



MARKET
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City of Shoreline

May 2012 Telephone Survey

Presentation of Results

- ▶ Telephone survey in the City of Shoreline
- ▶ 501 total interviews
- ▶ Overall Margin of Error \pm 4.4 points at the 95% confidence interval
- ▶ Conducted May 9 – 17, 2012
- ▶ Trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

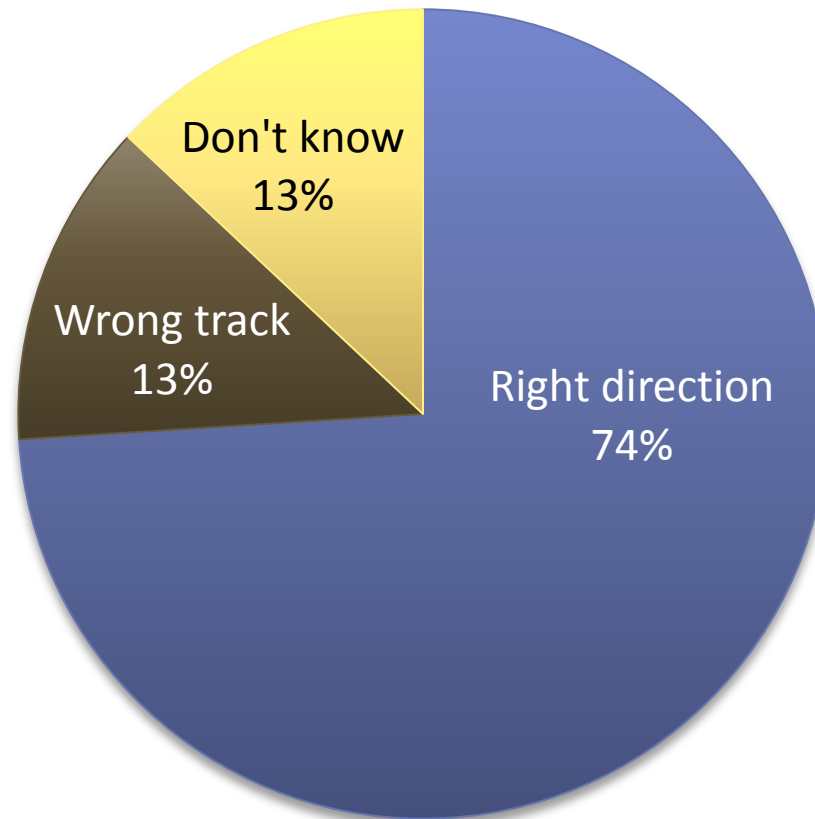
1. ***Shoreline residents continue to be very optimistic about the direction of the City and the City receives very strong performance ratings on a number of measures.***
 - Three-fourths (75%) of residents feel things in the City of Shoreline are generally going in the right direction, while only 13% think things are on the wrong track.
 - Nearly three-fourths (70%) give the City of Shoreline a positive rating (“Excellent” 13% / “Good” 57%) for the overall job it does.
 - Two-thirds (69%) give the City a positive rating for the job it does keeping citizens informed and for the job it does delivering services efficiently (68% positive).
 - By a 51% to 31% margin, residents give the City a positive rating for the job it does focusing on the priorities that matter most to residents, although 18% are not sure.
 - By a 44% to 32% margin the job the City is doing managing the public's money, with 26% who are unable to rate the City.

2. ***A majority of residents initially support the proposed acquisition of SPU's services, but there is considerable uncertainty. Details about the proposed acquisition reassure residents and dramatically increase support.***
- Initially, residents support the SPU purchase by a 3-to-1 margin (51% Support / 17% Oppose). However, a third of respondents (32%) are uncertain about the purchase.
 - After hearing details about the proposed purchase, eight in ten residents (79% Support) the proposal and only 10% are opposed.
 - Residents are most interested in information about the fact that no increase in taxes or water rates will be required to purchase the system (55% “Extremely important”) and that Shoreline ratepayers would no longer pay a tax to the City of Seattle (54%).
 - Increased costs and taxes, mentioned by 32% of those who are initially opposed to the purchase, is the top concern.

