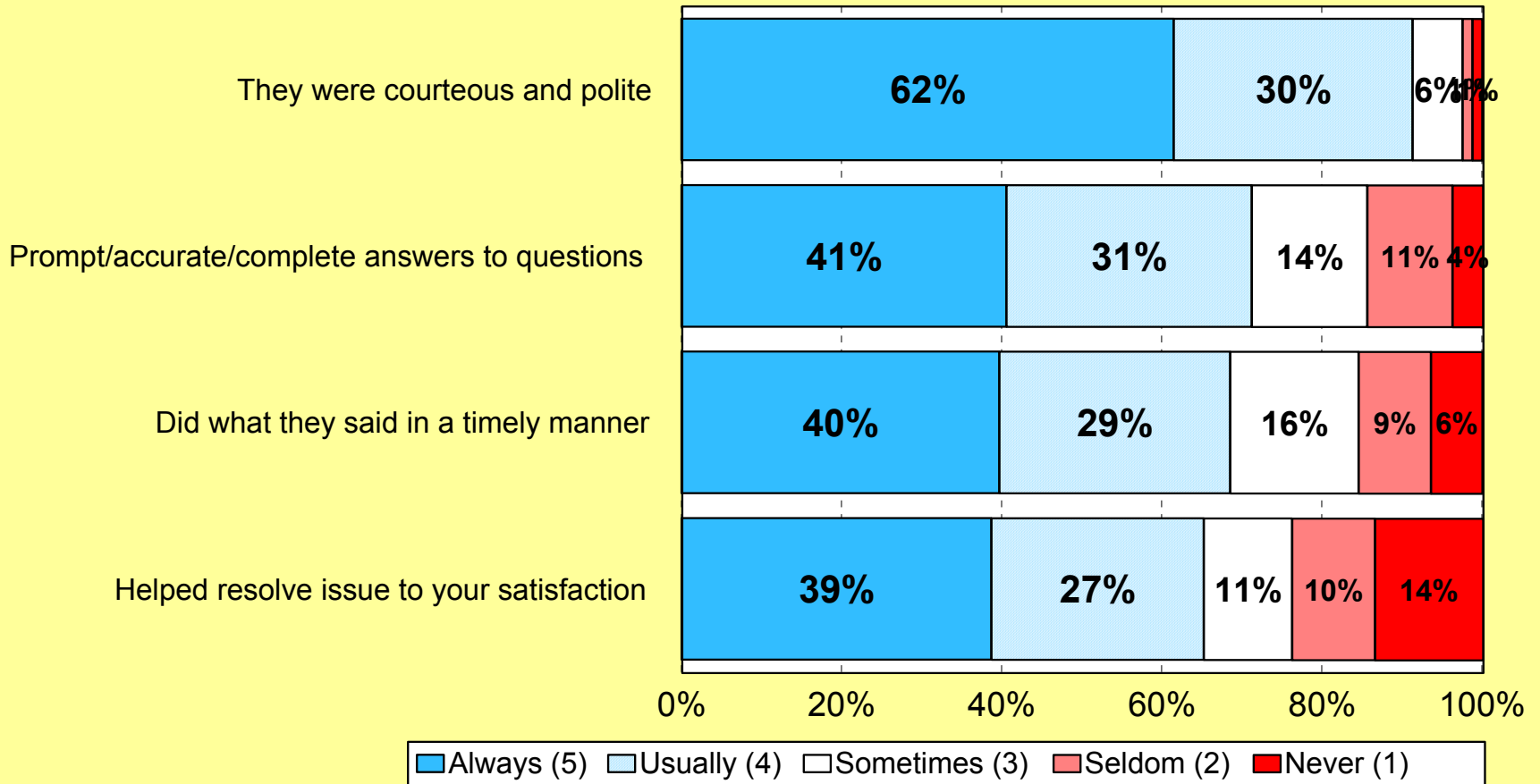


How Easy Was it to Contact the Person You Needed to Reach?



How Often Residents Think City Employees Meet Their Expectations for Customer Service

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



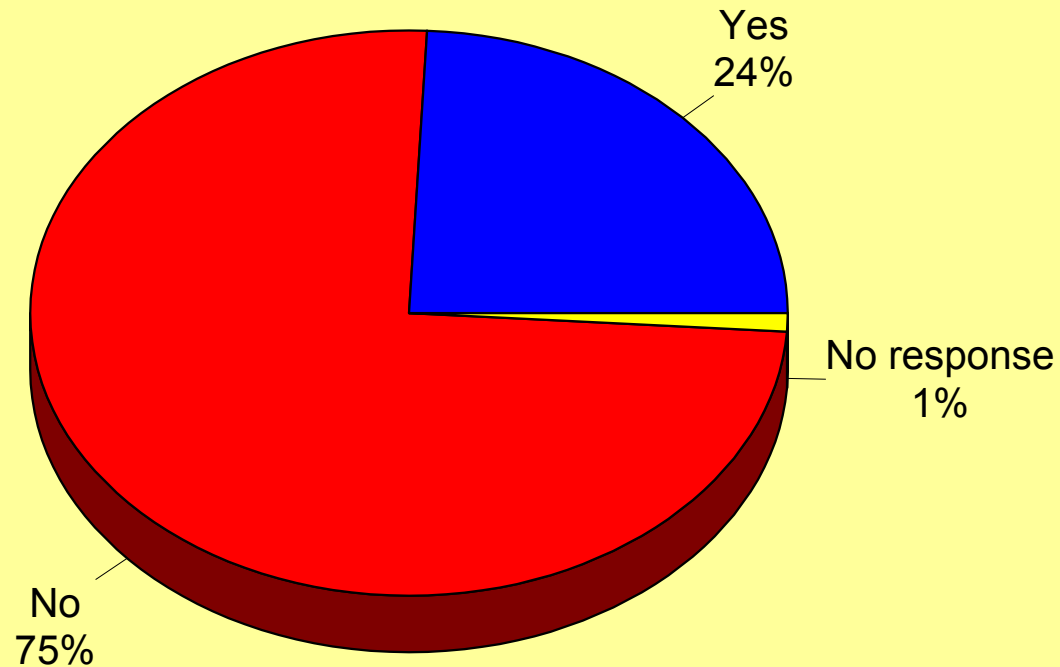
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



*Community Relations and
Communications*

Percentage of Shoreline Adults Who Have Used the City's Web Site During the Past 12 Months

by percentage of respondents

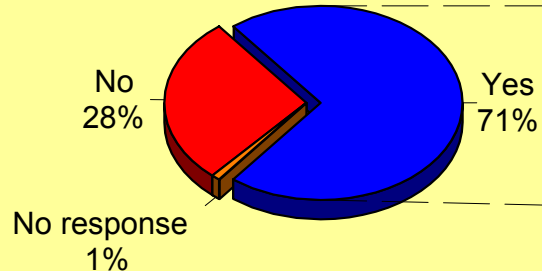


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

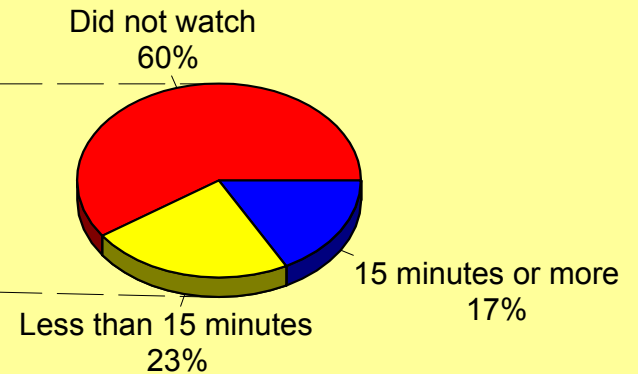
Number of Minutes Respondents Watched the City Cable Channel During the Past Week

by percentage of respondents

Percentage of respondents that have cable television



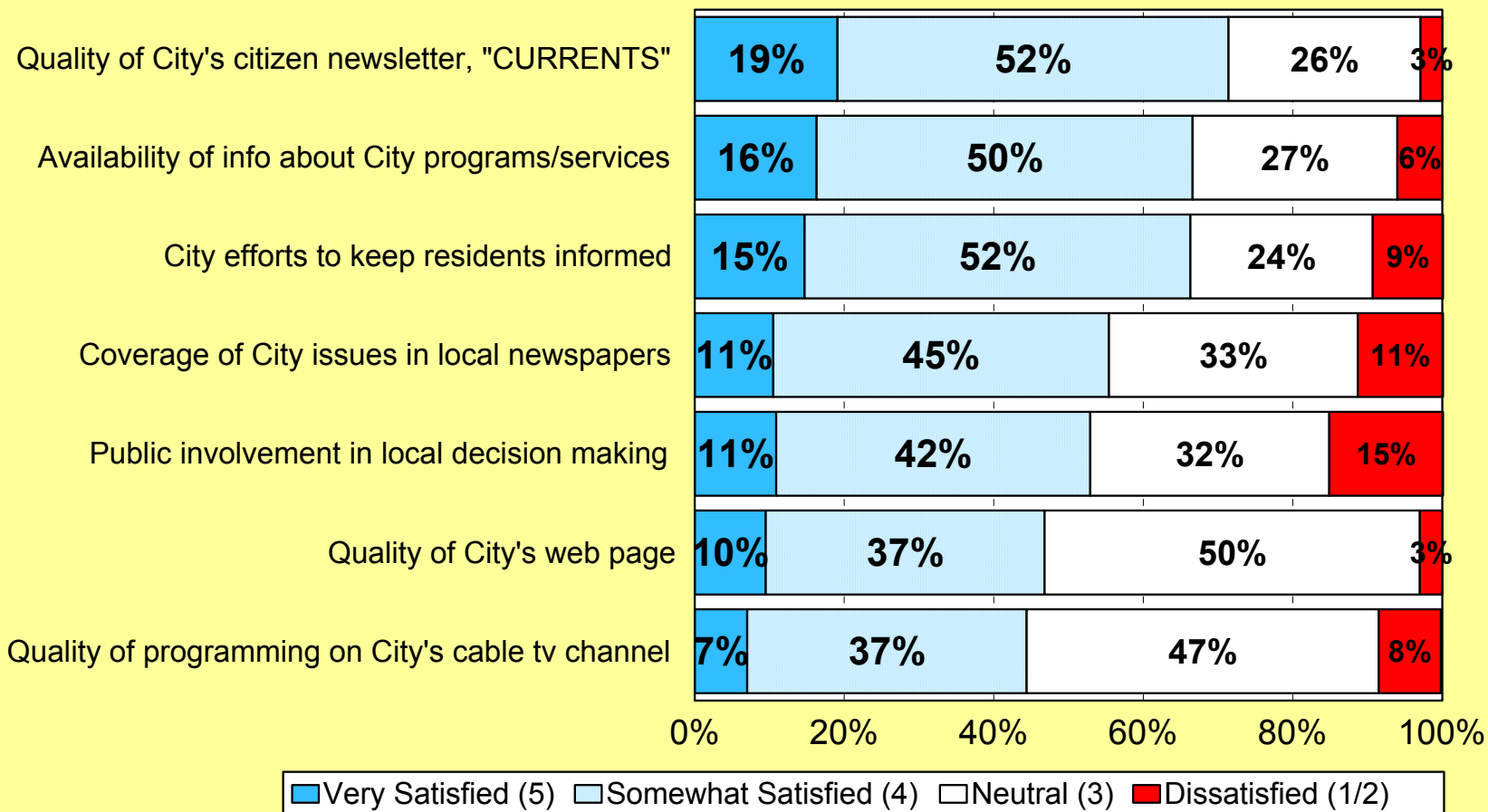
Number of minutes respondent households watched Channel 21 during the past week



