

2022 City of Shoreline Resident Satisfaction Survey Findings Report

Presented to the City of Shoreline,
Washington

July 2022



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Executive Summary

Purpose

ETC Institute administered a survey to residents of the City of Shoreline during the summer of 2022. The purpose of the survey was to help the City ensure that its priorities continue to match the needs and desires of residents. This is the tenth time ETC Institute has administered the *DirectionFinder*® survey for the City of Shoreline; the first survey was conducted in 2004.

Methodology

The six-page survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in Shoreline. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address; this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Shoreline from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 800 residents. The goal was met, with 800 residents completing the survey. The overall results for the sample of 800 households have a precision of at least +/-3.4% at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Shoreline with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflect the utilization and awareness of city services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- an executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey and trend data from the 2004, 2020 and 2022 community surveys,
- benchmarking data that show how the results for Shoreline compare to other communities,
- Importance-Satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

Effects of COVID-19 Pandemic

Residents were asked five questions in the 2022 survey that addressed the COVID-19 pandemic. When asked how their financial situation had been impacted, 57% indicated they had not been impacted financially because of COVID-19; 17% indicated their financial condition was impacted early in the pandemic, but had improved, and 13% indicated projects/contracts had been postponed. Nearly one-fourth (24%) of respondents indicated they are still experiencing financial impacts as a result of the pandemic. When asked what they believed would have the biggest impact on their financial situation in the coming months, a majority (59%) *who had an opinion* believed it would be inflation.

More than half (55%) of the respondents indicated they have worked remotely during the pandemic. Twenty-six percent (26%) of those who have worked remotely plan to do so full-time in the future; 53% plan to work in a hybrid in-person/remote environment, and 21% do not have plans to work remotely in the future.

Overall Satisfaction with City Services and Facilities

The major categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of City parks and recreation programs and facilities (71%), overall quality of the City’s stormwater runoff/management system (65%), overall travel time for trips on Shoreline streets (64%), and the overall quality of services provided by the City of Shoreline (62%).

Based on the sum of their top three choices, the City services that residents indicated should receive the most emphasis over the next two years were: 1) overall response to homelessness, 2) overall quality of police services, and 3) overall quality of human services. The City of Shoreline’s quality of services ranked 11% above the national average.

Overall Ratings and Perception of the City

Residents were asked to rate the City of Shoreline as a place to live, work, and raise children. Based upon the combined percentage of “excellent” and “good” responses among respondents *who had an opinion*, the highest ratings for the City were: as a place to live (89%), as a place to raise children (86%), and the overall quality of life in the City (75%). When respondents were asked to rate the overall condition of their neighborhood, 20% indicated their neighborhood is in “excellent” condition, and 48% consider the condition of their neighborhood as “good”.

Satisfaction with Specific City Services

- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: garbage and recycling provider services (84%), adequacy of the wastewater (sewer) system (76%), adequacy of storm drainage services in neighborhoods (67%), and the maintenance of public trees along City streets (59%). The top two City maintenance items respondents felt should receive the most emphasis over the next two years were: 1) the overall maintenance of City streets and 2) the maintenance of sidewalks in Shoreline.
- **Code Enforcement.** The highest levels of satisfaction with City code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the enforcement of graffiti removal from private properties (34%) and enforcing clean-up of garbage, junk, or debris on private property (30%). The top code enforcement item that respondents felt should receive the most emphasis over the next two years is enforcing the clean-up of garbage, junk, or debris on private property.
- **Public Safety.** Overall satisfaction with public safety items that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the level of respect Shoreline Police officers show residents (61%), the level of trust in officers to do the right thing (60%), and the overall quality of local police protection (59%). The top two aspects of public safety residents indicated should receive the most emphasis over the next two years, were: 1) response to property crime and 2) City’s efforts to prevent crime.
- **City Communication.** The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the quality of content in the City’s newsletter (73%), the City’s efforts to provide information on major City issues (61%) and the availability of information about City services, meetings, and events (61%).

Respondents were asked to indicate what sources they use to get information about City issues, services, and events. The most selected sources were: the City newsletter “CURRENTS” (90%), the City’s Parks and Recreation Guide (78%), and online resources (49%).

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of City parks (80%), maintenance of City playgrounds (78%), and outdoor athletic fields (77%). The two parks and recreation services respondents indicated should receive the most emphasis over the next two years were: 1) the maintenance of City parks and 2) walking and biking trails in the City.
- **Transportation and Land Use.** The highest levels of satisfaction with City transportation and land use, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the availability of public transportation options (57%), availability of bicycle lanes (47%), and traffic calming measures in neighborhoods (39%). The top two transportation and land use items that residents indicated should receive the most emphasis over the next two years were: 1) availability of sidewalks in neighborhoods and 2) availability of sidewalks on major streets and routes.

Additional Findings

- Respondents were asked to indicate how safe they feel in various situations. Based upon the combined percentage of “very safe” and “safe” responses among residents who had an opinion, respondents feel safest: in their neighborhoods during the day (92%), overall in the City of Shoreline (73%), and in their neighborhoods at night (68%).
- The overall satisfaction with leadership and the quality of life in Shoreline, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall image of the City (73%) and the overall effectiveness of the City Manager and the City staff (54%).
- Respondents were asked to indicate their level of agreement with how much they trust the City of Shoreline with their tax dollars. Fourteen percent (14%) indicated they “strongly agree” and 51% indicated they “somewhat agree” that they can trust the City of Shoreline to spend their tax dollars responsibly.

- Seventy-three percent (73%) of respondents, who had an opinion, believe the City is moving in the right direction.
- Ninety percent (90%) of residents, who had an opinion, feel Shoreline is a welcoming and inclusive community.

How the City of Shoreline Compares to Other Communities Nationally

Satisfaction ratings for the City of Shoreline **rated above the U.S. average in 26 of the 35 areas** that were assessed. The City of Shoreline rated significantly higher than the U.S. average (difference of 5% or more) in 20 of these areas. The table below shows how the Shoreline compares to the U.S. average:

Service	Shoreline	U.S.	Difference	Category
As a place to live	88.5%	49.7%	38.8%	Overall Ratings of the City
Garbage/recycling provider services	84.3%	56.6%	27.7%	Maintenance Services
Fees charged for recreation programs	59.6%	34.2%	25.4%	Parks and Recreation
Outdoor athletic fields	76.9%	52.7%	24.2%	Parks and Recreation
As a place to raise children	85.7%	62.4%	23.3%	Overall Ratings of the City
Adequacy of wastewater (sewer) system	76.2%	54.8%	21.4%	Maintenance Services
Maintenance of City playgrounds	78.1%	57.3%	20.8%	Parks and Recreation
Quality of City parks & recreation programs & facilities	70.8%	50.6%	20.2%	Major Categories of City Services
Availability of public transportation options	57.2%	37.8%	19.4%	Transportation and Land Use
Effectiveness of City communication with the public	57.5%	38.2%	19.3%	Major Categories of City Services
City's efforts to provide opportunities for public involvement	52.6%	34.2%	18.4%	City Communication
Overall image of City	72.6%	55.0%	17.6%	Leadership and Quality of Life
City's efforts to provide information on major City issues	60.8%	44.2%	16.6%	City Communication
Overall effectiveness of City Manager & City staff	54.0%	39.1%	14.9%	Leadership and Quality of Life
Quality of City's stormwater runoff/management system	64.6%	51.0%	13.6%	Major Categories of City Services
Overall quality of leadership provided by City's elected officials	52.3%	39.0%	13.3%	Leadership and Quality of Life
Availability of information about City services, meetings, & events	60.7%	47.5%	13.2%	City Communication
Quality of service provided by the City	61.6%	50.5%	11.1%	Major Categories of City Services
Walking & biking trails in City	69.2%	62.5%	6.7%	Parks and Recreation
Quality of content on City's website	49.1%	43.4%	5.7%	City Communication
Overall quality of local police protection	58.7%	54.6%	4.1%	Public Safety
Availability of bicycle lanes	46.6%	42.7%	3.9%	Transportation and Land Use
Overall cleanliness of City streets & other public areas	57.3%	54.7%	2.6%	Maintenance Services
Maintenance of streets in your neighborhood	52.0%	50.6%	1.4%	Maintenance Services
Quality of City's social media	40.6%	40.0%	0.6%	City Communication
As a place to work	58.5%	58.2%	0.3%	Overall Ratings of the City
Overall maintenance of City streets	50.7%	50.9%	-0.2%	Maintenance Services
Effectiveness of City's efforts to build an anti-racist community	44.9%	47.1%	-2.2%	Major Categories of City Services
Enforcement of local traffic laws	44.9%	50.6%	-5.7%	Public Safety
Adequacy of street lighting in your neighborhood	52.0%	59.5%	-7.5%	Maintenance Services
Effectiveness of the City's code enforcement program	33.8%	41.5%	-7.7%	Major Categories of City Services
City's efforts to prevent crime	41.0%	50.4%	-9.4%	Public Safety
Mowing & trimming along City streets & other public areas	46.1%	56.5%	-10.4%	Maintenance Services
Enforcing clean-up of garbage, junk, or debris on private property	30.4%	42.0%	-11.6%	Enforcement of Codes and Ordinances
Maintenance of sidewalks in the City	31.7%	48.0%	-16.3%	Maintenance Services

How the City of Shoreline Compares to Other Communities Regionally

Satisfaction ratings for the City of Shoreline **rated above the average for the Northwest Region in 26 of the 35 areas** that were assessed. The City of Shoreline rated significantly higher than this average (difference of 5% or more) in 20 of these areas. The table below shows how the Shoreline compares to the Northwest Region:

Service	Northwest			Category
	Shoreline	Region	Difference	
Outdoor athletic fields	76.9%	38.3%	38.6%	Parks and Recreation
As a place to live	88.5%	51.8%	36.7%	Overall Ratings of the City
Fees charged for recreation programs	59.6%	25.9%	33.7%	Parks and Recreation
As a place to raise children	85.7%	54.0%	31.7%	Overall Ratings of the City
City's efforts to provide opportunities for public involvement	52.6%	28.1%	24.5%	City Communication
City's efforts to provide information on major City issues	60.8%	37.6%	23.2%	City Communication
Maintenance of City playgrounds	78.1%	56.6%	21.5%	Parks and Recreation
Quality of City parks & recreation programs & facilities	70.8%	49.8%	21.0%	Major Categories of City Services
Overall effectiveness of City Manager & City staff	54.0%	33.1%	20.9%	Leadership and Quality of Life
Overall image of City	72.6%	52.7%	19.9%	Leadership and Quality of Life
Availability of information about City services, meetings, & events	60.7%	40.9%	19.8%	City Communication
Quality of service provided by the City	61.6%	45.2%	16.4%	Major Categories of City Services
Effectiveness of City communication with the public	57.5%	41.9%	15.6%	Major Categories of City Services
Overall quality of leadership provided by City's elected officials	52.3%	36.8%	15.5%	Leadership and Quality of Life
Adequacy of wastewater (sewer) system	76.2%	61.1%	15.1%	Maintenance Services
Garbage/recycling provider services	84.3%	69.8%	14.5%	Maintenance Services
Quality of City's stormwater runoff/management system	64.6%	51.4%	13.2%	Major Categories of City Services
Quality of content on City's website	49.1%	39.3%	9.8%	City Communication
Availability of public transportation options	57.2%	49.1%	8.1%	Transportation and Land Use
Overall cleanliness of City streets & other public areas	57.3%	51.6%	5.7%	Maintenance Services
Availability of bicycle lanes	46.6%	41.7%	4.9%	Transportation and Land Use
Walking & biking trails in City	69.2%	65.6%	3.6%	Parks and Recreation
Overall maintenance of City streets	50.7%	48.5%	2.2%	Maintenance Services
Quality of City's social media	40.6%	39.8%	0.8%	City Communication
Maintenance of streets in your neighborhood	52.0%	51.4%	0.6%	Maintenance Services
As a place to work	58.5%	58.2%	0.3%	Overall Ratings of the City
Overall quality of local police protection	58.7%	59.5%	-0.8%	Public Safety
Effectiveness of the City's code enforcement program	33.8%	36.2%	-2.4%	Major Categories of City Services
Enforcement of local traffic laws	44.9%	48.9%	-4.0%	Public Safety
Enforcing clean-up of garbage, junk, or debris on private property	30.4%	36.0%	-5.6%	Enforcement of Codes and Ordinances
Effectiveness of City's efforts to build an anti-racist community	44.9%	51.4%	-6.5%	Major Categories of City Services
Adequacy of street lighting in your neighborhood	52.0%	59.5%	-7.5%	Maintenance Services
City's efforts to prevent crime	41.0%	49.8%	-8.8%	Public Safety
Mowing & trimming along City streets & other public areas	46.1%	56.3%	-10.2%	Maintenance Services
Maintenance of sidewalks in the City	31.7%	52.0%	-20.3%	Maintenance Services

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

- Overall response to homelessness (IS Rating = 0.4066)
- Overall quality of human services (IS Rating = 0.1900)

The table on the following page shows the Importance-Satisfaction rating for all 11 major categories of City services that were rated.