City Ratings

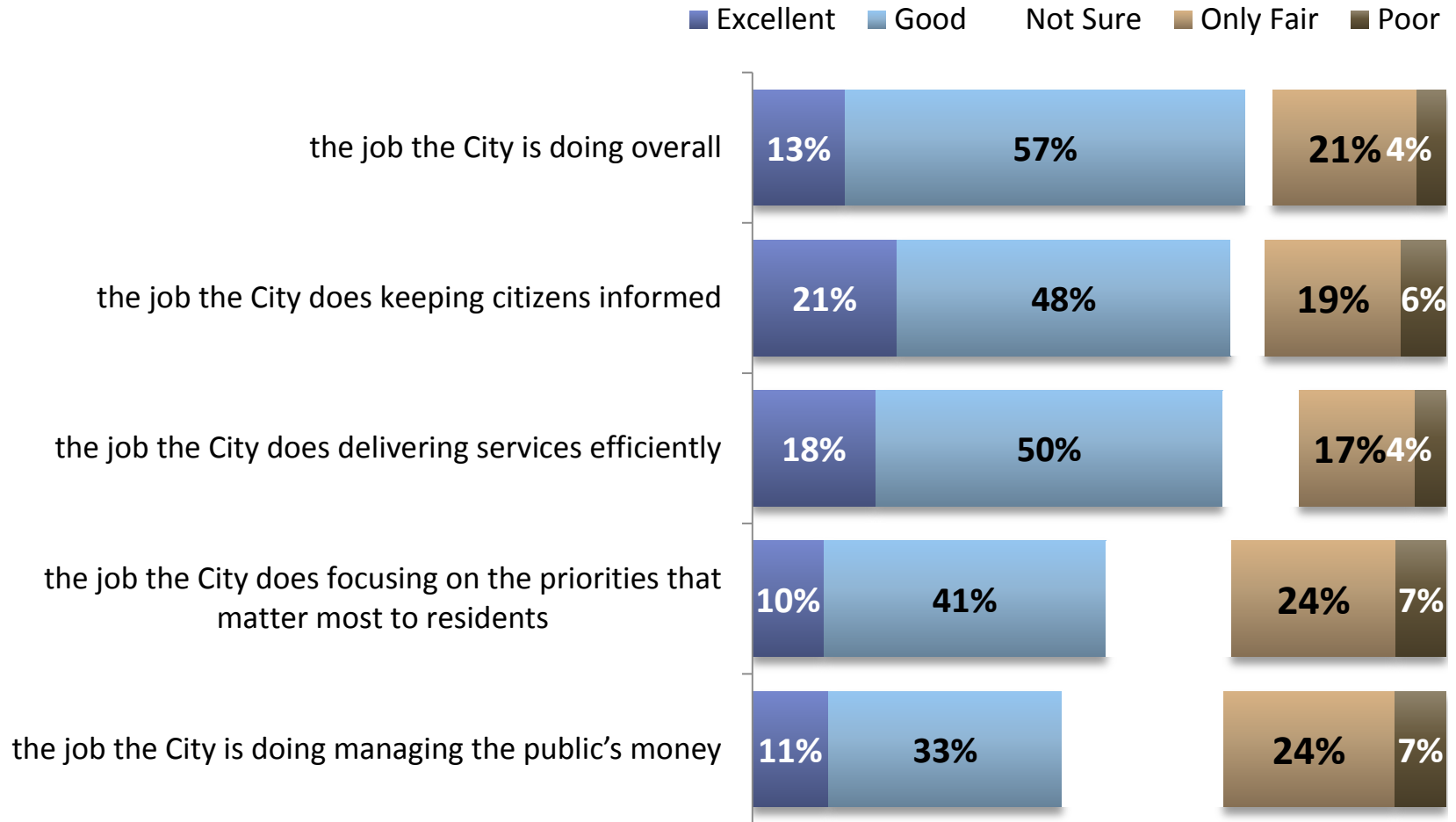


Q3. Do you feel things in the City of Shoreline are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



City Job Ratings

Q4-8. Please rate the job Shoreline City government is doing in each of the following areas. Use a scale of excellent, good, only fair or poor. If you aren't sure one way or the other, please just say so.

