

City of Shoreline 2016 Community Survey Findings

Presented by

ETC Institute



September 2016

Agenda

- **Purpose and Methodology**
- **Bottom Line Up Front**
- **Satisfaction with City Services**
- **Comparisons to Regional and National Benchmarks**
- **Opportunities for Improvement**
- **Summary**
- **Questions**

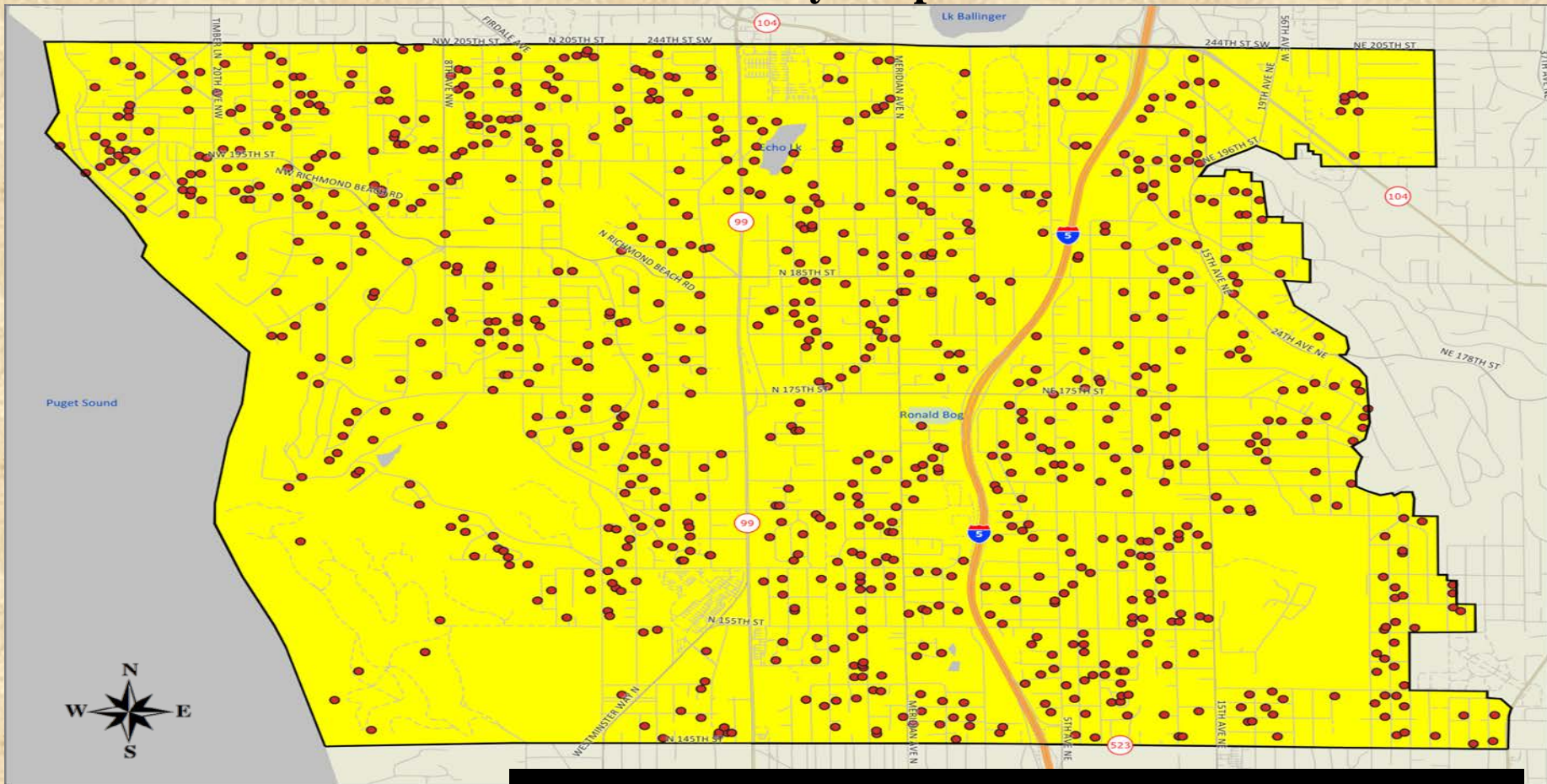
Purpose

- **To assess resident satisfaction with the delivery of major City services**
- **To compare the 2016 survey results against previous survey results**
- **To compare the City's performance with national and regional benchmarks**
- **To identify areas for improvement**

Methodology

- **Survey Description**
 - included most questions that were asked in previous surveys
- **Method of Administration**
 - mail, phone & online to randomly selected sample of households
 - included households with traditional land lines and cell phones
 - each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - 905 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 3.2% overall**