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

Satisfaction with Various Aspects of City Communication

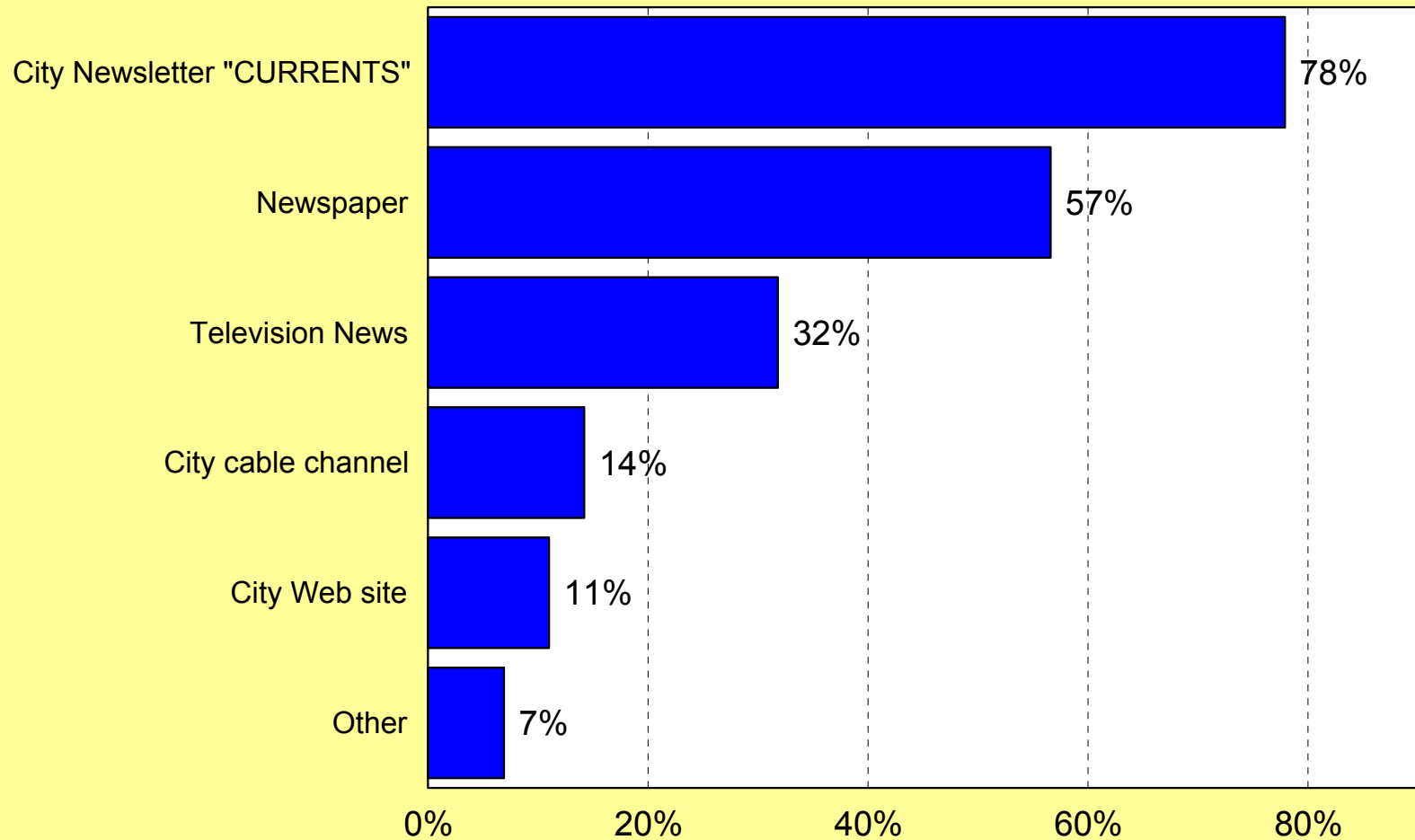
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Ways Residents Get Information About City Issues, Services, and Events

by percentage of respondents (multiple choices could be made)



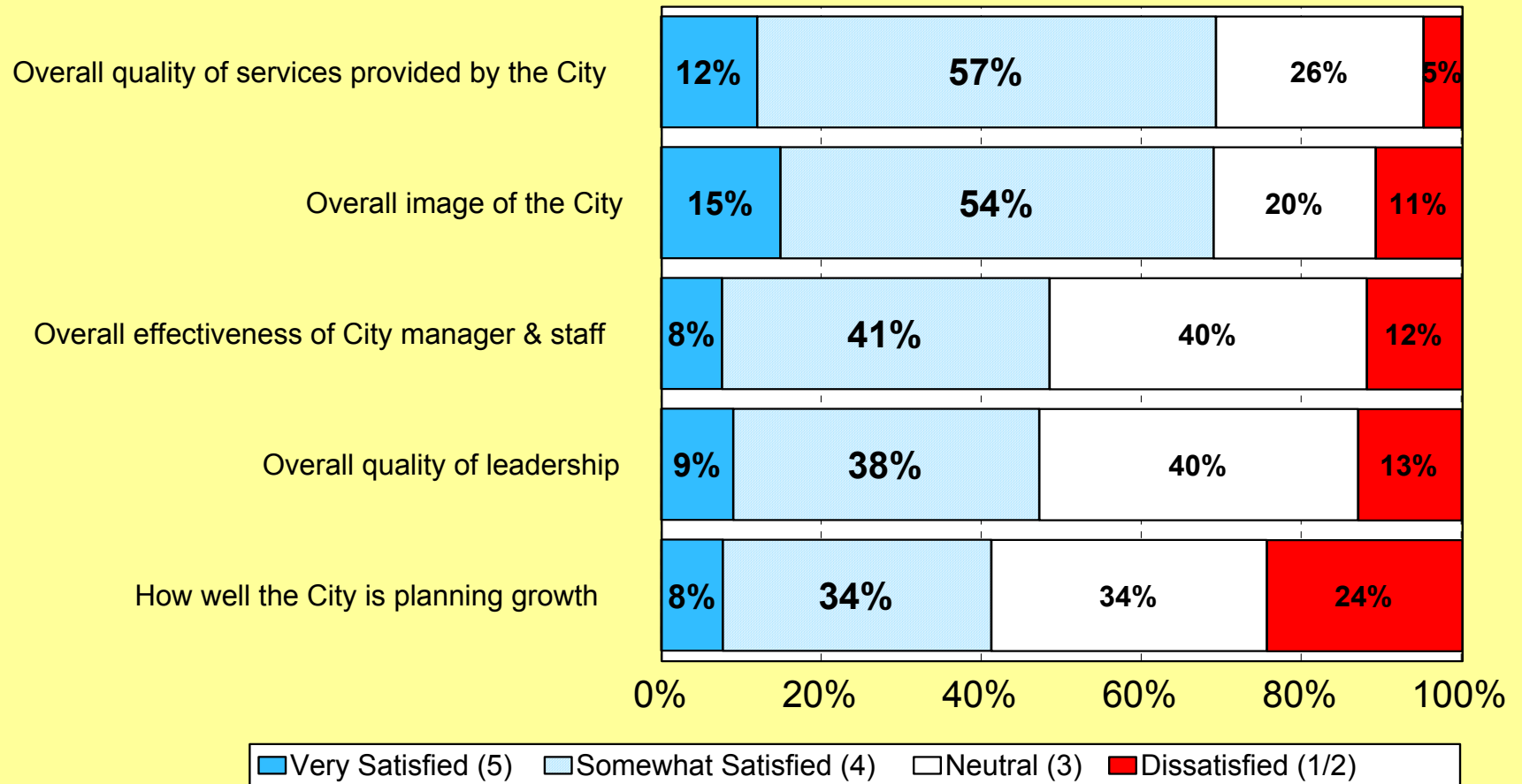
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



