



***RECAP OF
FIRST MEETING
DISCUSSION***

First Words that Come to Mind – Thinking About Shoreline

- *Residential feel*
- *Safe*
- *Quiet*
- *Walkable*
- *Peaceful*
- *Green*
- *Not Urban / Suburban /
Bedroom community*
- *Lower density*
- *Good schools*
- *Great parks*
- *Good Athletic
Resources*
- *Great Fire Dept.*
- *Excellent libraries*
- *Excellent Community
College / Educational
Resources*
- *Infrastructure improving*
- *Potential for greater
sense of community*

First Thing that Comes to Mind Thinking About Shoreline

- *Lack of Vision*
- *Not a destination community*
- *Often go elsewhere – shopping, restaurants, entertainment*
- *Not enough culture*
- *Not much local medical care*
- *A bit rundown, tired*
- *Catching up with neglect by County*
- *Backlog of Infrastructure Needs – Time to catch up*
- *Non-sustainable development*
- *Some isolation*
- *Lack of communication that connects us*

What's Best About Shoreline

- *City Staff / Govt.*
- *Green mentality of the community*
- *Small town feel*
- *Strong neighborhood structure*
- *Enough arterials*
- *Good transit*
- *Relatively affordable*
- *Fire Department*
- *Libraries*
- *Sense of community – connection to one another*

Biggest Challenges in Shoreline

- *Rising Cost of Services*
- *Out-pricing Young Families*
- *Infrastructure Upgrades*
- *Absorbing Density*
- *Lack of Housing Choices*
- *Traffic Passing through Transportation*
- *Low-quality Commercial Development*
- *Greater needs than resources*
- *Ability to Attract greater range of businesses*
- *Missing Community Gathering Places*
- *Lack of taxable Retail Space*
- *Instability that comes from rising Property Values*
- *Conflicting visions*
- *No real City Center / Community Core*

Best Opportunities in Shoreline

- *Good Corridor Planning (Greenwood Ave / East/West Connections)*
- *Enhance Grid Networks*
- *Better Development – Retail / Shopping / Quality Options in Shoreline*
- *Destinations via Bike/Walk*
- *Interurban Trail Development*
- *Sustainable Economy*
- *Rental Housing (Phinney Ridge example)*
- *Rain Gardens*
- *Better Arts Connection*
- *Greater Community College Connection*
- *More Police Training / Crime Prevention*

2006 DirectionFinder® Survey **City of Shoreline, Washington**



By
ETC Institute
December 4, 2006

City of Shoreline Citizen Survey

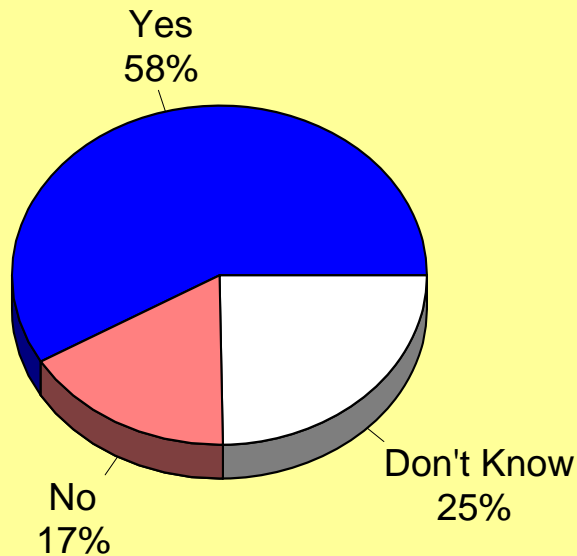
Methodology

- *Administered by mail/electronic phone call*
- *Mailed to a random sampling of 2,500 households*
- *500 completed surveys*
- *95% level of confidence with margin of error or +/-4.4%*

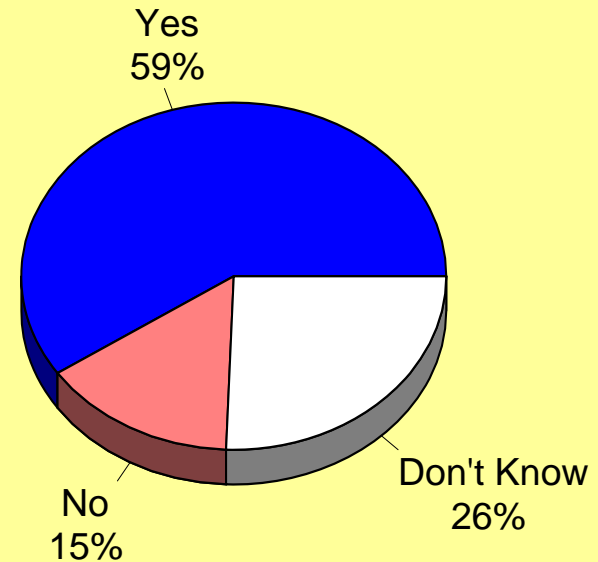
In General, Do You Think the City of Shoreline is Moving in the Right Direction?

by percentage of respondents

2004



2006



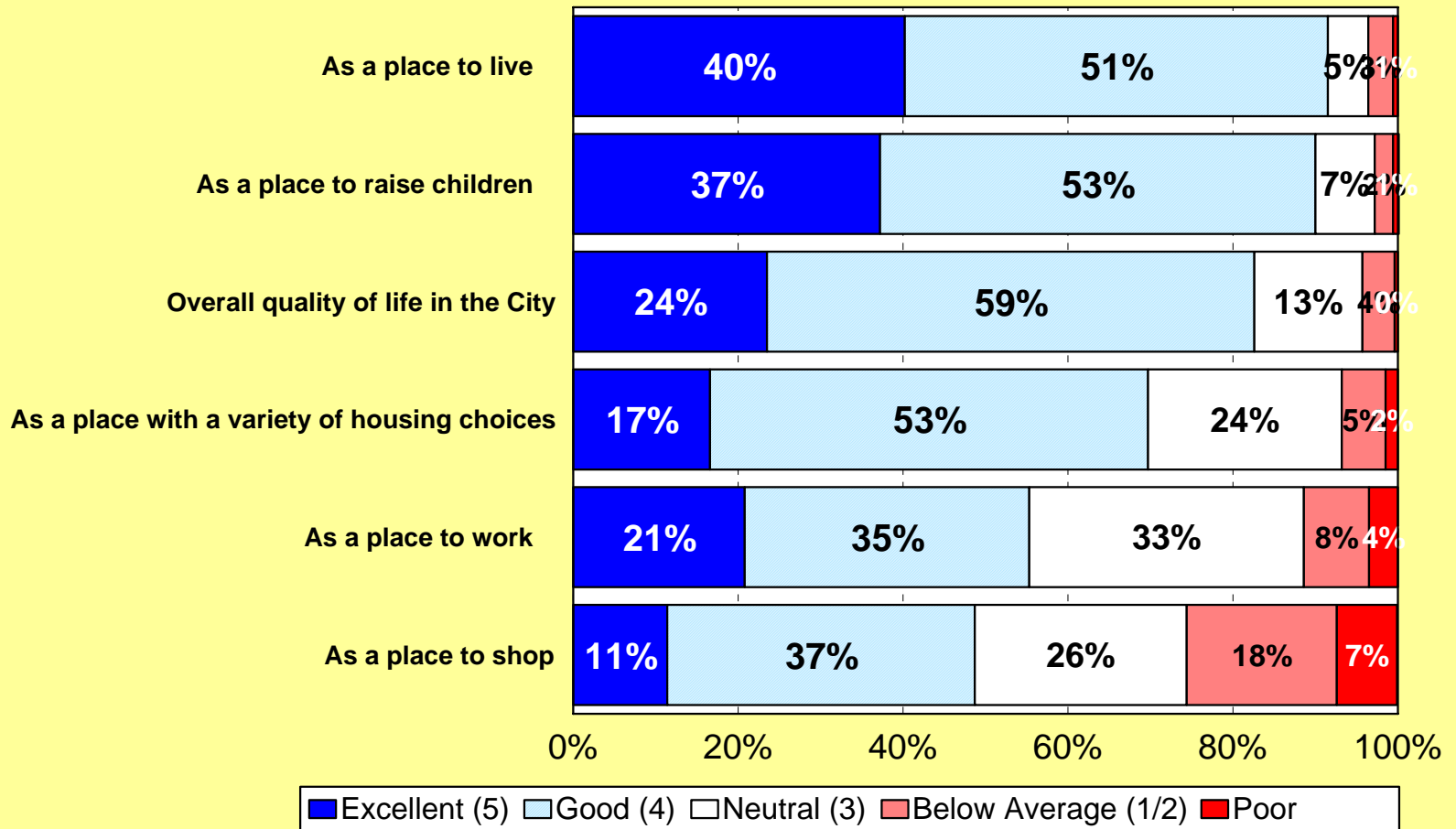
Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)



SATISFACTION

How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

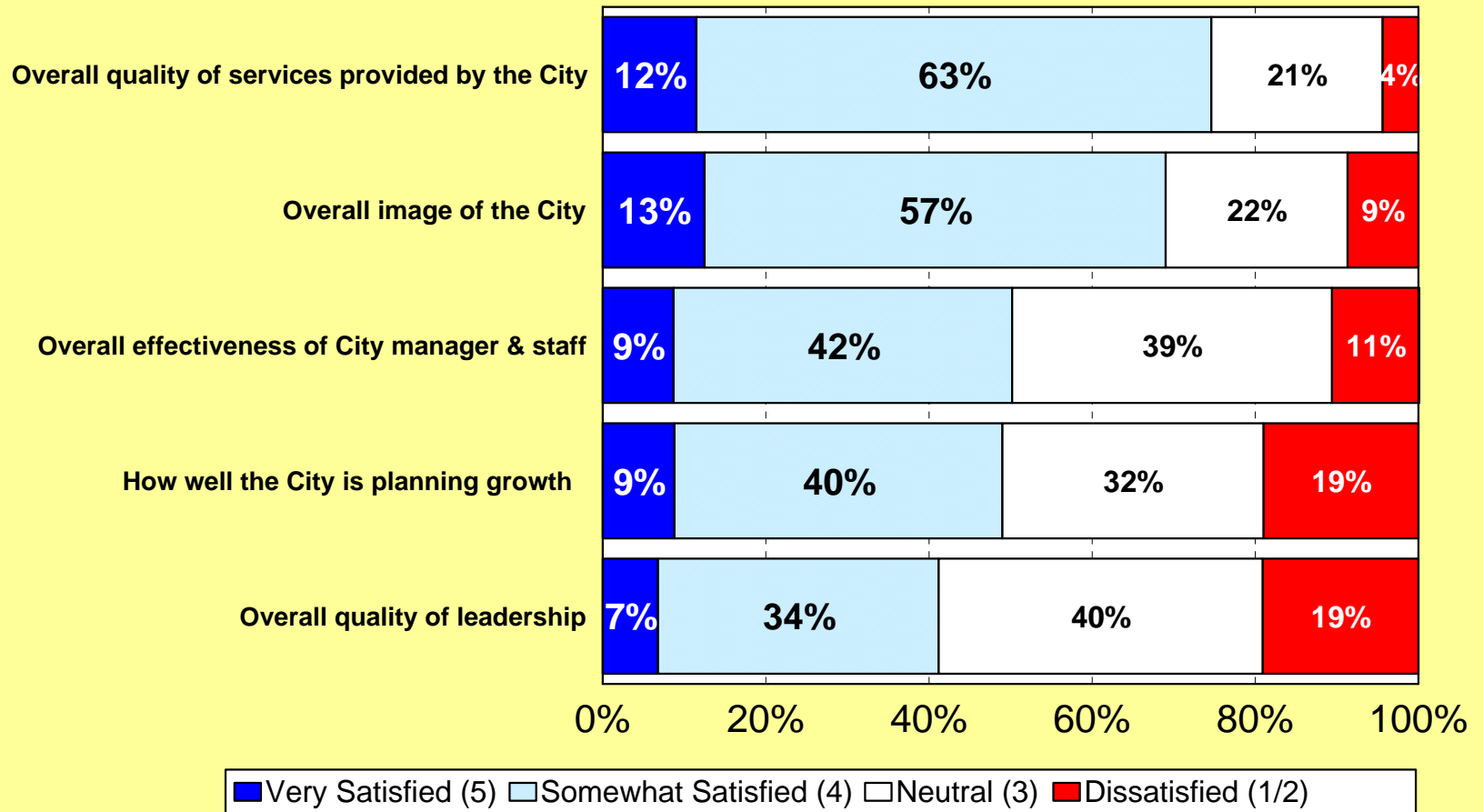
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction With Items That Influence Perceptions of Shoreline

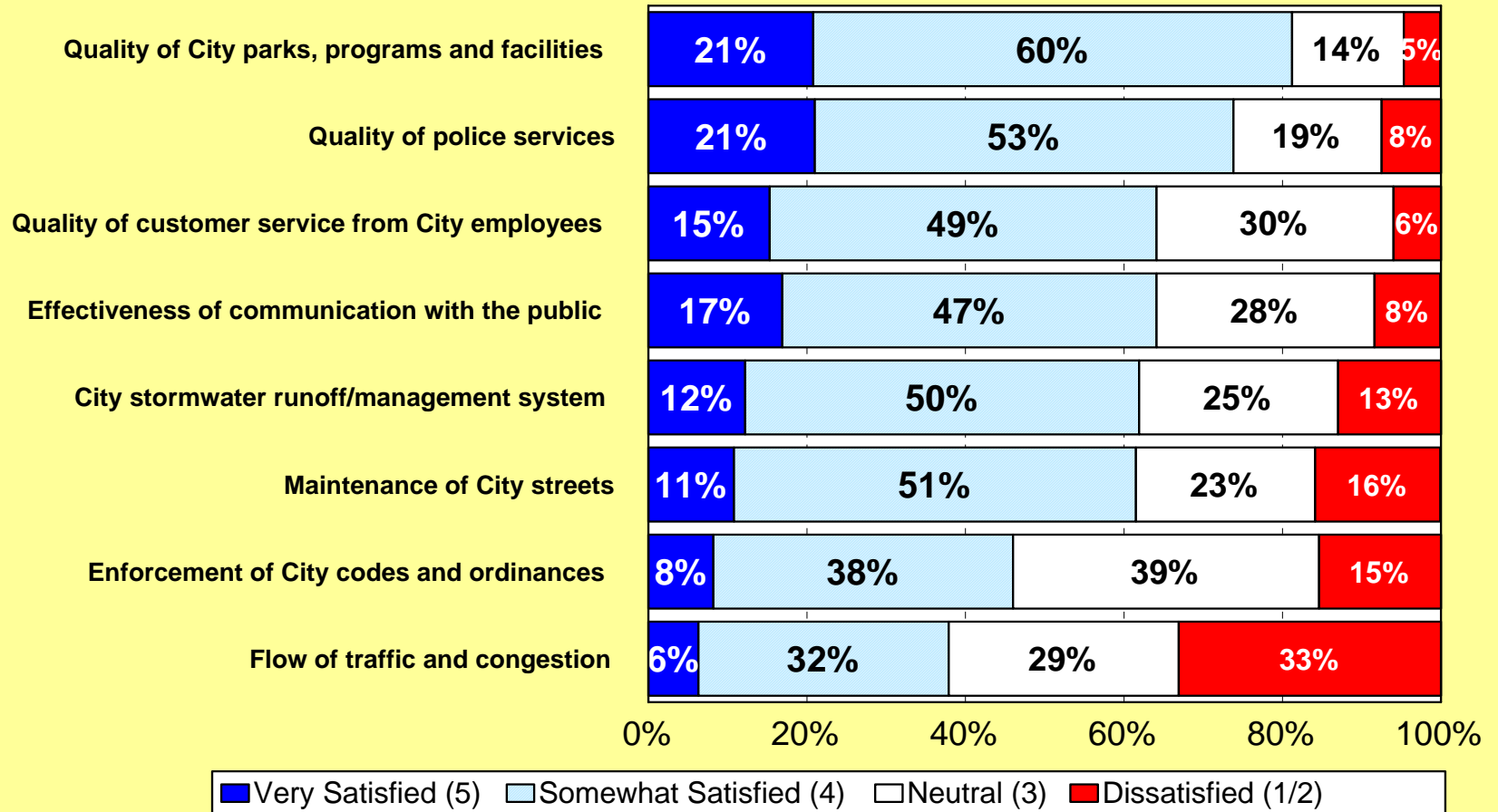
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Overall Satisfaction With City Services by Major Category in 2006

