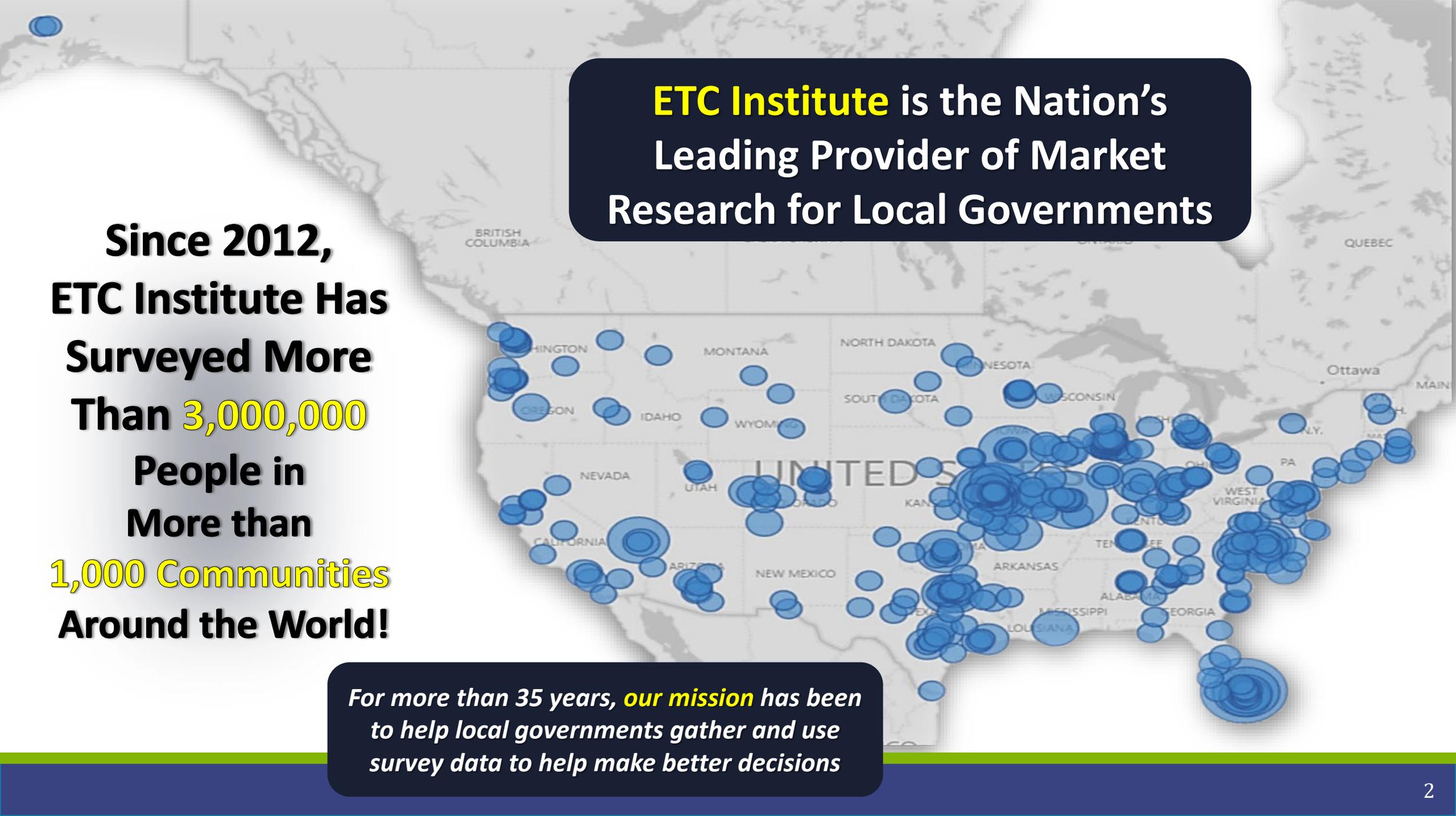


# City of Shoreline 2022 Resident Survey Results

PRESENTED BY ETC INSTITUTE

SEPTEMBER 26, 2022

A map of the United States with numerous blue circles of varying sizes scattered across the country, representing survey locations. The circles are more densely packed in the eastern half of the country, particularly in the Northeast and Southeast. State names are visible on the map, including British Columbia, Quebec, Montana, North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, Vermont, New Hampshire, Maine, Massachusetts, Connecticut, Rhode Island, New Jersey, Delaware, Maryland, Virginia, West Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, Louisiana, Texas, New Mexico, Arizona, California, Nevada, Utah, Idaho, Wyoming, Oregon, Washington, and British Columbia. Major cities like Ottawa and N.Y. are also labeled.

**ETC Institute** is the Nation's  
Leading Provider of Market  
Research for Local Governments

**Since 2012,  
ETC Institute Has  
Surveyed More  
Than 3,000,000  
People in  
More than  
1,000 Communities  
Around the World!**

*For more than 35 years, **our mission** has been  
to help local governments gather and use  
survey data to help make better decisions*

# Agenda

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Purpose, Methodology, and Demographics

5 Things to Remember

Other Findings

Summary

Questions

# Purpose

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To objectively assess resident satisfaction with the delivery of City services



To gather input from residents to help City leaders set priorities for the community



To track the City's performance against itself and other communities over time

# Methodology

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## Survey Description

Similar to previous surveys conducted by ETC Institute for the City since 2004. The last survey was conducted in 2020.

## Method of Administration

Administered by mail, phone and online. ETC Institute encouraged participation with texts and emails.

## Sample

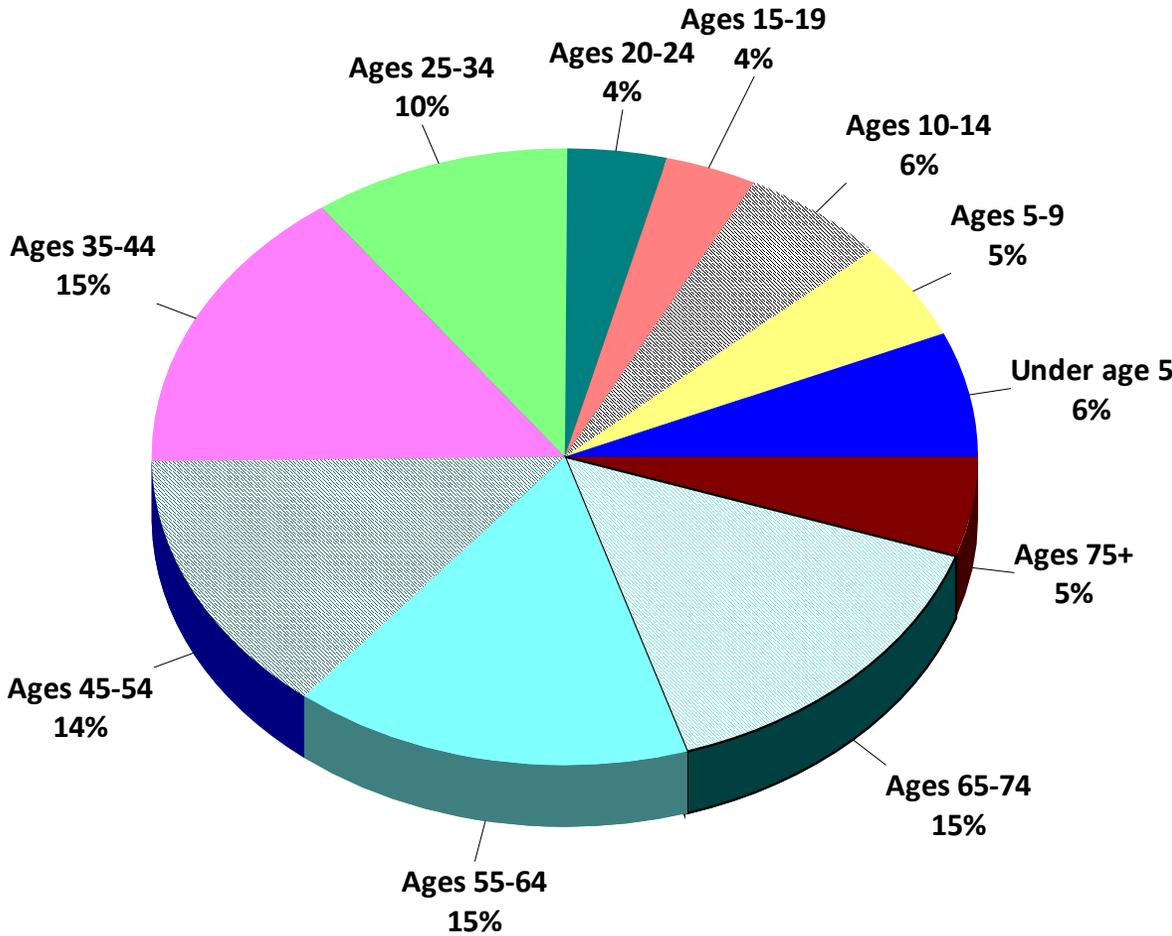
The sample was designed to ensure the results would be statistically valid of the City's diverse population.

## Margin of Error

800 completed surveys were collected with a precision of at least +/- 3.4% at the 95% level of confidence