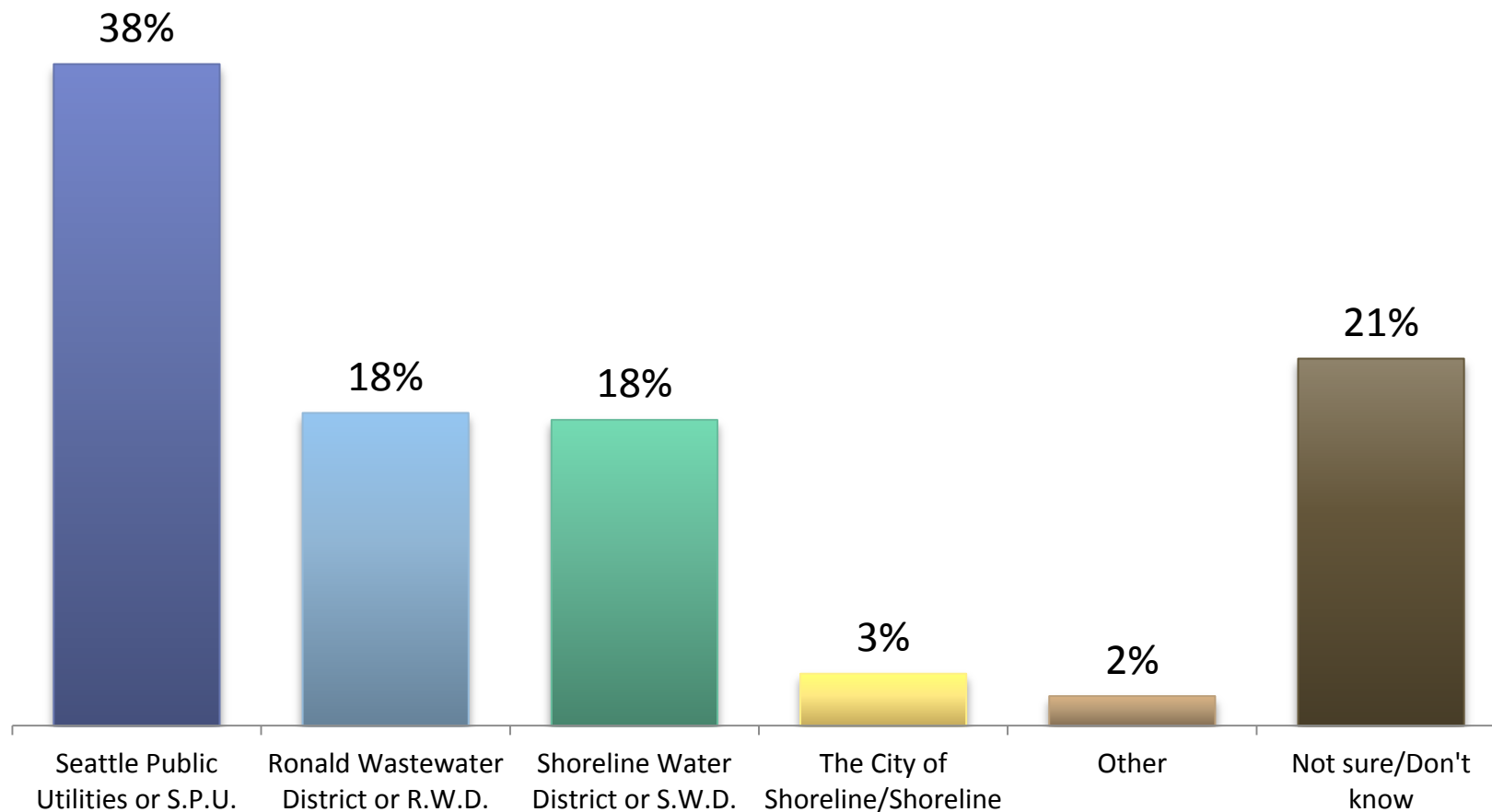


Utilities Ratings



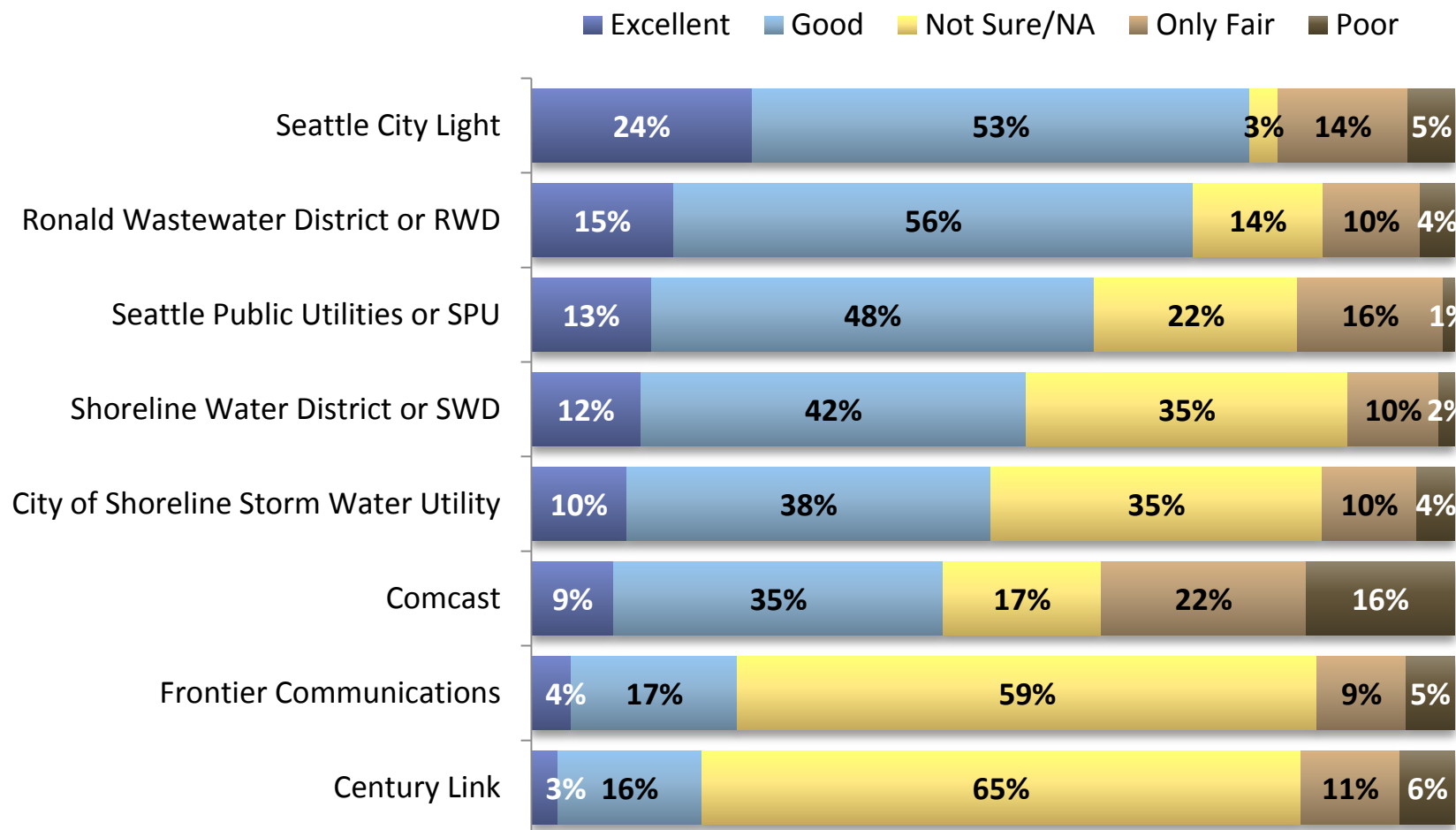
Water Service Provider

Q9. From what you know, who provides your water service?