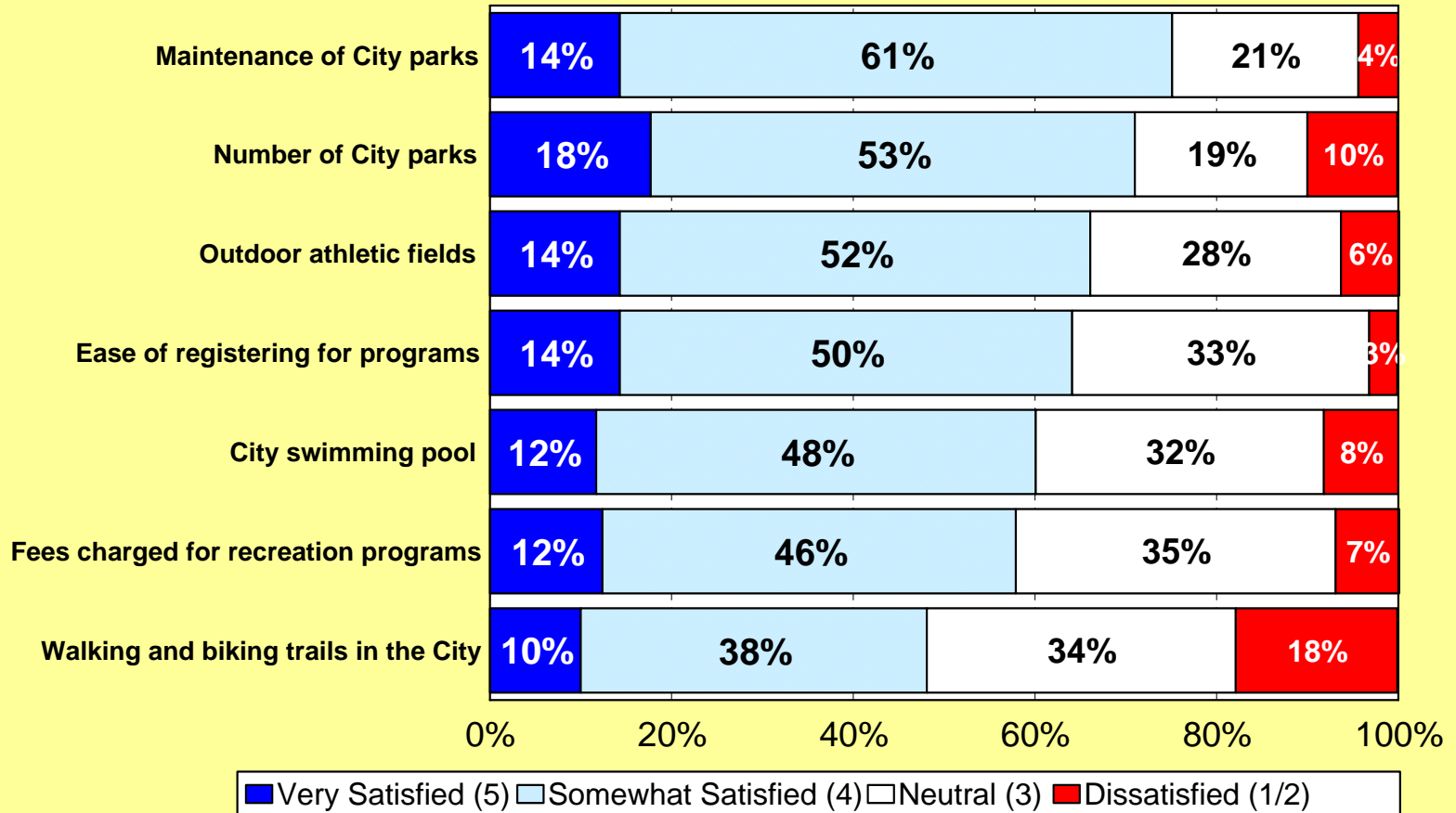
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Various Aspects of Parks and Recreation

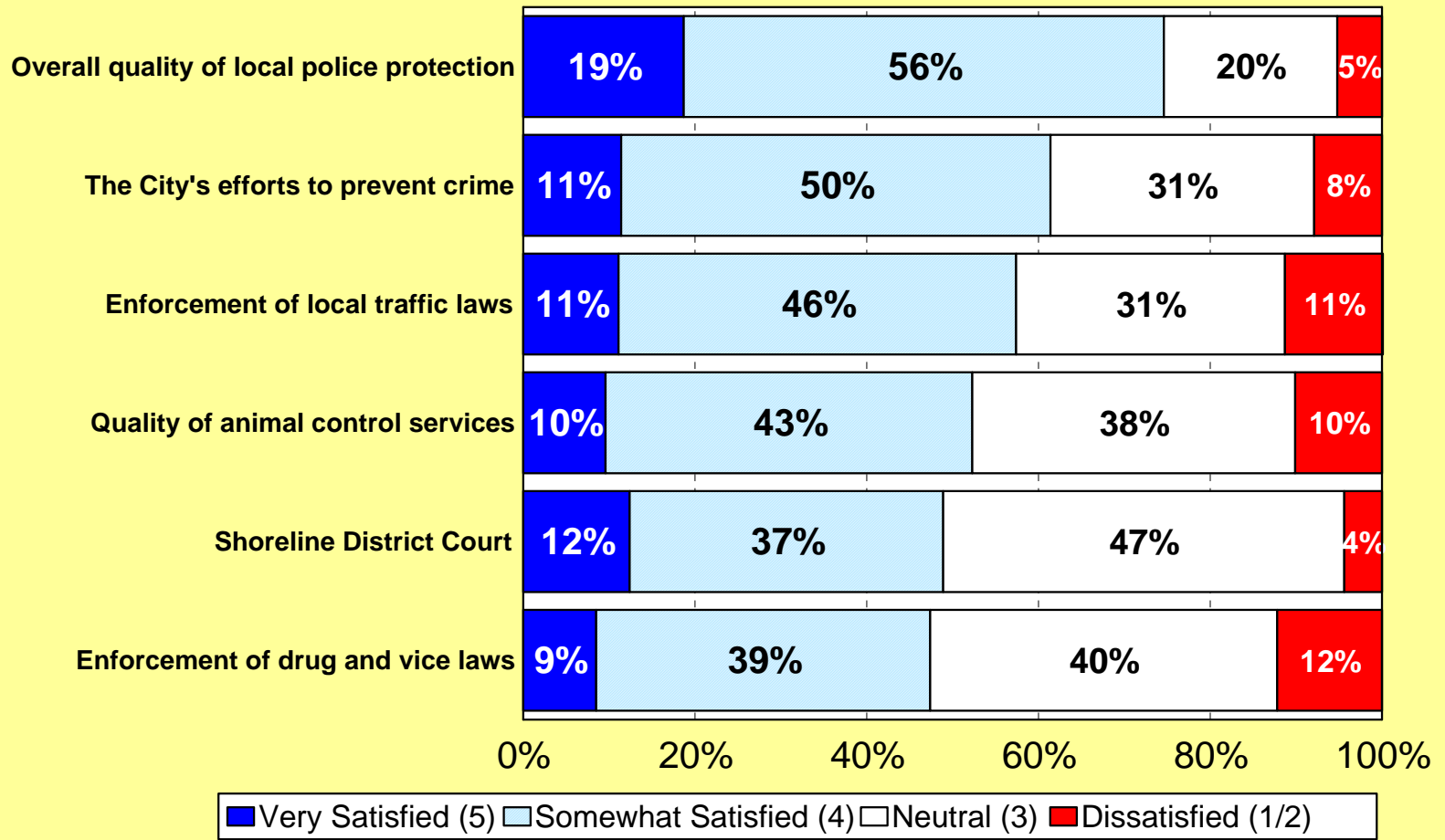
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ~~excluding don't knows~~



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Various Aspects of Public Safety in 2006

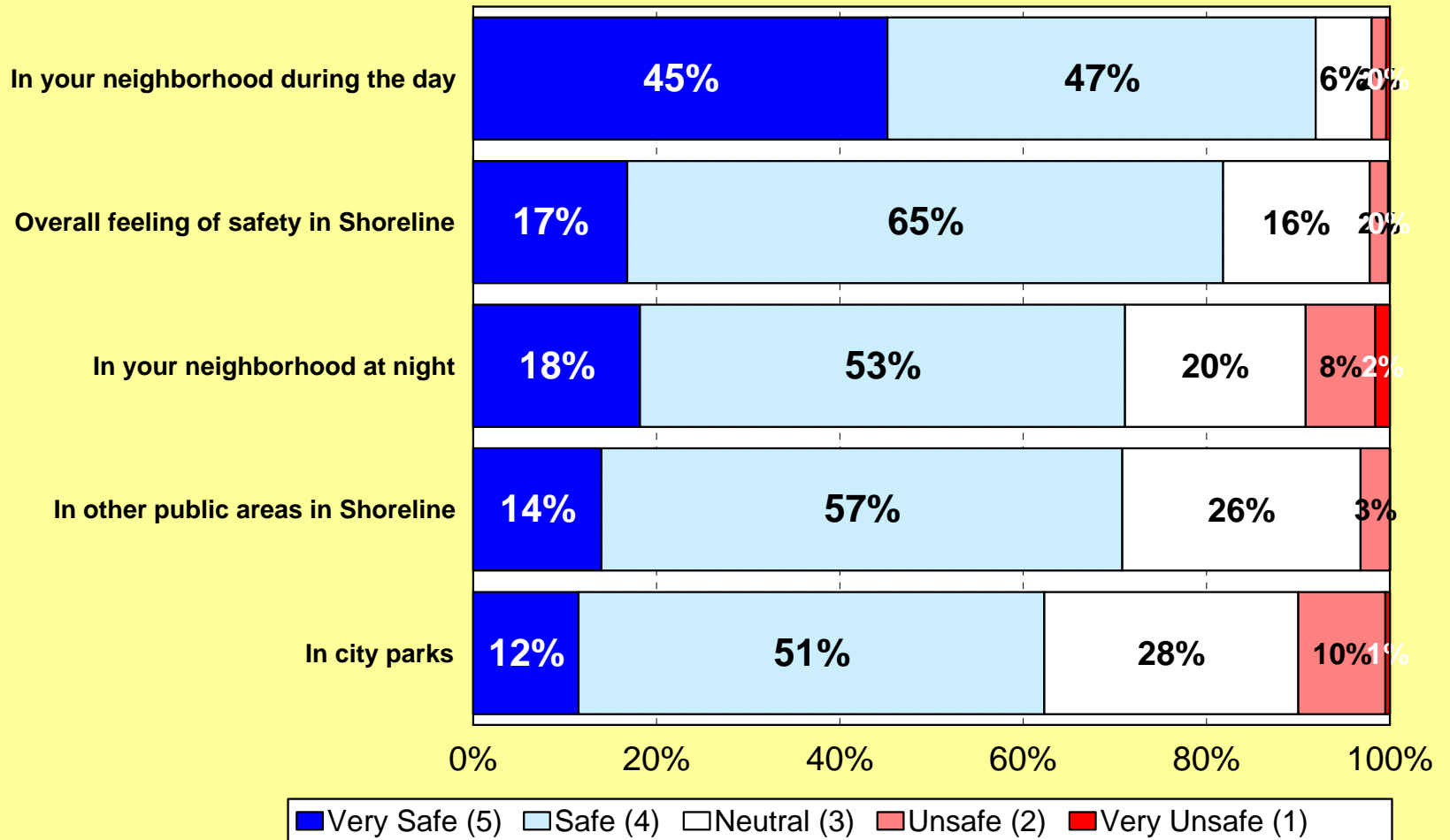
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ~~excluding don't knows~~



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Level of Safety in Various Situations

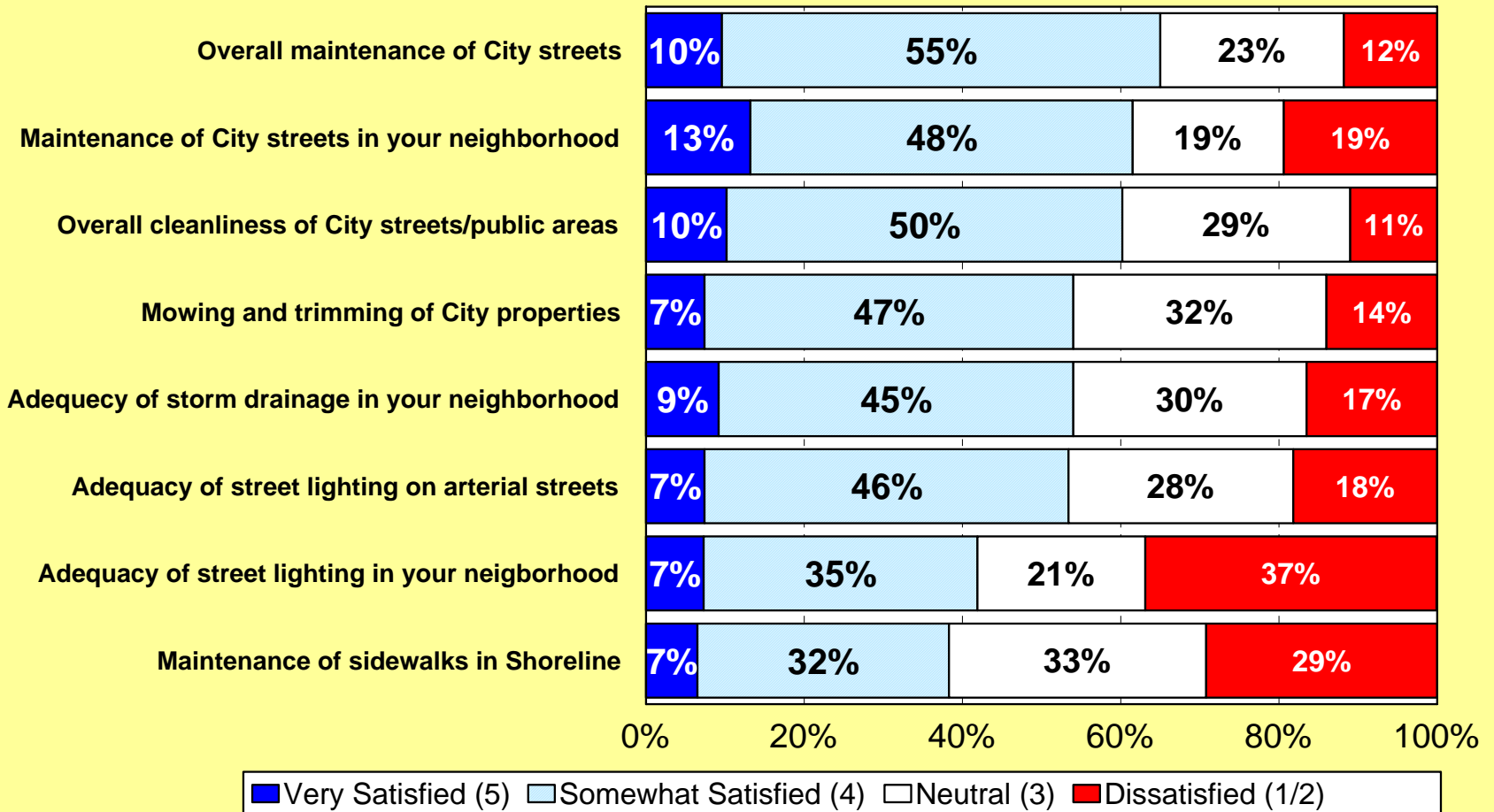
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Various Aspects of City Maintenance in 2006

