

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

Monday, May 24, 2010  
6:00 p.m.

Conference Room C-104 – Shoreline City Hall  
17500 Midvale Avenue North

PRESENT: Mayor McGlashan, Deputy Mayor Hall, and Councilmembers Eggen, Roberts, McConnell, Scott and Tracey

STAFF: Robert Olander, City Manager; Julie Underwood, Assistant City Manager; Dick Deal, Parks Director; Eric Bratton, CMO Management Analyst; and Ronald Moore, Deputy City Clerk

GUEST: Ron Vine, ETC Institute

At 6:10 p.m., the meeting was called to order by Mayor McGlashan, who presided.

Julie Underwood introduced Ron Vine, Vice President of ETC Institute, who will be conducting the City's 2010 citizen satisfaction survey. ETC Institute conducted the City's citizen satisfaction surveys in 2004, 2006 and 2008. In addition to the citizen satisfaction survey, ETC Institute will also conduct a separate survey for the PRCS Department this summer to help in updating the City's Parks and Open Space Master Plan. ETC Institute conducted a similar survey for the Parks Bond Advisory Committee in 2003.

Eric Bratton handed out the survey questionnaire from 2008 and explained which questions are used for benchmarking and which are included in the City's performance measures for the budget.

Mr. Vine described how the survey will be conducted – by mail and phone, with a guarantee of at least 500 responses. ETC Institute will process as many responses as it receives from a random sample of 2,000 residents. Mr. Vine also assured the Council that pulling the names for the parks survey and the citizen satisfaction survey at the same time would prevent someone from receiving both surveys.

Mr. Vine then went through the survey section by section and asked Councilmembers to provide their input on whether to add or remove questions, or if any questions needed clarification. .

Councilmembers pointed out that some questions could have different meanings for the same answer and asked that those questions be clarified to prevent such a possibility. Councilmembers also suggested adding questions relating to:

- Economic development
- Customer satisfaction of utility franchises
- An open question on what City could do to improve quality of life in Shoreline

Several Councilmembers expressed concern about the demographic questions regarding geographic location of resident and whether having both Aurora and I-5 divisions made sense. Mr. Vine explained that the new coding system's use of zip codes could provide an even greater specificity of where individual respondents were located and that the I-5 and Aurora questions could be eliminated.

Mr. Bratton asked the Councilmembers to provide feedback on changes to the survey by Tuesday, June 1.

At 7:20 p.m., the meeting was adjourned.

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Julie Underwood, Assistant City Manager