Utilities Job Ratings

Q10-17.. I'm going to read you a list of utilities and I'd like you to rate the job they do providing services. Use a scale of excellent, good, only fair or poor. If you aren't sure one way or the other, please just say so.

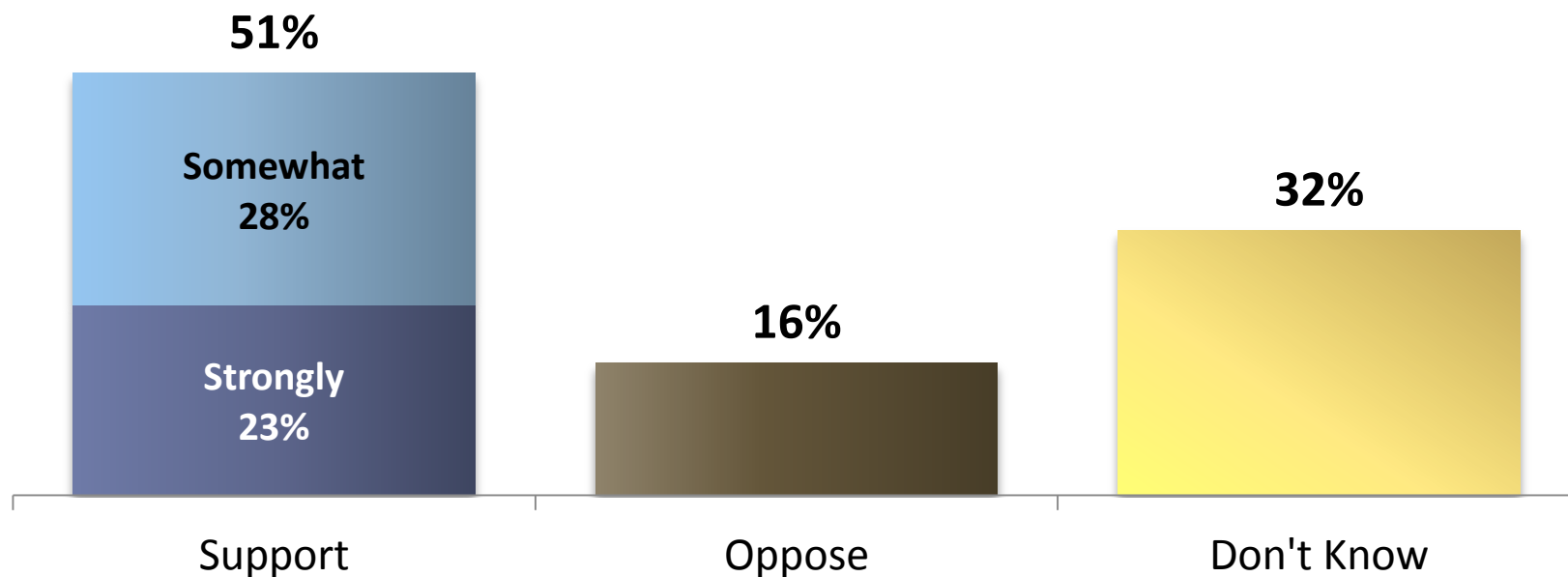


SPU Purchase



Initial Support for Purchase

Q18. S.P.U., or Seattle Public Utilities, currently provides water service to Shoreline residents who live in the area west of I-5, which is about two thirds of the City. Shoreline has reached a tentative agreement to purchase the Seattle Public Utilities Water System. Under the agreement, the city would own and operate the SPU water system for customers in Shoreline. In general, do you support or oppose having the City of Shoreline purchase the SPU water system in Shoreline? (IF SUPPORT/OPPOSE) And would that be strongly (support/oppose) or somewhat (support/oppose)?



Reasons for Support & Opposition

Q19. What is the main reason you **SUPPORT** the purchase? (TAKE ONE RESPONSE)