*Innovative Leadership and
Strategic Planning*

Satisfaction With Items That Influence Perceptions of Shoreline

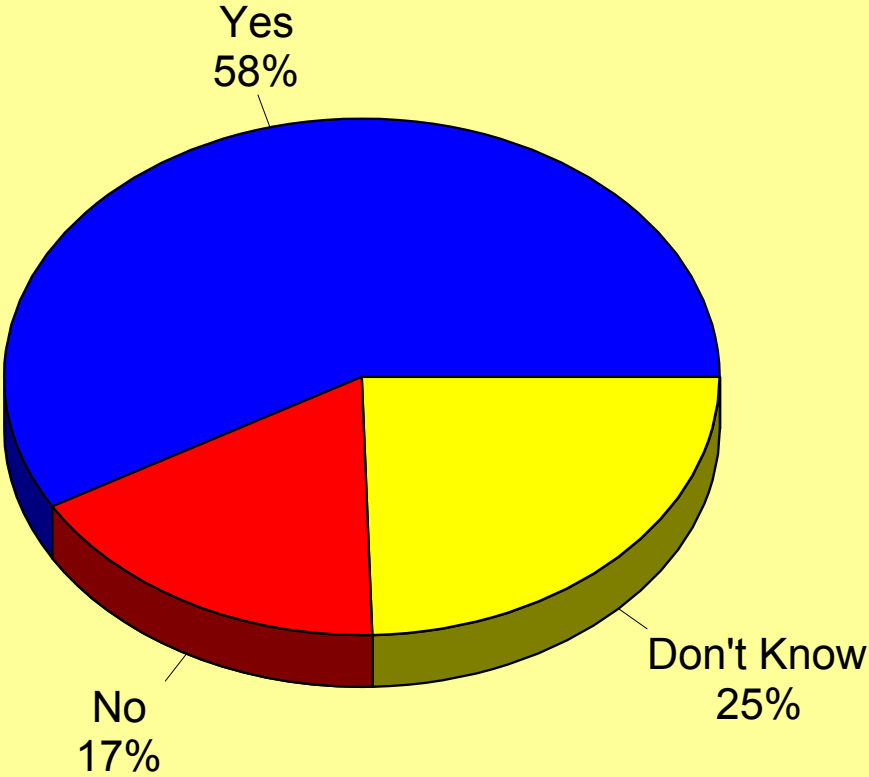
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

In General, Do You Think the City of Shoreline is Moving in the Right Direction?

by percentage of respondents



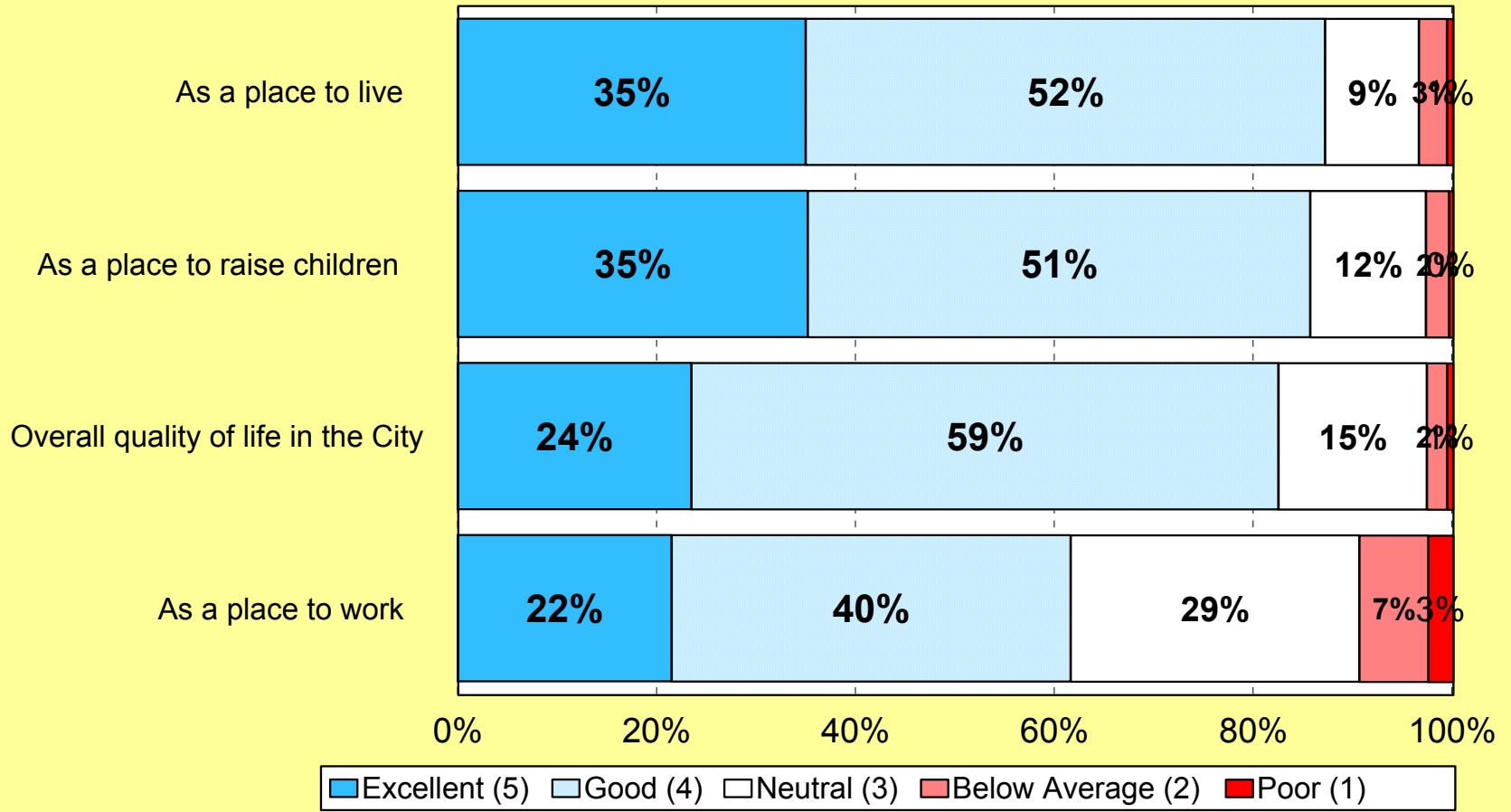
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



Healthy, Vibrant Neighborhoods

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

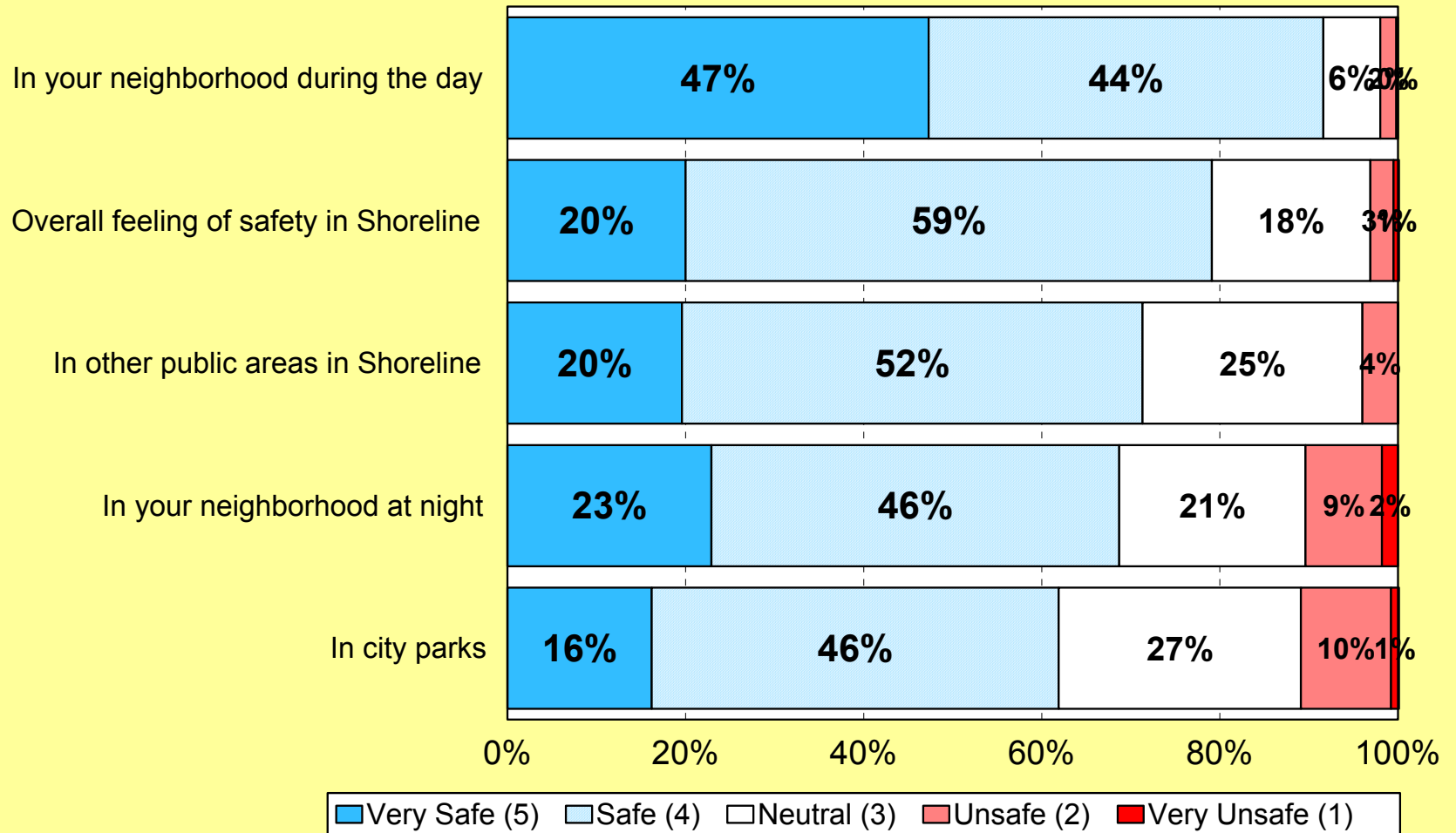
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Level of Safety in Various Situations