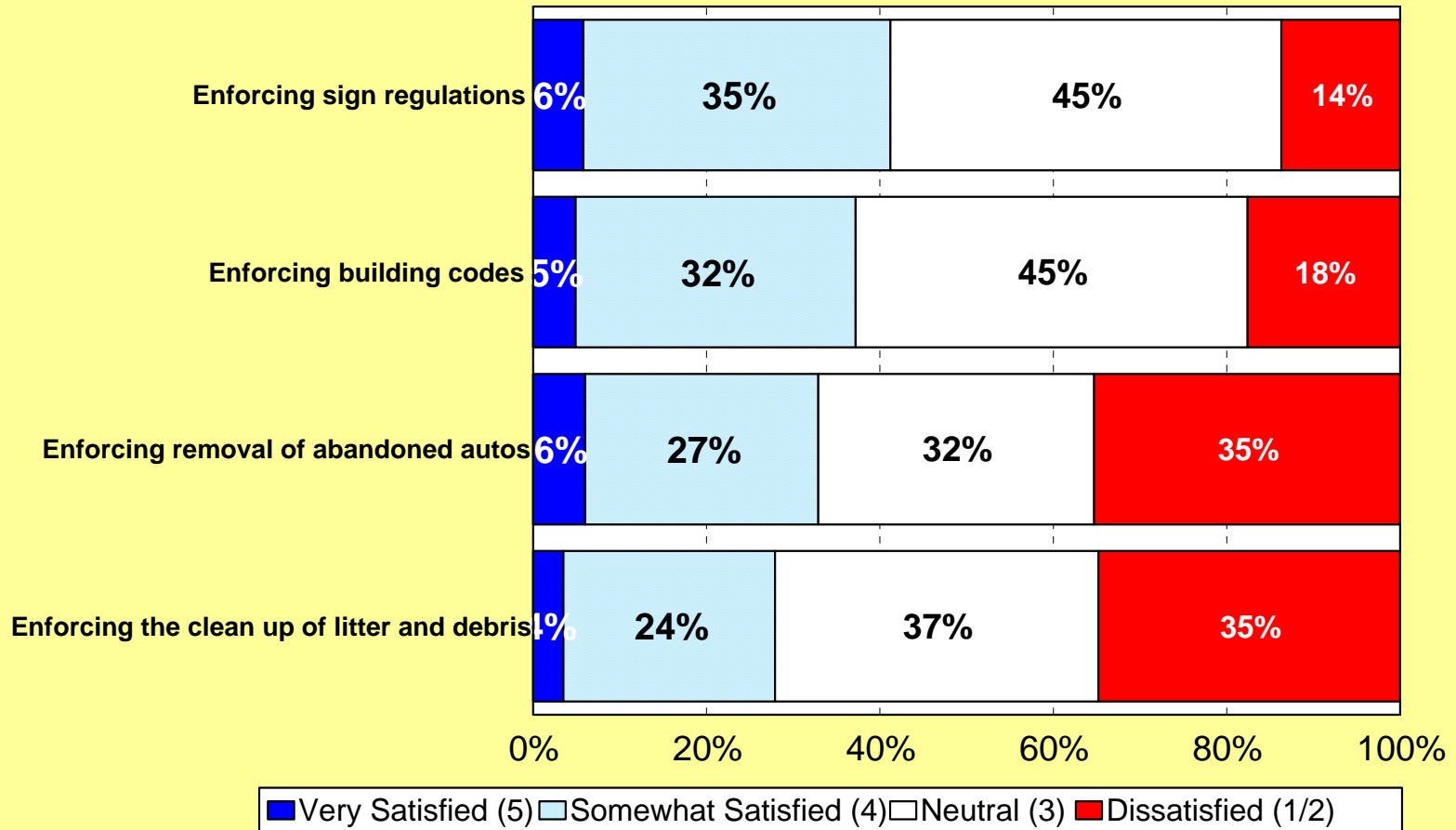
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with the Enforcement of City Codes and Ordinances

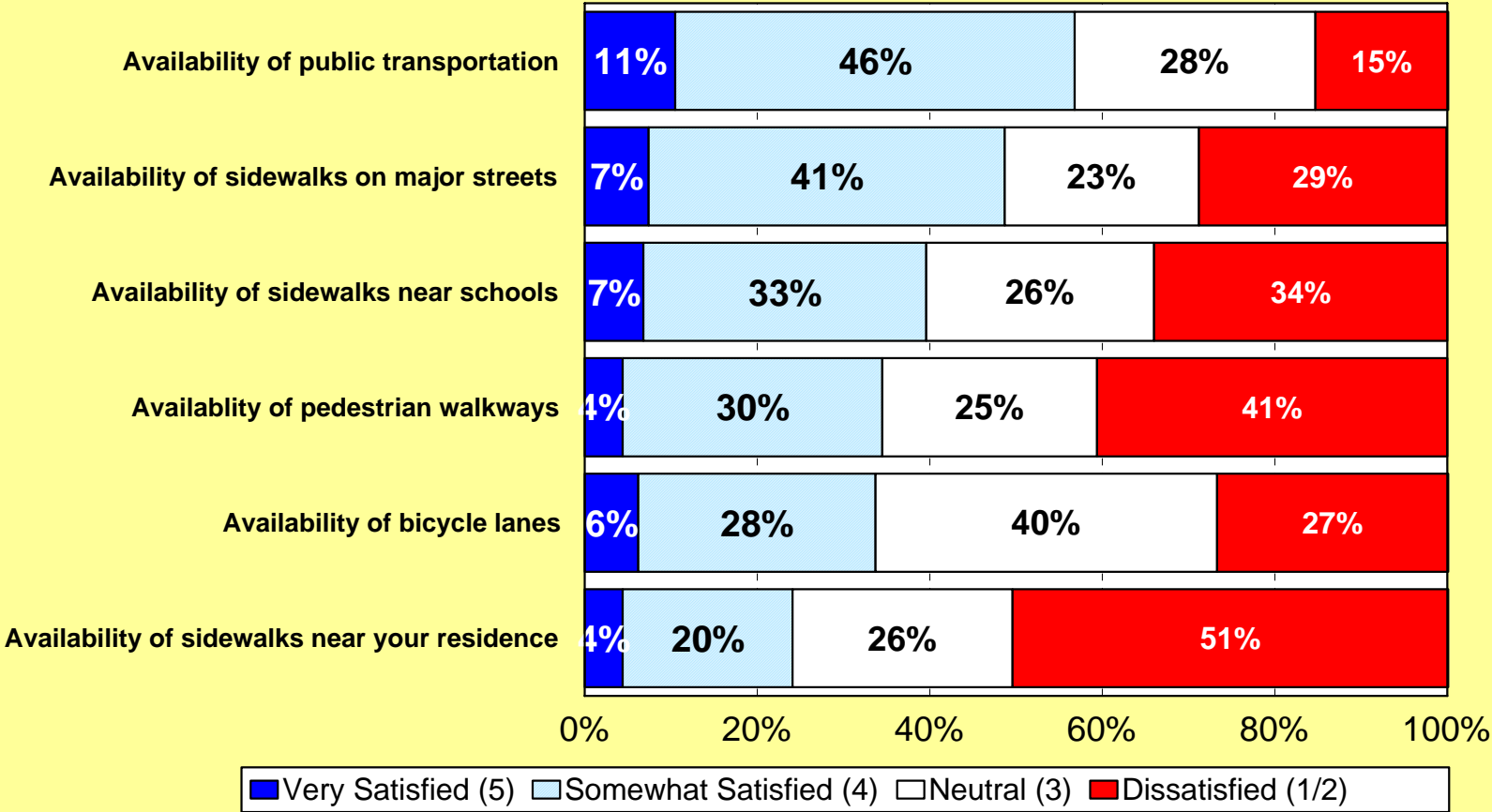
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale, excluding don't knows



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Various Aspects of Transportation

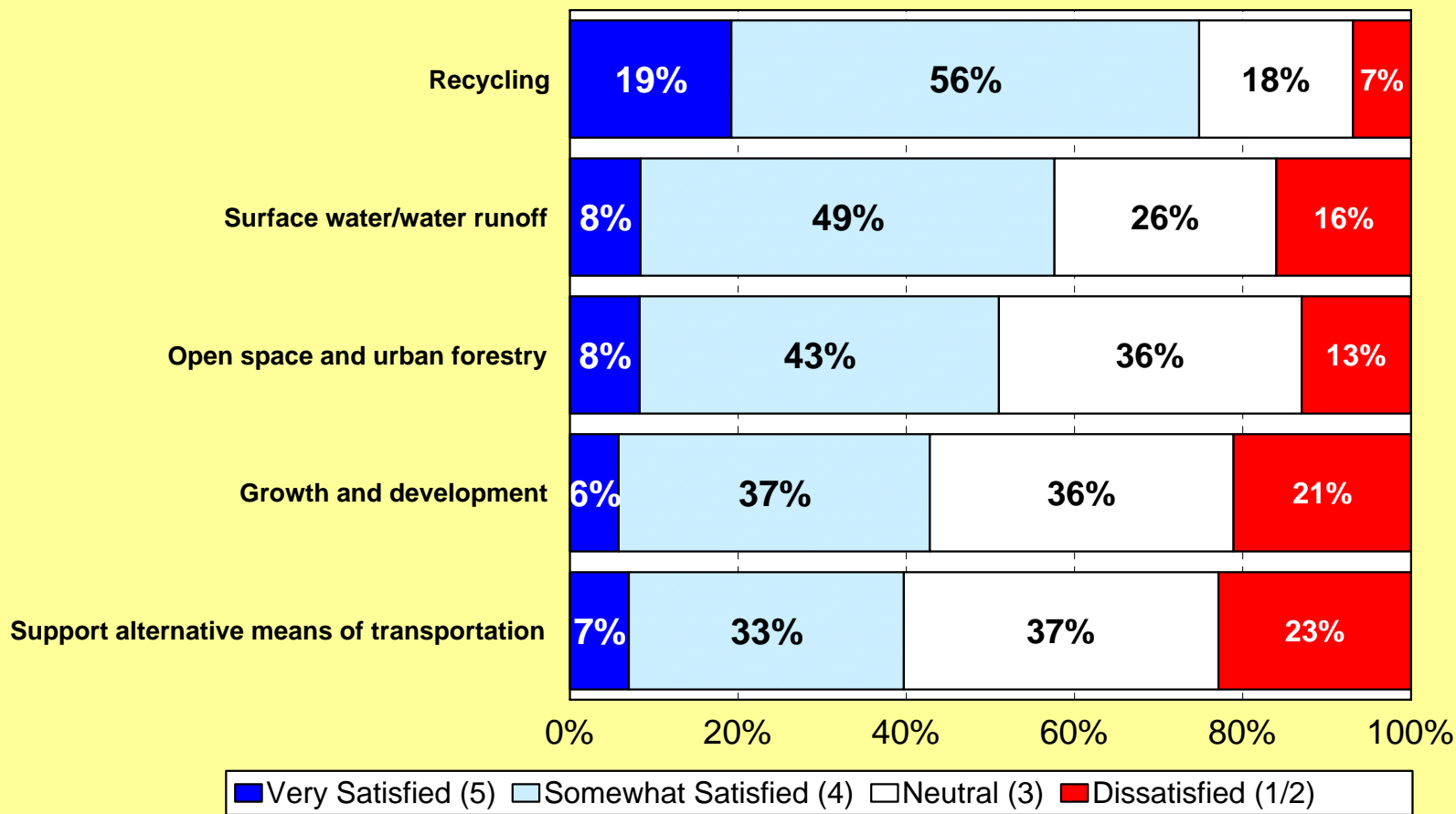
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with the City's Efforts to Sustain Various Aspects of Local Environmental Quality

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



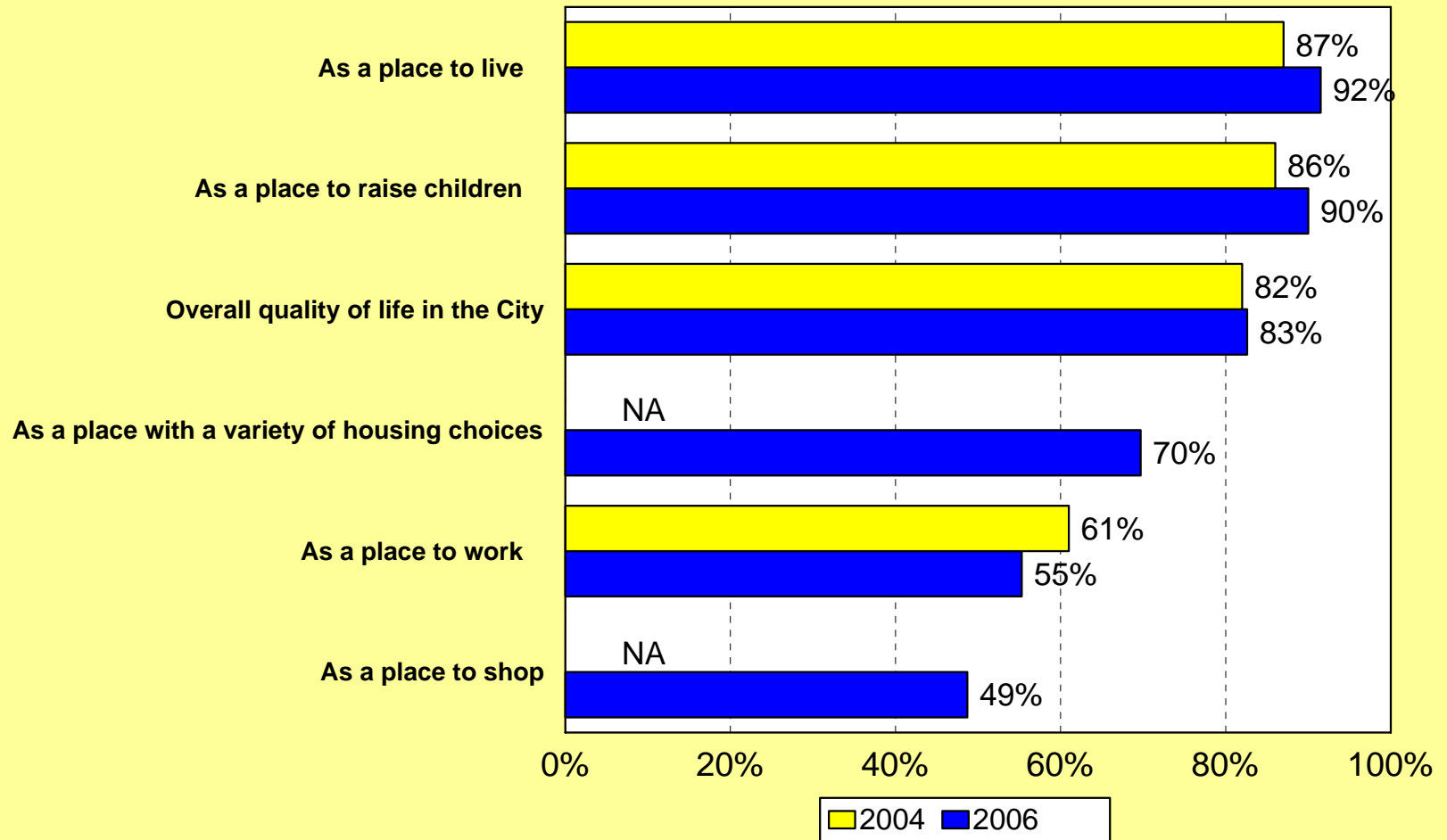
Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)



TRENDS

TRENDS: How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in 2004 and 2006

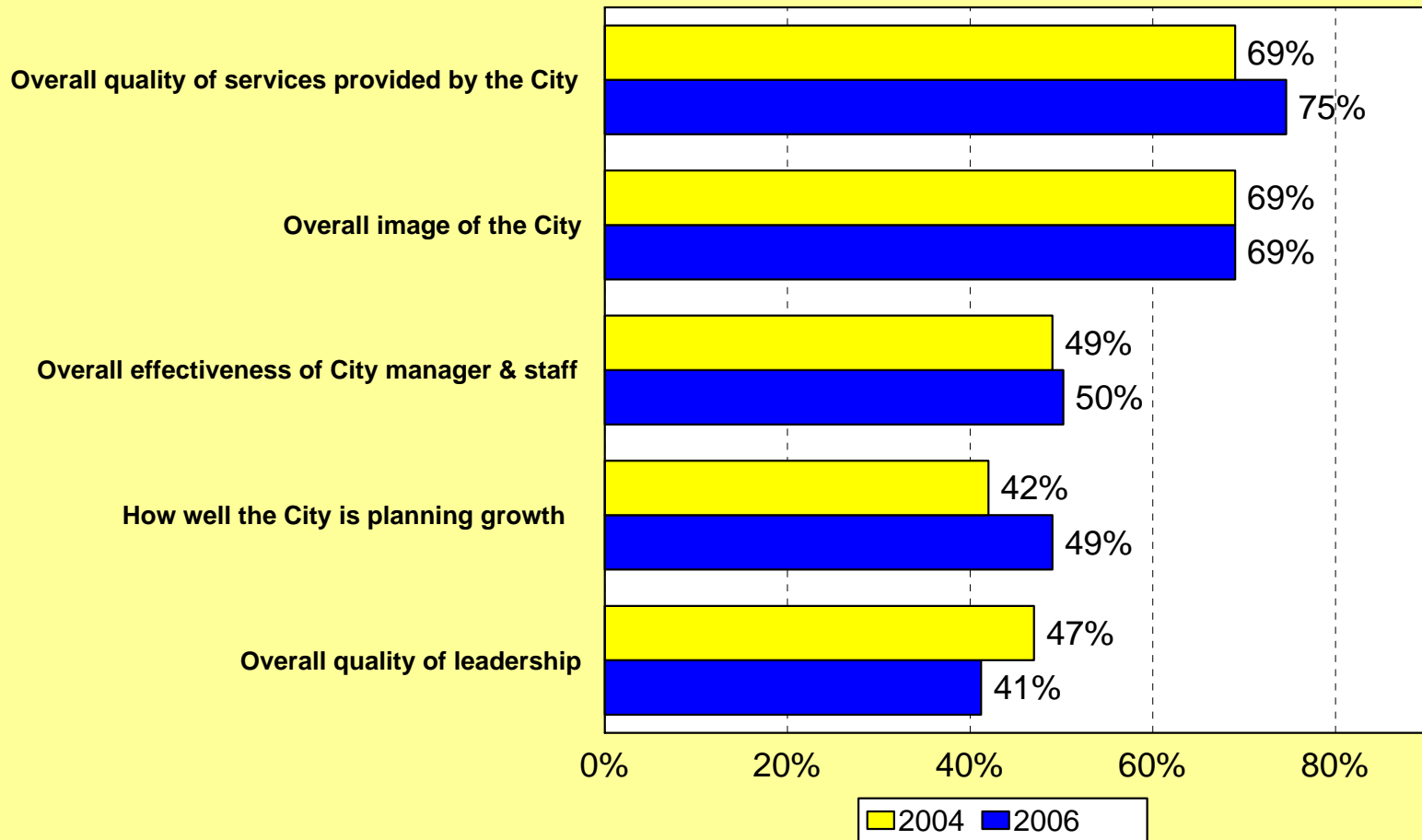
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Satisfaction Rating for Items That Influence Perceptions of Shoreline for 2004 and 2006

