

**CITY COUNCIL AGENDA ITEM**

CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b>	2014 Citizen Satisfaction Survey		
<b>DEPARTMENT:</b>	City Manager's Office		
<b>PREPARED BY:</b>	Eric Bratton, Communications Program Coordinator Ron Vine, Vice President, ETC Institute		
<b>ACTION:</b>	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input checked="" type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

**PROBLEM/ISSUE STATEMENT:**

The City has recently completed its seventh 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 2015 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:        Acting City Manager **JN**    Interim City Attorney **JA-T**

Attachment A: 2014 DirectionFinder® Executive Summary

Attachment B: 2014 DirectionFinder® Results

Attachment C: 2014 DirectionFinder® Trend Data

# *City of Shoreline, WA*

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## *Citizens Satisfaction Survey* **Executive Summary Report**

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### **Overview of the Methodology**

ETC Institute conducted a City of Shoreline Citizen Satisfaction Survey Summer of 2014 to help the City's ongoing effort to provide quality services that the people of Shoreline need and value. The survey was designed to obtain statistically valid results from households throughout the City of Shoreline. The survey was administered by mail, web and phone.

ETC Institute worked extensively with the City of Shoreline officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance.

A seven-page survey was mailed to a random sample of 3,500 households throughout 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 had 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 800 completed surveys. ETC Institute met that goal with a total of 878 surveys completed. The results of the random sample of 878 households have a 95% level of confidence with a precision rate of at least  $\pm 3.2\%$ .

The following pages summarize major survey findings.

## Major Findings:

- ❖ **Respondent Overall Satisfaction with Services Provided by the City of Shoreline:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (87%) are satisfied with the *overall quality of City parks and recreation programs and facilities*. Other similar satisfaction levels include: Overall quality of police services (76%), overall quality of services provided by the City (73%) and overall effectiveness of efforts to sustain environmental quality (68%).
- ❖ **City Services Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years:** Based on the sum of respondents top three choices, (55%) of households believe that *overall flow of traffic and congestion management* in Shoreline should receive the most emphasis over the next two years. Other services that should receive the most emphasis include: Overall quality of police services (38%), overall effectiveness of efforts to sustain environmental quality (35%), overall quality of human services (34%) and overall quality of City parks and recreation programs and facilities (31%).
- ❖ **Respondent Overall Satisfaction with Maintenance Services Provided by the City of Shoreline:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (82%) are satisfied with garbage and recycling provider services. Other similar levels of satisfaction include: Overall cleanliness of City streets and other public areas (71%), overall maintenance of City streets (69%) and adequacy of storm drainage services in your neighborhood (66%).
- ❖ **Maintenance Services Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years:** Based on the sum of respondents top two choices, (30%) believe that *overall maintenance of City streets* should receive the most emphasis by City leaders over the next two years. Other maintenance services include: Maintenance of sidewalks in Shoreline (30%), adequacy of City street lighting in your neighborhood (29%), overall cleanliness of City streets and other public areas (23%) and maintenance of streets in your neighborhood (20%).
- ❖ **Respondent Overall Satisfaction with Enforcement of City Codes and Ordinances:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (49%) are satisfied with the enforcement of graffiti removal from private properties. Other similar levels of satisfaction include: Enforcing clean-up of garbage, junk or debris on private property (43%) and enforcing removal of abandoned or junk autos (41%).
- ❖ **City Codes and Ordinances Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years:** Fifty-one percent (51%) of respondent households believe that *enforcing clean-up of garbage, junk or debris on private property* should be the highest priority for City leaders over the next two years. Other highest priorities include: Enforcement of graffiti removal from private property (19%) and enforcing removal of abandoned or junk autos (18%).

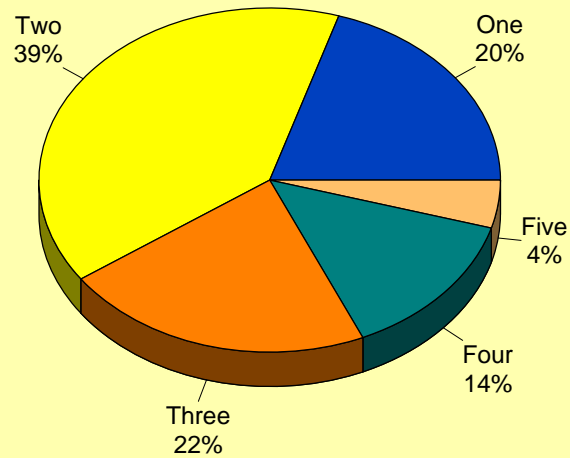
- ❖ **Respondent Overall Satisfaction with Public Safety Services:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (76%) are satisfied with the *overall quality of local police protection*. Other similar levels of satisfaction include: Enforcement of local traffic laws (63%), the City’s efforts to prevent crime (63%) and enforcement of prostitution laws (52%).
- ❖ **Public Safety Services Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years:** Based on the sum of respondents top two choices, (52%) believe the *City’s efforts to prevent crime* should receive the most emphasis over the next two years. Other public safety services that should receive the most emphasis include: Enforcement of property crime laws (38%), overall quality of local police protection (30%) and enforcement of drug laws (25%).
- ❖ **Respondent Rating of How Safe they Feel:** Based on the sum of respondents who felt either “very safe” or “safe,” (92%) felt safe in *their own neighborhoods during the day*. Other similar safety ratings include: Overall feeling of safety in Shoreline (80%), in other public areas in Shoreline (70%) and in their own neighborhood a night (69%).
- ❖ **Ways Respondents Receive Information About City Issues, Projects, Services and Events:** Eighty-eight percent (88%) of respondent households learn about City issues, projects, services and events through the *City newsletter*. Other ways respondents receive information include: City’s park and recreation guide (68%), City website (28%), television news (24%) and online resources (24%).
- ❖ **Respondent Overall Satisfaction with City Communications:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (83%) are satisfied with the *quality of the content in the City’s newsletter*. Other similar levels of satisfaction include: Efforts to provide info on major City issues (68%) and availability of information about City services, meetings and events (66%).
- ❖ **Respondent Overall Satisfaction with Items that May Influence Perceptions of the City:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (77%) are satisfied with the overall image of the City. Other similar levels of satisfaction include: Overall effectiveness of the City manager and staff (61%) and overall quality of leadership by the City’s elected officials (59%).
- ❖ **Respondent Level of Agreement with the Statement: “I trust the City of Shoreline to spend my tax dollars responsibly”:** Fifty-two percent (52%) of respondents *somewhat agree* that they trust the City of Shoreline to spend their tax dollars responsibly. Other levels of agreement include: Strongly agree (17%), somewhat disagree (14%), no opinion (10%) and strongly disagree (6%).

- ❖ **Respondent Rating of Aspects of the City of Shoreline:** Based on the sum of respondent households who rated the aspect of the City of Shoreline as either “excellent” or “good,” (91%) rated the City of Shoreline as a place to live as either excellent or good. Other similar ratings include: As a place to raise children (89%), overall quality of life in the City (79%) and as a place with a variety of housing choices (67%).
- ❖ **Respondent Rating of the Overall Condition of their Neighborhood:** Sixty-nine percent (69%) of respondents rate the condition of their neighborhood as *good*. Other rating include: Excellent (18%), below average (12%) and poor (1%).
- ❖ **Whether or Not Respondents Think the City of Shoreline is Moving in the Right Direction:** Based on the percentage of respondents without not provided, (90%) of respondents *think that the City of Shoreline* is moving in the right direction. Ten percent (10%) of respondents *do not think* that the City of Shoreline is moving in the right direction.
- ❖ **Respondent Households Satisfaction with Parks and Recreation:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (86%) are satisfied with the *maintenance of City parks*. Other similar levels of satisfaction include: Maintenance of City playgrounds (83%), walking and biking trails in the City (80%) and outdoor athletic fields (76%).
- ❖ **Parks and Recreation Items Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years:** Based on the sum of respondents top two choices, (46%) believe that *maintenance of City parks* should receive the most emphasis by City leaders over the next two years. Other parks and recreation items that should receive the most emphasis over the next two years include: Preservation of open space (34%) and walking and biking trails in the City (29%).
- ❖ **Respondent Households Satisfaction with Transportation and Land Use:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (57%) are satisfied with the *availability of public transportation options*. Other similar levels of satisfaction include: Availability of sidewalk on major streets and routes (50%), availability of bicycle lanes (46%) and City’s efforts for supporting alternative means of transportation (44%).
- ❖ **Transportation Items Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years:** Based on the sum of respondents top two choices, (39%) believe the *availability of sidewalks near residence* should receive the most emphasis by City leaders over the next two years. Other transportation items that should receive the most emphasis include: Availability of public transportation options (37%), traffic calming measure in neighborhood (31%), availability of sidewalks o major street and routes (29%) and availability of bicycle lanes (12%).

- ❖ **Respondent Households Satisfaction with Capital Investments:** Based on the sum of respondents who are either “very satisfied” or “satisfied,” (75%) are satisfied *with parks improvements*. Other similar levels of satisfaction include: Trails and paths (75%), roads and streets (74%), storm water improvements (70%) and building and facilities (68%).
- ❖ **How Important Respondents Feel it is to Continue Making Capital Investments to Shoreline Facilities:** Fifty percent (50%) of respondents feel that it is *very important* to continue making capital investments to Shoreline facilities. Other levels of importance include: Somewhat important (34%), not sure (13%) and not important (4%).
- ❖ **Respondents Level of Support for the City’s Long-Term Emphasis on Economic Development:** Forty-six percent (46%) of respondent households are very supportive of the City’s long-term emphasis on economic development. Other levels support include: Somewhat supportive (35%), not sure (15%) and not supportive (4%).
- ❖ **Strategies for Increasing Revenue Respondent Households Most Support:** Based on the sum of respondent top three choices, (59%) most support *the renewal of the 2010 basic public safety, parks and recreation, and community services, maintenance and operation levy*. Other most important strategies for increasing revenue include: Explore implementing a business and occupation tax on Shoreline businesses (54%), increase fees for City services, such as recreation program fees and building permit fees (51%) and increase sales tax or car licensing fees to fund street maintenance (45%).