# Demographics: Ages of Household Occupants

by percentage of persons in the household

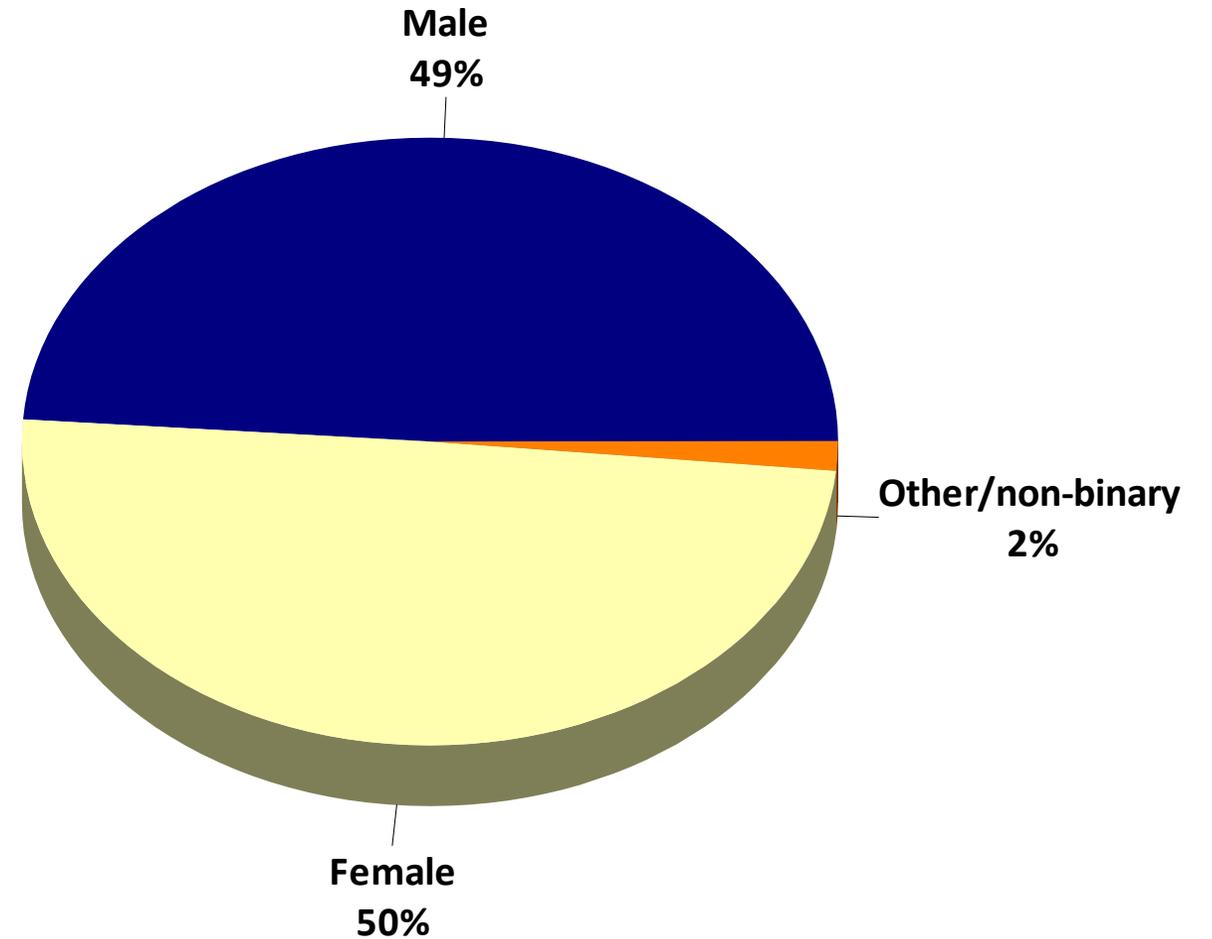


Good Representation by AGE

# Good Representation by GENDER

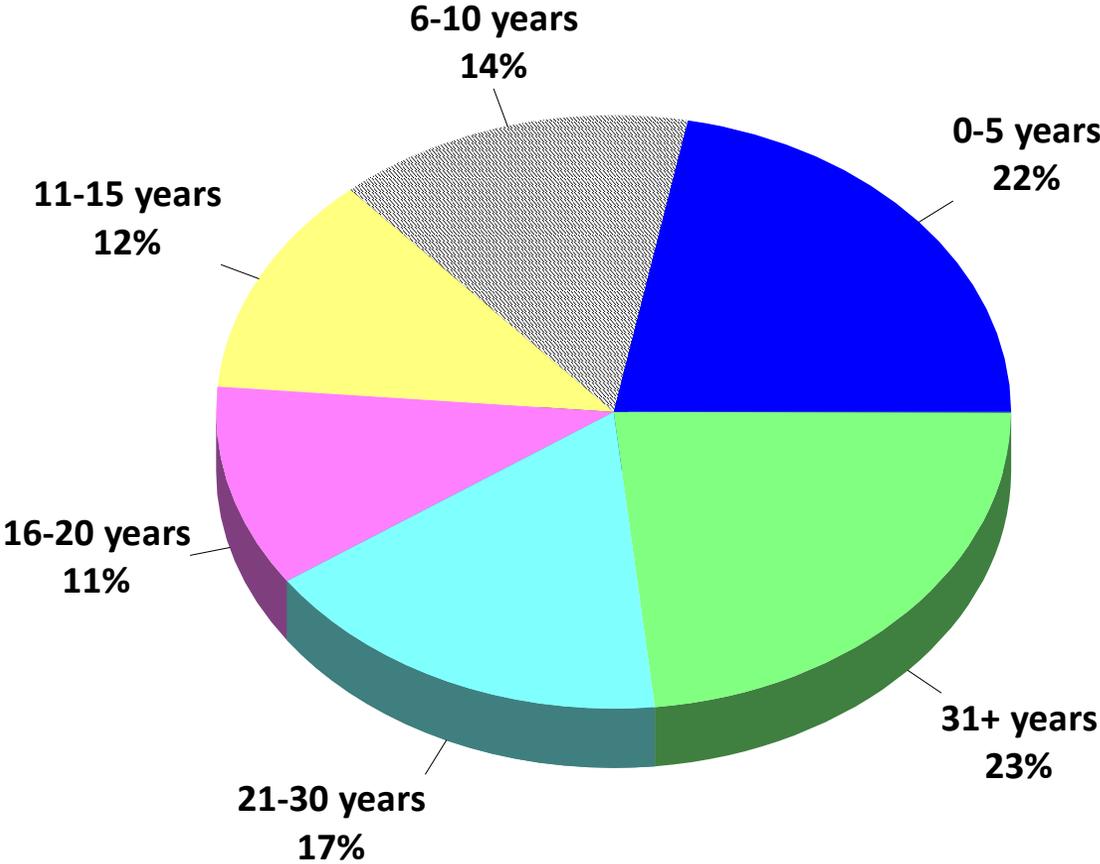
## Demographics: Gender Identity

by percentage of respondents



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

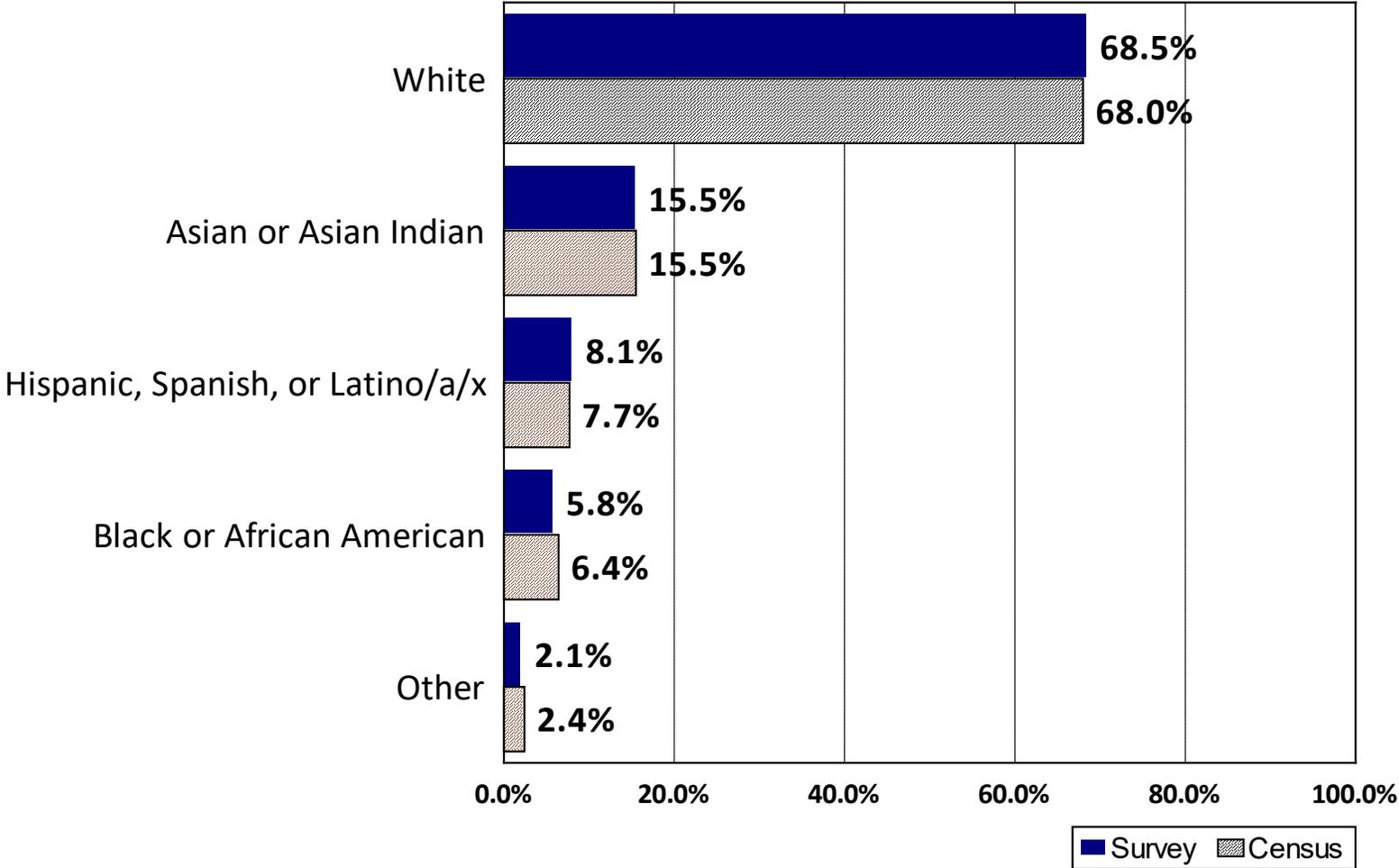
by percentage of respondents



Good Representation  
by YEARS OF  
RESIDENCY

# Demographics: Race/Ethnicity

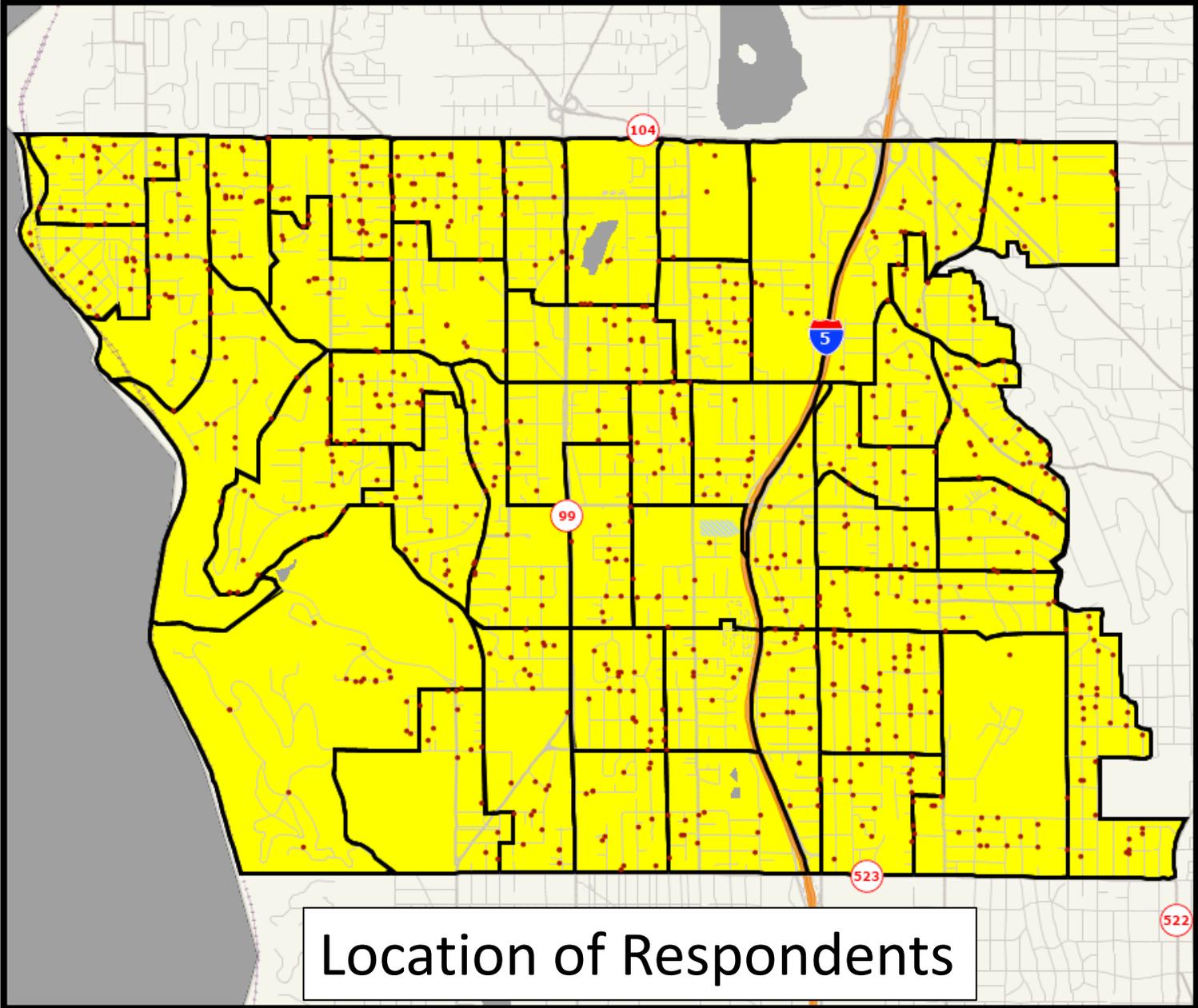
by percentage of respondents



Distribution Is Similar to the Census

Good Representation by RACE

Good  
Representation  
by Location





## 5 Things to Remember

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1. COVID-19 Has Negatively Impacted Many Residents Financially
2. The Commuting Habits of Residents Have Changed Significantly as a Result of the Pandemic
3. Satisfaction Remains High with Most City Services In-Spite of the Pandemic
4. The City is Setting the Standard for Service Delivery in Most Areas
5. Homelessness and Police Services Are the Top Priorities for Residents

