

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	2012 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 sixth citizen satisfaction survey. Every two years 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 2013 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, which has conducted the survey since 2004, 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 **JU** City Attorney ____

Attachment A: 2012 DirectionFinder® Executive Summary, survey graphs and charts

Attachment B: 2012 DirectionFinder® Trend data

Attachment C: Complete 2012 DirectionFinder® Citizen Survey Results