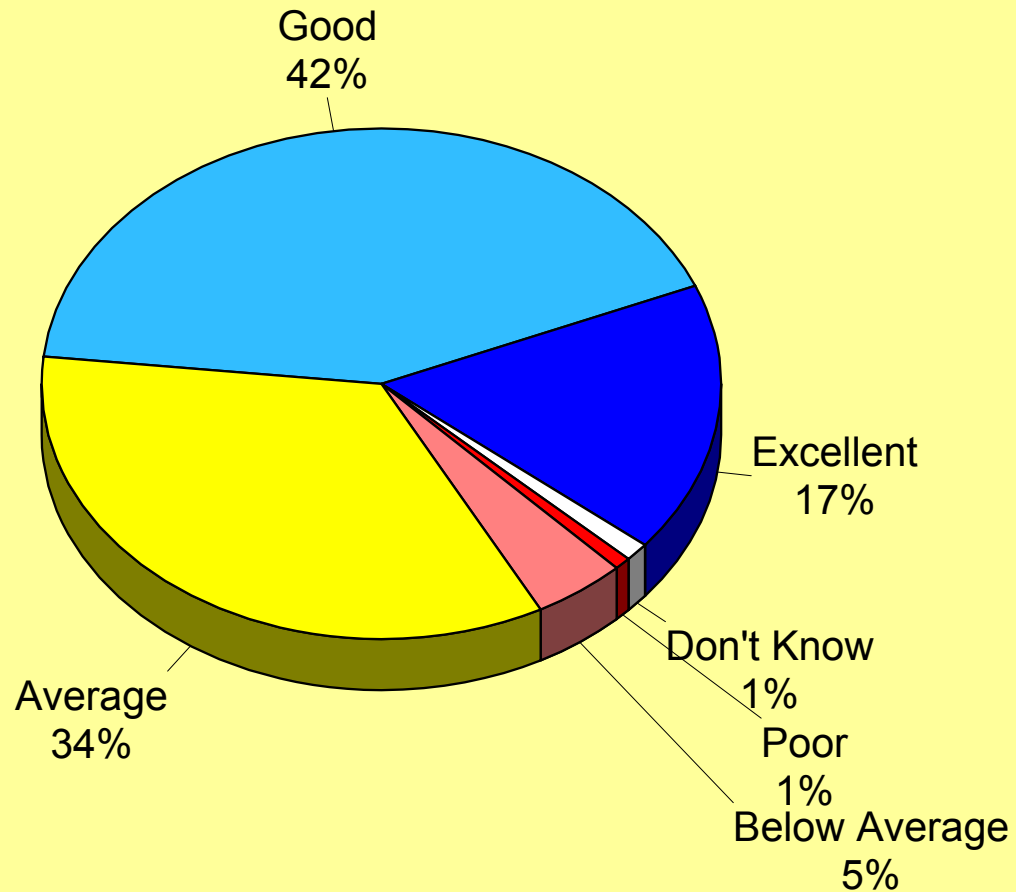
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Overall, How Would Rate the Condition of Your Neighborhood?

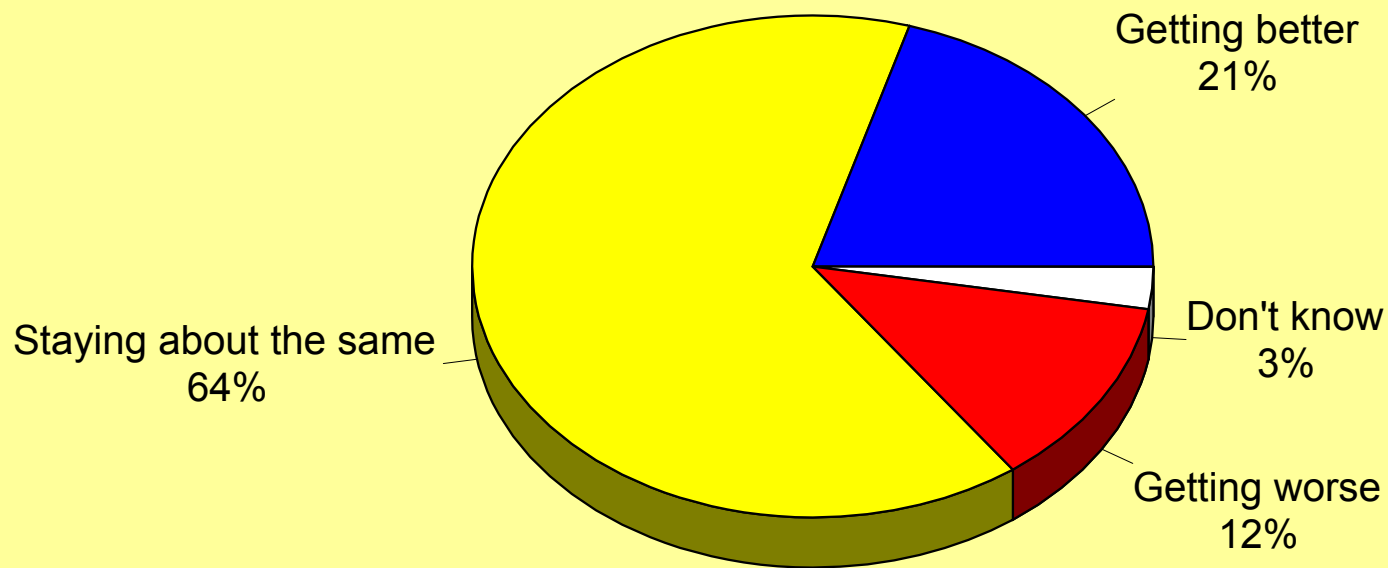
by percentage of respondents



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

Do You Generally Think the Condition of Your Neighborhood is Getting Better, Worse, or Staying About the Same?

by percentage of respondents



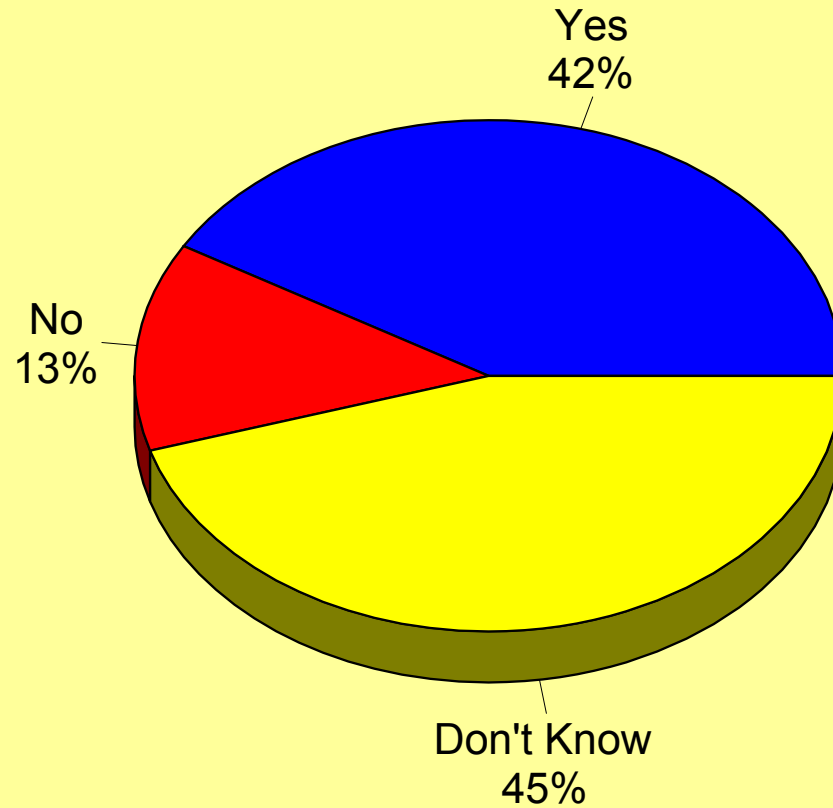
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



Economic Sustainability

Do You Think the City of Shoreline is a "Business Friendly" City?

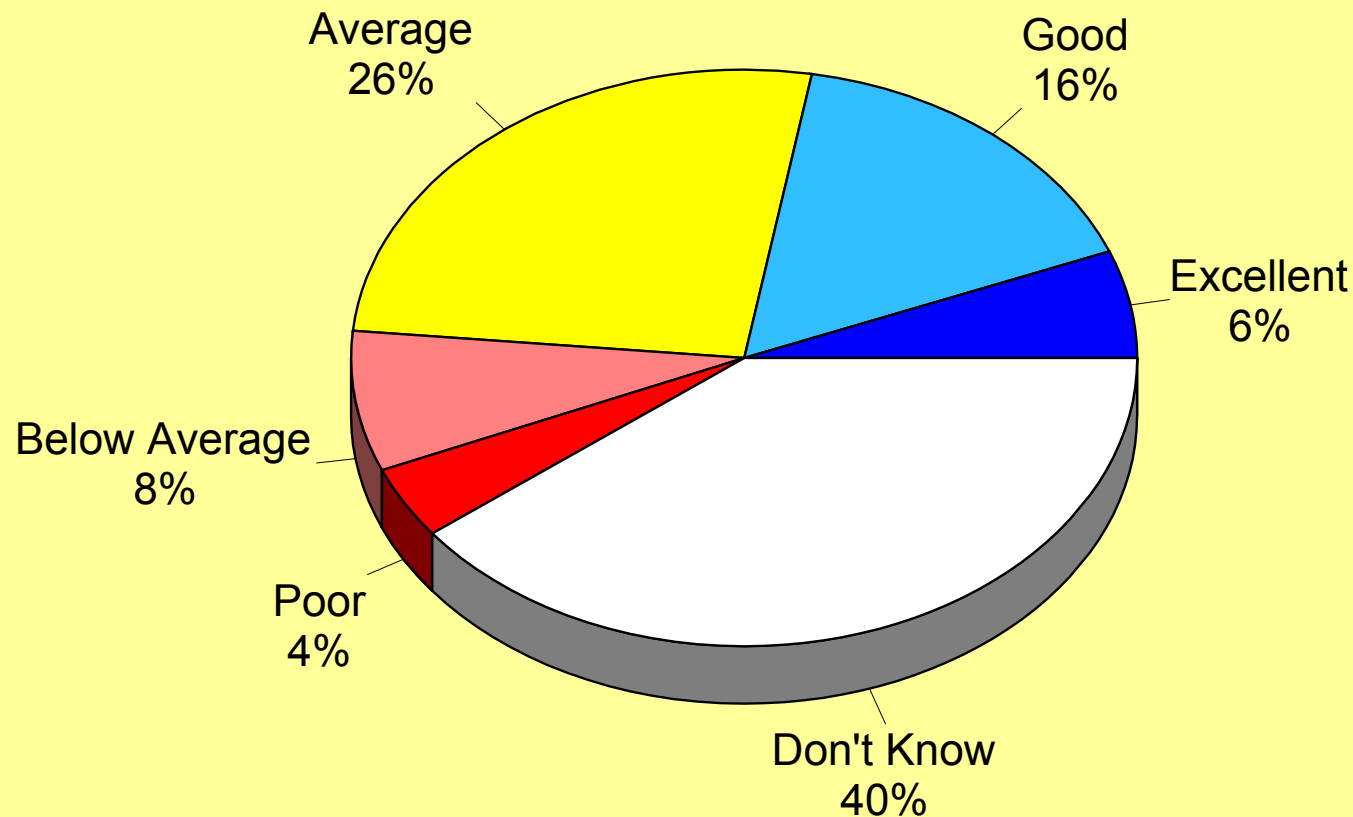
by percentage of respondents



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

How Well Do You Think the City of Shoreline Manages City Government Finances?

