

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b>	2010 Citizen Satisfaction Survey
<b>DEPARTMENT:</b>	City Manager's Office
<b>PREPARED BY:</b>	Eric Bratton, CMO Management Analyst
<b>PRESENTED BY:</b>	Rob Vine, Vice President, ETC Institute

**PROBLEM/ISSUE STATEMENT:**

The City has recently completed its fifth citizen satisfaction survey (2002, 2004, 2006, 2008 and 2010). 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 2011 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 2010 survey as well as the 2004, 2006 and 2008 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.

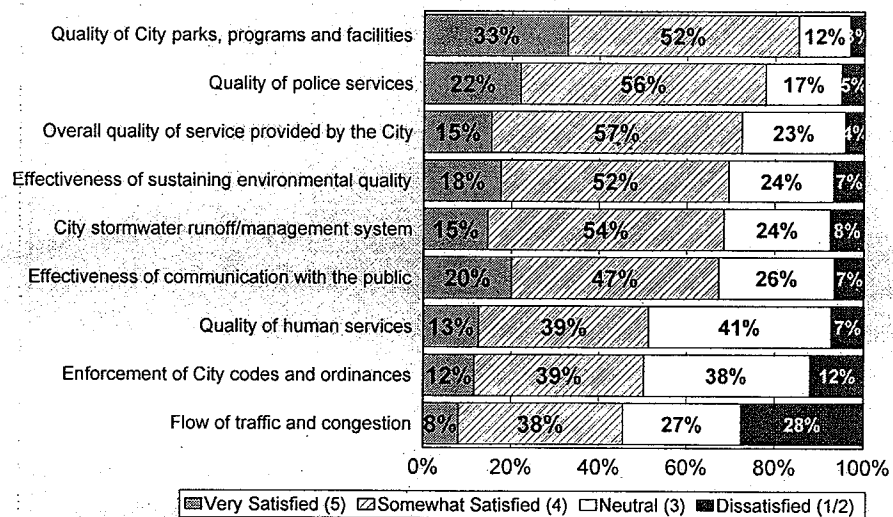
Approved By: City Manager  City Attorney \_\_\_\_\_

**Attachment A:** 2010 DirectionFinder® Survey graphs and charts.

# Quality of Services and Facilities

## Overall Satisfaction With City Services by Major Category in 2010

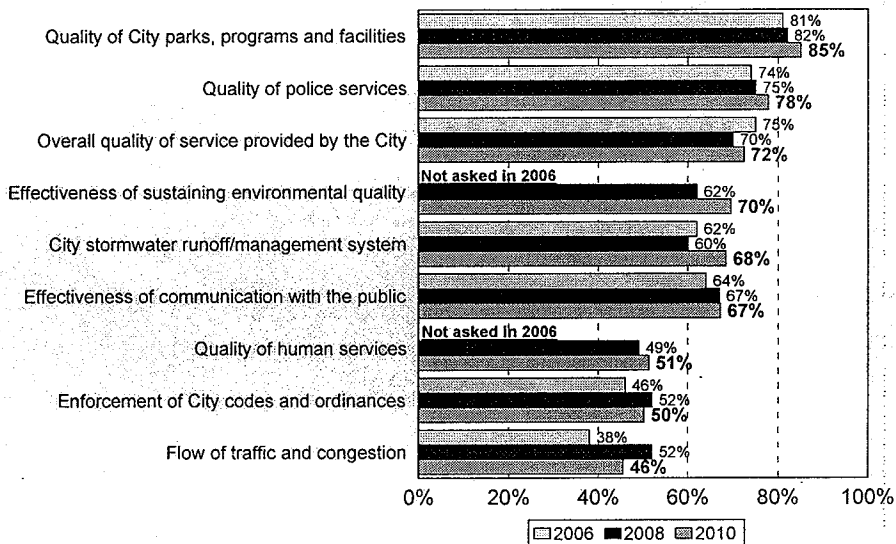
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## TRENDS: Overall Satisfaction With City Services by Major Category for 2006, 2008 and 2010

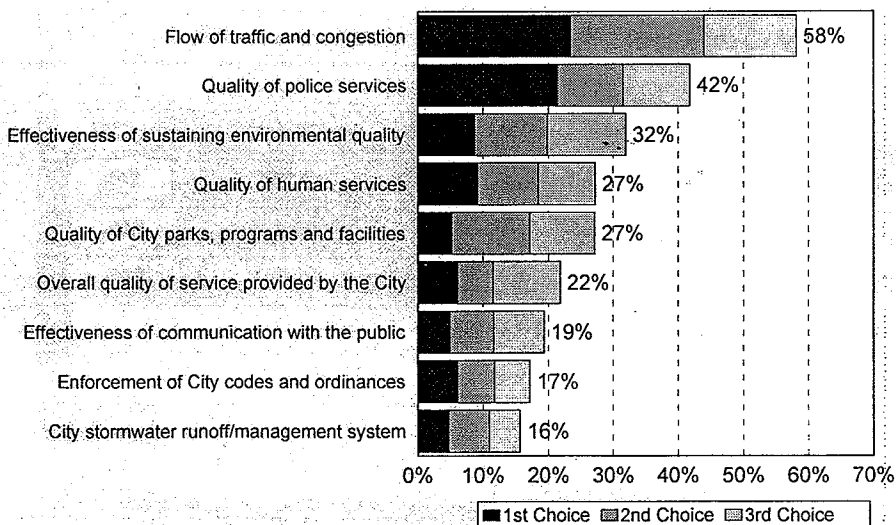
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

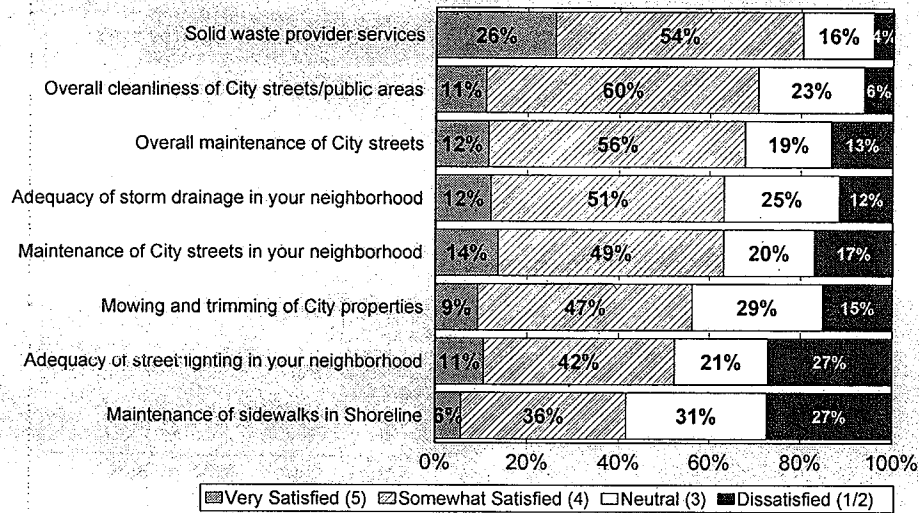
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Satisfaction with Various Aspects of City Maintenance in 2010

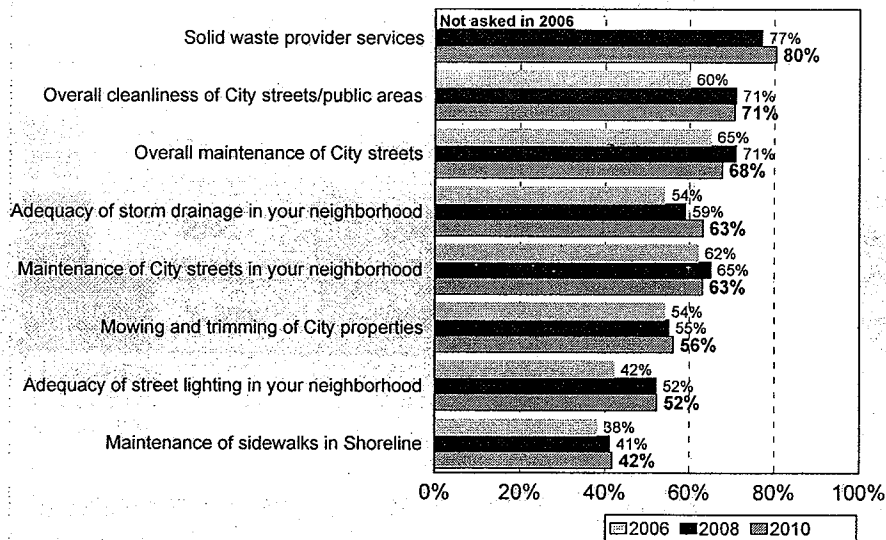
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## TRENDS: Satisfaction Ratings for Various Aspects of City Maintenance for 2006, 2008 and 2010