# #1: COVID-19 Has Negatively Impacted Many Residents Financially

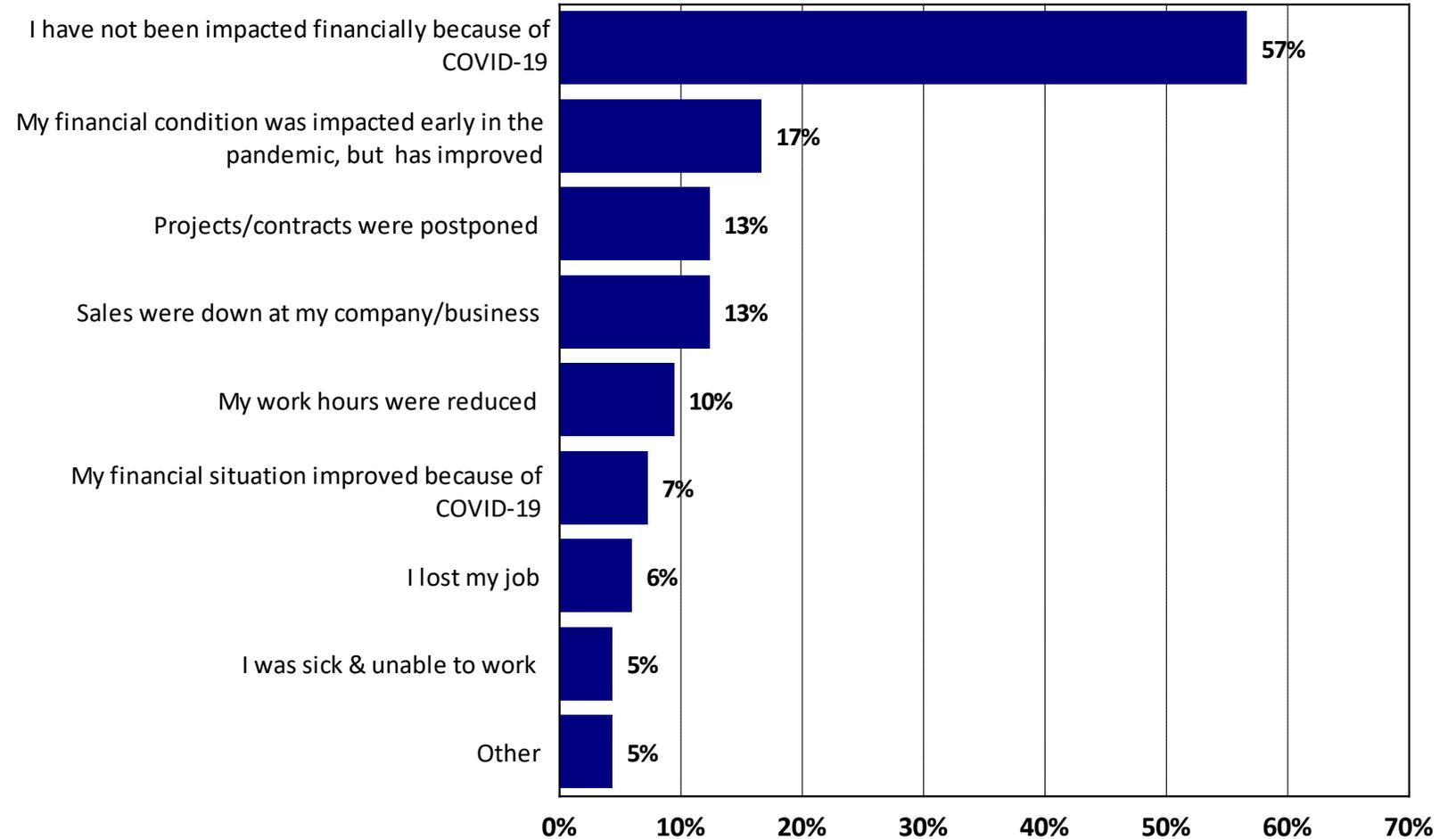
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THINGS TO REMEMBER

**Nearly Half  
(43%) of the  
City's Residents  
Have Been Hurt  
Financially By  
the COVID-19  
Pandemic**

## Q1. How Residents' Financial Situation Has Been Impacted As a Result of the COVID-19 Outbreak

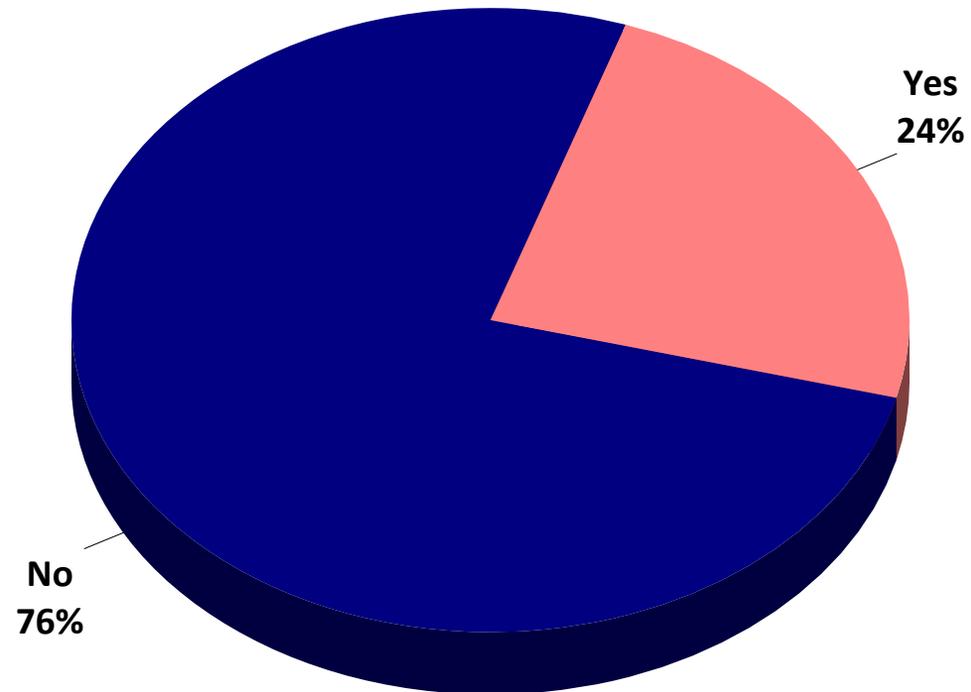
by percentage of respondents (multiple choices could be made)



**1 in 4 Are Still Experiencing Financial Impacts from the COVID-19 Pandemic**

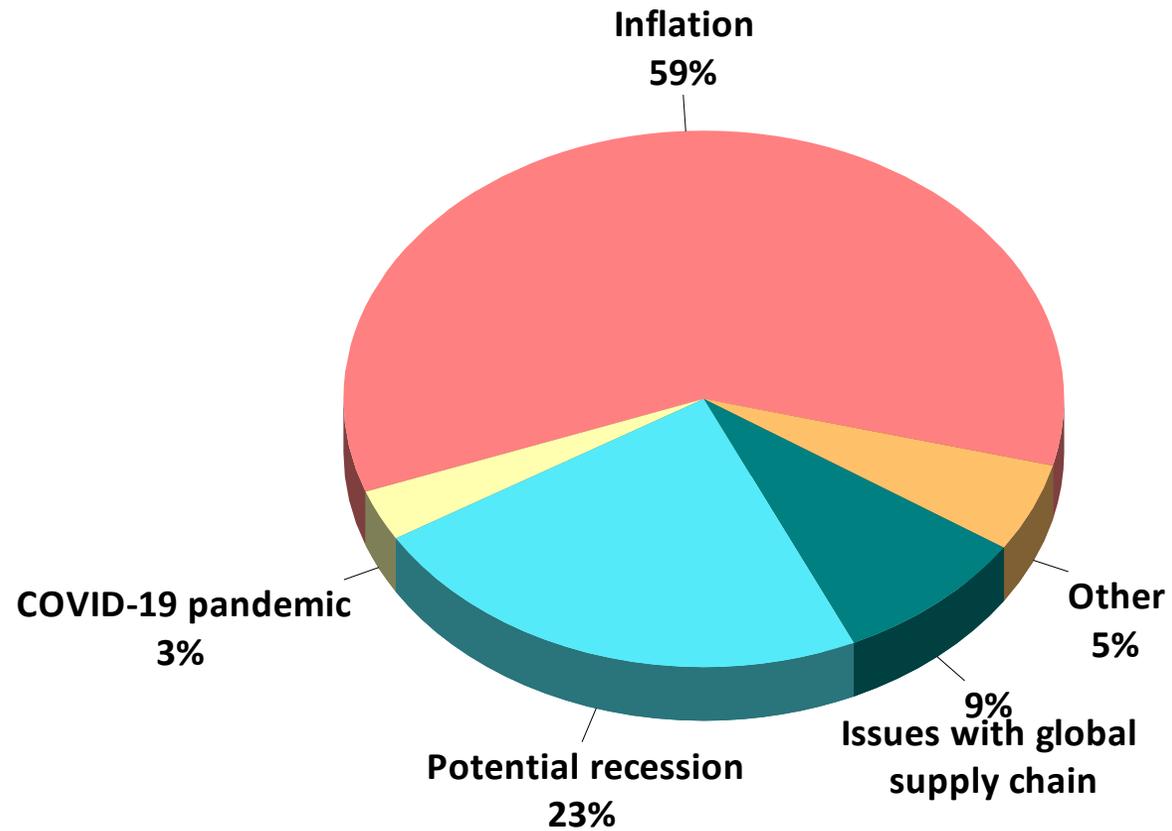
## Q2. Are you still experiencing any financial impacts as a result of the COVID-19 pandemic?

by percentage of respondents



### Q3. What do you believe will have the biggest impact on your financial situation in the coming months?

by percentage of respondents ( excluding "not provided" )



**Inflation Is the Biggest Financial Concern for Residents in the Months Ahead**

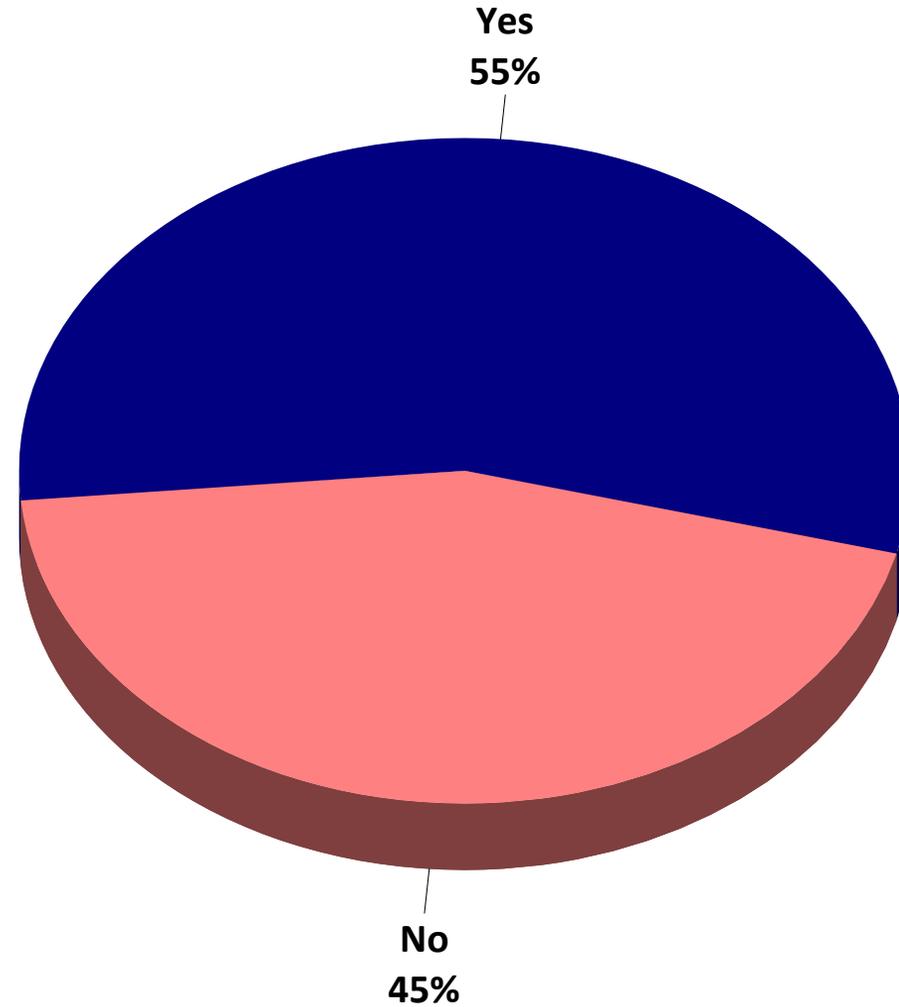
# #2: The Commuting Habits of Residents Have Changed Significantly as a Result of the Pandemic