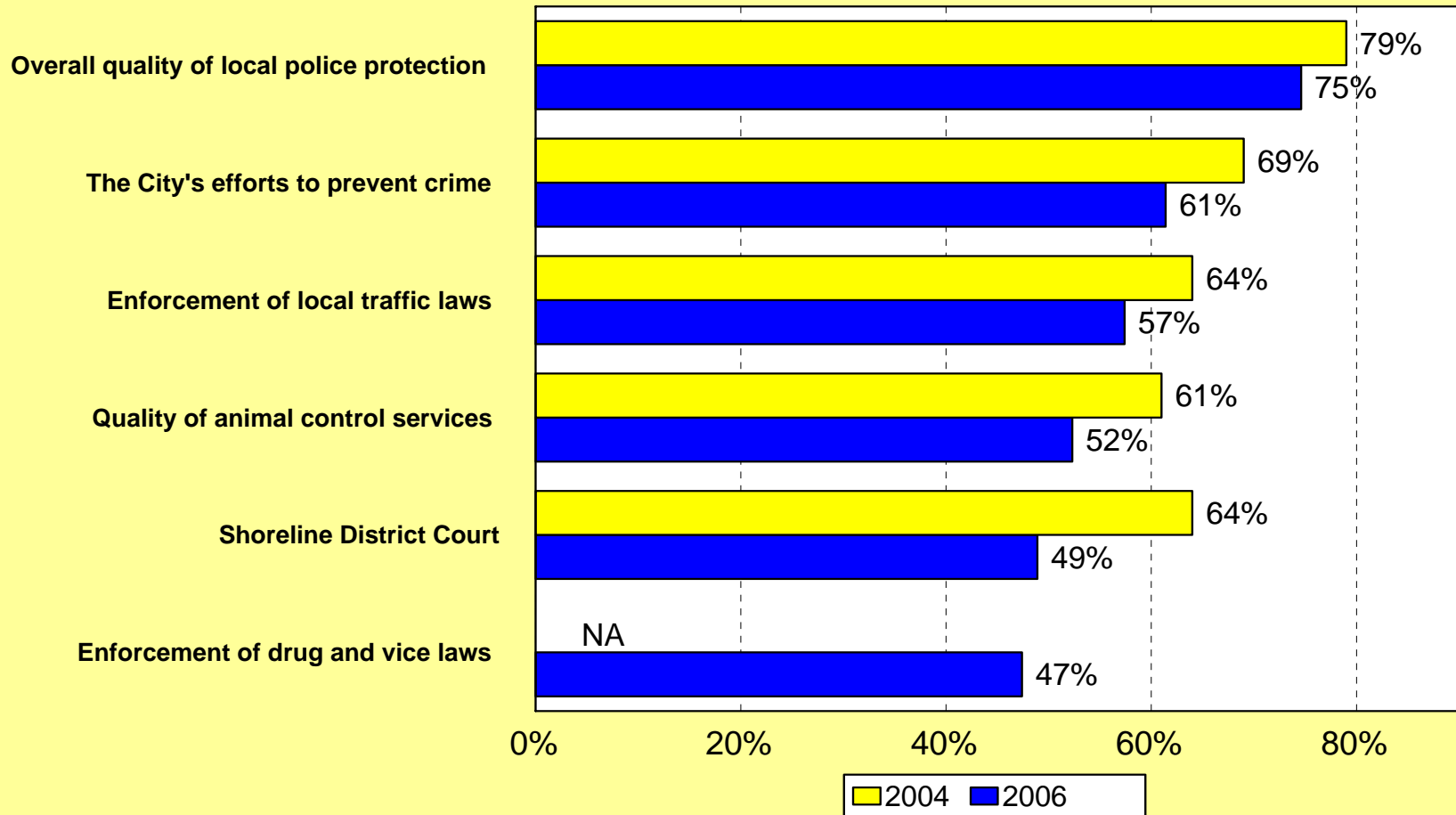
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Satisfaction Ratings for Various Aspects of Public Safety for 2004 and 2006

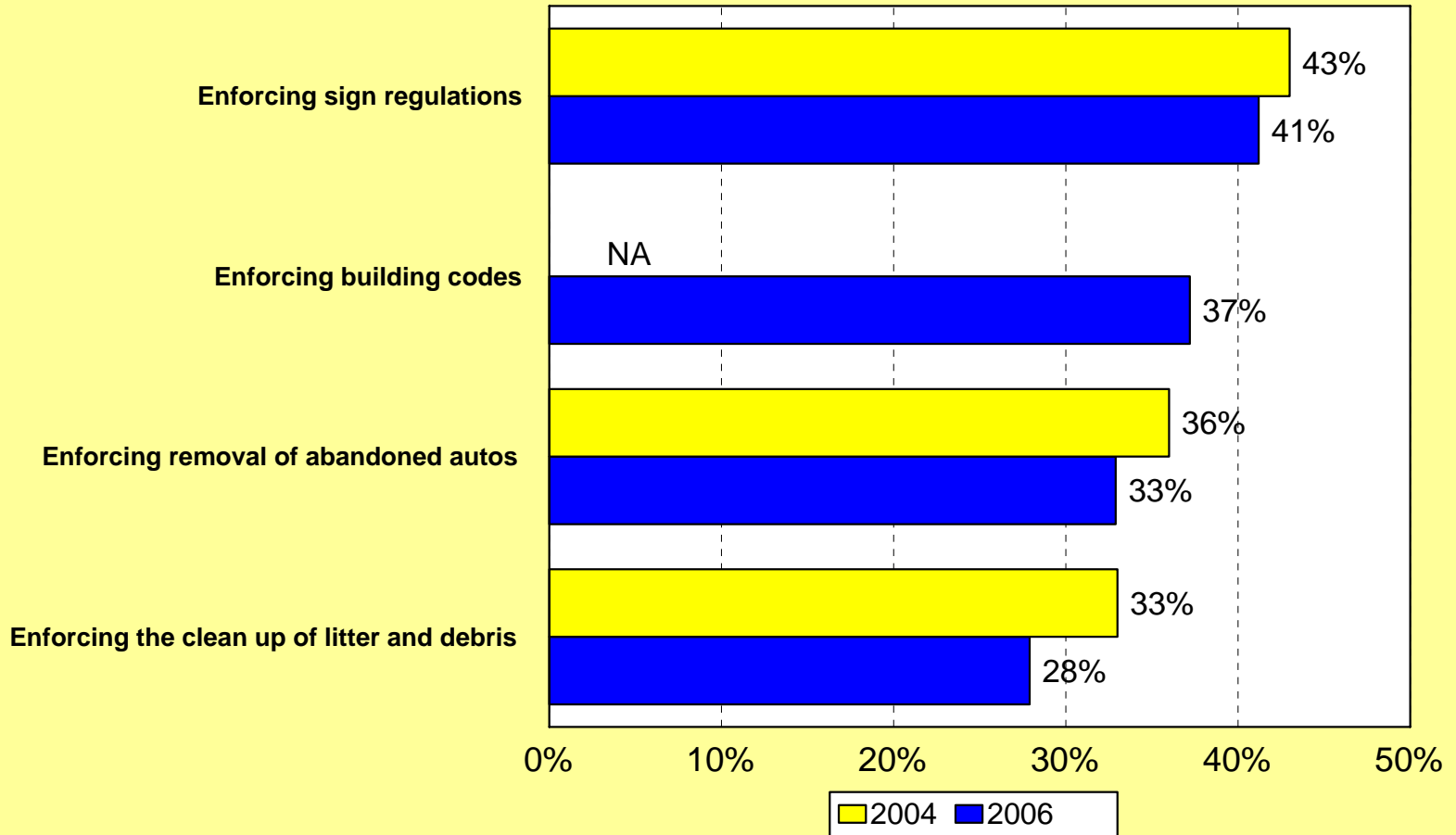
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Satisfaction Ratings for the Enforcement of City Codes and Ordinances for 2004 and 2006

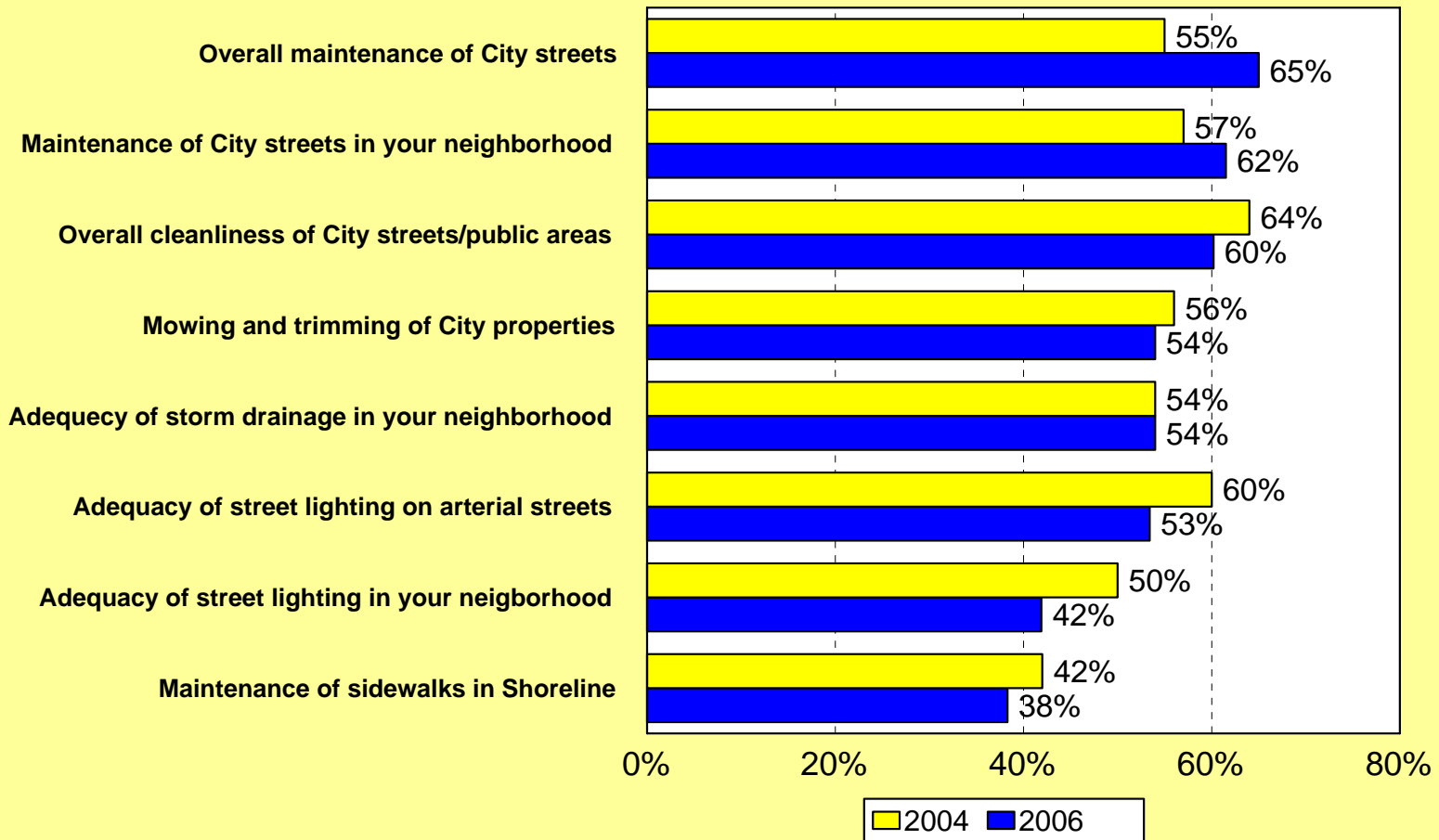
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Satisfaction Ratings for Various Aspects of City Maintenance for 2004 and 2006

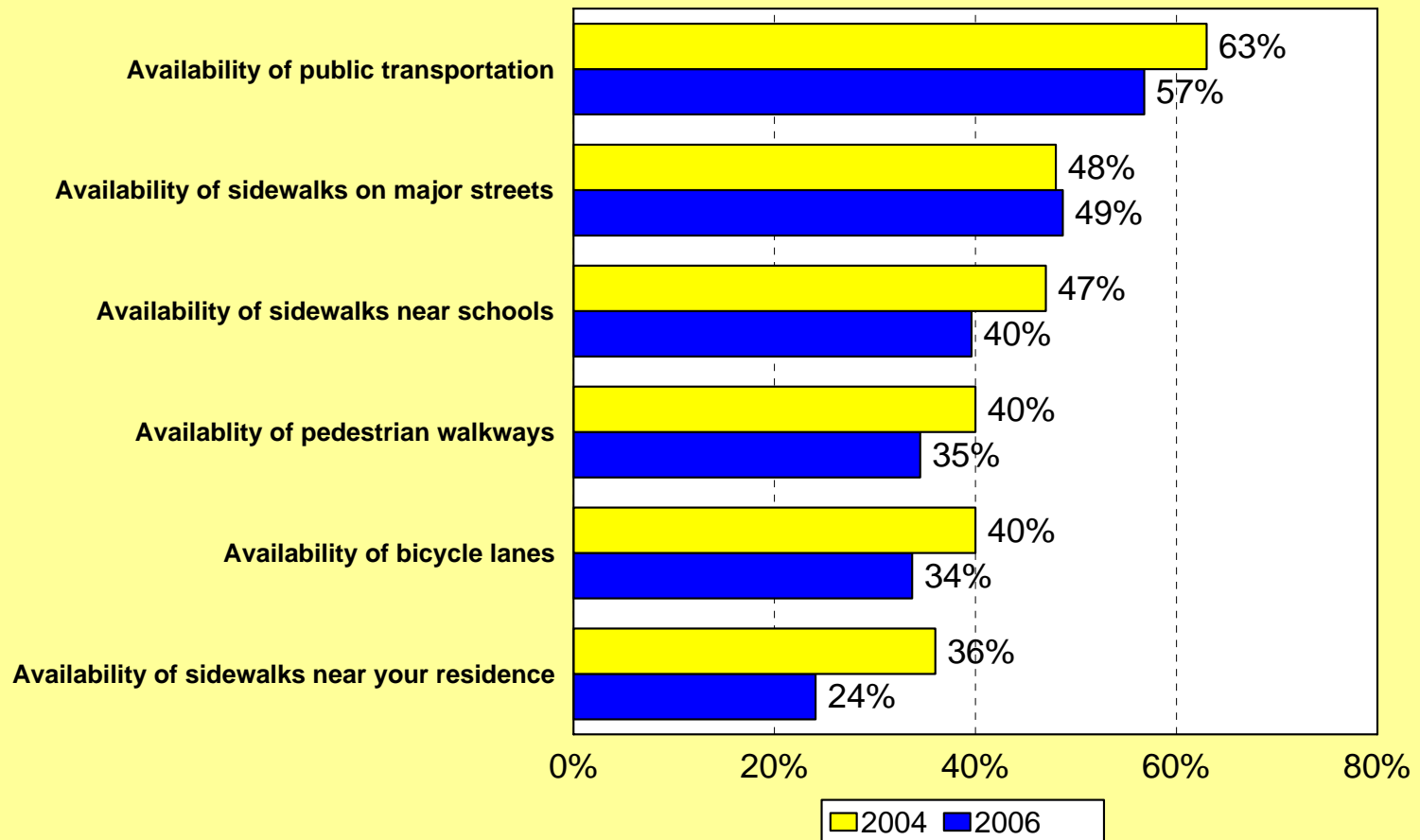
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Satisfaction Ratings for Various Aspects of Transportation for 2004 and 2006

