


**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

**AGENDA TITLE:** 2002 City of Shoreline's Survey of Residents  
**DEPARTMENT:** Community and Government Relations  
**PRESENTED BY:** Joyce Nichols, Community and Government Relations Manager 

**PROBLEM/ISSUE STATEMENT:**

Obtaining current information about how Shoreline residents feel about their City and the services it provides is an important communication tool. Having information about satisfaction levels with City services and suggestions for improvements provides us an opportunity to listen and to make changes and improvements that can produce measurable, productive changes for residents of our City. The 2002 Survey of Residents measures perceptions and the reality of how people feel about living here. The results of the survey will be used to address these perceptions and citizen concerns in a strategic manner. Our goal is to build on successes and modify service delivery systems where necessary to meet the needs and expectations of the greatest number of our residents.

**FINANCIAL IMPACT:**

The contract for the survey was not to exceed \$18,500.

**RECOMMENDATION**

No action is needed. This report is for information purposes only.

Approved By: City Manager  City Attorney 

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## **INTRODUCTION**

The 2002 City of Shoreline's Survey of Residents measures the needs, concerns, satisfaction levels and attitudes of residents about City services and community issues. The results of the survey will help the City refine and improve the services it provides and how it communicates about those services and other community topics.

## **BACKGROUND**

The City first surveyed residents in 1997 as part of the Citizen Involvement and Communications Advisory Committee process. Results of that survey helped focus the City's communications practices and emphasis. Several communication tools were implemented as a result of what residents said about how they wanted to receive information about and/or from the City.

The 2002 Survey of Residents provides current information about the people who live in Shoreline. Since current information is key to providing the best service to residents, the City of Shoreline will conduct periodic surveys to gauge changing perceptions, needs and concerns in the community so it can better respond to those changes. Another benefit of conducting regular surveys of our residents is to be able to measure progress toward our service goals.

## **DISCUSSION**

The goal of the 2002 City of Shoreline's Survey of Residents was to gather information that would help the City better understand the needs, concerns, attitudes and satisfaction levels of its residents with City services and community issues. Results of the survey will be used by the City to:

- Improve current services.
- Make recommendations on modifications to existing services.
- Provide recommendations on potential new services.
- Communicate better with residents about services and issues.

The 2002 survey gathered responses from 400 Shoreline residents, 50 percent male and 50 percent female. The survey included questions about the quality of life in Shoreline, how the City communicates with residents, satisfaction levels with specific City services, support of capital improvement projects and demographic information.

### **Highlights of the Survey Results**

#### **Qualities That Define Shoreline**

Asked about the qualities that define Shoreline, respondents came up with a lengthy list of positive descriptions headed by excellent schools, small-town feeling, friendly community, safe/low crime and well-run City/good City services.

#### **Suggestions for Improvements**

The most frequent suggestions for improvements to the City included:

- Finish the Aurora Corridor Project – 13%
- Repair the roads/fill potholes – 13%

- Improve traffic problems – 12%
- Improve pedestrian safety – 11%
- Control growth – 10%
- Improve quality and appearance of businesses on Aurora – 9%
- More parks – 8%
- More activities for teenagers – 7%

### **Ratings of City Government Services**

Those who are younger – under 55 years of age – and those who say they are willing to pay for a bond issue for a project they support tend to have more positive attitudes about the City and its services than do older residents and those who are non-supporters.

When asked about the quality of services provided by Shoreline compared to other cities, 46% say Shoreline is about the same, 33% rate Shoreline as better or superior, 17% have no opinion and 4% believe the services are poorer.

20% of the respondents are aware of CRT and 9% have called CRT for assistance. Of those who called, 72% were satisfied or somewhat satisfied with their contact with CRT and 28% were not satisfied.

Five City services were given high marks (a 5 or 4 rating on a 5-point scale) by a majority of those surveyed:

- 911 emergency service – 72%
- Garbage collection – 64%
- Appearance of the parks – 58%
- Number of parks – 53%
- Maintenance of the parks – 52%

Twelve City services were given 5 or 4 ratings by 30% to 49% of residents:

- Yard waste pick-up – 49%
- Pathways and trails – 40%
- Street appearance, including landscaping and trees – 43%
- Traffic enforcement – 40%
- Animal control – 38%
- Recreation programs and classes – 38%
- Storm drainage and flood control – 38%
- Public transportation – 38%
- Street repairs – 35%
- Traffic signal timing – 34%
- Neighborhood patrols – 30%
- Street lighting – 30%

The services with the greatest opportunity for improvement based on a high percentage of 1 or 2 ratings include sidewalks, street lighting, street repair, planning and zoning, neighborhood patrols and traffic signal timing.

## **Communications**

73% of respondents feel the City is doing a good job of keeping them informed. Respondents identified a variety of sources from which they draw City information including City mailings (50%), the Shoreline Enterprise (50%) and the government access channel (31%). 23% of respondents named the City newsletter, Currents, as a source of information.

## **Feelings of Safety**

Nearly all (98%) respondents say they feel very or somewhat safe walking in their neighborhoods in the daytime. 70% say they feel very or somewhat safe walking in their neighborhoods in the evening.

## **Environmental Concerns**

Environmental concerns were named by 52% of the respondents and the most common concerns were about water pollution and run-off, over-development, traffic, maintenance of natural habitats, trees being cut down, flooding, air pollution and water conservation. 32% said they didn't know of any environmental problems and 16% said there were none.

## **Aurora Corridor Project**

84% of respondents had heard or read about the Aurora Corridor Project and 71% identified the following benefits of the project:

- Make Aurora more attractive – 38%
- Improve traffic flow – 25%
- Improve pedestrian safety – 19%
- Improve safety in general – 14%
- Attract more/nicer businesses – 14%
- Make area less "seedy" – 10%

Concerns about the project include: too expensive; more difficult to turn into businesses; will eliminate businesses; will slow traffic; will not get rid of "seedy" businesses; and will take too long.

## **Street Lighting**

Of those surveyed, 90% say they are very or somewhat satisfied with the level of lighting on major arterials. When asked about their level of satisfaction with the level of street lighting in neighborhoods, 62% were very or somewhat satisfied while 36% say they are not satisfied with the level of street lighting in neighborhoods.

## **CONCLUSION**

According to the 2002 City of Shoreline's Survey of Residents, residents generally have a positive view of the quality of life, safety, communications and services in the City of Shoreline. The results of the survey indicate some areas where service levels and/or communication about City services can be improved. Suggested improvements and low ratings of City services identified City streets as one area that residents focus upon. Some of the concerns and suggestions from these two questions were similar including:

traffic problems, road repair, signal timing, pedestrian safety and sidewalks, street lighting and growth control.

### **RECOMMENDATION**

No action is needed. This report is for information purposes only.

**ATTACHMENT:** 2002 City of Shoreline Survey of Residents

**CITY OF SHORELINE**

**SURVEY OF RESIDENTS**

**Conducted January 2002**

*Prepared for*

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## **Table of Contents**

Introduction and Methodology.....	1
Executive Summary.....	3
Detailed Survey Report and Supporting Tables:	
Attitudes toward Quality of Life .....	10
Sources of Information.....	15
Ratings/Responses to City Services .....	18
Awareness of, and Perceptions About, the Aurora Corridor Project.....	23
Satisfaction with Street Lighting .....	25
Support for Bond Issues for Possible Capital Improvements.....	27
Demographics of Respondents .....	30
Appendix:	
Additional Responses to Open-End Questions .....	36
Survey Questionnaire.....	38



# **CITY OF SHORELINE**

## **Survey of Residents**

### **Conducted January 2002**

#### **INTRODUCTION AND METHODOLOGY**

The City of Shoreline initiated a survey process to obtain information for a review of public perceptions and attitudes toward city services and facilities. The city contracted with Carolyn Browne Associates, a local community involvement and marketing research consulting firm, to conduct the survey. A planning workshop with City Council members, a workshop with city staff, a focus group discussion with a representative group of Shoreline residents and a meeting with representatives of the Council of Neighborhoods provided ideas and suggestions for designing the survey questionnaire.

Telephone interviews for the City of Shoreline were conducted during the last two weeks of January 2002, with 400 randomly selected male and female heads of households residing within the Shoreline City Limits. Interviewers were instructed to ask to speak with a head of household and to target about the same proportion of men and women. The 15-minute interview included questions about awareness and attitudes toward specific city services and responses to questions about possible new funding measures to support expanded services or new facilities. Demographic data for the respondent and his or her household was also collected.

Interviews were conducted from the supervised telephone bank of Consumer Opinion Service's Burien offices. Calls were monitored and validated throughout the data collection process. MR Data of Bellevue did the computer tabulation of the survey responses. Carolyn Browne Associates completed the questionnaire design, coordinated the data collection and coding, analyzed the data and prepared this report.

The sample of Shoreline residents was obtained using randomly selected names from the current Cole Directory for the area.