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THINGS TO REMEMBER

# Q4. Have you worked remotely during the COVID-19 pandemic?

by percentage of respondents

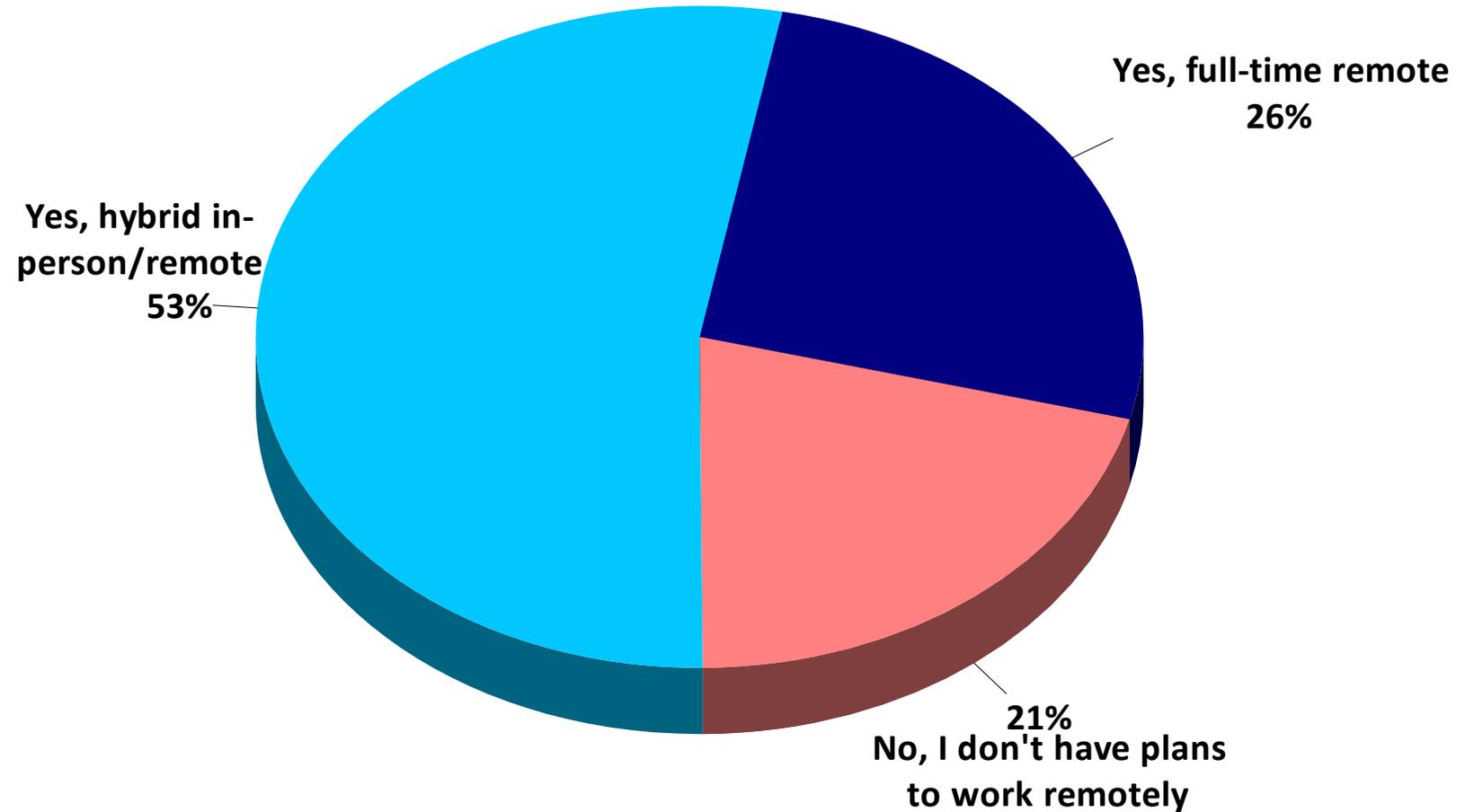


**More than Half  
of the City's  
Residents Have  
Worked  
Remotely  
During the  
Pandemic**

**More than  
Three-Fourths  
(79%) of Those  
Who Have  
Worked  
Remotely Plan  
to Continue  
Working  
Remotely at  
Least Some of  
the Time in the  
Future**

## Q5. If you have worked remotely, do you have plans to continue to work remotely in the future?

by percentage of respondents who have worked remotely ( excluding "not provided" )



# Finding #3: Satisfaction Remains High with Most City Services In-Spite of the Pandemic

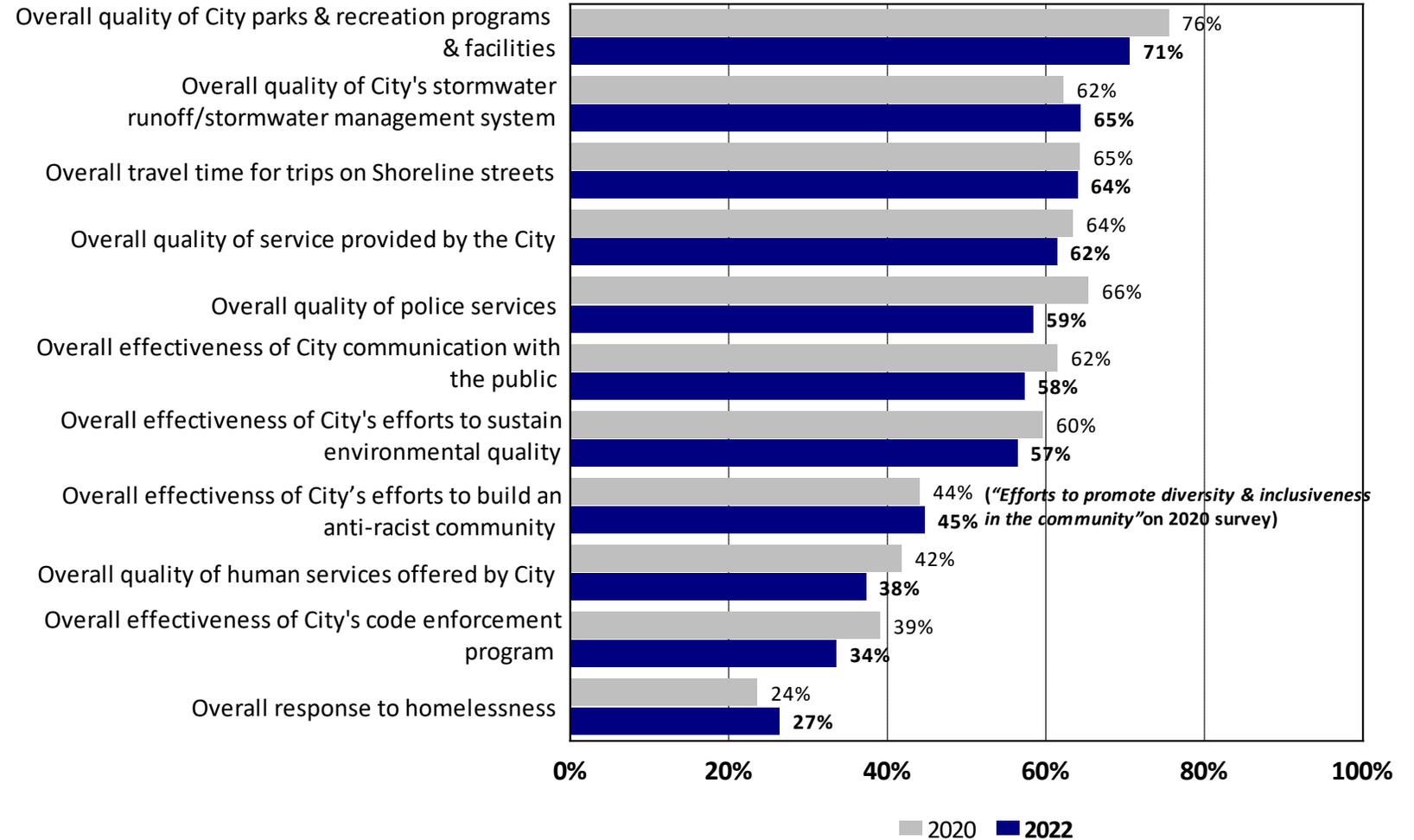
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THINGS TO REMEMBER

**Overall Satisfaction with Most City Services Remains High In-Spite of the Pandemic**

## Overall Satisfaction With City Services by Major Category

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



**Areas that  
IMPROVED  
Most from  
2020-2022**

- Outdoor athletic fields (+9%)
- Maintenance of public trees along City streets (+5%)
- Mowing & trimming along City streets & other (+5%)
- Variety of culturally diverse programs (+4%)
- Overall response to homelessness (+3%)

**Areas that  
DECREASED  
Most from  
2020-2022**

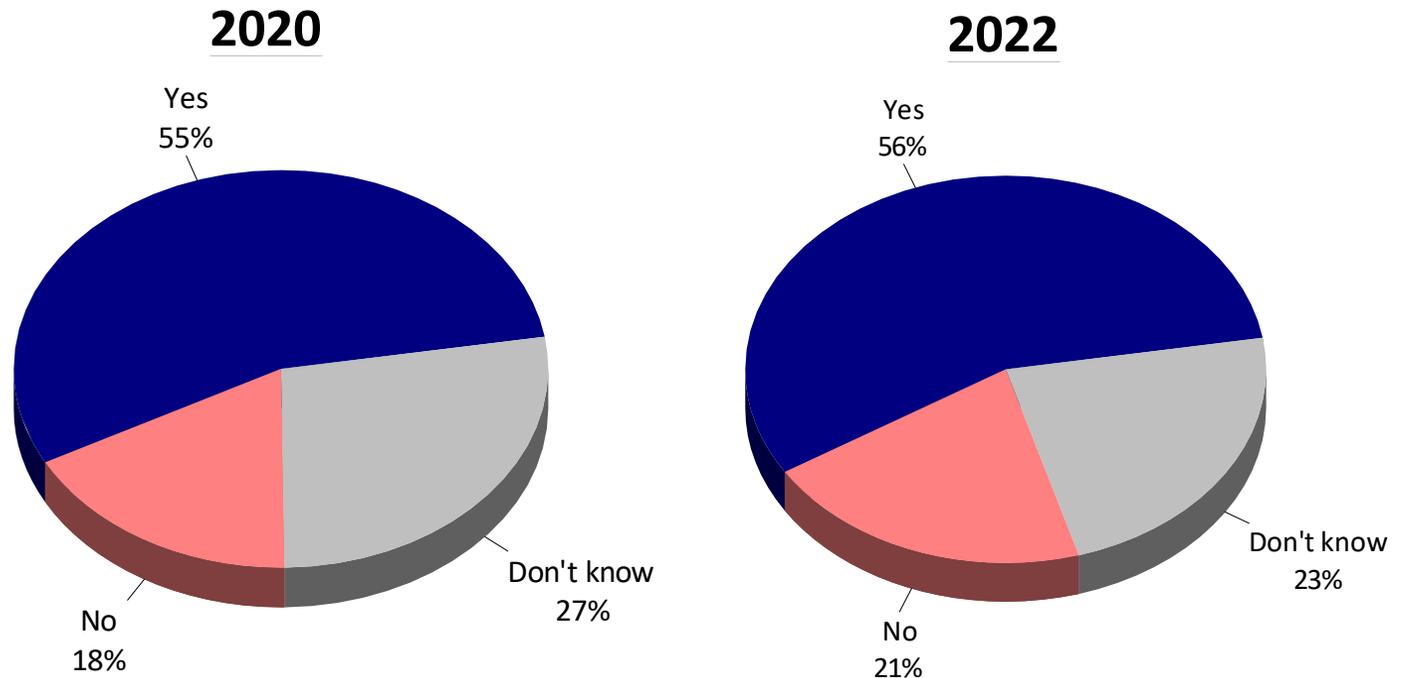
The Largest  
Decreases Were All  
Related to Public  
Safety, Which  
Mirrors National  
Trends

- City's efforts to prevent crime (-13%)
- Overall quality of local police protection (-11%)
- Response to drug activity (-9%)
- Overall feeling of safety in Shoreline (-8%)
- Enforcement of local traffic laws (-8%)