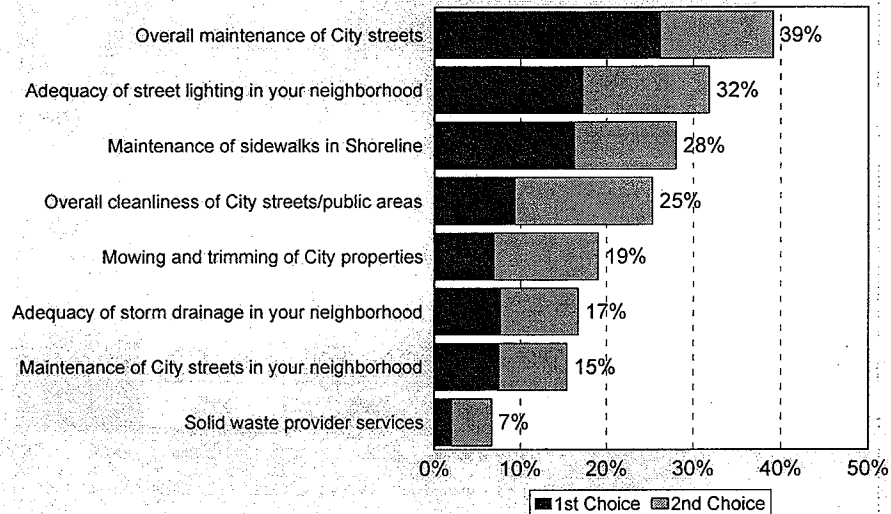
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years

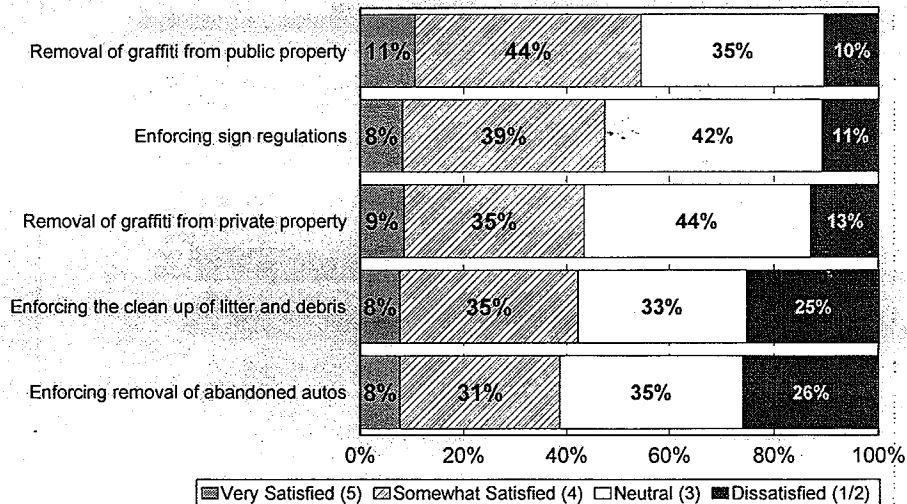
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Satisfaction with the Enforcement of City Codes and Ordinances

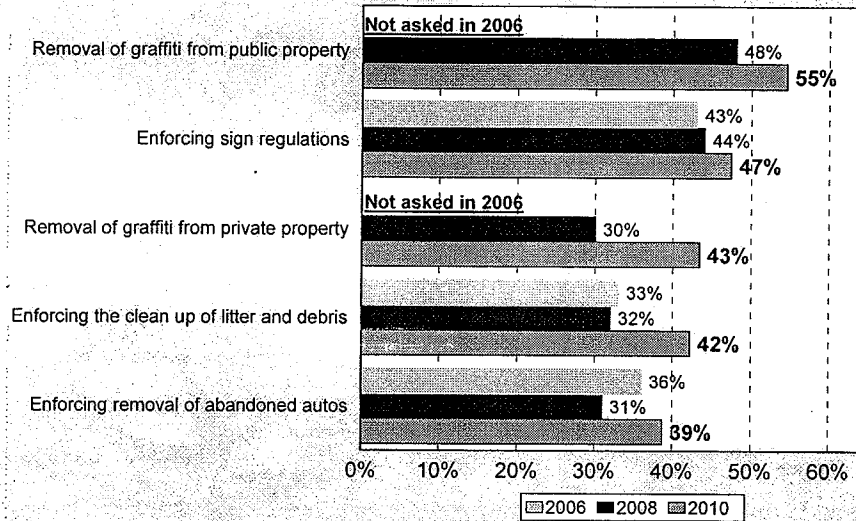
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### TRENDS: Satisfaction Ratings for the Enforcement of City Codes and Ordinances for 2006, 2008 and 2010

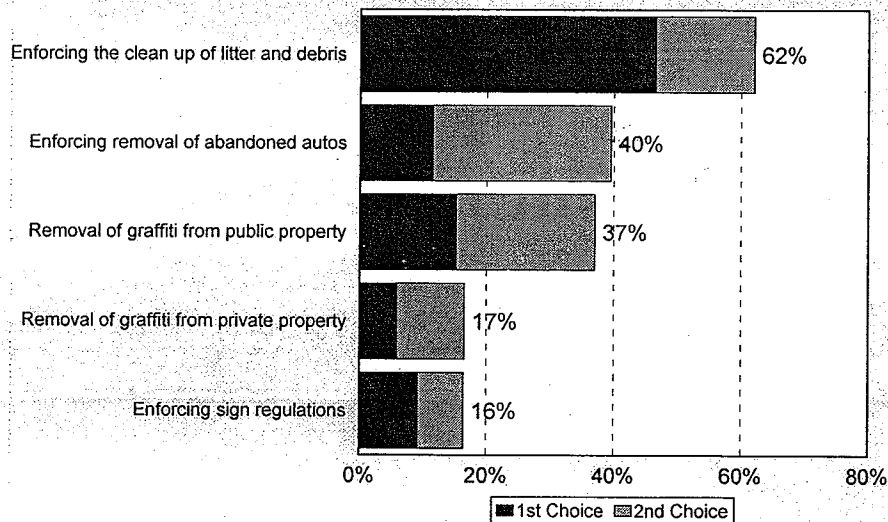
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



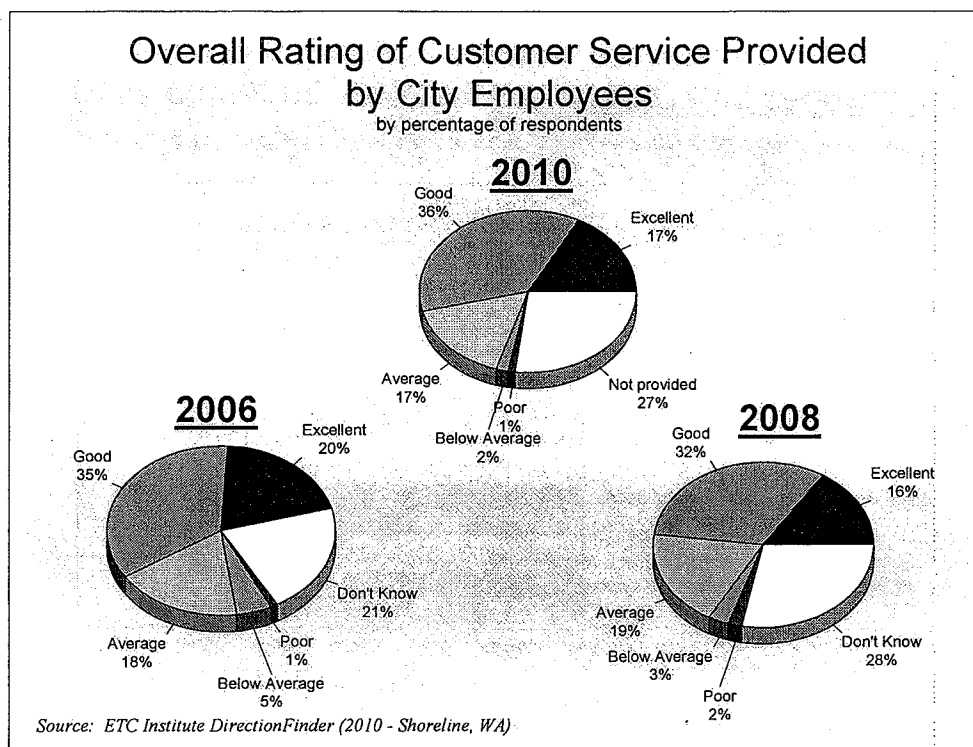
Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



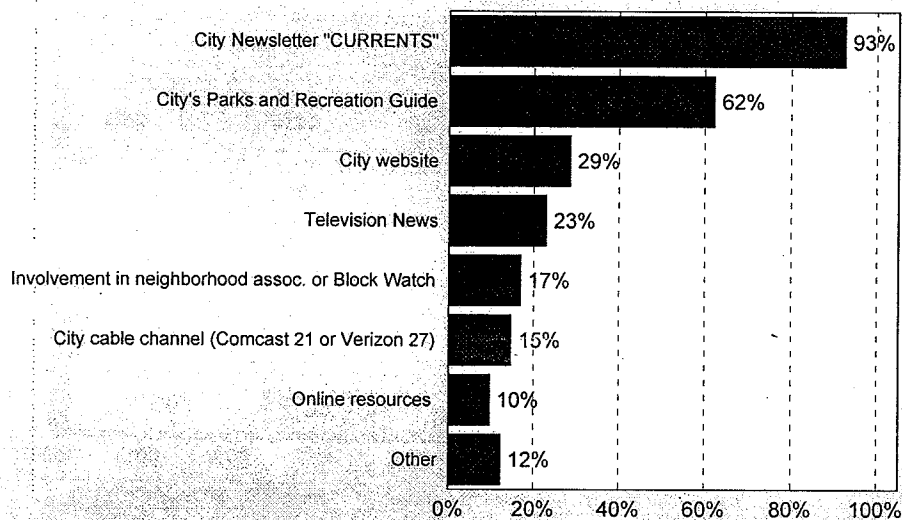
Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)