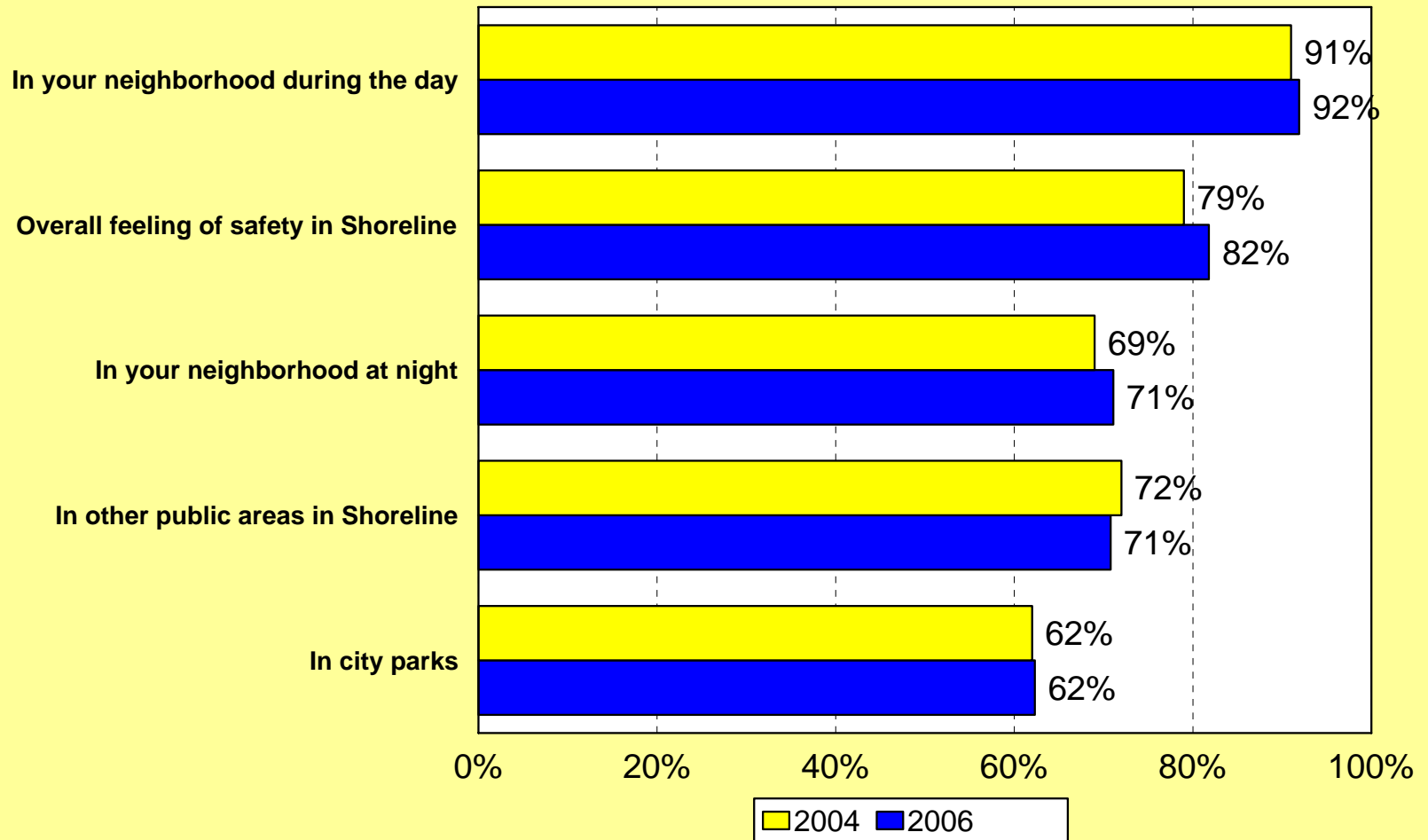
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Level of Safety in Various Situations in 2004 and 2006

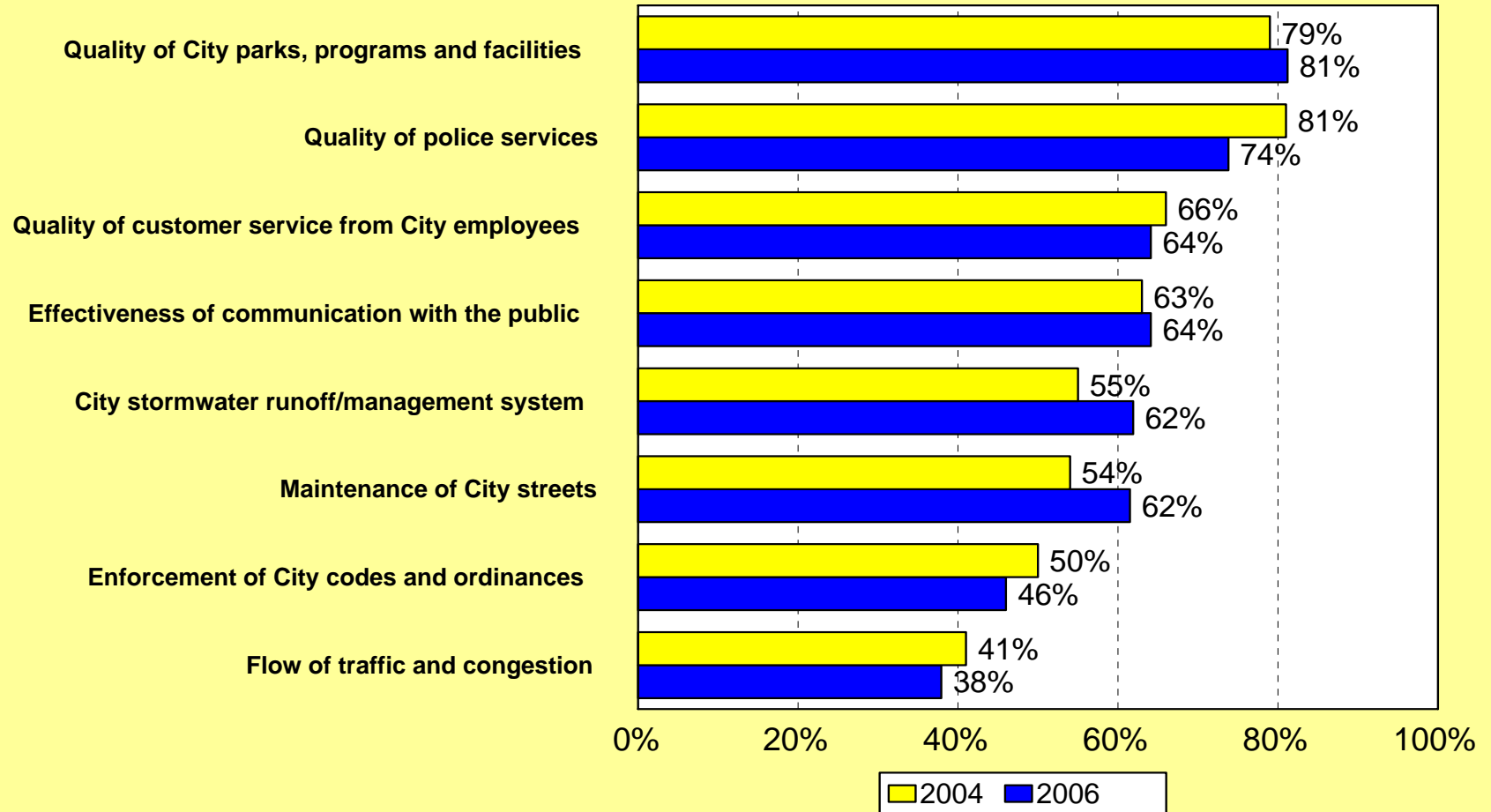
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

TRENDS: Overall Satisfaction With City Services by Major Category for 2004 and 2006

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



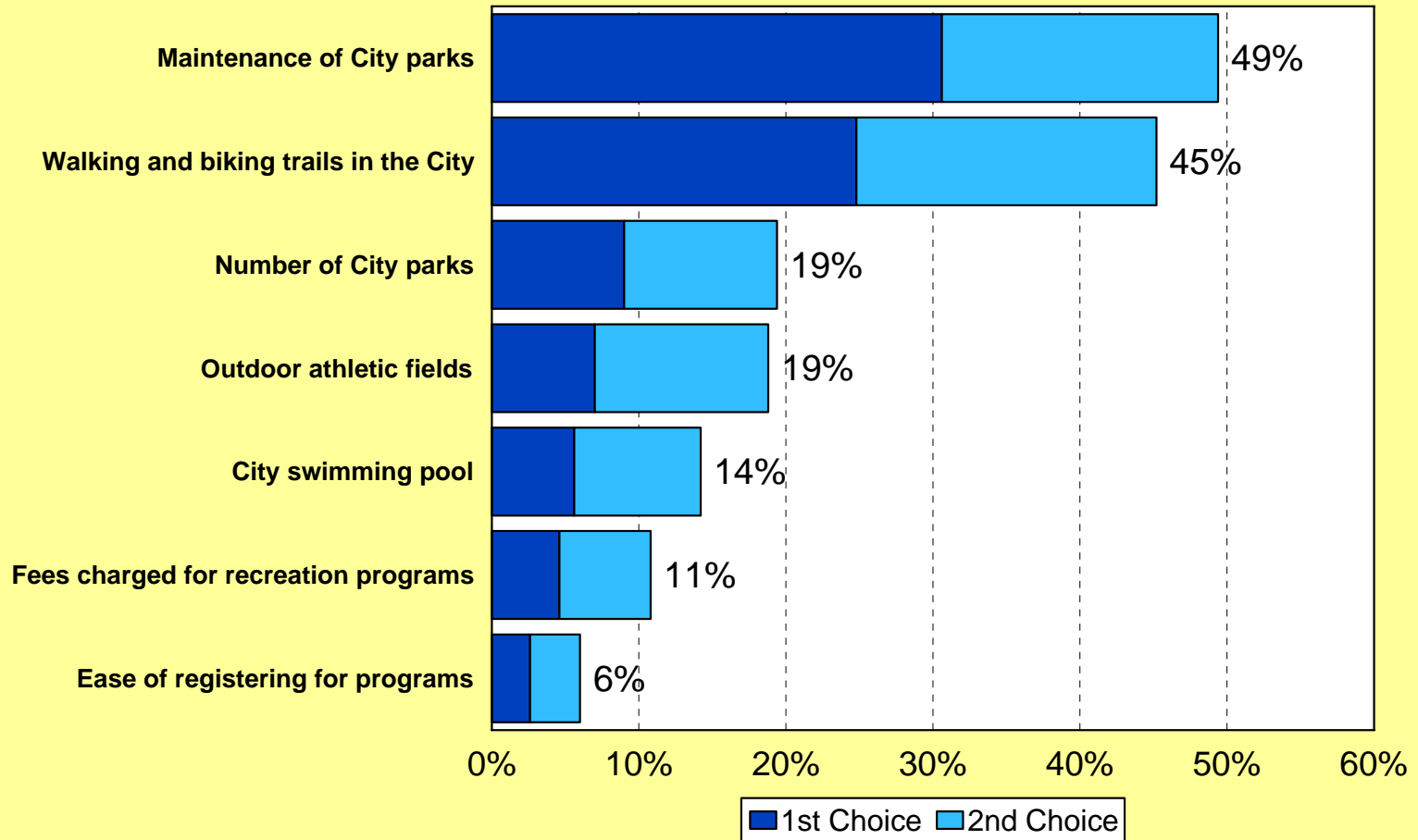
Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)



***AREAS OF
EMPHASIS***

Aspects of Parks and Recreation That Should Receive the Most Emphasis Over the Next Two Years

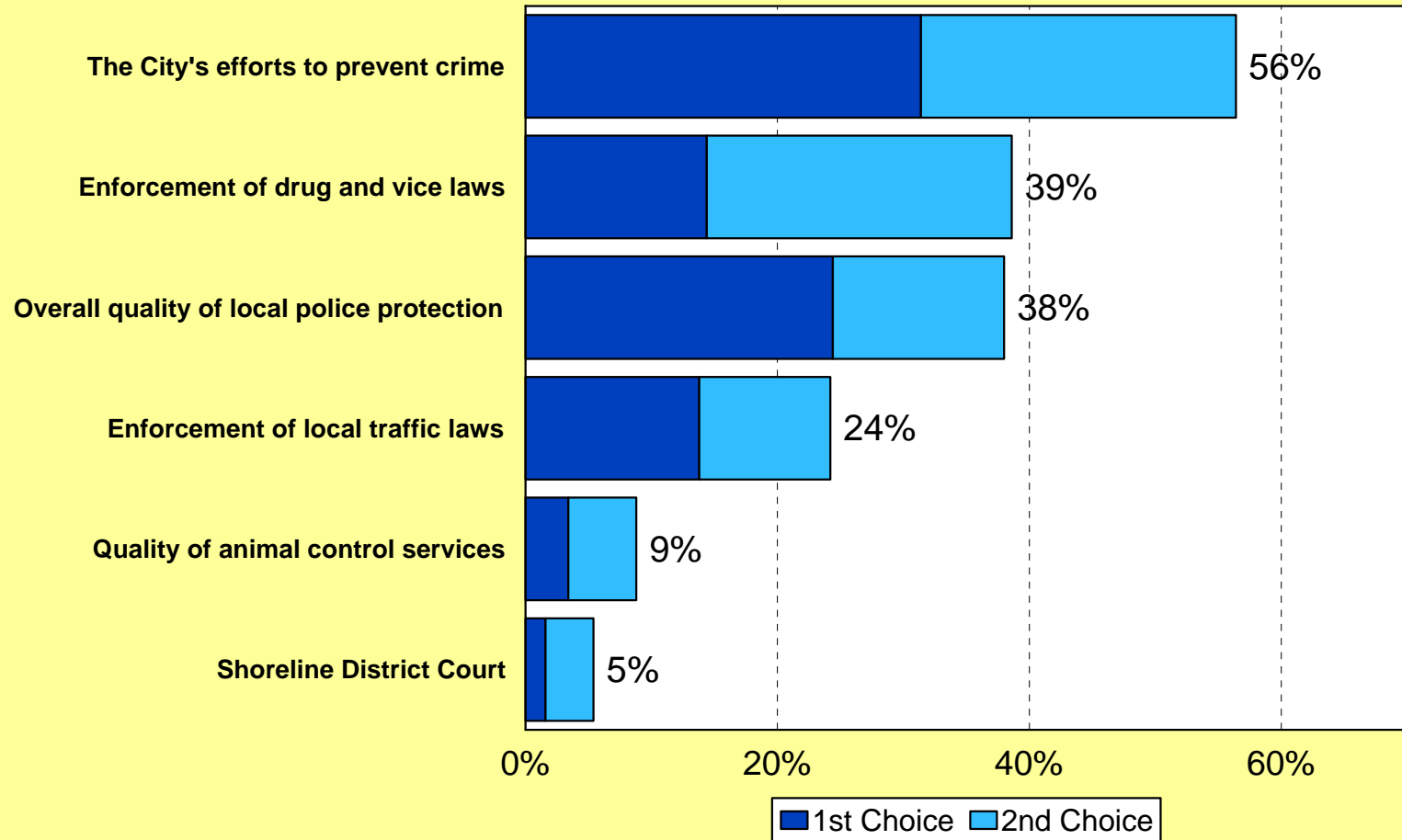
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