**The Majority  
of Residents  
Still Think the  
City is Moving  
in the Right  
Direction**

## In general, do you think the City of Shoreline is moving in the right direction?

by percentage of respondents



# Finding #4: The City is Setting the Standard for Service Delivery in Most Areas

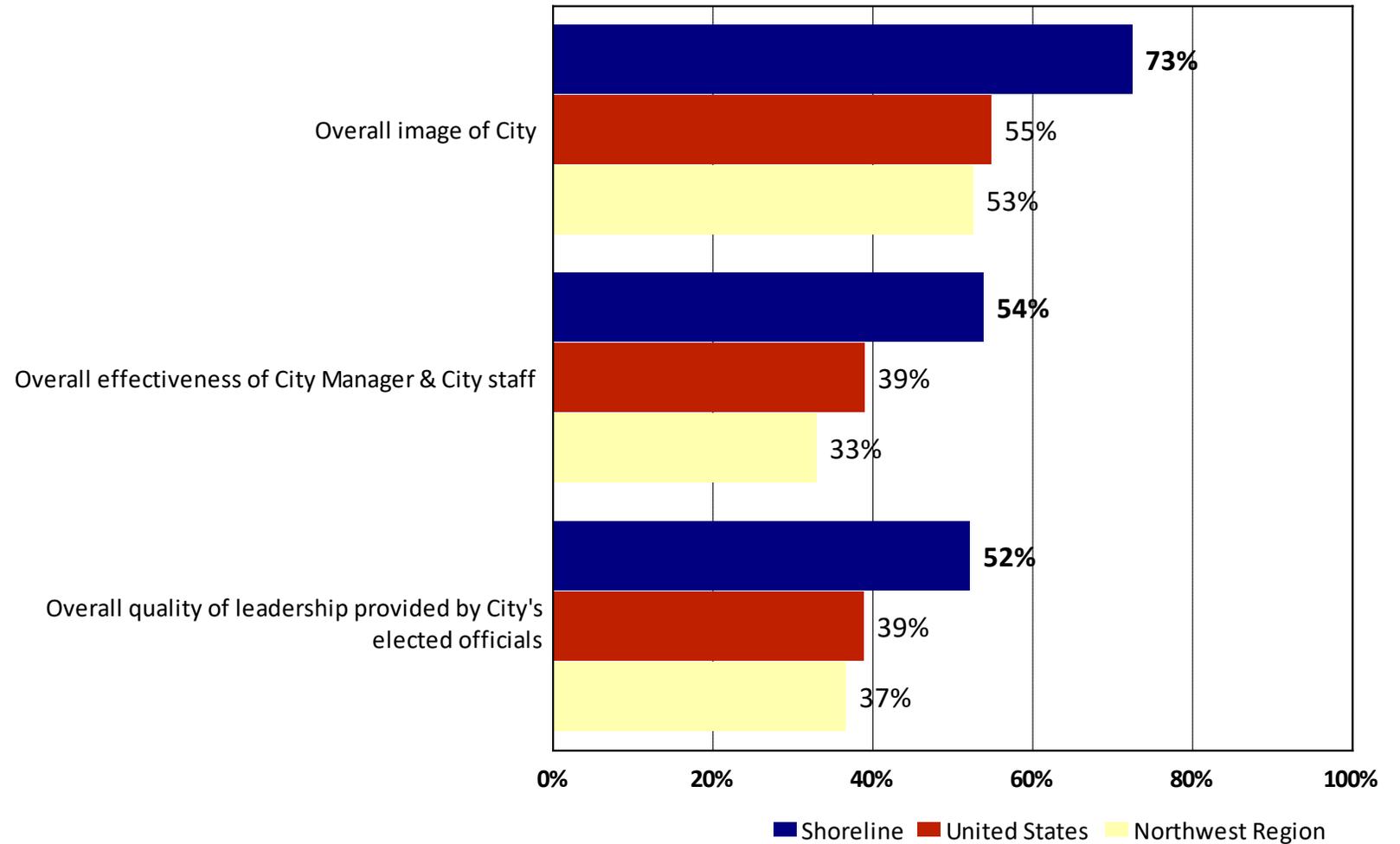
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THINGS TO REMEMBER

**Ratings for Leadership and the City's Image Are Significantly Above the Regional and National Average**

## Overall Satisfaction in Leadership and Quality of Life Shoreline vs. United States vs. the Northwest Region

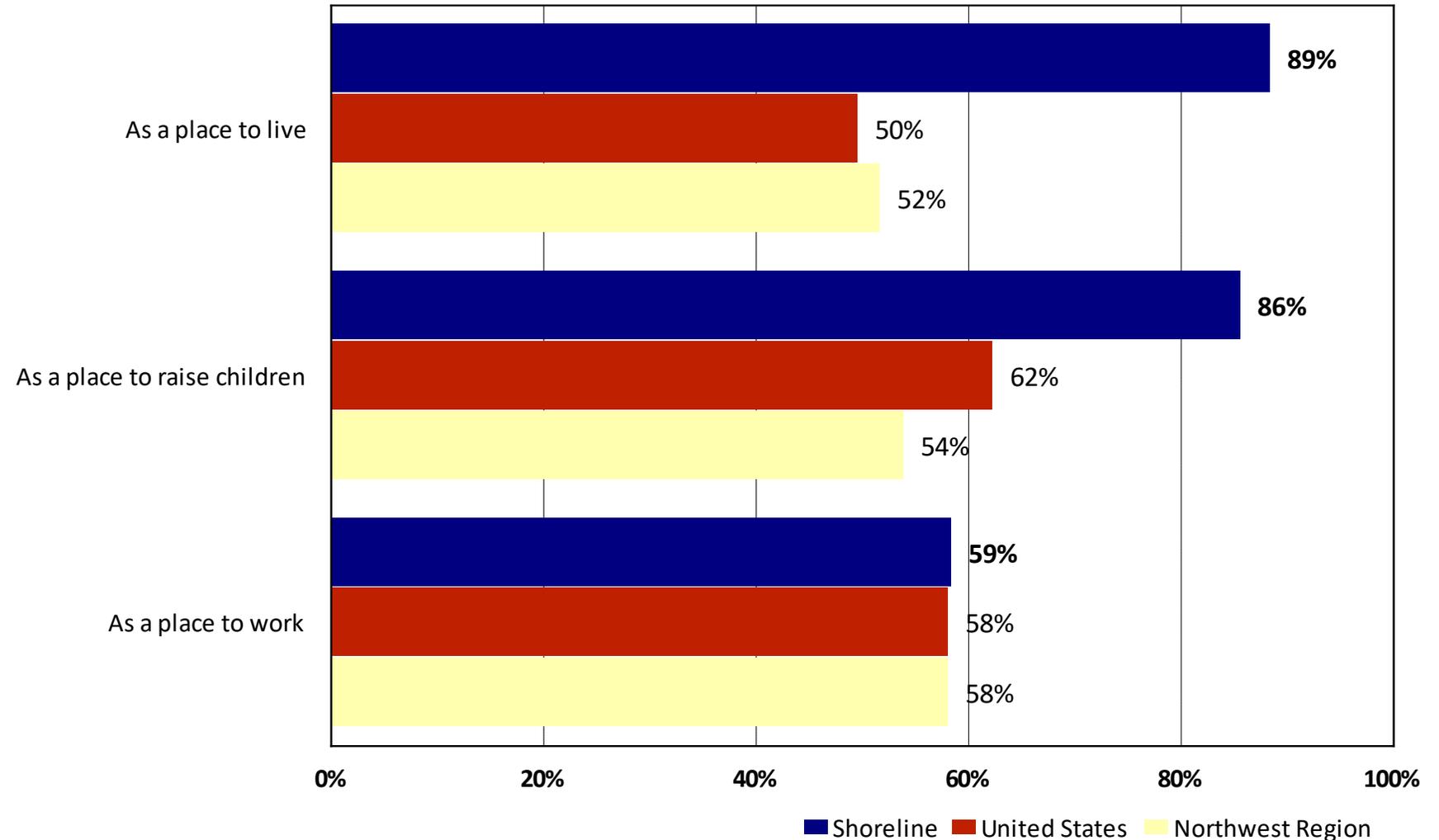
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**The City's  
Ratings as a  
Place to Live  
and Raise  
Children Are  
Among the Best  
in the Nation!**

## Overall Ratings of the City Shoreline vs. United States vs. the Northwest Region

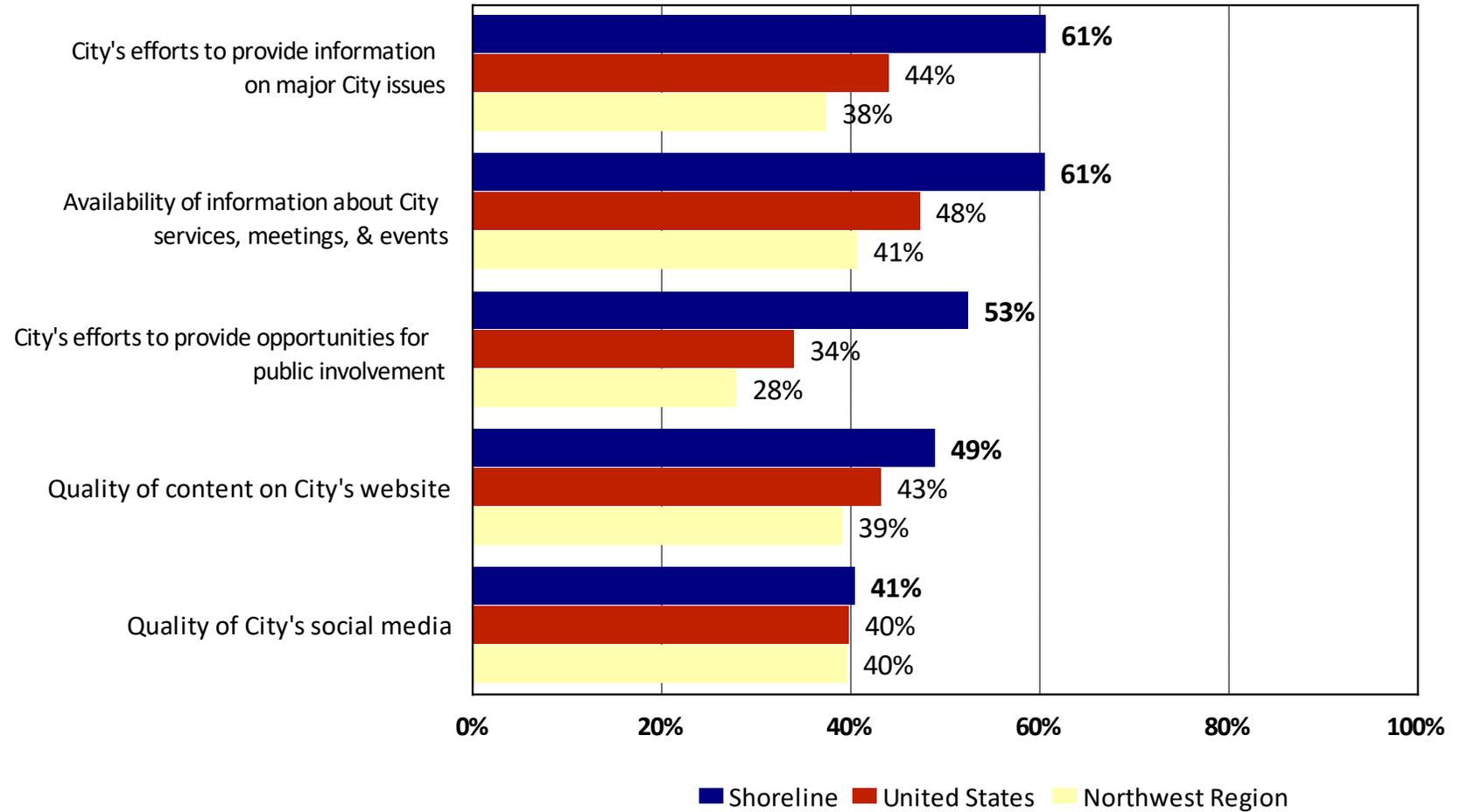
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**The City is  
Setting the  
Standard in  
Communication**

