



Shoreline City Hall
17500 Midvale Avenue North
Shoreline, Washington 98133
(206) 801-2230 FAX (206) 546-1524
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SHORELINE CITY COUNCIL
AMENDED SPECIAL MEETING NOTICE

City Council Meeting
Monday, April 21, 2014
5:45 p.m. to 7:00 p.m.

As required by RCW 42.30, the Open Public Meetings Act, YOU ARE HEREBY NOTIFIED that the Shoreline City Council will hold a special meeting on Monday, April 21, 2014.

The meeting will begin at 5:45 p.m. and is scheduled to conclude at 7:00 p.m. It will be held in Conference Room 303 at Shoreline City Hall, located at 17500 Midvale Avenue N, Shoreline, WA 98133.

The purpose of this meeting is to discuss the 2014 Citizen Satisfaction Survey and Council Operations.

Dated this 18th Day of April, 2014.

Bonita A. Roznos
Deputy City Clerk



AMENDED AGENDA V.2

SHORELINE CITY COUNCIL SPECIAL MEETING

Monday, April 21, 2014
5:45 p.m.

Conference Room 303 · Shoreline City Hall
17500 Midvale Avenue North

- 1. 2014 Citizen Satisfaction Survey**
- 2. Council Operations**

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 21, 2014

TO: City Council

FROM: Eric Bratton, CMO Management Analyst

CC: Debbie Tarry, City Manager
John Norris, Assistant City Manager

RE: 2014 Citizen Satisfaction Survey

Every two years, the City conducts its Citizen Satisfaction Survey. The survey is mailed to a random sample of approximately 3,500 households in Shoreline. Approximately three days after the surveys are mailed, each household that received the survey also receives an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys are mailed, ETC, the vendor the City uses to conduct the survey, 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 last Citizen Satisfaction Survey was conducted in June of 2012. ETC will be conducting the 2014 survey in June as well. In 2012, we had a rate of return of approximately 25%, which provided a 95% level of confidence with a precision of at least +/- 3.3%.

Attached is red-line version of the 2012 survey. The Leadership Team has reviewed the 2012 survey and provided suggested changes for 2014. 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, we do make tweaks to help clarify questions or eliminate questions that are no longer relevant. We also have three or four questions that are unique to each survey to find out people's attitudes on current topics. Also attached are suggested questions on 10-year financial sustainability to be included in the survey.

Attachments:

Attachment A: Proposed 2014 Survey (2012 Survey with red-line amendments)
Attachment B: Proposed 2014 10-year financial sustainability survey questions

Year 2014 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 Coordinator 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	5	4	3	2	1	9
(G) Overall quality of human services (i.e. 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>How satisfied are you with:</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) Solid waste provider services.....	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>How satisfied are you with the City of Shoreline’s efforts regarding:</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 sign regulations	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
(E) Enforcing tree regulations.....	5	4	3	2	1	9

8. Which TWO of the city codes and ordinances 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 7 above in the spaces below.]

1st: _____ 2nd: _____

Public Safety

9. 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>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Overall <u>quality level</u> 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 <u>and vice</u> laws.....	5	4	3	2	1	9
<u>(E) Enforcement of prostitution laws</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>9</u>
<u>(F) Enforcement of property crime laws</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>9</u>

10. 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: _____

11. 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>	Very safe	Safe	Neutral	Unsafe	Very Unsafe	Don't know
(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

12. 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~~Verizon 27)
 (4) City website
 (5) City’s social media sites (Facebook, Twitter, Instagram)
 (6) Online resources (e.g., Shoreline Area News, blogs, Neighbor to Neighbor, Secret Shoreline, other online media, ~~Facebook, email lists~~)
 (7) Involvement in neighborhood association or ~~Block~~Shoreline Watch
 (8) Television news
 (9) Alert Shoreline
 (10) Other: _____

13. 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>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) The availability of information about City projects, services, meetings, and events.....	5	4	3	2	1	9
(B) City’s efforts to provide opportunities for public involvement	5	4	3	2	1	9
(C) The quality of <u>the</u> content on <u>the</u> City’s website	5	4	3	2	1	9
(D) The quality of the <u>content in the</u> City’s newsletter “CURRENTS”	5	4	3	2	1	9
<u>(E) The quality of the City’s social media.....</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>9</u>

Leadership and Quality of Life

14. 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>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(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

15. 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.”