### Q1. Demographics: Amount of People Living in Respondent Households

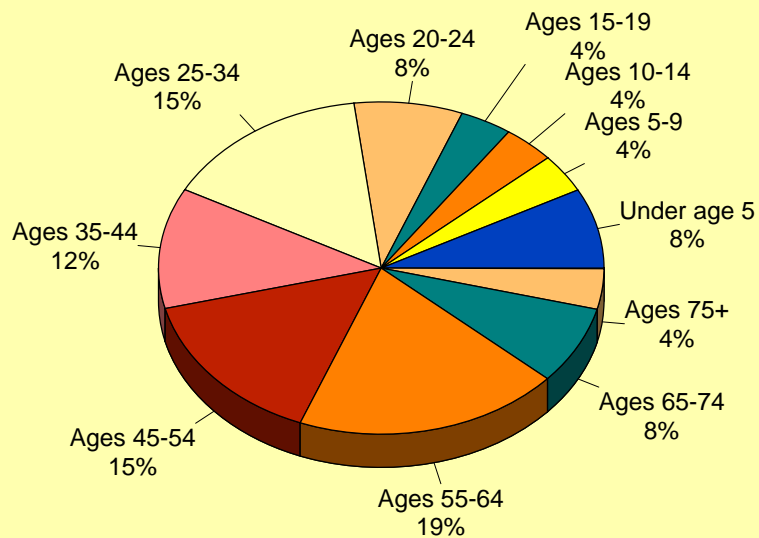
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q2. Demographics: Ages of People Living in Household

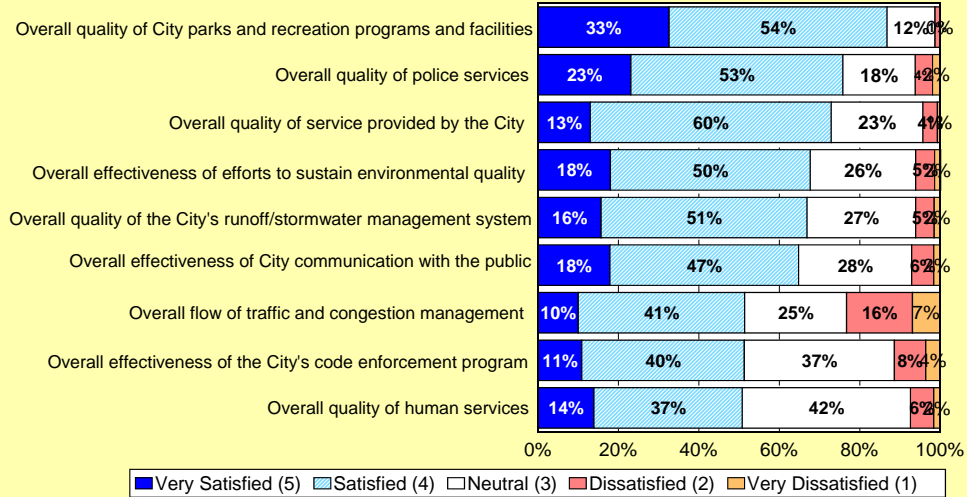
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q3. Respondent Overall Satisfaction with Services Provided by the City of Shoreline

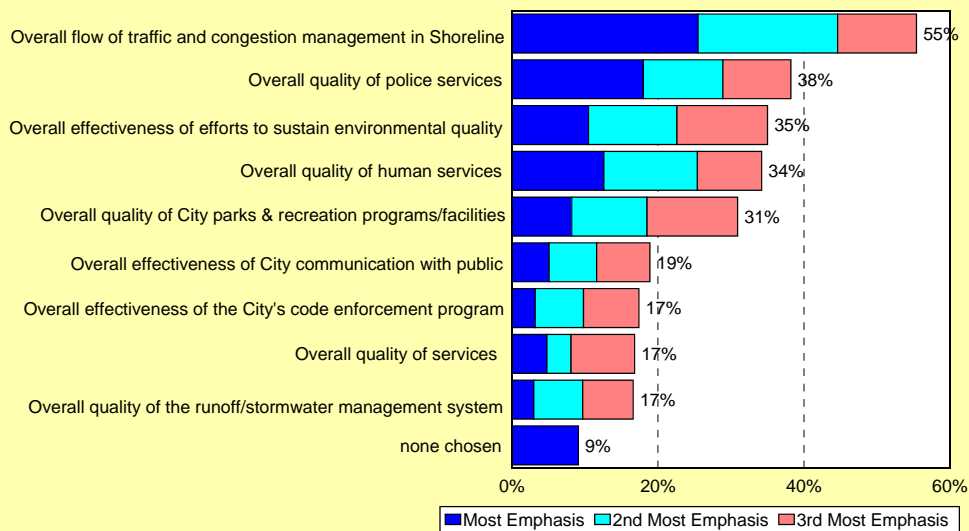
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

### Q4. City Services Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years

by percentage of respondents (based on top 3 choices)

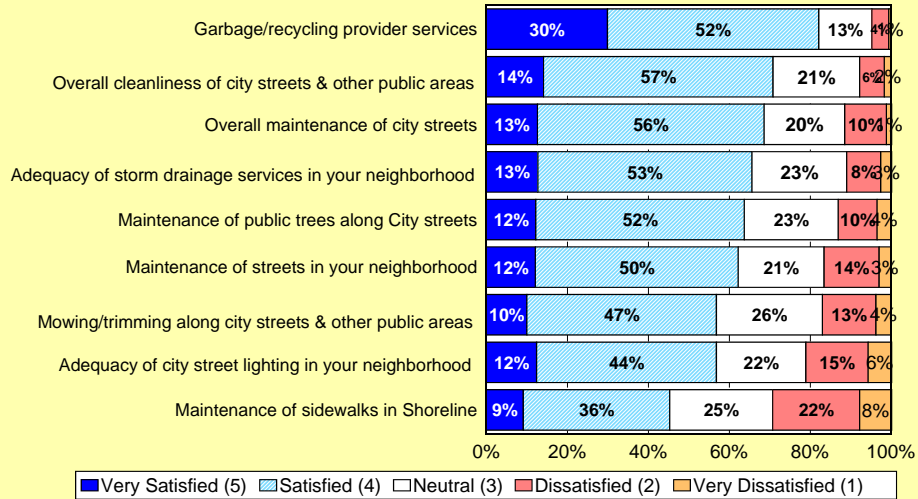


Source: ETC Institute for the City of Shoreline (2014)



## Q5. Respondent Overall Satisfaction with Maintenance Services Provided by the City of Shoreline

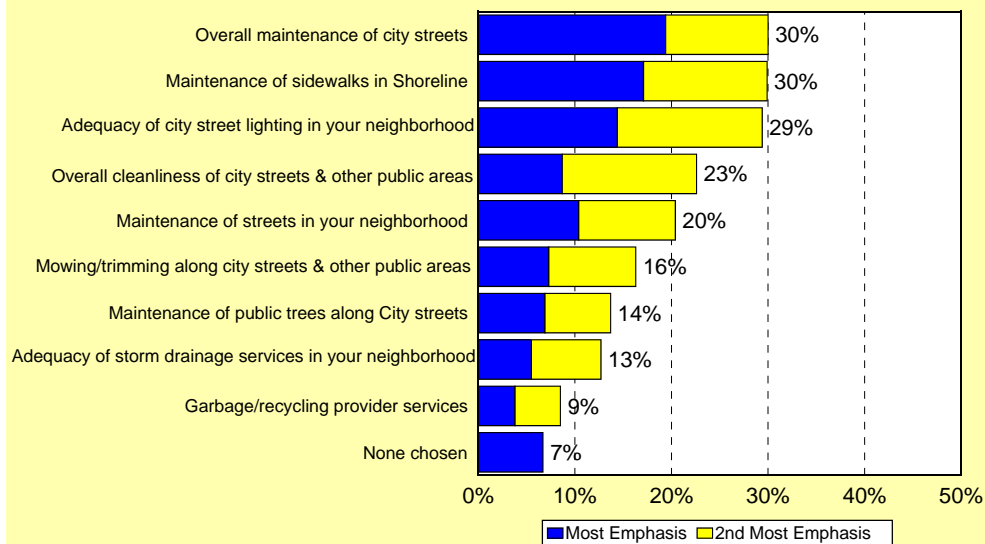
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

## Q6. Maintenance Services Respondents Believe Should Receive the Most Emphasis by City Leader Over the Next Two Years

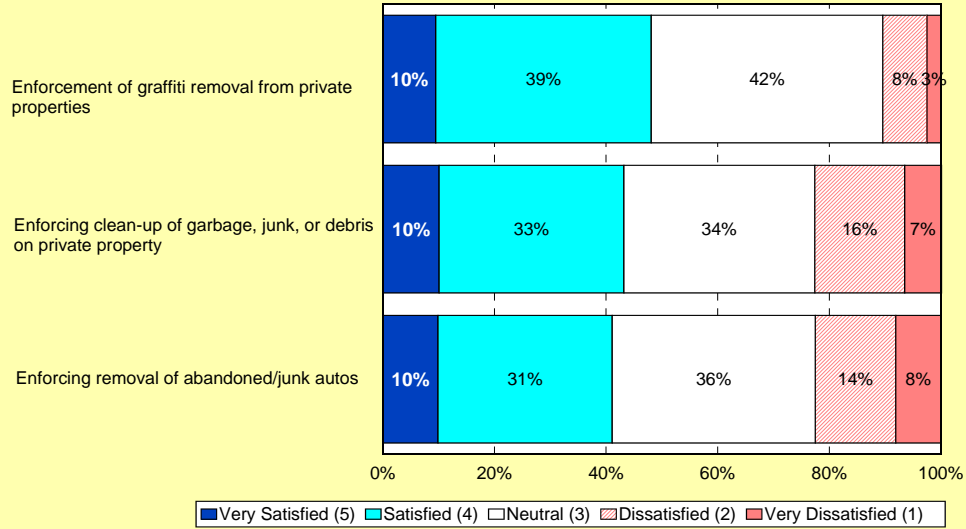
by percentage of respondents (based on top 2 choices)



