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2020 Resident Satisfaction Survey



2020 Resident Satisfaction Survey Final Report:
<https://www.shorelinewa.gov/home/showpublisheddocument/49450/637370756915970000>

Agenda

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- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**



Purpose

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- **To assess resident satisfaction with the delivery of major City services**
- **To compare the 2020 survey results against previous survey results**
- **To compare the City's performance with national and regional benchmarks**
- **To identify areas for improvement**



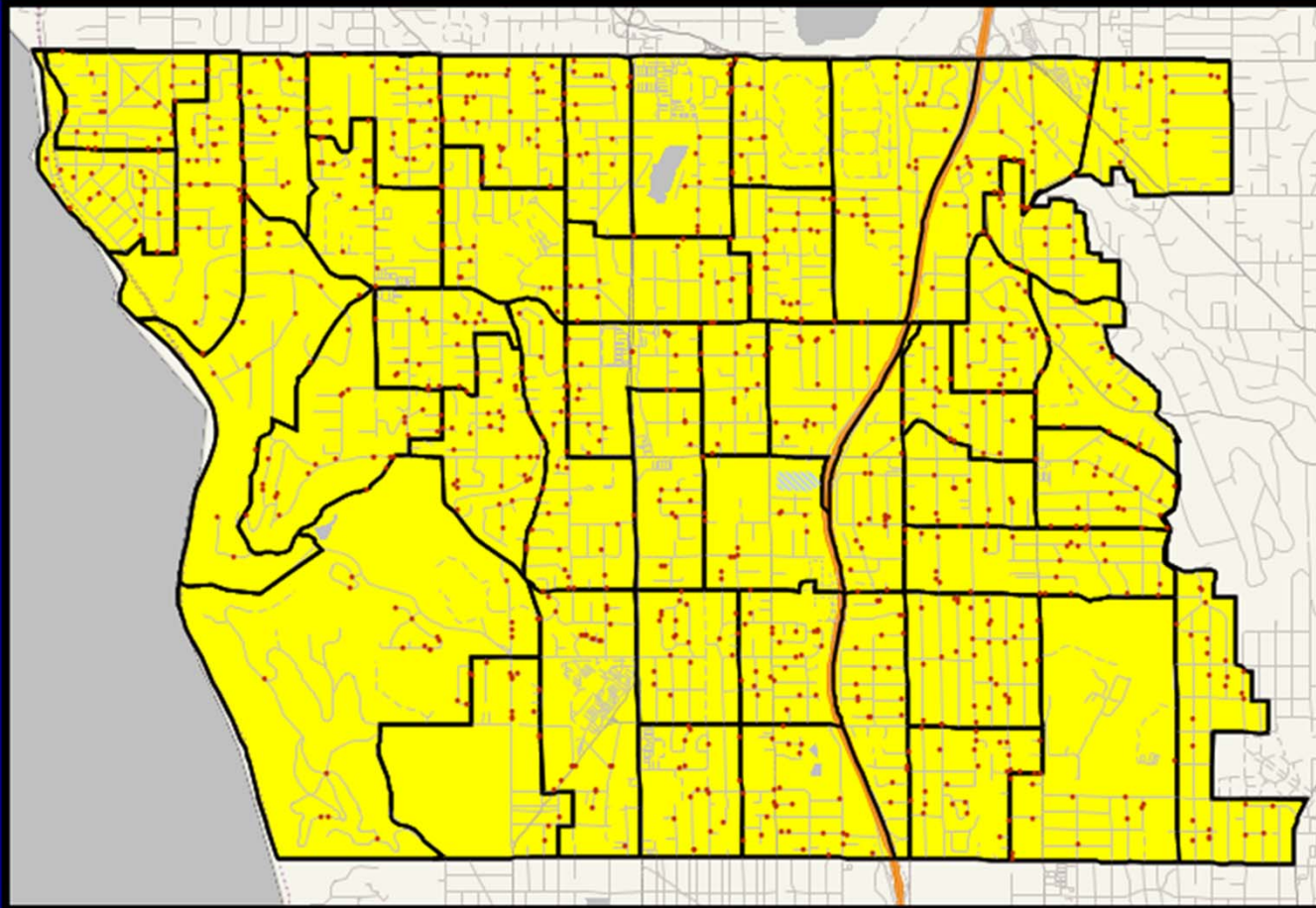
Methodology

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- **Survey Description**
 - ❑ six-page survey, which included many of the same questions that were asked previously; the 2020 survey also included several questions addressing the COVID-19 pandemic
 - ❑ 9th Community Survey conducted for the City
- **Method of Administration**
 - ❑ by mail & online to a randomly selected sample of households
 - ❑ Conducted June 9-July 12, 2020
 - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - ❑ goal number of surveys: 800
 - ❑ goal exceeded: 946 completed surveys
 - ❑ demographics of survey respondents generally reflects the population of the City when compared to the Census
- **Confidence level:** 95%
- **Margin of error:** +/- 3.2% overall



Location of Survey Respondents



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Good
representation by
location of
residence

Bottom Line Up Front

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- **In spite of the challenges caused by the COVID-19 pandemic, residents continued to have very positive perception of the City and city leaders**
- **Satisfaction with City services was higher in Shoreline than most other U.S. cities**
 - ❑ Shoreline rated above the U.S. average in 26 of the 37 areas that were assessed
 - ❑ Satisfaction with the overall quality of City services rated 16% above the U.S. Average
- **The three issues/services that residents thought were most important to prioritize over the next two years were:**
 - ❑ The City's response to homelessness
 - ❑ The quality of human services
 - ❑ The quality of police services



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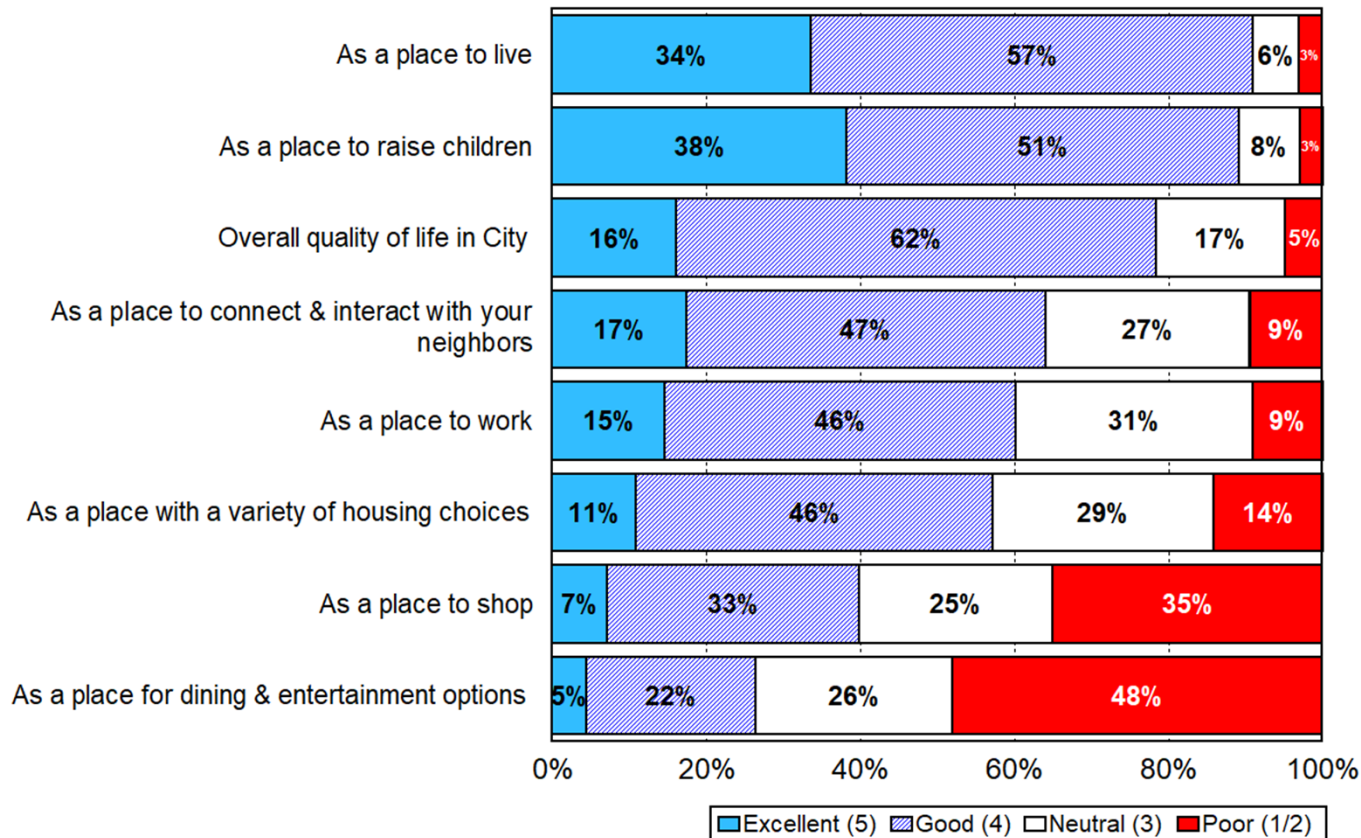
Major Finding #1