Location of Survey Respondents



Good Representation By LOCATION OF RESIDENCE

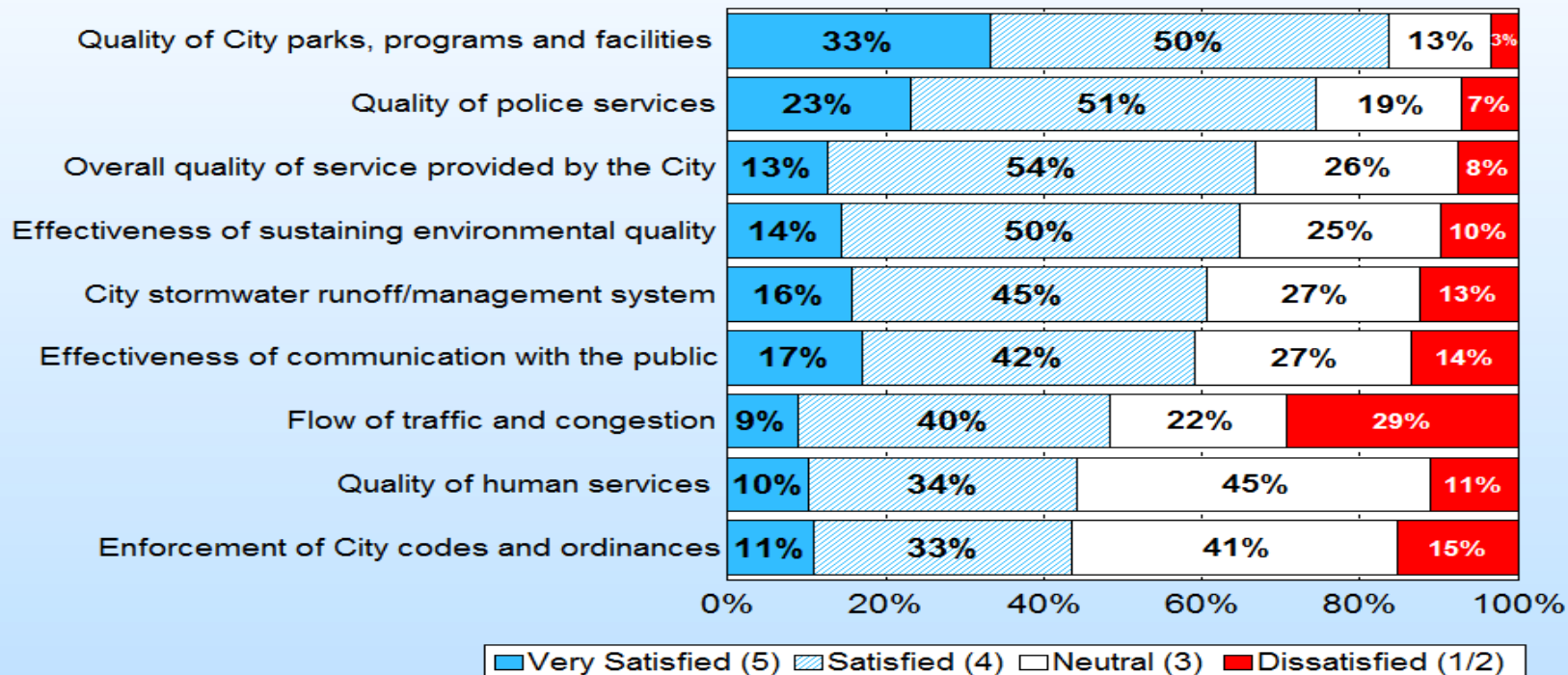
Bottom Line Up Front

- Residents are generally satisfied with City services
- Shoreline rated at or above the National Average in 22 of the 33 areas assessed; the overall quality of City services ranked 12% higher than both the Regional and National Average
- Most important areas to emphasize over the next two years are (1) flow of traffic and congestion and (2) quality of police services

Major Finding #1
Satisfaction With City Services

Q3. Overall Satisfaction With City Services by Major Category

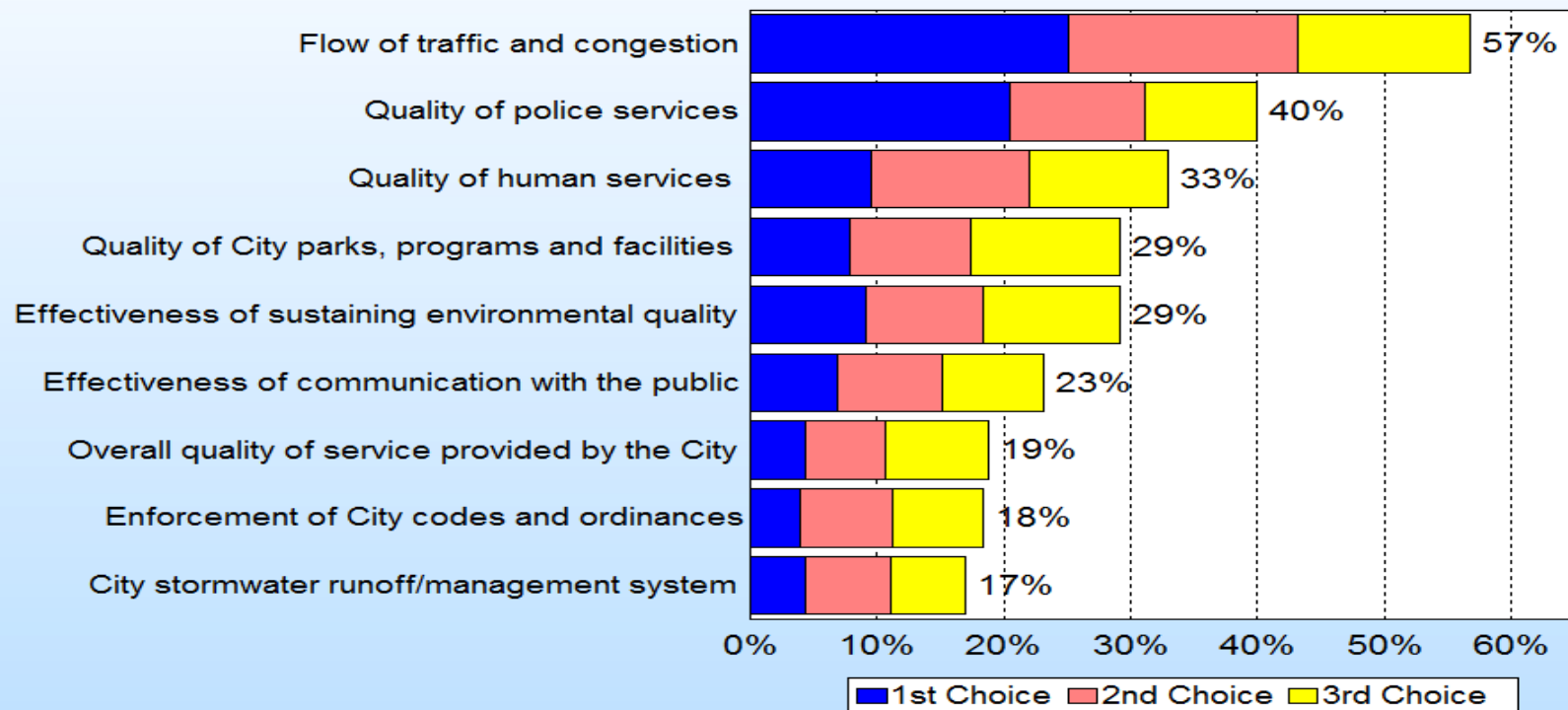
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



With the exception of flow of traffic and congestion, no more than 15% of residents were dissatisfied with City services