Source: ETC Institute for the City of Shoreline (2014)

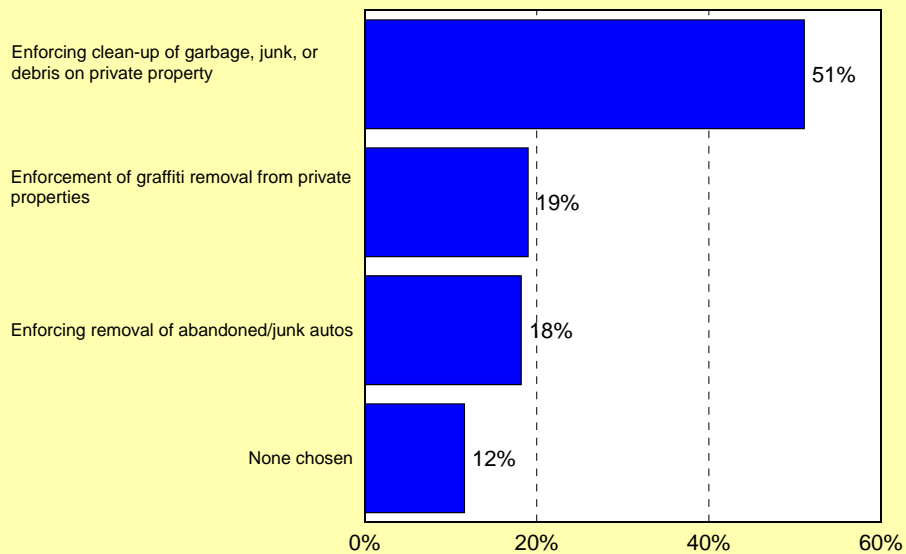
### Q7. Respondent Overall Satisfaction with Enforcement of City Codes and Ordinances

by percentage of respondents (excluding "don't know")



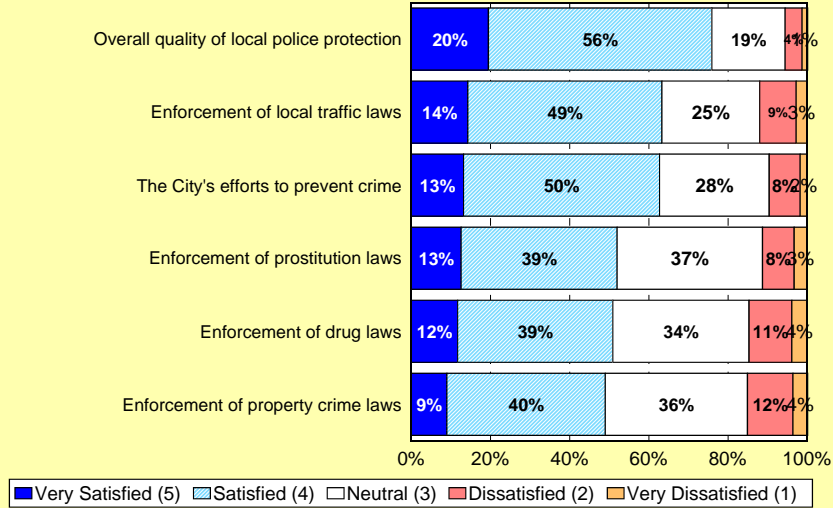
### Q8. City Codes and Ordinances Respondents Believe Should Receive the Most Emphasis by City Leader Over the Next Two Years

by percentage of respondents



### Q9. Respondent Overall Satisfaction with Public Safety Services

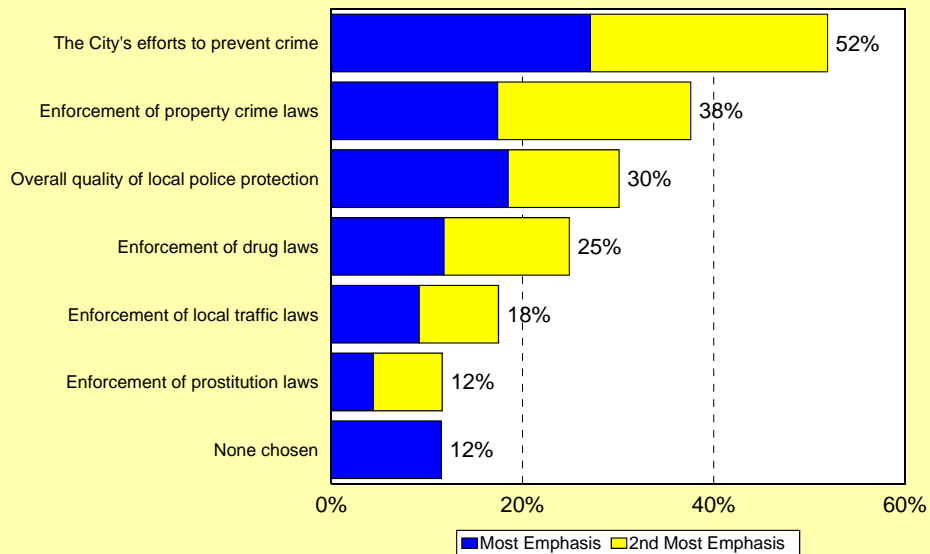
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

### Q10. Public Safety Services Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years

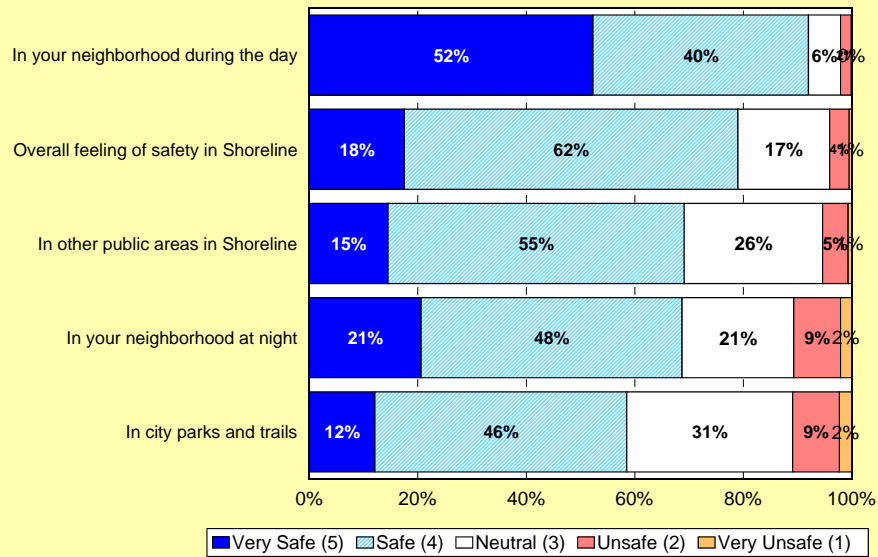
by percentage of respondents (based on top 2 choices)



Source: ETC Institute for the City of Shoreline (2014)

## Q11. Respondent Rating of How Safe they Feel

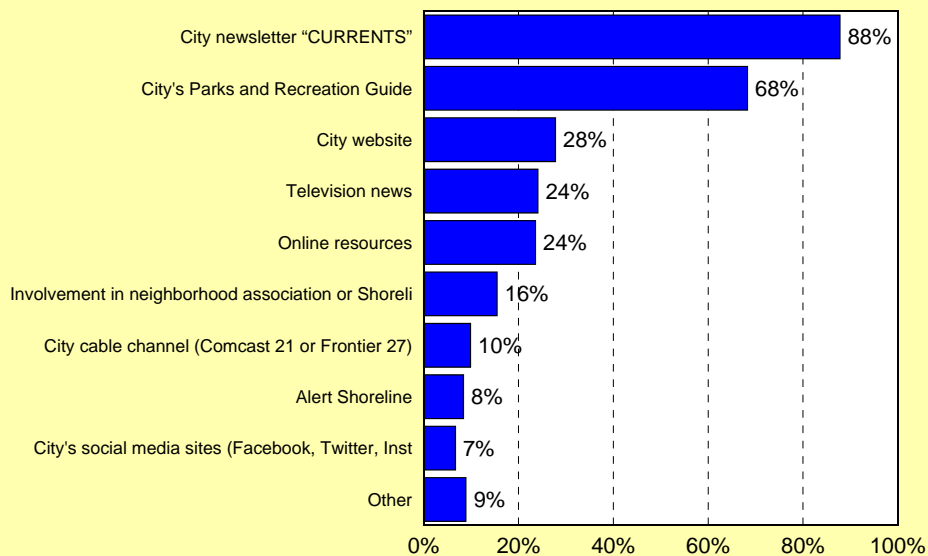
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

## Q12. Ways Respondents Receive Information About City Issues, Projects, Services and Events

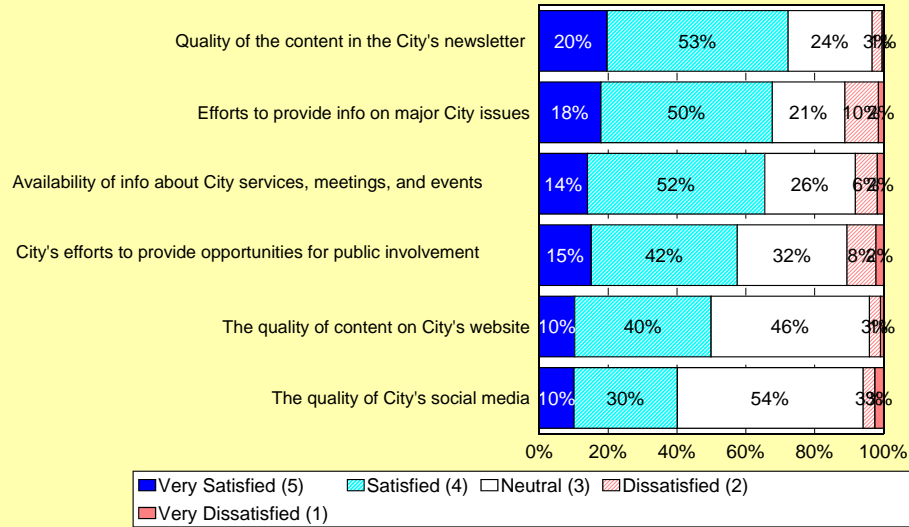
by percentage of respondents



Source: ETC Institute for the City of Shoreline (2014)

