



SHORELINE CITY COUNCIL WORKSHOP DINNER MEETING

Monday, April 11, 2016
5:45 p.m.

Conference Room 104 · Shoreline City Hall
17500 Midvale Avenue North

- 1. CALL TO ORDER** 5:45 p.m.
- 2. CITIZEN SATISFACTION SURVEY REVIEW**
- 3. ADJOURNMENT** 6:45 p.m.

The Council meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2231 in advance for more information. For TTY service, call 546-0457. For up-to-date information on future agendas, call 801-2236 or see the web page at www.shorelinewa.gov. Council meetings are shown on Comcast Cable Services Channel 21 and Verizon Cable Services Channel 37 on Tuesdays at 12 noon and 8 p.m., and Wednesday through Sunday at 6 a.m., 12 noon and 8 p.m. Online Council meetings can also be viewed on the City's Web site at <http://shorelinewa.gov>.



Memorandum

DATE: April 11, 2014
TO: City Councilmembers
CC: Debbie Tarry, City Manager
John Norris, Assistant City Manager
FROM: Eric Bratton, Communications Program Manager
RE: 2016 Citizen Satisfaction Survey

Every two years since 2002, the City has conducted a Citizen Satisfaction Survey. The purpose of the survey is to assess residents' satisfaction with delivery of major City services; to benchmark current results against prior years; to compare the City's performance with national and regional benchmarks; and to identify areas of importance for improvement.

Methodology

ETC Institute, the City's consultant that conducts the survey, mails the surveys to a random sample of approximately 3,500 households throughout the City of Shoreline. Three days after ETC mails the surveys, each household that received a survey also receives an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys are mailed, ETC begins contacting households by phone. Those who indicate they have not returned the survey are given the option of completing it by phone. Households also have the option of completing the survey online.

The City conducted the last survey in June of 2014 and we will be conducting the 2016 survey in June as well. In 2014, the survey had a rate of return of approximately 25%, which provided a 95% level of confidence with a precision of at least +/- 3.2%.

2016 Survey

Attached is a tracked changes version of the 2014 survey with suggested amendments for 2016. The most important aspect of the survey is that it measures results over time. That is why the bulk of the survey does not change year-to-year. However, staff does make tweaks to help clarify questions or eliminate questions that are no longer relevant. For instance, satisfaction levels for the overall flow of traffic and congestion management in Shoreline (Q #3(F)) has always been comparatively low. However, we have been curious if some of that is due to traffic outside of Shoreline's control, such as

with I-5 or regional traffic in general. This year we have tried to clarify the question a little by specifically stating that participants should not consider I-5 traffic in their answer.

Another question that we have added (Q #10(G)) has to do with resident interactions with Shoreline Police. This question is part of the research George Mason University is conducting for the RADAR program. ETC reports that numerous jurisdictions across the country have been asking similar questions since the shooting incident that occurred in Ferguson, Missouri.

We also have two or three questions at the end of the survey that are unique to each survey. These questions help us find out about people's attitudes on current topics. For this year, we have a couple of options. One, which is included as Q #27 in the tracked changes version, is to ask about sidewalk funding. Similar to last year's financial strategies question, we ask what revenue generating strategy would respondents support to create dedicated funding for sidewalks.

Another option would be to ask a question about minimum wage. It could look something like this:

In November, Washington State voters may have the opportunity to vote on a minimum wage initiative that would raise the State's minimum wage to \$13.50 by 2020.

If the initiative passes, would you support the City going further and raising the minimum wage in Shoreline to \$15.00, similar to what the City of Seattle has done?

Yes

No

Once we finalize the 2016 survey questions, ETC will test the questions with approximately 10 residents to make sure there aren't any problems with the survey. ETC will then mail the surveys on June 1. Preliminary results should be available by late July to early August. The final report will be completed in September.