**Residents Have a Positive
Perception of the City**



Q21. 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)



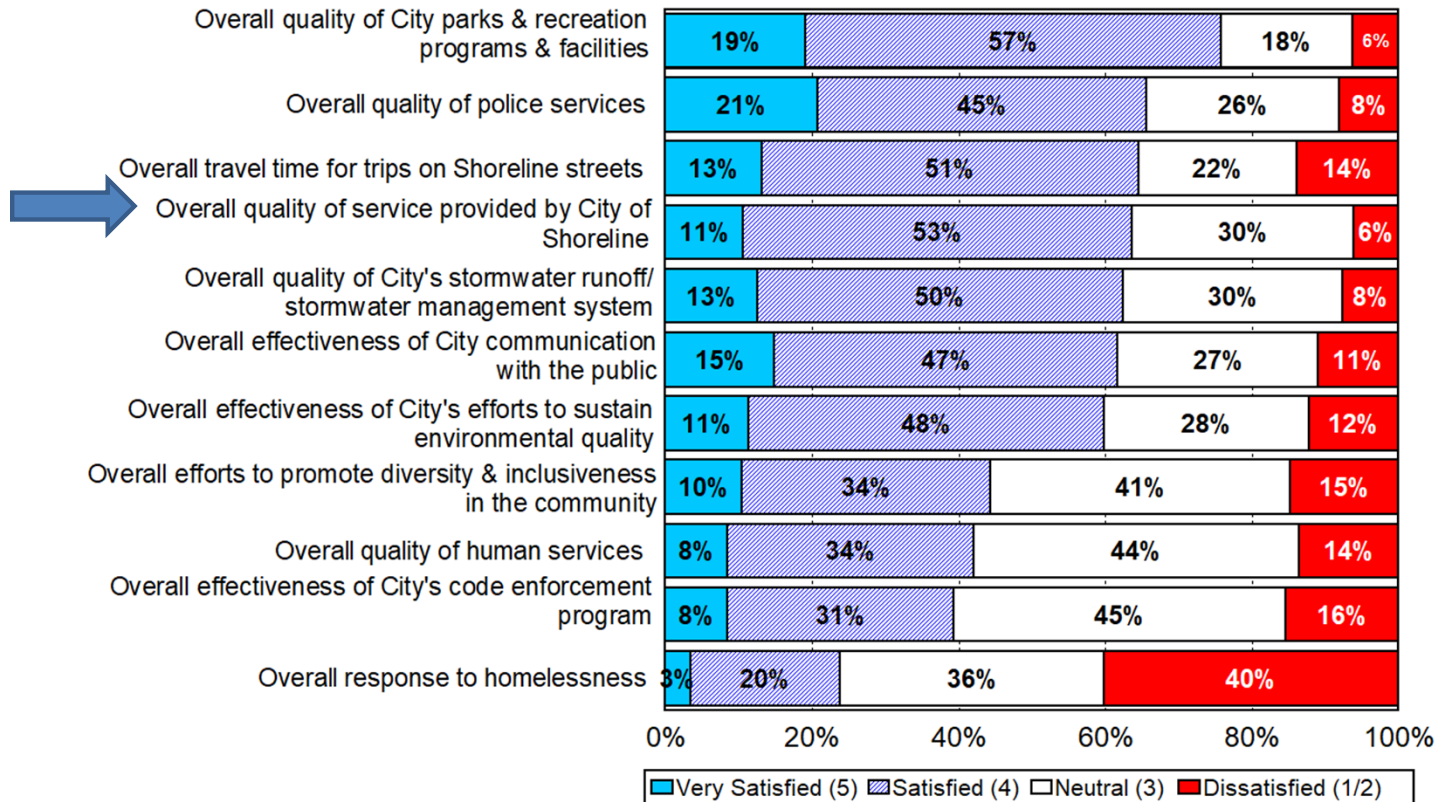
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Most residents feel the city is an excellent or good place to live and raise children

Q6. 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)



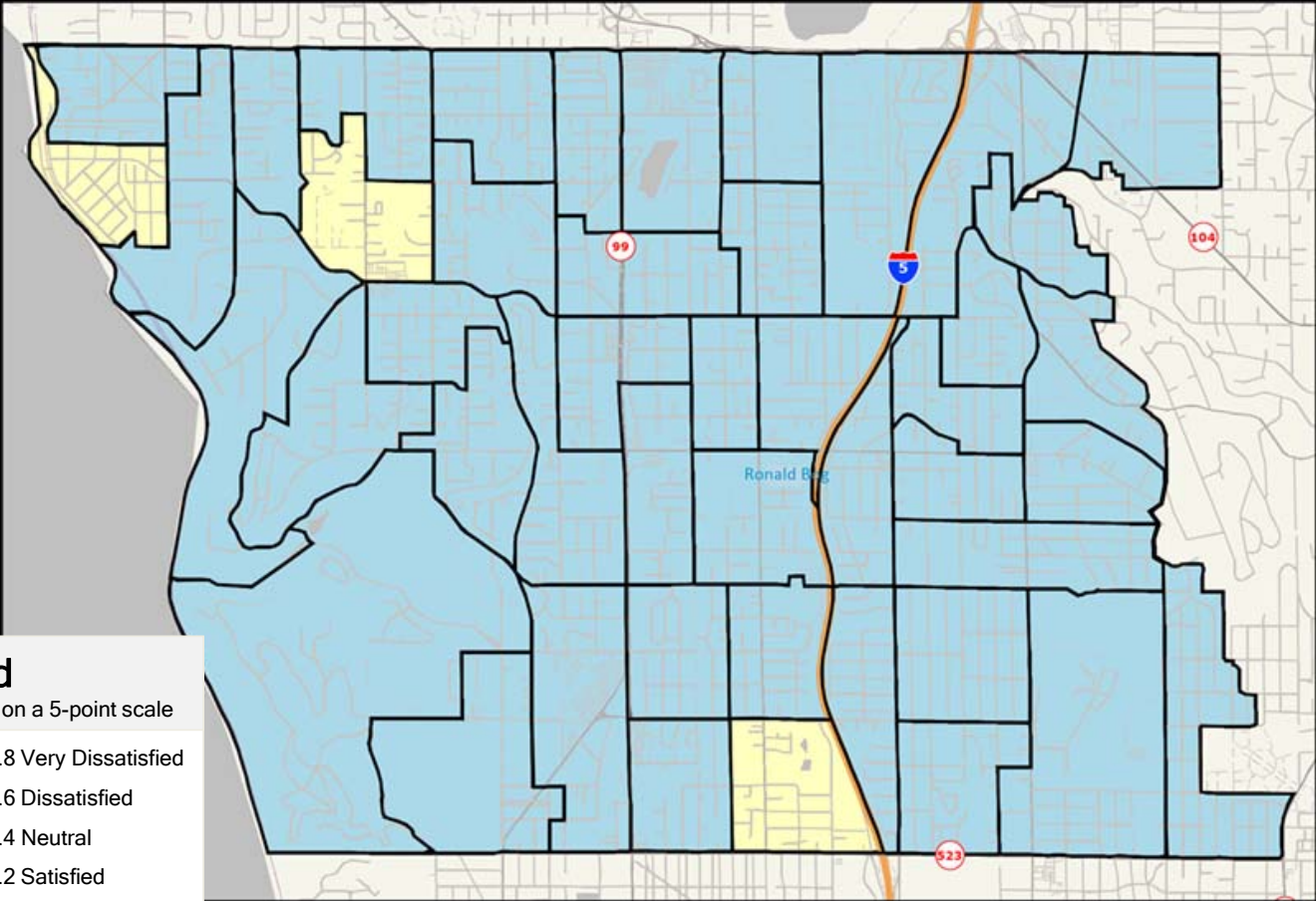
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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More than a 10-1 ratio of residents are satisfied vs. dissatisfied (64% vs. 6%) with the overall quality of services provided by the City