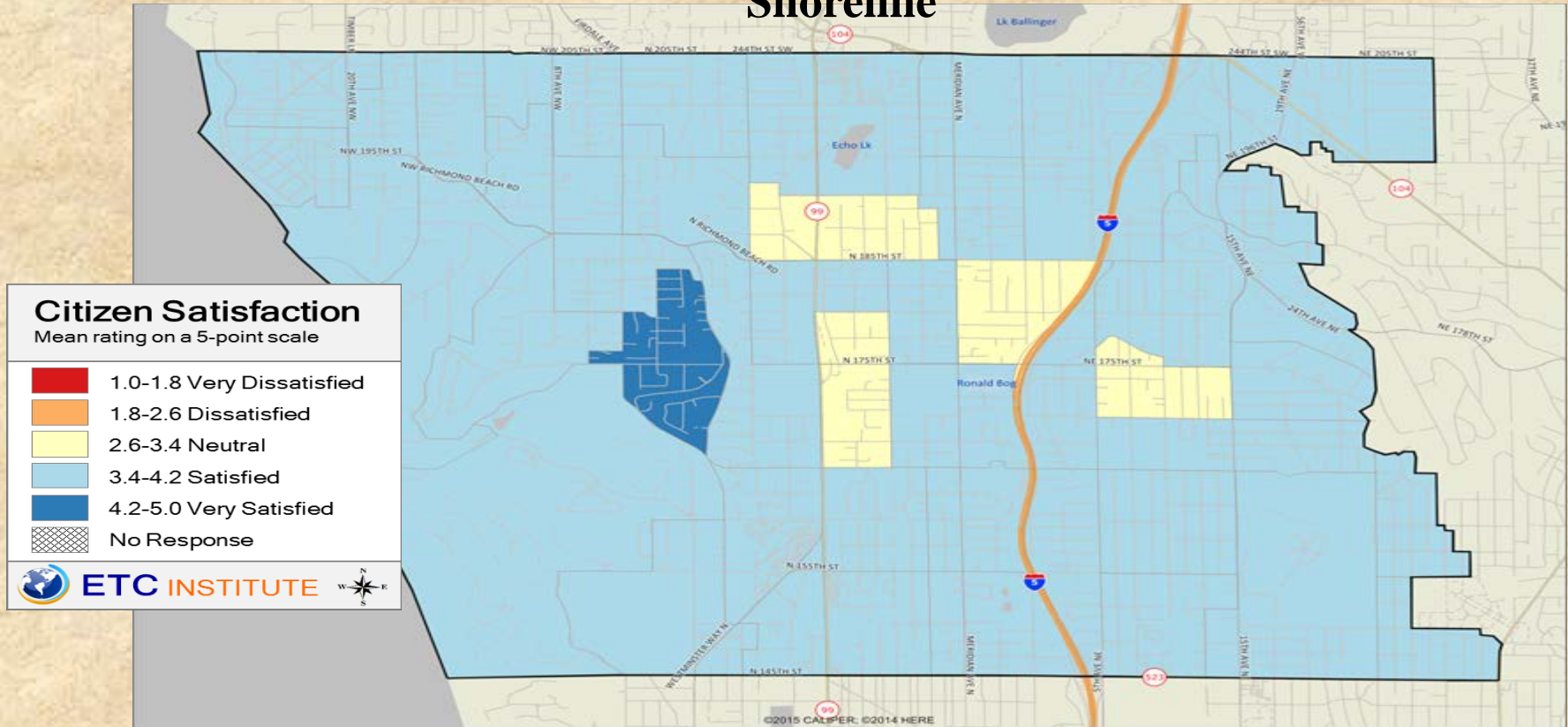
Q4. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



Source: ETC Institute DirectionFinder (2016 - Shoreline, WA)

Q3-9 Satisfaction with overall quality of service provided by the City of Shoreline

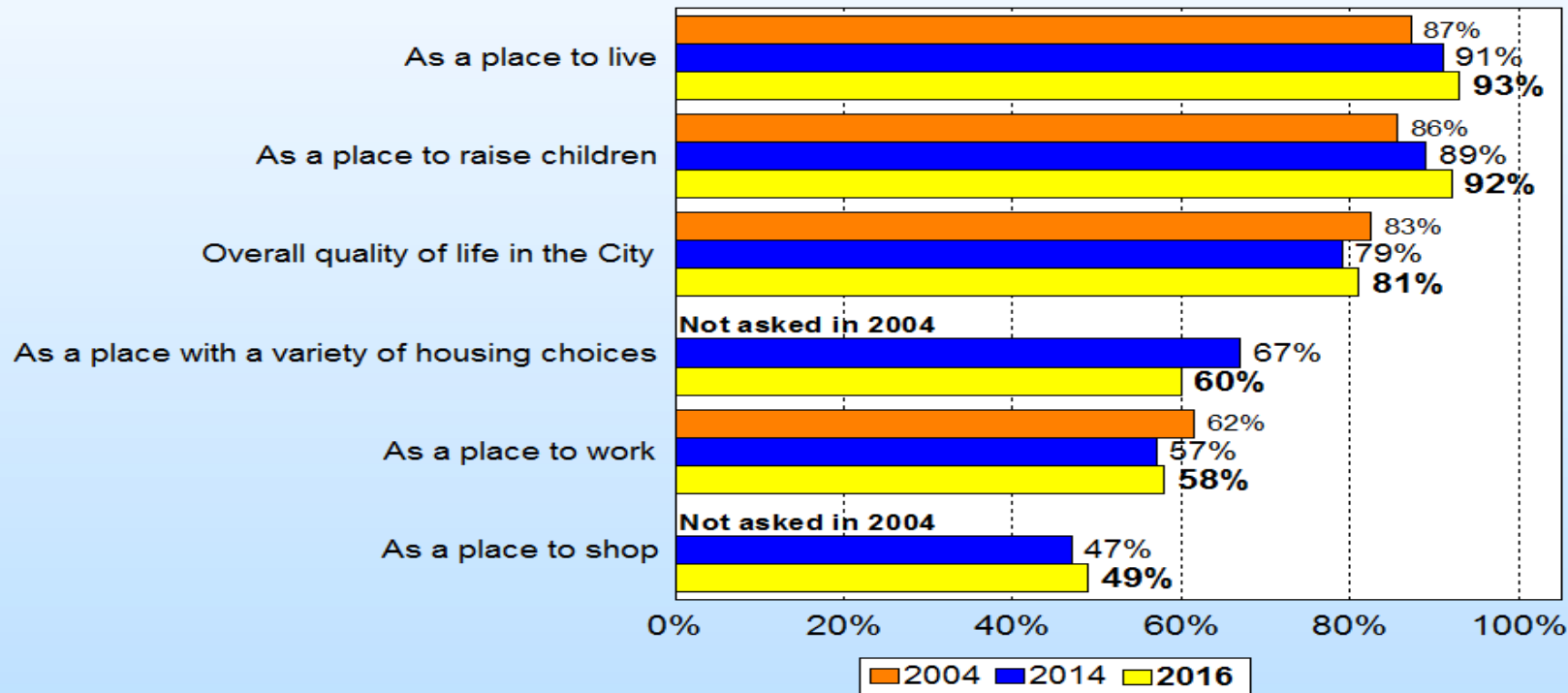


2016 City of Shoreline Citizen Satisfaction Survey

Residents are generally satisfied with services provided in most areas of the City

Q17. How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in *Trends - 2004, 2014 and 2016*