## Communication

## Ways Residents Get Information About City Issues, Services, and Events

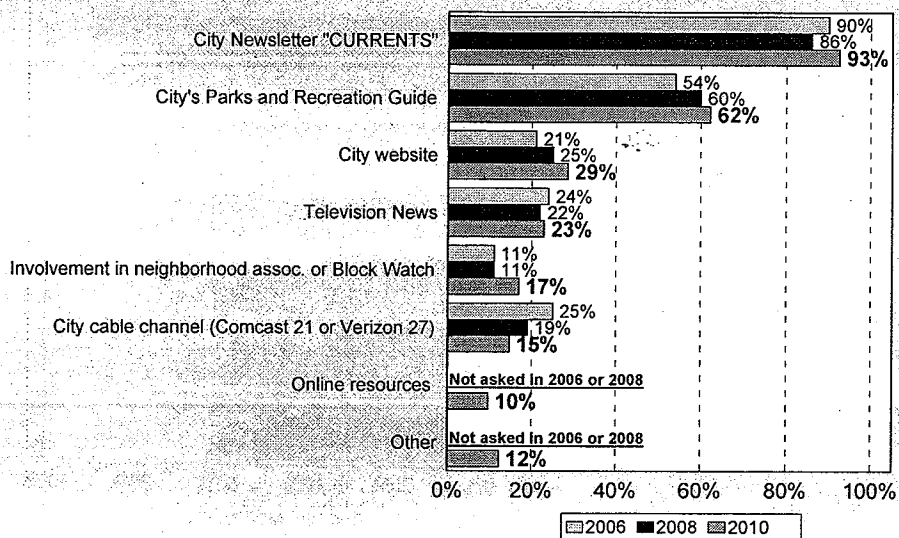
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## TRENDS: Ways Residents Get Information About City Issues, Services, and Events for 2006 and 2010

by percentage of respondents (multiple choices could be made)



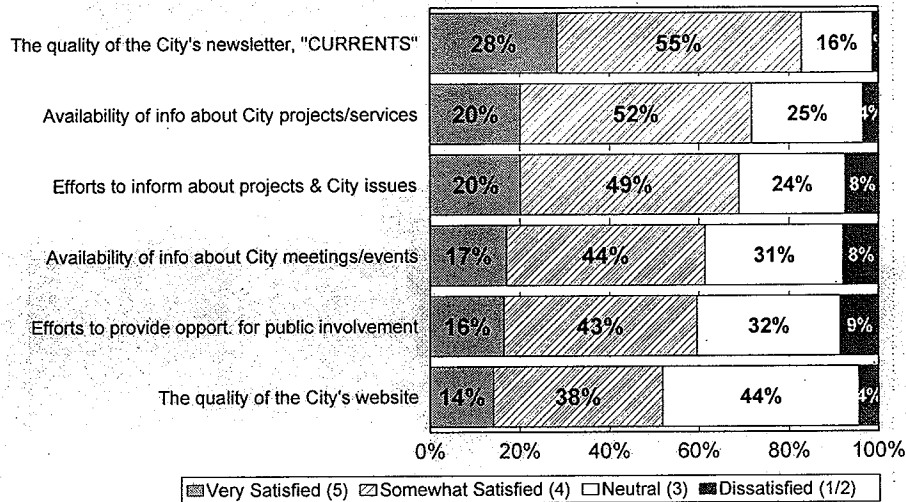
Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)



## 2010 DirectionFinder Survey for the City of Shoreline

### Satisfaction with Various Aspects of City Communication

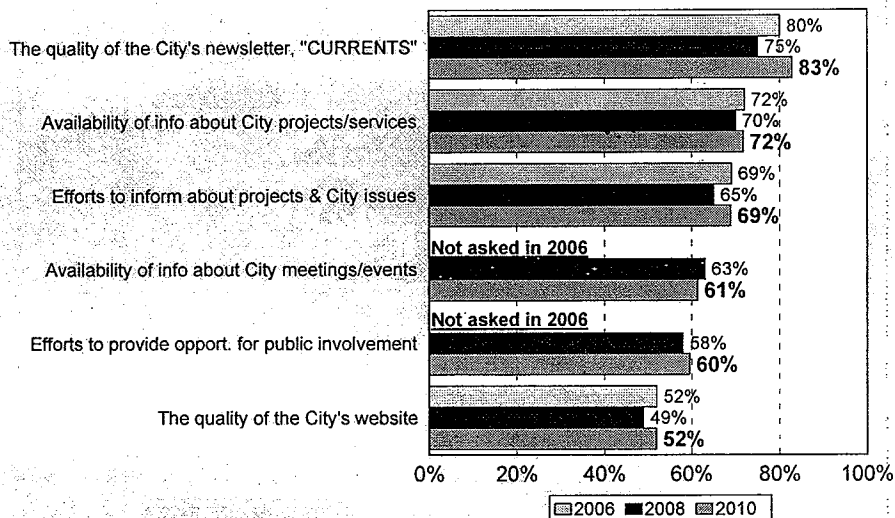
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### TRENDS: Satisfaction Ratings for Various Aspects of City Communication for 2006, 2008, and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

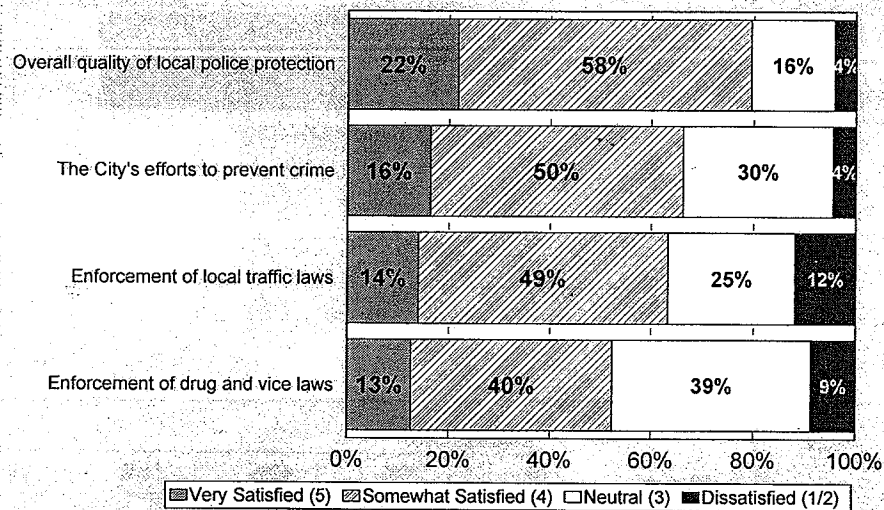


Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Public Safety

### Satisfaction with Various Aspects of Public Safety in 2010

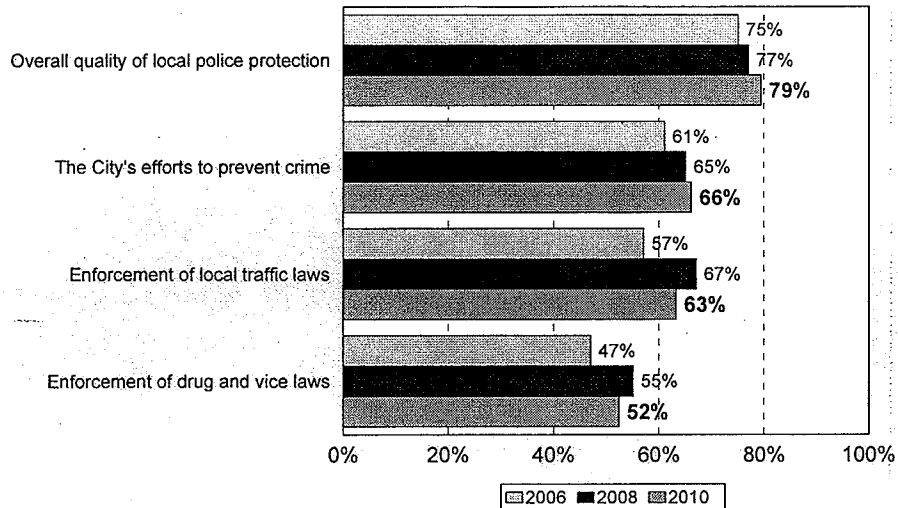
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## TRENDS: Satisfaction Ratings for Various Aspects of Public Safety for 2006 and 2010

