
2012 DirectionFinder® Survey

Executive Summary Report

Overview of the Methodology

ETC Institute administered the *DirectionFinder®* survey for the City of Shoreline during June and July of 2012. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services and help determine priorities for the community as part of the City's ongoing strategic planning process. This is the fifth time ETC Institute has administered the *DirectionFinder®* survey for the City of Shoreline. The survey was previously administered in 2004, 2006, 2008, and 2010.

In June, a seven-page survey was mailed to a random sample of 3,500 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 700 completed surveys. This goal was far exceeded, with a total of 891 surveys having been completed. The results of the random sample of 891 households have a 95% level of confidence with a precision of at least +/- 3.3%.

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 2008 and 2010. The number of “don’t know” responses for each question is provided in the Tabular Data Section of this report.

The following pages summarize major survey findings.

Major Survey Findings

- **Overall Quality of City Services.** The major categories of City services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: quality of City parks, programs and facilities (87%), quality of police services (75%), and overall quality of service provided by the City (73%). Satisfaction levels increased or stayed the same in 5 of the 9 major categories of City services that were assessed compared to the 2010 survey.
- **Services that Should Receive the Most Emphasis from the City.** Based on the sum of their top three choices, the major City services that residents think should receive the most emphasis from City leaders over the next two years are: flow of traffic and congestion (53%), quality of police services (40%), and effectiveness of sustaining environmental quality (36%).
- **City Maintenance.** The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: solid waste provider services (80%), overall cleanliness of City streets/public areas (75%), and overall maintenance of City streets (71%). Satisfaction levels increased in 7 of the 8 maintenance services that were assessed compared to the 2010 survey.
- **Maintenance Services that Should Receive the Most Emphasis from the City.** Based on the sum of their top two choices, the maintenance services that residents think should receive the most emphasis from City leaders over the next two years are: overall maintenance of City streets (35%), maintenance of sidewalks in Shoreline (32%), and adequacy of storm drainage in your neighborhood (28%).
- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: removal of graffiti from public property (52%) and enforcing sign regulations (51%). Satisfaction levels increased in 3 of the 4 code enforcement areas that were assessed compared to the 2010 survey.
- **Code Enforcement Areas that Should Receive the Most Emphasis from the City.** Based on the sum of their top two choices, the code enforcement areas that residents think should receive the most emphasis from City leaders over the next two years are: enforcing the clean-up of litter and debris (63%) and enforcing removal of abandoned autos (37%).

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- **Public Safety.** The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: overall quality of local police protection (75%) and enforcement of local traffic laws (65%).
- **Public Safety Services that Should Receive the Most Emphasis from the City.** Based on the sum of their top two choices, the public safety services that residents think should receive the most emphasis from City leaders over the next two years are: the City’s efforts to prevent crime (71%) and the overall quality of local police protection (45%).
- **City Communication.** The highest levels of satisfaction with city communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: the quality of the City’s newsletter “CURRENTS” (77%) and availability of information about City projects/services (67%). Satisfaction levels decreased in 3 of the 4 city communications areas that were assessed compared to the 2010 survey.
- **Leadership and Quality of Life.** Satisfaction levels with the overall image of the City in 2012 (79%) were similar to 2010 (80%), but are significantly higher than in 2008 (74%) and in 2006 (69%). Also, in the 2012 survey there was an increase in satisfaction with the overall effectiveness of the city manager and staff, and the overall quality of leadership of elected officials as compared to the 2010, 2008, and 2006 surveys.
- **Shoreline as a Place to Live, Work, and Raise Children.** Ninety-two percent (92%) of residents rated Shoreline as an “excellent” or “good” place to live in 2012, compared to 95% in 2010. Eighty-nine percent (89%) of residents rated Shoreline as an “excellent” or “good” place to raise children in 2012, compared to 91% in 2010.
- **Environment.** The City’s environment efforts with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: recycling (84%) and protection of the environment and open space (69%). There were no significant changes in satisfaction levels among the 4 City environment efforts that were assessed compared to the 2010 survey.
- **Parks and Recreation.** The parks and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: maintenance of City parks (86%), maintenance of City playgrounds (85%), outdoor athletic fields (76%), and walking

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and biking trails (74%). Satisfaction levels increased or stayed the same in 7 of the 8 parks and recreation services that were assessed compared to the 2010 survey

- **Parks and Recreation Services that Should Receive the Most Emphasis from the City.** Based on the sum of their top two choices, the parks and recreation services that residents think should receive the most emphasis from City leaders over the next two years are: maintenance of City parks (54%), walking and biking trails in the City (39%), and maintenance of City playgrounds (24%).
- **Transportation.** The highest levels of satisfaction with transportation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion are: the availability of public transportation (58%) and the availability of sidewalks on major streets and routes (52%). Satisfaction levels increased or stayed the same in 3 of the 5 transportation areas that were assessed compared to the 2010 survey.
- **Transportation Services that Should Receive the Most Emphasis from the City.** Based on the sum of their top two choices, the transportation services that residents think should receive the most emphasis from City leaders over the next two years are: availability of sidewalks near your residence (47%) and availability of public transportation (39%).
- **Capital Investments.** At least 67% of residents were “very satisfied” or “satisfied” with each of the five capital improvements that the City recently made. This includes: park improvements (81%), roads and streets (79%), trails and paths (78%), stormwater improvements (68%) and buildings and facilities (67%). Also, 83% of residents feel it’s “very important” or “somewhat important” to continue making improvements to City facilities, which is an increase of 5% from the 2010 survey.
- **Most Supported Options to Help Balance the City’s Budget in the Future.** Based on the sum of their top two choices, the options that residents most support the City taking to help balance the budget in the future are: reduce service hours at City Hall (65%) and maintain current services through alternative revenue sources (39%).

Other Findings:

- The most frequently mentioned ways that residents get information about City issues, services, and events are: City Newsletter “CURRENTS” (92%), City’s Parks and Recreation Guide (70%), and City website (36%). Residents also selected these as the top three sources of information in the 2010 and 2008 surveys.