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

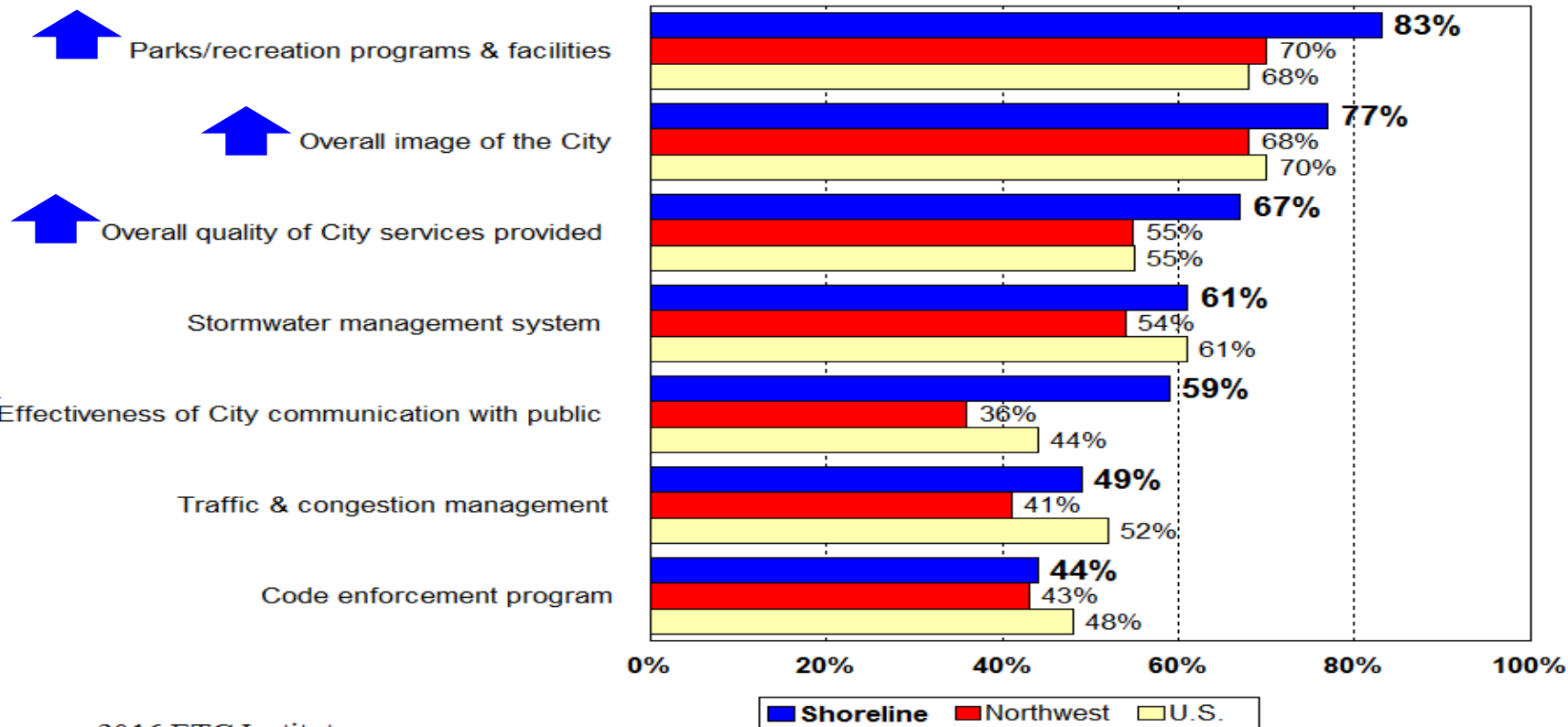


Source: ETC Institute DirectionFinder (2016 - Shoreline, WA)

Major Finding #2
Comparisons to Regional and
National Benchmarks

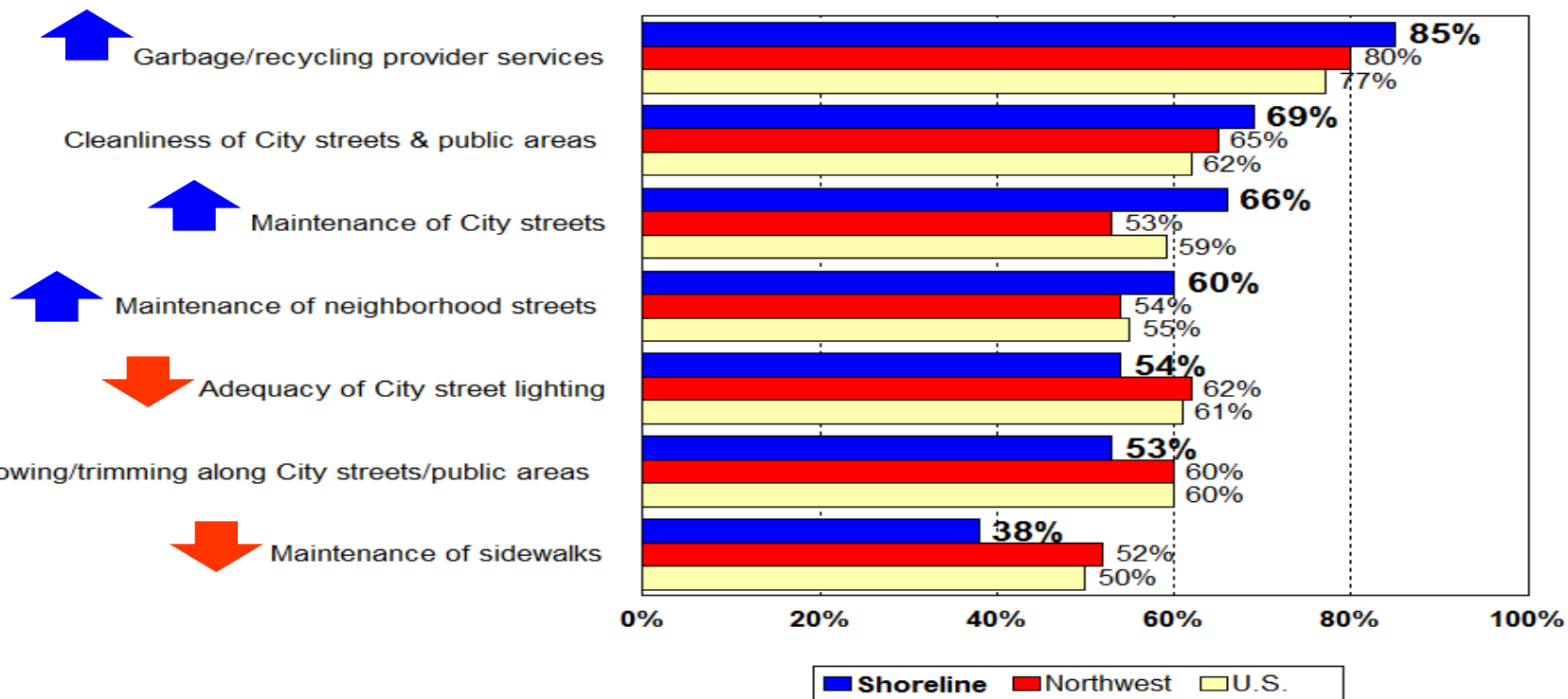
Overall Satisfaction with Various City Services/Facilities Shoreline vs. Northwest vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with City Maintenance Shoreline vs. Northwest vs. the U.S.

