

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	2008 Citizen Satisfaction Survey
DEPARTMENT:	City Manager's Office
PREPARED BY:	Eric Bratton, CMO Management Analyst
PRESENTED BY:	Rob Vine, Vice President, ETC Institute

PROBLEM/ISSUE STATEMENT:

The City has recently completed its fourth citizen satisfaction survey (2002, 2004, 2006, and 2008). Beginning in 2002, the City has measured public perception about the City and its services by conducting a scientific survey of a random sampling of households in the City. In addition to measuring citizens' level of satisfaction with services, the survey helps determine priorities for the community as part of the City's ongoing strategic planning process.

The release of the survey results is timed to help inform the Council and staff prior to the 2009 budget review and adoption process. The results will be publicized on the City's website and through its monthly newsletter, *Currents*, as well as presented to various boards, commissions, and committees.

Ron Vine, Vice President of ETC Institute, who conducted the 2008 survey as well as the 2004 and 2006 surveys, will present the results of the survey at tonight's meeting.

RECOMMENDATION

No action is required at this time. The report is for information purposes only.

Approved By: City Manager  City Attorney _____

Attachment A: 2008 DirectionFinder® Survey Executive Summary.

DirectionFinder® Survey

Executive Summary

Overview and Methodology

ETC Institute administered the *DirectionFinder®* survey for the City of Shoreline during the summer of 2008 to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing strategic planning process. This is the third time the City of Shoreline has conducted the survey. The survey was previously administered in 2004 and 2006.

In July a seven-page survey was mailed to a random sample of 2,500 households in the City of Shoreline. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, ETC Institute began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 500 completed surveys. This goal was accomplished, with a total of 511 surveys having been completed. The results of the random sample of 511 households have a 95% level of confidence with a precision of at least $\pm 4.4\%$.

Interpretation of "Don't Know" Responses. The percentage of persons who provide "don't know" responses is important because it often reflects the level of utilization of city services. The percentage of "don't know" responses has been excluded from the graphs shown in this report to facilitate valid comparisons with the survey that was conducted in 2006. The number of "don't know" responses for each question is provided in the Tabular Data Section of this report.

Major Findings

- **Overall Quality of Services and Facilities.** Residents are significantly more satisfied with the flow of traffic and congestion in 2008 (52%) than in 2006 (38%). The major areas that residents feel should receive the most emphasis from City leaders over the next two years are: flow of traffic and congestion (50%), effectiveness of sustaining environmental quality (33%), and quality of police services (32%).
- **City Maintenance.** Residents are more significantly more satisfied with the overall cleanliness of City streets and other public areas in 2008 (71%) than in 2006 (60%). Residents were also significantly more satisfied with the adequacy of street lighting in their neighborhood 2008 (52%) than in 2006 (42%).
- **Code Enforcement.** Overall residents are more satisfied with the enforcement of city codes and ordinances in 2008 (52%) than in 2006 (46%). The areas of code enforcement that residents feel should receive the most emphasis from City leaders over the next two years are enforcing the clean up of litter and debris (52%) and enforcing the removal of abandoned autos (45%).
- **City Communication.** Eighty-six percent (86%) of residents get information about City issues, services and events from the City Newsletter "CURRENTS", which is a slight decrease from 2006 (90%). However, more residents get information from the Parks and Recreation Guide (60%) in 2008 than in 2006 (54%). More residents also get information from the local newspaper (56%) in 2008 than in 2006 (47%).
- **Public Safety.** Residents are significantly more satisfied with the enforcement of local traffic laws in 2008 (67%) than in 2006 (57%). Residents are also more satisfied with the enforcement of drug and vice laws in 2008 (55%) than in 2006 (47%).
- **Level of Safety in Shoreline.** The overall feeling of safety in Shoreline is about the same among residents in 2008 (83%) as in 2006 (82%). There was a slight increase in the level of safety in residences' neighborhood during the day and at night in 2008 as compared to 2006.
- **Leadership and Quality of Life.** Residents are more satisfied with the overall image of the City in 2008 (74%) than in 2006 (69%). There was also an increase in satisfaction with the overall effectiveness of the city manager and staff and the overall quality of leadership of elected officials.
- **Shoreline as a place to live, work, and raise children.** Residents are slightly more satisfied with the overall quality of life in the City in 2008 (85%) than in 2006 (83%). There was also a slight increase in satisfaction with Shoreline as a place to live, but there was a slight decrease in satisfaction in Shoreline as a place to raise children and as a place with a variety of housing choices.

- **Environment.** Residents are significantly more satisfied with City efforts supporting alternative means of transportation in 2008 (52%) than in 2006 (40%). Residents are also significantly more satisfied with City efforts regarding recycling in 2008 (84%) than in 2006 (75%).
- **Parks and Recreation.** Residents are significantly more satisfied with walking and biking trails in the City in 2008 (67%) than in 2006 (48%). The areas that residents feel are most important to emphasize over the next two years are the maintenance of City parks and walking and biking trails in the City.
- **Transportation.** Residents are slightly more satisfied with the availability of public transportation, the availability of bicycle lanes, and the availability of sidewalks near their residence in 2008 than in 2006. There was a slight decrease in satisfaction with the availability of sidewalks on major streets.
- **Overall Value of Services Received from City Taxes.** Forty-one percent (41%) of residents feel they receive either excellent or good value from City taxes, which is lower than in 2006 (50%).

Other Findings:

- 48% of residents rated the quality of customer service as excellent (16%) or good (32%), compared to 55% who rated customer service as excellent (20%) or good (35%) in 2006.
- 60% of residents think that the City of Shoreline is moving in the right direction, compared to 59% in 2006.
- 62% of residents rated the condition of their neighborhood as excellent (15%) or good (47%) in 2006, compared to 58% who rated their neighborhood as excellent (13%) or good (45%) in 2006.
- 19% of residents feel the condition of their neighborhood is getting better, which is lower than in 2006 (26%); 63% of residents feel the condition of their neighborhood is about the same, which is higher than in 2006 (60%).
- 62% of residents would pay some amount of additional property taxes per month to maintain the types of City services they feel are most important to emphasize over the next two years.