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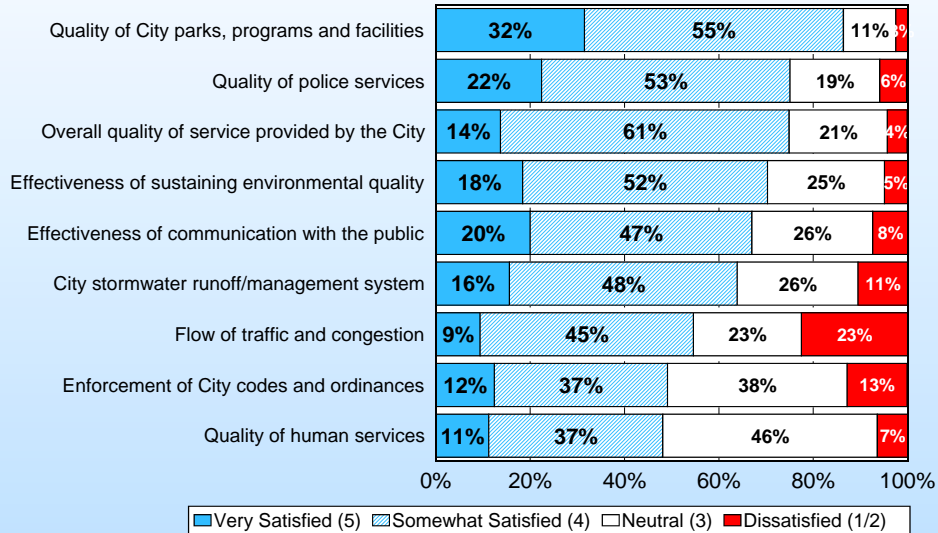
- The overall feeling of safety in Shoreline has decreased among residents in 2012 (78%) compared to 2010 (83%) and 2008 (83%).
- Seventy-two percent (72%) of residents trust that the City is spending their tax dollars responsibly, compared to only 20% who feel the City is not spending their tax dollars responsibly. The remaining 8% of residents did not have an opinion.
- Seventy-two percent (72%) of residents think the City of Shoreline is moving in the right direction. This is a slight improvement over the 2010 survey (71%), but a significant improvement over the 2008 survey (60%), and the 2006 survey (59%).
- Sixty-one percent (61%) of residents rated the condition of their neighborhood as “excellent” or “good” in 2012. This is a 3% decrease from the 2010 survey, and a 1% decrease from the 2008 survey.
- Forty-nine percent (49%) of residents feel the City should consider a plastic bag ban as part of its environmental sustainability strategy, compared to 31% who do not feel the City should consider a plastic bag ban; 17% of residents are “neutral”, and 3% indicated “don’t know”.
- Sixty-seven percent (67%) of residents support the City’s emphasis on economic development, compared to only 10% who do not support the emphasis on economic development; 18% of residents are “neutral”, and 5% indicated “don’t know”.

City of Shoreline
**2012 DirectionFinder
Survey Results**

**Quality of Services
and Facilities**

Q3. Overall Satisfaction With City Services by Major Category in 2012

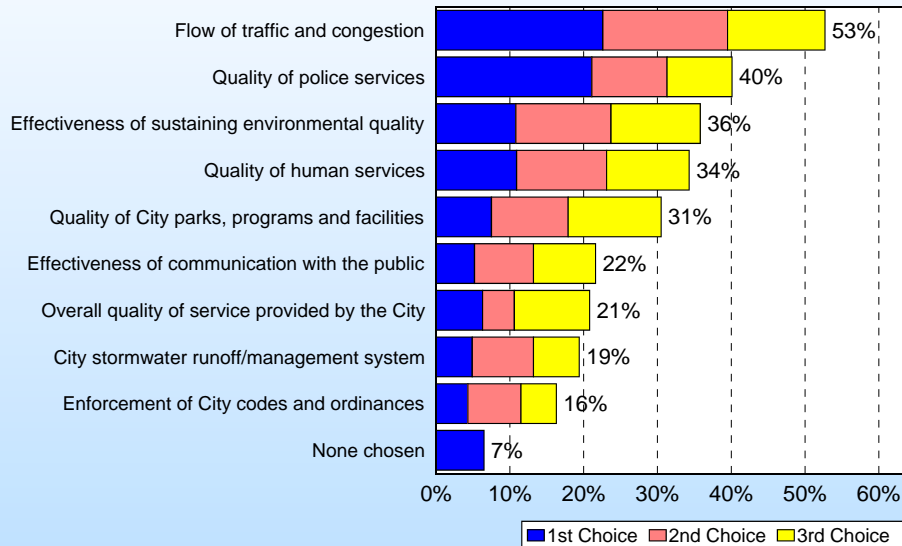
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q4. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

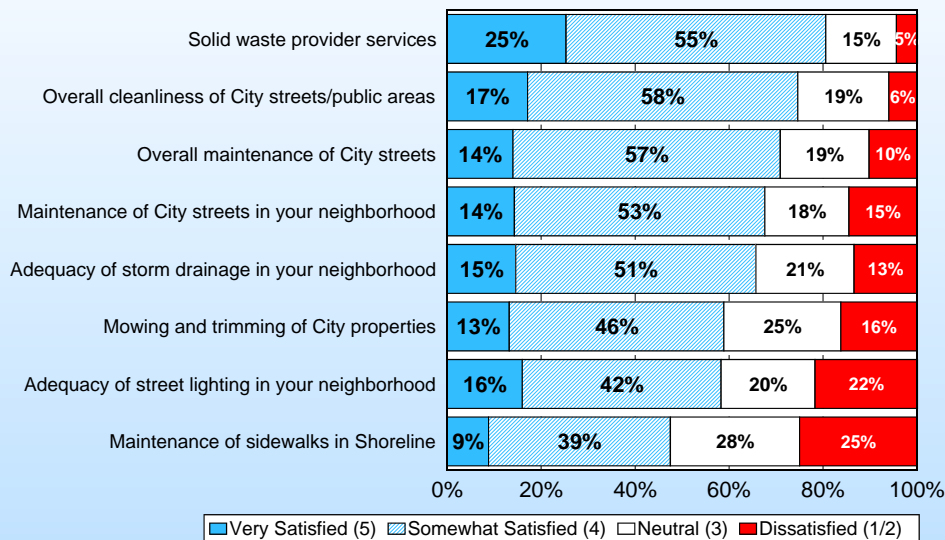
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q5. Satisfaction with Various Aspects of City Maintenance in 2012

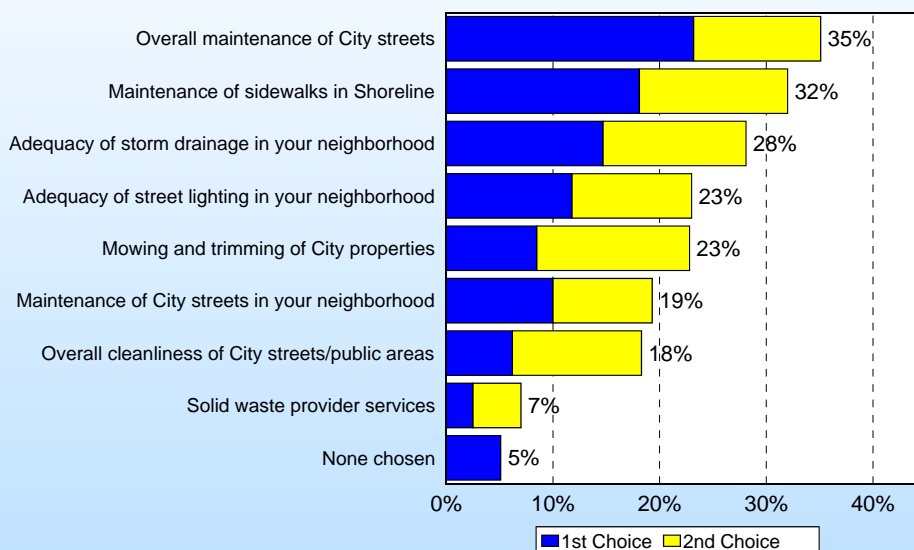
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q6. Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years