Overall Quality of Services Provided by the City of Shoreline

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Most areas are in BLUE, indicating that residents in most parts of the city are satisfied with the overall quality of City services

Legend

Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response

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Major Finding #2

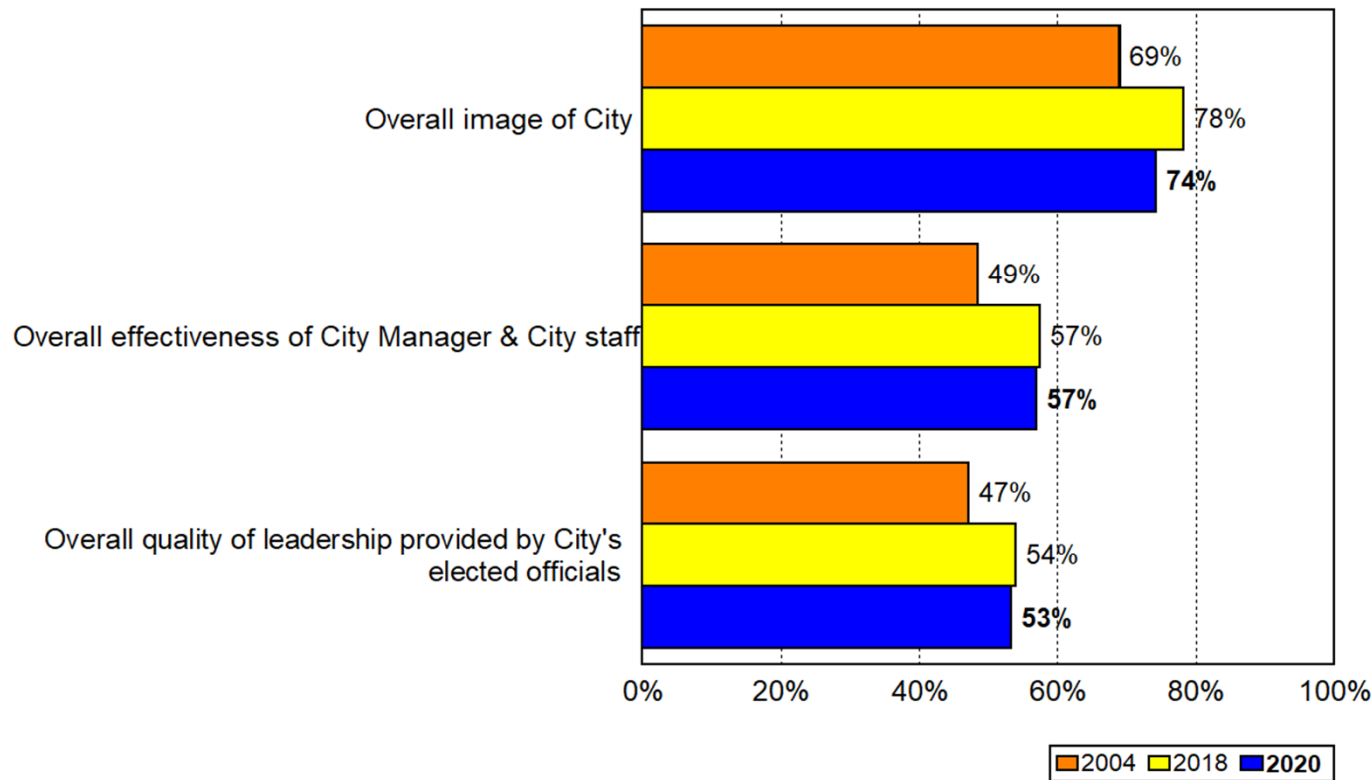
**Dissatisfaction with City Services
Did Not Increase During Initial
Phase of COVID-19 Pandemic.**



Q17. Satisfaction Ratings for City Leadership and Quality of Life

Trends - 2004, 2018 and 2020

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 (2020 - Shoreline, WA)

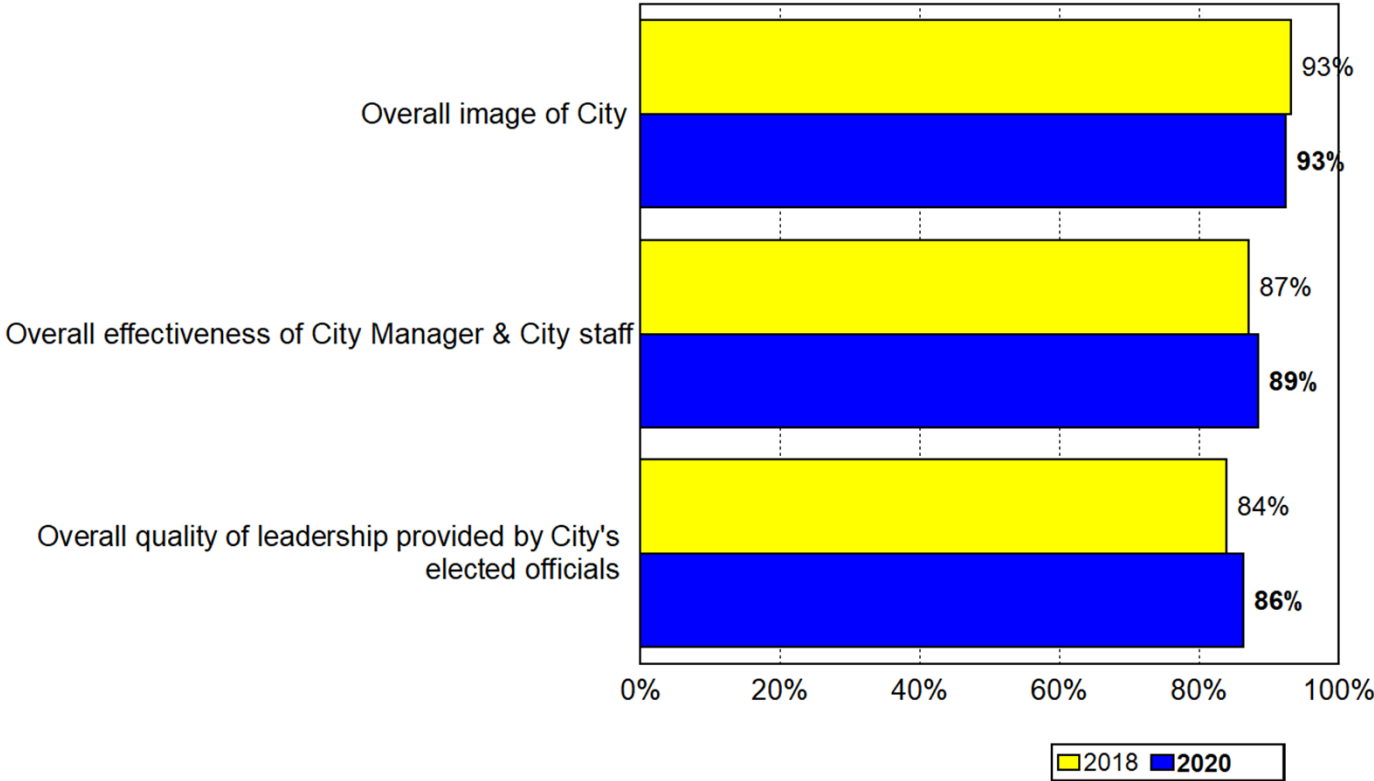
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Leadership ratings
remain strong in
spite of the national
crisis

Q17. Satisfaction Ratings for City Leadership and Quality of Life

Trends - 2018 and 2020

by percentage of respondents who rated the item as a 3, 4 or 5 on a 5-point scale (excluding don't knows)