2022 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
<u>Very High Priority (IS >.20)</u>						
Overall response to homelessness	55%	1	27%	11	0.4066	1
<u>High Priority (IS .10-.20)</u>						
Overall quality of human services (e.g. support for people in times of need) offered by City	30%	3	38%	9	0.1900	2
Overall quality of police services	36%	2	59%	5	0.1507	3
Overall effectiveness of City's efforts to build an anti-racist community	23%	6	45%	8	0.1278	4
Overall effectiveness of City's efforts to sustain environmental quality	29%	4	57%	7	0.1241	5
<u>Medium Priority (IS <.10)</u>						
Overall effectiveness of City's code enforcement program	14%	9	34%	10	0.0953	6
Overall quality of City parks & recreation programs & facilities	28%	5	71%	1	0.0815	7
Overall quality of service provided by City of Shoreline	16%	8	62%	4	0.0595	8
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	16%	7	64%	3	0.0584	9
Overall effectiveness of City communication with the public	11%	10	58%	6	0.0463	10
Overall quality of City's stormwater runoff/stormwater management system	8%	11	65%	2	0.0290	11



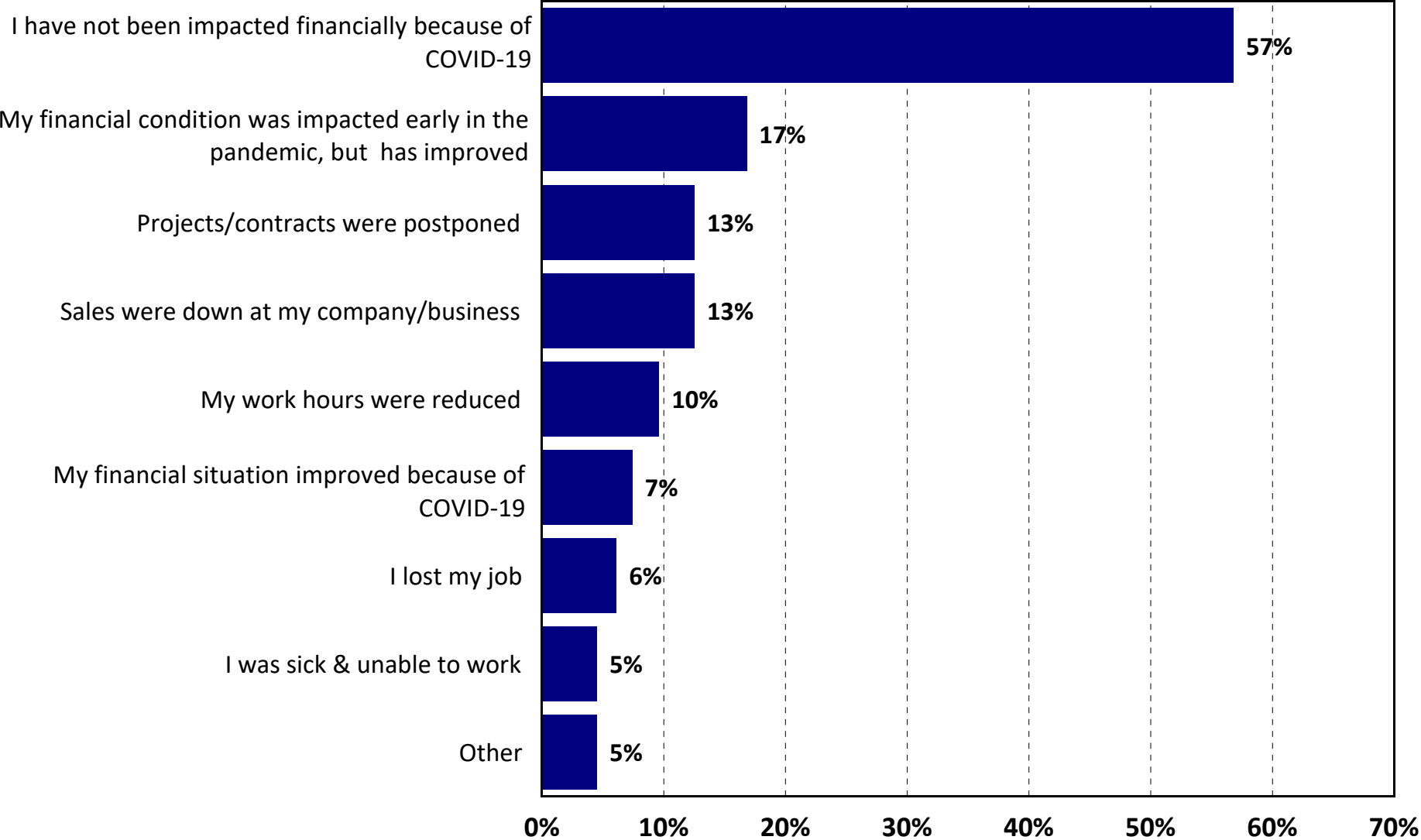
Charts and Graphs

City of Shoreline
**2022 DirectionFinder
Survey Results**

Effects of COVID-19 Pandemic

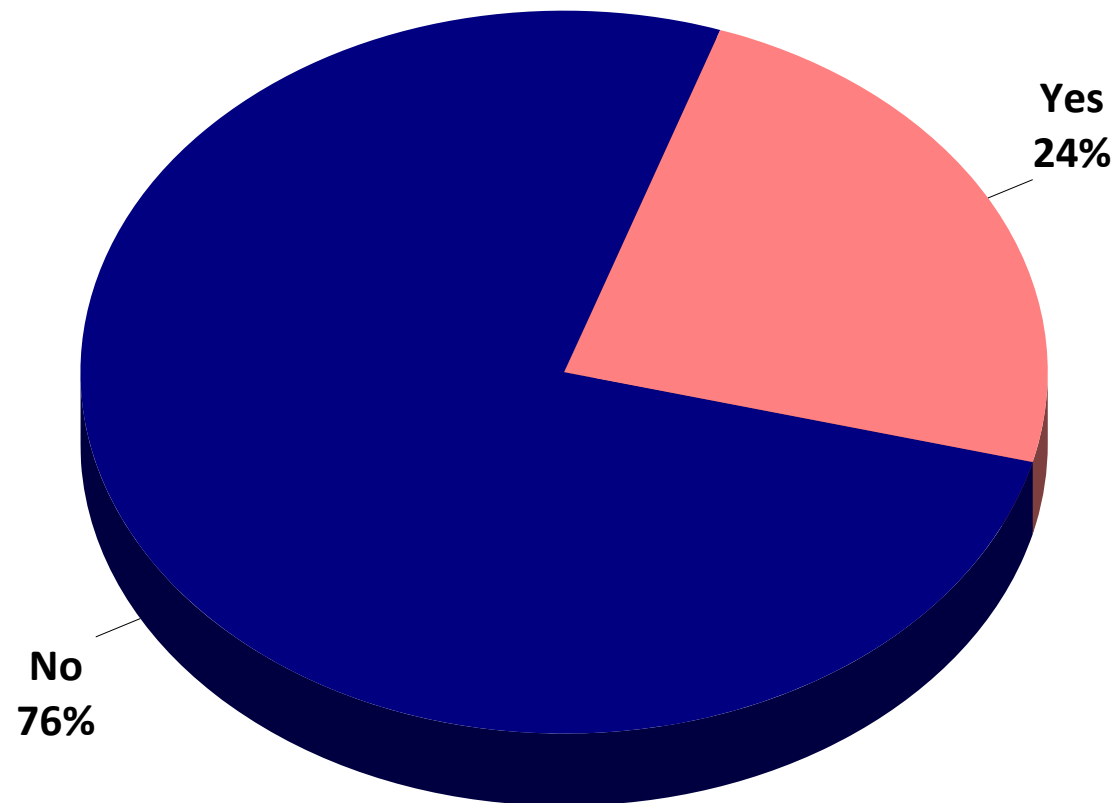
Q1. How Residents' Financial Situation Has Been Impacted As a Result of the COVID-19 Outbreak

by percentage of respondents (multiple choices could be made)



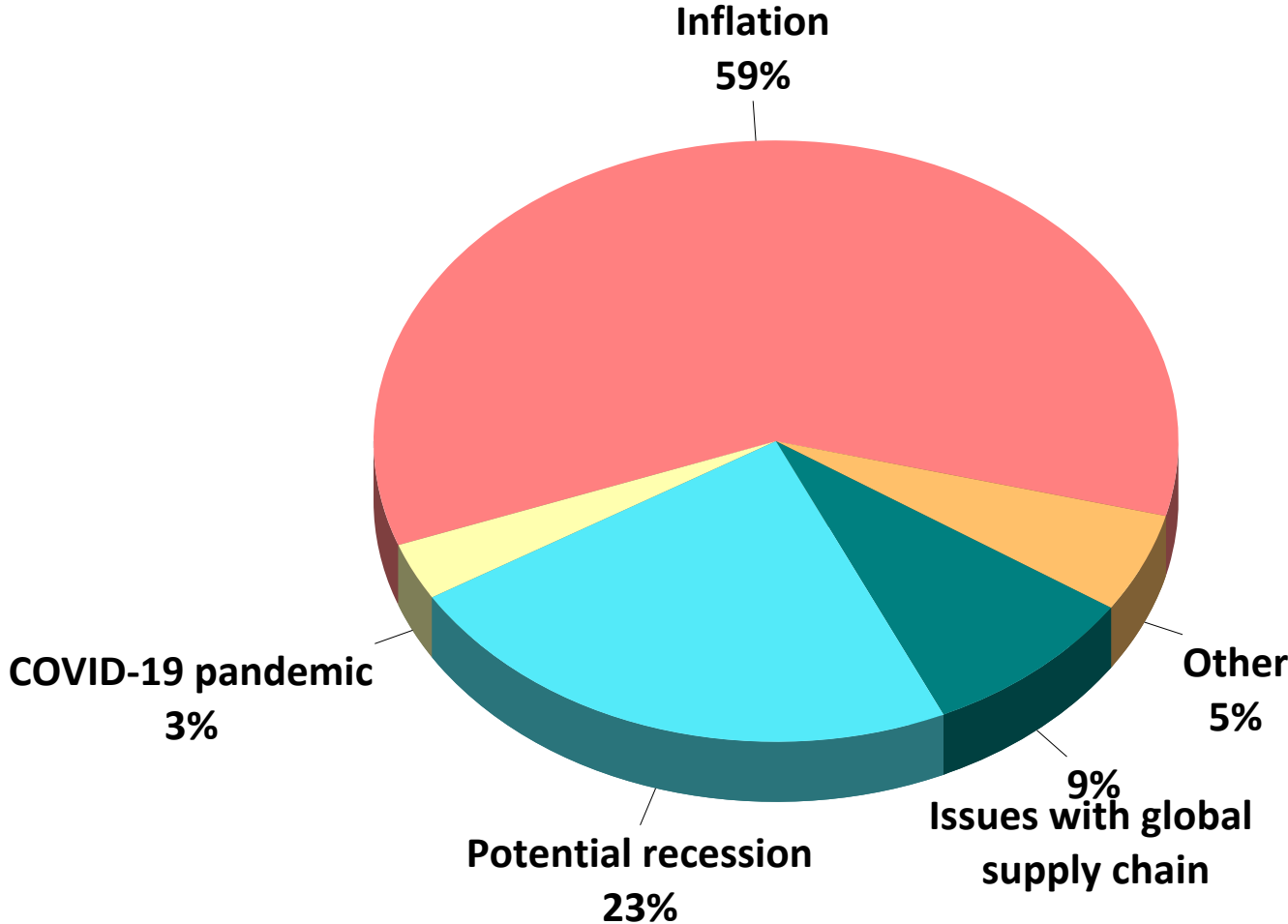
Q2. Are you still experiencing any financial impacts as a result of the COVID-19 pandemic?