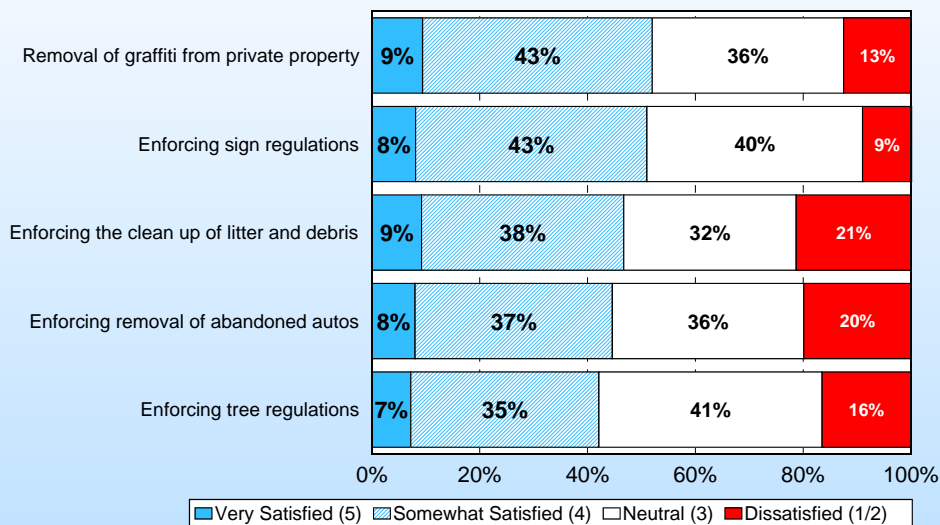
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q7. Satisfaction with the Enforcement of City Codes and Ordinances

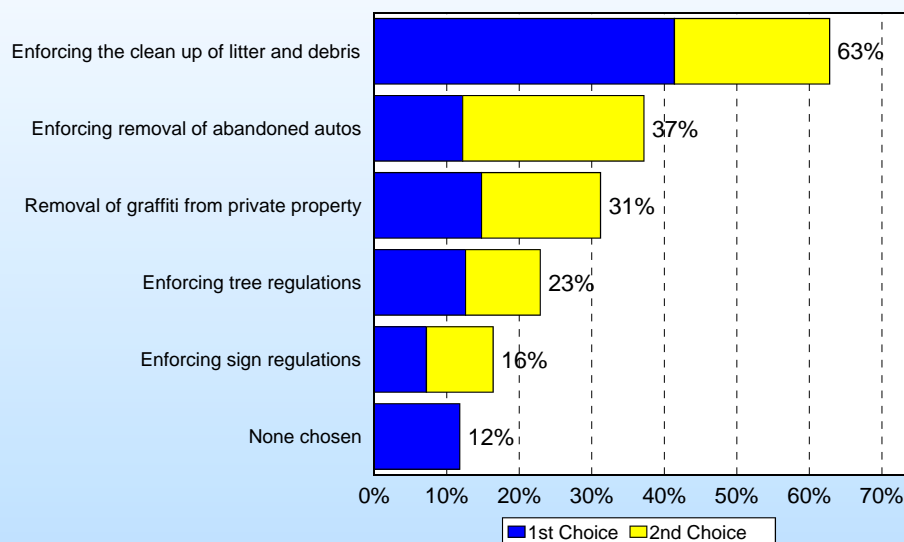
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q8. 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

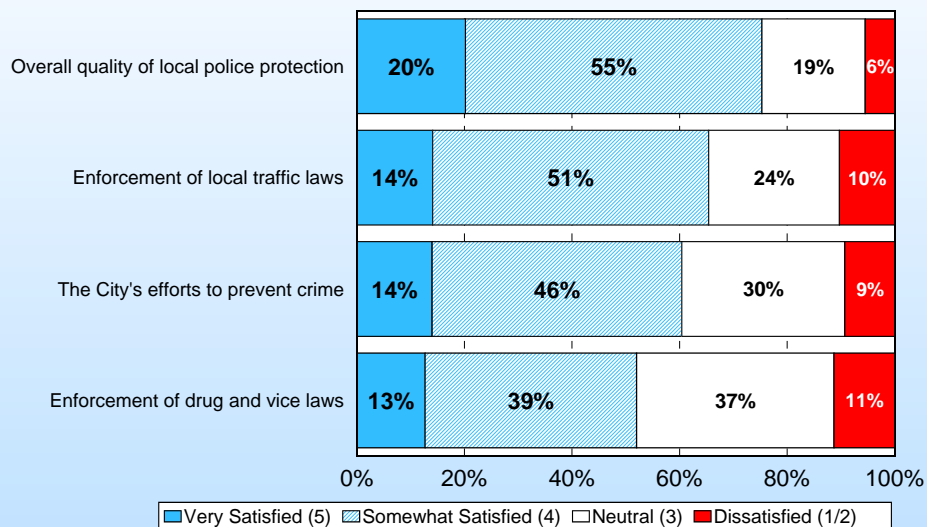


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Public Safety

Q9. Satisfaction with Various Aspects of Public Safety in 2012

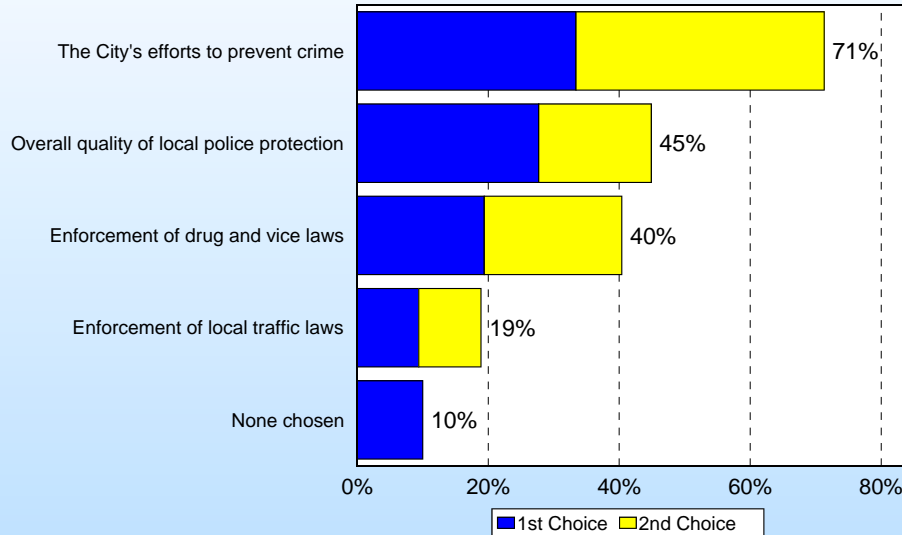
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q10. Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