Many questions were asked in an open-end format with no suggested responses supplied by the interviewers. Thus, the responses for many of the questions accurately reflect what was on peoples' minds at the time they were surveyed. For many of the tables, a statement in parenthesis follows the question, "Multiple responses," indicating that people were allowed to answer the questions without any prompting or suggestions. Responses were coded based upon the patterns in the answers. The responses that did not fit into coding patterns (in other words, where few people had the same response) are listed for each question in the Appendix of this report.

The random sample of 400 individuals provides data that is projectable to the total population from which it is drawn (in this case, Shoreline households), with an error range of +/- 5% and a 95% confidence. For sample sizes of 200 (for certain population segments compared in this report), the responses will be accurate, at the same confidence level, with an error range of +/- 7.1%. Where data is reported based on sample sizes of less than 200, care should be taken in drawing conclusions because the error range increases sharply as the sample size drops below 200.

## **DEFINITIONS AND REPORT ORGANIZATION**

Tables in this report include data for the total of Shoreline residents who completed the survey, ("Total Sample"); for those who are younger than 55 ("Age – Under 55") and those who are 55 and older ("Age – 55 and older"); and for those who said they would be willing to pay something more in property taxes for a project they support ("Bond Issue – Support") compared with those who said they are unwilling to pay any additional property taxes or they don't know if they are willing to do so ("Bond Issue – Don't Support"). The four demographic sub-categories were selected and used for comparative purposes throughout the report. When analyzed, these categories consistently displayed many significant differences based upon the answers supplied by the respondents.

For purposes of clarity, the following terms, shown in *Italics*, are used in this report:

***Total sample/total residents*** – all of the Shoreline residents who qualified and were interviewed for this survey.

***Younger resident/respondent*** – under 55 years of age.

***Older resident/respondent*** – 55 years of age and older.

***Bond supporter*** – willing to pay some amount more in property taxes for a project of which they approve.

***Non-supporter*** – not willing to pay any more/or don't know how they feel about additional property taxes.

The Detailed Survey Results include tables that document the information contained in each section. Detailed Survey Tabulations, which include cross-tabulations of the survey questions, are in a separate, bound volume at the City of Shoreline.

Individual responses to the open-end questions and a copy of the survey questionnaire are in the Appendix.

## **EXECUTIVE SUMMARY**

### **MAJOR THEMES**

- Shoreline residents appreciate many qualities of the community:
  - Excellent schools
  - Small town feeling
  - Friendly community
  - Safe, low crime area
  - Well-run city with good city services
- They have several concerns including:
  - Traffic, pedestrian safety (sidewalks)
  - Street repairs and maintenance
  - Improving the appearance and the flow of traffic in the Aurora Corridor area
  - Controlling growth and development
  - Resolving flooding and water run-off problems
  - Developing more parks
  - Providing more activities for teenagers
  - Improving street lighting, especially in the neighborhoods
- Those who are younger – under 55 years of age – and those who say they are willing to pay for a bond issue to support a project they want, tend to have more positive attitudes about the city and city services than do older residents and those who are non-supporters.
- Shoreline residents generally feel that the city is doing a good job keeping them informed, and draw their information from several sources, most notably from brochures and flyers they receive from the city and from the weekly Shoreline Enterprise.
- Internet access is almost universal among residents, and more people have an Internet connection from their home than from a workplace.
- Residents are moderately satisfied with the services they receive from the City of Shoreline. Of 20 services mentioned in the survey, five were given high (5 or 4) ratings by a majority of residents. The services receiving the highest responses included:
  - 911 emergency service
  - Garbage collection
  - Appearance of the parks
  - Number of parks
  - Maintenance of the parks
- Residents are aware of, and see many benefits from, the Aurora Corridor project including making the area more attractive, improving traffic flow and improving safety. There are also concerns, primarily the cost of the project and the impact on businesses in the area.
- Street lighting on the arterials, and especially in the neighborhoods, is a source of concern for Shoreline residents, and most are willing or “somewhat willing” to have an annual assessment to pay for improvements in street lighting.

## EXECUTIVE SUMMARY – CONTINUED

- Given a list of six possible bond issues for capital improvements, respondents indicated they are very likely to support a bond issue to build sidewalks near schools and other major pedestrian areas. They are very or somewhat likely to support bond issues to resolve flooding and drainage problems, do arterial street improvements and improve parks and playgrounds.

## CHARACTERISTICS OF BOND SUPPORTERS

Respondents who said they are willing to pay some amount of money for a bond issue for a project they support differ in many ways from those who said they are unwilling to pay for any bond issue or who said they did not know if they were willing to vote for a bond issue.

### Bond Supporters Compared with Non-Supporters

- Rate quality of life in Shoreline superior or better than other cities 67% vs. 47%
- Volunteered more positive comments about the city 76% vs. 56%
- Volunteered more suggestions for **improvements** 83% vs. 68%
- Feel safer **walking in their neighborhoods in the daytime** 92% vs. 75%
- Feel safer **walking in their neighborhoods at nighttime** 78% vs. 64%
- Believe there are **environmental problems** facing the city 54% vs. 38%
- Say the city is doing an excellent or good job **keeping residents informed** 80% vs. 69%
- Rely on the **Shoreline Enterprise** as a major source of information 58% vs. 43%
- Rely on **flyers and brochures mailed from the city** for information 54% vs. 46%
- Have **Internet access** 95% vs. 77%
- Believe **city government services** in Shoreline are better or superior compared to other cities 40% vs. 28%
- Give higher (5 or 4) ratings to many **city services**:
  - Garbage collection 70% vs. 59%
  - Appearance of the parks 67% vs. 51%
  - Number of parks 60% vs. 48%
  - Maintenance of the parks 62% vs. 45%
  - Yard waste pick-up 53% vs. 45%
  - Street appearance 50% vs. 39%
  - Recreation programs and classes 49% vs. 30%
  - Public transportation 42% vs. 34%
  - Street repairs 37% vs. 32%
  - Traffic signal timing 40% vs. 29%
- Have greater awareness of the **Aurora Corridor Project** 89% vs. 81%
- See more **benefits from the Aurora Corridor Project** 84% vs. 72%
- Are more willing (very/somewhat) to be **assessed for street lighting** 81% vs. 51%

## **EXECUTIVE SUMMARY – CONTINUED**

### **CHARACTERISTICS OF BOND SUPPORTERS - CONTINUED**

- Are more willing to support any of the bond issues suggested
  - Sidewalks 72% vs. 50%
  - Resolving flooding problems 50% vs. 35%
  - Arterial street improvements 46% vs. 29%
  - Park and playground improvements 37% vs. 24%
  - Indoor swimming pool 25% vs. 15%
  - City Hall 16% vs. 14%

### **POSITIVE ATTITUDES TOWARD SHORELINE**

Asked about the qualities that define Shoreline, respondents came up with a lengthy list of positive descriptions headed by:

- 21% - excellent schools
- 19% - small town feeling
- 16% - friendly community
- 13% - safe, low crime
- 12% - well-run city, good city services

### **IMPROVEMENTS WANTED**

The most frequent suggestions for improvements to the city included:

- 13% - Repair the roads/fill the potholes
- 13% - Finish the Aurora Corridor project
- 12% - Improve traffic problems
- 11% - Improve pedestrian safety
- 10% - control growth
- 9% - improve quality and appearances of businesses on Aurora
- 8% - more parks
- 7% - more activities for teenagers

### **FEELINGS OF SAFETY**

Ninety-eight percent (98%) of Shoreline residents feel "very" or "somewhat safe" (and 83% say they feel "very safe") walking in their neighborhoods in the daytime. Seventy percent (70%) say they feel "very" or "somewhat safe" walking in their neighborhoods in the evening; (33% feel "very safe").

### **ENVIRONMENTAL CONCERNS**

About half (52%) of those interviewed could name an environmental concern. Of those who did, the most common suggestions were concerns about water pollution and run-off, over-development, traffic, maintenance of natural habitats, trees being cut down, flooding, air pollution and water conservation.

## **EXECUTIVE SUMMARY – CONTINUED**

### **SOURCES OF INFORMATION**

Seventy-three percent (73%) of Shoreline residents believe the city is doing an excellent or good job of keeping people informed.

Currently, 85% of the Shoreline residents have access to the Internet, more at home than at their workplace. Thirty percent (30%) have looked at the Web site for the city, and 4% suggested it as a major source of information for learning what is happening in the city. Of those who checked out the Web site, 80% found it easy to find what they were looking for.

Forty-two percent (42%) had some type of contact with the city last year. Of those who contacted the city, 45% were “very satisfied” and 35% were “somewhat satisfied” with the service they received. Twenty percent (20%) were not satisfied with the service they received.

The current major sources of information for residents about the city include:

- 50% - brochures and flyers from the city
- 50% - Shoreline Enterprise
- 31% - public access television
- 23% - Currents (city newsletter)
- 14% - Seattle P-I/Times
- 11% - public meetings
- 10% - word-of-mouth

### **SATISFACTION WITH CITY GOVERNMENT**

Thirty-three percent (33%) rate the services provided by the City of Shoreline as better or superior compared with other cities; 46% say the city is like any other, 4% say services are poor; and 17% have no opinion.