by percentage of respondents



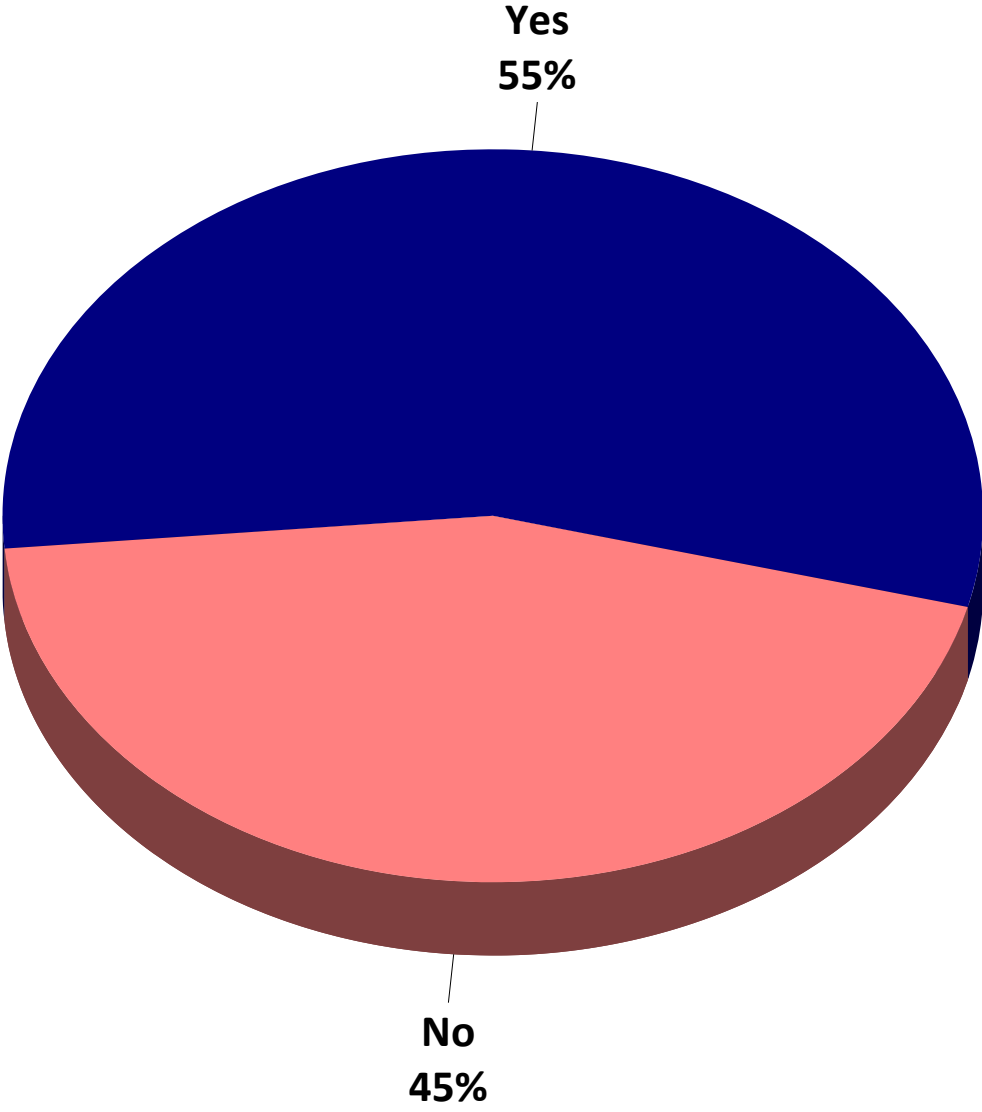
Q3. What do you believe will have the biggest impact on your financial situation in the coming months?

by percentage of respondents (excluding "not provided")



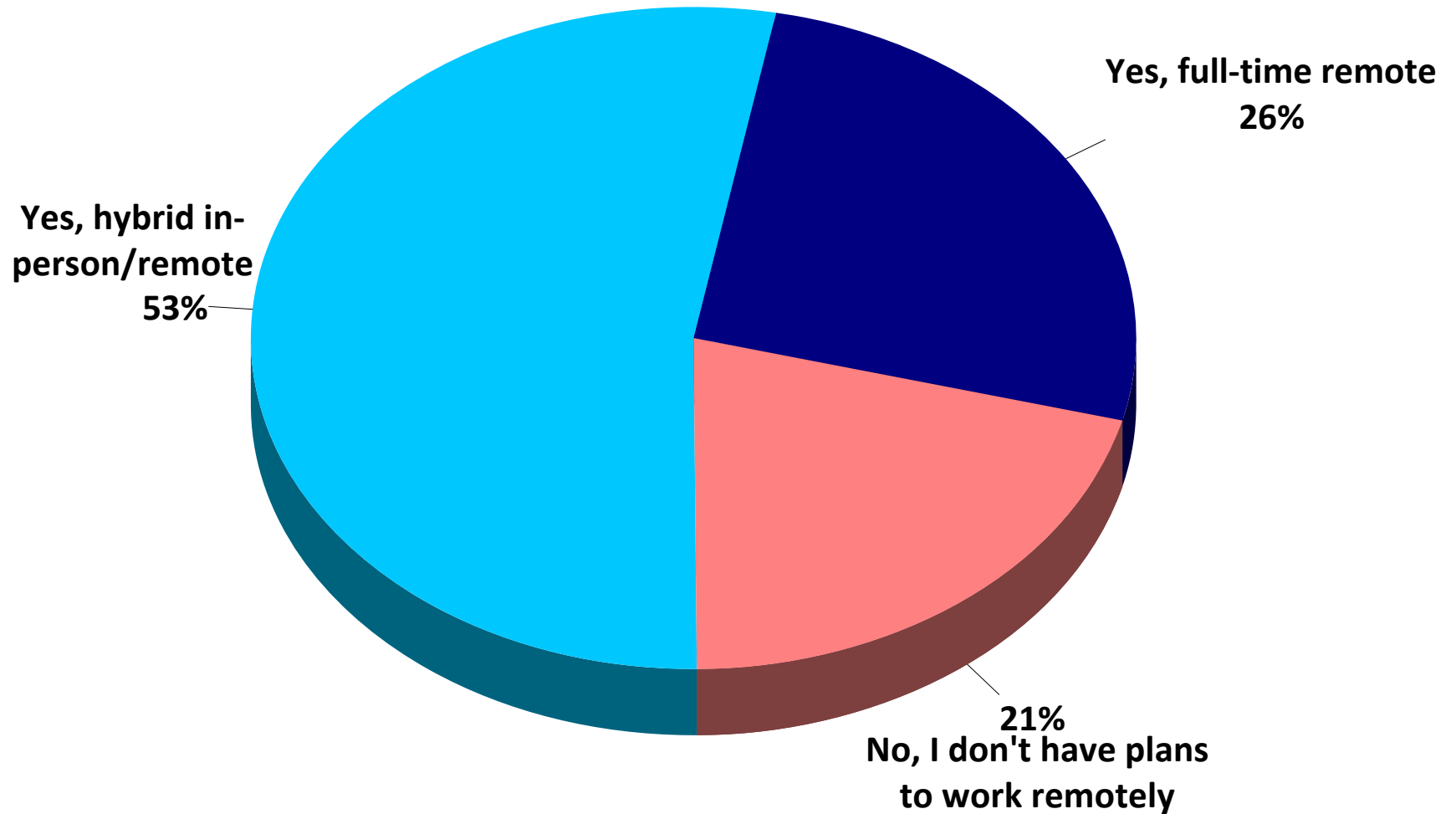
Q4. Have you worked remotely during the COVID-19 pandemic?

by percentage of respondents



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

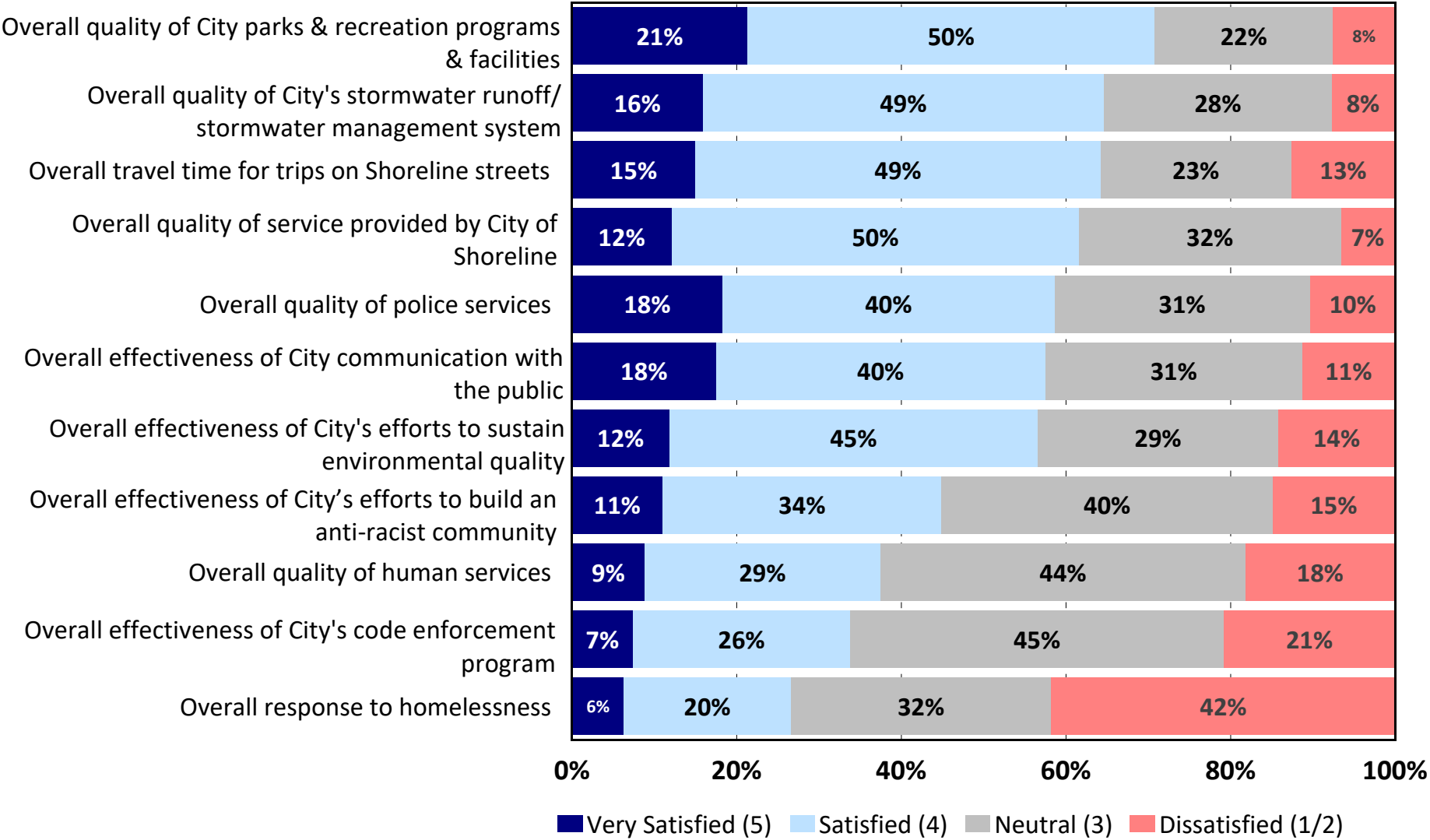
by percentage of respondents who have worked remotely (excluding "not provided")