### Q13. Respondent Overall Satisfaction with City Communications

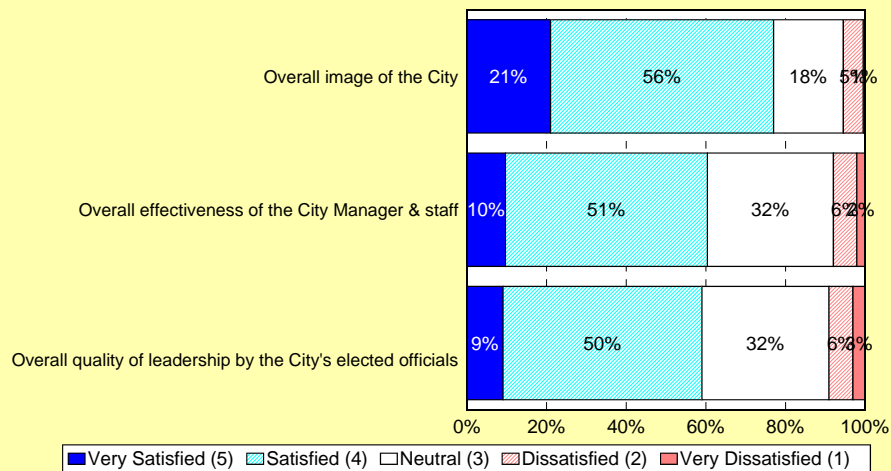
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

### Q14. Respondent Overall Satisfaction with Items that May Influence Perceptions of the City

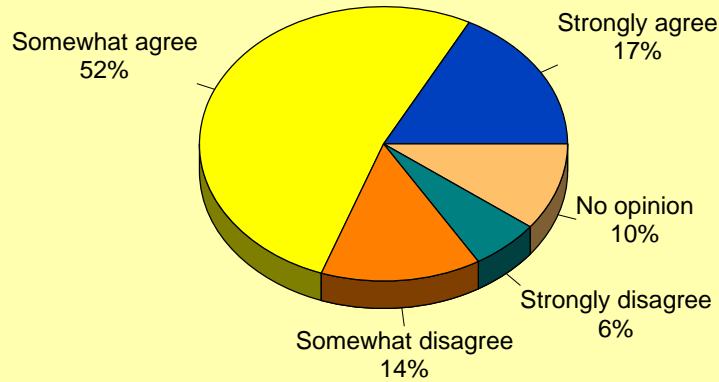
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

**Q15. Respondent Level of Agreement with the Statement:**  
"I trust the City of Shoreline to spend my tax dollars responsibly"

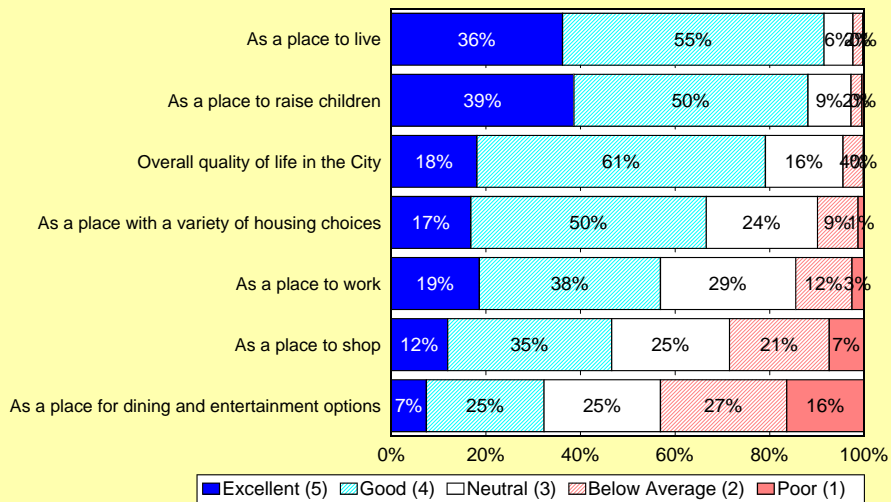
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

**Q16. Respondent Rating of Aspects of the City of Shoreline**

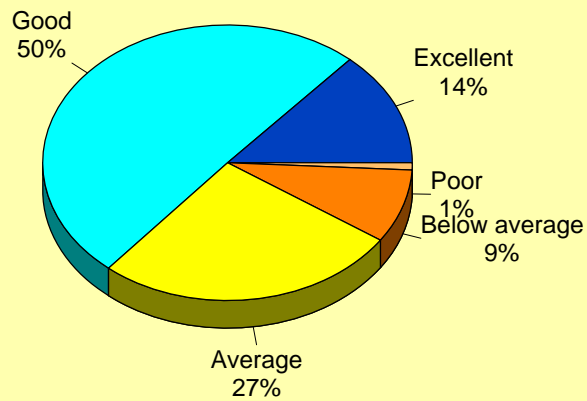
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

### Q17. Respondent Rating of the Overall Condition of their Neighborhood

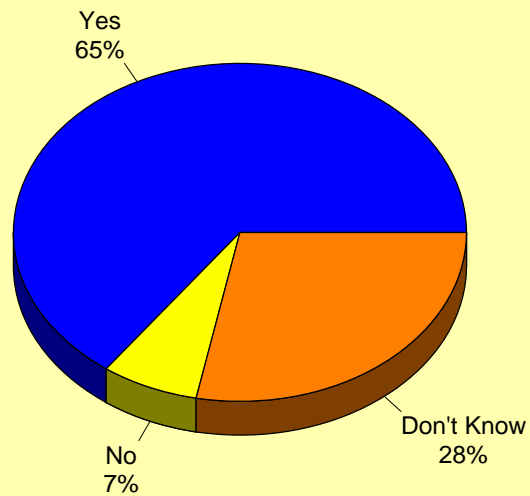
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q18. Whether or Not Respondents Think the City of Shoreline is Moving in the Right Direction

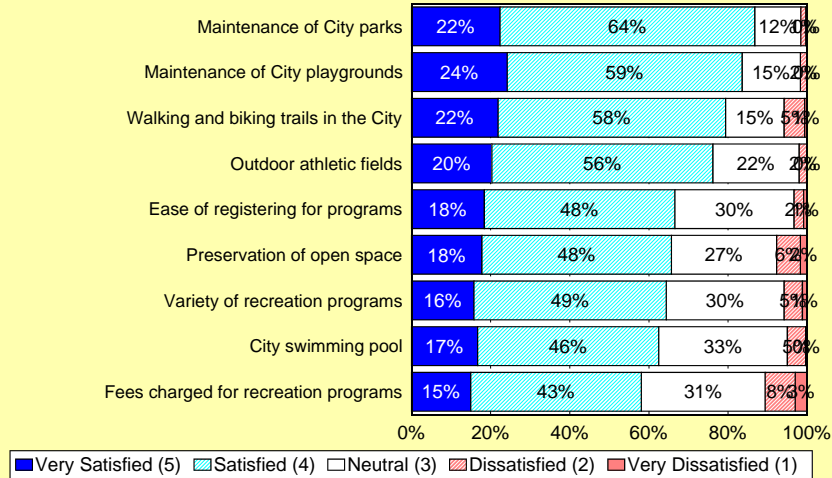
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

## Q19. Respondent Households Satisfaction with Parks and Recreation

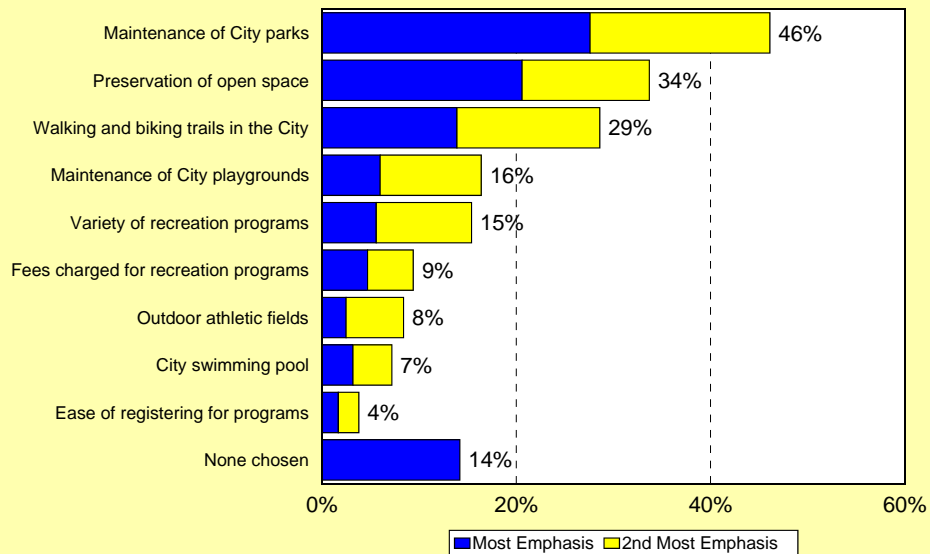
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

## Q20. Parks and Recreation Items Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years

by percentage of respondents (based on top 2 choices)