Twenty percent (20%) of those surveyed are aware of CRT – Customer Response Team, and 9% said they called the number for assistance. Of those who called the CRT, 44% said they were “very satisfied” with the response they received; 28% were “somewhat satisfied”; and 28% were “not satisfied.”

### **RATINGS OF CITY GOVERNMENT SERVICES**

From a listing of 20 services, five were given high marks (a 5 or 4 rating on a 5-point scale) by a majority of those surveyed:

- 72% - 911 emergency service
- 64% - garbage collection
- 58% - appearance of the parks
- 53% - number of parks
- 52% - maintenance of the parks

Most city services were given 5 or 4 ratings by 30% to 49% of the residents:

- 49% - yard waste pick-up
- 40% - pathways and trails

## **EXECUTIVE SUMMARY – CONTINUED**

- 43% - street appearance, including landscaping and trees
- 40% - traffic enforcement
- 38% - animal control
- 38% - recreation programs and classes
- 38% - storm drainage and flood control
- 38% - public transportation
- 35% - street repairs
- 34% - traffic signal timing
- 30% - neighborhood patrols
- 30% - street lighting

The city service that has the highest level of dissatisfaction is sidewalks. The services with the greatest levels of dissatisfaction (those receiving 2 or 1 ratings) included:

- 55% - sidewalks
- 37% - street lighting
- 33% - street repair
- 32% - planning and zoning
- 26% - neighborhood patrols
- 25% - traffic signal timing

It should be noted that while 35% gave street repairs the highest ratings (5 or 4), 33% gave this city service the lowest ratings (2 or 1).

## **AURORA CORRIDOR PROJECT**

Eighty-four percent (84%) of the Shoreline residents surveyed are aware of the Aurora Corridor Project, and 71% of those who know about the project cite benefits, including:

- 38% - will make Aurora more attractive
- 25% - improve traffic flow
- 19% - improve pedestrian safety
- 14% - improve safety in general
- 14% - attract more, nicer businesses
- 10% - make area less "seedy"
- 17% - saw no benefits
- 10% - did not know of any benefits

Sixty-two percent (62%) of the residents shared concerns about the Project:

- 28% - too expensive
- 19% - more difficult to turn into businesses
- 18% - will eliminate some businesses
- 16% - will slow traffic
- 20% - had no concerns
- 18% - did not know about any concerns

## **EXECUTIVE SUMMARY – CONTINUED**

## **STREET LIGHTING**

Of those surveyed, 90% said they are “very satisfied” or “somewhat satisfied” with arterial street lighting; 62% are “very satisfied” or “somewhat satisfied” with street lighting in the neighborhoods.

Sixty-four percent (64%) say they are “very willing” or “somewhat willing” to pay a yearly assessment of \$10 to \$15 to improve street lighting.

## **SUPPORT FOR PROPOSED BOND ISSUES**

Respondents were asked about their willingness to pay for a bond issue for a project they would support, prior to being asked about their attitudes toward six proposed projects.

Of those surveyed, (44%) said they are willing to pay some additional property tax to fund a bond issue for a capital improvement they want; 28% said they are unwilling to approve any bond issue; and 28% did not have an opinion.

Of six possible projects provided to the respondents, respondents said they were very or somewhat likely to support:

- 86% - sidewalks for pedestrian safety
- 84% - resolving flooding and drainage problems
- 79% - arterial street improvements
- 71% - park and playground improvement

In addition, 48% said they would be very or somewhat likely to vote for a bond issue for a new City Hall building, and 42% were “very” or “somewhat willing” to support a bond issue for an indoor pool.

## **DEMOGRAPHICS OF RESPONDENTS**

- **Employment:** 50% are employed at full-time jobs and 14% work part-time. Of those employed, 28% work in Shoreline, 67% commute to another location, and 5% both work in Shoreline and travel to another location. Most commuters travel alone in their car to work; 13% use public transportation; 7% use a vanpool or carpool; and 2% bicycle.
- **Age:** 28% are under 45 years of age; 31% are 45 to 54; 13% are 55 – 64; and 28% are 65 years and older.
- **Number in household:** 16% live in one-person households; 43% live in two-person households; 16% have three; and 25% have four or more in the household.
- **Children:** 32% have children under 18 in the household; a much higher proportion of households with children have school-age children or teenagers rather than young children under age 6.
- **Education:** 51% are college graduates (15% have post-graduate degrees); 29% have some college and 20% have a high school education or less.
- **Type of residence:** 90% live in single-family homes; 6% live in apartments; and 4% reside in condominiums.
- **Own or rent:** 87% own their homes and 13% rent.
- **Years as a resident:** The median number of years as a resident of Shoreline is 18.

## **EXECUTIVE SUMMARY – CONTINUED**



- **Income:** Of the 70% who reported a gross family income, 24% had less than \$40,000; 29% had \$40,000 – 59,999; 22% had \$60,000 – 79,999; and 25% had \$80,000 or more.
- **Neighborhoods:** Respondents were drawn relatively proportional to population from neighborhoods throughout the city; 83% could name the specific neighborhood in which they reside.
- **Sex of respondent:** 50% of those interviewed are male and 50% are female.

DETAILED  
SURVEY RESULTS  
AND  
SUPPORTING TABLES

## **ATTITUDES TOWARD QUALITY OF LIFE (Table1)**

### **RATING OF THE QUALITY OF LIFE IN SHORELINE**

Fifty-six percent (56%) of the Shoreline residents surveyed rate the quality of life in the city superior (10%) or better (46%) compared with other cities; 35% say it is about the same and 4% say it is not as good as other cities; and 5% have no opinion.

Two-thirds (65%) had at least one positive comment about living in Shoreline; and 16% shared negative comments.

Younger, compared with older residents, are somewhat more likely to have a positive opinion about the city (59% vs. 51% give it a superior or better rating).

### **REASONS FOR POSITIVE ATTITUDES**

The respondents were quick to come up with positive qualities describing the city. The qualities most often mentioned included:

- 21% - Excellent schools
- 19% - Small-town feeling
- 16% - Friendly community
- 13% - Safe/low crime
- 12% - Well-run city; good city services

Those who rate the quality of life higher tend to be quicker to mention many qualities about the city they appreciate.

### **ISSUES OF CONCERN TO RESIDENTS**

Sixteen percent (16%) provided negative descriptions, but there were no significant patterns to their responses. A few complained about taxes, traffic, the appearance and safety concerns about Aurora Avenue and the amount of growth and development in the community.

### **IMPROVEMENTS WANTED**

Three-quarters (75%) of those interviewed suggested at least one improvement they believe would benefit the city. Residents who are younger, compared with older residents, provided longer lists of suggestions for improvements (77% vs. 70%).

The most frequent suggestions included: repair the roads, including the potholes (13%); finish the Aurora Corridor project (13%); improve traffic problems (12%); improve pedestrian safety (11%); control, slow growth (10%); improve the businesses on Aurora (9%); have more parks (8%); and provide more activities for teenagers (7%).

### **FEELINGS OF SAFETY WALKING IN SHORELINE NEIGHBORHOODS**

Ninety-eight percent (98%) of Shoreline residents feel "very safe" or "somewhat safe," and only 2% say they feel "unsafe."

Seventy percent (70%) say they feel "very safe" or "somewhat safe" walking in their neighborhoods in the evenings, 13% say they feel "somewhat unsafe," and 10% say they feel "unsafe" walking in their communities at night; 7% say they "don't know."

Younger, compared with older residents, feel a greater sense of safety walking in the evening (79% vs. 58% feel "very" or "somewhat safe").

### **ENVIRONMENTAL CONCERNS**

Fifty-two percent (52%) of those surveyed identified an environmental concern they believe is facing the city. The concerns listed most often were: water pollution and run-off problems (18%); growth and over-development (16%), traffic (12%); maintaining natural habitats (10%); cutting down trees (9%); flooding (8%); air pollution (7%); and water conservation (3%).

Environmental concerns are somewhat more important to younger residents (56% of those under 55 listed a concern compared with 48% of those 55 and older).

**TABLE 1. QUALITY OF LIFE**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q1. Overall, how would you rate the quality of life in the City of Shoreline compared with other cities?</b>					
Superior	10%	8%	12%	12%	8%
Better	46	51	39	55	39
About the same as	35	35	35	30	39
Not as good as	4	4	4	2	6
Not sure	5	2	10	1	8
<b>Q2. Why do you feel this way? (Open-end, multiple responses; do not add to 100%)</b>					
<b>Positive comments:</b>	65%	69%	60%	76%	56%
Excellent schools	21	25	16	30	14
Small-town feeling	19	20	18	25	14
Friendly community	16	**	**	**	**
Safe, low crime	13	**	**	**	**
Well-run city/good city services	12	**	**	**	**
Attractive environment	9	**	**	**	**
Nice neighborhoods	8	**	**	**	**
Close to Seattle	6	**	**	**	**
Nice parks and open space	5	**	**	**	**
<b>Same as other cities</b>	18	20	15	16	19
<b>Negative comments:</b>	16	14	18	12	19
Taxes too high	4	**	**	**	**
Traffic/traffic in neighborhoods	4	**	**	**	**
Aurora Avenue problems	3	**	**	**	**
Too much development	3	**	**	**	**
Other mentions – See Appendix					
Don't know	10	7	13	5	14

\*\* Numbers too small for significance.

