

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF WORKSHOP DINNER MEETING

Monday, September 10, 2018
5:45 p.m.

Conference Room 303 - Shoreline City Hall
17500 Midvale Avenue North

PRESENT: Mayor Hall, Deputy Mayor Salomon, Councilmembers McGlashan, Scully, McConnell, Chang and Roberts

ABSENT: None

STAFF: John Norris, Assistant City Manager; Jim Hammond, Intergovernmental/CMO Program Manager, Jessica Simulcik Smith, City Clerk, and Allison Taylor, Deputy City Clerk

GUESTS: Jason Morado, ETC Institute

At 5:45 p.m., the meeting was called to order by Mayor Hall.

Mr. Norris introduced to Council the new Deputy City Clerk, Allison Taylor. He then provided background information on the Resident Satisfaction Survey and stated Jason Morado of the ETC Institute was present to review the 2018 survey results. Mr. Morado informed Council that his presentation would be a high-level, but in depth, summary of results. He reminded Council that the purpose of the survey was to assess resident satisfaction with the delivery of major city services, to compare results to previous years and to national and regional benchmarks, and to identify areas for improvement.

Councilmember McConnell arrived at 5:50 p.m.

Mr. Morado described the methodology of the six-page survey and stated it is the City's 8th Resident Survey and many of the same questions were asked in 2018 as in previous surveys. The survey was sent via mail and email to 5,500 randomly selected households, and 1,024 were returned.

Deputy Mayor Salomon arrived at 6:00 p.m.

Mr. Morado emphasized the results indicate residents have a positive perception of the City; a majority of satisfaction ratings have increased or stayed the same since 2004; the City is 22% above national averages for the quality of city services; and the City rated above the U.S. average in 33 of the 44 areas compared.

Mr. Morado stated over 90% of residents reported they felt that the City is an Excellent or Good place to live and an Excellent or Good place to raise children. The lowest rated categories were

in the areas of shopping, dining, and entertainment options. There was nearly a 10-1 ratio of residents who are satisfied vs. dissatisfied with the overall quality of services provided by the City. Increases of 4% or greater were seen in the majority of trends in satisfaction, with traffic calming measures, overall effectiveness of the City Manager and City Staff, and overall quality of local police protection seeing the highest increases. Decreases in satisfaction were seen in only six areas, with availability of shopping and maintenance/cleanliness of City streets showing decreases of 7% and 6% respectively. Councilmember Scully said he felt those ratings reflected a now-resolved issue with a problematic public works maintenance contract.

Councilmember Roberts noted decreases in satisfaction with quality of content on the City's website and social media and asked how large the 'Don't Know' respondent group was. Mr. Morado responded that the excluded response numbers did not significantly affect the data reported. Deputy Mayor Salomon noted social media is a hot topic for many residents. Mr. Hammond highlighted the increased satisfaction levels with the City's *Currents* magazine and said he has heard positive feedback indicating active readership. Mayor Hall asked if it was common for cities to send a monthly newsletter, and Mr. Morado reported that it was. Councilmember Chang shared a compliment received from a Seattle resident on *Currents*, praising both the quality and quantity of the content.

Mr. Morado said the survey indicated residents consider road maintenance/pavement preservation and sidewalks by far as the most important funding priority for capital investments and that the majority supported the City's long-term emphasis on economic development.

Mr. Morado reiterated that quality of police services, travel time on Shoreline streets, response to prescription drug abuse/addiction issues, and sidewalks were areas that should receive the most emphasis. Councilmember Chang suggested an additional question around the drug abuse/addiction category, stating that clarification would be helpful. Councilmember Scully felt the question served its purpose and is satisfied receiving confirmation that residents find the epidemic concerning.

Councilmember McConnell stated her pleasure in reading the positive response with the 'Overall satisfaction in Leadership and the Quality of Life' as compared regionally and nationally, as Shoreline ranks significantly higher on all levels. She commented on the long-term satisfaction this indicated. Deputy Mayor Salomon reflected on the positive reaction citizens had to both City staff and the City's elected officials.

Mr. Morado's concluded his presentation and asked for further questions and comments.

Mayor Hall asked how ETC Institute confirmed there was no participation bias. Mr. Morado explained that the high response rate statistically ensured there was none. He went on to explain the demographics of participants were confirmed with U.S. Census data and accurately reflected the City's residents.

There were questions on the methods behind securing survey responses, and on drilling down to see demographics of those who reported low levels of satisfaction in police work in order to identify if the higher crime areas were reporting dissatisfaction.

Mayor Hall said he felt the survey results indicate Council is accurately reading the needs of the community, and the only area of surprise for him was the low level of satisfaction in Code Enforcement.

Councilmember Scully mentioned he would be interested in revisiting the Code Enforcement findings and would like to see more granular data on what areas of Code Enforcement were seen as lacking. Mr. Norris explained the City is actively working on programmatic adjustments in order to provide the most service possible with the resources currently available. At a later date, he will present Council with information on service levels and open up a discussion on whether or not they are sufficient.

At 6:38 p.m. the meeting adjourned.

Allison Taylor, Deputy City Clerk