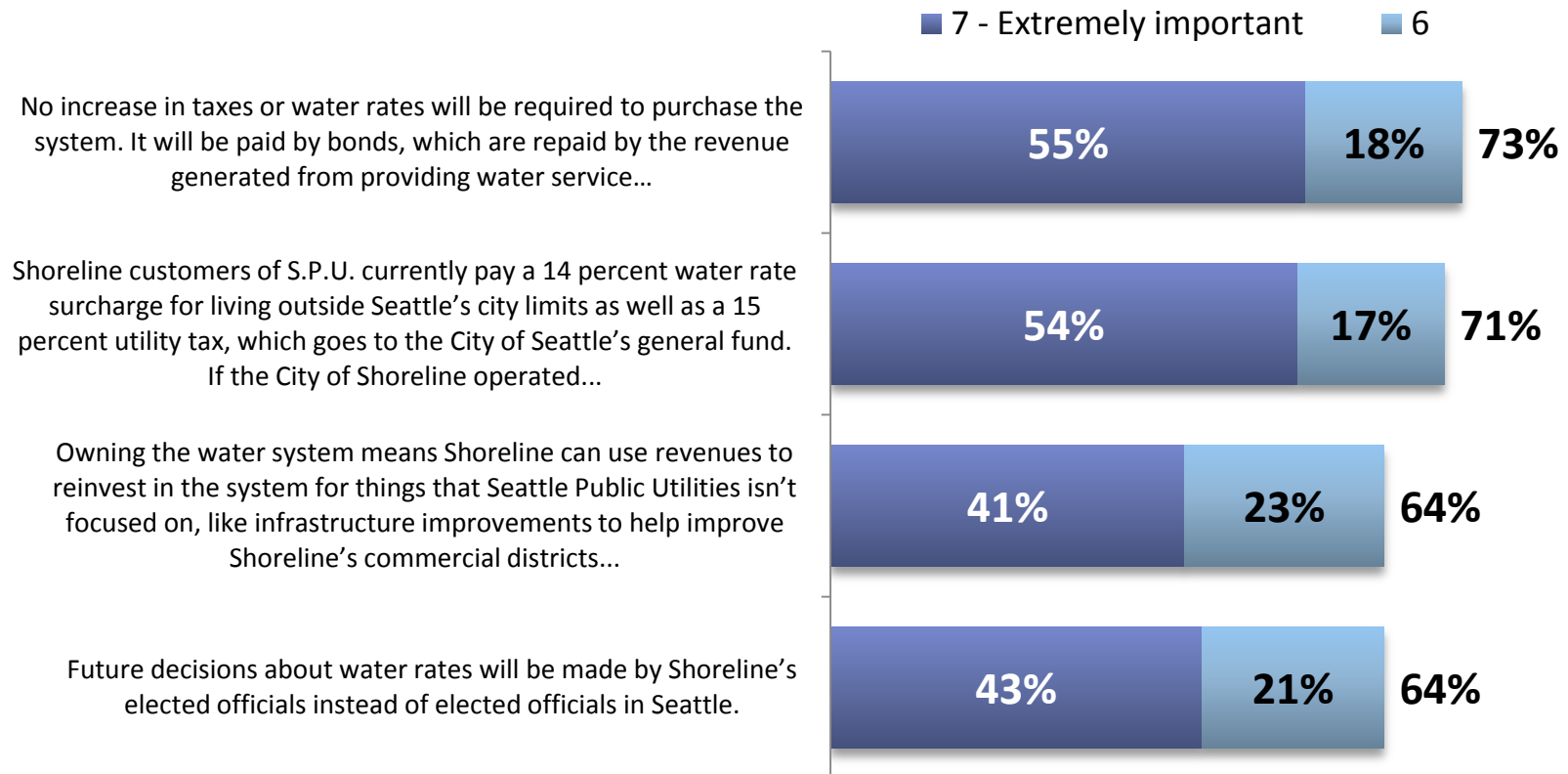
Local Control/City Control/Accountability	34%
Cost/Rates go down/Taxes	19%
Better Job/Service	12%
Good Idea	9%
Independence	3%
Economical/Efficient	2%
Better Maintenance	1%
Other	9%
No/None/Nothing	2%
Don't Know/Not Sure	8%

Q20. What is the main reason you **OPPOSE** the purchase? (TAKE ONE RESPONSE)

Cost/Taxes	32%
Like it the way it is	24%
Better Service/Quality	14%
Don't trust Shoreline/Government	9%
Spend Money Else Where	4%
Other	11%
No/None/Nothing	3%
Don't Know/Not Sure	4%