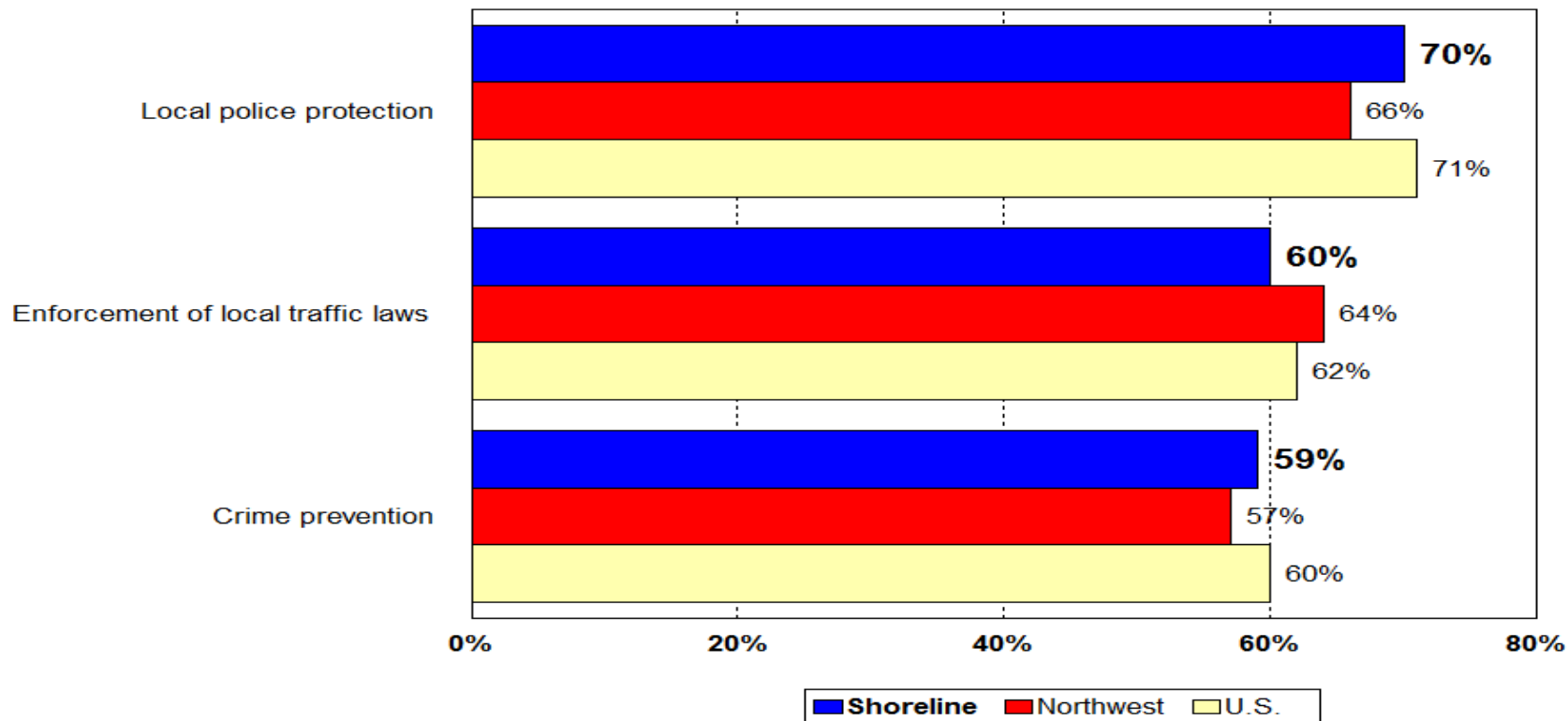
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Public Safety

Shoreline vs. Northwest vs. the U.S.

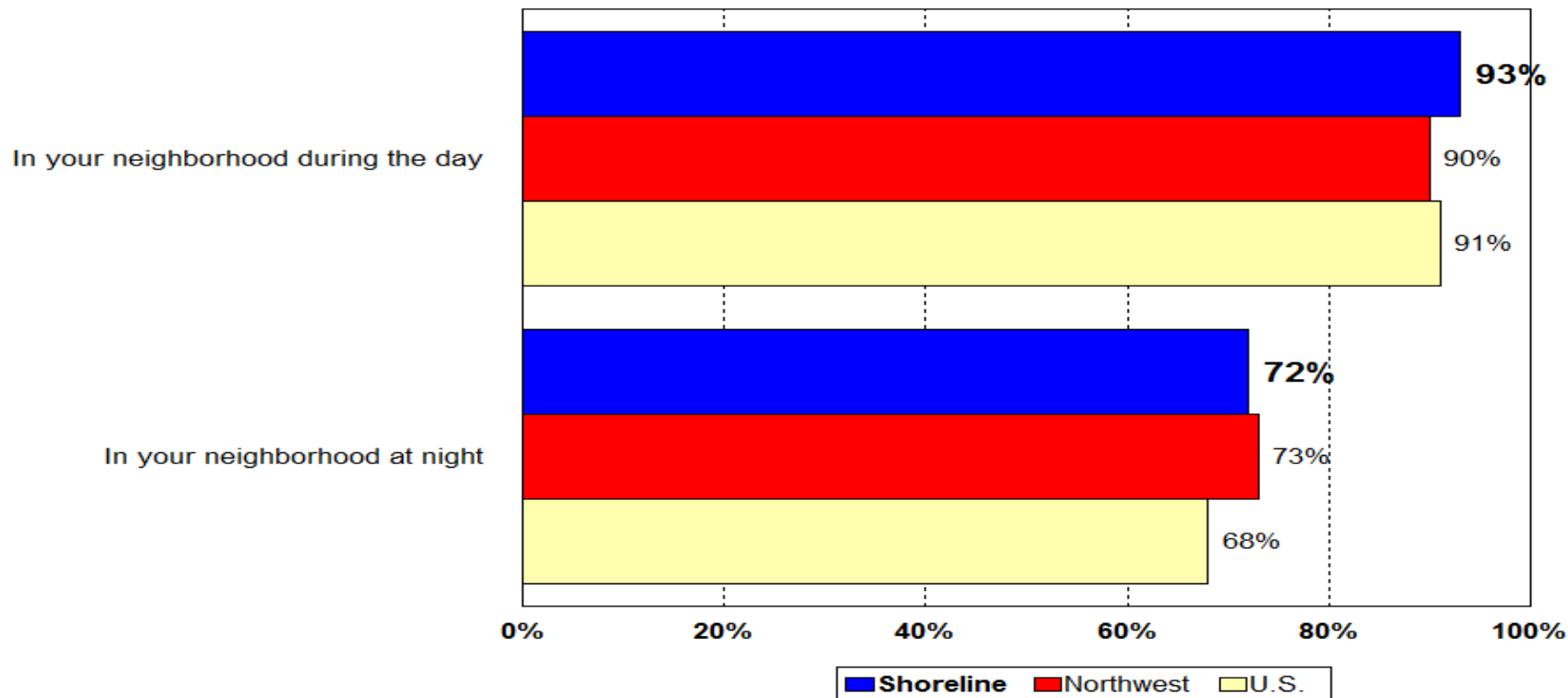
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



How Safe Residents Feel in Their Community

Shoreline vs. Northwest vs. the U.S.