TABLE 1. QUALITY OF LIFE - CONTINUED

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q3. What types of improvements would you like to occur in the city? (Open-end, multiple responses; do not add to 100%)</b>					
Road repair/repair potholes	13%	10%	18%	9%	17%
Finish Aurora Ave. project	13	**	**	**	**
Improve traffic problems	12	**	**	**	**
Improve pedestrian safety	11	**	**	**	**
Slow, control growth	10	**	**	**	**
Improve businesses on Aurora	9	**	**	**	**
More parks	8	**	**	**	**
More activities for teens	7	**	**	**	**
Other mentions – See Appendix					
Don't know	25				
<b>Q14. How safe do you feel walking alone in your neighborhood during the daytime?</b>					
Very safe	83%	82%	83%	92%	75%
Somewhat safe	15	16	13	7	21
Somewhat/very unsafe	2	2	4	1	4
<b>Q15. How safe do you feel walking alone in your neighborhood at nighttime?</b>					
Very safe	33%	33%	33%	36%	30%
Somewhat safe	37	46	25	42	34
Somewhat unsafe	13	13	12	12	14
Very unsafe	10	5	16	4	13
Not sure	7	3	14	6	9

\*\* Numbers too small for significance.

**TABLE 1. QUALITY OF LIFE - CONTINUED**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q23. What do you feel are the important environmental issues facing the city?</b> (Open-end, multiple responses; do not add to 100%)					
<b>Environmental problem named:</b>	52%	56%	48%	54%	38%
Water pollution/run-off	18%	22%	13%	26%	12%
Growth/over-development	16	19	13	18	15
Traffic	12	13	11	15	10
Maintaining natural habitats	10	10	10	14	7
Trees being cut down	9	9	9	13	5
Flooding	8	10	7	11	6
Air pollution	7	5	10	10	5
Water conservation	3	5	1	5	2
No environmental problems	16	16	15	12	18
Don't know	32	28	37	27	36
Other mentions – See Appendix					

**\*\* Numbers too small for significance.**

## **SOURCES OF INFORMATION FOR THE CITY (Table 2)**

### **STAYING INFORMED ABOUT THE CITY**

Seventy-three percent (73%) of the residents surveyed believe the city is doing an excellent or good job of keeping residents informed about what is happening in the city; 19% say that the city is doing a fair job; 6% rate the city's communication as poor, and 2% have no opinion.

### **SOURCES OF INFORMATION**

One-half (50%) of those interviewed said that brochures and flyers mailed by the city and the Shoreline Enterprise were sources of information about the city. Other information sources for residents include: public access television (31%); Currents, the city newsletter (23%); the daily Seattle newspapers (14%); public meetings (11%) and word-of-mouth (10%).

For the most part, there are no significant differences in the information sources for younger or older residents, with the exception that older residents are somewhat more likely to mention public meetings as an information source (15% vs. 7%).

Access to Internet service is rapidly becoming universal, especially for younger residents. Currently, 85% of the Shoreline residents, and 97% of those who are under 55 (68% of those 55 and older), have Internet access. More people access the Internet at home than at their workplace. Forty-six percent (46%) use the Internet at their workplace, and 78% have access at their home.

Thirty percent (30%) of those surveyed have looked at the City of Shoreline Web site. Of these, 80% said it was easy to find what they were looking for.

### **CONTACT WITH THE CITY OF SHORELINE**

Some 42% of the respondents had contacted the City of Shoreline in the year prior to being surveyed. Of these, 45% said they were "very satisfied" with the service they received; 35% said they were "somewhat" satisfied; 20% were "not at all" satisfied.



**TABLE 2. STAYING INFORMED/SOURCES OF INFORMATION**

Question/ Response	Total Sample	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
	(Base=400)	(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q4. How good a job is the city doing keeping residents informed about what is happening in the city</b>					
Excellent	17%	15%	22%	21%	14%
Good	56	57	55	59	55
Fair	19	19	17	16	21
Poor	6	7	5	3	8
Not sure/don't know	2	2	1	1	2
<b>Q5. What are your sources of information about the city?</b> (Open-end, multiple responses; do not add to 100%)					
Flyers/brochures in the mail	50%	52%	46%	54%	46%
Shoreline Enterprise	50	49	52	58	43
Public access TV	31	32	29	29	32
Currents (City newsletter)	23	22	26	26	21
Seattle Times/P-I	14	13	16	10	17
Public meetings	11	7	15	10	12
Word-of-mouth	10	10	9	10	9
Web site	4	6	1	5	4
Flyers/brochures around city	4	4	4	5	3
Other mentions – See Appendix					
<b>Q6a. Do you presently have Internet access?</b> (Multiple responses; do not add to 100%)					
Have Internet access	85%	97%	68%	95%	77%
Home	78	88	64	86	72
Workplace	46	62	23	59	36
Other location	5	5	3	7	3
No Internet access	15	3	32	5	23
<b>Q6b. Have you looked at the web site for the City of Shoreline?</b> (Of those who have Internet access)	(Base=337)	(Base=160)	(Base=240)	(Base=211)	(Base=189)
Yes	30%	33%	24%	29%	30%

**TABLE 2. STAYING INFORMED/SOURCES OF INFORMATION – CONTINUED**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q6c. How easy was it for you to find the information you were seeing? (Of those who looked at the Web site)</b>	(Base=100)	(Base=160)	(Base=240)	(Base=211)	(Base=189)
Easy	80%	83%	70%	80%	80%
Difficult	5	4	7	6	4
Not sure	15	13	23	14	16
<b>Q7a. Have you contacted the City of Shoreline for any purpose in the last year?</b>	(Base=400)	(Base=160)	(Base=240)	(Base=211)	(Base=189)
Yes	42%	41%	43%	44%	40%
<b>Q7b. Overall, how satisfied were you with the service you received? (Of those who contacted the city)</b>	(Base=167)	(Base=160)	(Base=240)	(Base=211)	(Base=189)
"very satisfied"	45%	42%	52%	48%	43%
"somewhat satisfied"	35	37	31	34	36
Not at all satisfied	20	21	17	18	21

## **RATINGS/RESPONSES TO CITY SERVICES (Tables 3, 4A and 4B)**

### **OVERALL SATISFACTION WITH CITY GOVERNMENT**

Forty-six percent (46%) of those living in Shoreline say that the city government services are about the same as those provided by other cities; one-third (33%) rate city government services as better or superior; 4% say it is not as good as other cities and 17% have no opinion).

Those who are older, compared with the younger residents, are somewhat less likely to have an opinion about city services (22% vs. 13% have no opinion).

### **AWARENESS OF CUSTOMER RESPONSE TEAM (CRT)**

Twenty percent 20% of those surveyed had heard of the Customer Response Team and 9% of the residents have called the CRT for assistance. Of those who contacted the CRT, 72% said they were "very satisfied" or "somewhat satisfied" with the results of this contact, and 28% were "not satisfied."

### **RATINGS OF CITY GOVERNMENT SERVICES**

Respondents were asked to rate 20 city services on a scale from 5 to 1, where 5 was "excellent" and 1 was "poor." Five of the 20 services listed received high (5 or 4) ratings from a majority of those surveyed:

- 72% 911 emergency service
- 64% Garbage collection
- 58% Appearance of the parks
- 53% Number of parks
- 52% Maintenance of the parks

Most city services were given 5 or 4 ratings by 30 to 49% of the residents:

- 49% Yard waste pick-up
- 40% Pathways and trails
- 43% Street appearance, including landscaping and trees
- 40% Traffic enforcement
- 38% Animal control
- 38% Recreation programs and classes
- 38% Storm drainage and flood control
- 38% Public transportation
- 35% Street repairs
- 34% Traffic signal timing
- 30% Neighborhood patrols
- 30% Street lighting

Three city services received low satisfaction ratings:

- 17% Sidewalks
- 17% Code enforcement, including cleaning up abandoned properties

- 17% Planning and zoning

The services with the greatest levels of dissatisfaction (those receiving 2 or 1 ratings) included:

- 55% Sidewalks
- 37% Street lighting
- 33% Street repair
- 32% Planning and zoning
- 26% Neighborhood patrols
- 25% Traffic signal timing

It should be noted that while 35% gave "street repairs" the highest ratings (5 or 4), 33% gave this city service the lowest ratings (2 or 1).

In general, younger residents, in contrast to older residents, are more likely to give higher ratings to the services provided by Parks and Recreation. Older residents are somewhat more appreciative of the 911 service (79% give it 5 or 4 ratings compared with 65% of those who are under 55).