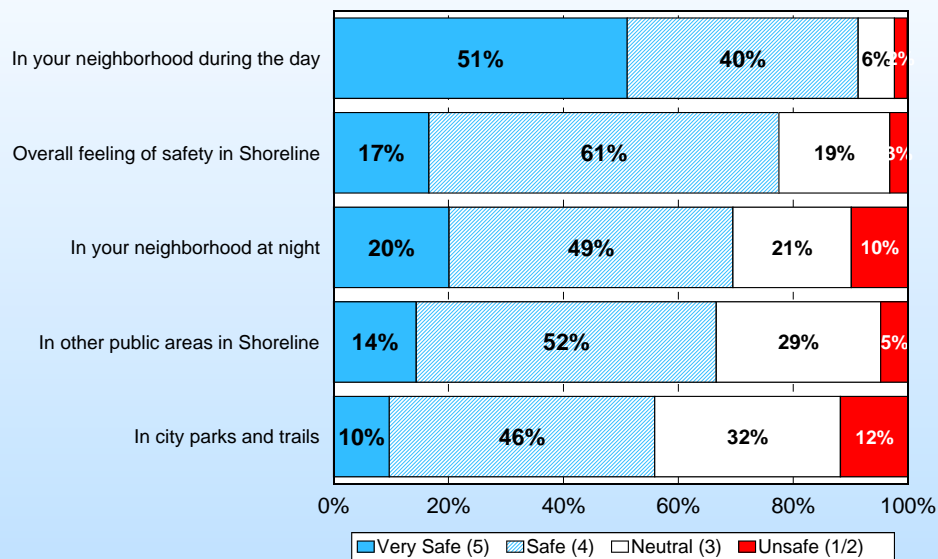
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q11. Level of Safety in Various Situations

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

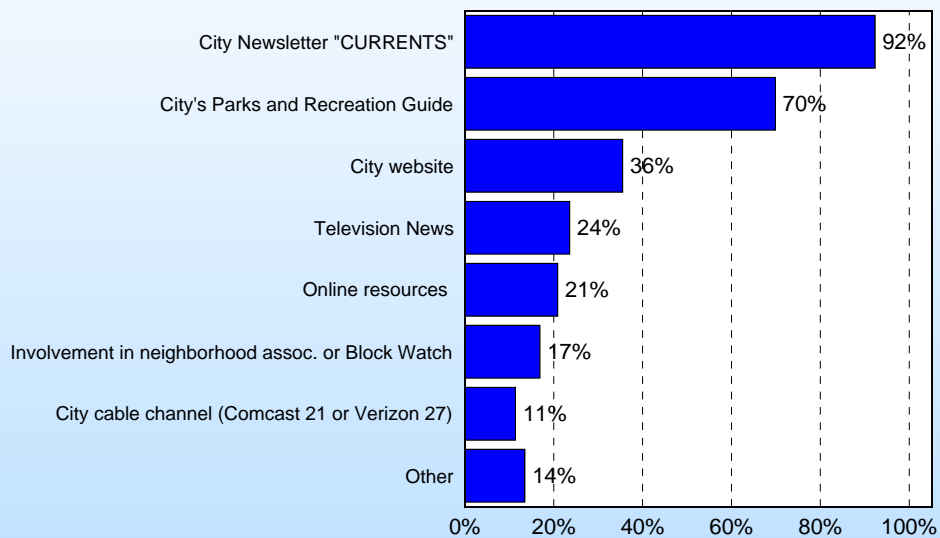


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Communication

Q12. Ways Residents Get Information About City Issues, Services, and Events

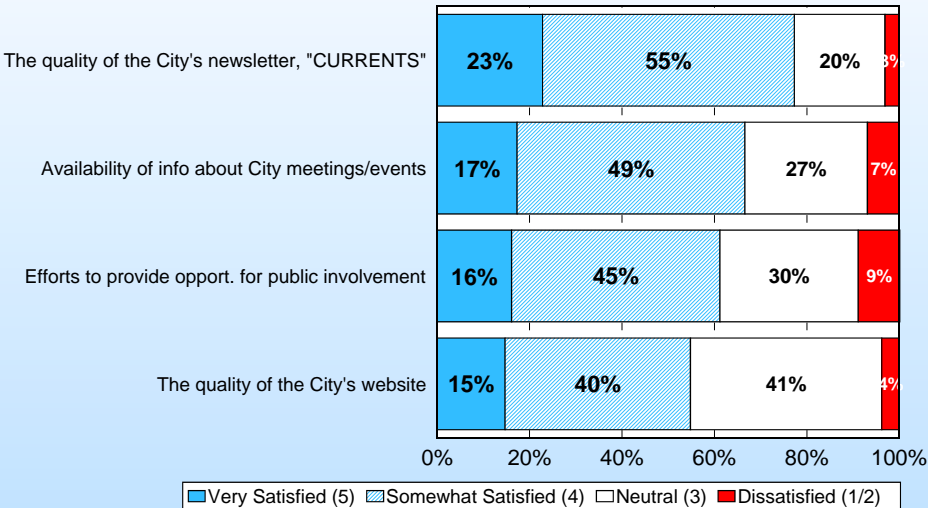
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q13. 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)

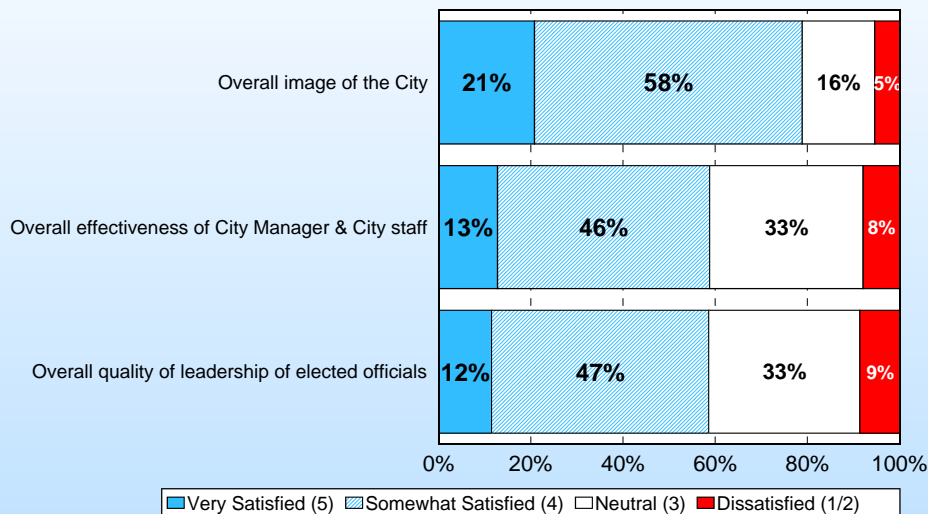


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Leadership and Quality of Life

Q14. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline

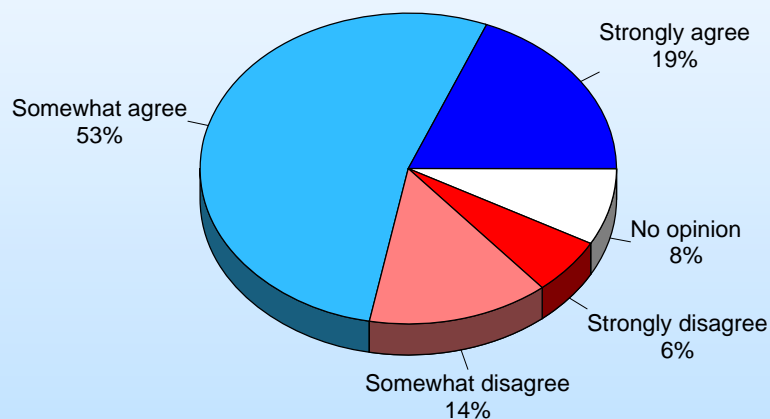
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q15. How much do you agree with the statement "I trust the City of Shoreline to spend my tax dollars responsibly"?