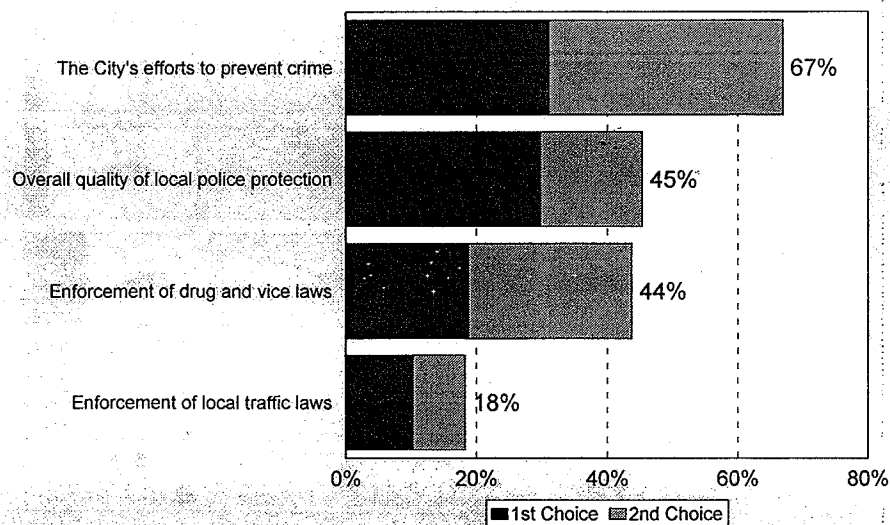
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



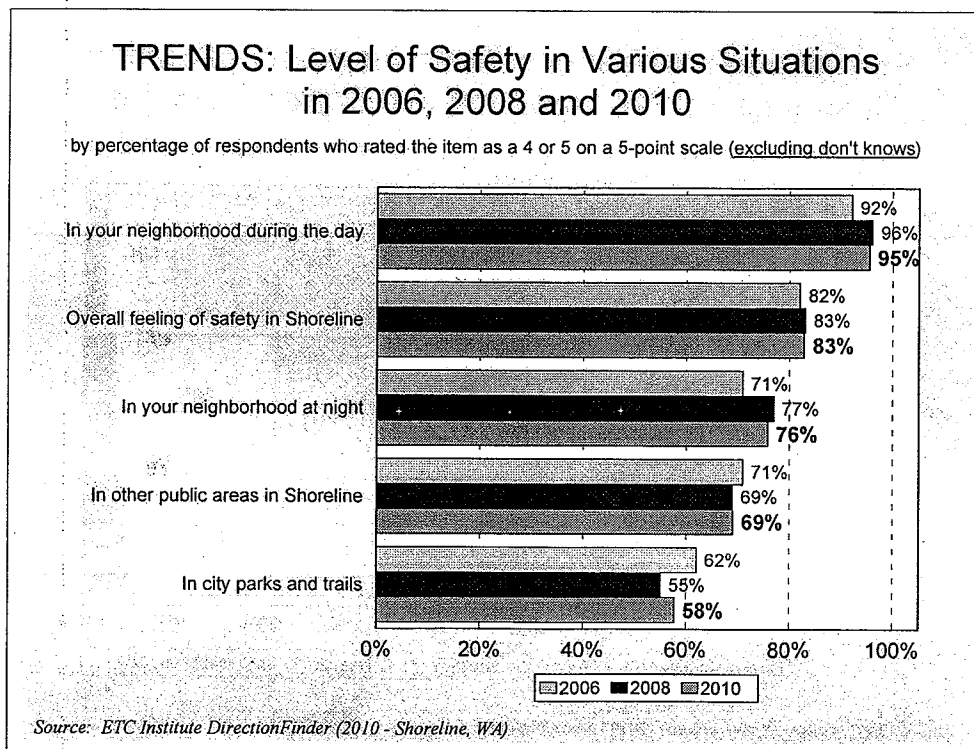
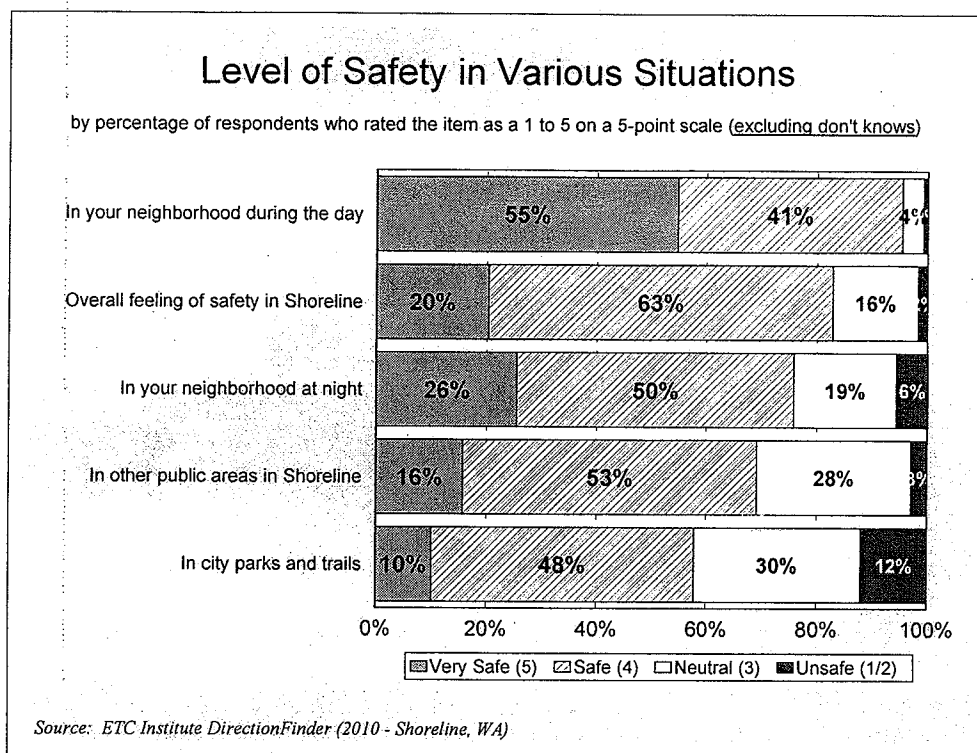
Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



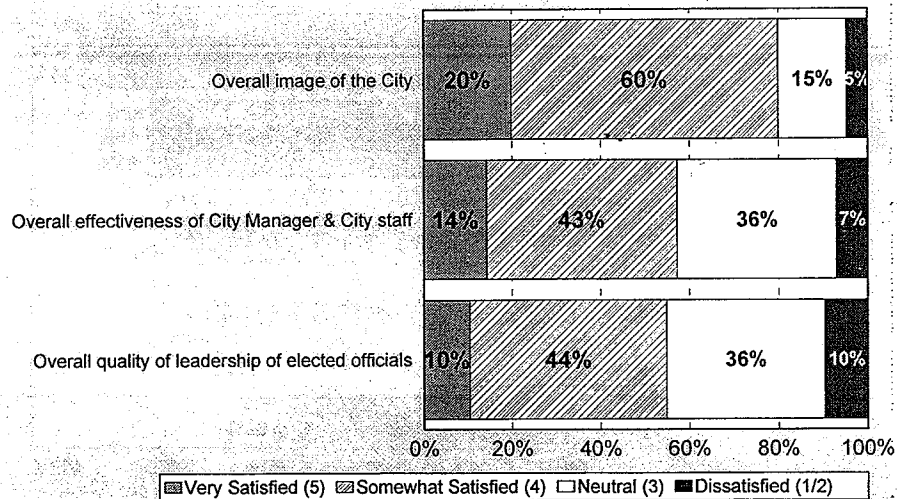
Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)



## Leadership and Quality of Life

### Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline

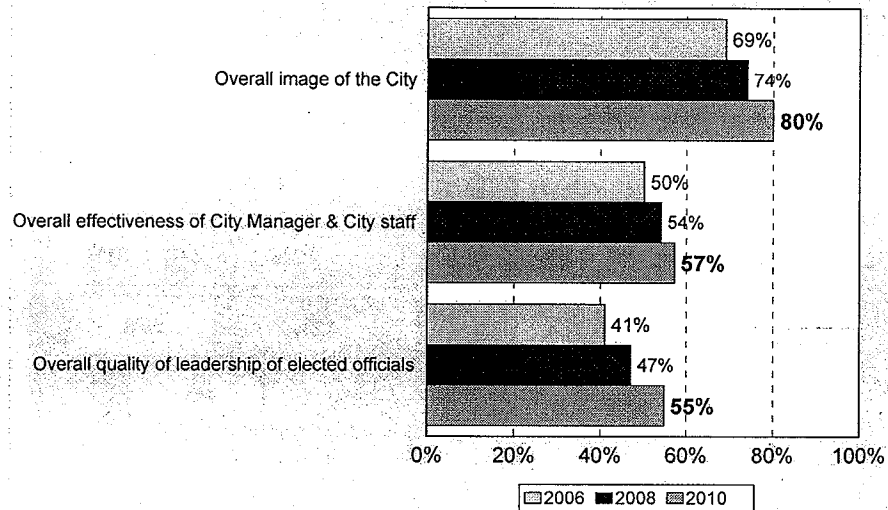
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### TRENDS: Level of Safety in Various Situations in 2006, 2008 and 2010

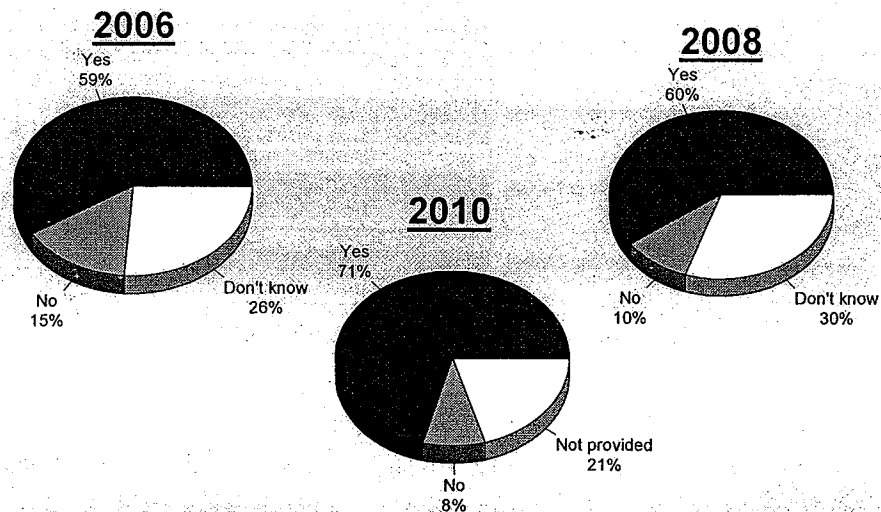
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### In General, Do You Think the City of Shoreline is Moving in the Right Direction?