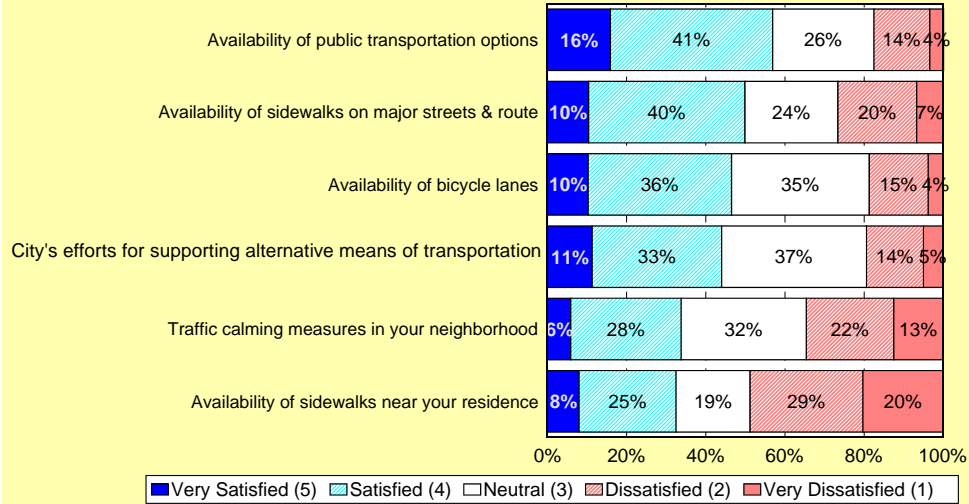


Source: ETC Institute for the City of Shoreline (2014)



## Q21. Respondent Households Satisfaction with Transportation and Land Use

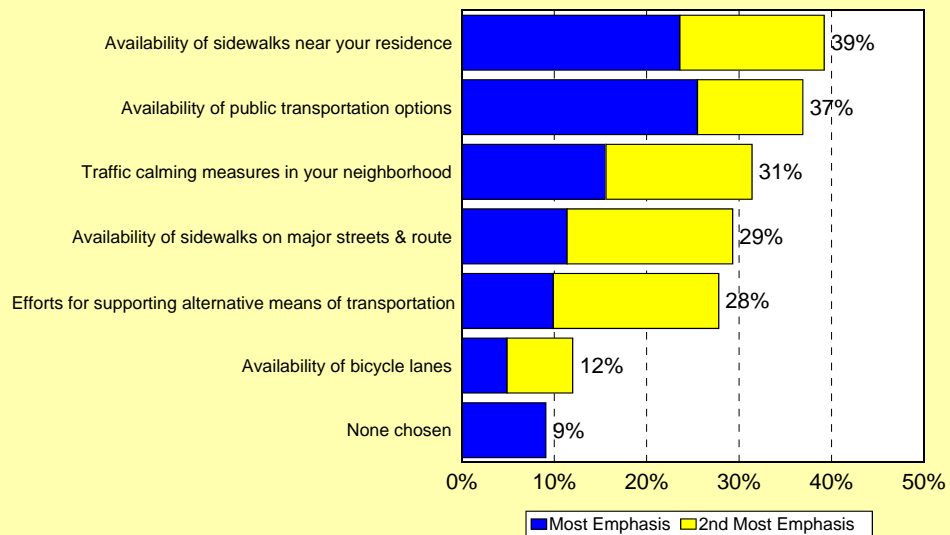
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

## Q22. Transportation Items Respondents Believe Should Receive the Most Emphasis by City Leaders Over the Next Two Years

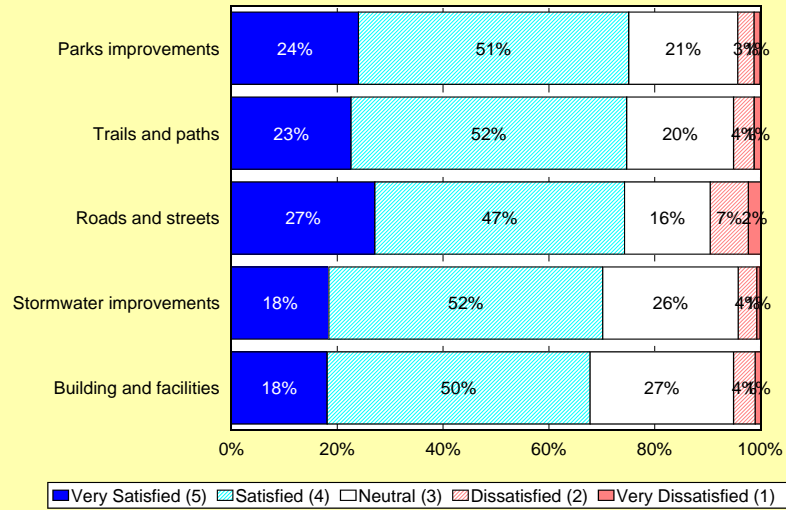
by percentage of respondents (based on top 2 choices)



Source: ETC Institute for the City of Shoreline (2014)

### Q23. Respondent Households Satisfaction with Capital Investments

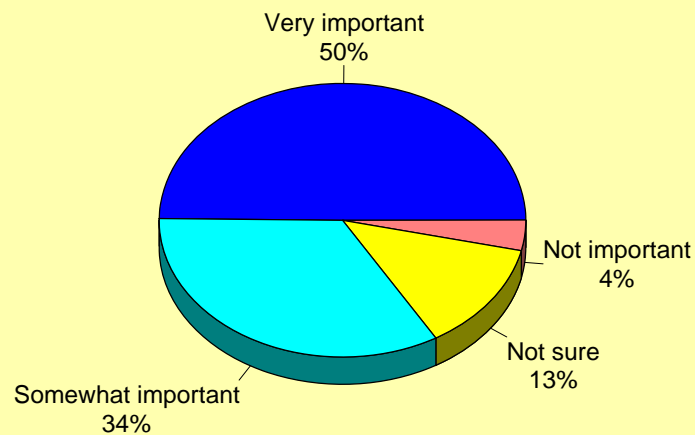
by percentage of respondents (excluding "don't know")



Source: ETC Institute for the City of Shoreline (2014)

### Q24. How Important Respondents Feel it is to Continue Making Capital Investments to Shoreline Facilities

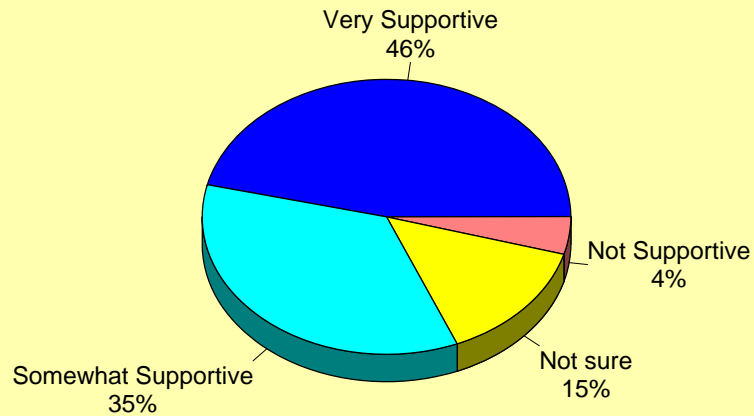
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

## Q25. Respondents Level of Support for the City's Long-Term Emphasis on Economic Development

by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

## Q26. Strategies for Increasing Revenue Respondent Households Most Support

by percentage of respondents (based on top 3 choices)

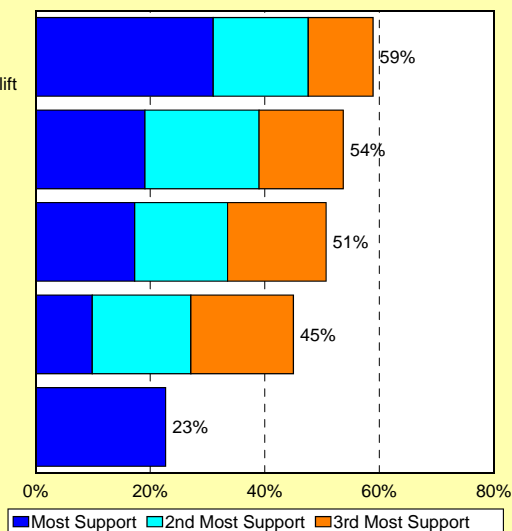
Renewal of the 2010 Basic Public Safety, Parks and Recreation, and Community Services, Maintenance and Operation Levy, which is a property tax levy lid lift

Explore implementing a business and occupation tax on Shoreline businesses

Increase fees for City services, such as recreation program fees and building permit fees

Increase sales tax or car licensing fees to fund street maintenance

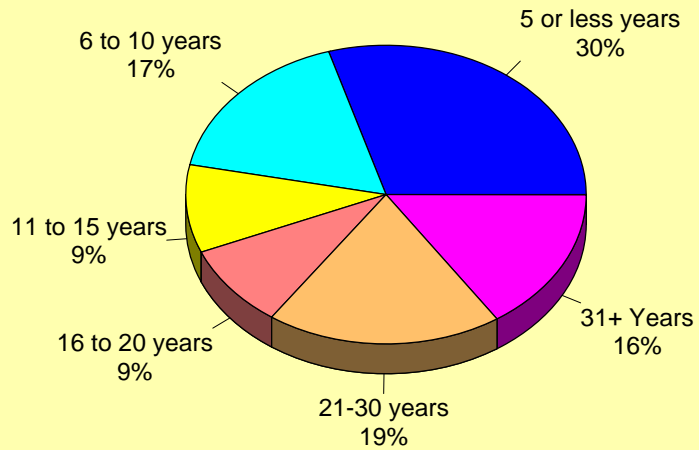
None



Source: ETC Institute for the City of Shoreline (2014)

### Q27. Demographics: Number of Years Respondents Have Lived in the City of Shoreline

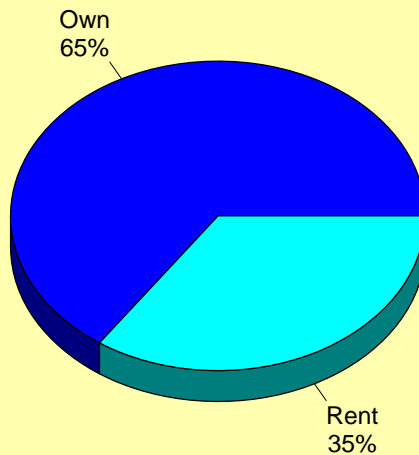
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q28. Demographics: Whether Respondent Own or Rent