Those who say they would support a bond issue tend to give higher ratings to more city services than do those who are non-supporters.

**TABLE 3. OVERALL RATING OF CITY SERVICES/CRT**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q8. Overall, how do you rate the quality of city government services in Shoreline compared with other cities?</b>					
Superior	4%	3%	5%	5%	3%
Better	29	30	30	35	25
About the same	46	49	40	42	49
Not as good	4	5	3	2	5
Not sure/no opinion	17	13	22	16	18
<b>Q13a. Have you heard of the "Customer Response Team" or "CRT"?</b>					
Yes	20%	19%	22%	20%	20%
No	74	75	71	73	74
Not sure	6	6	7	7	6
<b>Q13b. Have you ever called the CRT for help?</b>					
Yes	9%	8%	10%	8%	10%
<b>Q13c. How satisfied were you with the service you received? (Of those who called the CRT for help)</b>	(Base=36)				
"very satisfied"	44%	**	**	**	**
"somewhat satisfied"	28	**	**	**	**
"not satisfied"	28	**	**	**	**

**TABLE 4A CITY SERVICES RECEIVING THE HIGHEST RATINGS**

**Q9-Q12. Please rate each of these services on a 5-point scale where 5 is excellent, 4 is very good, 3 is good, 2 is fair and 1 is poor. (List was rotated to eliminate bias; arranged in order of highest 5 and 4 ratings)**

**PROPORTION RATING EACH SERVICE AS A 5 ("EXCELLENT) OR 4 ("VERY GOOD)**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55 (Base=230)	55 and Older (Base=165)	Support (Base=177)	Don't Support (Base=223)
<b>Q9. Parks and Recreation:</b>					
Appearance of the parks	58%	62%	54%	67%	51%
Number of parks	53	57	50	60	48
Maintenance	52	57	46	62	45
Pathways and trails	40	44	36	41	39
Recreation programs and classes	38	44	31	49	30
<b>Q10. Public Safety:</b>					
911 Emergency service	72%	65%	79%	73%	70%
Traffic enforcement	40	40	42	42	39
Animal control	38	37	39	40	36
Neighborhood patrols	30	28	33	29	31
<b>Q11. Public Works:</b>					
Garbage collection	64%	62%	66%	70%	59%
Yard waste pick-up	49	49	50	53	45
Street appearance	43	42	48	50	39
Storm drainage and flood	38	34	43	40	36
Street repair	35	34	35	37	32
Traffic signal timing	34	34	33	40	29
Street lighting	30	28	34	33	28
Sidewalks	17	17	15	17	16
<b>Q12. Other City Services:</b>					
Public transportation	38%	39%	36%	42%	34%
Code enforcement	17	20	15	15	19
Planning and zoning	17	18	16	19	15

**TABLE 4B RATINGS OF CITY SERVICES**

**Q9-Q12. Please rate each of these services on a 5-point scale where 5 is excellent, 4 is very good, 3 is good, 2 is fair and 1 is poor. (List was rotated to eliminate bias; arranged in order of highest 5 and 4 ratings)**

DEPARTMENT	Excellent-----Poor					
	5	4	3	2	1	D.K.
<b>Q9. Parks and Recreation:</b>						
Appearance of the parks	15%	43%	27%	6%	--	9%
Number of parks	16	37	30	6	2%	9
Maintenance	11	41	27	6	1	14
Pathways and trails	8	32	24	9	2	25
Recreation programs and classes	12	26	17	6	1	38
<b>Q10. Public Safety:</b>						
911 Emergency service	41%	31%	10%	1%	--	17%
Traffic enforcement	7	33	35	11	6	8
Animal control	8	30	31	8	5	18
Neighborhood patrols	8	22	27	18	8	17
<b>Q11. Public Works:</b>						
Garbage collection	15%	49%	22%	4%	2%	8%
Yard waste pick-up	12	37	22	5	5	19
Street appearance	7	37	38	12	5	1
Storm drainage and flood	6	32	40	9	5	8
Street repair	5	30	31	22	11	1
Traffic signal timing	5	29	38	16	9	3
Street lighting	5	25	31	27	10	2
Sidewalks	2	15	25	31	24	3
<b>Q12. Other City Services:</b>						
Public transportation	12%	26%	30%	14%	6%	12%
Code enforcement	2	15	29	13	10	31
Planning and zoning	1	16	29	19	13	22

**AWARENESS OF, AND PERCEPTIONS ABOUT, THE AURORA CORRIDOR PROJECT**  
(Table 5)

**AWARENESS OF THE AURORA CORRIDOR PROJECT**

Eighty-four percent (84%) of the Shoreline residents have heard or read about the Aurora Corridor Project. Older, compared with younger residents, are more likely to be aware of the project (91% vs. 80%), as are those who support a bond issue compared with non-supporters (89% vs. 81%).

**PERCEIVED BENEFITS AND CONCERNS ABOUT THE PROJECT**

Of those who are aware of the project, 71% suggested benefits for the City of Shoreline including: making Aurora more attractive (38%); improving traffic flow (25%); improving pedestrian safety (19%); improving safety, in general (14%); attracting more and nicer businesses to the area (14%), and making the area nicer, and less “seedy” in general (10%); 17% saw no benefits from the project, and 12% did not know any.

Younger, compared with older residents, were more likely to suggest a benefit from the Aurora Corridor Project (78% vs. 63%), as were those who are likely to support a bond issue compared with the non-supporters (84% vs. 72%).

Among those aware of the project, 62% listed at least one concern: expense of the project (28%); will make it more difficult to turn into businesses (19%); will eliminate some businesses (18%); and will slow traffic (16%). Twenty percent (20%) had no concerns; and 18% did not know any.



<b>TABLE 5. AWARENESS OF/PERCEPTIONS ABOUT THE AURORA CORRIDOR PROJECT</b>					
<b>Question/ Response</b>	<b>Total Sample (Base=400)</b>	<b>Age</b>		<b>Bond Issue</b>	
		<b>Under 55 (Base=230)</b>	<b>55 and Older (Base=165)</b>	<b>Support (Base=177)</b>	<b>Don't Support (Base=223)</b>
<b>Q16a. Have you heard or read anything about the Aurora Corridor project?</b>					
Yes	84%	80%	91%	89%	81%
No	13	17	7	8	16
Not sure	3	3	2	3	3
<b>Q16b. What will be the benefits for the City of Shoreline from this project? (Open-end, multiple responses; do not add to 100%)(Of those who had heard about the project)</b>	(Base=338)	(Base=184)	(Base=150)	(Base=157)	(Base=181)
<b>Total suggesting benefits:</b>	71%	78%	63%	84%	72%
Make Aurora more attractive	38	39	37	46	32
Improve traffic flow	25	29	20	31	21
Improve pedestrian safety	19	19	18	19	18
Improve safety, in general	14	16	12	19	11
Attract more/nicer businesses	14	16	11	19	9
Make area less "seedy"	10	13	6	17	4
Other mentions - See Appendix					
None; don't see any benefits	17	12	22	10	22
Don't know	12	10	15	6	17
<b>Q16c. What concerns, if any, do you have about the project? (Open-end, multiple responses; do not add to 100%)(Of those who had heard about the project)</b>					
<b>Total suggesting concerns:</b>	62%	65%	59%	61%	63%
Too expensive	28	29	27	23	33
More difficult to turn into businesses	19	21	16	14	23
Will eliminate businesses	18	20	17	19	18
Will slow traffic	16	14	19	17	16
Other mentions - See Appendix					
None; have no concerns	20	20	20	23	18
Don't know	18	15	21	16	19

## **SATISFACTION WITH STREET LIGHTING (TABLE 6)**

When asked about satisfaction with the level of lighting on the major arterials, 90% said they were very or “somewhat satisfied” (41% were “very satisfied” and 49% were “somewhat satisfied”); 8% were “not satisfied” and 2% had no opinion.

Asked about the street lighting in the neighborhoods, 62% said they were “very” or “somewhat satisfied,” 36% were “not satisfied,” and 2% had no opinion.

Sixty-four percent (64%) say they are “very willing” or “somewhat willing” to pay a yearly assessment of \$10 to \$15 to improve street lighting.

There are no significant differences between younger and older residents concerning willingness to pay an assessment for street lighting improvements. However, those who support a bond issue, compared with non-supporters, are more willing to support an assessment to improve street lighting (45% vs. 22% are “very willing”).