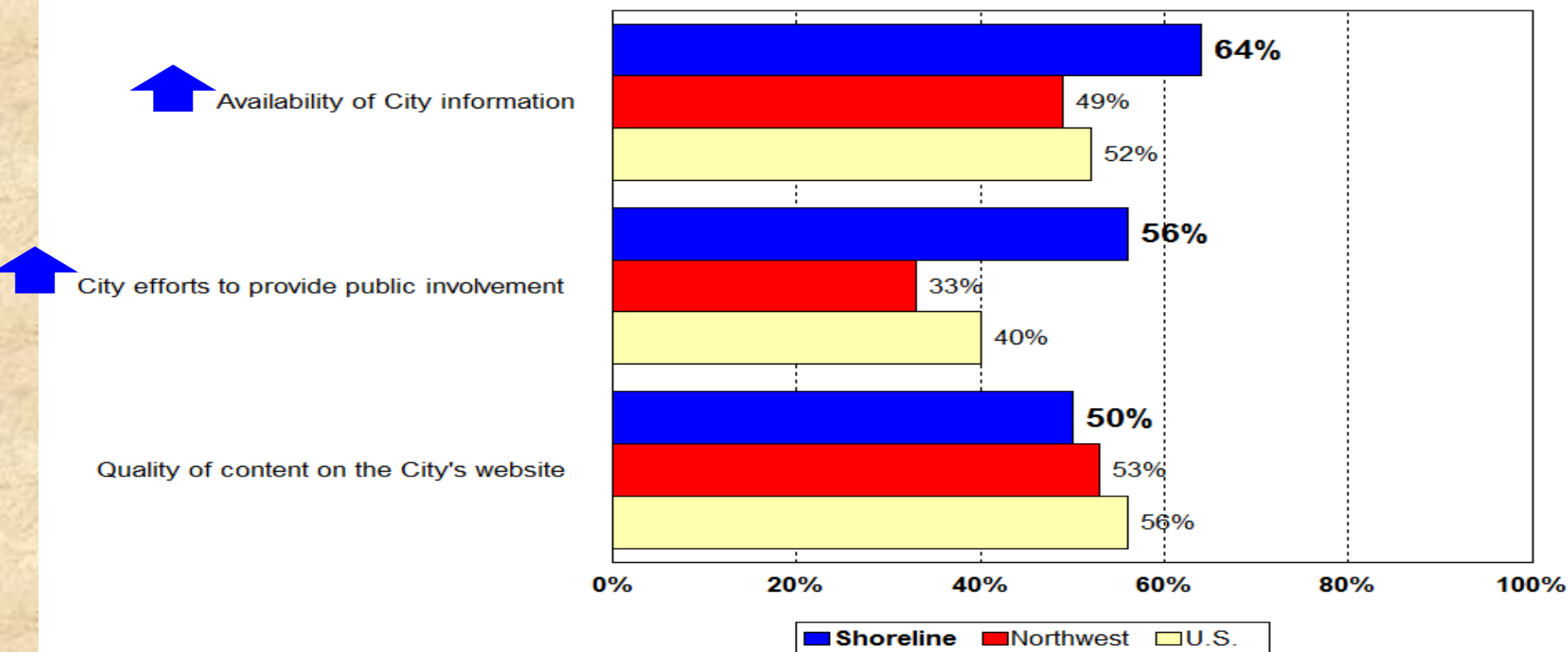
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2016 ETC Institute

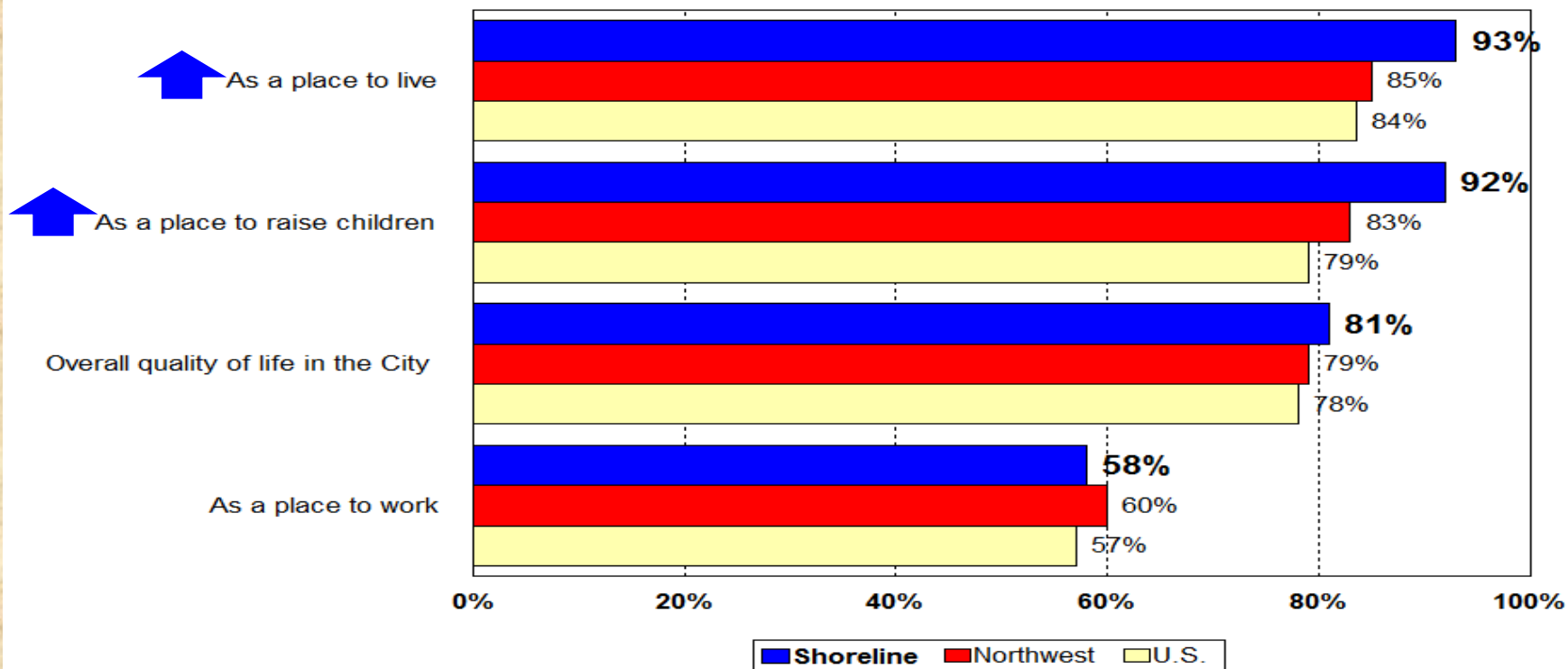
Overall Satisfaction with Communication Shoreline vs. Northwest vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