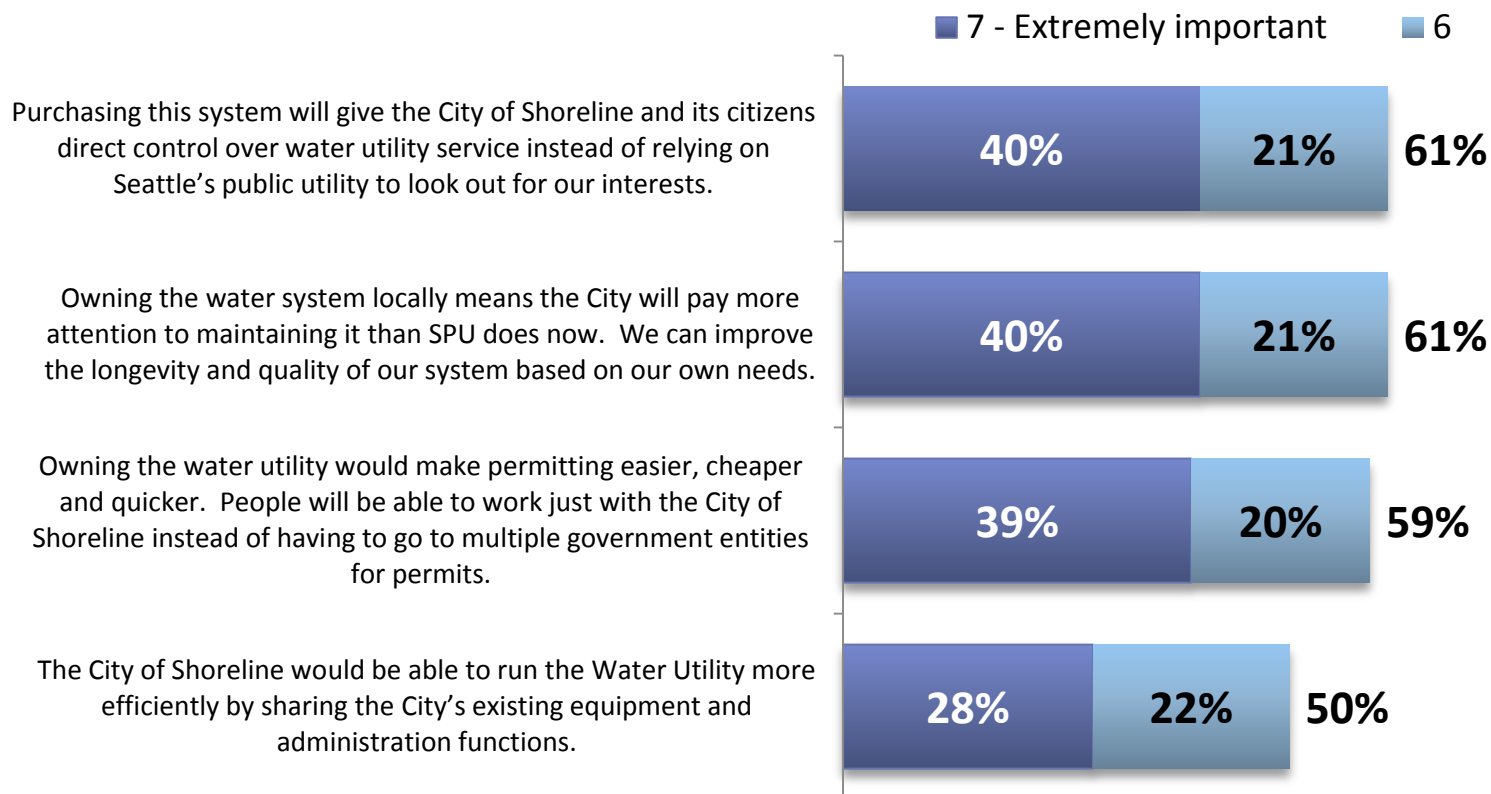
Importance of Information

Q21-28. Now I am going to tell you a little more about the City's proposed purchase of S.P.U's water system. For each statement, please tell me how important it is to know that information. Use a scale of 1 to 7, where 1 means that information is not at all important and 7 means that information is extremely important. You can use any number from 1 to 7. **(REPEAT AFTER EACH UNTIL UNDERSTOOD: How important do you think it is to know that information, with 1 being not at all important and 7 being extremely important?)**



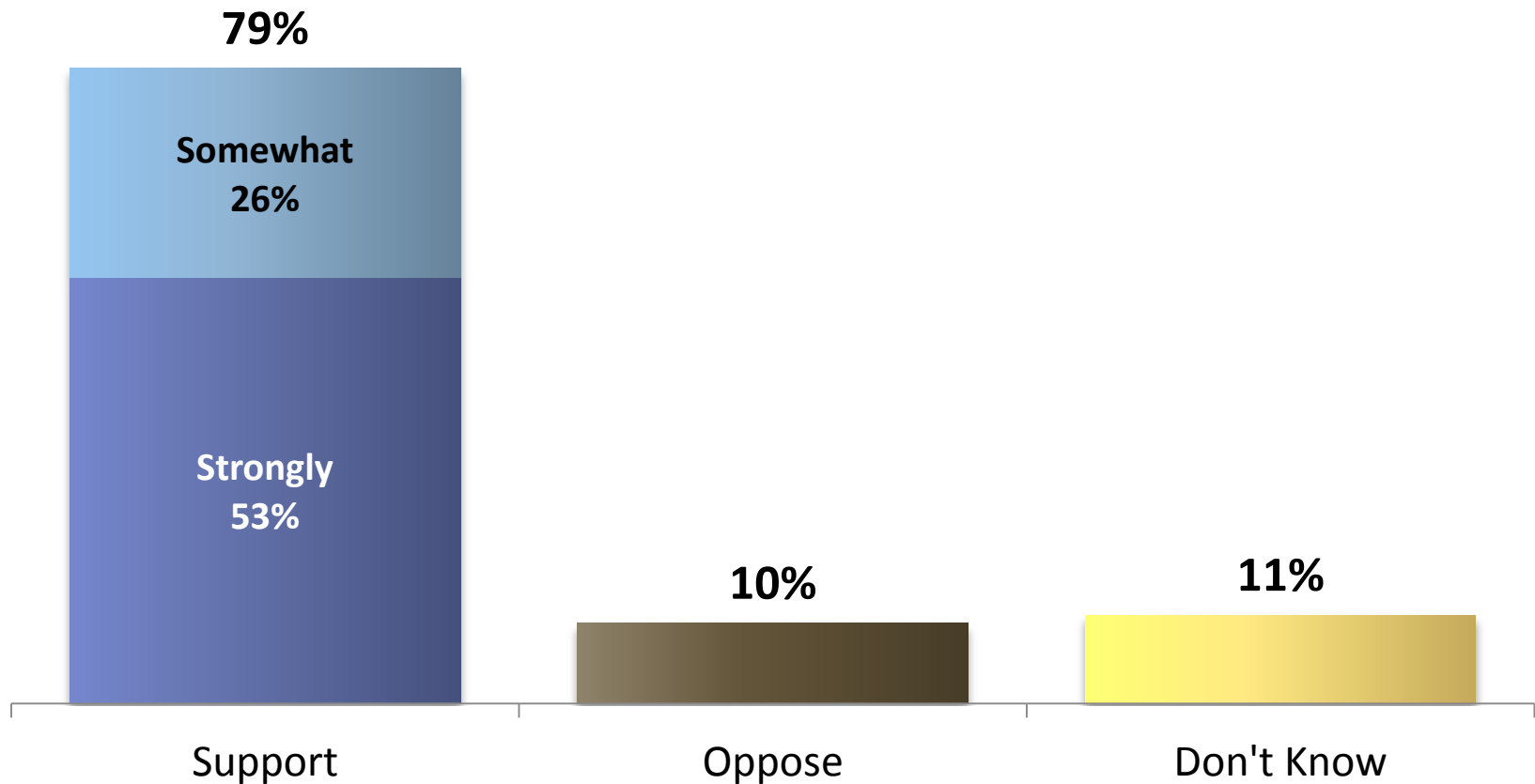
Importance of Information (continued)