Quality of Services and Facilities

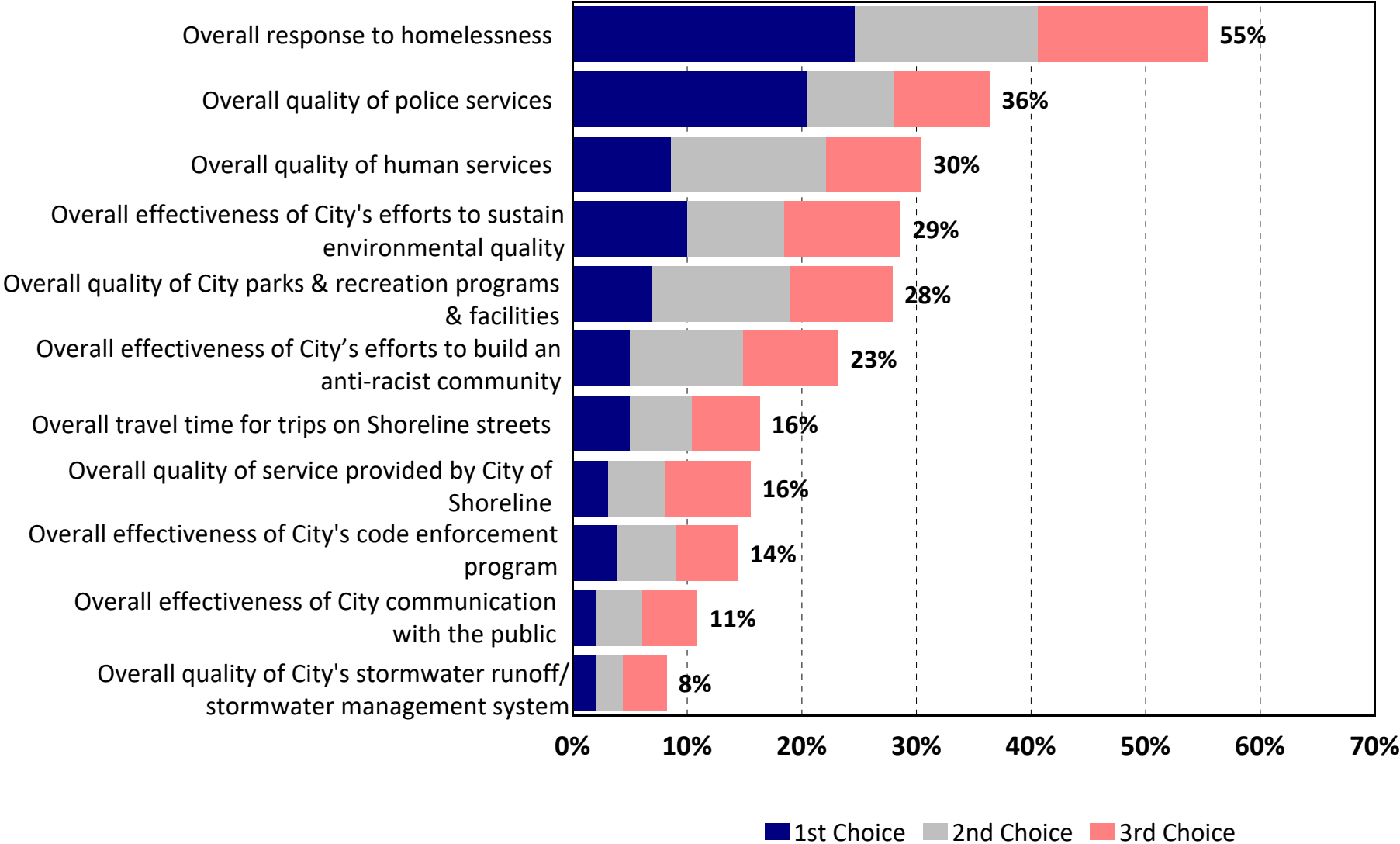
Q6. Overall Satisfaction With City Services by Major Category

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



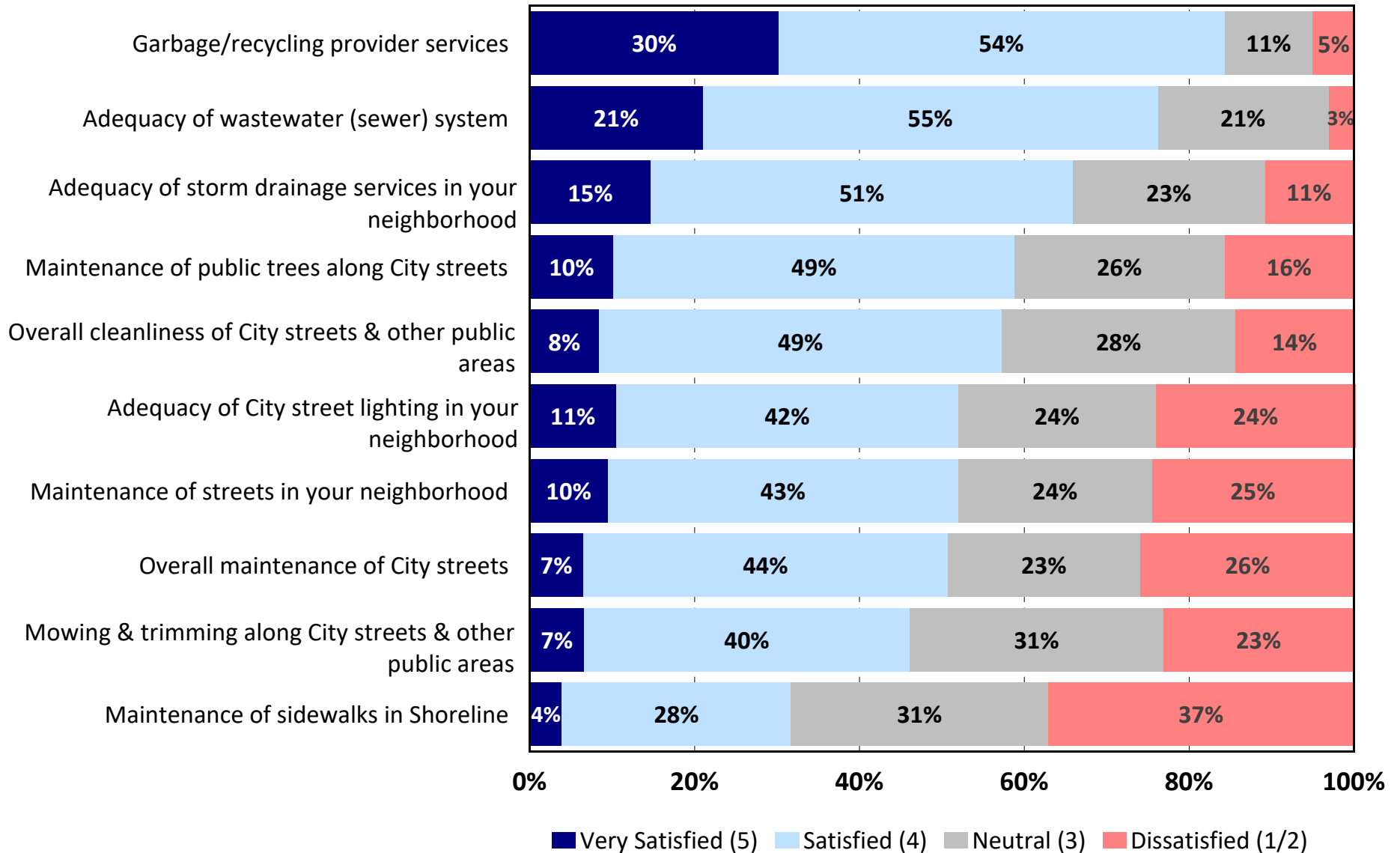
Q7. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