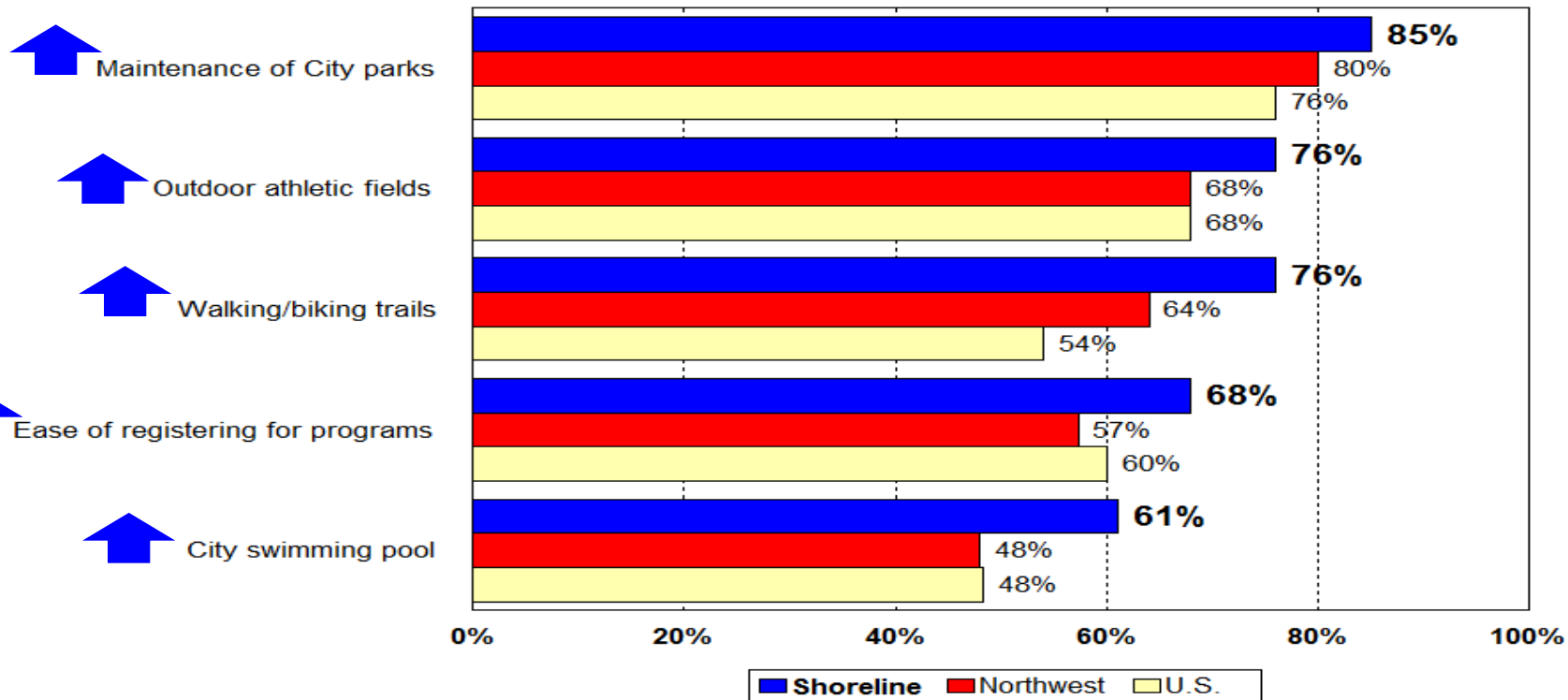
Overall Ratings of the Community Shoreline vs. Northwest vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor" (excluding don't knows)



Overall Satisfaction with Parks and Recreation Shoreline vs. Northwest vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Major Finding #3
Opportunities for Improvement

Importance-Satisfaction Rating

City of Shoreline - 2016

OVERALL

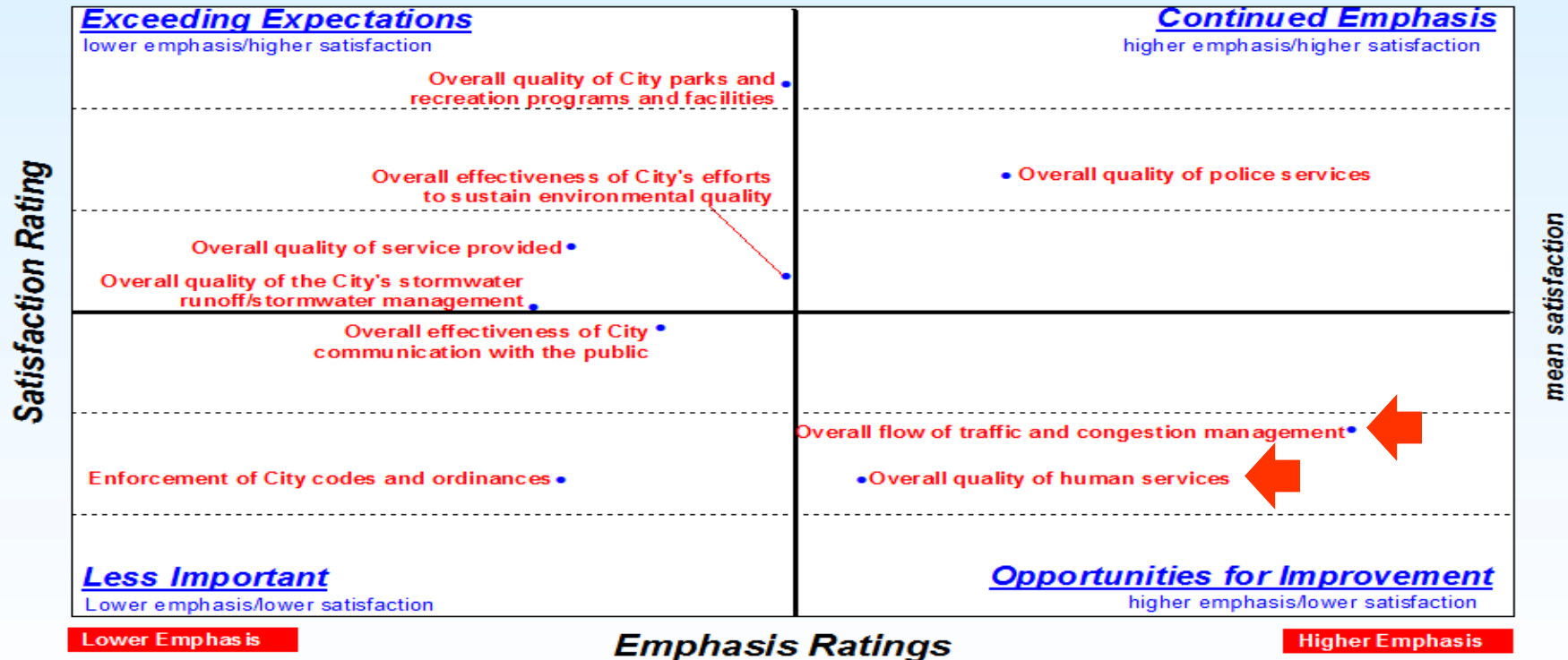
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <i>Very High Priority (IS > .20)</i> | | | | | | |
| Flow of traffic and congestion | 57% | 1 | 49% | 7 | 0.2892 | 1 |
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Quality of human services | 33% | 3 | 44% | 8 | 0.1842 | 2 |
| Effectiveness of sustaining environmental quality | 29% | 5 | 64% | 4 | 0.1051 | 3 |
| Quality of police services | 40% | 2 | 74% | 2 | 0.1037 | 4 |
| Enforcement of City codes and ordinances | 18% | 8 | 44% | 9 | 0.1025 | 5 |
| <i>Medium Priority (IS < .10)</i> | | | | | | |
| Effectiveness of communication with the public | 23% | 6 | 59% | 6 | 0.0947 | 6 |
| City stormwater runoff/management system | 17% | 9 | 61% | 5 | 0.0663 | 7 |
| Overall quality of service provided by the City | 19% | 7 | 67% | 3 | 0.0620 | 8 |
| Quality of City parks, programs and facilities | 29% | 4 | 83% | 1 | 0.0496 | 9 |