Q21-28. Now I am going to tell you a little more about the City's proposed purchase of S.P.U's water system. For each statement, please tell me how important it is to know that information. Use a scale of 1 to 7, where 1 means that information is not at all important and 7 means that information is extremely important. You can use any number from 1 to 7. **(REPEAT AFTER EACH UNTIL UNDERSTOOD: How important do you think it is to know that information, with 1 being not at all important and 7 being extremely important?)**



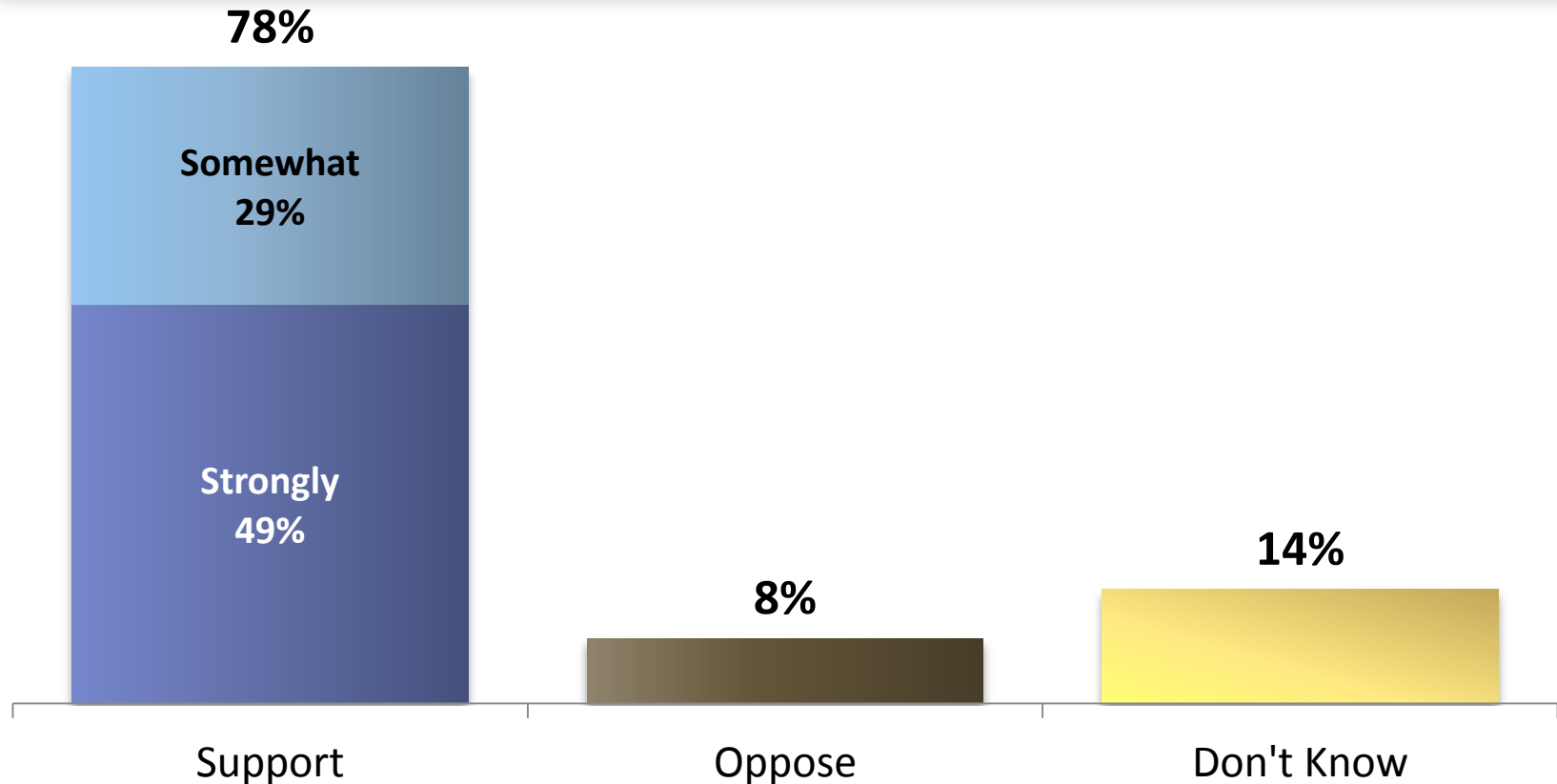
Informed Support for Purchase

Q29. Given what you have heard, would you support or oppose having the City of Shoreline purchase the S.P.U. water system in Shoreline? (IF SUPPORT/OPPOSE) And would that be strongly (support/oppose) or somewhat (support/oppose)?