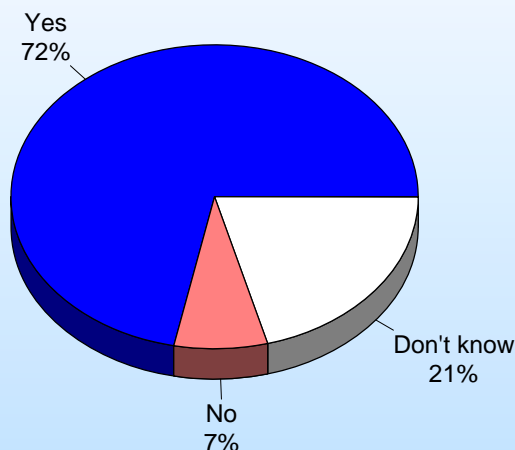
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q16. In General, Do You Think the City of Shoreline is Moving in the Right Direction?

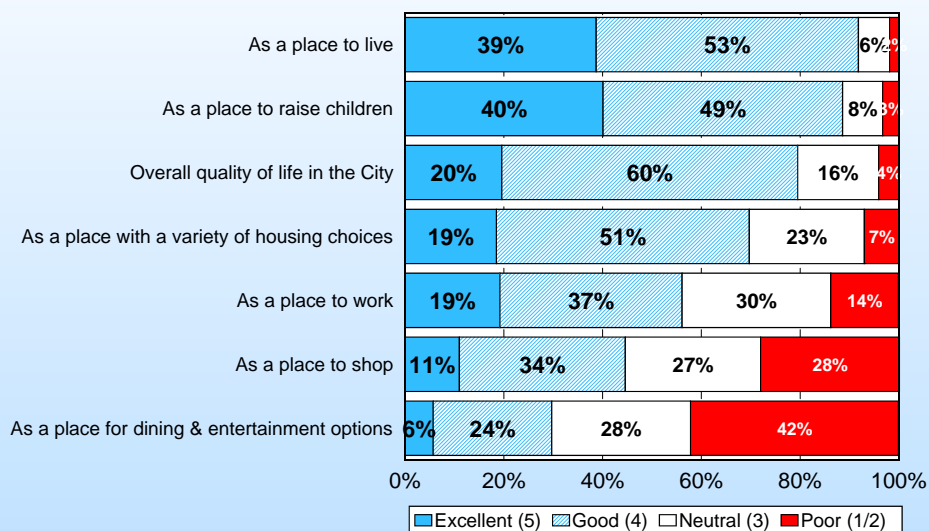
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q17. How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

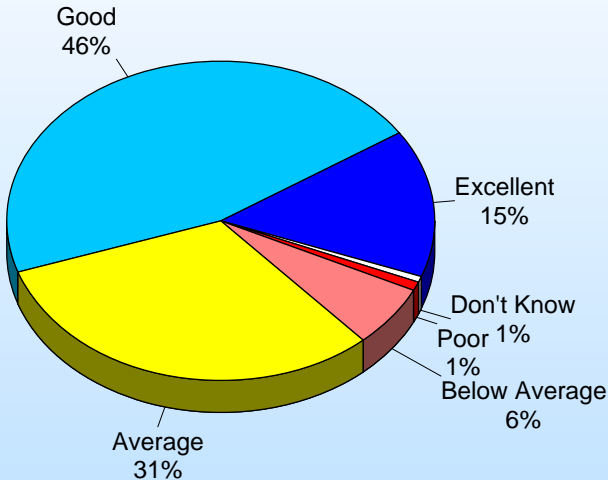
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q18. Overall, How Would Rate the Condition of Your Neighborhood?

by percentage of respondents

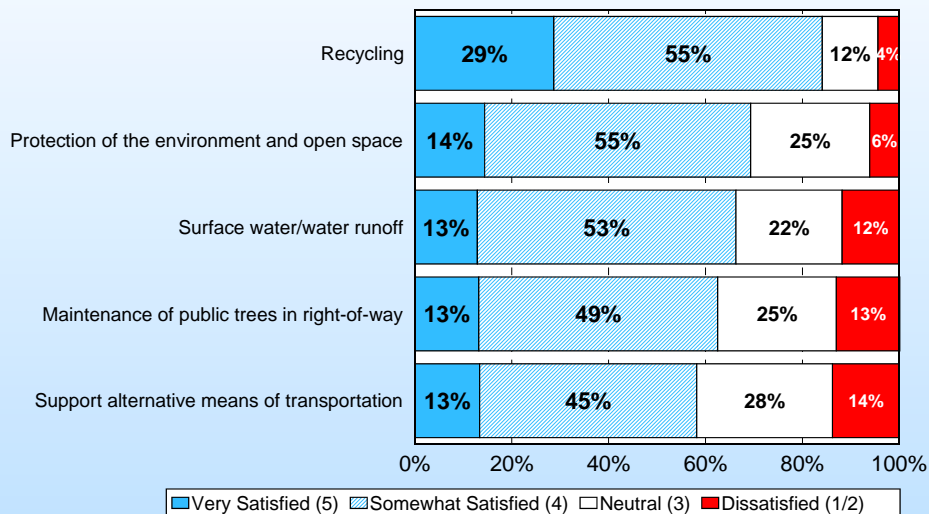


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Environment

Q19. Satisfaction with the City's Efforts to Sustain Various Aspects of Local Environmental Quality

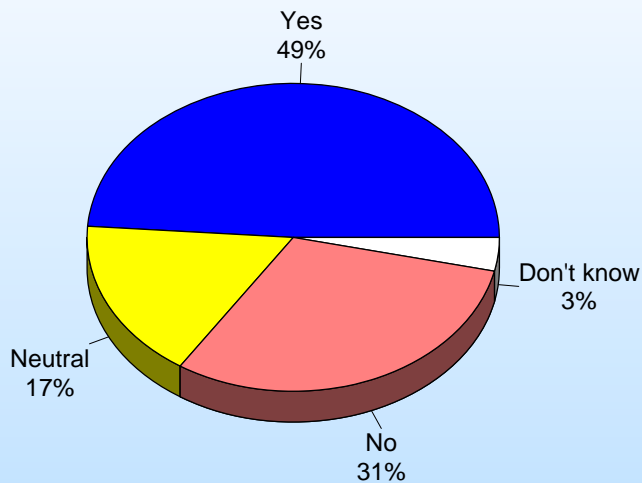
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q20. Should the City of Shoreline Consider a Plastic Bag Ban as Part of its Environmental Sustainability Strategy?