Attachment

Attachment A: Draft 2016 Citizen Satisfaction Survey

Year 2016 City of Shoreline Citizen 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. Counting yourself, how many people live in your household? _____

2. Counting yourself, how many people in your household are?

Under age 5 _____	Ages 20-24 _____	Ages 55-64 _____
Ages 5-9 _____	Ages 25-34 _____	Ages 65-74 _____
Ages 10-14 _____	Ages 35-44 _____	Ages 75+ _____
Ages 15-19 _____	Ages 45-54 _____	

Quality of Services and Facilities

3. Please rate your overall satisfaction with major categories of services provided by the City of Shoreline on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<u>How satisfied are you with:</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall quality of police services.....	5	4	3	2	1	9
(B) Overall quality of City parks and recreation programs and facilities.....	5	4	3	2	1	9
(C) Overall effectiveness of the City's code enforcement program	5	4	3	2	1	9
(D) Overall effectiveness of City communication with the public.....	5	4	3	2	1	9
(E) Overall quality of the City's stormwater runoff/stormwater management system.....	5	4	3	2	1	9
(F) Overall flow of traffic and congestion management in Shoreline (excluding I-5)	5	4	3	2	1	9
(G) Overall quality of human services (e.g. support for people in times of need) offered by the City	5	4	3	2	1	9
(H) Overall effectiveness of City's efforts to sustain environmental quality	5	4	3	2	1	9
(I) Overall quality of service provided by the City of Shoreline.....	5	4	3	2	1	9

4. Which **THREE** of these items do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your 1st, 2nd, and 3rd choices by writing the letters from Question 3 above in the spaces below.]

 1st 2nd 3rd

5. Please use a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, to rate your satisfaction with the following maintenance services provided by the City of Shoreline:

<u><i>How satisfied are you with:</i></u>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) Overall maintenance of city streets	5	4	3	2	1	9
(B) Maintenance of streets in your neighborhood	5	4	3	2	1	9
(C) Maintenance of sidewalks in Shoreline.....	5	4	3	2	1	9
(D) Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
(E) Overall cleanliness of city streets and other public areas.....	5	4	3	2	1	9
(F) Adequacy of city street lighting in your neighborhood.....	5	4	3	2	1	9
(G) Adequacy of storm drainage services in your neighborhood.....	5	4	3	2	1	9
(H) Garbage/recycling provider services.....	5	4	3	2	1	9
(I) Maintenance of public trees along City streets....	5	4	3	2	1	9

6. Which **TWO** of the maintenance items listed above do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your 1st and 2nd choices by writing the letters from Question 5 above in the spaces below.]

1st: _____ 2nd: _____

7. **Enforcement of City Codes and Ordinances.** Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

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

8. **If you answered Dissatisfied or Very Dissatisfied to any of the above, please provide a reason why.**

98. Which of the city codes and ordinances items listed above in Question 7 do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your choice by writing the letter from Question 7 above in the space below.]

Highest Priority _____

Public Safety

109. Please use a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” to rate your satisfaction with the following public safety services provided by the City of Shoreline:

<u>How satisfied are you with:</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall quality of local police protection	5	4	3	2	1	9
(B) The City’s efforts to prevent crime	5	4	3	2	1	9
(C) Enforcement of local traffic laws	5	4	3	2	1	9
(D) Enforcement of drug laws	5	4	3	2	1	9
(E) Enforcement of prostitution laws	5	4	3	2	1	9
(F) Enforcement of property crime laws	5	4	3	2	1	9
<u>(G) Personal interactions with Shoreline</u>						
<u>Police Officers</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>9</u>

110. Which **TWO** of the public safety items listed above do you think should receive the most emphasis from city leaders over the next **TWO** years? [Please indicate your 1st and 2nd choices by writing the letters from Question 10 above in the spaces below.]

1st: _____ 2nd: _____

112. On 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:

<u>How safe do you feel:</u>	<u>Very safe</u>	<u>Safe</u>	<u>Neutral</u>	<u>Unsafe</u>	<u>Very Unsafe</u>	<u>Don't know</u>
(A) In your neighborhood during the day.....	5	4	3	2	1	9
(B) In your neighborhood at night.....	5	4	3	2	1	9
(C) In city parks and trails.....	5	4	3	2	1	9
(D) In other public areas in Shoreline	5	4	3	2	1	9
(E) Overall feeling of safety in Shoreline	5	4	3	2	1	9

Communications

132. From which of the following have you received information about City projects, issues, services, and events? (check all that apply)

- ___ (1) City newsletter “CURRENTS”
- ___ (2) City’s Parks and Recreation Guide
- ___ (3) City cable channel (Comcast 21 or Frontier 27)
- ___ (4) City website
- ___ (5) City’s social media sites (Facebook, Twitter, Instagram)
- ___ (6) Online resources (e.g., Shoreline Area News, [Nextdoor](#), [Neighbor to Neighbor](#), Secret Shoreline)
- ___ (7) Involvement in neighborhood association or Shoreline Watch
- ___ (8) Television news