by percentage of respondents



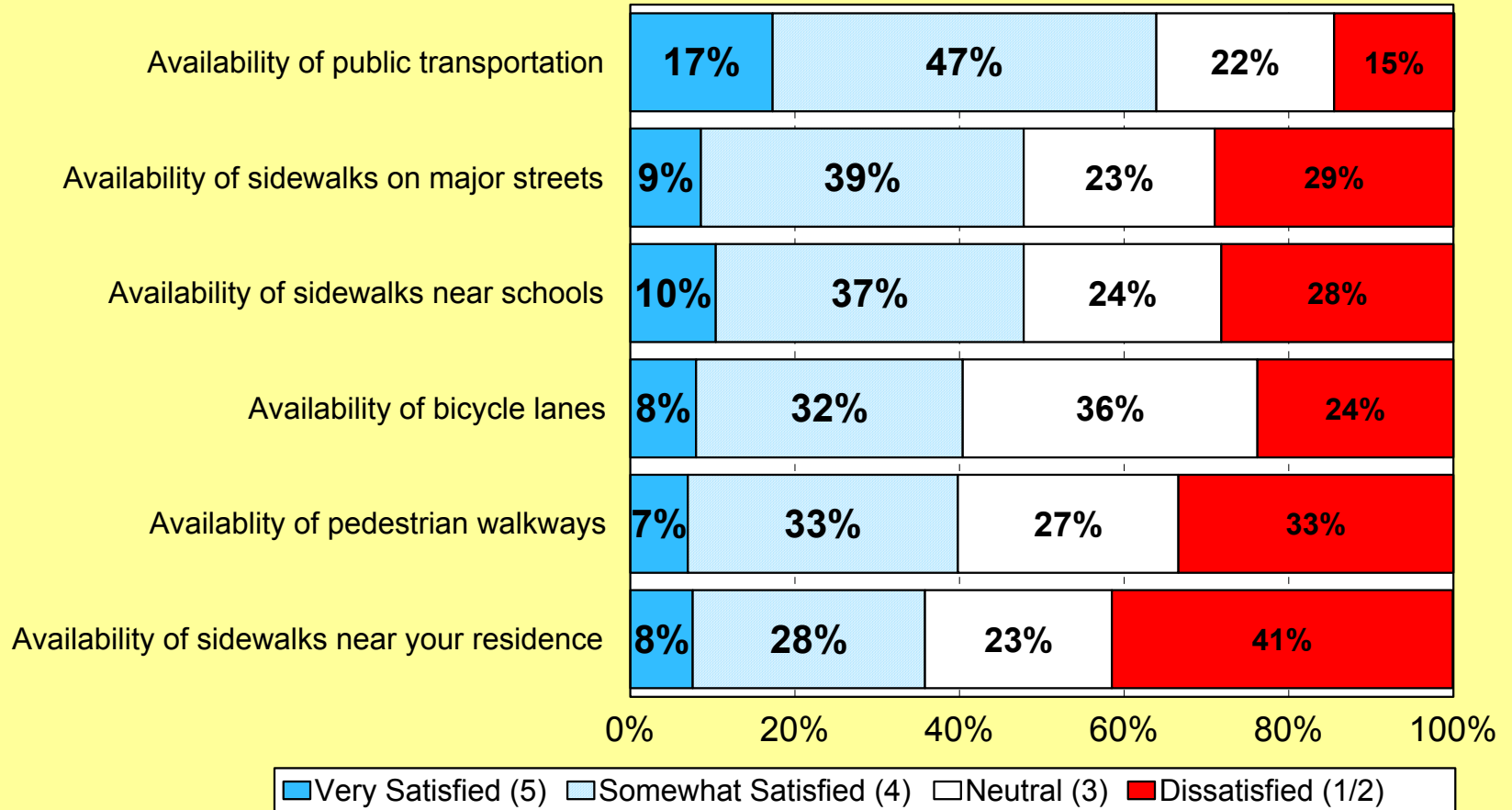
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



Transportation

Satisfaction with Various Aspects of Transportation

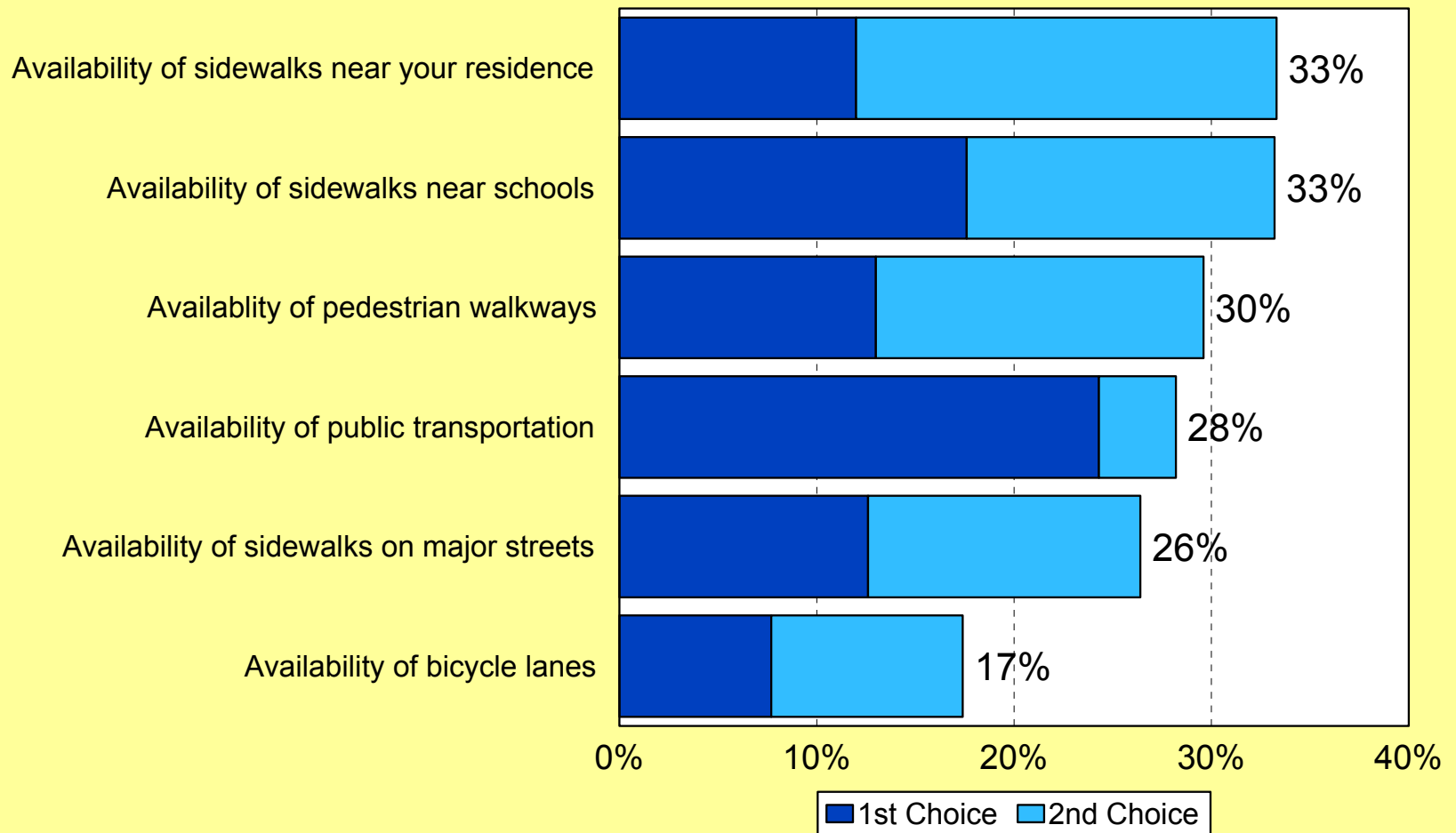
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



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

Aspects of Transportation That Should Receive the Most Emphasis Over the Next Two Years