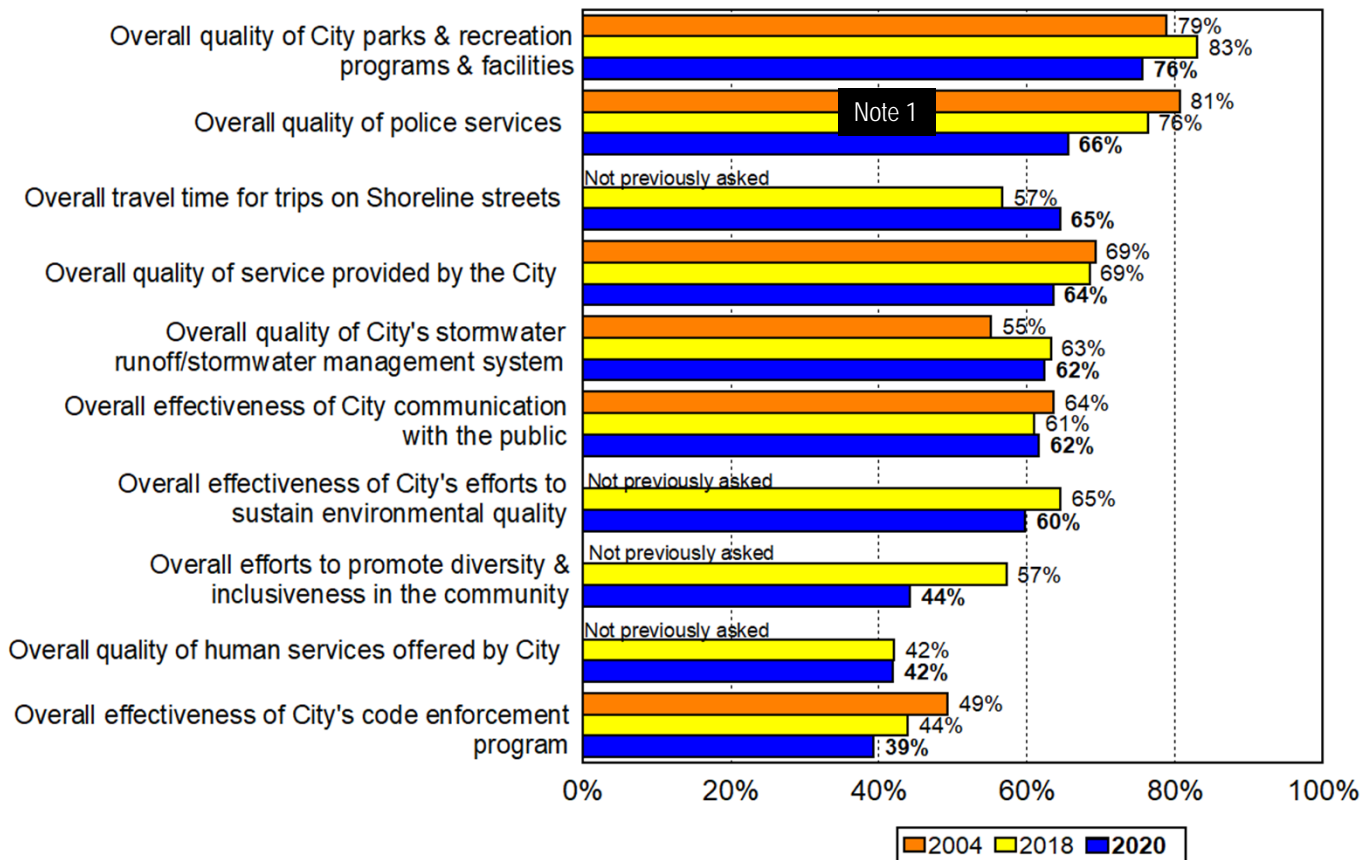
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Very few residents are DISSATISFIED with City leadership (ratings of 1 or 2)

Q6. Overall Satisfaction With City Services by Major Category *Trends - 2004, 2018 and 2020*

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



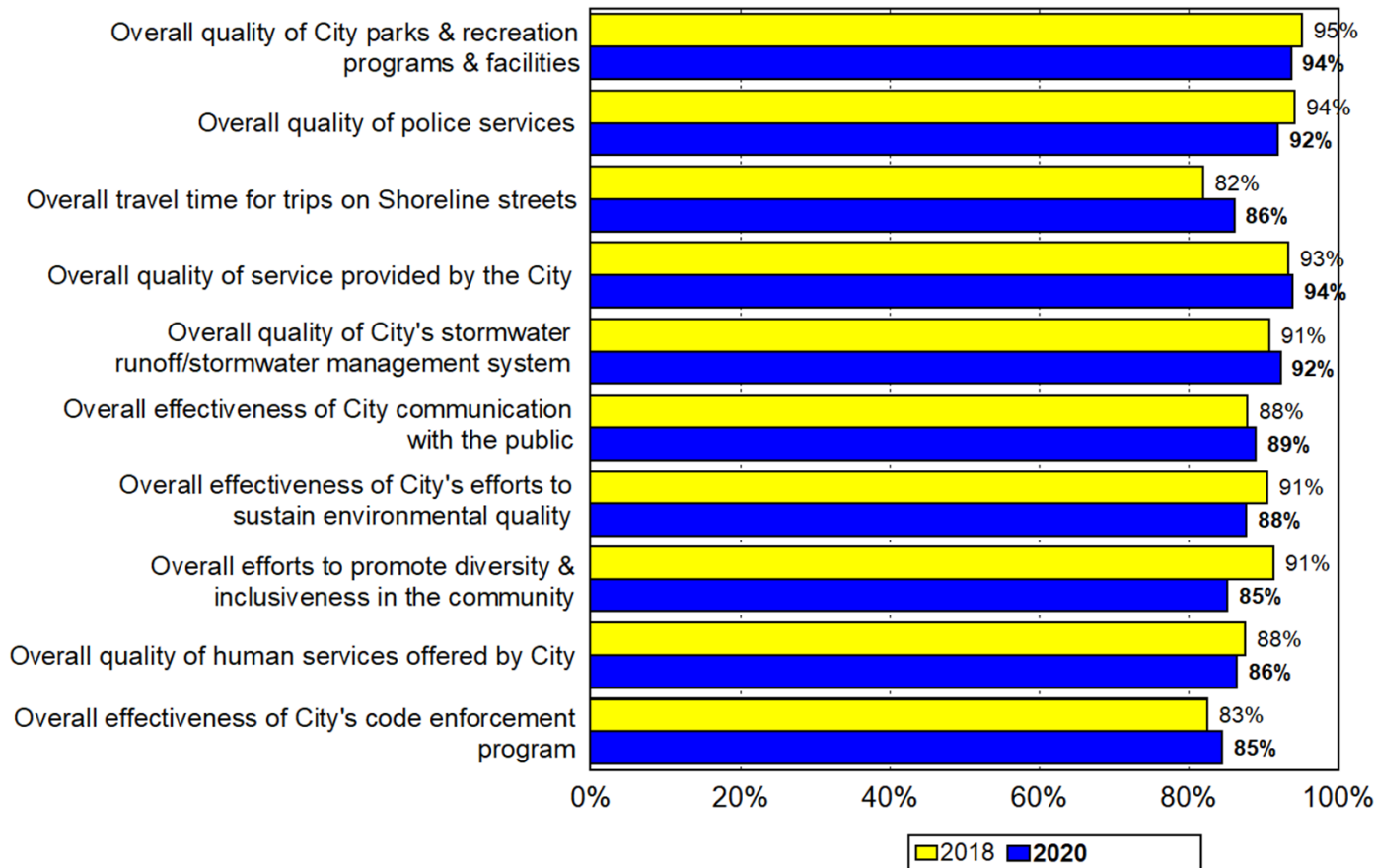
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Note 1:
Satisfaction with
police services
has decreased
17% nationally
since March 2020

Q6. Overall Satisfaction With City Services by Major Category *Trends - 2018 and 2020*

by percentage of respondents who rated the item as a 3, 4 or 5 on a 5-point scale (excluding don't knows)