- ____ (9) Alert Shoreline
- ____ (9) Other: _____

134. City Communications. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” with the following:

<u>How satisfied are you with the following aspects of city communication:</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) The availability of information about City services, meetings, and events	5	4	3	2	1	9
(B) City's efforts to provide information on major City issues. (e.g., light rail station area planning)	5	4	3	2	1	9
(C) City’s efforts to provide opportunities for public involvement	5	4	3	2	1	9
(D) The quality of content on City’s website	5	4	3	2	1	9
(E) The quality of the content in the City’s newsletter “CURRENTS”	5	4	3	2	1	9
(F) The quality of City’s social media	5	4	3	2	1	9

Leadership and Quality of Life

145. Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

<u>How satisfied are you with:</u>	<u>Very Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Don't Know</u>
(A) Overall image of the City	5	4	3	2	1	9
(B) Overall quality of leadership provided by the City’s elected officials	5	4	3	2	1	9
(C) Overall effectiveness of the City Manager and city staff	5	4	3	2	1	9

156. 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 | ____ (4) Strongly disagree |
| ____ (2) Somewhat agree | ____ (5) No opinion |
| ____ (3) Somewhat disagree | |

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

- | | |
|--------------|---------------------|
| ____ (1) Yes | ____ (3) Don’t know |
| ____ (2) No | |

178. Please rate Shoreline on a scale of 1 to 5 where 5 means “Excellent” and 1 means “Poor” with regard to each of the following:

<u>How would you rate Shoreline:</u>	<u>Excellent</u>	<u>Good</u>	<u>Neutral</u>	<u>Below Average</u>	<u>Poor</u>	<u>Don't Know</u>
(A) As a place to live	5	4	3	2	1	9
(B) As a place to raise children	5	4	3	2	1	9
(C) As a place to work	5	4	3	2	1	9

Attachment A

- (D) As a place with a variety of housing choices 5 4 3 2 1 9
- (E) As a place to shop 5 4 3 2 1 9
- (F) As a place for dining and entertainment options 5 4 3 2 1 9
- (G) Overall quality of life in the City 5 4 3 2 1 9

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

- | | | |
|--|--|---|
| <input type="checkbox"/> (1) Excellent | <input type="checkbox"/> (3) Average | <input type="checkbox"/> (5) Poor |
| <input type="checkbox"/> (2) Good | <input type="checkbox"/> (4) Below Average | <input type="checkbox"/> (9) Don't know |

Parks and Recreation

- 1920. How satisfied are you with:**
- | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| (A) Maintenance of City parks | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) Maintenance of City playgrounds | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Walking and biking trails in the City | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) City swimming pool..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Outdoor athletic fields | 5 | 4 | 3 | 2 | 1 | 9 |
| (F) Ease of registering for programs | 5 | 4 | 3 | 2 | 1 | 9 |
| (G) Fees charged for recreation programs | 5 | 4 | 3 | 2 | 1 | 9 |
| (H) Variety of recreation programs | 5 | 4 | 3 | 2 | 1 | 9 |
| (I) Preservation of open space | 5 | 4 | 3 | 2 | 1 | 9 |

201. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from city leaders over the next TWO years? [Please indicate your 1st and 2nd choices by writing the letters from Question 21 above in the spaces below.]

1st: _____ 2nd: _____

Transportation and Land Use

- 212. How satisfied are you with:**
- | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|--|----------------|-----------|---------|--------------|-------------------|------------|
| (A) Availability of public transportation options | 5 | 4 | 3 | 2 | 1 | 9 |
| (B) Availability of bicycle lanes | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Availability of sidewalks on major streets
and routes | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) Availability of sidewalks near your residence | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Traffic calming measures in your neighborhood | 5 | 4 | 3 | 2 | 1 | 9 |
| (F) City's efforts for supporting alternative means of
transportation such as transit, bicycling, walking ... | 5 | 4 | 3 | 2 | 1 | 9 |

223. Which TWO of the transportation items listed above in Question 25 do you think should receive the most emphasis from city leaders over the next TWO Years? [Please indicate your 1st and 2nd choices by writing the letters from Question 25 above in the spaces below.]