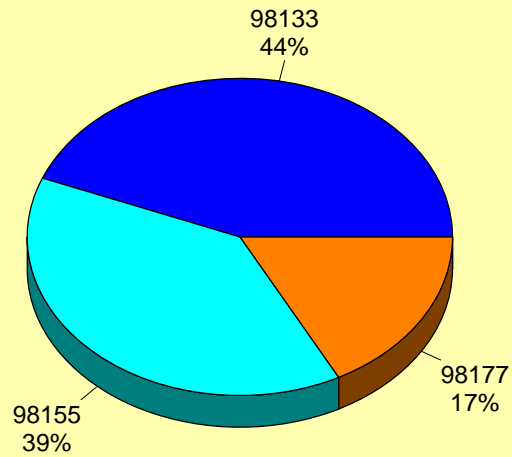
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q29. Demographics: Respondent Zip Code

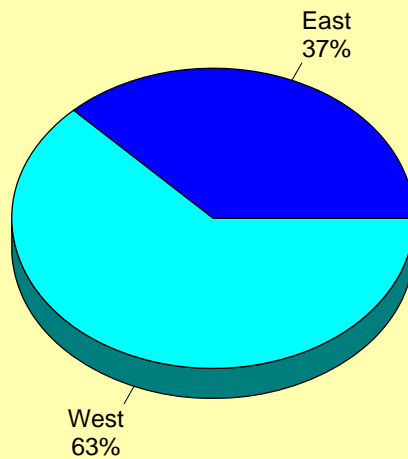
by percentage of respondents



Source: ETC Institute for the City of Shoreline (2014)

### Q30. Demographics: Do You Live East or West of I-5?

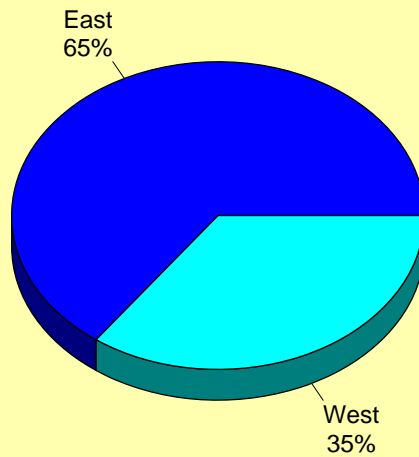
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q31. Demographics: Do You Live East or West of Aurora Avenue N?

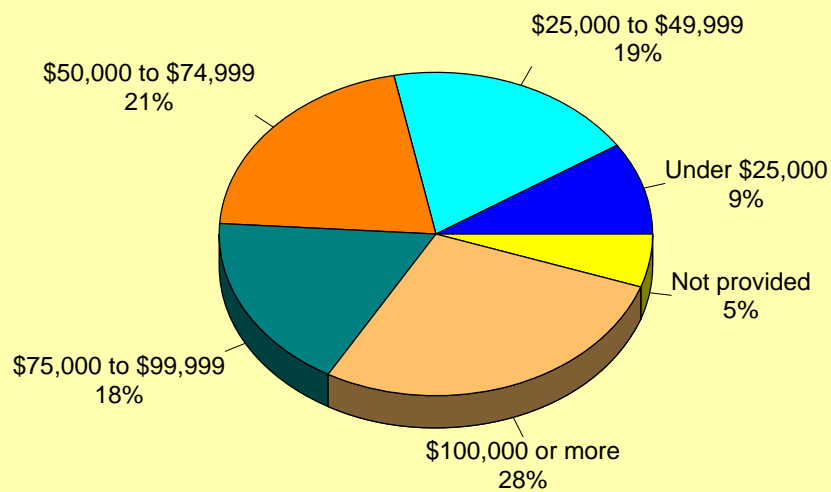
by percentage of respondents (excluding "not provided")



Source: ETC Institute for the City of Shoreline (2014)

### Q32. Demographics: Household Income

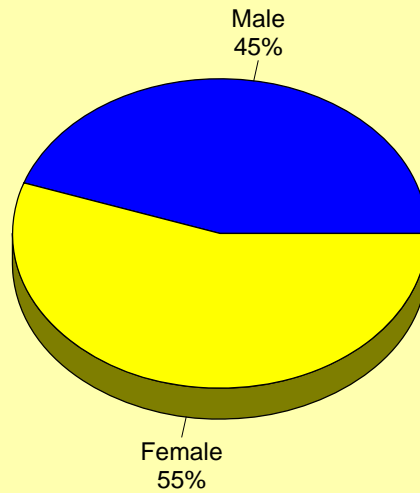
by percentage of respondents



Source: ETC Institute for the City of Shoreline (2014)

### Q33. Demographics: Gender

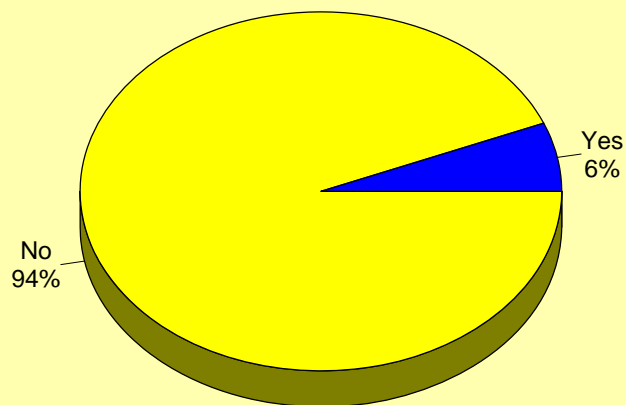
by percentage of respondents



Source: ETC Institute for the City of Shoreline (2014)

### Q34. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

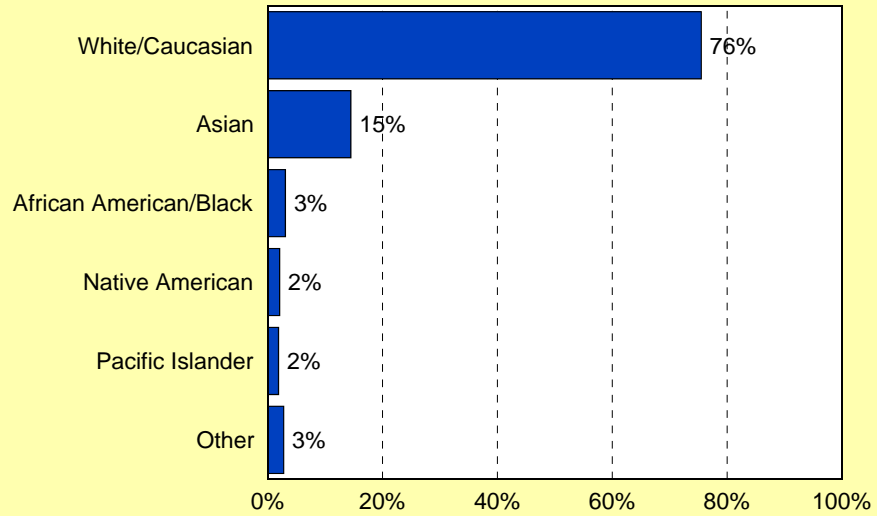
by percentage of respondents (excluding not provided)



Source: ETC Institute for the City of Shoreline (2014)

### Q35. Demographics: Race and Ethnicity

by percentage of respondents (excluding not provided)

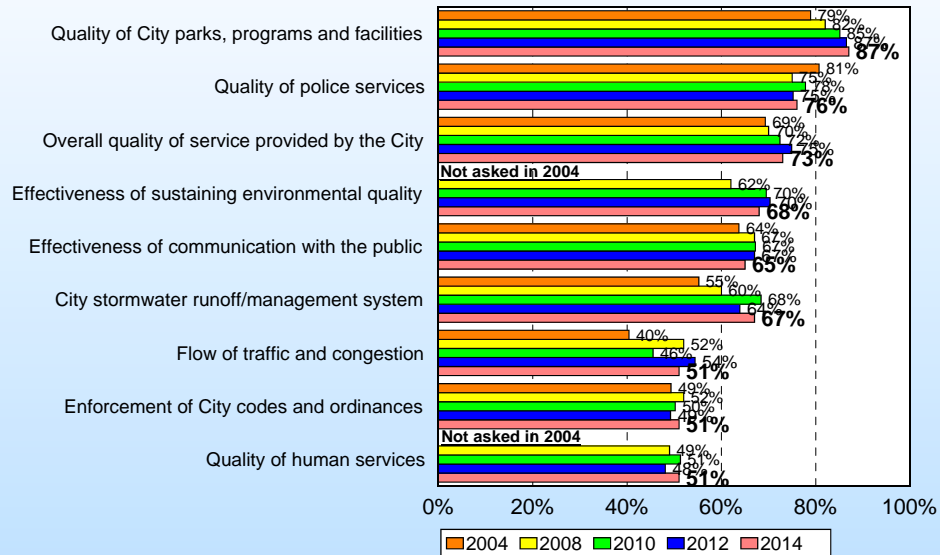


Source: ETC Institute for the City of Shoreline (2014)