**TABLE 6. SATISFACTION WITH STREET LIGHTING**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q17. How satisfied are you with the level of street lighting on the arterials in Shoreline?</b>					
"very satisfied"	41%	37%	47%	43%	40%
"somewhat satisfied"	49	52	43	49	48
"not satisfied"	8	10	7	8	8
Not sure	2	1	3	--	4
<b>Q18. How satisfied are you with the level of street lighting in Shoreline neighborhoods?</b>					
"very satisfied"	17%	15%	19%	16%	18%
"somewhat satisfied"	45	48	41	44	46
"not satisfied"	36	37	36	40	33
Not sure	2	--	4	--	3
<b>Q19. How willing would you be to pay a \$10 to \$15 per year assessment to improve the level of street lighting in the City of Shoreline?</b>					
"very willing"	32%	31%	35%	45%	22%
"somewhat willing"	32	34	29	36	29
"not willing"	32	31	34	19	43
Not sure	4	4	2	--	6

## **SUPPORT FOR BOND ISSUES FOR POSSIBLE CAPITAL IMPROVEMENTS (Table 7)**

### **WILLINGNESS TO PAY FOR A BOND ISSUE**

Before being asked about any possible bond issues, respondents were asked about their willingness, in general, to pay for some increase in property taxes for a project they would support. Forty-four percent (44%) of those surveyed said they are willing to support some property tax increase for a project they want; the remainder of the respondents was divided (28% each) between those who said they are unwilling to consider any type of a tax increase and those who do not have an opinion ("don't know").

Younger, compared with older residents, are considerably more supportive of a possible bond issue (54% vs. 30% are willing to have some amount of increase for a project they support).

### **SUPPORT FOR POSSIBLE BOND ISSUES**

All of the respondents, including those who said they would and those who said they would not support a bond issue and those who were undecided about voting for a bond issue, were given a list of six possible projects and asked about their likeliness to a bond issue for a particular project. Based on these responses, the strongest level of support in the Shoreline community is for a bond issue to provide sidewalks near schools and in other areas where they are needed for pedestrian safety. From a list of six possible bond issues, 86% said they were "very" or "somewhat willing" to vote for a bond issue for sidewalks. The proposed bond issues with the highest level of support include:

<u>Suggested Bond Issue</u>	<u>Very/Somewhat Likely to Support</u>
Sidewalks for pedestrian safety	86%
Resolving flood and drainage problems	84
Arterial street improvements	79
Park and playground improvements	71

Forty-eight percent (48%) were very or somewhat likely to support a new City Hall building, and 42% had this level of support for an indoor swimming pool.

Younger, compared with older residents were more supportive of a bond issue for sidewalks (66% vs. 53% very likely), and were also more supportive of park and playground improvements (36% vs. 22%) and an indoor swimming pool (24% vs. 13%).

**TABLE 7A. SUPPORT FOR POSSIBLE BOND ISSUES**

Question/ Response	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q20. If the city proposes a bond issue for a project you support, about how much more per year in property taxes seems acceptable to you?</b> (Open-end responses)					
<b>Willing to have some increase</b>	44%	54%	30%		
\$1 – 20	7	8	5	16	
\$21 – 30	5	6	4	12	
\$31 – 40	10	11	9	23	
\$41 – 50	10	13	5	22	
\$51 – 99	2	3	1	5	
\$100 or more	10	13	6	23	
Nothing; no increase	28	23	35	--	50%
Don't know	28	23	35	--	50
<b>Q21. "Very likely" to support a bond issue:</b> (Arranged in order of highest proportion of "very likely" responses)					
Sidewalks near schools and in other areas where needed for pedestrian safety	60%	66%	53%	72%	50%
Resolving flooding and drainage problems where needed	42	42	43	50	35
Arterial street improvements, including widening and repairs where needed	37	41	31	46	29
Park improvements and play-ground equipment	30	36	22	37	24
Large, indoor recreational swimming pool	19	24	13	25	15
City Hall (with the city owning the building)	15	15	16	16	14

**TABLE 7B. SUPPORT FOR SUGGESTED BOND ISSUES**

**Q21. Please tell me if you would be very, somewhat or not at all likely to vote for a bond issue for the following suggested facilities improvements. (List was rotated to eliminate bias; arranged in order of highest “very likely” percentages)**

Suggested Bond Issue:	Likely to Support			Not Sure
	Very	Somewhat	Not at all	
Sidewalks near schools and in other areas where needed for pedestrian safety	60%	26%	13%	1%
Resolving flooding and drainage problems where needed	42	42	15	1
Arterial street improvements, including widening and repairs where needed	37	42	20	1
Park improvements and playground equipment	30	41	26	3
Large, indoor recreational swimming pool	19	23	56	2
City Hall (with the city owning the building)	15	33	43	9

## **DEMOGRAPHICS OF RESPONDENTS (Table 8)**

### **DEMOGRAPHICS OF BOND SUPPORTERS**

There are distinct demographic patterns for those who say they are willing to support a bond issue for a project they want. In general, bond supporters compared with non-supporters are more likely to be:

- Employed at a full-time job
- Between the ages of 35 and 54
- In households with three or more people
- In households with children
- College graduates
- More recent residents of Shoreline

### **EMPLOYMENT**

One-half (50%) of the respondents are employed at full-time jobs; 14% work part time; and 36% are not employed. Those employed are considerably more likely to be under 55 (74% work full time compared with 16% of those 55 and over).

Bond supporters are considerably more likely to be employed (57% have full-time jobs compared with 44% of the non-supporters).

Of those who are employed, 28% work in Shoreline; 67% commute to another location; and 5% work at home and travel to other locations. Of those who commute, 83% travel to their job in a car by themselves; 13% use a carpool or vanpool; 7% use public transportation; and 2% bicycle. Since some people use different transportation modes on different days, these numbers add to more than 100%.

### **AGE OF RESPONDENT**

Twenty-eight percent (28%) are under 45 years of age; 31% are 45 to 54; 13% are 55 to 64; and 28% are 65 and older. Younger, compared with older residents, are considerably more likely to be bond issue supporters.

### **NUMBER IN HOUSEHOLD/CHILDREN IN HOUSEHOLD**

Fifty-nine percent (59%) of the Shoreline residents live in one- or two-person households (16% live in single-person households and 43% are in two-person households); 16% have three; and 25% have four or more in the household.

While 32% have at least one child in the household, there are considerably more whose children are school age or teenagers. Of those who have children, 24% have at least one child under six, while 54% have a child in the 6 to 12 age range and 56% have at least one teenager.

Those with children in the household are considerably more likely to be bond supporters (46% of the supporters have children compared with just 25% of the non-supporters).

### **LEVEL OF EDUCATION**

Shoreline residents are highly educated. Twenty percent (20%) have a high school education or less; 29% have some college; and 51% are college graduates (15% have post-graduate degrees).

Those with college educations are far more likely to be bond supporters (62% vs. 43% of the non-supporters).

#### **TYPE OF RESIDENCE/OWN OR RENT**

Nine out of 10 (90%) respondents live in single-family homes; 6% live in apartments; and 4% live in condominiums.

Eighty-seven percent (87%) of Shoreline residents own their home.

#### **YEARS AS A SHORELINE RESIDENT**

The median number of years as a Shoreline resident is 18 years. Twenty-six percent (26%) of those interviewed have been residents of the city for less than five years; 19% have been in Shoreline five to 10 years; 13% for 11 to 15 years; 22% for 16 to 25 years; and 33% for more than 25 years.

Younger residents are more likely to be shorter-time residents of Shoreline (66% of those under 55, compared with 14% of those 55 and older, have lived in Shoreline for 15 years or less). Fifty-one percent (51%) of the bond supporters, compared with 41% of the non-supporters, have also resided in Shoreline for less than 16 years.

#### **INCOME**

Thirty percent (30%) of the respondents refused to divulge income. Of those who did provide responses, the median income level was \$50,000. The proportions were fairly evenly divided among the four income levels: 24%, less than \$40,000; 29%, \$40,000 - \$59,999; 22%, \$60,000 to 79,999; and 25% \$80,000 and over.

#### **NEIGHBORHOODS**

Respondents were drawn from throughout the City of Shoreline, relatively proportional to population. Most of those interviewed named one of 11 neighborhoods; 13% did not specify a neighborhood in which they reside. The distribution of neighborhoods is shown in Table 8.

#### **SEX OF RESPONDENT**

Interviewers were instructed to interview approximately an even number of men and women. The tabulations include responses from 50% who are male and 50% who are female.



**TABLE 8. DEMOGRAPHICS OF RESPONDENTS**

	Total Sample (Base=400)	Age		Bond Issue	
		Under 55 (Base=230)	55 and Older (Base=165)	Support (Base=177)	Don't Support (Base=223)
<b>Q24a. Employment status</b>					
Employed full time	50%	74%	16%	57%	44%
Employed part-time	14	18	9	19	10
Not employed	36	8	75	24	46
<b>Q24b. Work in Shoreline or commute elsewhere</b> (Of those currently employed)	(Base=255)	(Base=210)	(Base=41*)	(Base=134)	(Base=121)
Shoreline	28%	28%	27%	21%	35%
Another location	67	67	66	74	59
Both	5	5	7	5	6
<b>Q24c. System of transportation for commuting to work</b> (Of those employed outside Shoreline; multiple responses; do not add to 100%)	(Base=183)	(Base=150)	(Base=30)*	(Base=105)	(Base=78)
Car alone	83%	83%	83%	82%	84%
Carpool/vanpool	7	14	10	14	12
Public transportation	13	7	3	7	8
Bicycle	2	--	10	3	1
<b>Q25. Age of respondent</b>	(Base=400)	(Base=230)	(Base=165)	(Base=177)	(Base=223)
Under 35	9%	15%	--	10%	7%
35 – 44	19	33	--	22	16
45 – 54	31	52	--	39	24
55 – 64	13	--	32%	11	16
Over 65	28	--	68	18	37
<b>Q26. Number in household</b>					
One	16%	13%	21%	12%	19%
Two	43	28	63	36	48
Three	16	21	9	19	13
Four	18	27	5	24	13
Five or more	7	11	2	9	7
<b>Q27a. Children in the household</b>					
None	68%	49%	89%	54%	75%
One	14	19	8	20	10
Two or more	18	32	3	26	15

\*Note: Extremely small sample size.