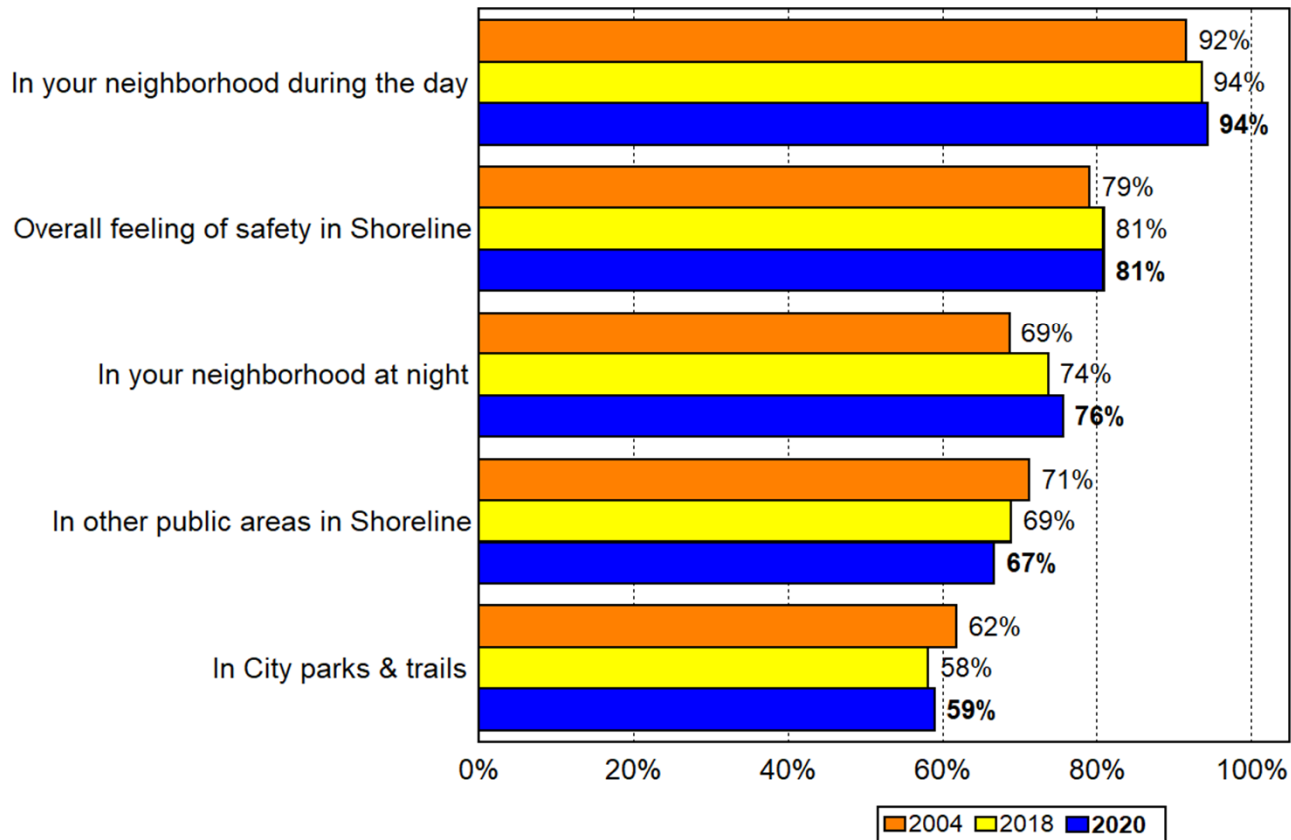
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Very few residents
are **DISSATISFIED**
with any of the
City's core services
(ratings of 1 or 2)

Q14. Feeling of Safety in Various Situations *Trends - 2004, 2018 and 2020*

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 (2020 - Shoreline, WA)

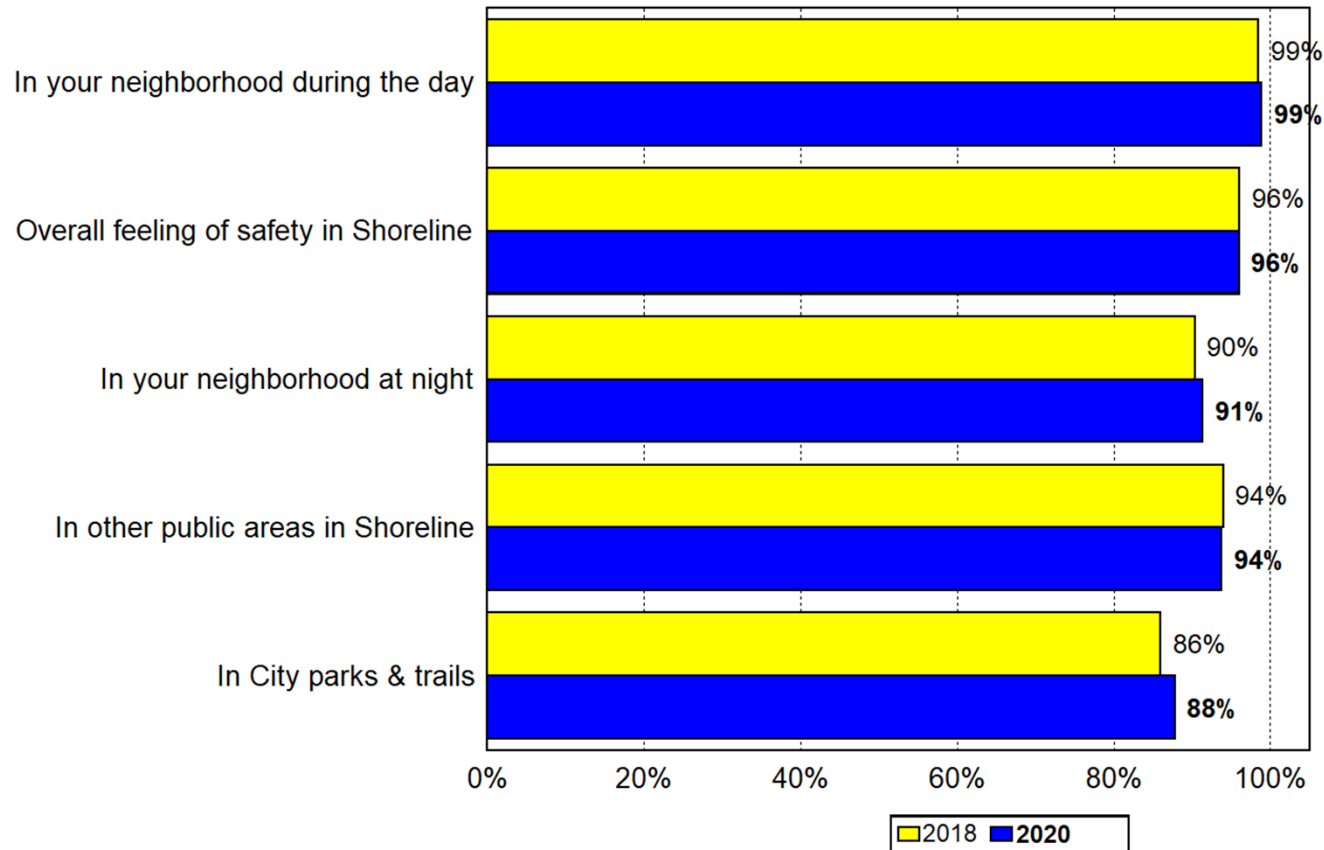
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Residents continue
to feel safe!