### Q3. Overall Satisfaction With City Services by Major Category *Trends - 2004, 2008, 2010, 2012 and 2014*

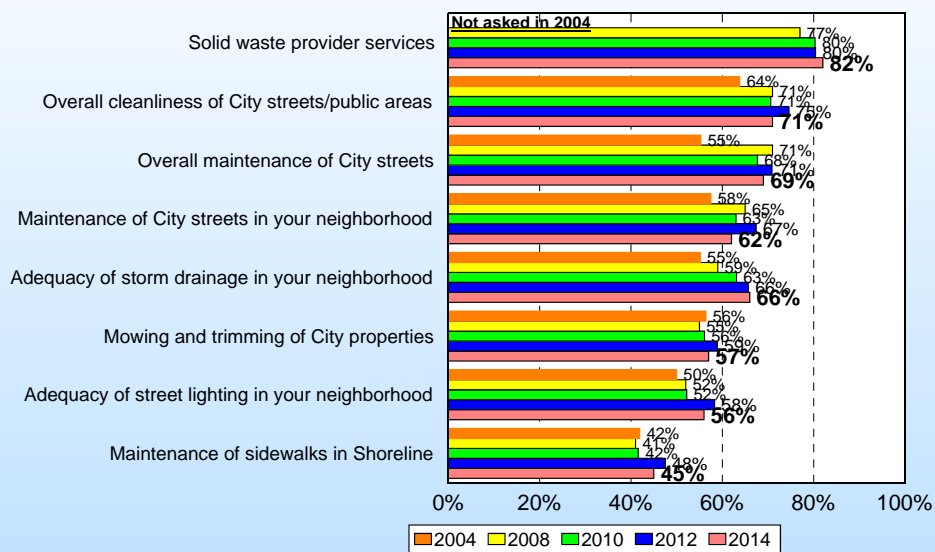
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

### Q5. Satisfaction Ratings for Aspects of City Maintenance *Trends - 2004, 2008, 2010, 2012 and 2014*

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

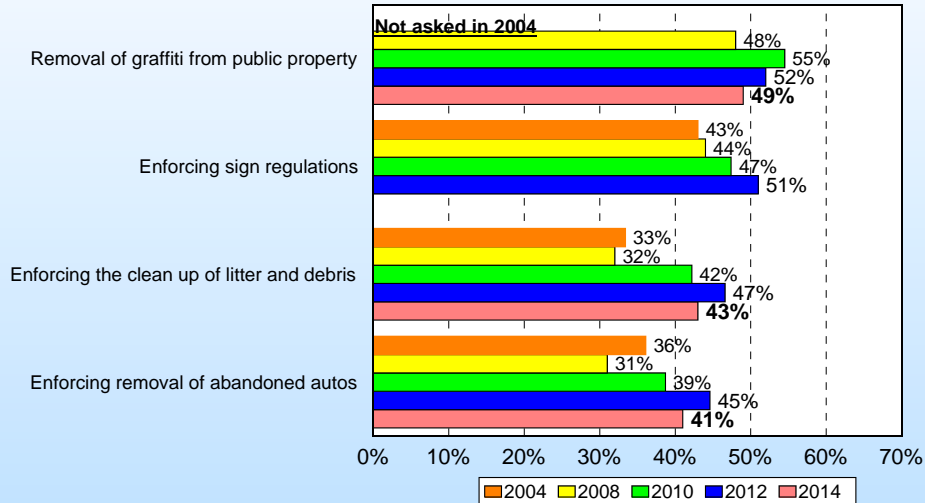


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

## Q7. Satisfaction Ratings for the Enforcement of City Codes and Ordinances

### ***Trends - 2004, 2008, 2010, 2012 and 2014***

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

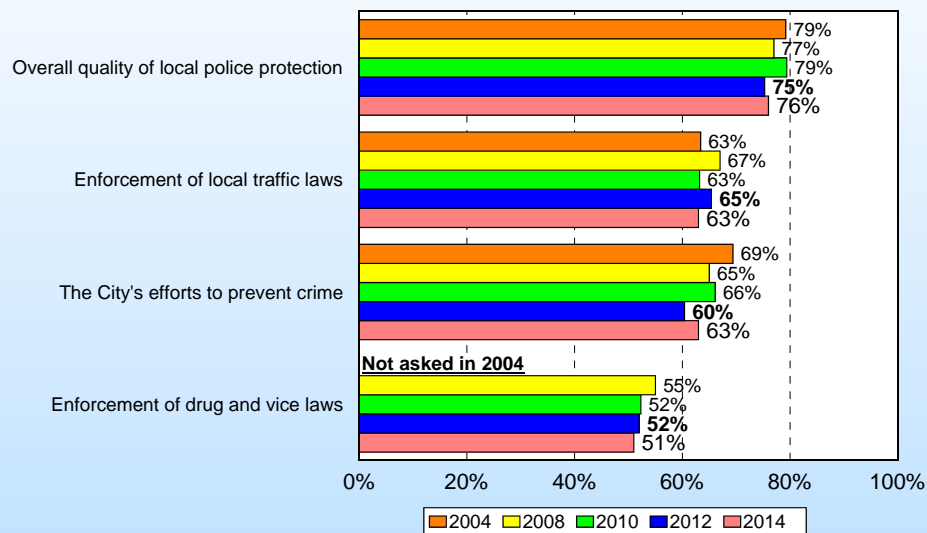


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

## Q9. Satisfaction Ratings for Various Aspects of Public Safety

### ***Trends - 2004, 2008, 2010, 2012 and 2014***

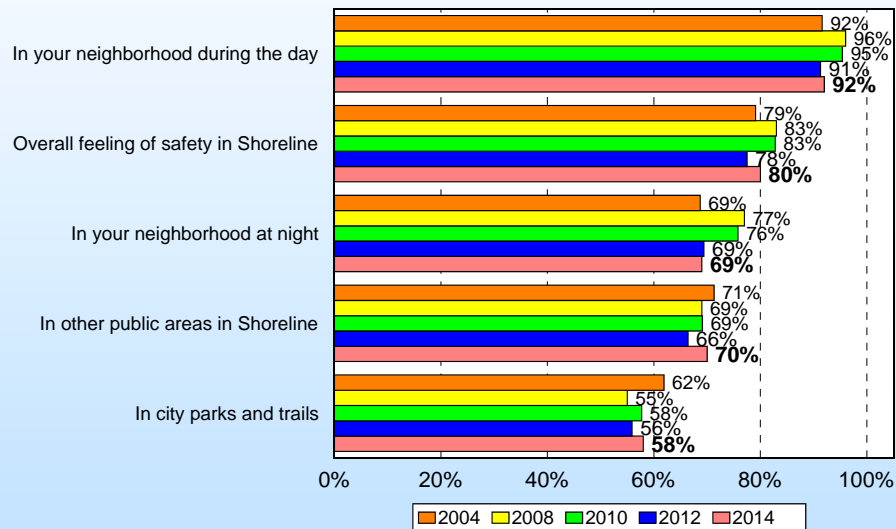
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

## Q11. Level of Safety in Various Situations Trends - 2004, 2008, 2010, 2012 and 2014

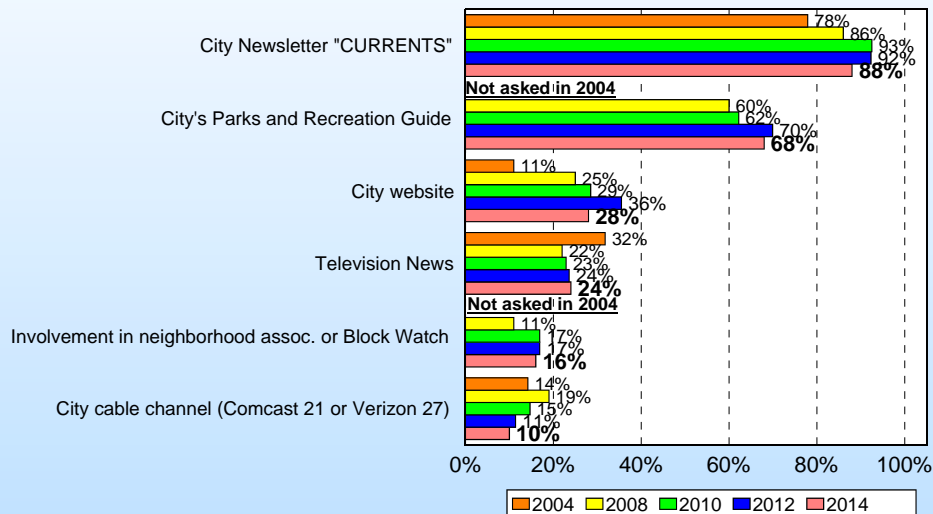
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

## Q12. Ways Residents Get Information About City Issues, Services, and Events Trends - 2004, 2008, 2010, 2012 and 2014

by percentage of respondents (multiple choices could be made)