**TABLE 8. DEMOGRAPHICS OF RESPONDENTS - CONTINUED**

	Total Sample (Base=400)	Age		Bond Issue	
		Under 55 (Base=230)	55 and Older (Base=165)	Support (Base=177)	Don't Support (Base=223)
<b>Q27b. Ages of the Children in the household</b> (Multiple responses; do not add to 100%)	(Base=127)	(Base=110)	(Base=17)*	(Base=77)	(Base=50)
Under 6	22%	24%	6%	21%	22%
6 to 12	50	54	29	49	53
13 to 17	59	56	82	63	53
<b>Q28. Level of education</b>	(Base=400)	(Base=225)	(Base=162)	(Base=176)	(Base=216)
High school graduate or less	20%	14%	26%	13%	24%
Some college or trade school	29	29	30	25	33
College graduate	36	43	28	42	31
Post graduate	15	14	16	20	12
<b>Q29. Type or residence</b>	(Base=400)	(Base=230)	(Base=165)	(Base=177)	(Base=223)
Single family	90%	87%	93%	91%	88%
Apartment	6	9	3	4	8
Condominium	4	4	4	5	4
<b>Q30. Owner or renter</b>					
Own	87%	81%	96%	89%	87%
Rent	13	19	4	11	13
<b>Q31. Years as a resident of Shoreline</b>					
Less than 5 years	13%	21%	2%	18%	10%
5 to 10 years	19	26	8	18	20
11 to 15 years	13	19	4	15	11
16 to 25 years	22	22	22	27	17
26 years or more	33	12	64	22	42
Median years in Shoreline	18 years	11 years	32 years	15 years	21 years
<b>Q32. Annual gross annual household income: (Excludes 30% who refused to answer)</b>	(Base=281)	(Base=175)	(Base=105)	(Base=135)	(Base=146)
Less than \$40,000	24%	12%	43%	13%	34%
\$40,000 to \$59,999	29	31	27	33	26
\$60,000 to \$79,999	22	26	15	22	22
\$80,000 or more	25	31	15	32	18
Median Income	\$50,000	\$70,000	\$50,000	\$70,000	\$50,000

TABLE 8. DEMOGRAPHICS OF RESPONDENTS - CONTINUED					
	Total Sample (Base=400)	Age		Bond Issue	
		Under 55	55 and Older	Support	Don't Support
		(Base=230)	(Base=165)	(Base=177)	(Base=223)
<b>Q33. Shoreline neighborhood</b>					
Ridgecrest	18%	**	**	**	**
Richmond Beach	14	**	**	**	**
Richmond Highlands	12	**	**	**	**
North City	10	**	**	**	**
Echo Lake	7	**	**	**	**
Innis Arden	6	**	**	**	**
Parkwood	4	**	**	**	**
Meridian Park	3	**	**	**	**
Westminster Triangle	2	**	**	**	**
Ballinger	2	**	**	**	**
Hillwood	2	**	**	**	**
Other mentions – See Appendix	7	**	**	**	**
Don't know	13	**	**	**	**
<b>Sex of respondent</b>					
Male	50%	53%	47%	47%	53%
Female	50	47	53	53	47

\* Numbers too small for significance.

## Appendix:

### Individual Responses to Open-End Questions Survey Questionnaire

**ADDITIONAL RESPONSES FROM OPEN-END QUESTIONS**  
(Number of responses, beyond one, shown in parenthesis)

**Q2. Why do you feel that way? (response to quality of life)**

**Positives:** Diverse population (2); lived here a long time (2); new library (2); variety of housing; it's my home; well-run Police Department;

**Negatives:** Too expensive to live here (4); streets too narrow; not enough jobs; crime; no city center; road improvements;

**Q3. What types of improvements would you like to occur in the city?**

Reduce cut-through traffic in neighborhoods (13); reduce crime in some neighborhoods (11); more commercial/retail (10); more affordable housing (8); do something about vacant commercial buildings (8); improve bus service (6); less population (6); reduce taxes (5); more police (4); more restaurants (4); review zoning (4); city needs to listen to public (3); more sidewalks (3); cheaper services (3); bike paths (3); drainage problems (2); need more city identity (2); better upkeep of public buildings (2); get rid of sexual offenders (2); covered bus stops (2); community center (2); clean yards, water prices too high; less gambling; dog park; library; government access; housing too dense; consistent city government; better planning; the arts; mitigate noise; underground wiring; more street lights; waste management.

**Q5. What are your sources of information?**

Journal (6); posted notices (2); stop by City Hall; TV news; Richmond Beach Paper; school flyers.

**Q16b. What will be the benefits from this Project (Aurora Corridor)?**

City identity (6); more revenue for the city/taxes (3); centralize (3); better infra structure; pedestrian friendly; all others (3).

**Q16c. What are your concerns about this project?**

Will not get rid of seedy businesses (9); will take too long (9); parking (3); mess driving construction (3); pedestrian problems (3) do not need wide sidewalks (2); too much buffer (2); people will use side streets; will seriously impact east-west traffic flow; property will be reduced; select of planted trees roots on roads; no bike lanes; repair existing; all others (4).

**Q22. Is there a possible capital improvement project I didn't mention?**

Richmond Beach facilities improvements.

**Q23. What do you believe are the important environmental issues currently facing the City of Shoreline?**

Cleaning up residential yards (2); recycling (2); sewage problems (2); noise (2); litter; power station; beach access; waste management; all others (9).

**Q33. In what neighborhood do you reside?**

Highland Terrace (6); The Highlands (4); Northridge (3); Briarcrest (2); Shorewood Hill (2); Sky Acres; Westover Addition; Annex; Rockcrest; Lake Forest Park; NW Shoreline; Cromwell; Logovista; A-One; Ronald; Fircrest; 175<sup>th</sup>.

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Bellevue, WA 98008  
(206) 644-6820

INTERVIEWER \_\_\_\_\_  
START \_\_\_\_\_  
STOP \_\_\_\_\_  
TOTAL \_\_\_\_\_

Person Called: \_\_\_\_\_

Phone: \_\_\_\_\_

CITY OF SHORELINE  
**Resident Satisfaction Survey**  
**January, 2002**

Hello, I'm \_\_\_\_\_ and I'm calling for the City of Shoreline to learn more about public attitudes concerning current city services and future directions for the city. This survey will only take about 10 to 12 minutes. I am with Consumer Opinion Services, a local marketing research firm. Are you a male/female head of the household? (IF NOT, ASK TO SPEAK WITH A MALE OR FEMALE HEAD OF THE HOUSEHOLD OR FIND OUT AN APPROPRIATE TIME TO CALL BACK TO TALK WITH THAT PERSON.)

1. Overall, how would you rate the quality of life in the City of Shoreline compared with other cities? Would you say that the quality of life is superior, better, about the same as or not as good as the quality of life in other cities?

- 1 Superior
- 2 Better
- 3 About the same as
- 4 Not as good as
- 5 Not sure/don't know (DON'T READ)

2. Why do you feel this way?

\_\_\_\_\_

3. What types of improvements would you like to occur in the city that would improve the quality of life here?

\_\_\_\_\_

4. How good a job do you believe the city is doing keeping residents informed about what is happening in the city? Would you say the city is doing an excellent, good, fair or poor job of keeping residents informed?

- 1 Excellent
- 2 Good
- 3 Fair
- 4 Poor
- 5 Not sure/don't know

5. What are your sources of information for learning about the major issues affecting the city and the ways residents can become involved?

---

6a. Do you presently have Internet access at your home? At your workplace? At another location? (MARK ALL THAT APPLY)

- 1 Home
- 2 Workplace
- 3 Other location
- 4 No access – SKIP TO QUESTION 7

6b. Have you looked at the Web site for the City of Shoreline?

- 1 Yes
- 2 No – SKIP TO QUESTION 7

6c. How easy was it for you to find the information you were seeking? Would you say it was relatively easy or relatively difficult to find the information you want?

- 1 Easy
- 2 Difficult
- 3 Not sure

7a. Have you contacted the City of Shoreline for any purpose in the last year?

