

**CITY OF SHORELINE**  
**SHORELINE CITY COUNCIL**  
**SUMMARY MINUTES OF SPECIAL MEETING**

Monday, September 22, 2014  
5:45 p.m.

Conference Room 303 - Shoreline City Hall  
17500 Midvale Avenue North

**PRESENT:** Mayor Winstead, Deputy Mayor Eggen, Councilmembers McConnell, McGlashan, Salomon, and Roberts

**ABSENT:** Councilmember Hall

**STAFF:** Debbie Tarry, City Manager; Eric Bratton, Communications Program Coordinator; Shawn Ledford, Chief of Police; Dick Deal, Parks, Recreation and Cultural Services Director; and Bonita Roznos, Deputy City Clerk

**GUESTS:** Ron Vine, ETC Institute

At 5:53 p.m., the meeting was called to order by Mayor Winstead. Councilmember Hall was excused from the meeting due to personal reasons.

Ron Vine, ETC Institute, presented the City of Shoreline 2014 Citizen Satisfaction Survey findings. He explained that the purpose of the study is to allow the City to assess residents' satisfaction with the delivery of city services, benchmark results against previous surveys, compare the City's performance with national and regional benchmarks, and identify areas of importance for improvement. He provided a brief description of the survey, method of administration, sample size, confidence level, and the statistical margin of area. He presented data results, trends in satisfaction, and reviewed the Importance-Satisfaction Assessment Matrix for City services. He identified the major findings of the survey as follows:

1. Major city services have largely shown significant increases in residents' satisfaction since benchmarking began in 2004.
2. Overall flow of traffic and congestion management remains the top service item to address over the next two years.
3. Data shows that satisfaction with city services compare favorably with other midsize communities.
4. Feedback on special issues provides important resident feedback for future direction.
5. Important/Satisfaction Matrices show services where the City is exceeding expectations, should provide continued emphasis, and have opportunities for improvements.

He shared that the areas needing the most attention for the City are improving the flow of traffic and congestion, and quality of Human Services.

Councilmembers asked for the unweighted data results, if the park safety data is typical, and if Shoreline is excelling at providing services as compared to other cities. Mr. Vine stated that he will provide the unweighted data, that park safety is a pretty common concern among most cities, and explained the data shows that Shoreline is good to very good at providing city services.

**At 6:43 p.m. the meeting was adjourned.**

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Bonita Roznos, Deputy City Clerk