

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

Monday, May 12, 2008
6:00 p.m.

Shoreline Conference Center
Highlander Room

PRESENT: Mayor Ryu, Deputy Mayor Scott, and Councilmembers Eggen, Hansen, McConnell, McGlashan, and Way

STAFF: Robert Olander, City Manager; Julie Modrzejewski, Assistant City Manager; Eric Bratton, CMO Management Analyst

GUEST: Ron Vine, ETC Institute

At 6:20 p.m., Mayor Ryu called the meeting to order.

Mr. Olander introduced Ron Vine, Vice President of ETC Institute, who will be conducting the citizen survey for the City. ETC Institute conducted the City's satisfaction survey in 2004 and 2006, as well as a parks survey and a survey for the Bond Advisory Committee in 2003.

Mr. Olander reviewed how we conduct surveys and why the survey results are useful to us. He said these surveys help us track our performance measures; that part of the data can be collected internally, but some effectiveness measures are better accomplished via a survey. It is also important to measure the public's perception and satisfaction with our services and level of customer service.

Ron Vine said his firm is located in Olathe, Kansas and the vast majority of their clients are local governments.

Mr. Vine discussed the importance of asking people not only what's important, but how satisfied they are with the service. This "importance-satisfaction analysis" is critical in helping sort out the difference in rating and in setting priorities.

He described how the survey will be conducted – by mail and phone, with a guarantee of at least 500 responses. They will process as many responses as they receive from a random sample of 2,000 residents. People will receive a voicemail message two days before the surveys are mailed out telling them it's coming and asking them to fill it out and return it. People will also receive a phone call after the surveys have been out for several days to remind them to send it back.

Mr. Vine said the survey is seven pages, which is the longest survey they will do. He asked Councilmembers to tell him what questions they want to drop or add and that their feedback will be included in the final survey.

Councilmembers suggested adding questions relating to:

- Environmental sustainability
- Planning/design standards
- Graffiti
- Human services
- Solid waste services

Mr. Vine then outlined the next steps. He said he would revise the 2006 survey document and incorporate Council comments. He outlined the proposed schedule and timeline, which includes having a final draft survey and presentation in September 2008.

At 7:25 p.m., the meeting was adjourned.

Julie Underwood, Assistant City Manager