## Overall Satisfaction with City Communication Shoreline vs. United States vs. the Northwest Region

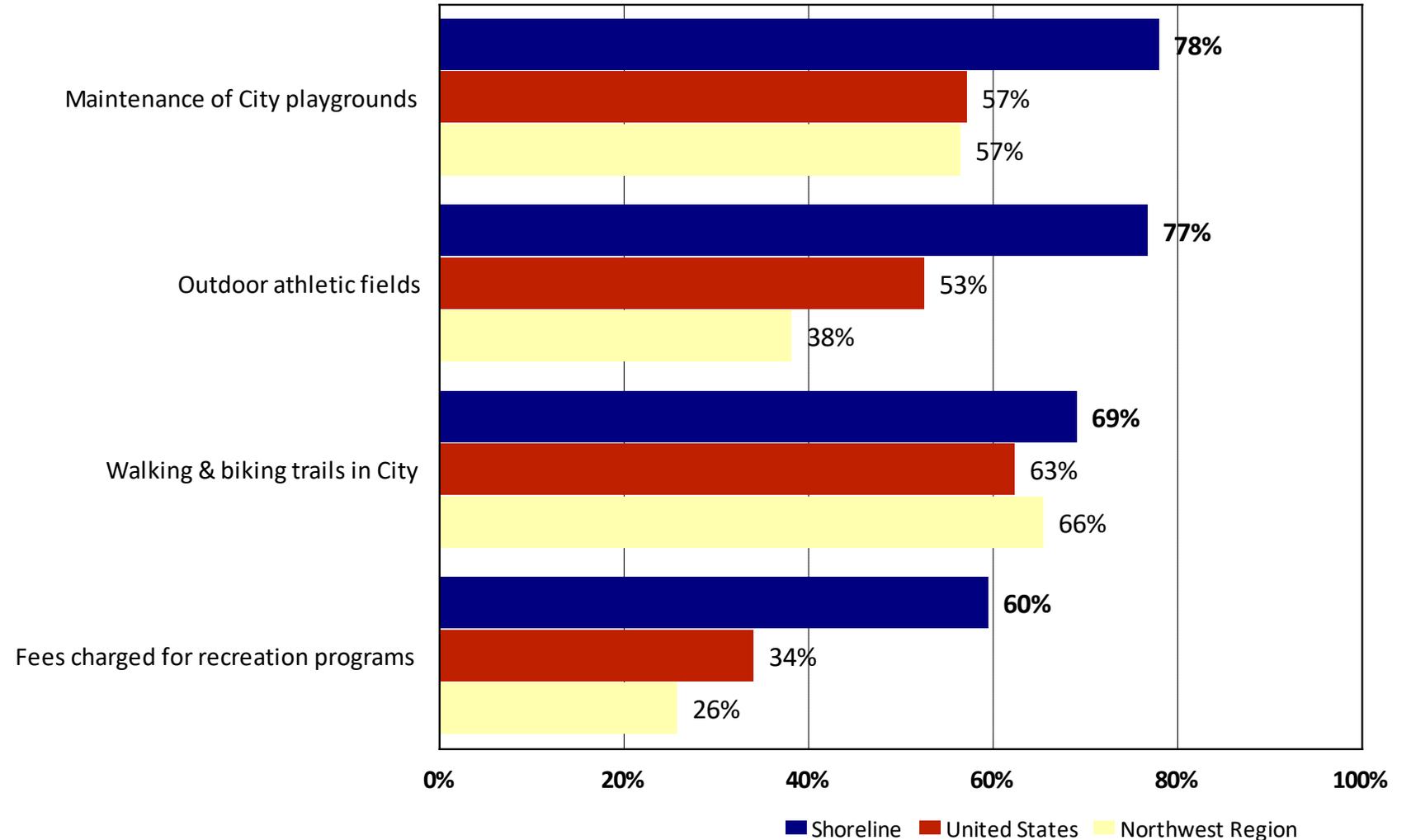
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**The City is  
Setting the  
Standard in  
Parks and  
Recreation**

## Overall Satisfaction with Parks and Recreation Shoreline vs. United States vs. the Northwest Region

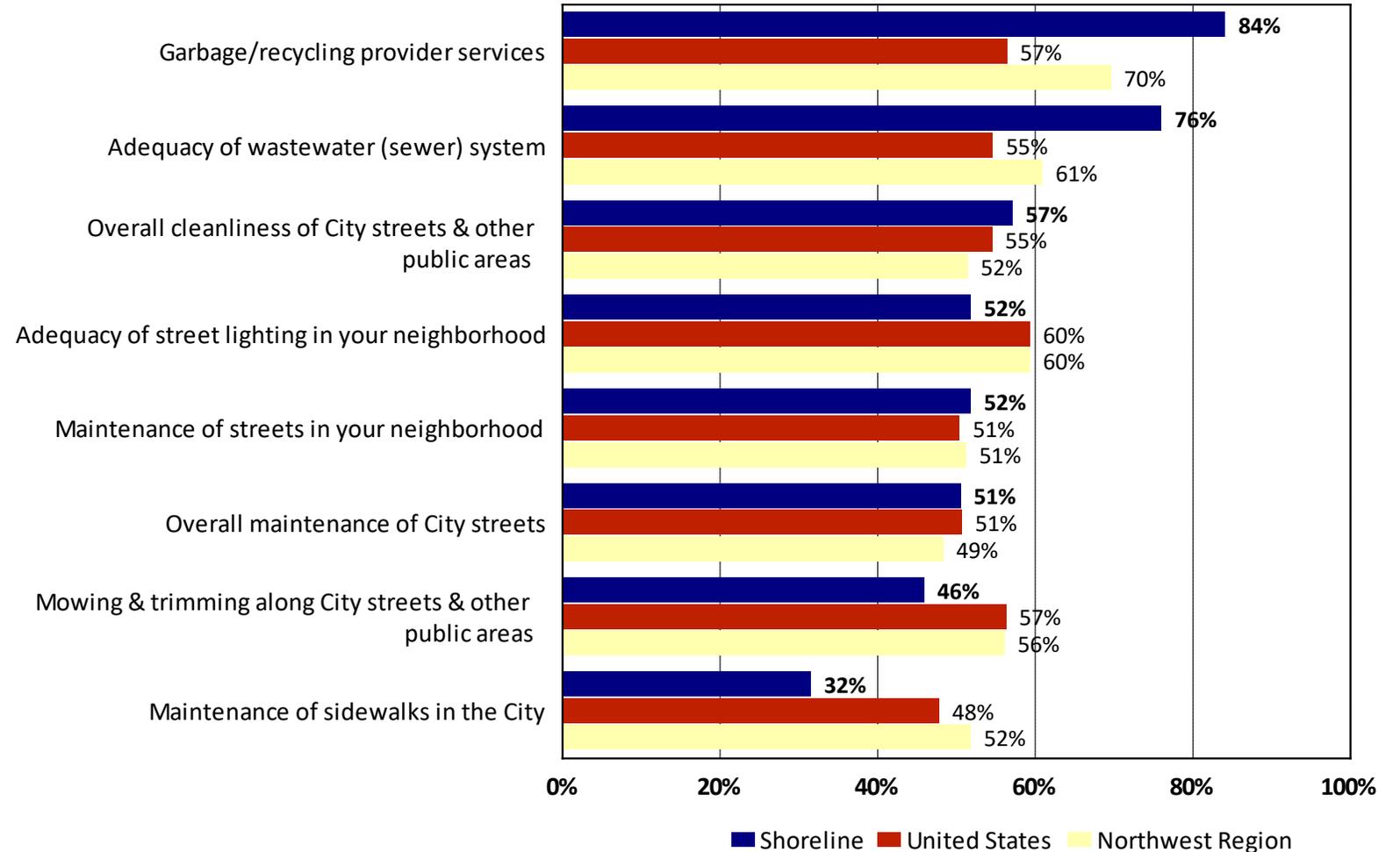
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**The City is Setting the Standard for Solid Waste and Sewer Services, But Ratings for City Sidewalks Are Significantly Below the National Average**

## Overall Ratings of City Maintenance Services Shoreline vs. United States vs. the Northwest Region

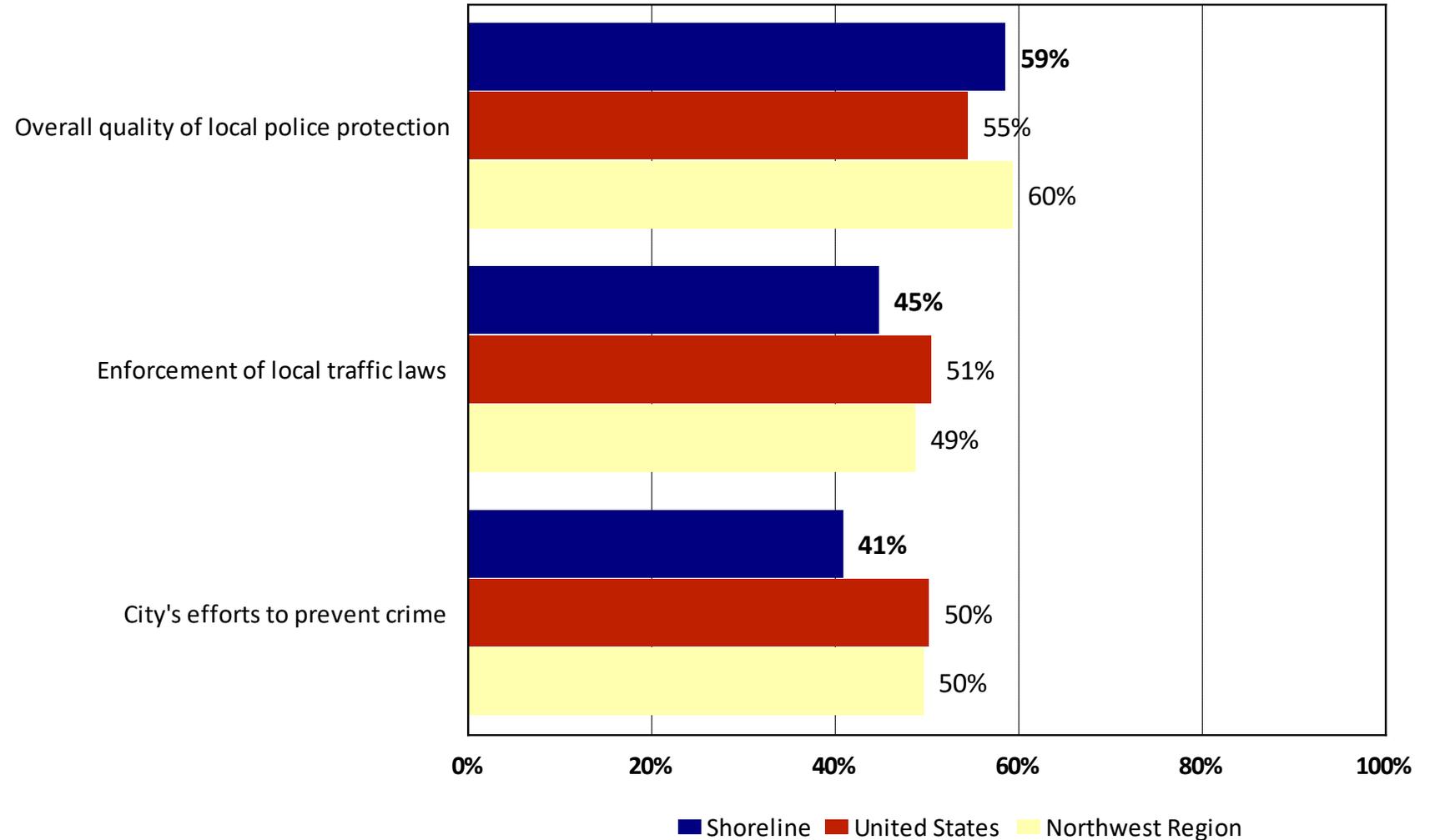
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



**The City's Ratings for Public Safety Services Were Also Lower Than National and Regional Averages**

## Overall Satisfaction in Public Safety Shoreline vs. United States vs. the Northwest Region

by percentage of respondents who gave positive ratings for the item (excluding don't knows)