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



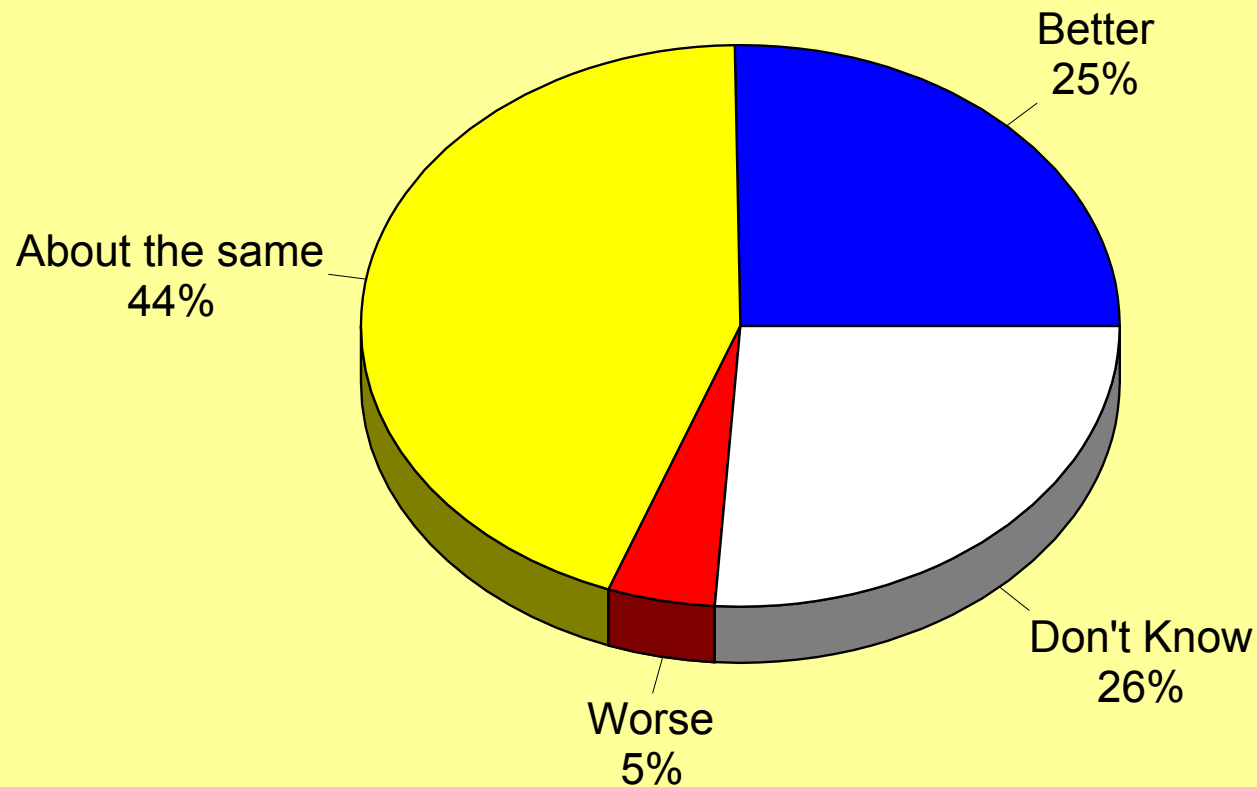
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



*Overall Quality of Services
and Value*

Quality of Services Provided by the City of Shoreline Compared to Other Cities in the State of Washington

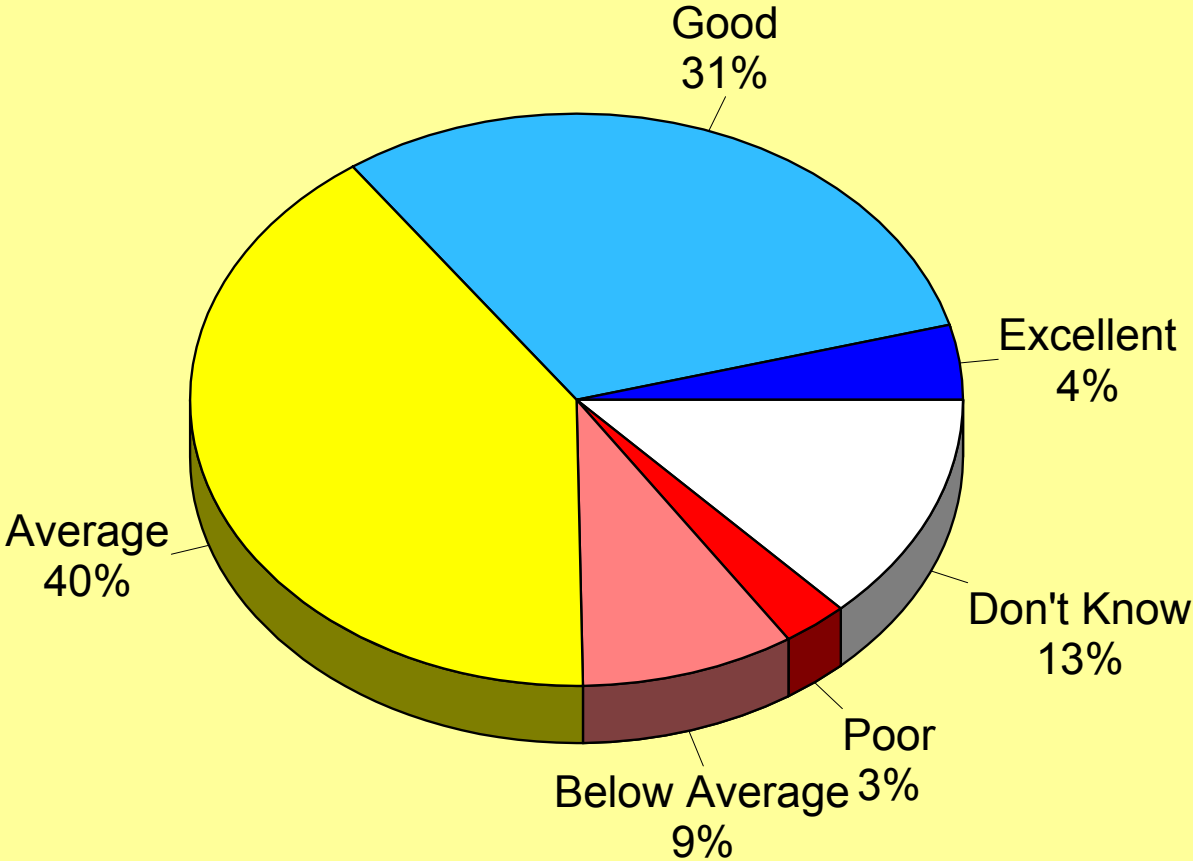
by percentage of respondents



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

Overall Rating of Value of Services Received from City Taxes

by percentage of respondents



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

Additional Analysis

■ *Importance\Satisfaction Analysis*

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

■ *Benchmarking Comparisons*

Comparisons of survey responses from Shoreline with responses from over 75 communities in 12 states and a national customer satisfaction survey administered in 2003

Importance-Satisfaction Rating						
City of Shoreline						
<u>OVERALL</u>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Flow of traffic/congestion management	67%	1	41%	8	0.3953	1
Maintenance of streets/facilities	53%	2	54%	6	0.2438	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of codes and ordinances	24%	5	50%	7	0.1200	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of city communication	20%	7	63%	4	0.0740	4
Quality of Police	25%	4	81%	1	0.0475	5
Parks and recreation	22%	6	79%	2	0.0462	6
Quality of stormwater runoff/management	32%	3	55%	5	0.0385	7
Customer service	7%	8	66%	3	0.0217	8