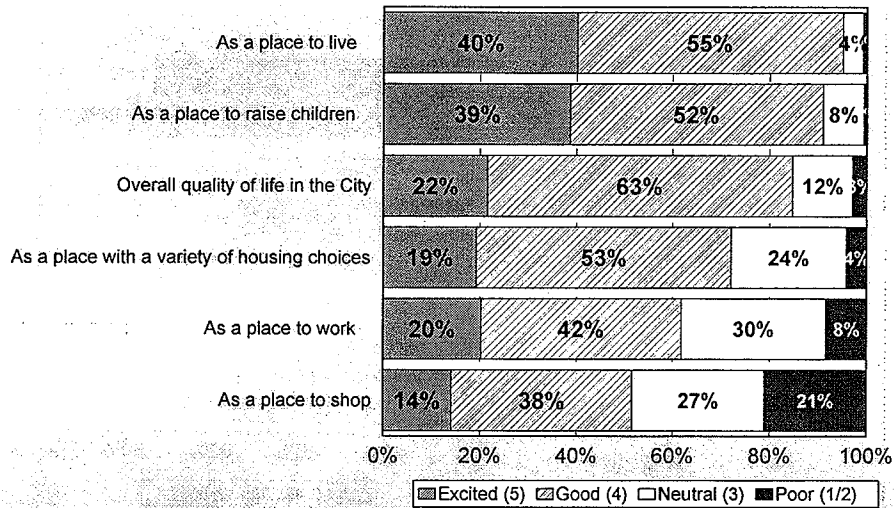
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

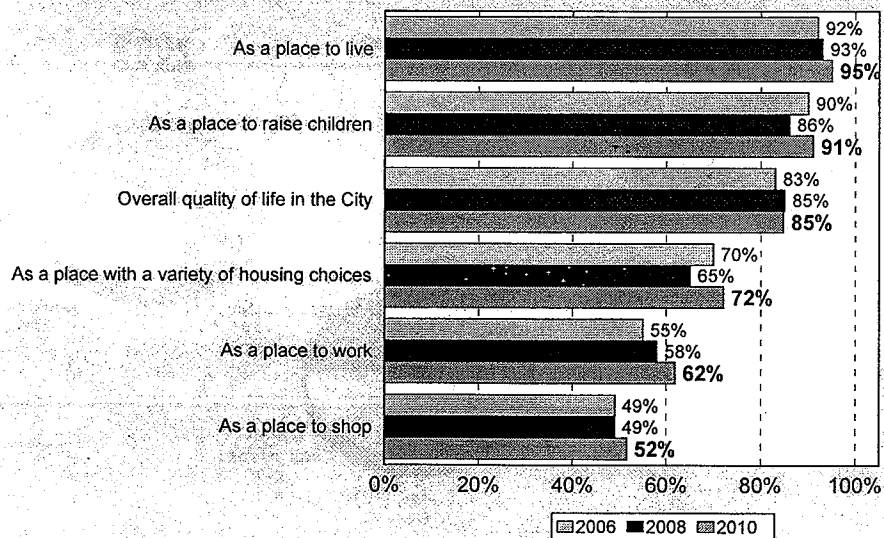
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



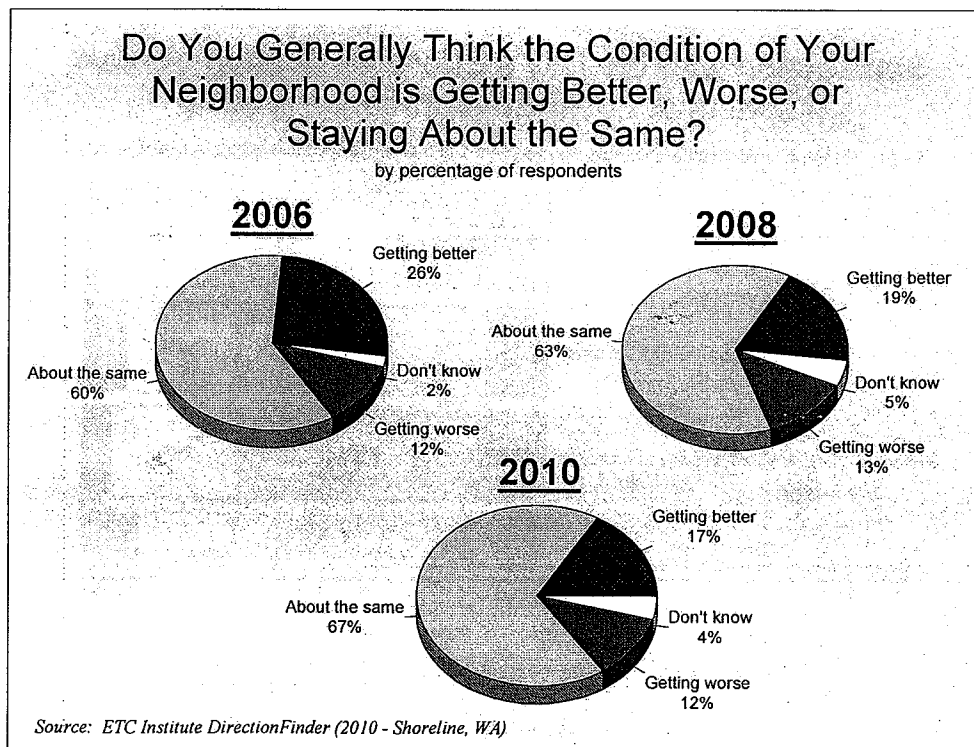
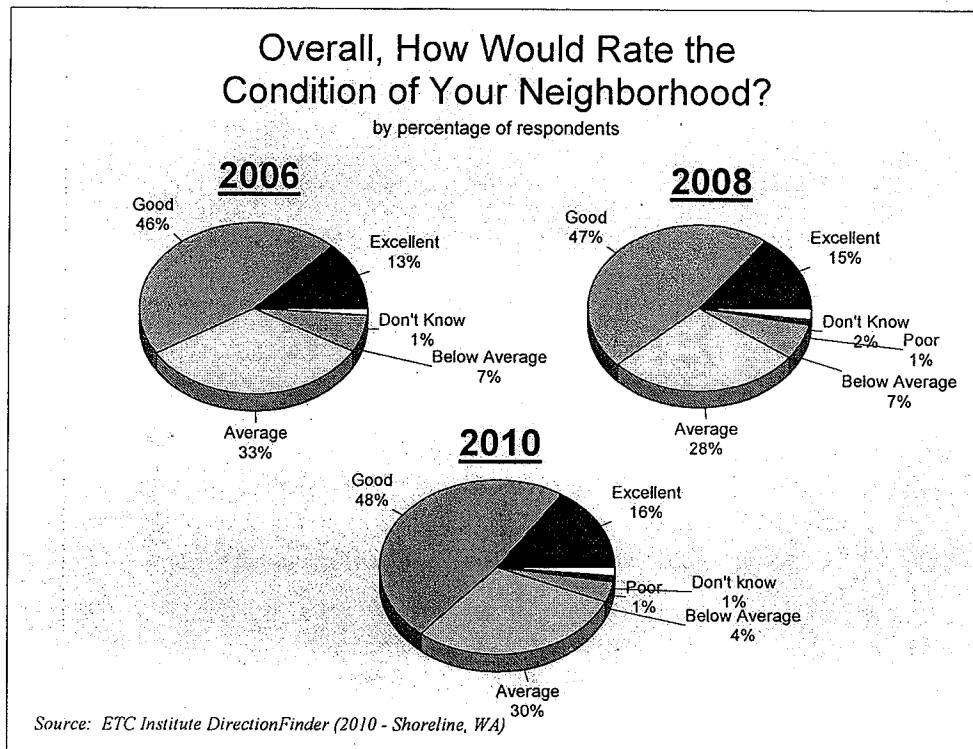
Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## TRENDS: How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