# Finding #5: Homelessness and Police Services Are the Top Priorities for Residents

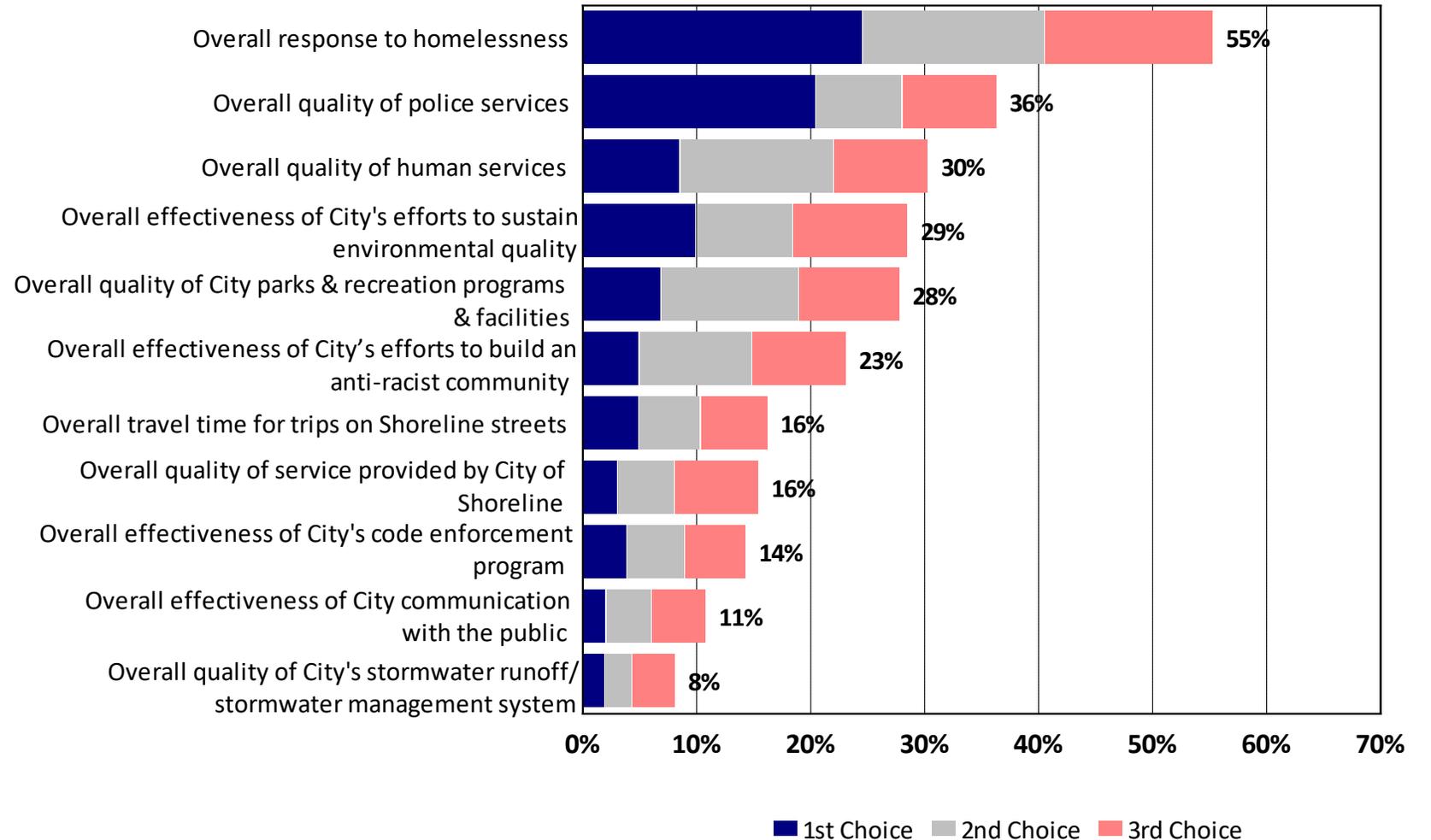
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THINGS TO REMEMBER

**The City's  
Response to  
Homelessness  
and Police  
Services Are the  
Top Priorities  
for Residents**

## Q7. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

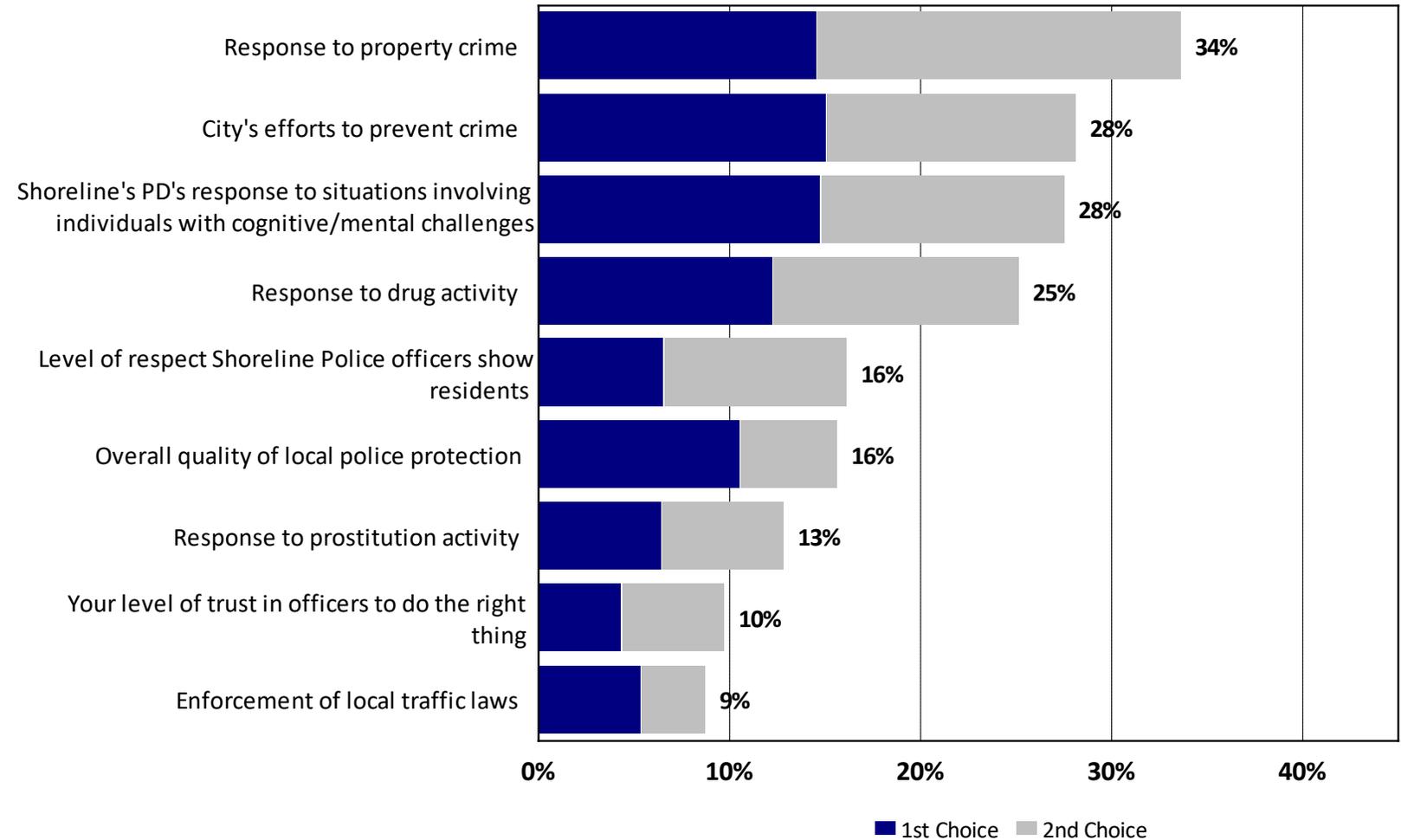
by percentage of respondents who selected the item as one of their top three choices



**The City's  
Response to  
Property Crime  
is the Top Public  
Safety Priority  
for Residents**

### Q13. Public Safety Services 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



# Other Opportunities for Improvement Based on the Importance-Satisfaction Analysis:

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- Quality of human services (e.g. support for people in times of need) offered by City
- Maintenance and availability of sidewalks
- Walking & biking trails in City
- Maintenance of City parks
- Enforcing clean-up of garbage, junk, or debris on private property
- Overall maintenance of City streets



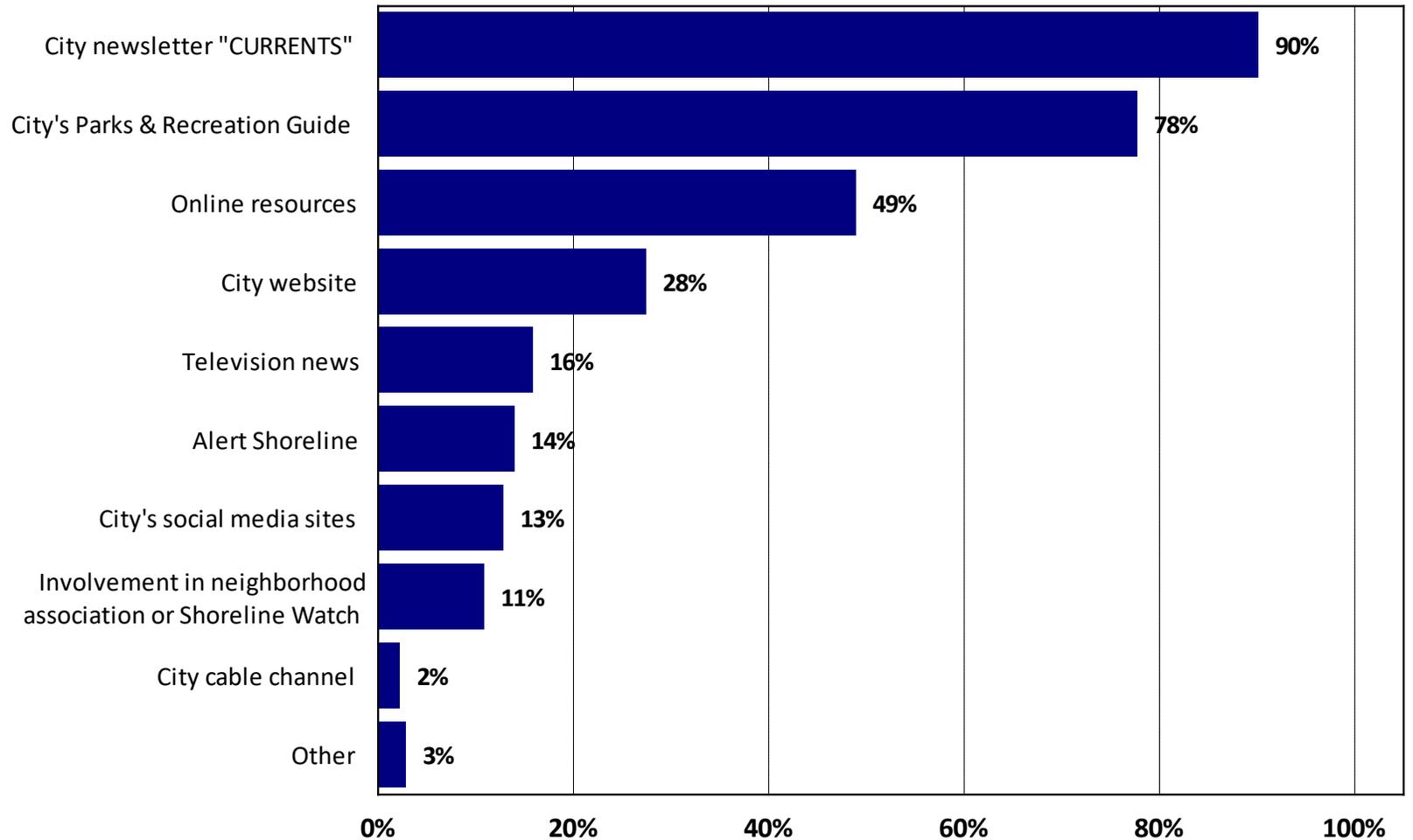
# OTHER FINDINGS

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**The City  
Newsletter and  
Parks and  
Recreation  
Guide Are the  
Top Two Sources  
of Information  
for Residents  
About the City**