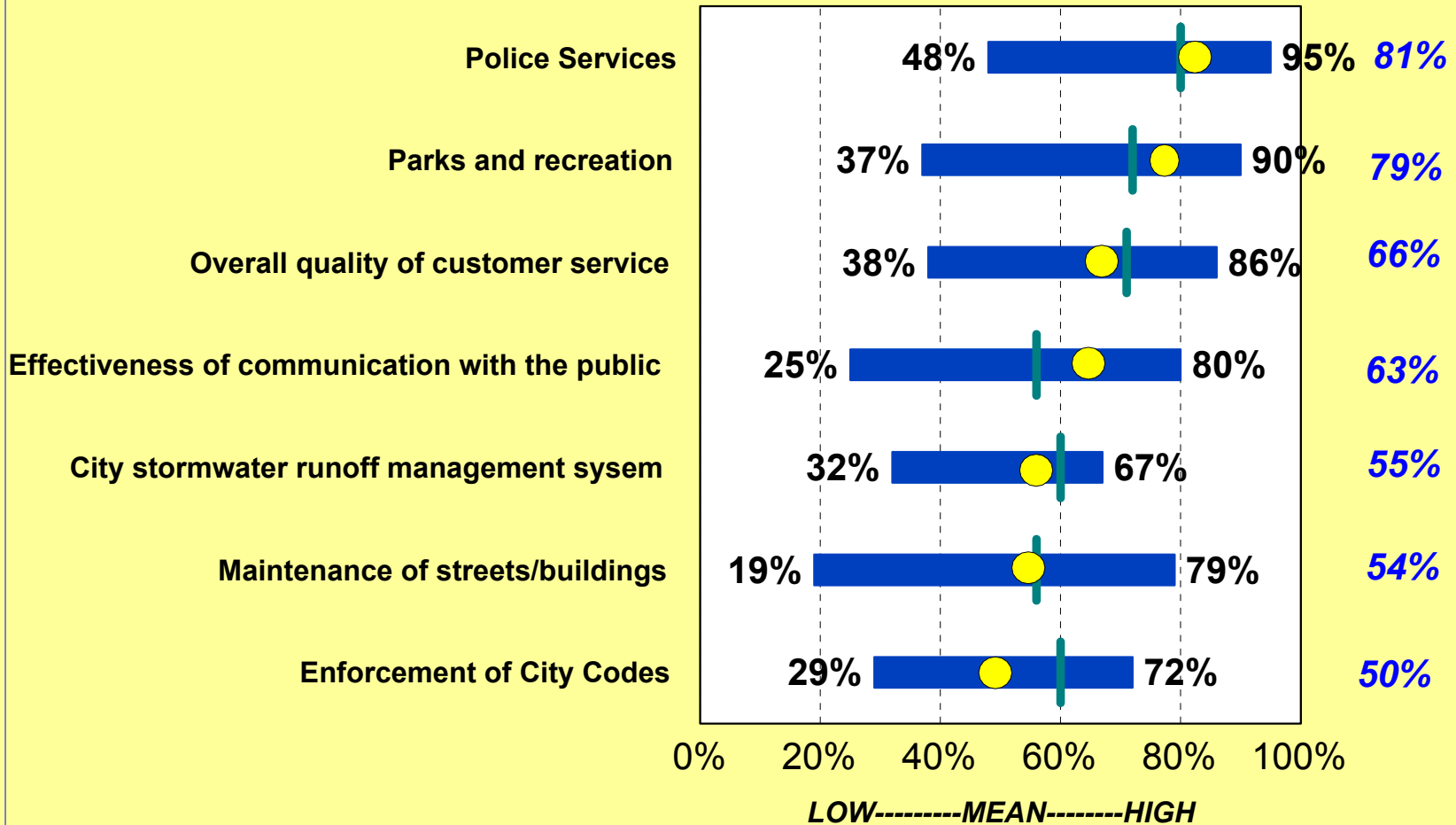
*Comparisons to National
Benchmarks*

Overall Satisfaction With City Services

2004

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

Shoreline, WA

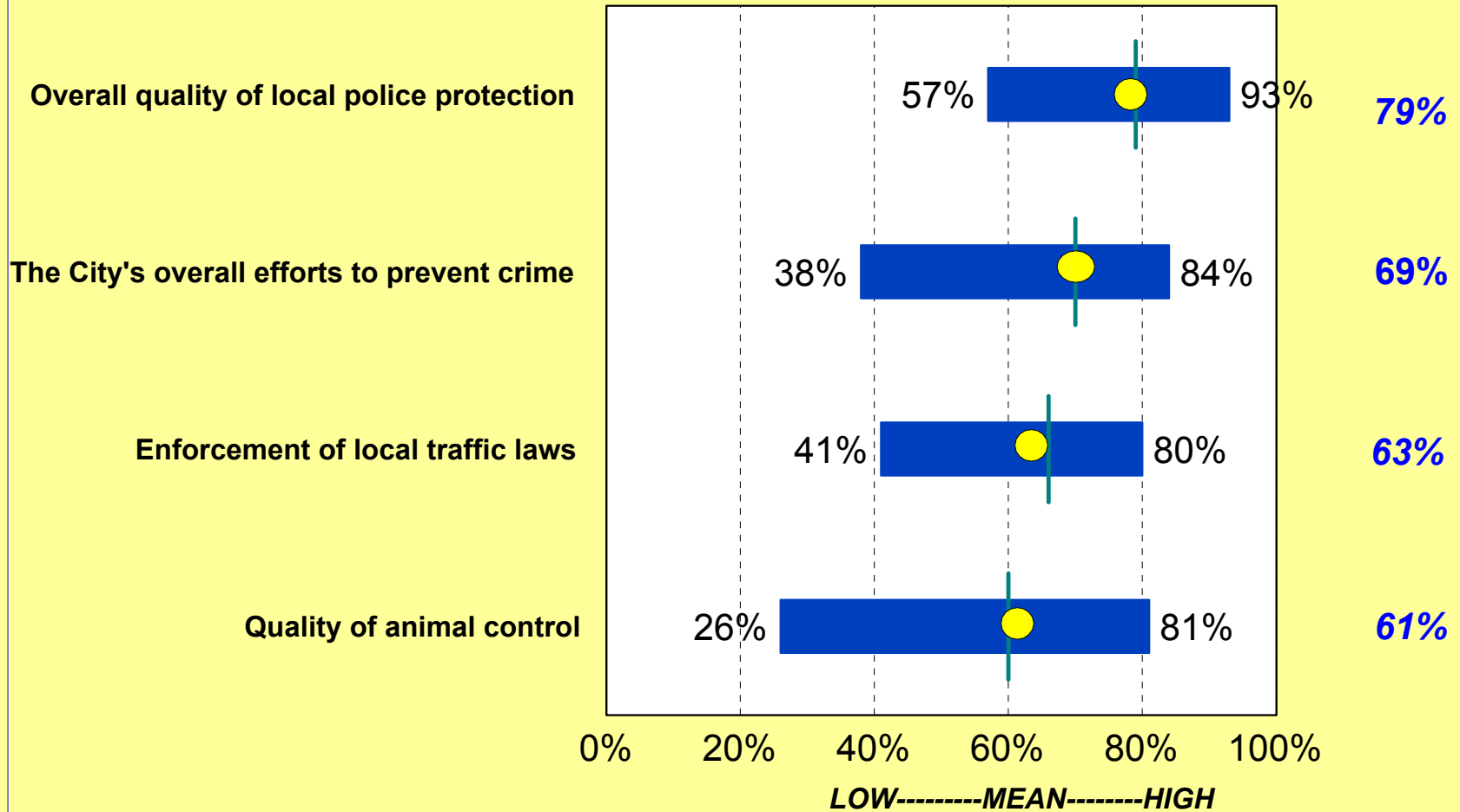


Source: ETC Institute DirectionFinder

Satisfaction with Public Safety 2004

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

Shoreline, WA

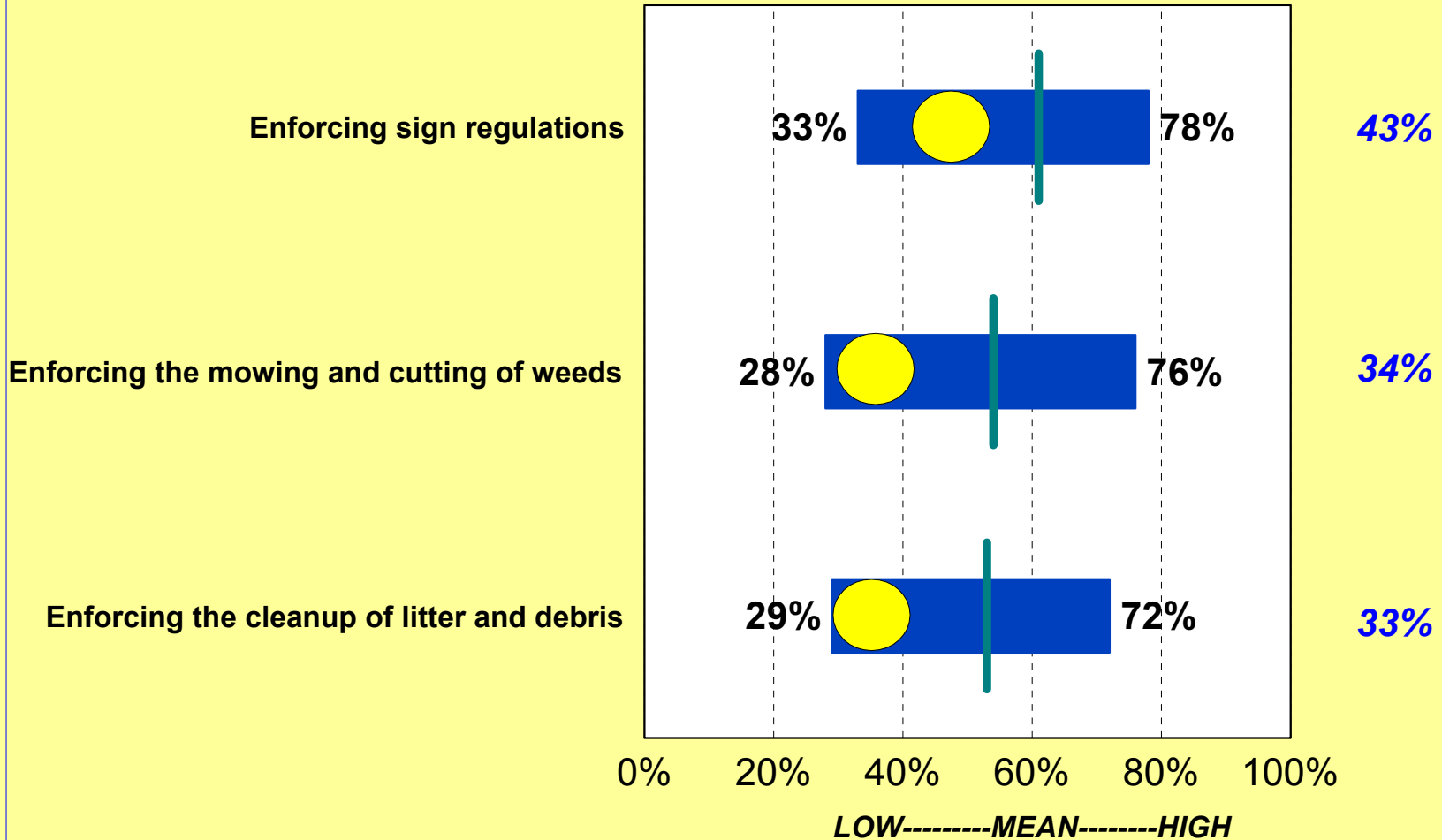


Source: ETC Institute DirectionFinder

Satisfaction with the Enforcement of Codes and Ordinances - 2004

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

● Shoreline, WA



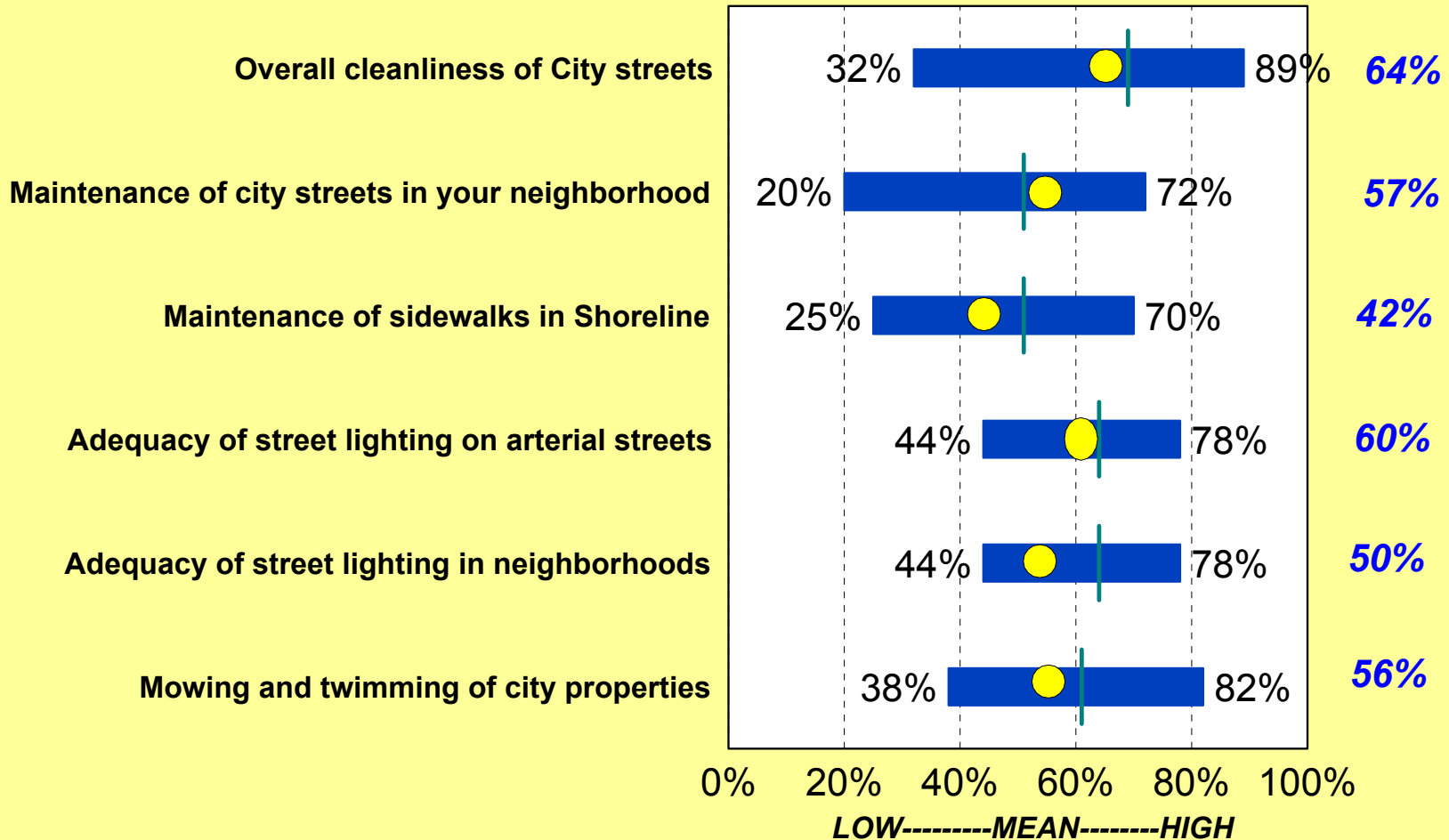