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



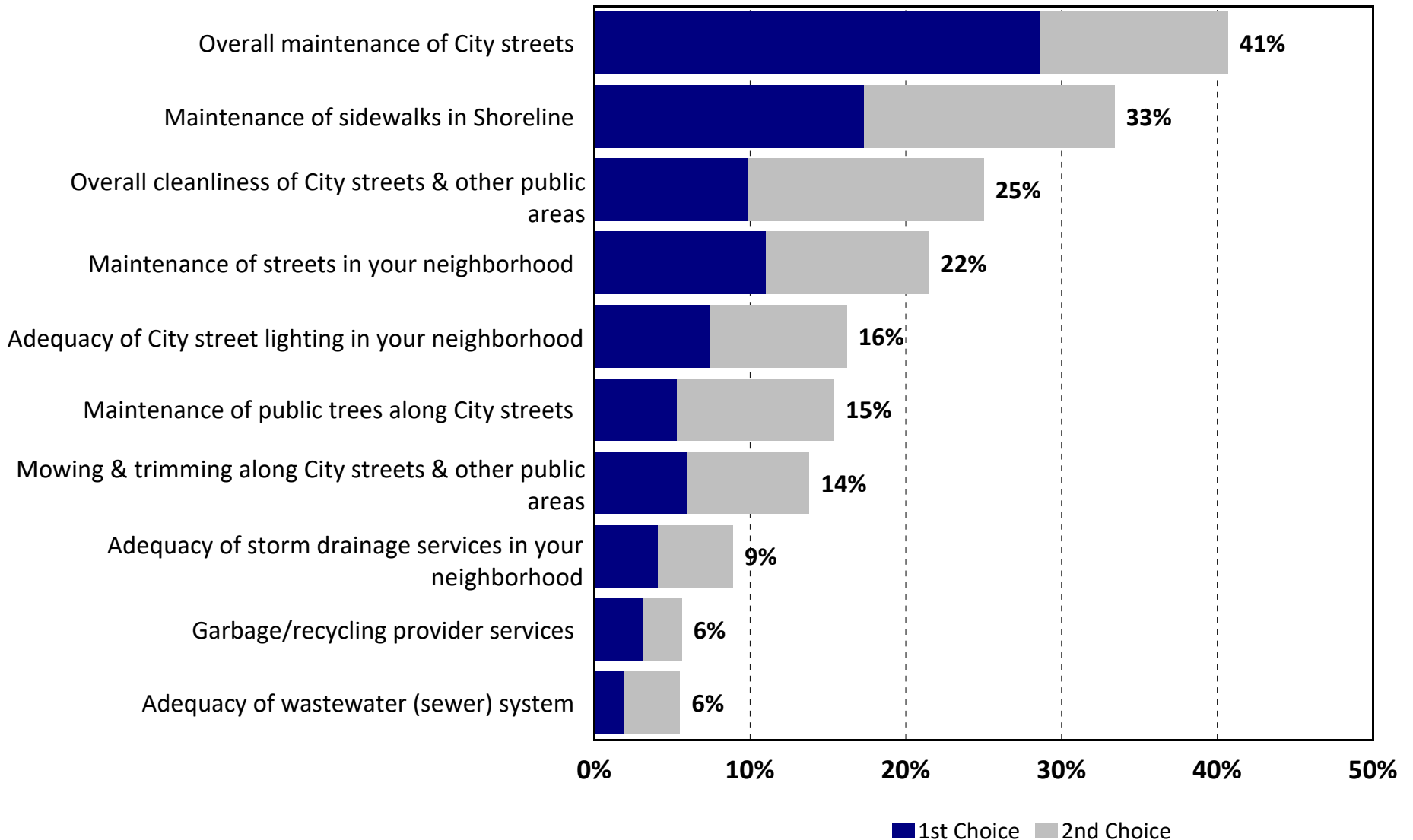
Q8. Satisfaction with City Maintenance

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



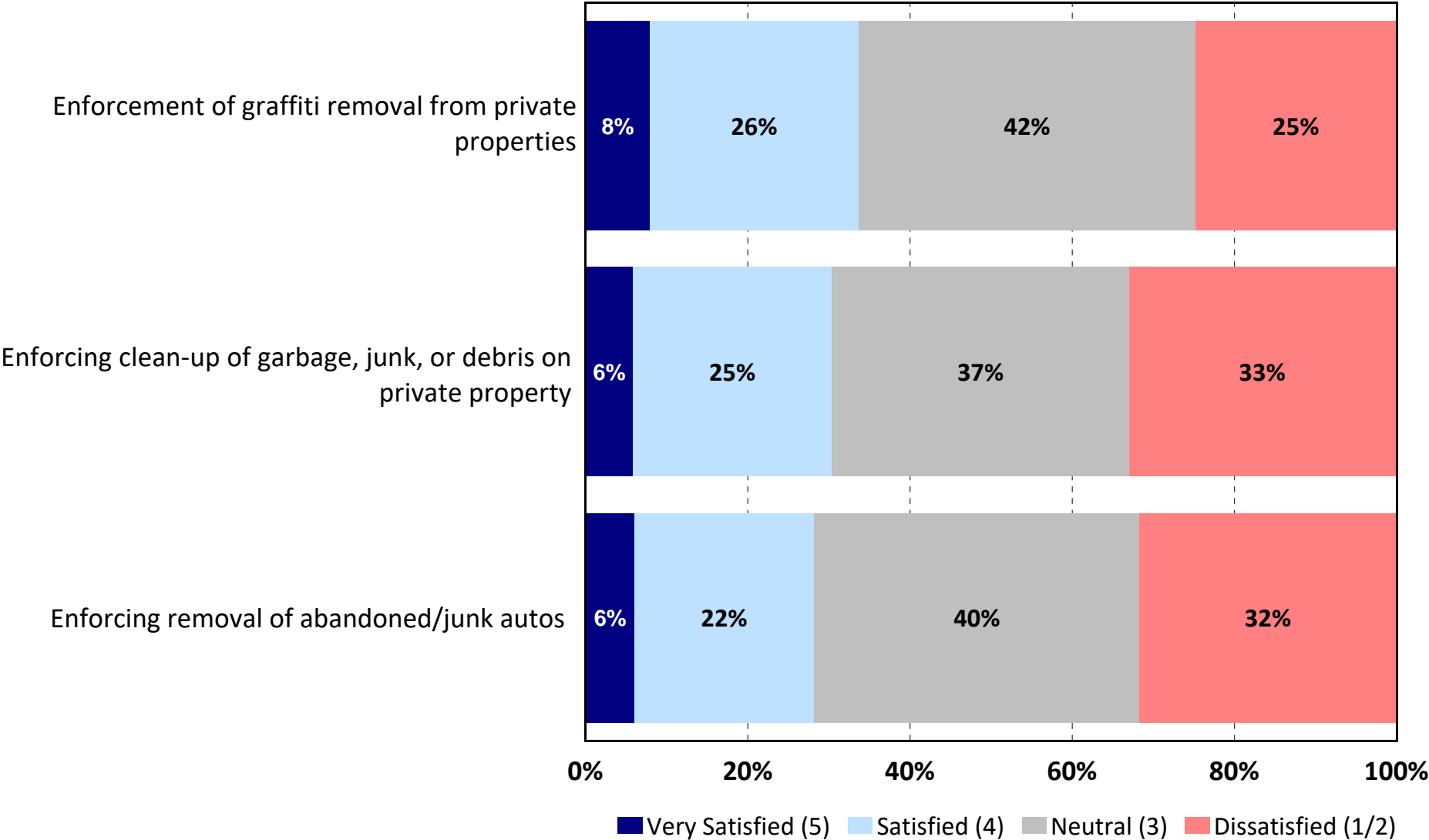
Q9. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

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



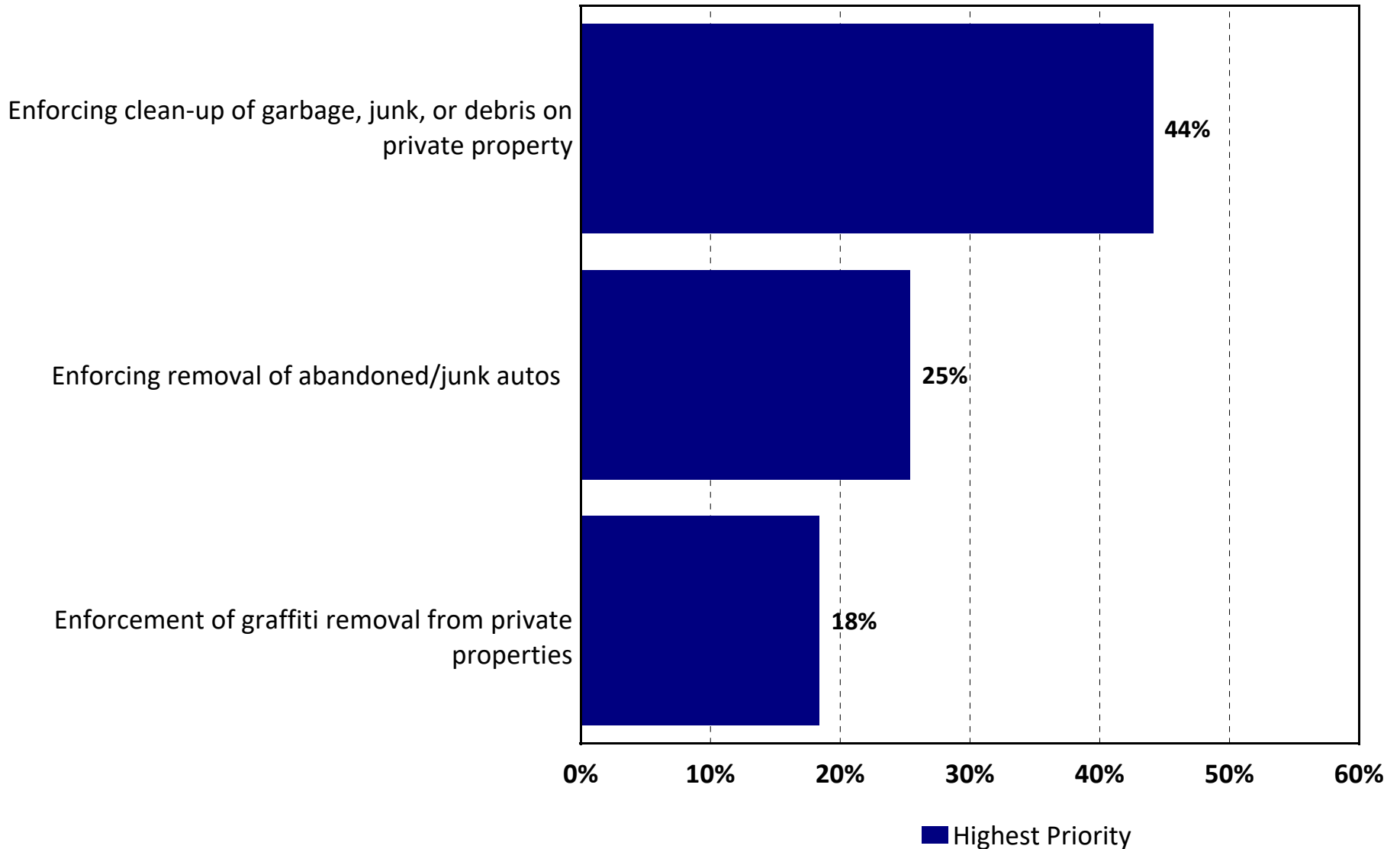
Q10. Satisfaction with the Enforcement of City Codes and Ordinances

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



Q11. Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years

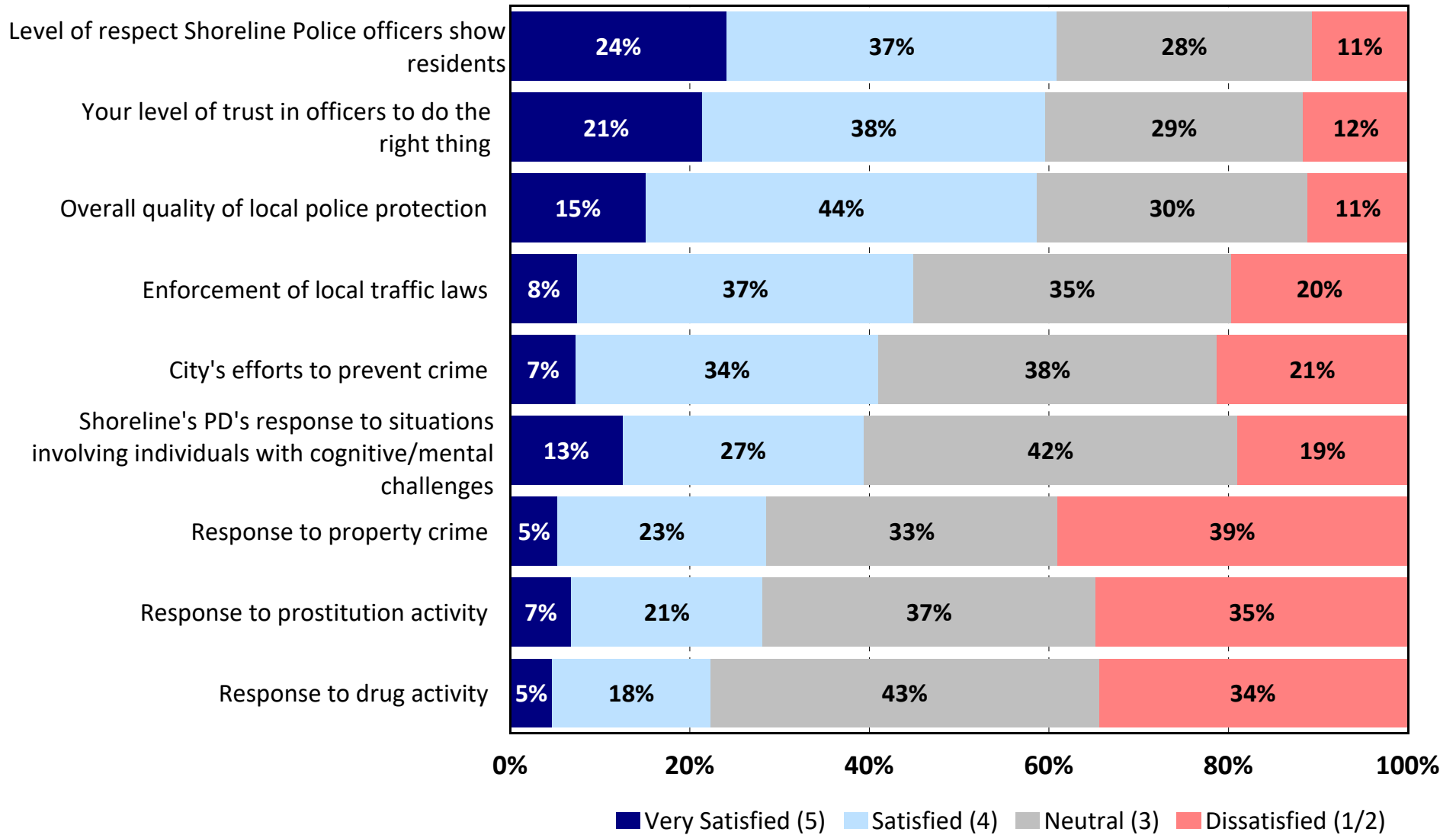
by percentage of respondents who selected the item as the highest priority