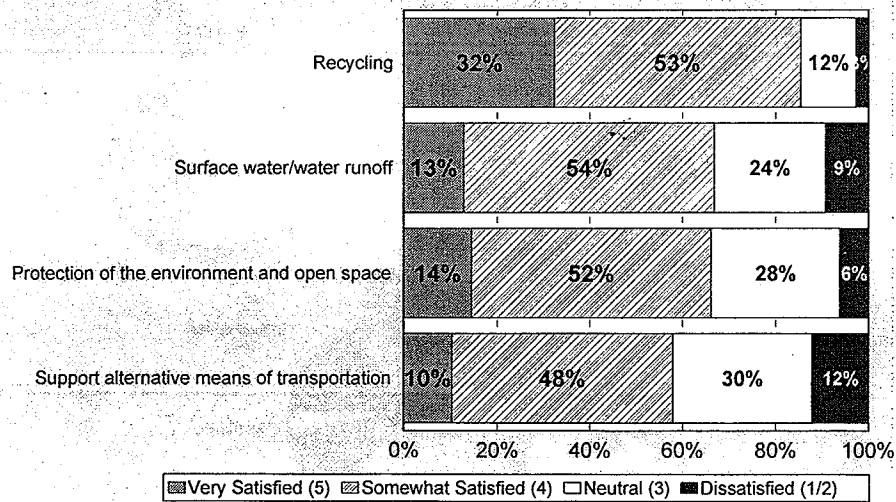




# Environment

## Satisfaction with the City's Efforts to Sustain Various Aspects of Local Environmental Quality

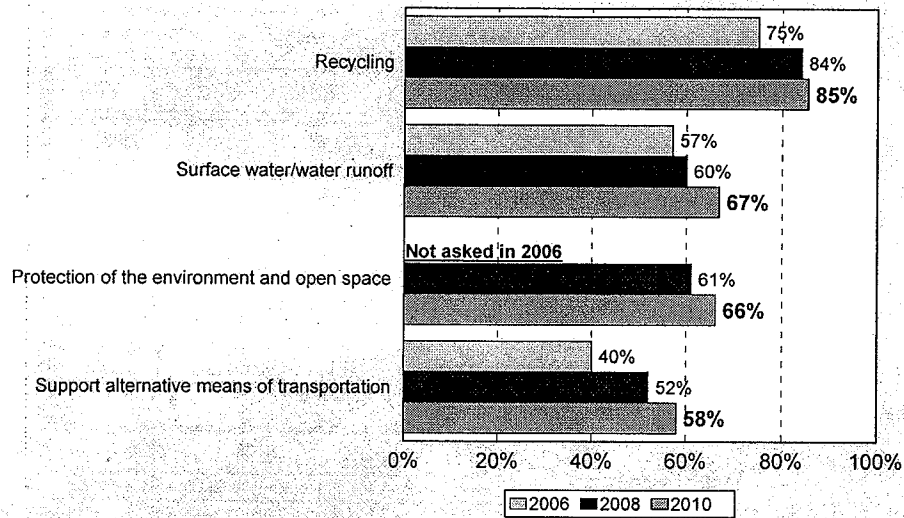
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## TRENDS: Satisfaction Ratings for Various Aspects of the Environment for 2006, 2008 and 2010

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

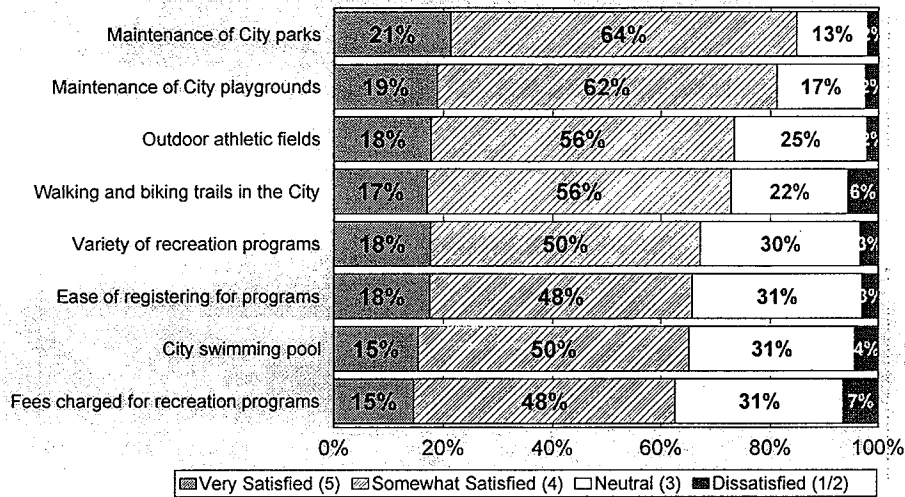


Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Parks and Recreation

### Satisfaction with Various Aspects of Parks and Recreation

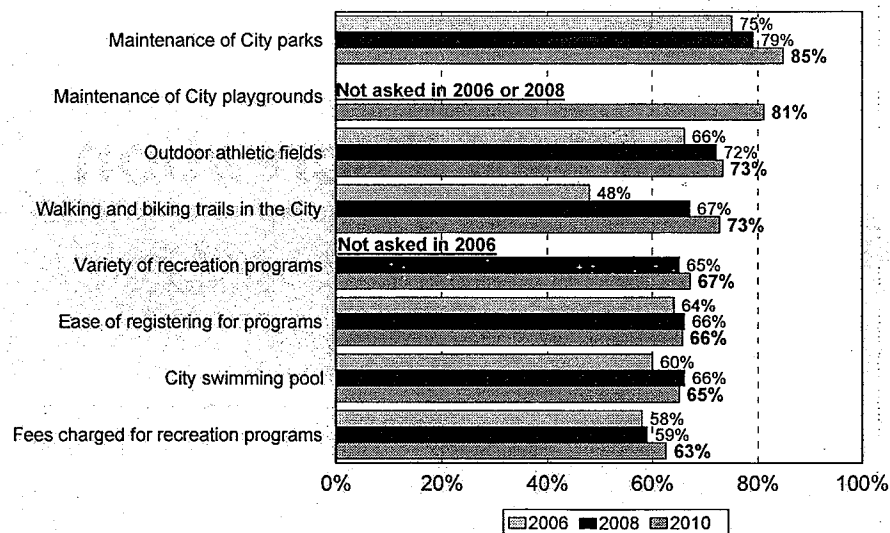
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### TRENDS: Satisfaction Ratings for Various Aspects of Parks and Recreation for 2006 and 2010

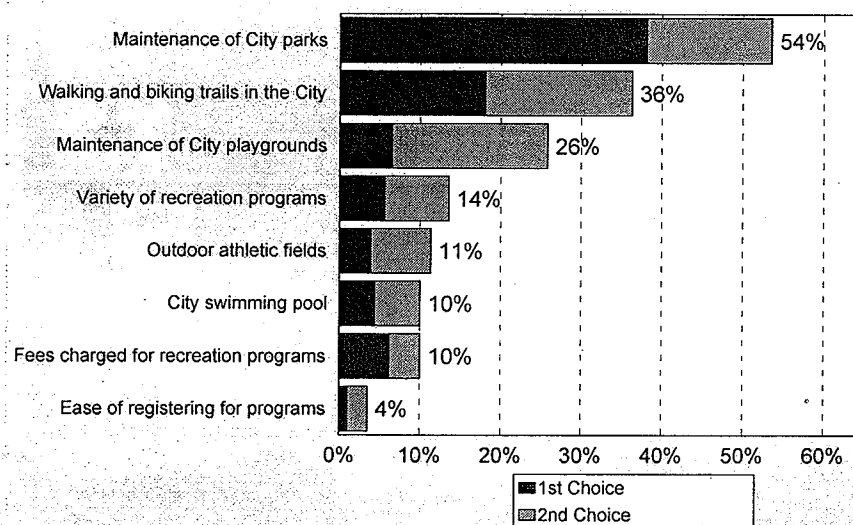
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Aspects of Parks and Recreation That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

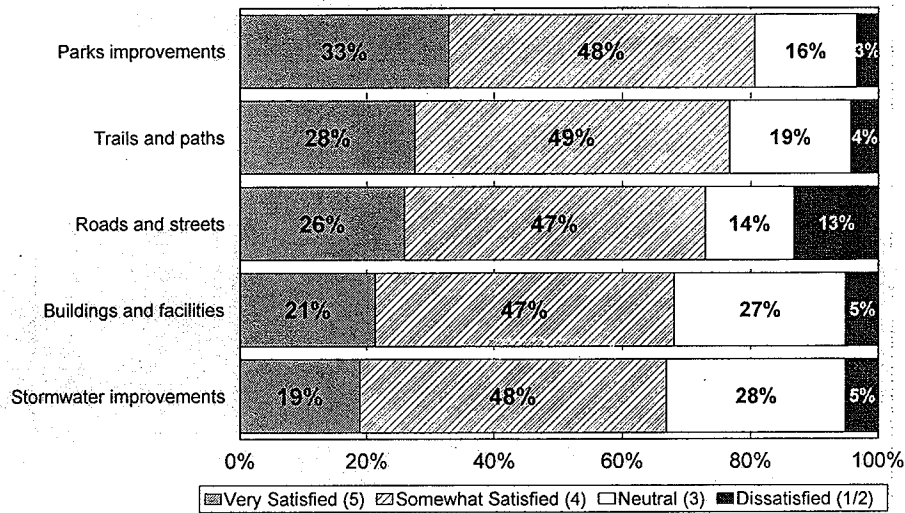


Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Capital Investments

### Satisfaction with Various Aspects of Capital Investments the City of Shoreline has Recently Made

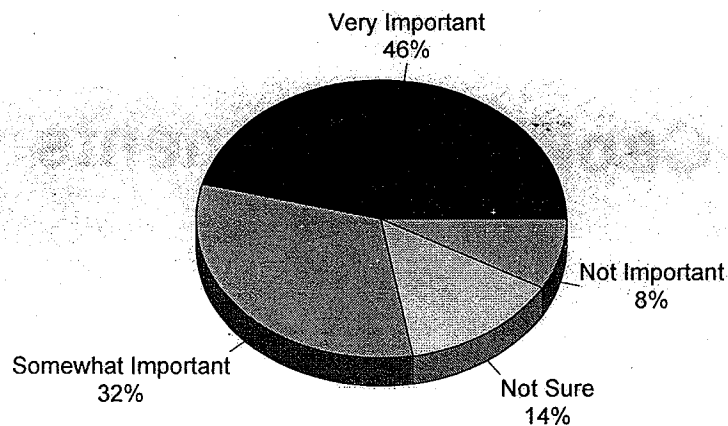
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### How Important Do you Feel it is to Continue Making Capital Investments to Shoreline Facilities?