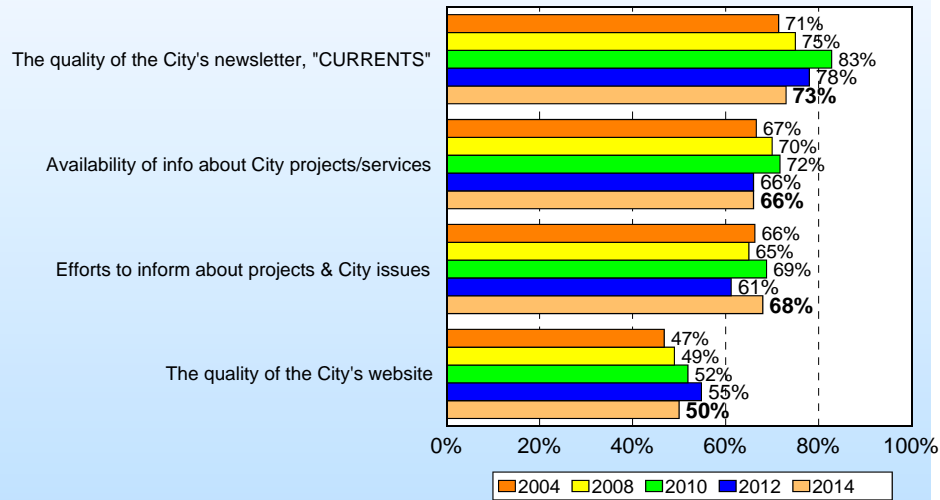


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

### Q13. Satisfaction Ratings for Various Aspects of City Communication

#### ***Trends - 2004, 2008, 2010, 2012 and 2014***

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

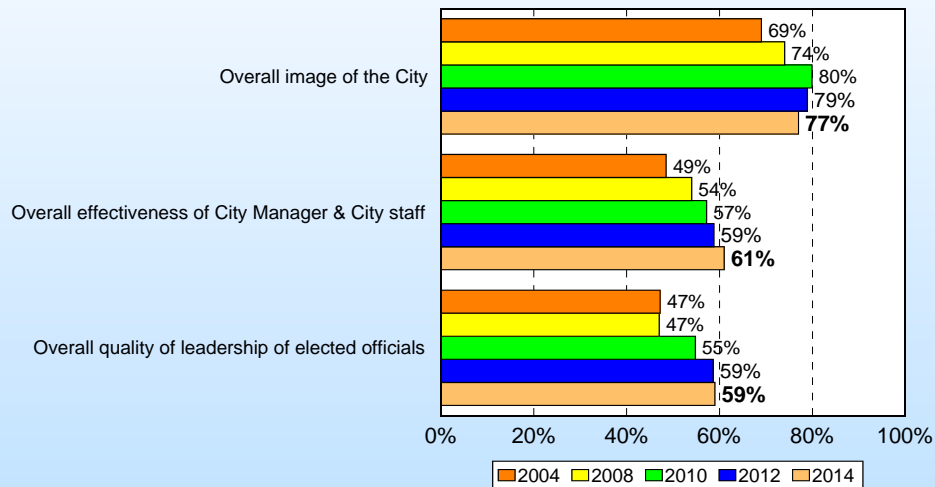


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

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

#### ***Trends - 2004, 2008, 2010, 2012 and 2014***

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

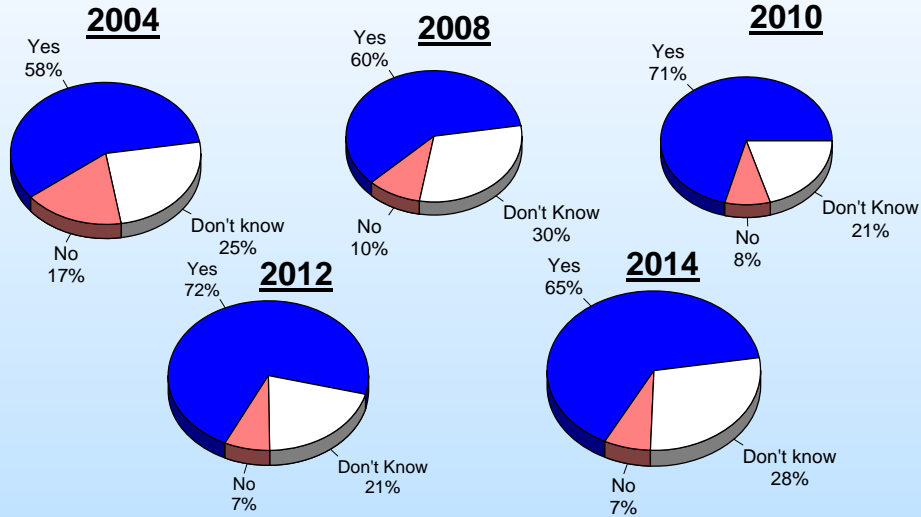


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

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

**Trends - 2004, 2008, 2010, 2012 and 2014**

by percentage of respondents

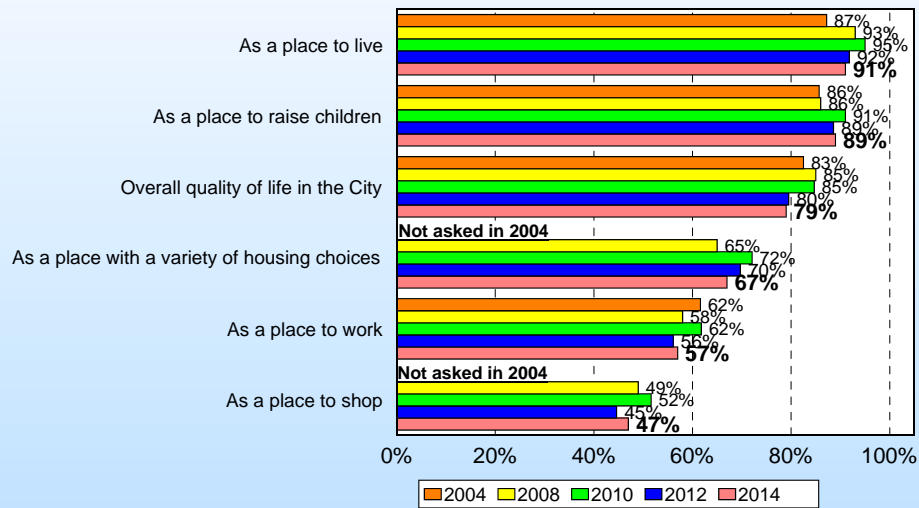


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

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

**Trends - 2004, 2008, 2010, 2012 and 2014**

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

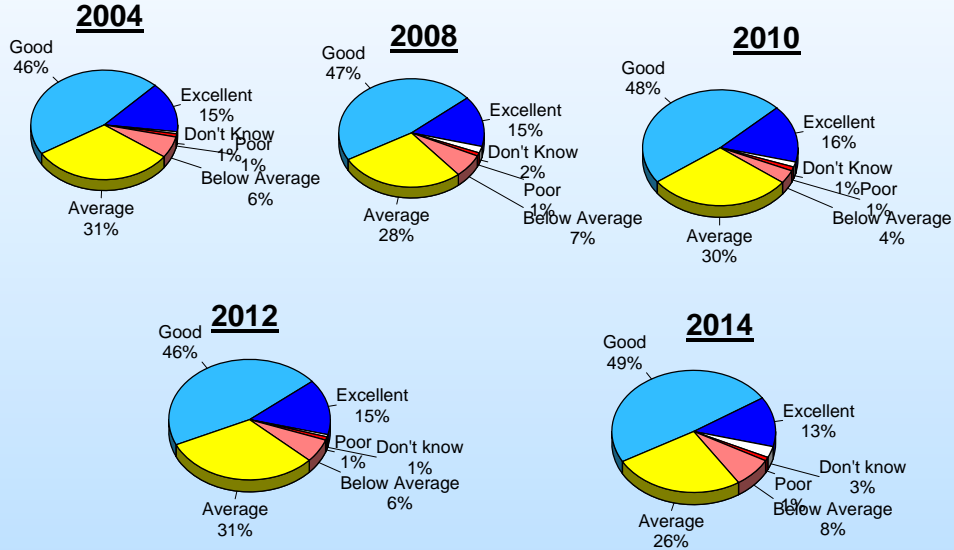


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

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

### Trends - 2004, 2008, 2010 and 2012

by percentage of respondents

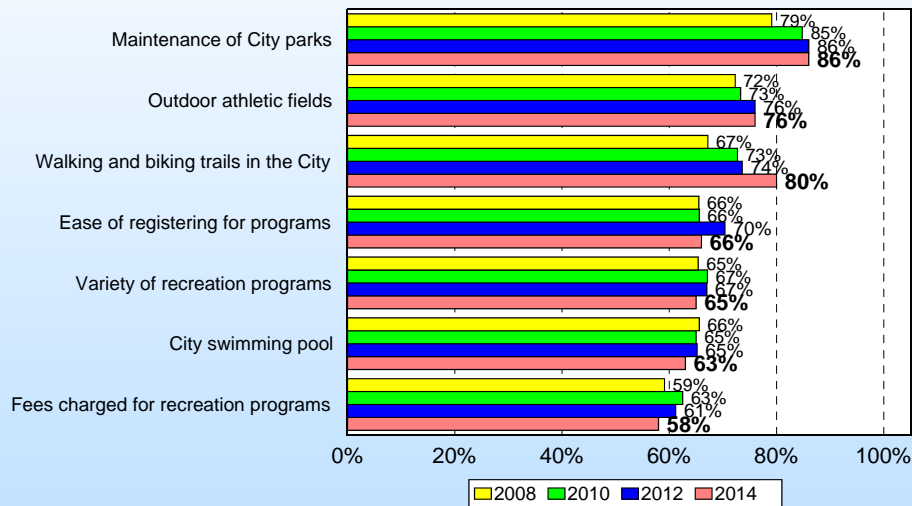


Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

## Q21. Satisfaction with Various Aspects of Parks and Recreation

### Trends - 2008, 2010, 2012 and 2014

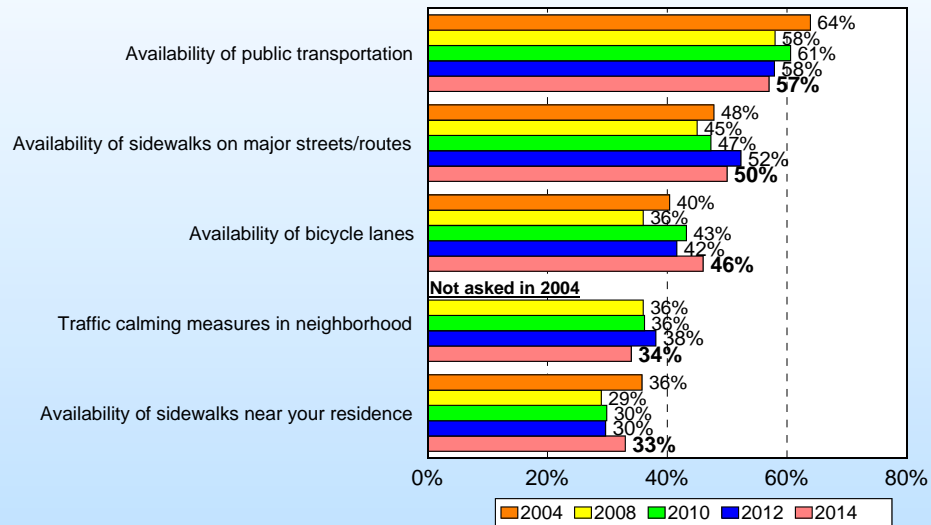
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2014 - Shoreline, WA)

## Q23. Satisfaction Ratings for Aspects of Transportation *Trends - 2004, 2008, 2010, 2012 and 2014*

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 (2014 - Shoreline, WA)