Public Safety

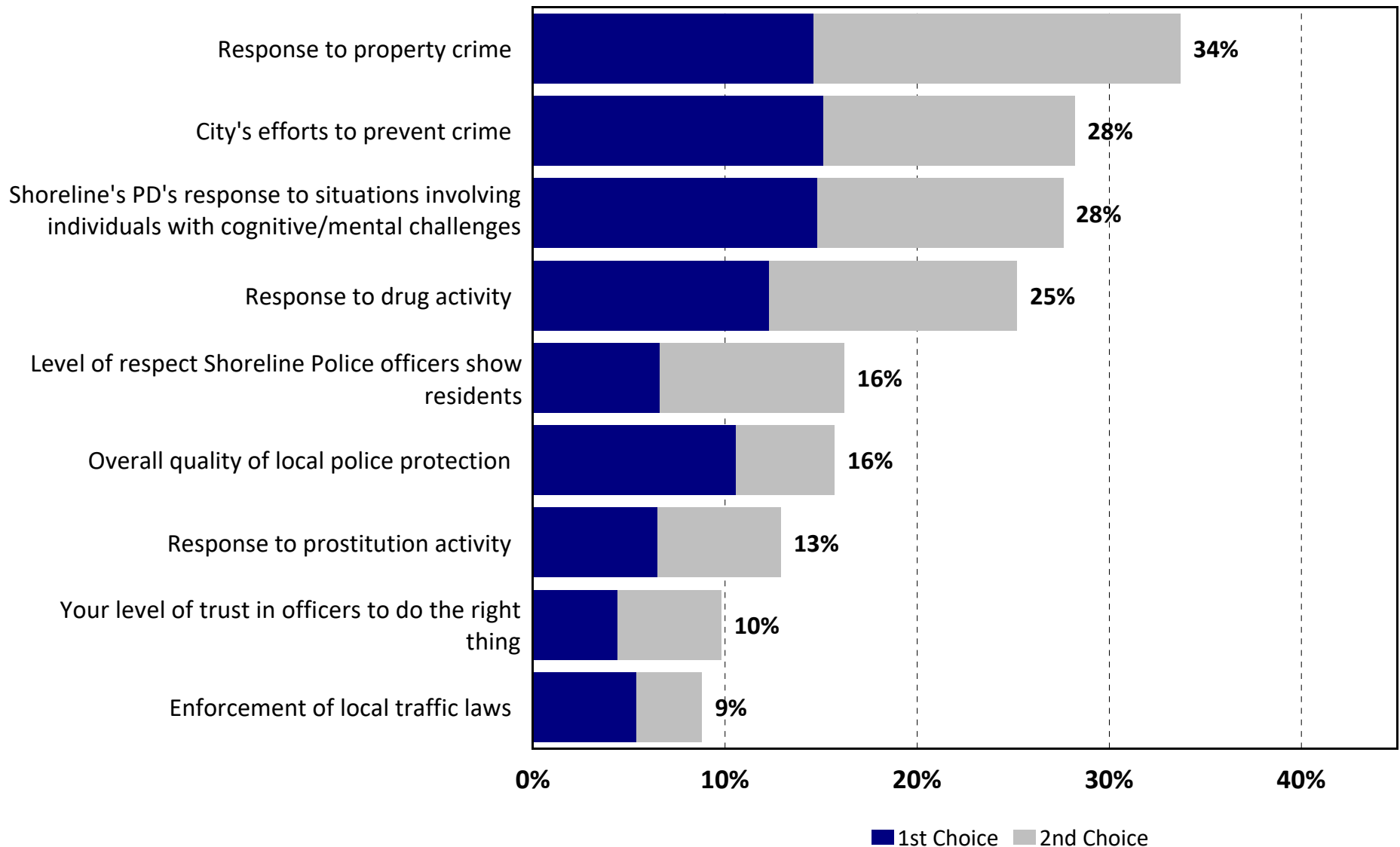
Q12. Satisfaction with Public Safety

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



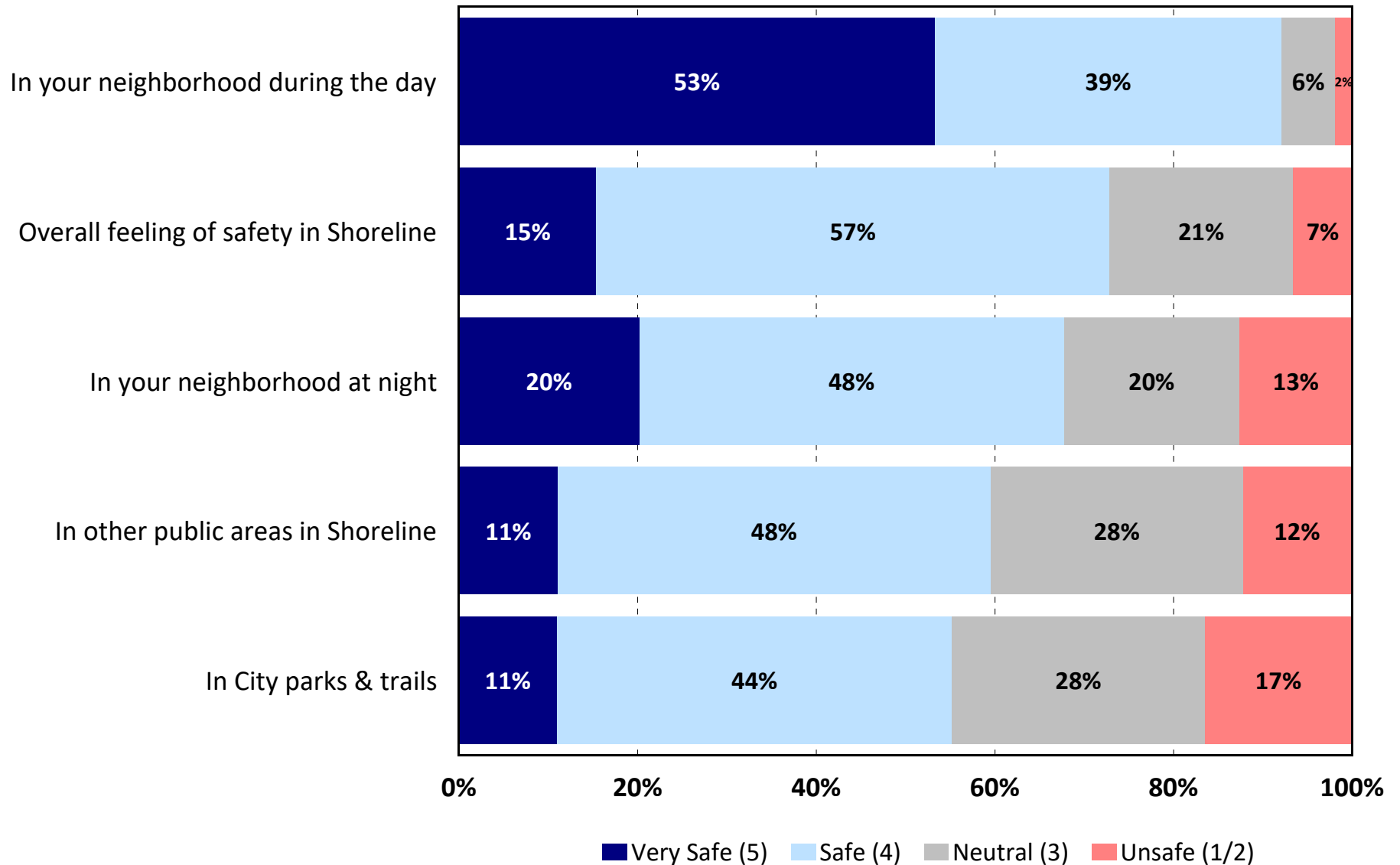
Q13. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

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



Q14. Level of Safety in Various Situations

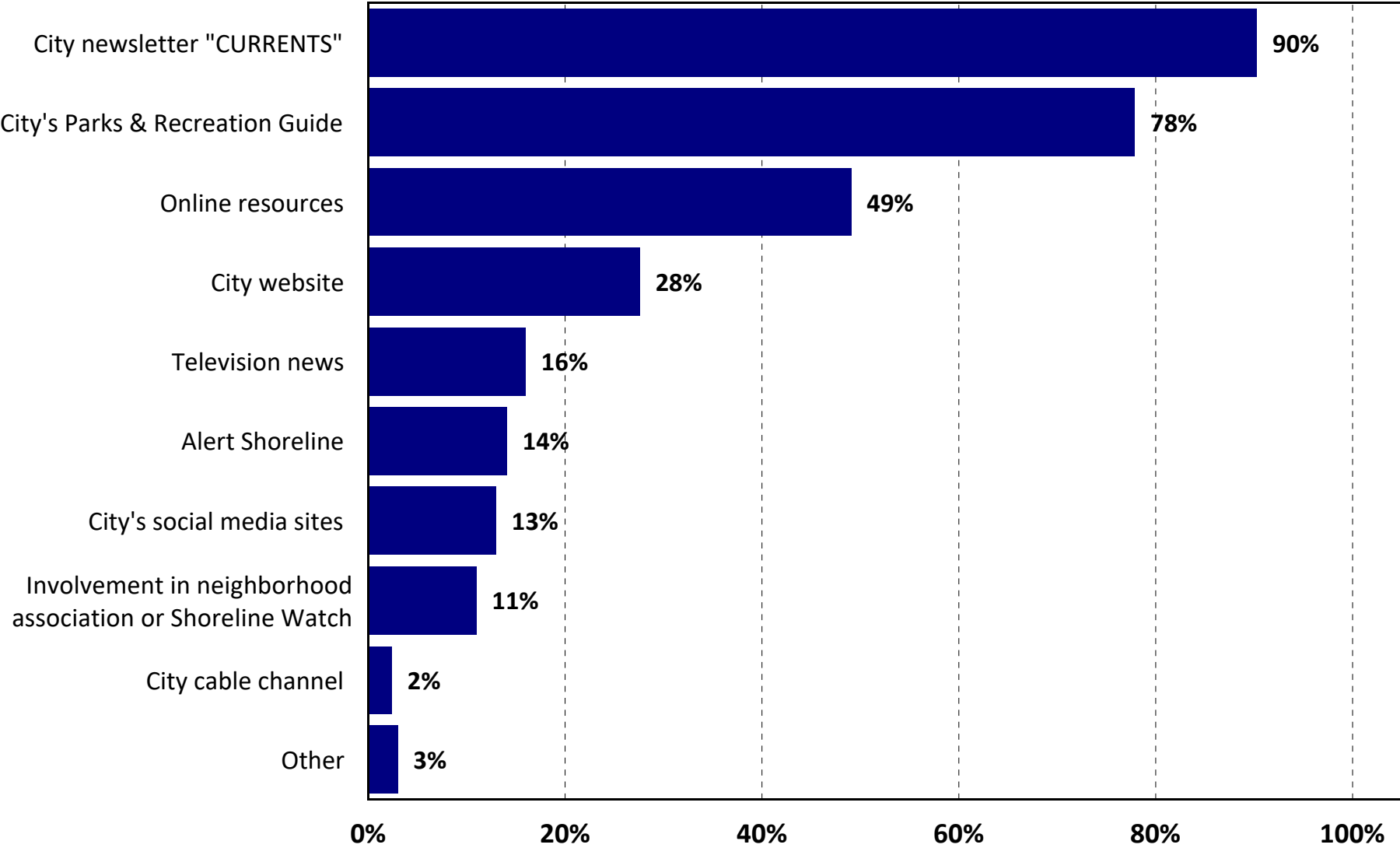
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Communication