Q14. Feeling of Safety in Various Situations

Trends - 2018 and 2020

by percentage of respondents who rated the item as a 3, 4 or 5 on a 5-point scale (excluding don't knows)



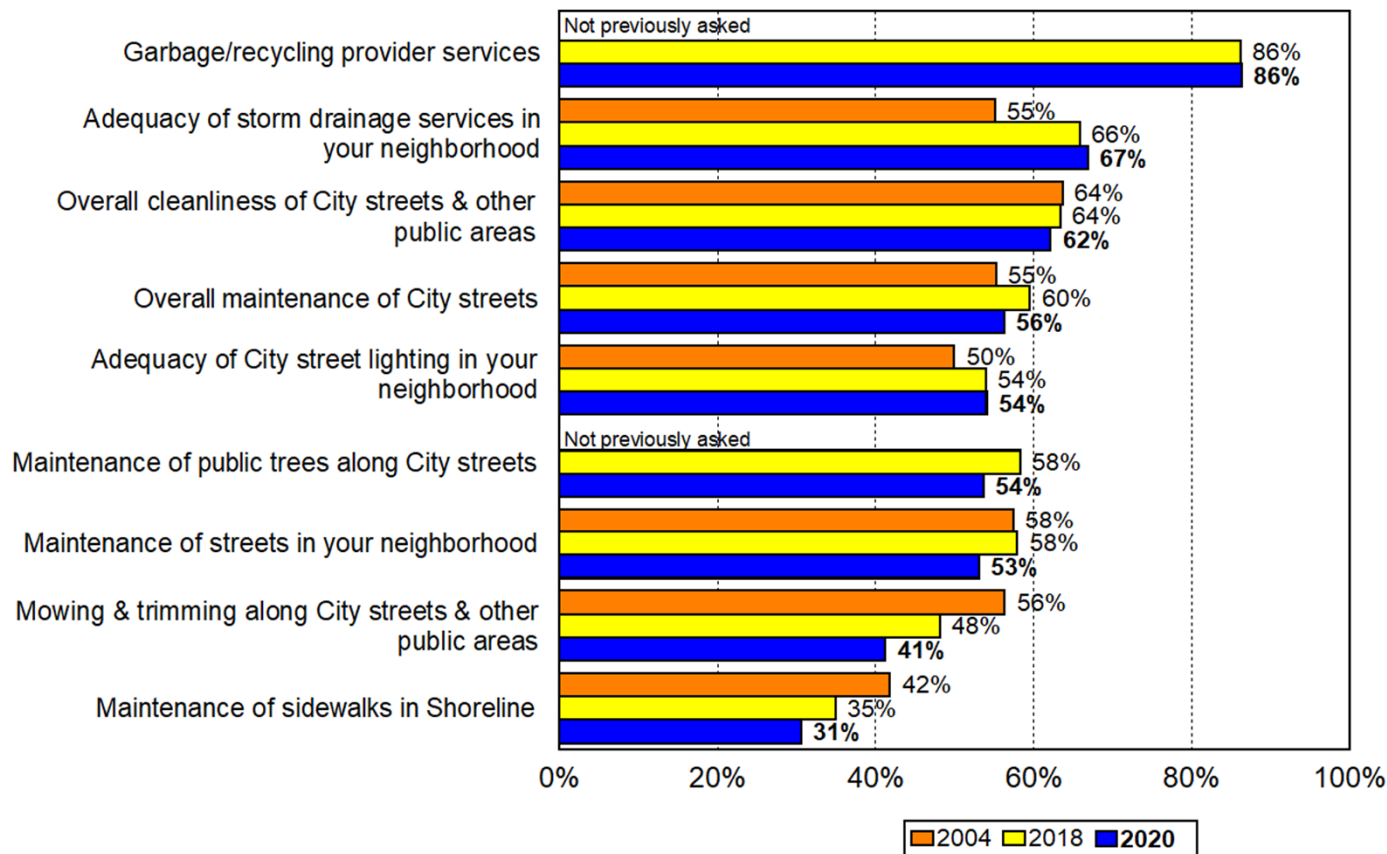
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Very few residents
feel UNSAFE in
the city (ratings of
1 or 2)

Q8. Satisfaction Ratings for City Maintenance Trends - 2004, 2018 and 2020

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



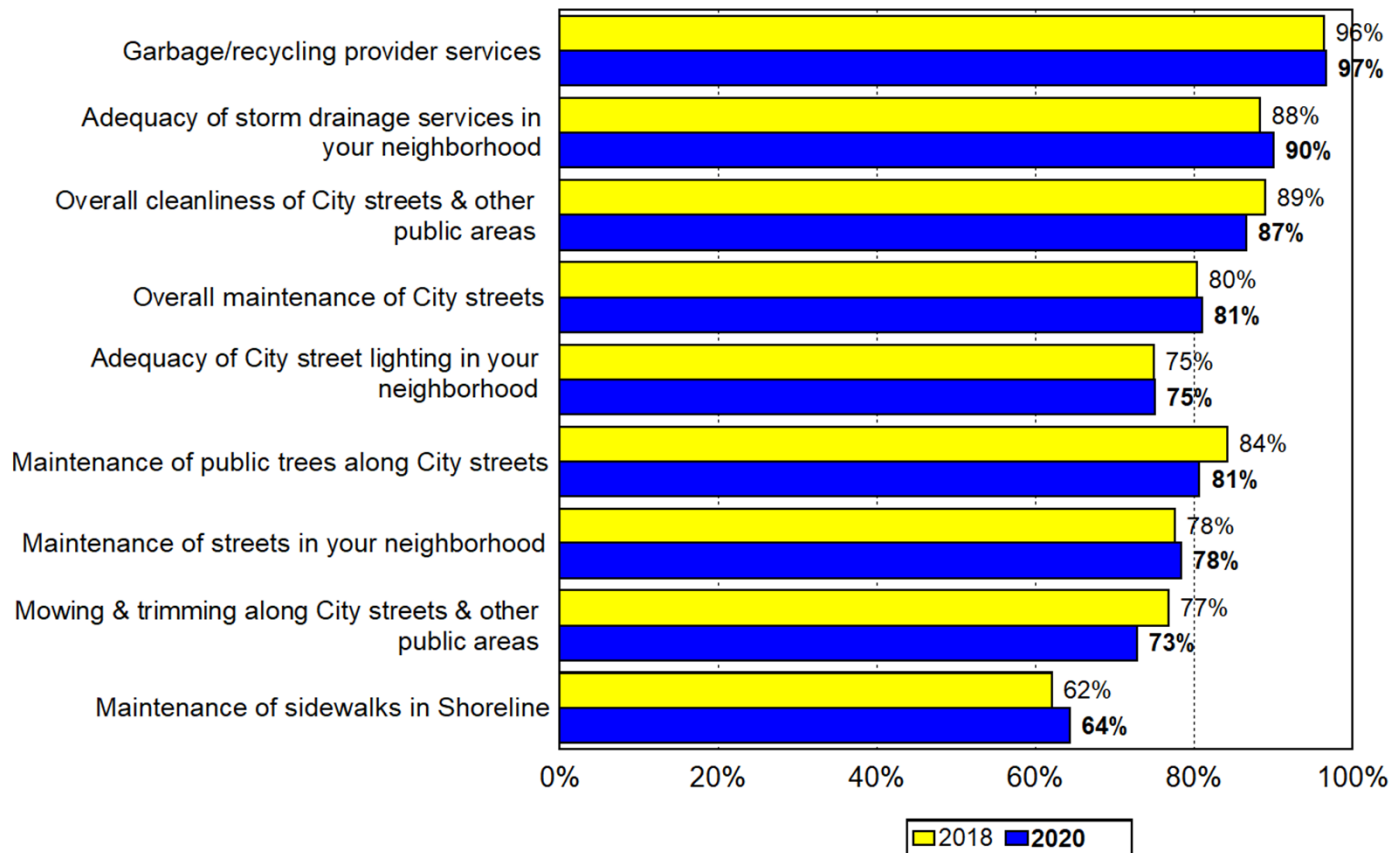
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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- Satisfaction with stormwater drainage and street lighting has increased since 2004.
- Satisfaction with streets, sidewalks, & mowing/trimming has decreased since 2004

Q8. Satisfaction Ratings for City Maintenance *Trends - 2018 and 2020*

by percentage of respondents who rated the item as a 3, 4 or 5 on a 5-point scale (excluding don't knows)