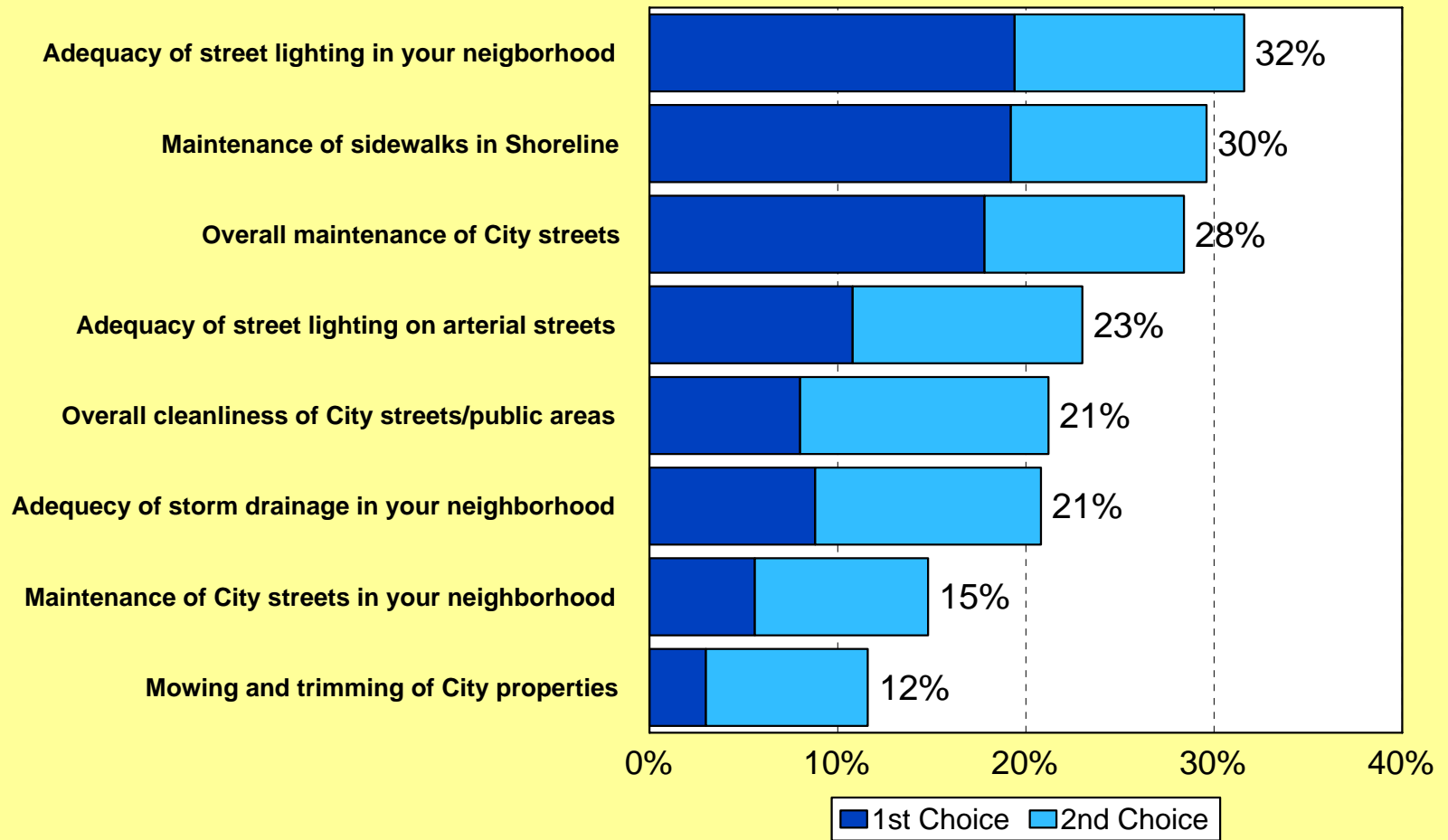
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years

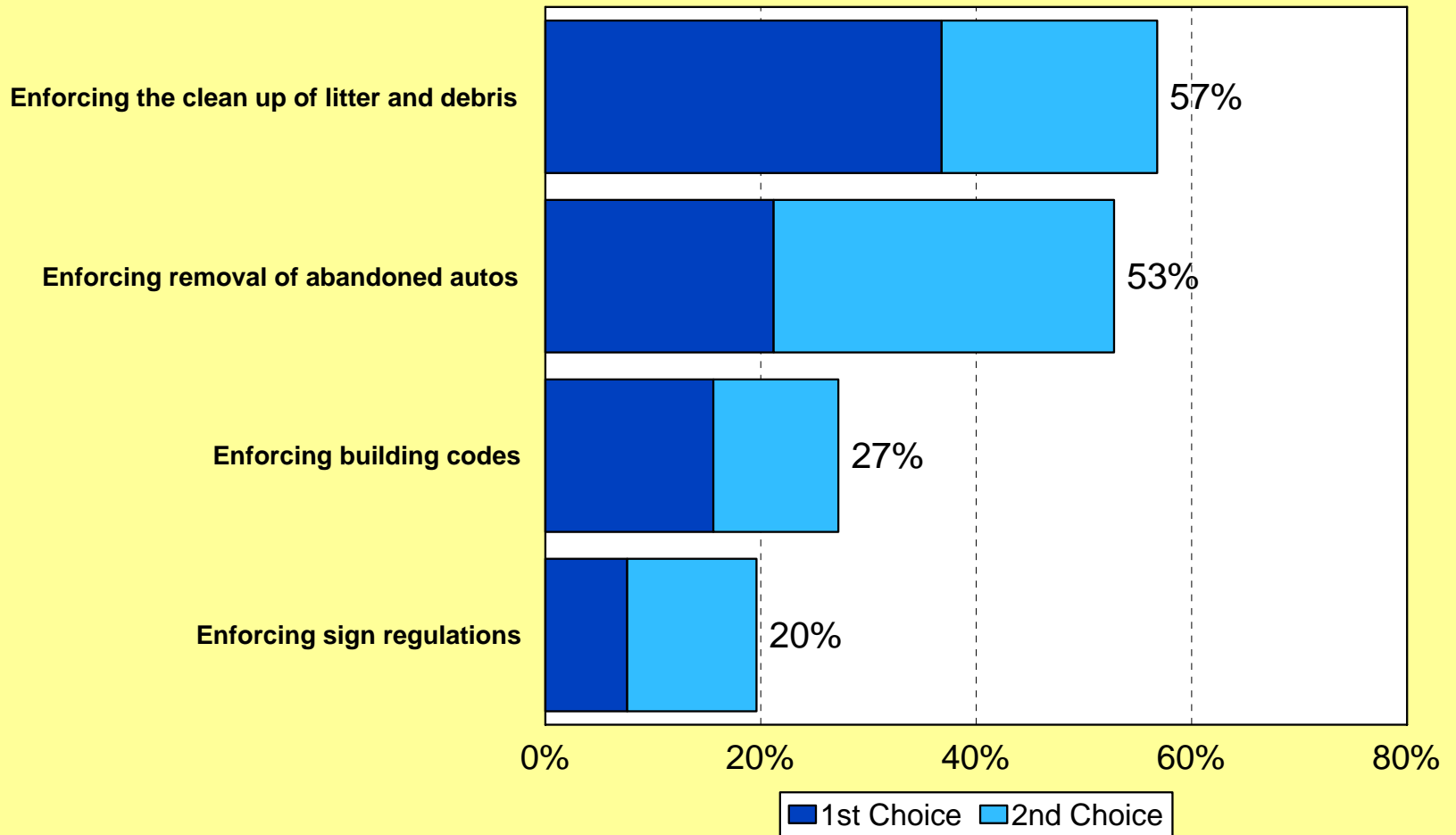
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years

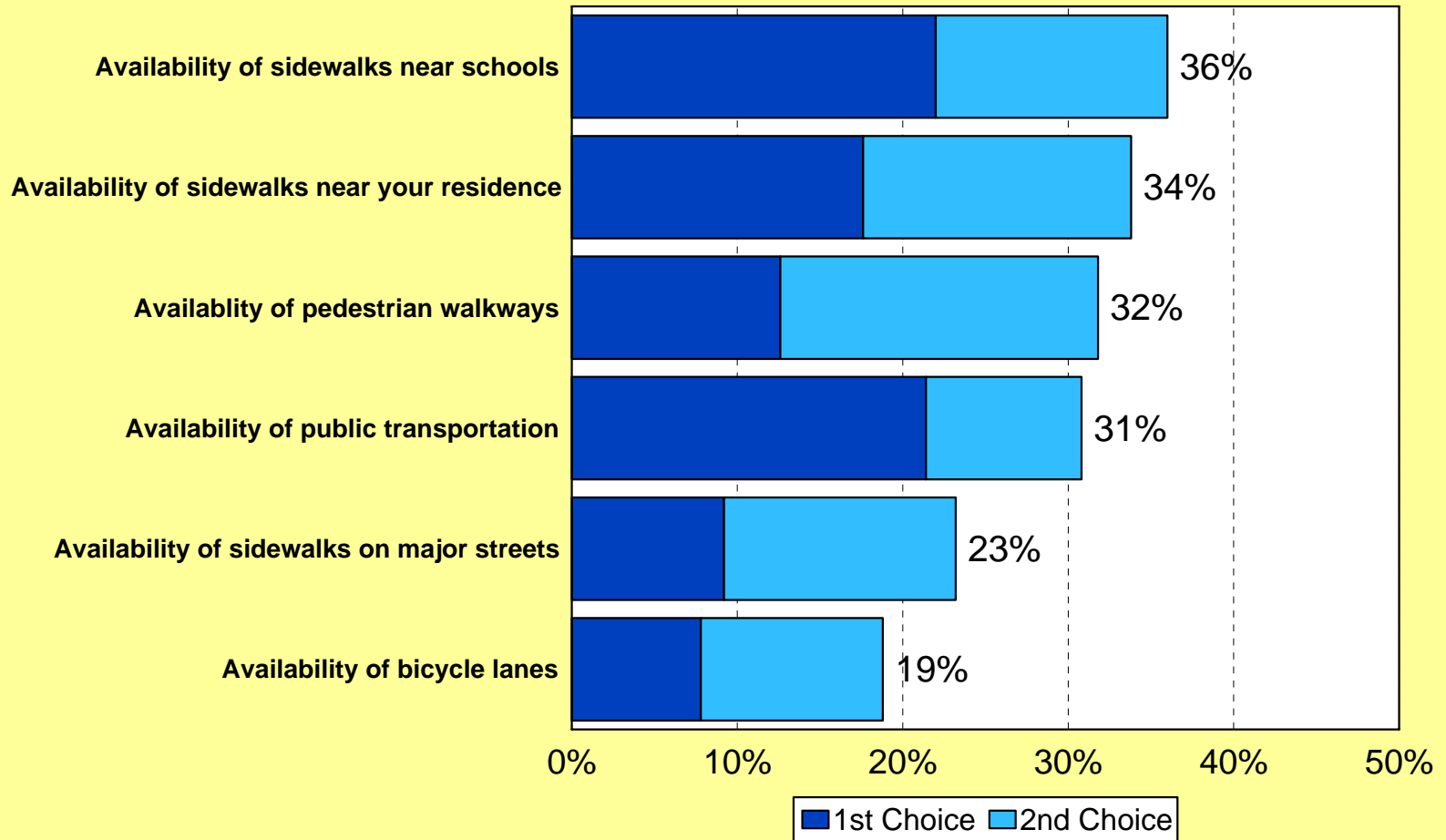
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Aspects of Transportation That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

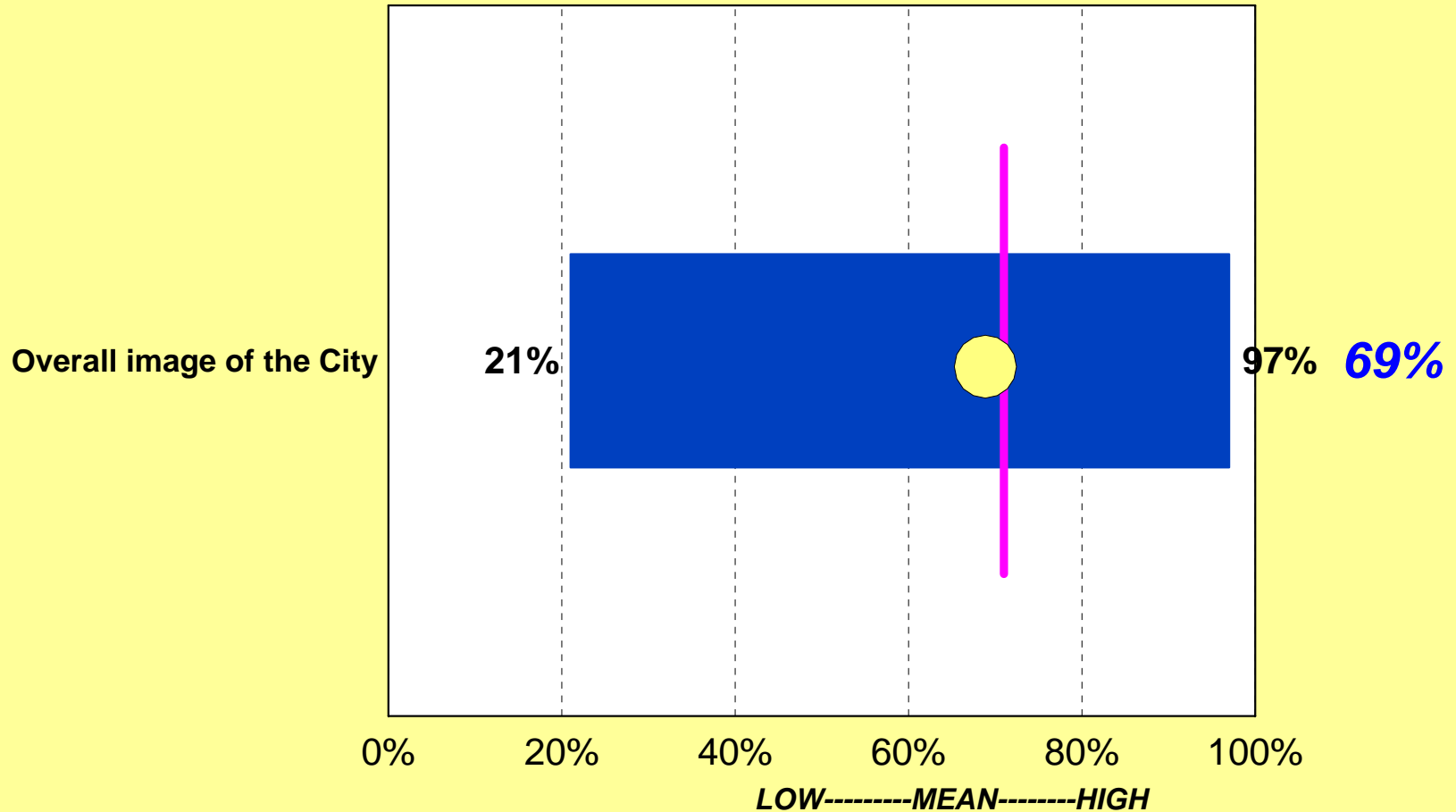


***COMPARED WITH
SIMILAR CITIES***

Perceptions Residents Have of the City in Which They Live - 2006

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

● Shoreline, WA

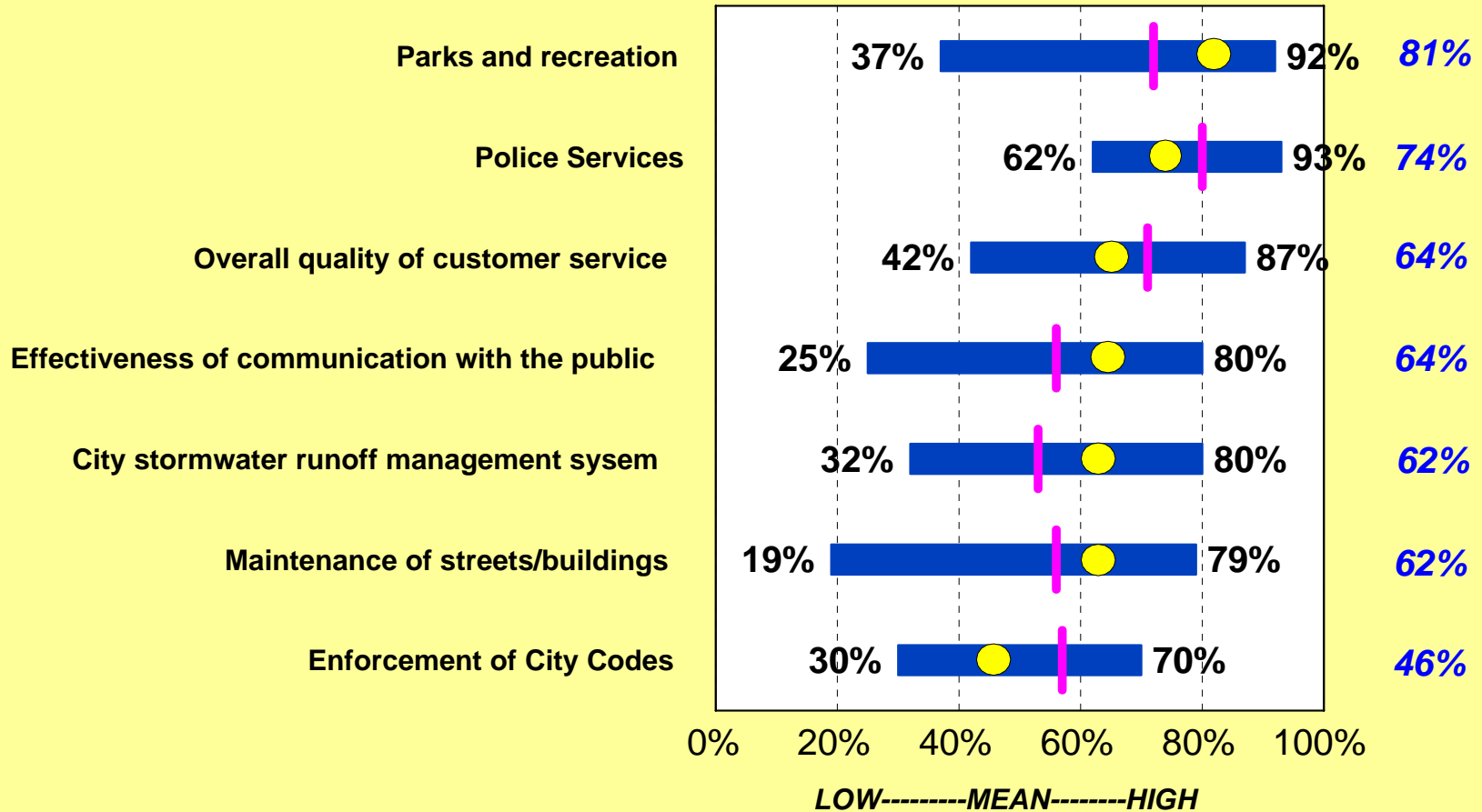


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Overall Satisfaction With City Services 2006