by percentage of respondents (excluding don't knows)

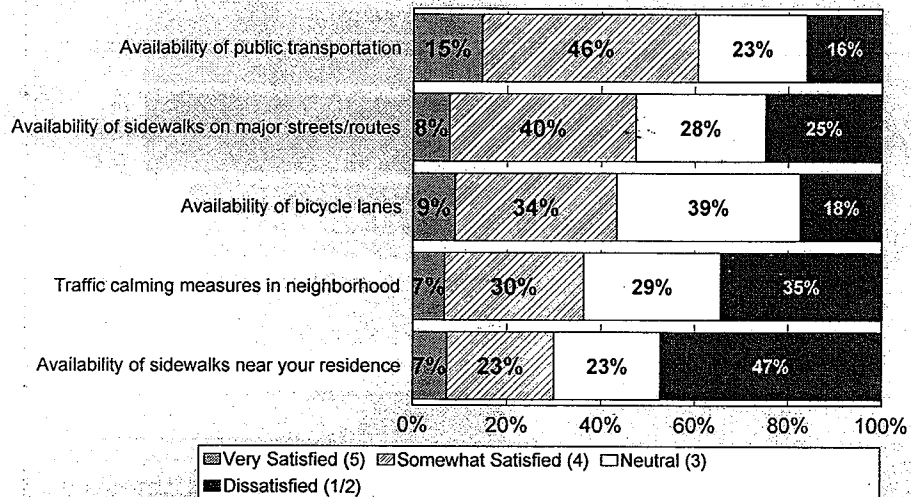


Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

# Transportation and Land Use

## Satisfaction with Various Aspects of Transportation

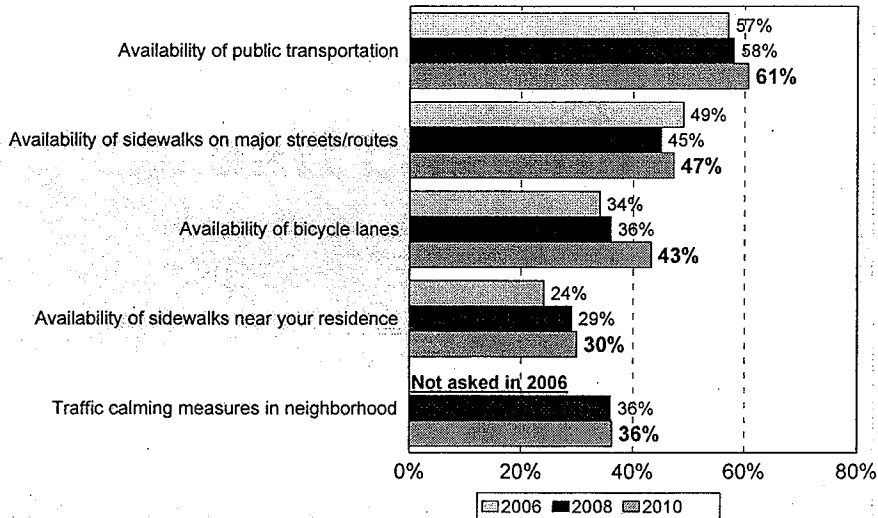
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### TRENDS: Satisfaction Ratings for Various Aspects of Transportation for 2006, 2008 and 2010

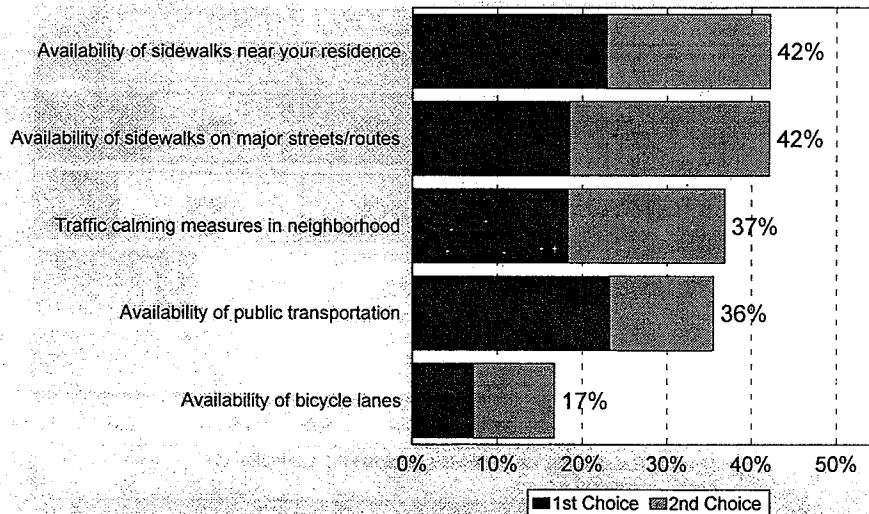
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Aspects of Transportation That Should Receive the Most Emphasis Over the Next Two Years

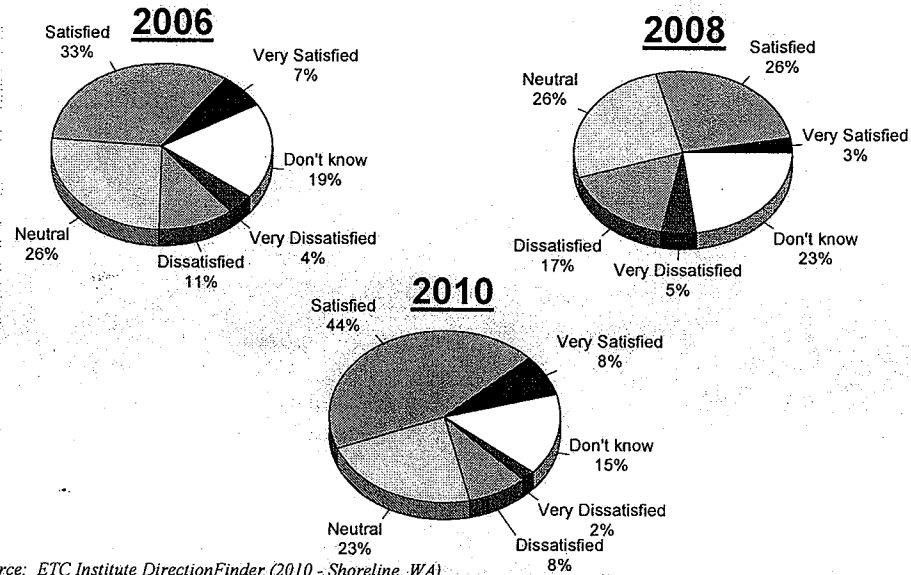
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Overall, How Satisfied Are You with How Well the City Is Planning for Growth?