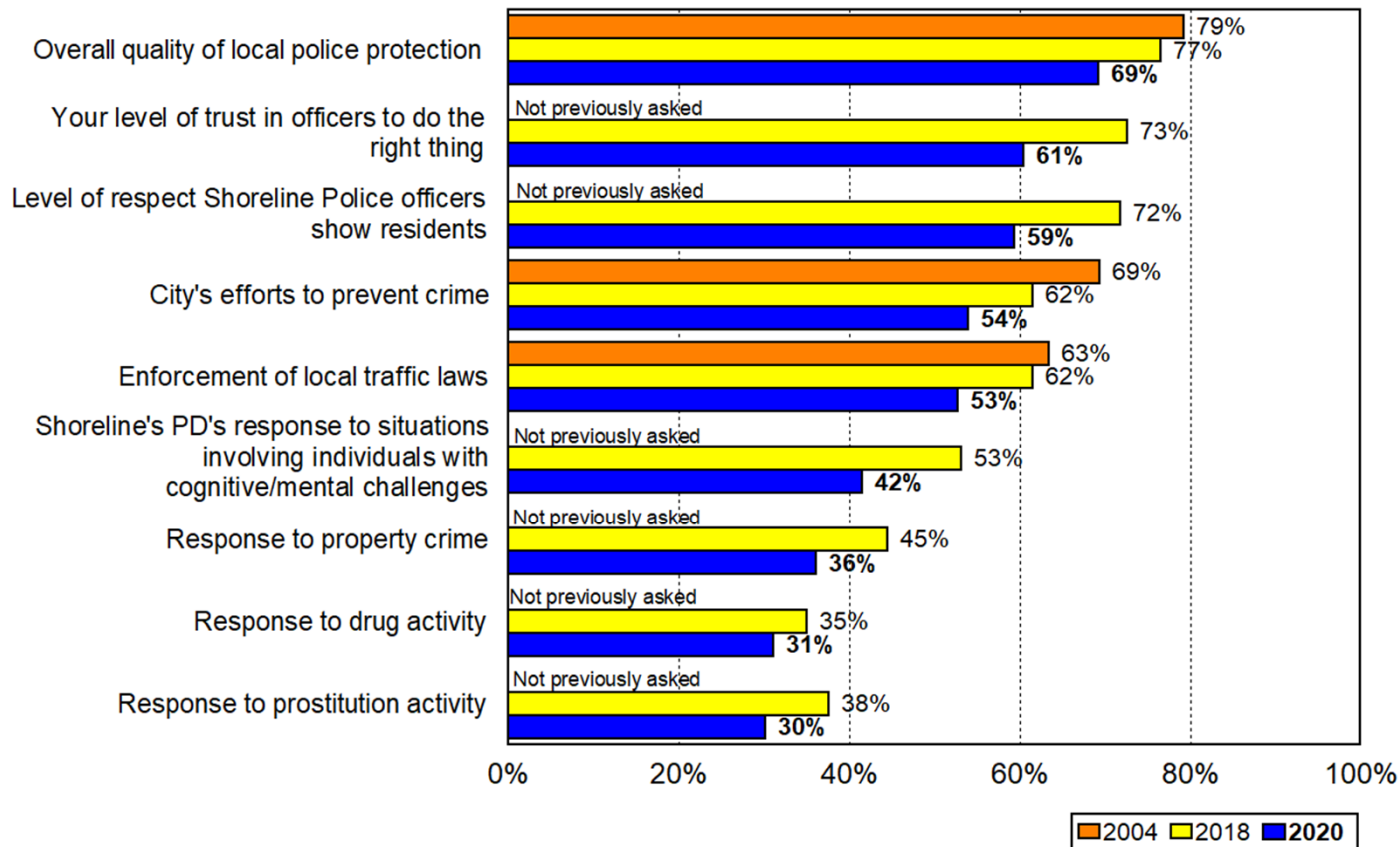
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Dissatisfaction
(ratings of 1s and 2s)
with City maintenance
has stayed about the
same

Q12. Satisfaction Ratings for Public Safety *Trends - 2004, 2018 and 2020*

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



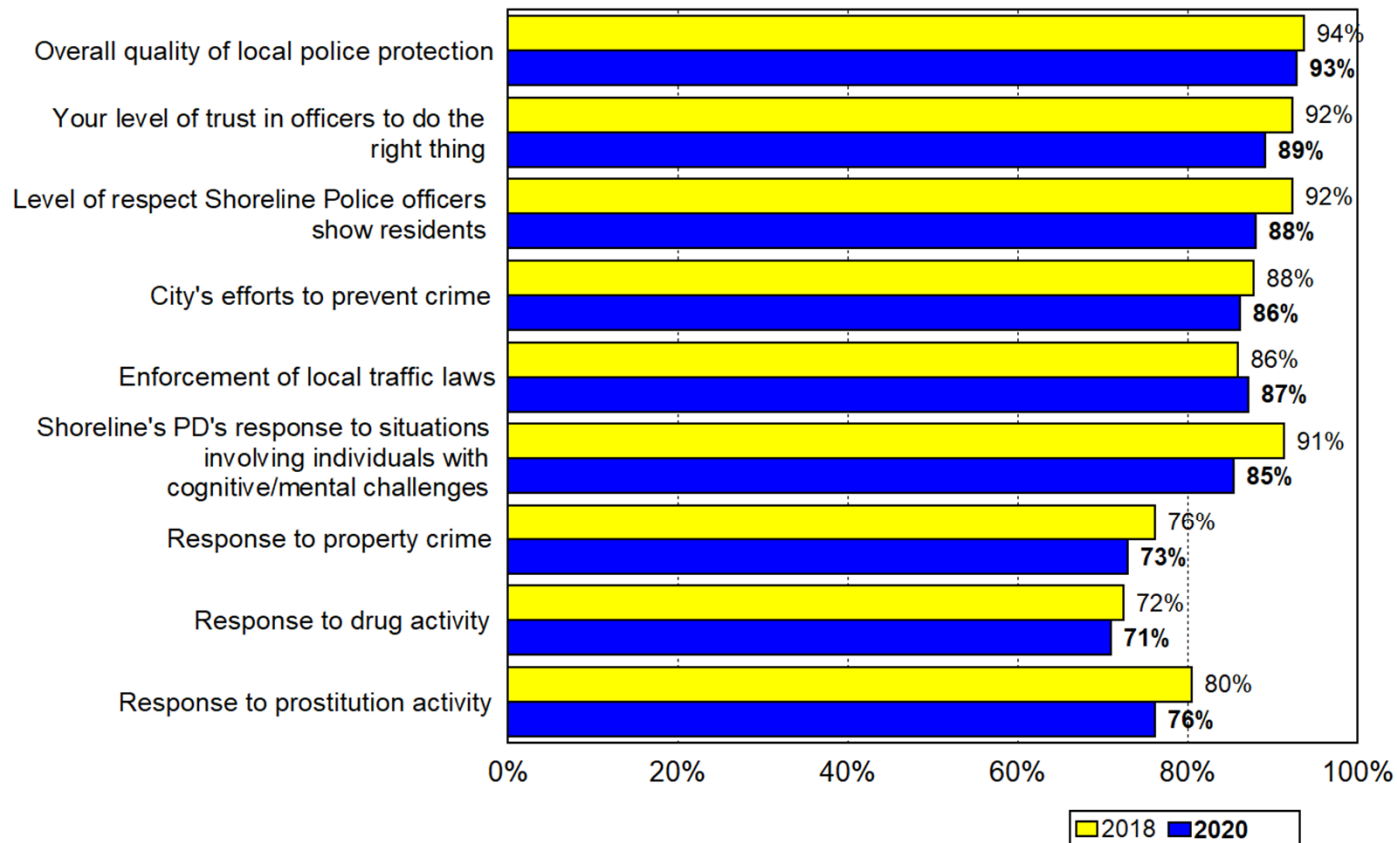
Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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The percentage of positive ratings (4s and 5s) has decreased, but the decreases in Shoreline are less severe compared to changes in the national average since march 2020

Q12. Satisfaction Ratings for Public Safety **Trends - 2018 and 2020**

by percentage of respondents who rated the item as a 3, 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2020 - Shoreline, WA)

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Dissatisfaction
(ratings of 1s and
2s) with public
safety services has
stayed about the
same