City of Shoreline 2016 Community Survey Importance-Satisfaction Assessment Matrix

-Quality of Services and Facilities-

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)

mean importance



Importance-Satisfaction Rating

City of Shoreline - 2016

CITY MAINTENANCE

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Maintenance of sidewalks in Shoreline | 32% | 2 | 38% | 9 | 0.1990 | 1 |
| Adequacy of street lighting in neighborhoods | 25% | 3 | 54% | 7 | 0.1136 | 2 |
| Overall maintenance of City streets | 33% | 1 | 66% | 3 | 0.1115 | 3 |
| <i>Medium Priority (IS <.10)</i> | | | | | | |
| Maintenance of public trees along City streets | 19% | 6 | 55% | 6 | 0.0833 | 4 |
| Mowing/trimming along City streets/public areas | 18% | 7 | 53% | 8 | 0.0823 | 5 |
| Maintenance of streets in neighborhoods | 21% | 4 | 60% | 5 | 0.0820 | 6 |
| Adequacy of storm drainage in neighborhoods | 17% | 8 | 63% | 4 | 0.0611 | 7 |
| Overall cleanliness of City streets/public areas | 19% | 5 | 69% | 2 | 0.0595 | 8 |
| Garbage/recycling provider services | 4% | 9 | 85% | 1 | 0.0065 | 9 |

Importance-Satisfaction Rating

City of Shoreline - 2016


PUBLIC SAFETY SERVICES

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Enforcement of property crime laws | 28% | 2 | 42% | 9 | 0.1641 | 1 |
| The City's efforts to prevent crime | 39% | 1 | 59% | 5 | 0.1595 | 2 |
| Enforcement of drug laws | 23% | 3 | 43% | 8 | 0.1283 | 3 |
| <i>Medium Priority (IS <.10)</i> | | | | | | |
| Police Dept's response to situations involving individuals with cognitive/mental challenges | 16% | 6 | 49% | 6 | 0.0836 | 4 |
| Overall quality of local police protection | 20% | 4 | 70% | 1 | 0.0609 | 5 |
| Level of respect police officers show residents | 18% | 5 | 67% | 3 | 0.0604 | 6 |
| Enforcement of local traffic laws | 14% | 7 | 60% | 4 | 0.0544 | 7 |
| Enforcement of prostitution laws | 8% | 9 | 47% | 7 | 0.0413 | 8 |
| How much you can trust police officers | 8% | 8 | 70% | 2 | 0.0246 | 9 |

Importance-Satisfaction Rating

City of Shoreline - 2016

PARKS AND RECREATION

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|---|
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Preservation of open space | 37% | 2 | 67% | 7 | 0.1211 | 1  |
| <i>Medium Priority (IS < .10)</i> | | | | | | |
| Maintenance of City parks | 47% | 1 | 85% | 1 | 0.0698 | 2 |
| Walking and biking trails in the City | 29% | 3 | 76% | 4 | 0.0686 | 3 |
| Variety of recreation programs | 14% | 5 | 69% | 5 | 0.0422 | 4 |
| Fees charged for recreation programs | 9% | 6 | 66% | 8 | 0.0303 | 5 |
| City swimming pool | 8% | 7 | 61% | 9 | 0.0296 | 6 |
| Maintenance of City playgrounds | 17% | 4 | 85% | 2 | 0.0249 | 7 |
| Outdoor athletic fields | 7% | 8 | 76% | 3 | 0.0178 | 8 |
| Ease of registering for programs | 3% | 9 | 68% | 6 | 0.0093 | 9 |

Importance-Satisfaction Rating

City of Shoreline - 2016

TRANSPORTATION AND LAND USE

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <i>Very High Priority (IS >.20)</i> | | | | | | |
| Availability of sidewalks near residence | 37% | 1 | 28% | 6 | 0.2693 | 1 |
| Traffic calming measures in neighborhoods | 34% | 3 | 32% | 5 | 0.2332 | 2 |
| <i>High Priority (IS .10-.20)</i> | | | | | | |
| Availability of public transportation options | 36% | 2 | 53% | 1 | 0.1701 | 3 |
| Availability of sidewalks on major streets/routes | 30% | 4 | 48% | 2 | 0.1565 | 4 |
| City's efforts for supporting alternative means of transportation | 23% | 5 | 42% | 4 | 0.1351 | 5 |
| <i>Medium Priority (IS <.10)</i> | | | | | | |
| Availability of bicycle lanes | 14% | 6 | 45% | 3 | 0.0770 | 6 |

Summary

- Residents are generally satisfied with City services
- Shoreline rated at or above the National Average in 22 of the 33 areas assessed; the overall quality of City services ranked 12% higher than both the Regional and National Average
- Most important areas to emphasize over the next two years are (1) flow of traffic and congestion and (2) quality of police services

Questions ?

THANK YOU