by percentage of respondents

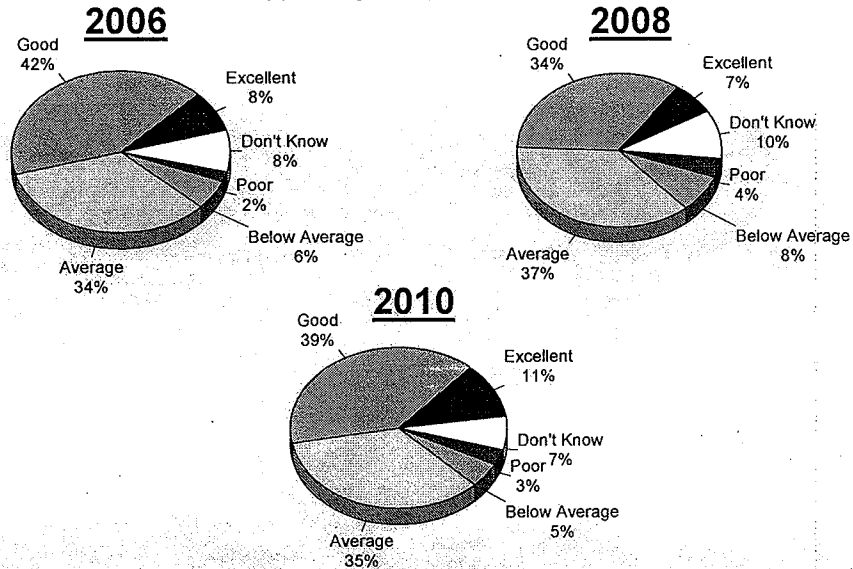


## Value and Funding for Services



### Overall Rating of Value of Services Received from City Taxes

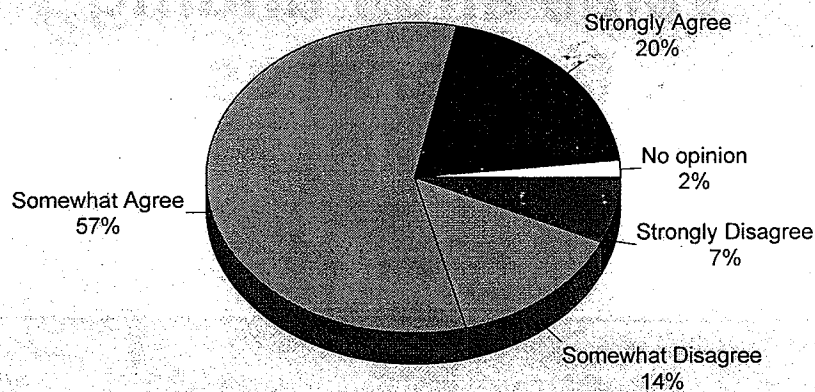
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### How Much Do You Agree With the Statement: "I Trust the City of Shoreline to Spend My Tax Dollars Responsibly".

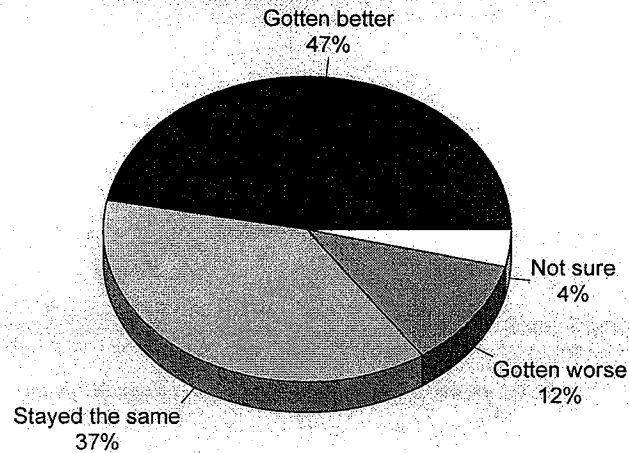
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

Since You Have Lived in the City of Shoreline, Do You Generally Think the Quality of Life Has Gotten Better, Stayed the Same or Gotten Worse?

by percentage of respondents

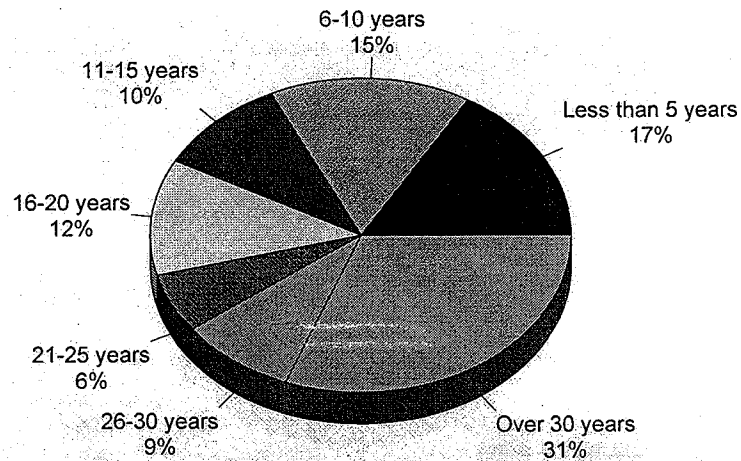


Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

## Demographics

### Demographics: Years Lived in Shoreline

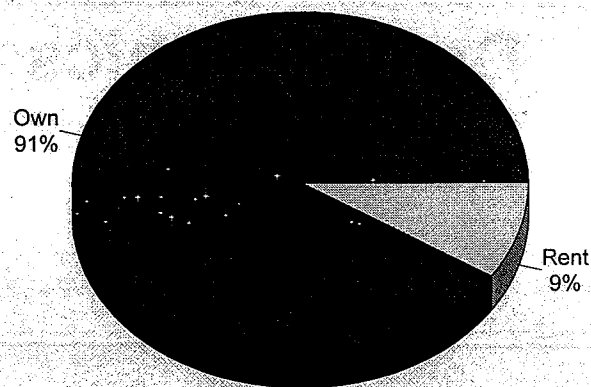
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Demographics: Do You Own or Rent Your Current Residence?

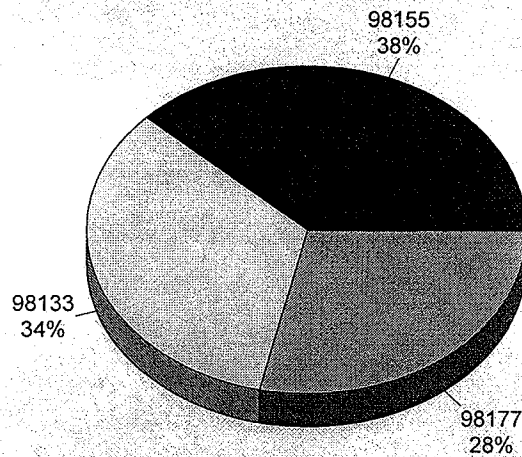
by percentage of respondents (excluding not provided)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Demographics: Zip Code of Respondent Households

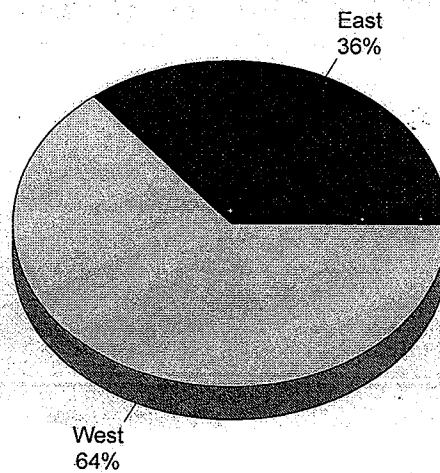
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Demographics: Do Respondents Live East or West of I-5?

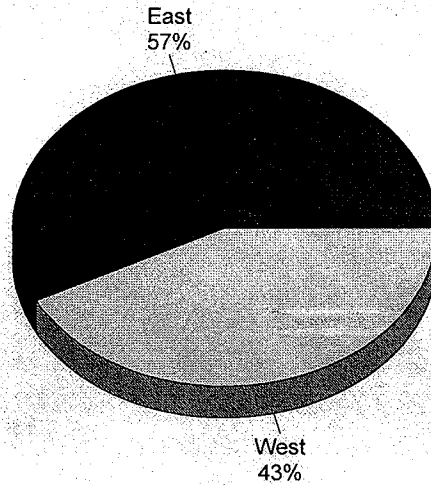
by percentage of respondents (excluding don't know)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Demographics: Do Respondents Live East or West of Aurora Avenue N.?

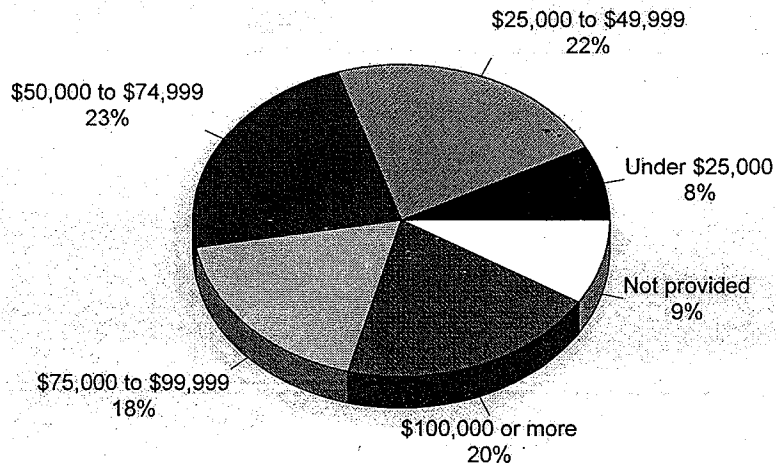
by percentage of respondents (excluding don't know)



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Demographics: Total Annual Household Income

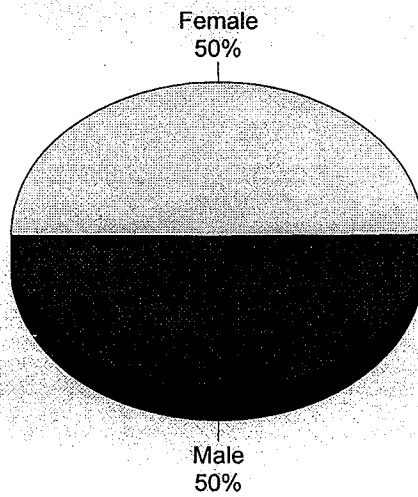
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)

### Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - Shoreline, WA)