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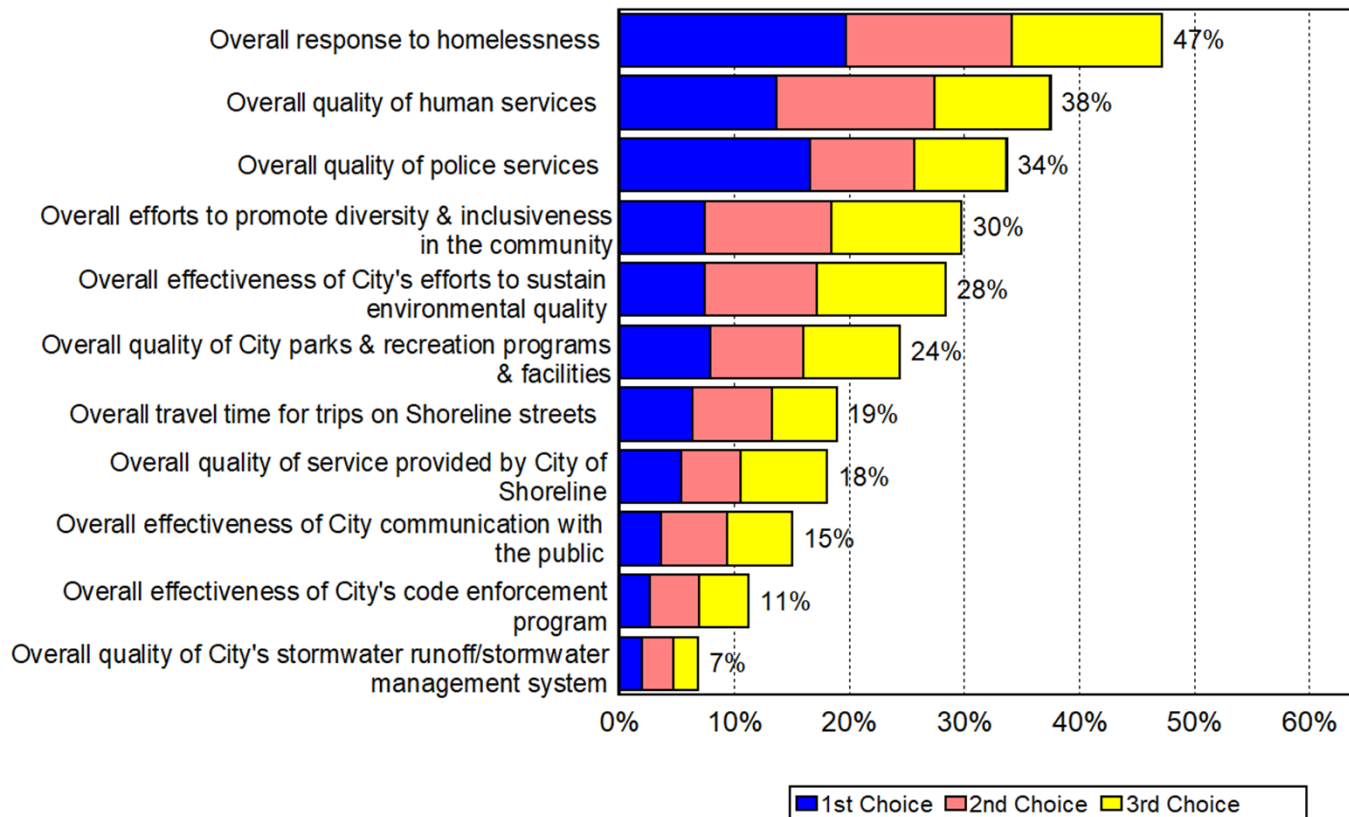
Major Finding #4

Priorities for Improvement



Q7. 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 (2020 - Shoreline, WA)

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Most important services for the City to emphasize are:

1. Overall response to homelessness
2. Overall quality of human services
3. Overall quality of police services

Top 5 City Services That Should Receive the Most Emphasis Over the Next 2 Years 2018 vs. 2020

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- **2018**

- Quality of police services
- Travel time for trips on Shoreline streets
- Response to prescription drug abuse/addiction issues
- Quality of parks and recreation programs & facilities
- Quality of human services

- **2020**

- Response to homelessness
- Quality of human services
- Quality of police services
- Efforts to promote diversity and inclusiveness in the community
- Effectiveness of City's efforts to sustain environmental quality



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2020 Importance-Satisfaction Rating Shoreline, Washington Quality of Services and Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall response to homelessness	47%	1	24%	11	0.3597	1
Overall quality of human services (e.g. support for people in times of need) offered by City	38%	2	42%	9	0.2175	2
High Priority (IS .10-.20)						
Overall efforts to promote diversity & inclusiveness in the community	30%	4	44%	8	0.1660	3
Overall quality of police services	34%	3	66%	2	0.1159	4
Overall effectiveness of City's efforts to sustain environmental quality	28%	5	60%	7	0.1142	5
Medium Priority (IS <.10)						
Overall effectiveness of City's code enforcement program	11%	10	39%	10	0.0686	6
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	19%	7	65%	3	0.0671	7
Overall quality of service provided by City of Shoreline	18%	8	64%	4	0.0659	8
Overall quality of City parks & recreation programs & facilities	24%	6	76%	1	0.0593	9
Overall effectiveness of City communication with the public	15%	9	62%	6	0.0578	10
Overall quality of City's stormwater runoff/stormwater management system	7%	11	62%	5	0.0259	11



Top Two Opportunities for Improvement

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2020 Importance-Satisfaction Rating Shoreline, Washington Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Maintenance of sidewalks in Shoreline	38%	2	31%	9	0.2637	1
High Priority (IS .10-.20)						
Overall maintenance of City streets	38%	1	56%	4	0.1665	2
Mowing & trimming along City streets & other public areas	18%	6	41%	8	0.1027	3
Maintenance of streets in your neighborhood	22%	4	53%	7	0.1013	4
Medium Priority (IS <.10)						
Overall cleanliness of City streets & other public areas	25%	3	62%	3	0.0945	5
Adequacy of City street lighting in your neighborhood	18%	5	54%	5	0.0803	6
Maintenance of public trees along City streets	15%	7	54%	6	0.0690	7
Adequacy of storm drainage services in your neighborhood	8%	8	67%	2	0.0252	8
Garbage/recycling provider services	5%	9	86%	1	0.0071	9



Top Two Opportunities for Improvement

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2020 Importance-Satisfaction Rating Shoreline, Washington City Codes and Ordinances

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcing clean-up of garbage, junk, or debris on private property	48%	1	31%	3	0.3338	1
High Priority (IS .10-.20)						
Enforcing removal of abandoned/junk autos	23%	2	31%	2	0.1576	2
Medium Priority (IS <.10)						
Enforcement of graffiti removal from private properties	15%	3	37%	1	0.0948	3



Top Opportunity for Improvement

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2020 Importance-Satisfaction Rating Shoreline, Washington Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Response to property crime (e.g. burglary, mail theft, car prowl)	27%	2	36%	7	0.1751	1
Response to drug activity	25%	3	31%	8	0.1688	2
Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	24%	4	42%	6	0.1404	3
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	31%	1	59%	3	0.1259	4
City's efforts to prevent crime	24%	5	54%	4	0.1093	5
Medium Priority (IS <.10)						
Your level of trust in officers to do the right thing	16%	6	61%	2	0.0636	6
Overall quality of local police protection	16%	7	69%	1	0.0493	7
Response to prostitution activity	6%	9	30%	9	0.0405	8
Enforcement of local traffic laws	7%	8	53%	5	0.0349	9



Opportunities for Improvement

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2020 Importance-Satisfaction Rating Shoreline, Washington Transportation and Land Use

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Availability of sidewalks in your neighborhood	40%	1	23%	7	0.3065	1
High Priority (IS .10-.20)						
Quality of sidewalks for people with mobility challenges	20%	6	19%	8	0.1597	2
Quality of sidewalks in Shoreline	23%	4	30%	6	0.1586	3
Availability of sidewalks on major streets & routes	24%	2	44%	3	0.1334	4
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	20%	5	41%	4	0.1176	5
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	18%	7	37%	5	0.1107	6
Availability of public transportation options	23%	3	57%	1	0.1011	7
Medium Priority (IS <.10)						
Availability of bicycle lanes	10%	8	46%	2	0.0527	8



Top 3 Opportunities for Improvement

Summary

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- **In spite of the challenges caused by the COVID-19 pandemic, residents continue to have very positive perception of the City and city leaders**
- **Satisfaction with City services is higher in Shoreline than most other U.S. cities**
 - ❑ Shoreline rated above the U.S. average in 26 of the 37 areas that were assessed
 - ❑ Satisfaction with the overall quality of City services rated 16% above the U.S. Average
- **The three issues/services that residents thought were most important to prioritize over the next two years were:**
 - ❑ The City's response to homelessness
 - ❑ The quality of human services
 - ❑ The quality of police services



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Questions?