by percentage of respondents

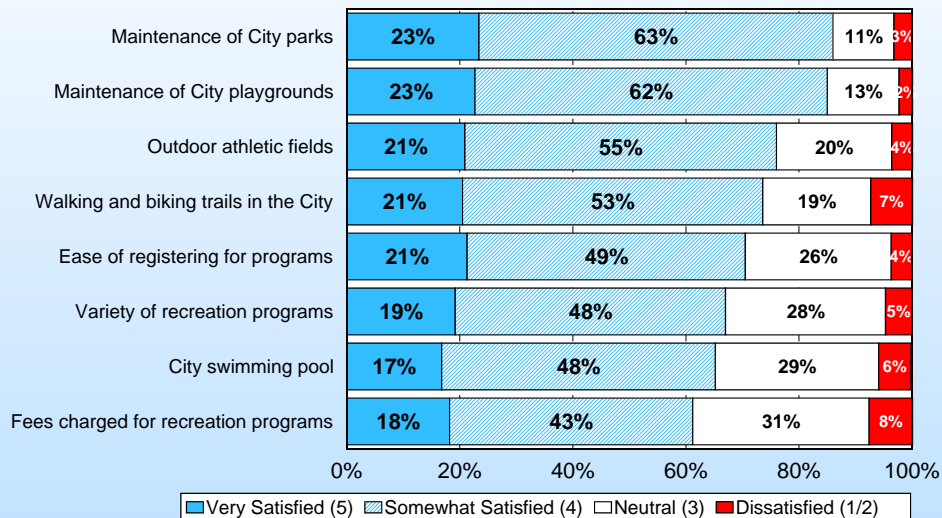


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Parks and Recreation

Q21. Satisfaction with Various Aspects of Parks and Recreation

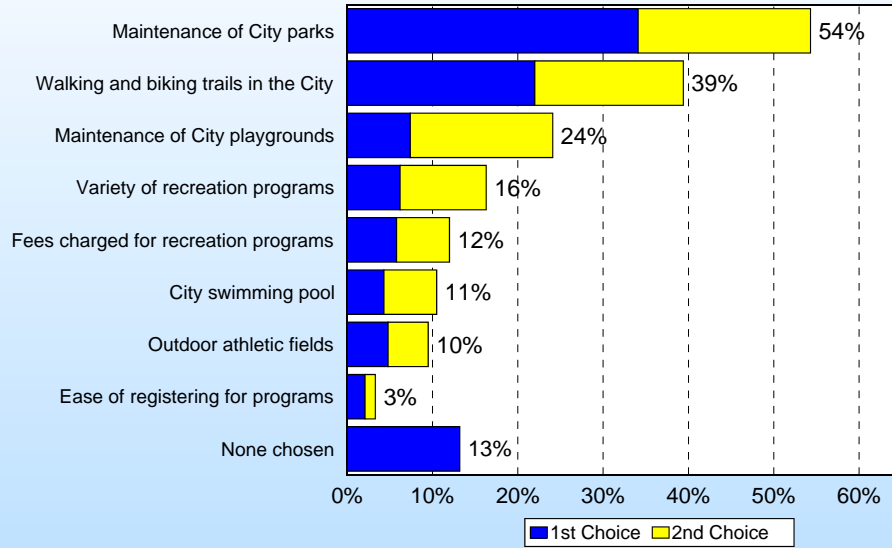
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q22. 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

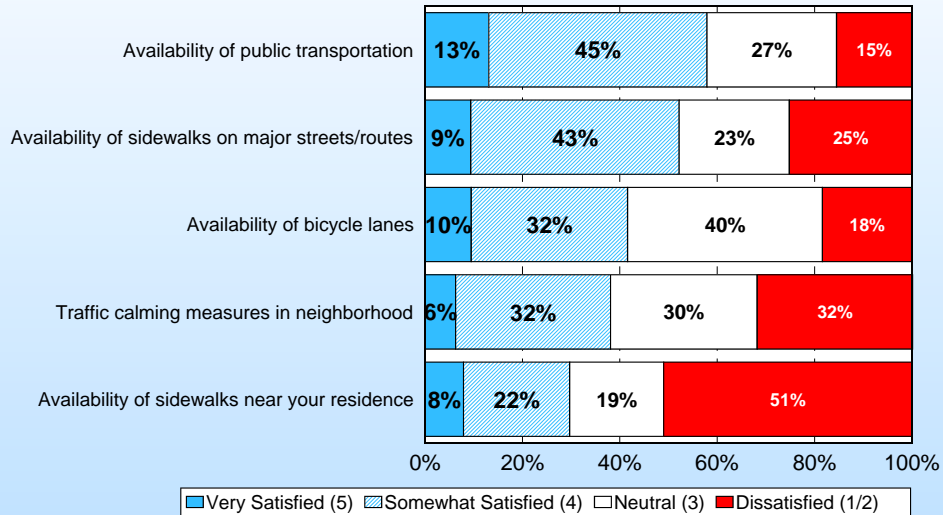


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Transportation and Land Use

Q23. Satisfaction with Various Aspects of Transportation

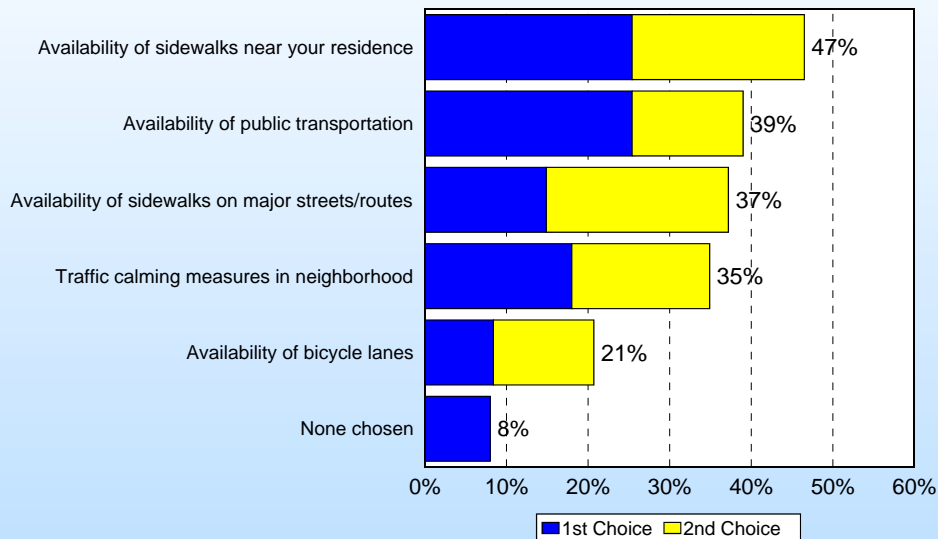
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q24. 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