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

● Shoreline, WA

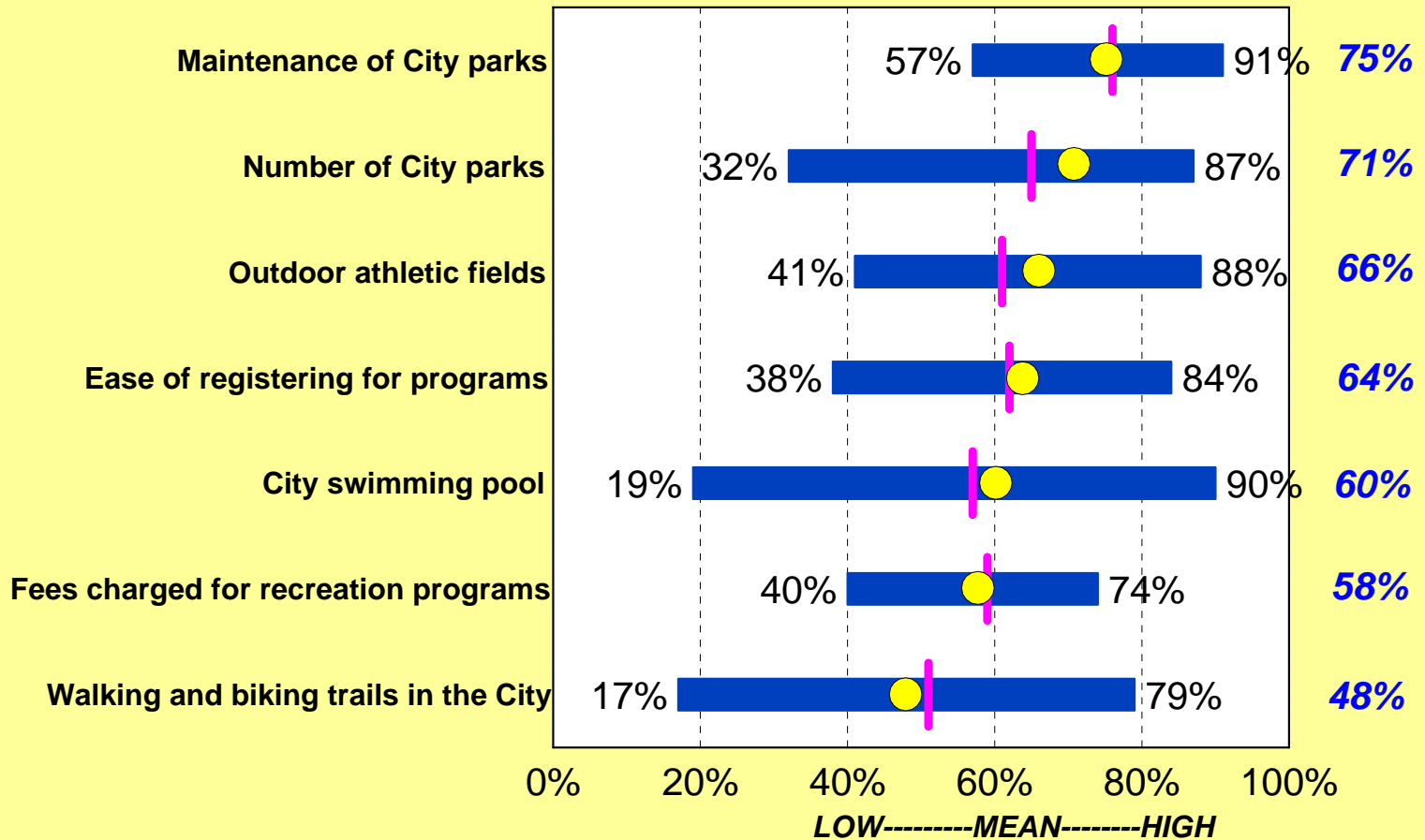


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Parks and Recreation 2006

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

● Shoreline, WA

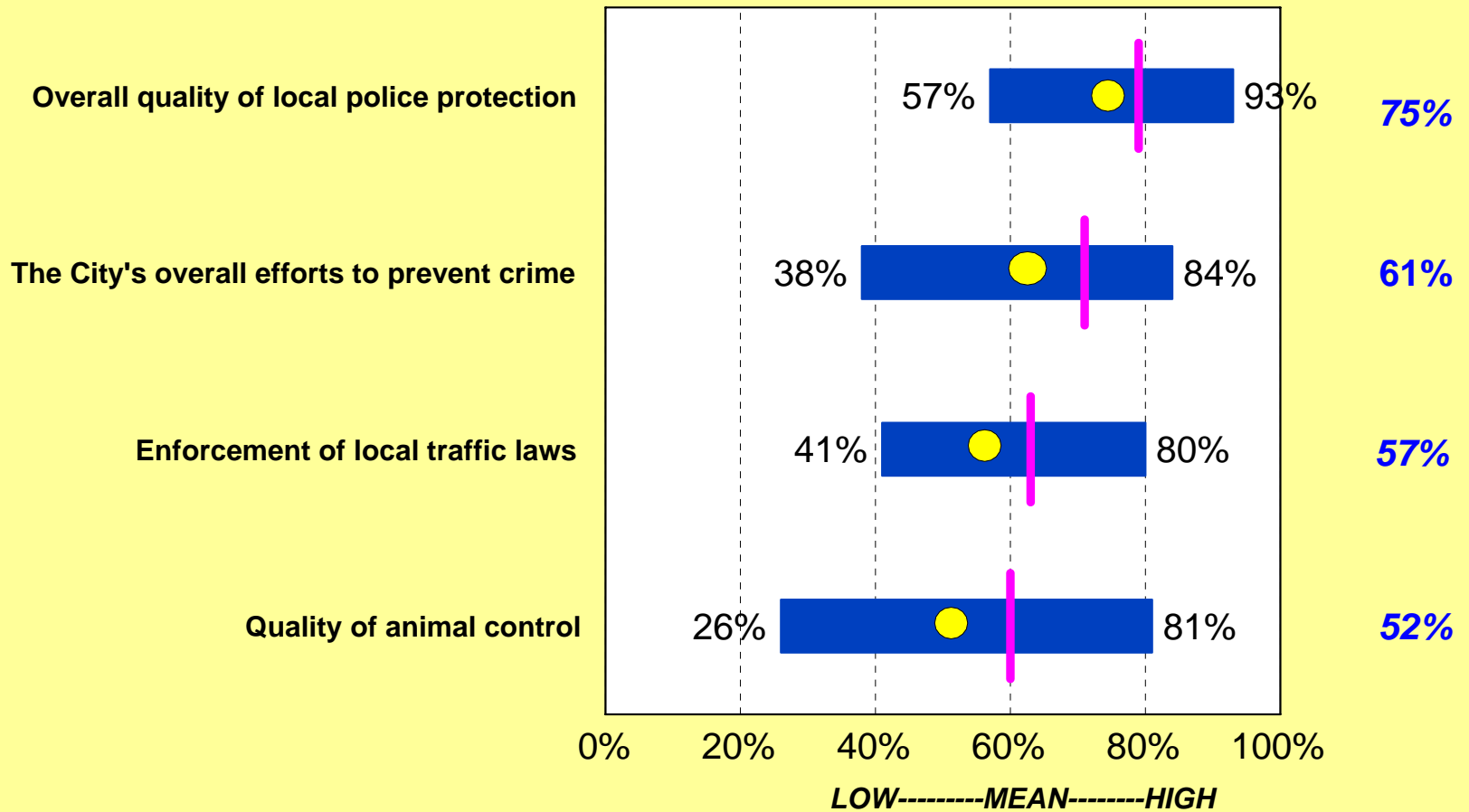


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Public Safety 2006

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

● **Shoreline, WA**

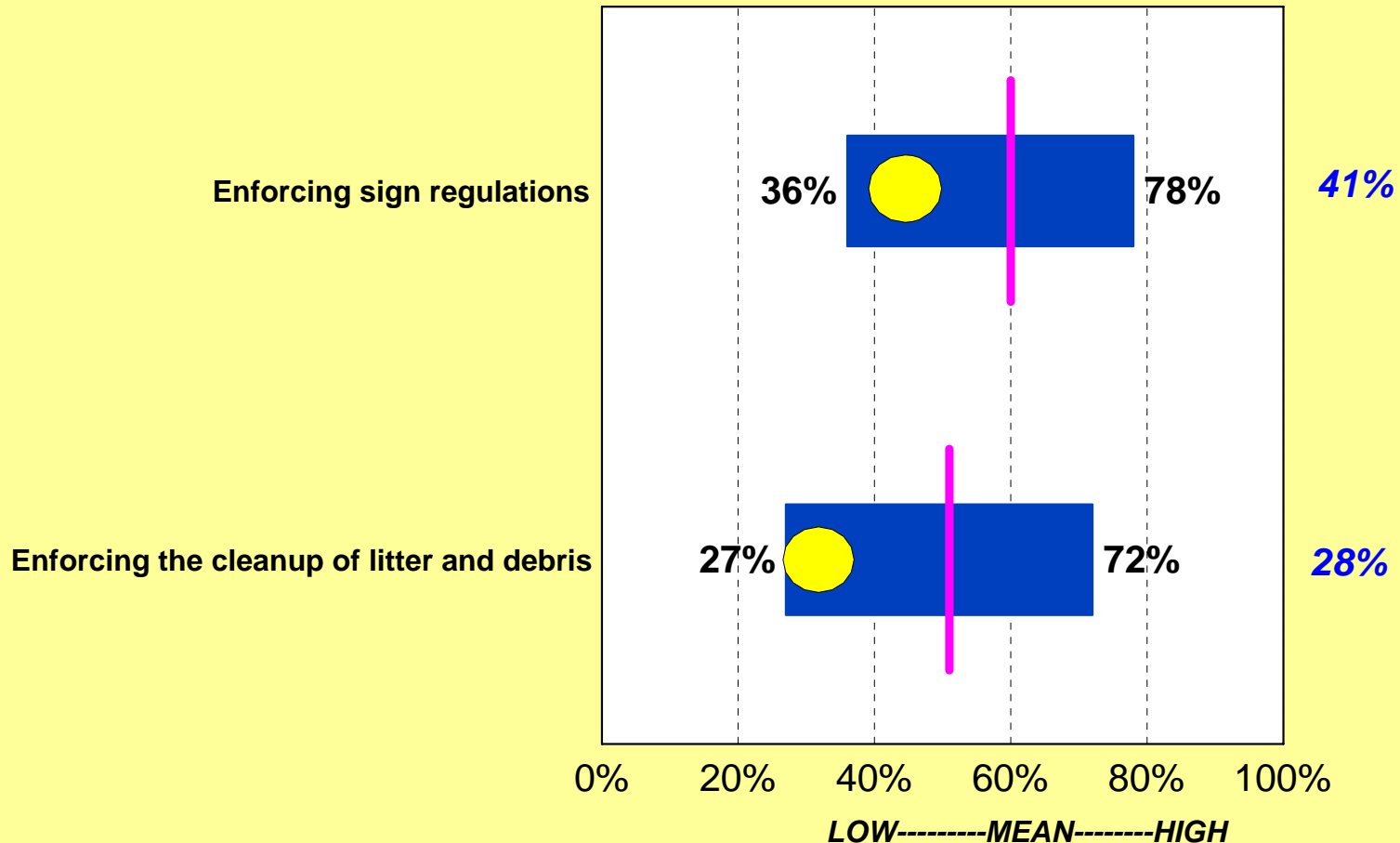


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with the Enforcement of Codes and Ordinances - 2006

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

● Shoreline, WA

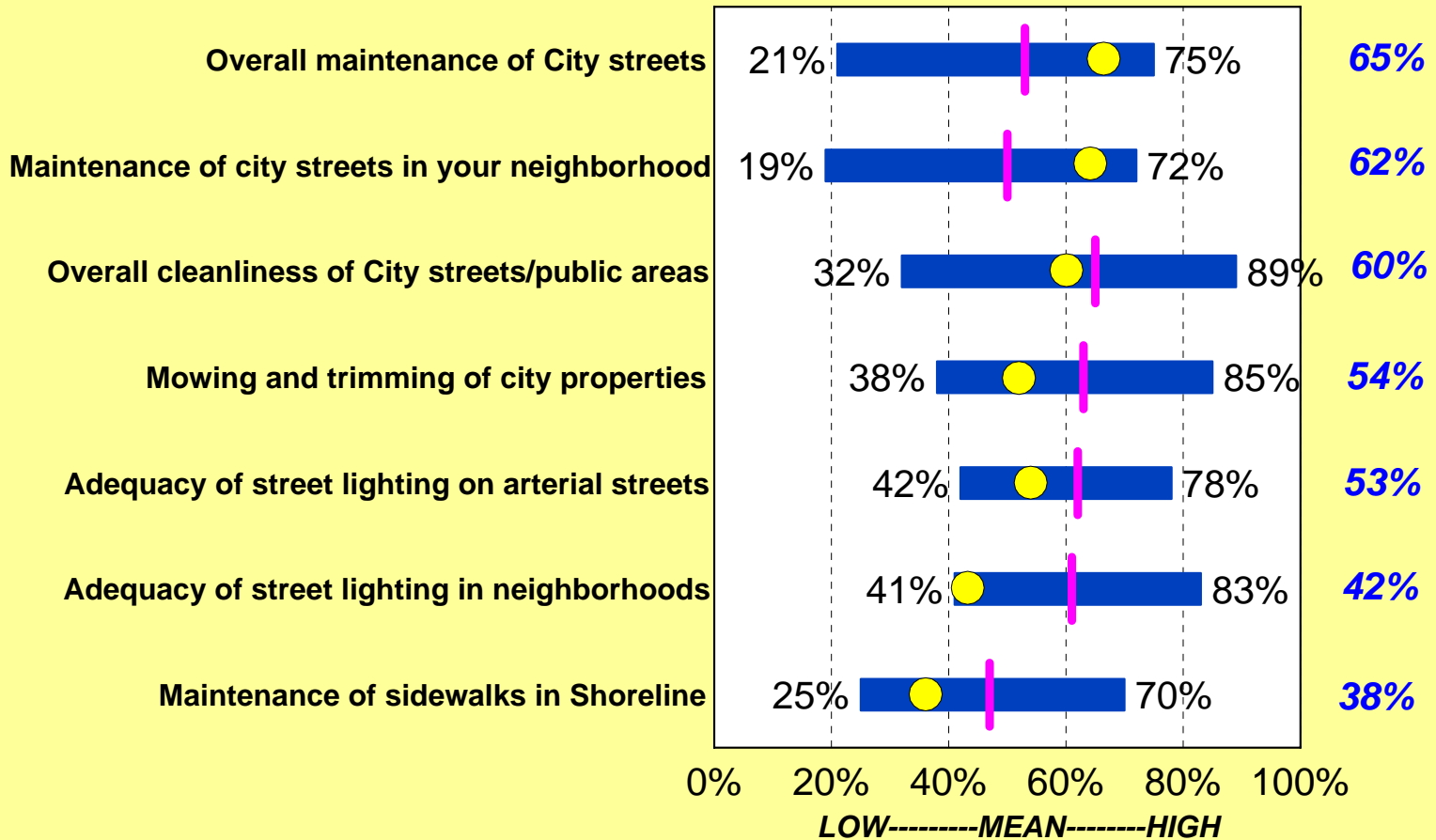


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Satisfaction with Maintenance Services 2006