Support: Sewer Service Acquisition

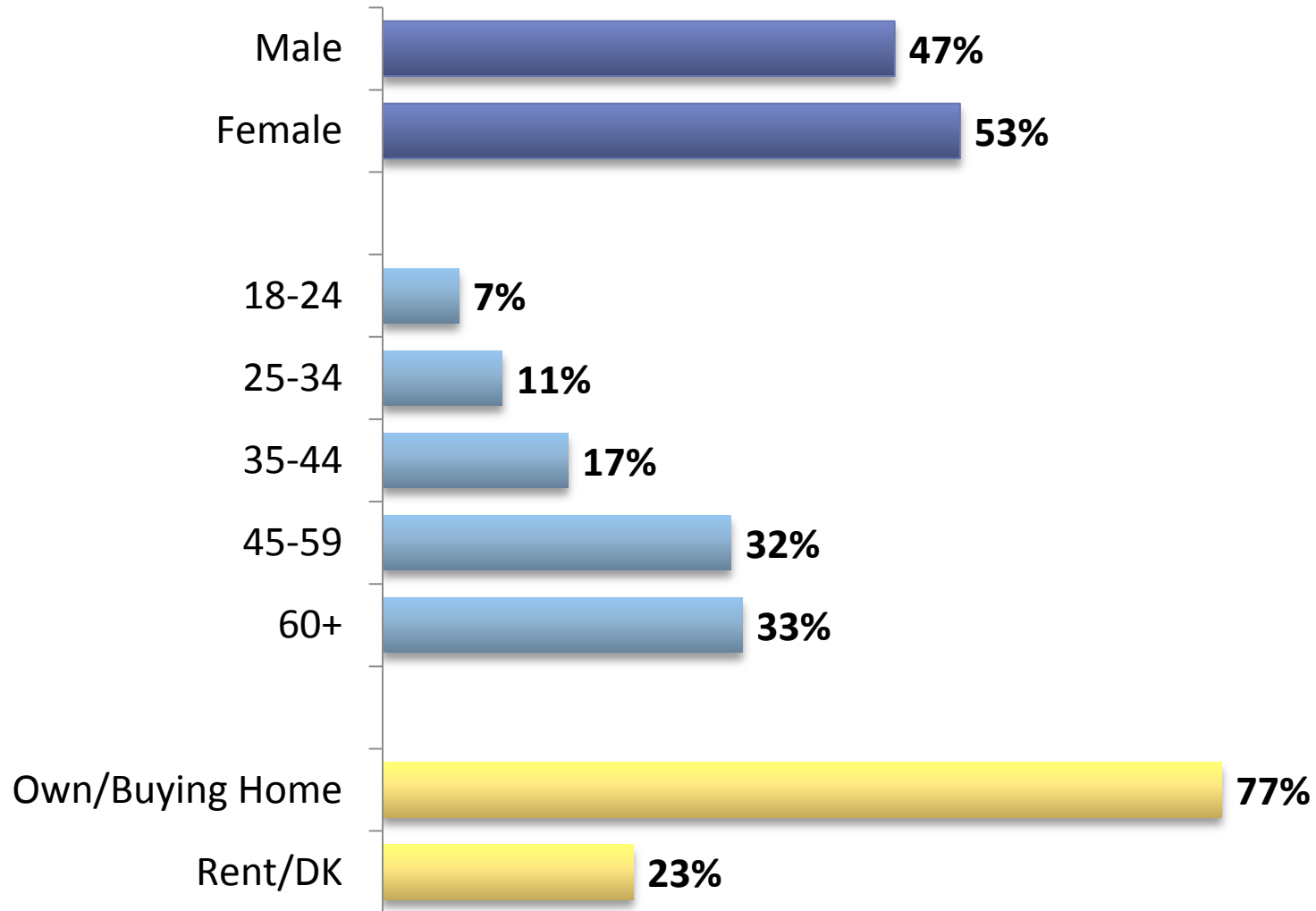
Q30. As you may know Ronald Wastewater District or R.W.D. provides one hundred percent of the sewer service for Shoreline residents. The City has an agreement in place with R.W.D. to acquire sewer services in 2017 so the City is already planning to create the capacity to manage and operate the wastewater system. This means that if the City acquires the SPU water system, many of the resources necessary to manage and operate the water system will already be in place. Knowing this, would you support or oppose having the City of Shoreline purchase the S.P.U. water system in Shoreline? (IF SUPPORT/OPPOSE) And would that be strongly (support/oppose) or somewhat (support/oppose)?



Demographics



Demographic Information



Length of Residency

Q32. How many years have you lived in the City of Shoreline?