Source: ETC Institute DirectionFinder

Satisfaction with Maintenance Services

2004

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

● **Shoreline, WA**

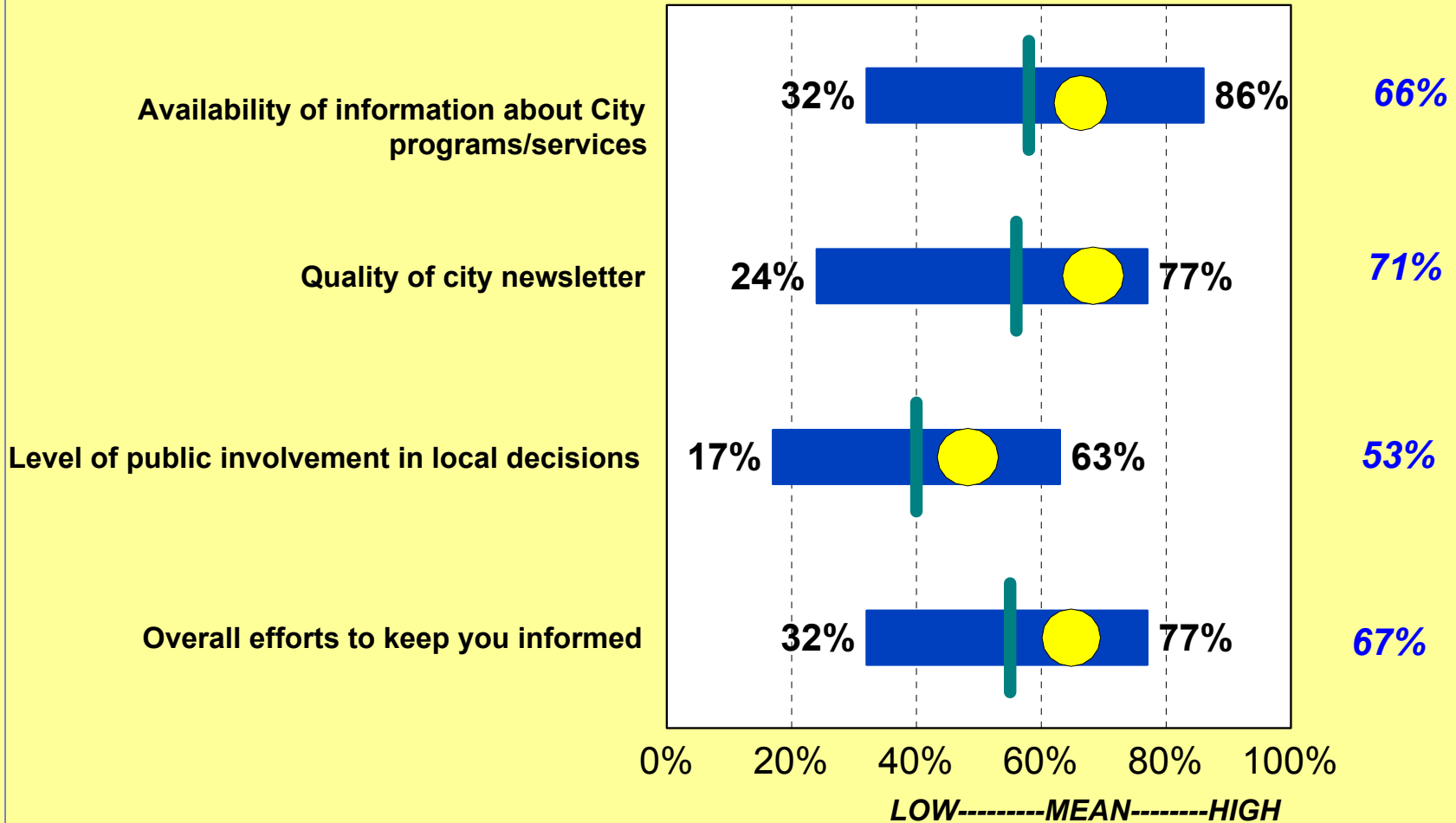


Source: ETC Institute DirectionFinder

Satisfaction with City Communications 2004

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

Shoreline, WA

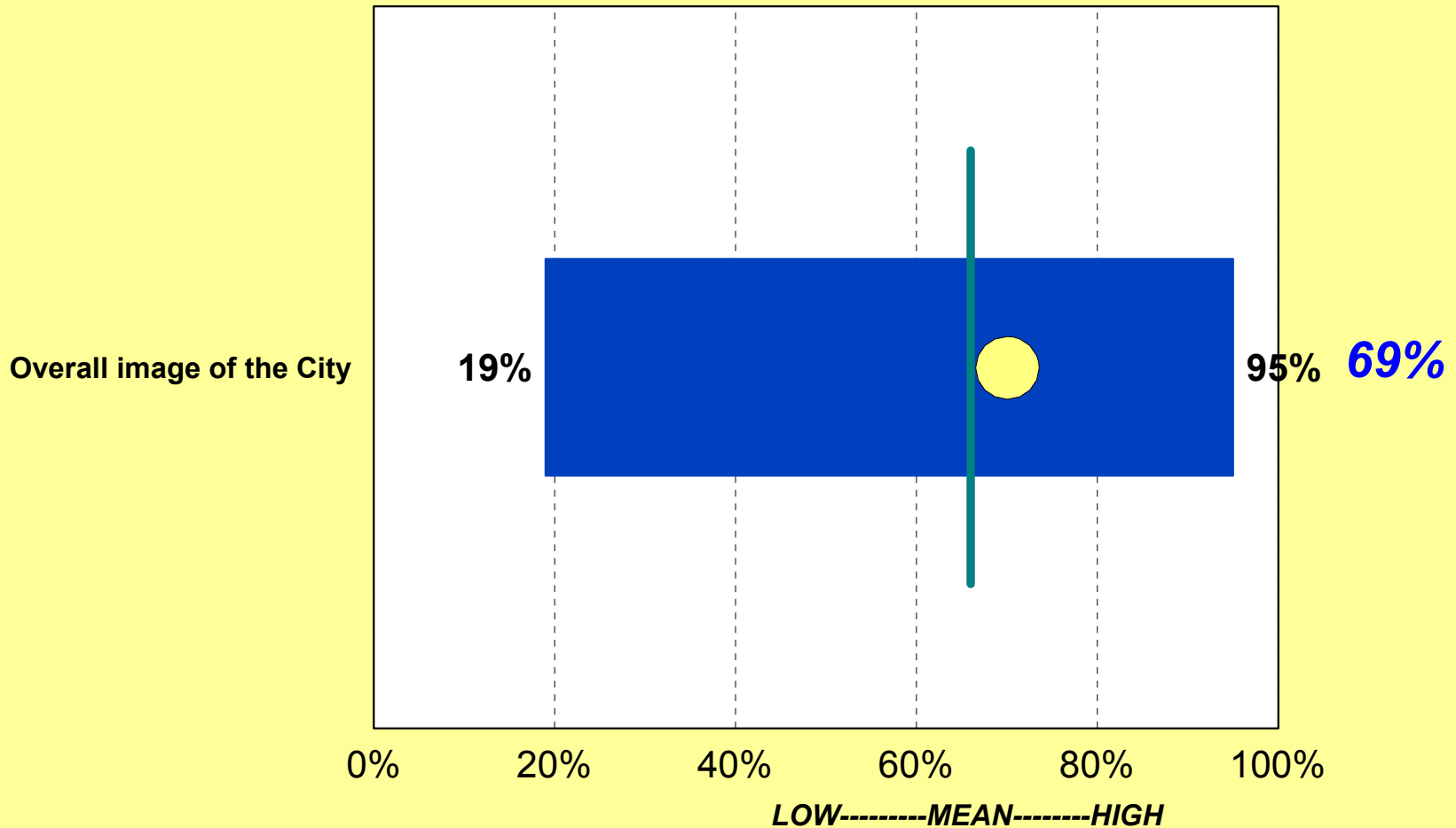


Source: ETC Institute DirectionFinder

Perceptions Residents Have of the City in Which They Live - 2004

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

● Shoreline, WA



Source: ETC Institute DirectionFinder