1st: _____ 2nd: _____

Capital Investments

234. How satisfied are you with the capital investments the City of Shoreline has recently made?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
--	----------------	-----------	---------	--------------	-------------------	------------

- (A) Roads and streets, i.e. Aurora Corridor.....5 4..... 3 2 1 9
- (B) Parks improvements, e.g. [Echo Lake](#), Twin Ponds and Sunset Park Community Gardens, [Cromwell](#)5.....4.....3.....2.....1.....9
- (C) Trails and paths, e.g. Interurban Trail, [195th separated trail](#), soft trails in parks5 4..... 3 2 1 9
- (D) ~~Stormwater improvements, e.g. Cromwell, Boeing Creek, Ronald Bo~~ [Sidewalk improvements, e.g. safe routes to school - NW 195th Street \(Einstein Middle School\)](#)5 4..... 3 2 1 9
- (E) ~~Building and facilities, e.g. Spartan Recreation Center, City Hall~~ [Street preservation program, e.g. overlays and chip seal](#).....5 4..... 3 2 1 9

245. How important do you feel it is to continue making capital investments into Shoreline ~~facilities~~?

- | | |
|---|--|
| <input type="checkbox"/> (1) Very important | <input type="checkbox"/> (3) Not sure |
| <input type="checkbox"/> (2) Somewhat important | <input type="checkbox"/> (4) Not important |

256. Economic development, which means increasing opportunities for more retail, multi-family housing, commercial development, and job growth, helps generate the resources necessary to provide the City services identified as important in the community's vision.

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

- Yes
- Neutral
- No
- Don't know

267. Shoreline residents have repeatedly identified sidewalks as important. Unfortunately, the need for sidewalks is greater than the resources available to construct them. The City of Shoreline has identified a number of strategies to ensure the City is able to maintain basic services in the event of future budget deficits. Included in the strategies are the City's ongoing commitments to controlling costs and increasing revenue from economic development. To give you an idea of how big the need is, the City's complete Pedestrian System Plan includes approximately 153 miles of sidewalks. Of those, only about 75 miles currently exist. Constructing sidewalks is expensive – between \$686,000 and \$1.58 million to construct one mile. Variables that impact costs include stormwater drainage, driveways, utility relocations, on-street parking, the grade of the site, ADA requirements, and any structures or landscaping that have been built in the City right-of-way that must be removed.

Below are four strategies the City could use to create dedicated funding to construct more sidewalks. Additionally, four (4) potential strategies for increasing revenues are being considered and are listed below. In priority order, please select the THREE potential strategies for increasing revenues that you would most support. [Please write in the letters in the spaces below for your 1st, 2nd, and 3rd choices or circle none.]

1st Support2nd Support3rd Support

None

- ~~A. Increase fees for City services, such as recreation program fees and building permit fees~~
 A. Increase sales tax
 B. ~~or Increase~~ car licensing fees ~~to fund street maintenance (tabs)~~
 C. ~~Explore~~ ~~i~~Implementing a business and occupation tax on Shoreline businesses
 D. ~~Renewal~~ ~~Issue~~ bonds that would be repaid through increases in property taxes of the 2010 Basic Public Safety, Parks and Recreation, and Community Services, Maintenance and Operation Levy, which is a property tax levy lid lift.

Demographics

~~2728.~~ **Approximately how many years have you lived in the City of Shoreline?** _____ years

~~2829.~~ **Do you own or rent your current residence?** ____ (1) Own ____ (2) Rent

~~2930.~~ **What is your zip code?** _____

~~3031.~~ **Do you live east or west of I-5?** ____ (1) East ____ (2) West

~~3132.~~ **Do you live east or west of Aurora Avenue N.?** ____ (1) East ____ (2) West

~~3233.~~ **What is your total annual household income?** (Check one)
 ____ (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

~~33.4~~ **Your gender:** ____ (1) Male ____ (2) Female

~~3435.~~ **Are you or members of your household of Hispanic or Latino ancestry?**
 ____ (1) Yes ____ (2) No

~~3536.~~ **Which of the following best describes your race/ethnicity? [Please check ALL that apply.]**
 ____ (1) African American/Black ____ (4) Native American
 ____ (2) White/Caucasian ____ (5) Pacific Islander
 ____ (3) Asian ____ (6) Other: _____

~~367.~~ **Is English the primary language spoken in your home?**
 _____ (1) Yes _____ (2) No

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 on the sticker 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. Thanks.