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

● Shoreline, WA



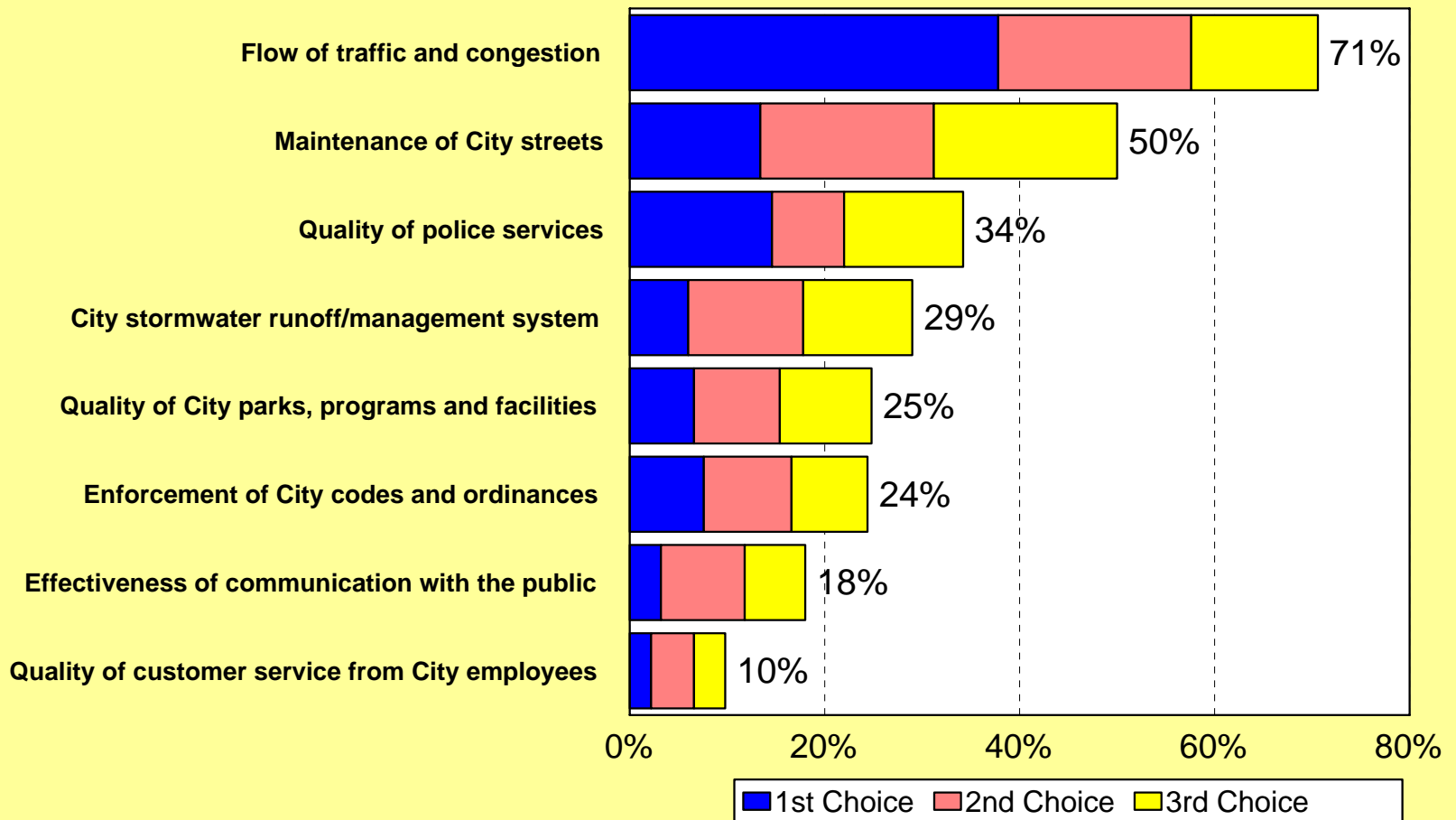
Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)



OVERALL FINDINGS

City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

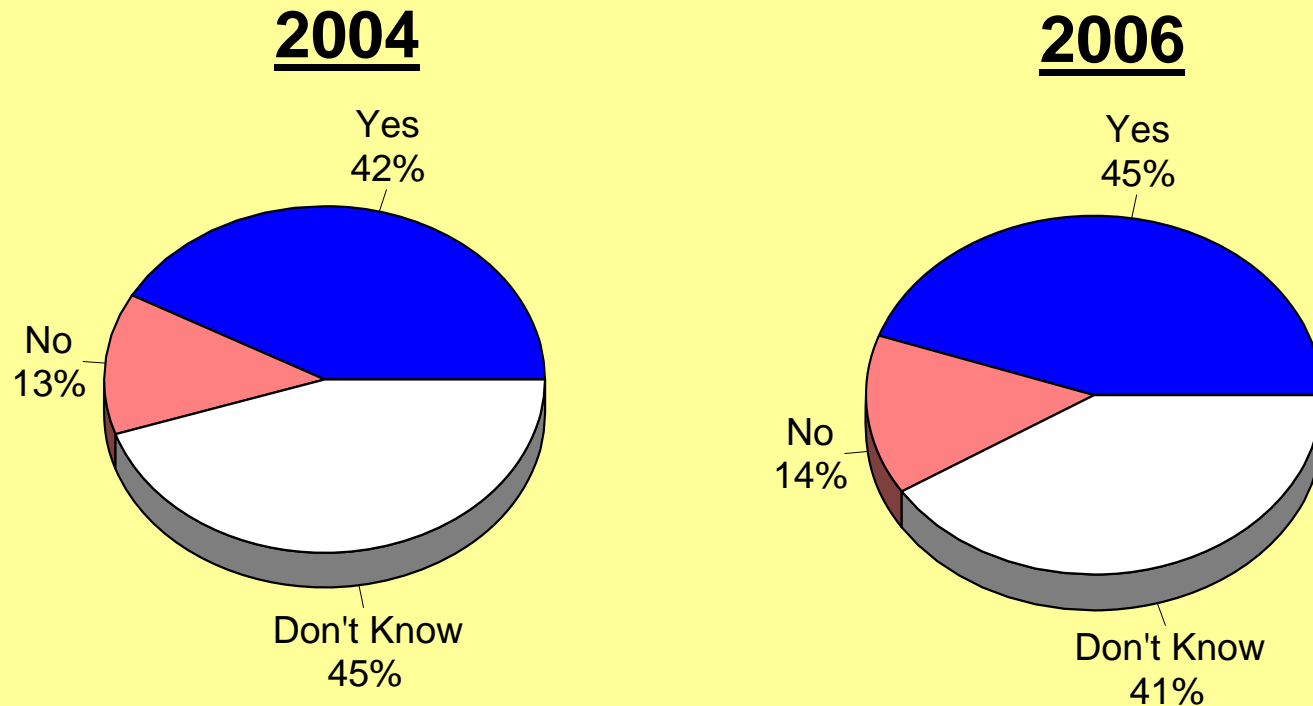
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

Do You Think the City of Shoreline is a "Business Friendly" City?

by percentage of respondents

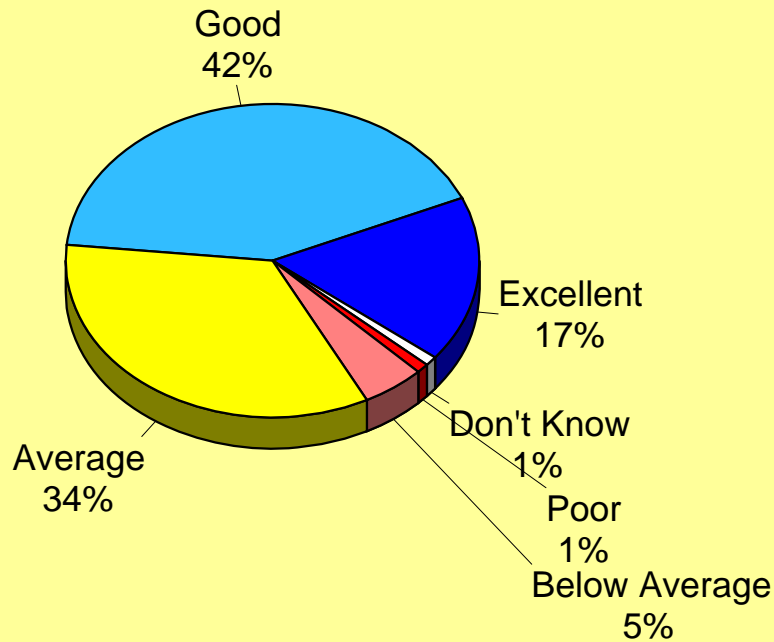


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

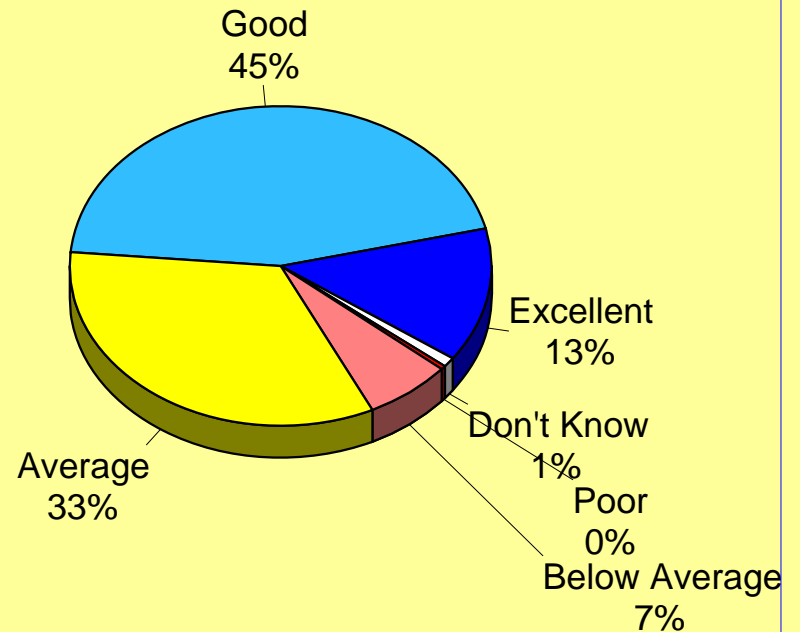
Overall, How Would Rate the Condition of Your Neighborhood?

by percentage of respondents

2004



2006

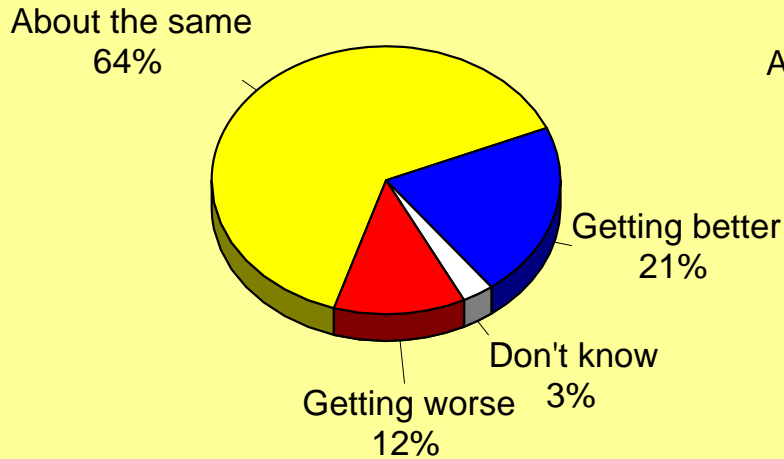


Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)

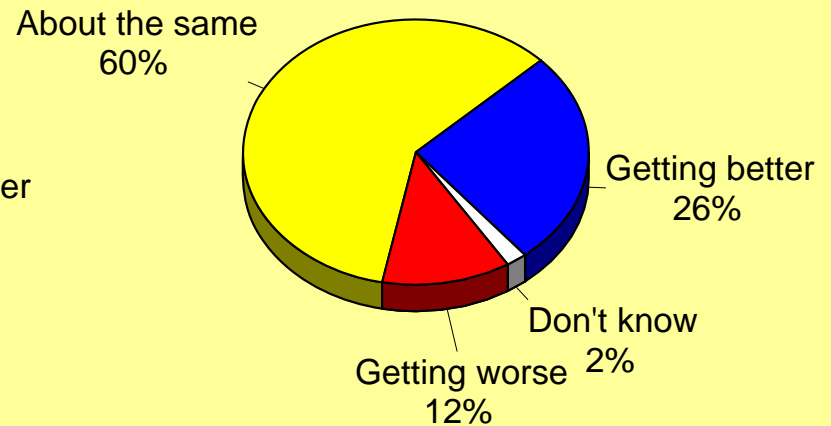
Do You Generally Think the Condition of Your Neighborhood is Getting Better, Worse, or Staying About the Same?

by percentage of respondents

2004



2006

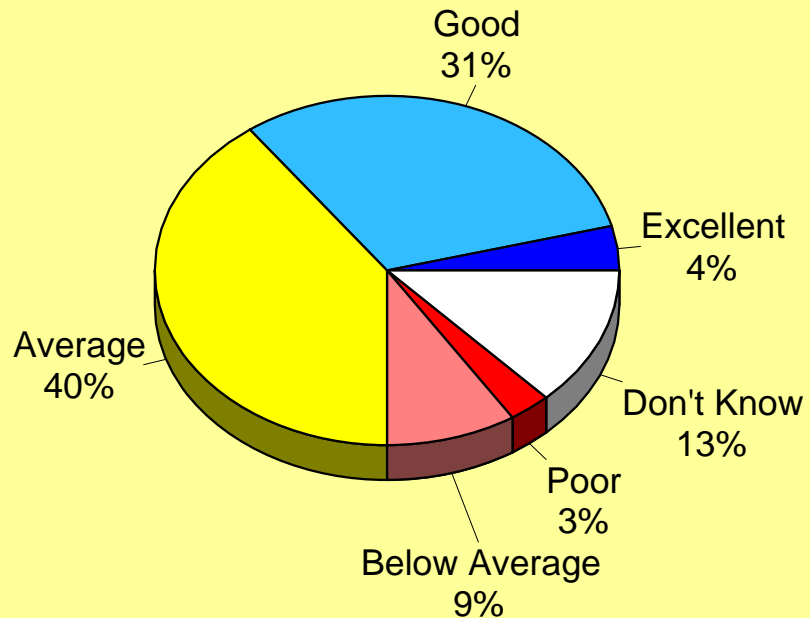


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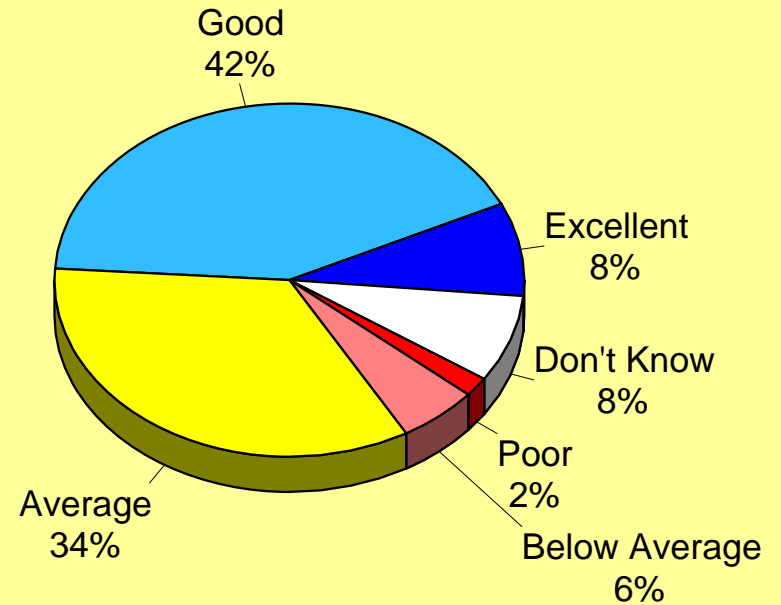
Overall Rating of Value of Services Received from City Taxes

by percentage of respondents

2004



2006



Source: ETC Institute DirectionFinder (2006 - Shoreline, WA)