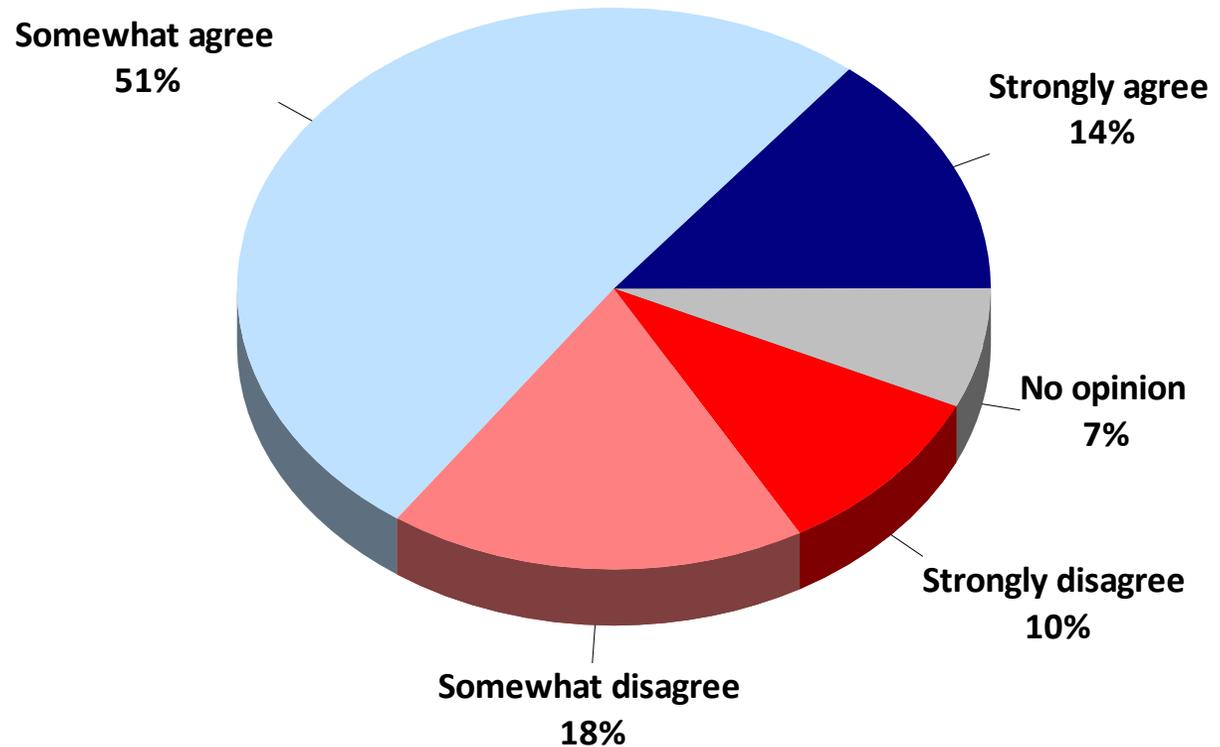
## Q15. How Residents Receive Information About City Projects, Issues, Services, and Events

by percentage of respondents (multiple choices could be made)



# Q18. How much do you agree with the statement “I trust the City of Shoreline to spend my tax dollars responsibly”?

by percentage of respondents ( excluding not provided )

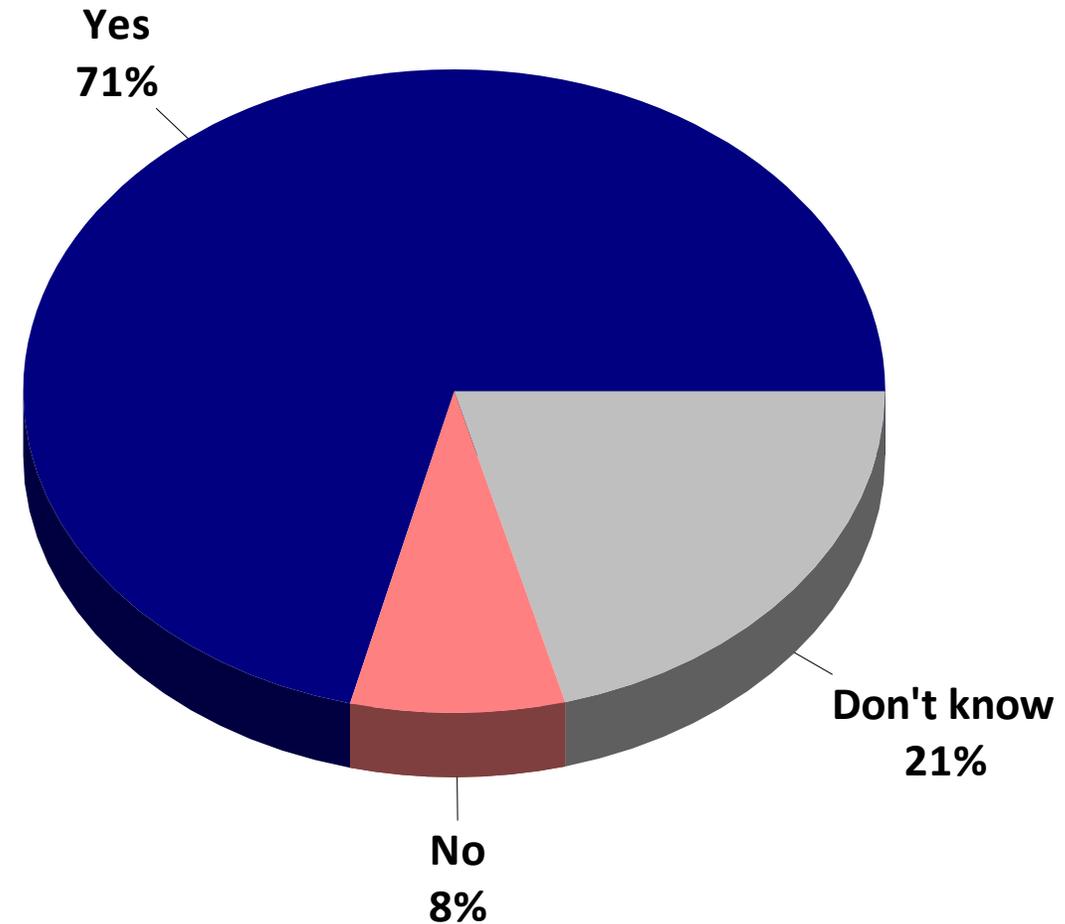


**65% of Residents Trust the City to Spend Their Tax Dollars Wisely; 28% Do Not.**

## Q20. In general, do you believe Shoreline is a welcoming and inclusive community?

by percentage of respondents

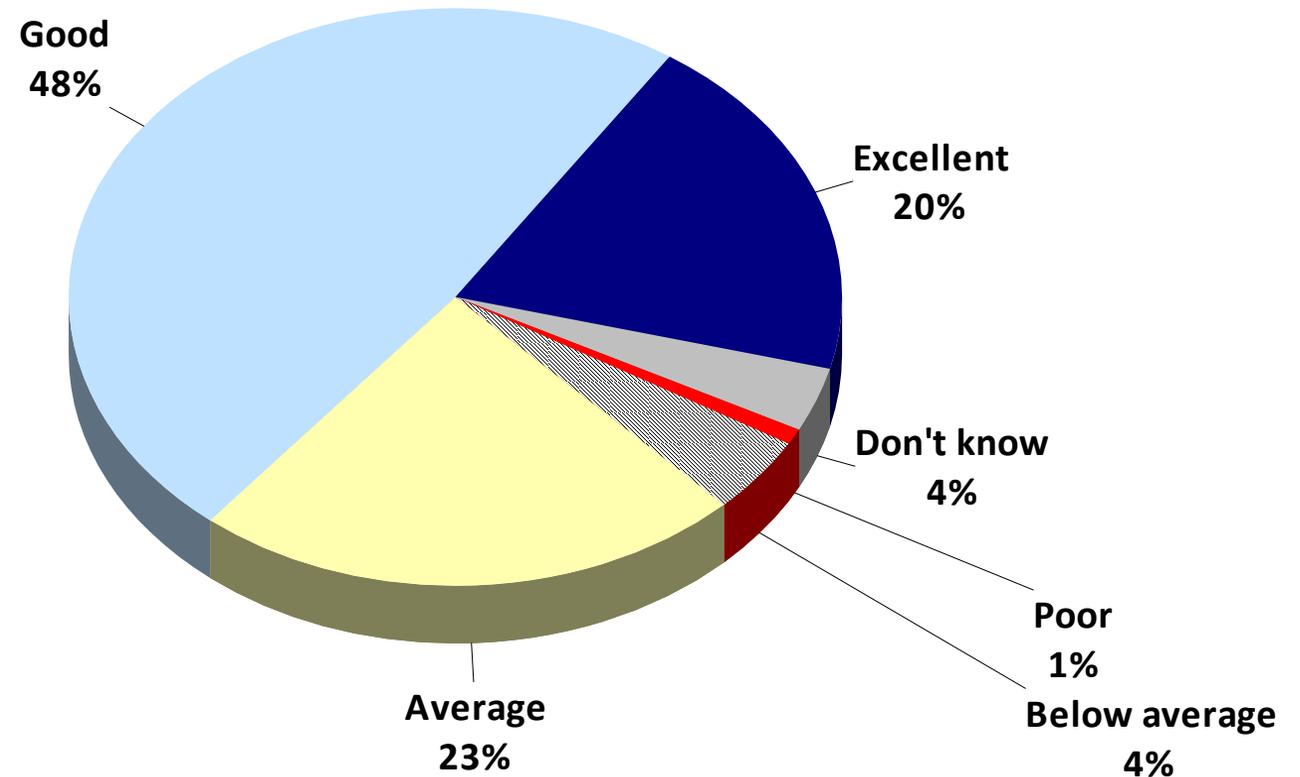
**Most Residents  
Who Have an  
Opinion Think  
the City is a  
Welcoming and  
Inviting  
Community**



**Two-Thirds  
(68%) of  
Residents Rate  
the Condition of  
Their  
Neighborhood  
as Good or  
Excellent**

## Q22. Overall, how would you rate the condition of your neighborhood?

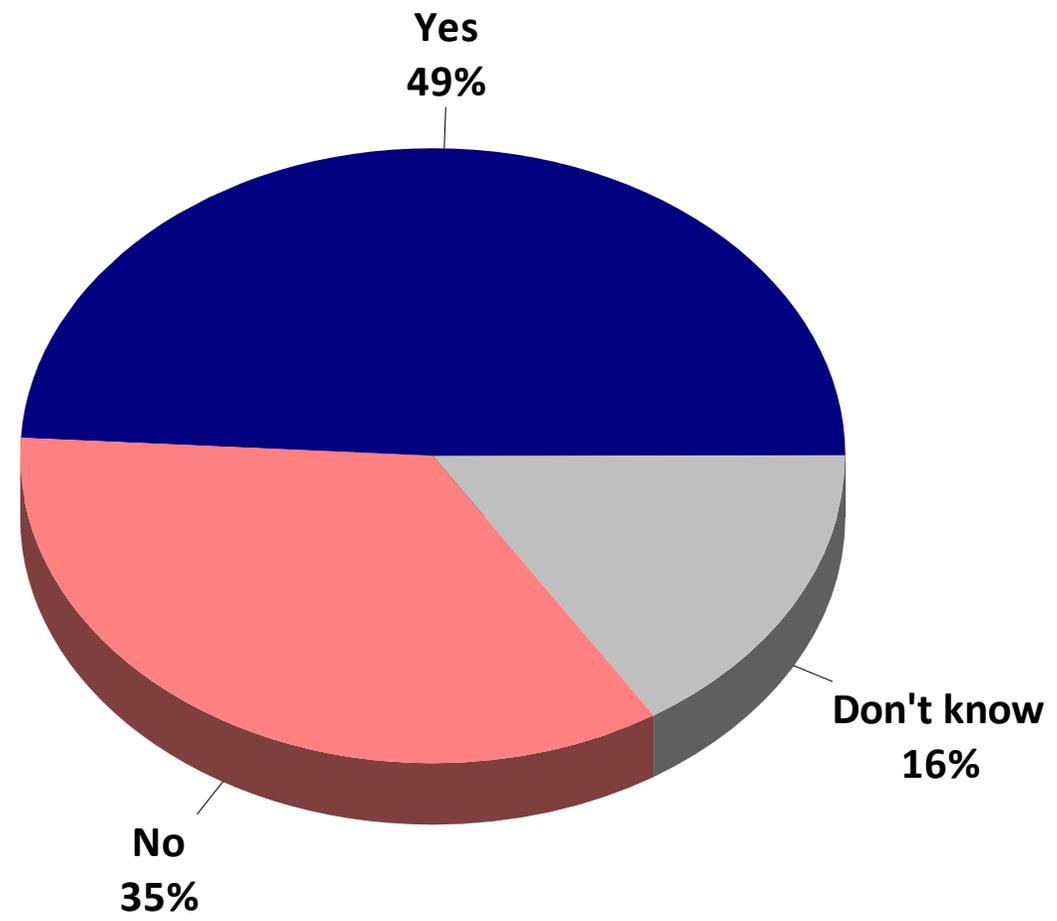
by percentage of respondents



**Views About Changing the City's Zoning Code to Allow for Denser Housing Options in Single Family Zones Are Mixed**

**Q28. Do you support changing the City's zoning code to allow for denser housing options in single family zones?**

by percentage of respondents



# Summary

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COVID-19 Has Negatively Impacted Many Residents Financially

The Commuting Habits of Residents Have Changed Significantly as a Result of the Pandemic

Satisfaction Remains High with Most City Services In-Spite of the Pandemic

The City is Setting the Standard for Service Delivery in Most Areas

Homelessness and Police Services Are the Top Priorities for Residents

# Questions?

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THANK YOU!