- 1 Yes
- 2 No – SKIP TO QUESTION 8

7b. Overall, how satisfied were you with the service you received the last time you contacted the city? Would you say you were very, somewhat or not at all satisfied with the response you received?

- 1 "very satisfied"
- 2 "somewhat satisfied"
- 3 Not at all satisfied
- 4 Not sure (DON'T READ)

8. Overall, how do you rate the quality of city government services in Shoreline compared with other cities? Do you believe it is superior, better, about the same as or not as good?

- 1 Superior
- 2 Better
- 3 About the same
- 4 Not as good
- 5 Not sure/no opinion (DON'T READ)

I am going to ask you several questions about city services and ask you to rate each item on a 5-point scale, where 5 is excellent, 4 is very good 3 is good 2 is fair and 1 is poor.

9. First, I have some questions about Parks and Recreation. How would you rate the \_\_\_\_\_ of the parks; would you rate this a 5, 4, 3, 2 or 1? (ROTATE; DO NOT READ D.K.)

Service	Excellent-----Poor					Don't Know
Number of parks	5	4	3	2	1	0
Appearance of the parks	5	4	3	2	1	0
Maintenance	5	4	3	2	1	0
Quality of pathways and trails	5	4	3	2	1	0
Recreation programs and classes	5	4	3	2	1	0

10. I'd like your opinion about public safety services. On this same 5-point scale, where 5 is excellent, 4 is very good 3 is good 2 is fair and 1 is poor, how would you rate \_\_\_\_\_? (ROTATE LIST; DO NOT READ D.K.)

Service	Excellent-----Poor					Don't Know
Traffic enforcement	5	4	3	2	1	0
Animal control	5	4	3	2	1	0
911 Emergency service	5	4	3	2	1	0
Neighborhood patrols	5	4	3	2	1	0

11. Now, I have some questions about Public Works. On the same 5-point scale, how would you rate \_\_\_\_\_? (ROTATE LIST; DO NOT READ D.K.)

Service	Excellent-----Poor					Don't Know
Street repair	5	4	3	2	1	0
Street lighting	5	4	3	2	1	0
Street appearance, including landscaping, weed and litter control	5	4	3	2	1	0
Traffic signal timing	5	4	3	2	1	0
Sidewalks	5	4	3	2	1	0
Garbage collection	5	4	3	2	1	0
Yard waste pick-up	5	4	3	2	1	0
Storm drainage and flood control	5	4	3	2	1	0

12. And, finally, I have a few other city services I would like you to rate on the 5-point scale. How about \_\_\_\_\_? (ROTATE LIST; DO NOT READ D.K.)

Service	Excellent-----Poor					Don't Know
Code enforcement, including cleaning up abandoned properties	5	4	3	2	1	0
Planning and zoning	5	4	3	2	1	0
Public transportation	5	4	3	2	1	0

13a. Have you heard of the "Customer Response Team" or "CRT?"



- 1 Yes
- 2 No ) SKIP TO QUESTION 14
- 3 Not sure )

13b. Have you ever called the Customer Response Team for help?

- 1 Yes
- 2 No – SKIP TO QUESTION 14

13c. In general, how satisfied were you with the service you received? Would you say you were “very satisfied”, “somewhat satisfied”, or not at all satisfied?

- 1 “very satisfied”
- 2 “somewhat satisfied”
- 3 Not at all satisfied
- 4 Not sure

14. How safe do you feel walking alone in your neighborhood during the daytime? Do you feel very safe, somewhat safe, somewhat unsafe or very unsafe?

- 1 Very safe
- 2 Somewhat safe
- 3 Somewhat unsafe
- 4 Very unsafe
- 5 Not sure (DO NOT READ)

15. How about walking alone in your neighborhood at nighttime? Do you feel very safe, somewhat safe, somewhat unsafe or very unsafe?

- 1 Very safe
- 2 Somewhat safe
- 3 Somewhat unsafe
- 4 Very unsafe
- 5 Not sure (DO NOT READ)

16a. Have you heard or read anything about the Aurora Corridor Project?

- 1 Yes
- 2 No ) SKIP TO QUESTION 17
- 3 Not sure )

16b. In your opinion, what will be the benefits for the City of Shoreline from this project?

---

16c. What concerns, if any, do you have about the Aurora Corridor Project?

---

17. Overall, how satisfied are you with the level of street lighting on the arterials in the City of Shoreline? Would you say you were very, somewhat or not at all satisfied with lighting on the arterials?

- 1 "very satisfied"
- 2 "somewhat satisfied"
- 3 "not satisfied"
- 4 Not sure

18. What about the level of street lighting provided in Shoreline neighborhoods? Would you say you were very, somewhat or not at all satisfied with lighting on the neighborhood streets?

- 1 "very satisfied"
- 2 "somewhat satisfied"
- 3 "not satisfied"
- 4 Not sure

19. How willing, if at all, would you be to pay a \$10 to \$15 per year assessment to improve the level of street lighting in the City of Shoreline? Would you be very, somewhat or not at all willing to pay an assessment for street light improvements?

- 1 "very willing"
- 2 "somewhat willing"
- 3 Not willing
- 4 Not sure

20. There are many needs that have been identified for the city that would likely require a bond issue to pay for the added facilities and services. Every \$10 million dollars acquired through a bond issue represents about \$38 per year in additional property tax on a \$225,000 house. If the city proposes a bond issue for a project you support, about how much more per year in property taxes seems acceptable to you? (IF THEY DO NOT OWN THEIR HOME, ASK "If you were a homeowner, about how much more per year would you think you'd be willing to pay for a project you favor?)

\$ \_\_\_\_\_ (WRITE IN EXACT AMOUNT)

- 00 Nothing; not willing to have an increase in property taxes
- 99 Don't know

21. I am going to read a list of some possible capital improvement projects that are being discussed. Please tell me if you would be very, somewhat or not at all likely to vote for a bond issue for the following suggested facilities improvements. First, how about

\_\_\_\_\_, would you be very, somewhat or not at all likely to support a bond issue for this? (ROTATE LIST)

Suggested Bond Issue:	Likely to Support			Not sure
	Very	Somewhat	Not at all	
Arterial street improvements, including widening and repairs where needed	1	2	3	4
Sidewalks near schools and in other areas where needed for pedestrian safety	1	2	3	4

Suggested Bond Issue:	Likely to Support			Not sure
	Very	Somewhat	Not at all	
Park improvements and play-ground equipment	1	2	3	4
Large, indoor recreational swimming pool	1	2	3	4
Resolving flooding and drainage problems where needed	1	2	3	4
City Hall (with the city owning the building)	1	2	3	4

22. Is there a possible capital improvement project I did not mention that you believe should be included in a bond issue? What is that?

---

09 No; nothing else

23. What do you believe are the important environmental issues currently facing the City of Shoreline?

---

Now, I would like to ask a few questions about your demographics and habit patterns for comparative purposes. Your answers will in no way be identified with your name.

24a. Are you currently employed full or part-time?

- 1 Yes – full time
- 2 Yes – part time
- 3 No – SKIP TO QUESTION 25

24b. Do you work in Shoreline or do you commute to another location?

- 1 Shoreline – SKIP TO QUESTION 25
- 2 Another location
- 3 Both

24c What system of transportation do you use to travel to work? (YOU MAKE MARK MORE THAN ONE ANSWER)

- 1 Car alone
- 2 Carpool/vanpool
- 3 Public transportation
- 4 Bicycle
- 5 Walk
- 6 Other: \_\_\_\_\_

25. What is your age? \_\_\_\_\_ (IF PERSON HESITATES, READ THE RANGES)

- 1 Under 25
- 2 25 - 34
- 3 35 - 44
- 4 45 - 54
- 5 55 - 64
- 6 65 and older

26. How many people, including yourself, are in your household? \_\_\_\_\_  
(IF 1, SKIP TO QUESTION 28)

27a. How many children under 18 years of age are in your household? \_\_\_\_\_  
(IF NONE, SKIP TO QUESTION 28)

27b. And, what are the ages of the children?

- 1 Under 6
- 2 6 – 12
- 3 13 - 17

28. What level of education were you able to complete?

- 1 Less than high school
- 2 High school graduate
- 3 Community college or trade school
- 4 College degree (4 year)
- 5 Post graduate degree
- 6 Refused (DON'T READ)

29. Do you reside in a single-family home, an apartment or a condominium?

- 1 Single family
- 2 Apartment
- 3 Condominium

30. And, do you own or rent your residence?

- 1 Own
- 2 Rent

31. How many years have you been a resident of the Shoreline area? \_\_\_\_\_

32. Is your total gross annual household income:

- 1 Less than \$40,000
- 2 \$40,000 - \$60,000 (59,999)
- 3 \$60,000 - \$80,000 (79,999)
- 3 More than \$80,000
- 4 Refused (DON'T READ)

33. Finally, in what Shoreline neighborhood do you reside? \_\_\_\_\_

Sex of respondent: 1 Male 2 Female