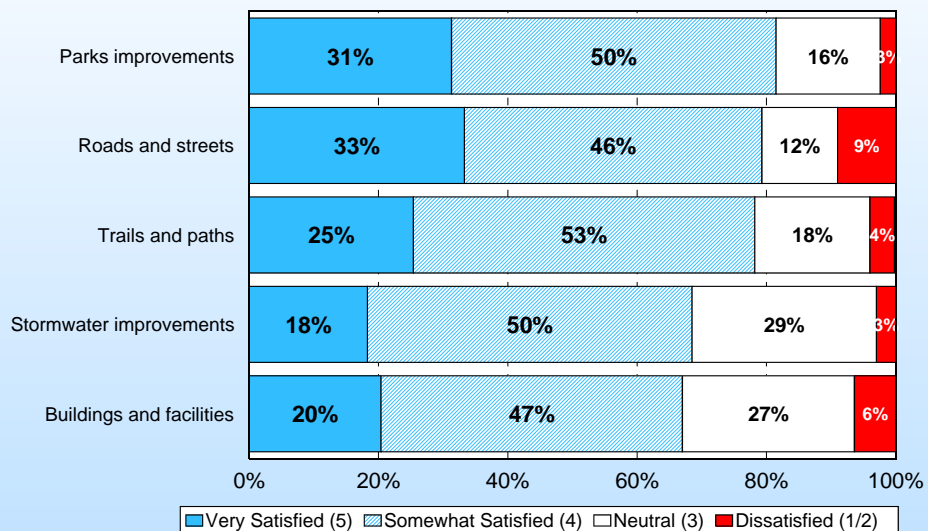


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Capital Investments

Q25. Satisfaction with Various Aspects of Capital Investments the City of Shoreline Has Recently Made

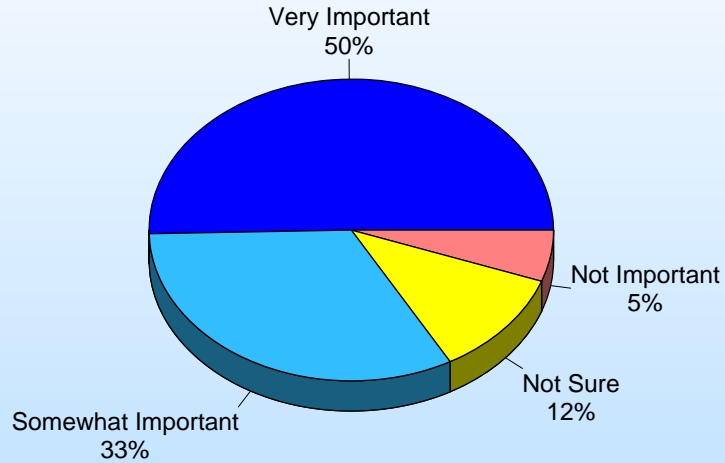
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q26. How Important Do You Feel It Is to Continue Making Capital Investments to Shoreline Facilities?

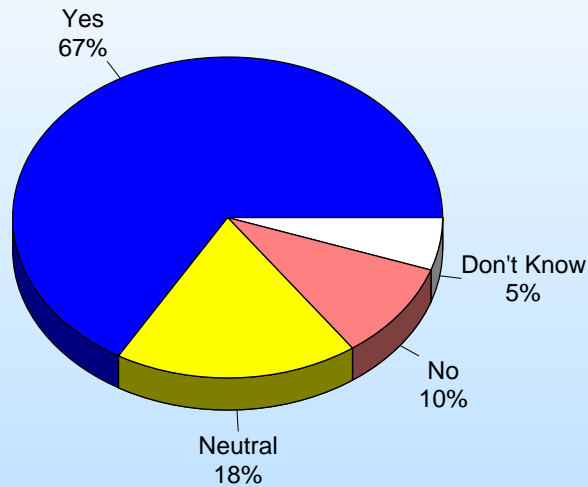
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q27. Do You Support the City's Emphasis on Economic Development?

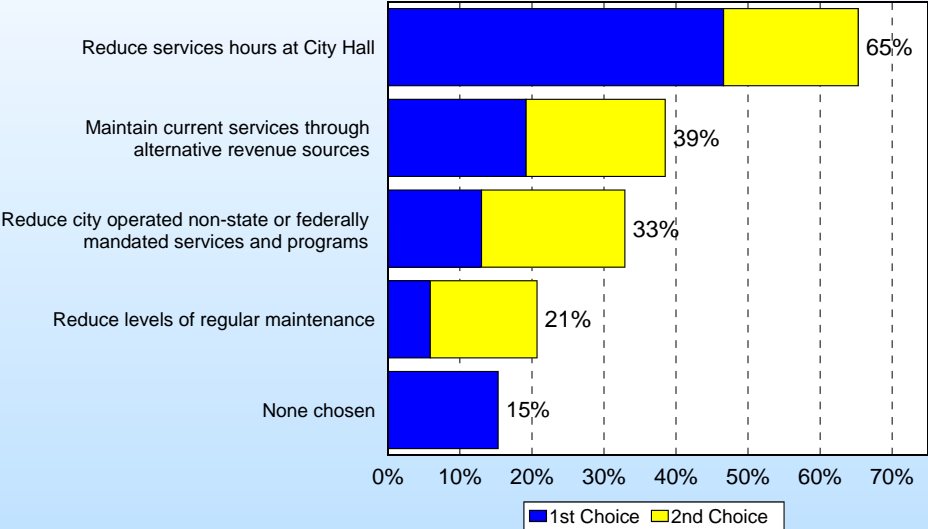
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q28. Options Respondents' Most Support the City Taking to Help Balance the City's Budget in the Future

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

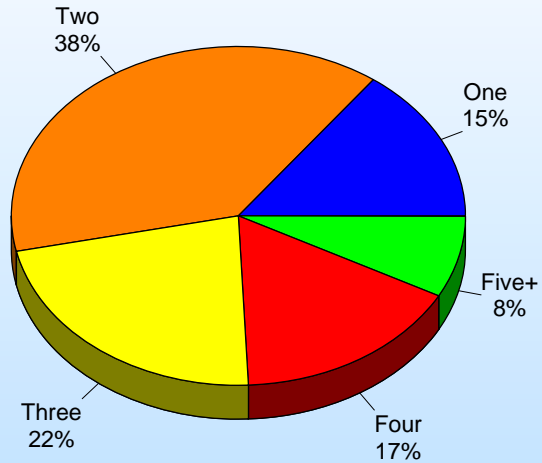


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Demographics

Q1. Demographics: Number of People in Household

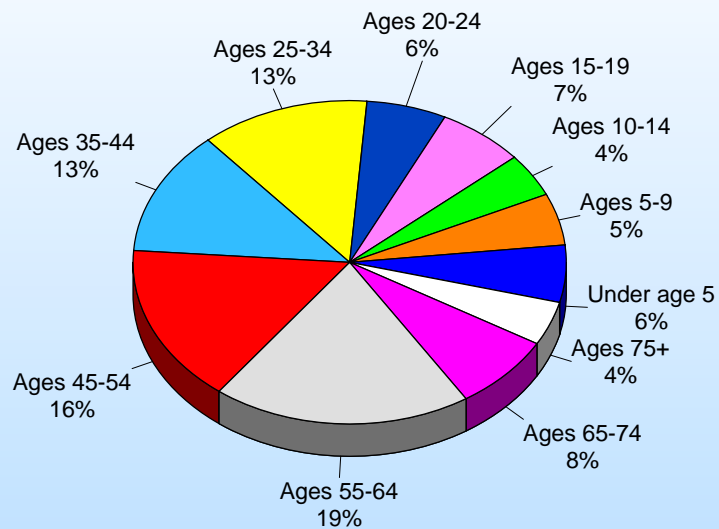
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q2. Demographics: Ages of People in Household