- | | |
|--|--|
| <input type="checkbox"/> (1) Strongly agree | <input type="checkbox"/> (4) Strongly disagree |
| <input type="checkbox"/> (2) Somewhat agree | <input type="checkbox"/> (5) No opinion |
| <input type="checkbox"/> (3) Somewhat disagree | |

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

- | | |
|----------------------------------|---|
| <input type="checkbox"/> (1) Yes | <input type="checkbox"/> (3) Don’t know |
| <input type="checkbox"/> (2) No | |

17. 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>	Excellent	Good	Neutral	Below Average	Poor	Don't Know
(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
(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

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

____ (1) Excellent
____ (2) Good

____ (3) Average
____ (4) Below Average

____ (5) Poor
____ (9) Don't know

Environment**19. Several issues related to the City's efforts to sustain local environmental quality are listed below. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

<u>How satisfied are you with City efforts for:</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Surface water/water runoff	5	4	3	2	1	9
(A) Supporting alternative means of transportation such as transit, bicycling, walking	5	4	3	2	1	9
(B) Protection of the environment City's /open space	5	4	3	2	1	9
(C) Recycling	5	4	3	2	1	9
(D) Maintenance of public trees along City streets in the right-of-way	5	4	3	2	1	9

~~20. Should the City of Shoreline consider a plastic bag ban as part of its environmental sustainability strategy?~~

- ~~____ (1) Yes~~
~~____ (2) Neutral~~
~~____ (3) No~~
~~____ (4) Don't Know~~

Parks and Recreation

<u>21. How satisfied are you with:</u>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
(A) Maintenance of City parks	5	4	3	2	1	9
(B) The 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) The variety of recreation programs.....	5	4	3	2	1	9

22. 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

<u>23. How satisfied are you with:</u>	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

24. 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

25. 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, i.e. Richmond Beach,
<u>Saltwater Park, Hamlin, Boeing Creek Twin Ponds and</u>
<u>Sunset Park Community Gardens, Cromwell</u> | 5 | 4 | 3 | 2 | 1 | 9 |
| (C) Trails and paths, i.e. Interurban Trail,
soft trails in parks..... | 5 | 4 | 3 | 2 | 1 | 9 |
| (D) Stormwater improvements, i.e. Boeing Creek,
Ronald Bog | 5 | 4 | 3 | 2 | 1 | 9 |
| (E) Building and facilities, i.e. Spartan Recreation
Center, City Hall | 5 | 4 | 3 | 2 | 1 | 9 |

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

- | | |
|-----------------------------|------------------------|
| ____ (1) Very important | ____ (3) Not sure |
| ____ (2) Somewhat important | ____ (4) Not important |

27. Based on the community's vision and ~~To~~ help improve Shoreline's financial stability, the City's long-term emphasis has been on economic development, which means increasing opportunities for more retail, multi-family housing and commercial developments in Shoreline.

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

- ____ Yes
 ____ Neutral
 ____ No
 ____ Don't know

~~28. By law the City is required to have a balanced budget. However, when local and state-shared revenues decline, as they have the past few years, balancing the budget becomes more difficult
and requires the City to make difficult choices.~~

~~Knowing this, from the list below, please select the TWO options that you most support the City taking to help balance the City's budget in the future. [Please write in the letters in the spaces below for your 1st and 2nd choices, or circle 'None'.]~~

~~1st Support 2nd Support None~~

~~Reduce service hours at City Hall (e.g., permitting, inspections, program support, etc.)~~

~~Reduce levels of regular maintenance (e.g., mowing, trash pickup in parks, roadway maintenance)~~

~~Reduce city operated non-state or federally mandated services and programs (e.g., recreation, aquatics, special and cultural events, police storefronts, school resource officer, etc.)~~

~~Maintain current services through alternative revenue sources (raise or impose new taxes)~~

Demographics

29. Approximately how many years have you lived in the City of Shoreline? _____ years

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

31. What is your zip code? _____

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

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

34. 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

35. Your gender: ____ (1) Male ____ (2) Female

36. Additional question regarding survey respondent's ethnicity; ETC will help the City craft this question.

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.

Potential 10-Year Financial Sustainability

The City Council has been working on a 10-Year Financial Sustainability Project for the past several months. This project is intended to provide the City with a financial model that will keep the City's budget balanced over a 10 year time frame. Below are questions on two of the seven strategies being considered by the Council. One question deals with revenue and the other expenditures.

28. Shoreline Businesses currently provide ___% of the tax revenue used to pay for City services in Shoreline. Residents provide the remaining ___%. As part of the City's 10-Year Financial Sustainability Plan, the City is considering future implementation of a Business & Operations tax, which is a tax on the gross income of a business. The proceeds of such a tax would be used to help fund City services. If implemented, it could impose a 0.1% (one-tenth of one percent) tax on Shoreline businesses. Would you support this change in the City's tax structure if it was needed to maintain existing City services?

_____ Yes
 _____ No
 _____ Don't know

29. Another option being considered to help maintain the City's financial health would be to reduce the annual growth rate in expenditures by 7%, or about \$_____ in the first year. This amount would grow with each succeeding year (for instance, to \$_____ in the second year and \$_____ in the third year). Would you support this 7% reduction in annual growth if it meant a reduction in City services provided to Shoreline's residents? (List of potential service reductions to be provided)

_____ Yes
 _____ No
 _____ Don't know

OR

Question related to renewal of property tax levy.