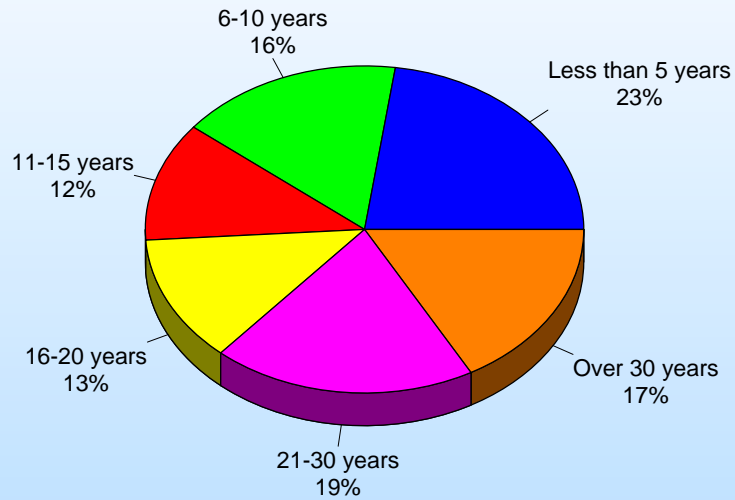
by percentage of household occupants



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q29. Demographics: Number of Years Lived in the City of Shoreline

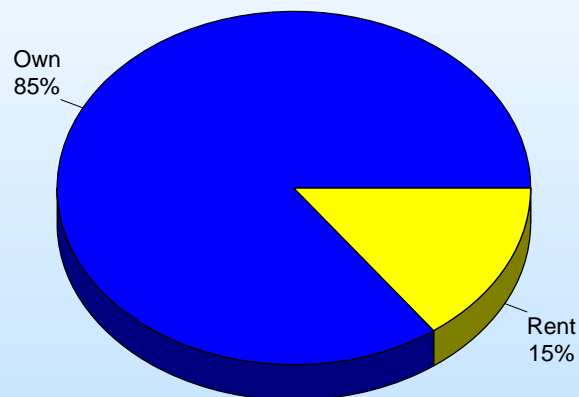
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q30. Demographics: Do You Own or Rent Your Current Residence?

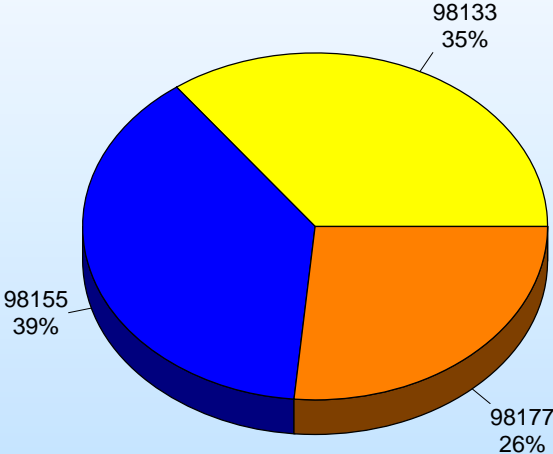
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q31. Demographics: Zip Code of Respondent Households

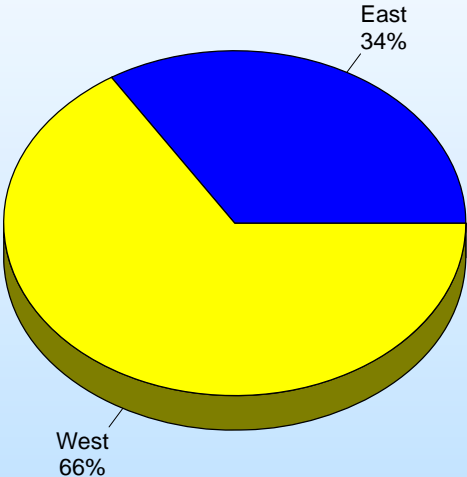
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q32. Demographics: Do Respondents Live East or West of I-5?

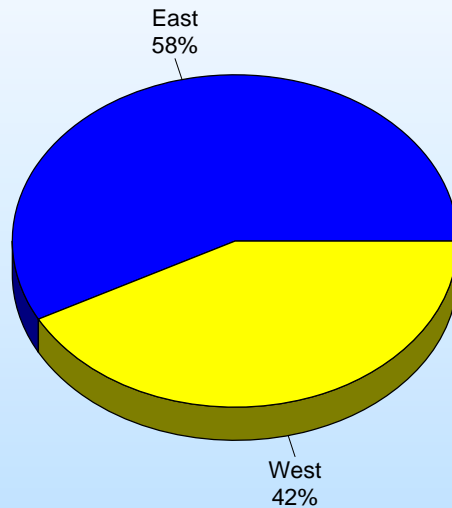
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q33. Demographics: Do Respondents Live East or West of Aurora Avenue N.?

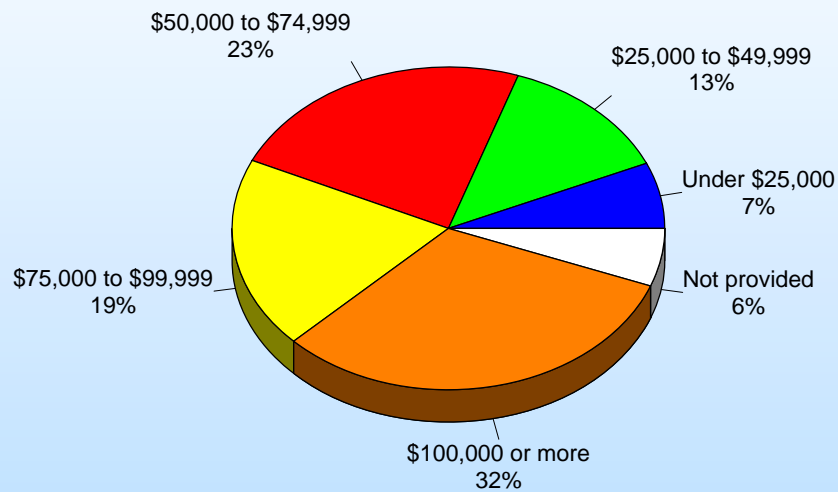
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q34. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