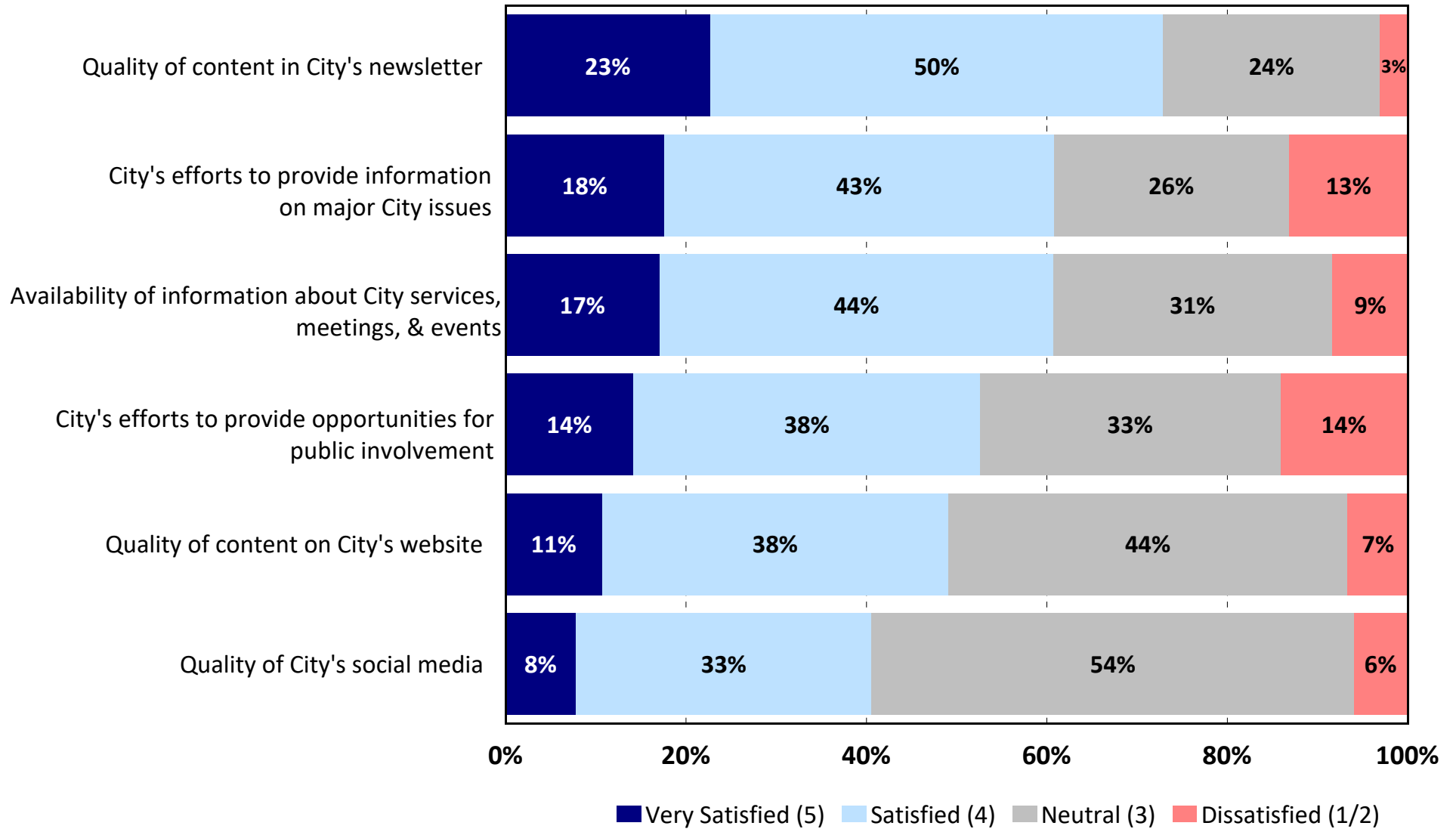
Q15. How Residents Receive Information About City Projects, Issues, Services, and Events

by percentage of respondents (multiple choices could be made)



Q16. Satisfaction with City Communication

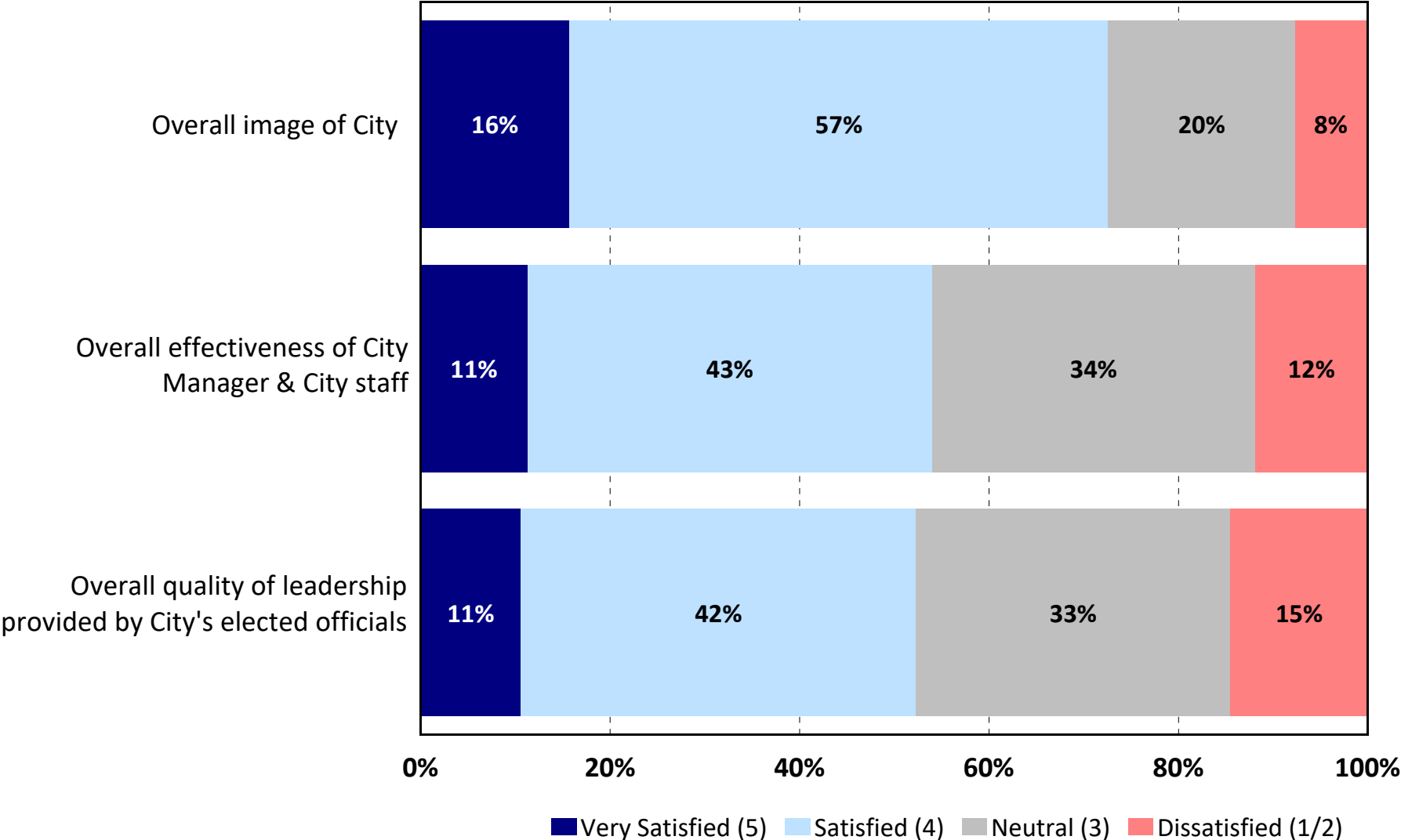
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Leadership and Quality of Life

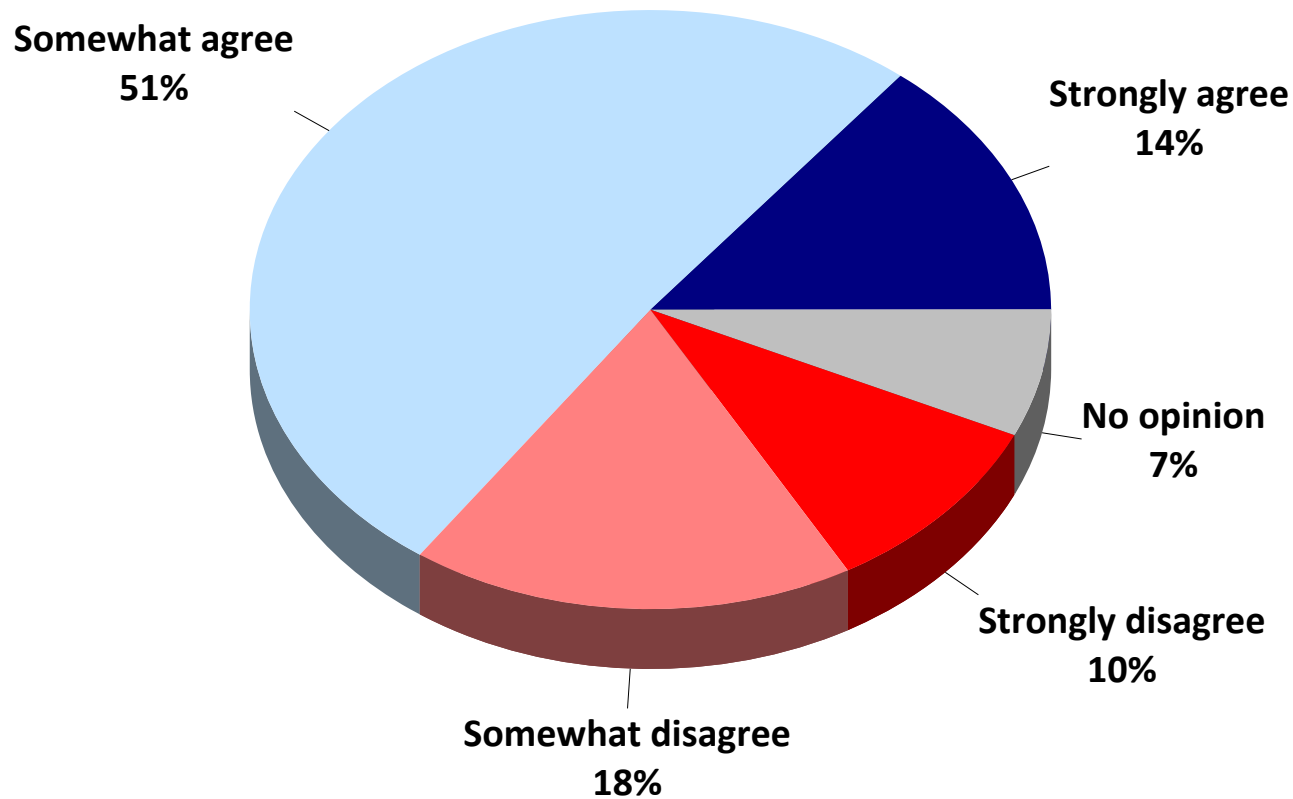
Q17. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline

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



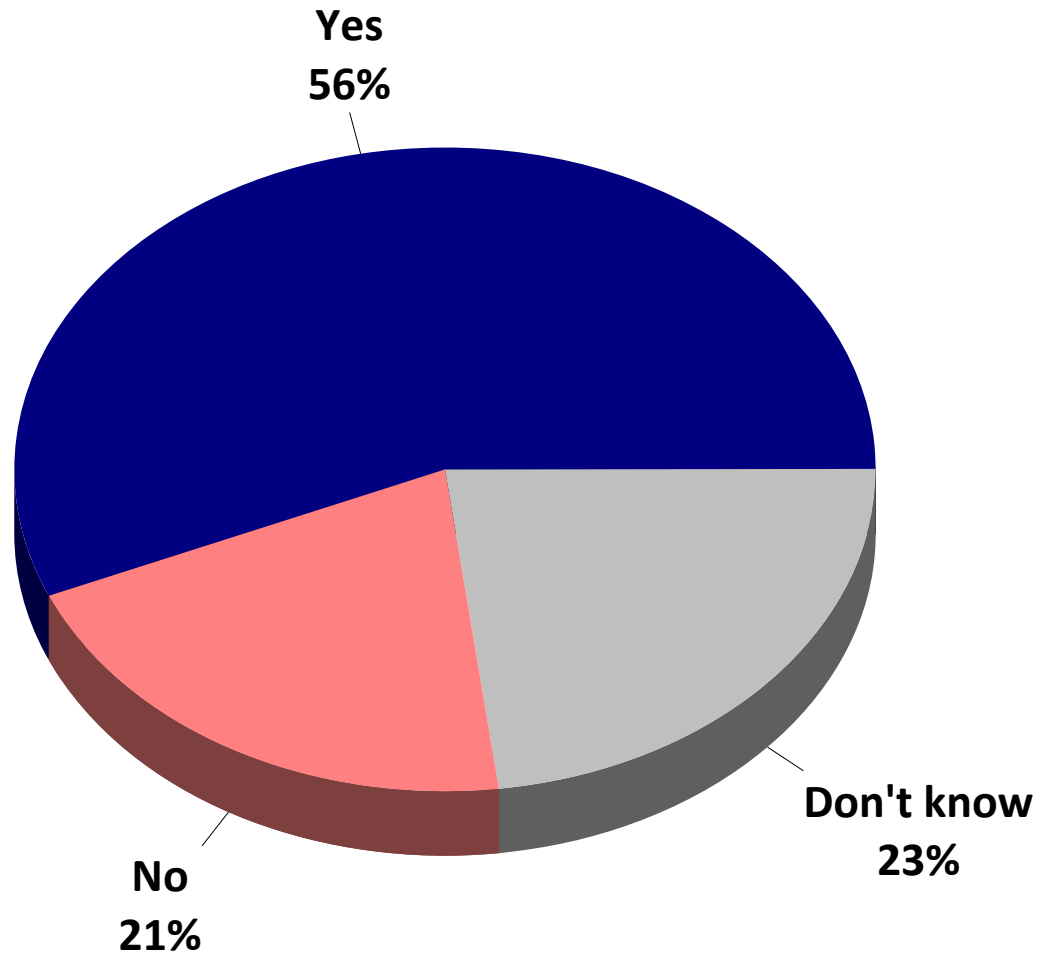
Q18. How much do you agree with the statement “I trust the City of Shoreline to spend my tax dollars responsibly”?

by percentage of respondents (excluding not provided)



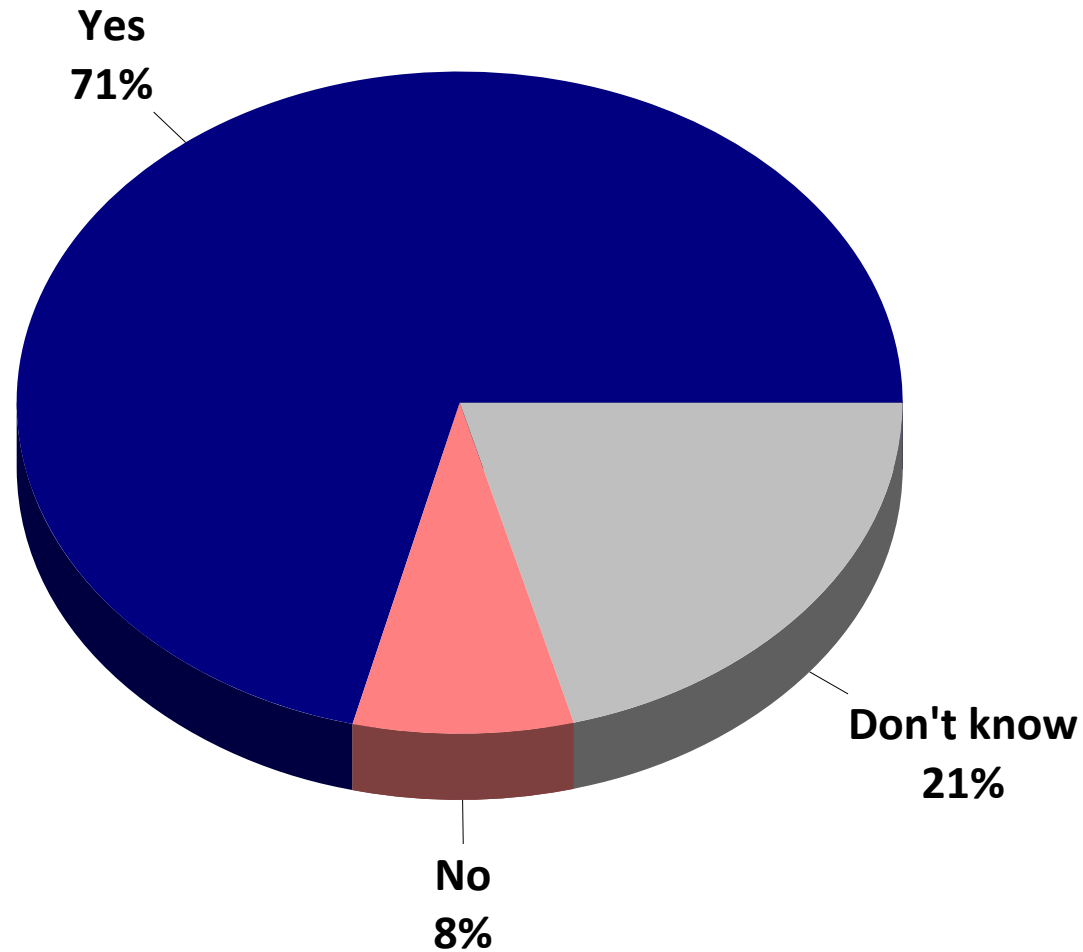
Q19. In general, do you think the City of Shoreline is moving in the right direction?

by percentage of respondents



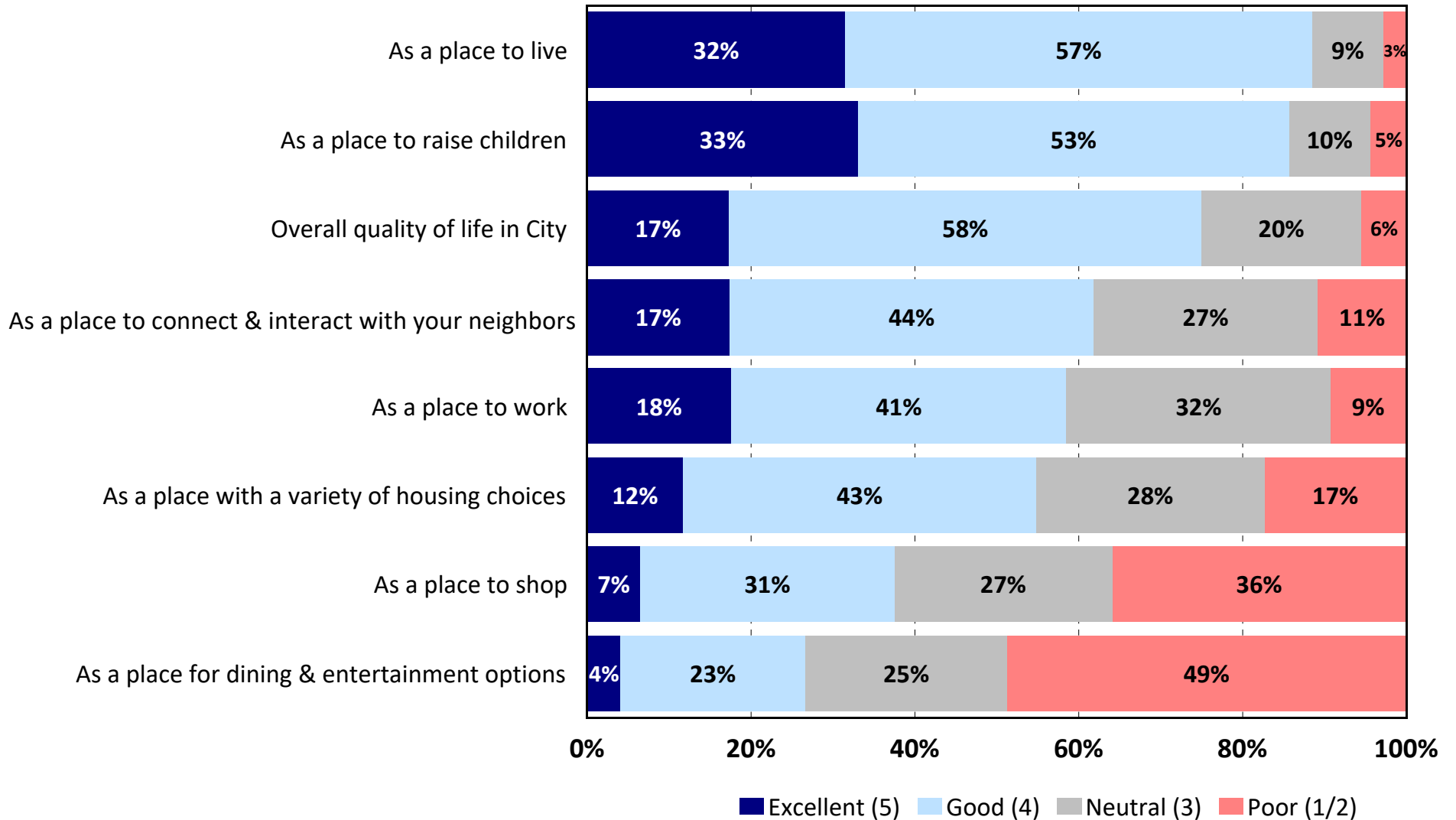
Q20. In general, do you believe Shoreline is a welcoming and inclusive community?

by percentage of respondents



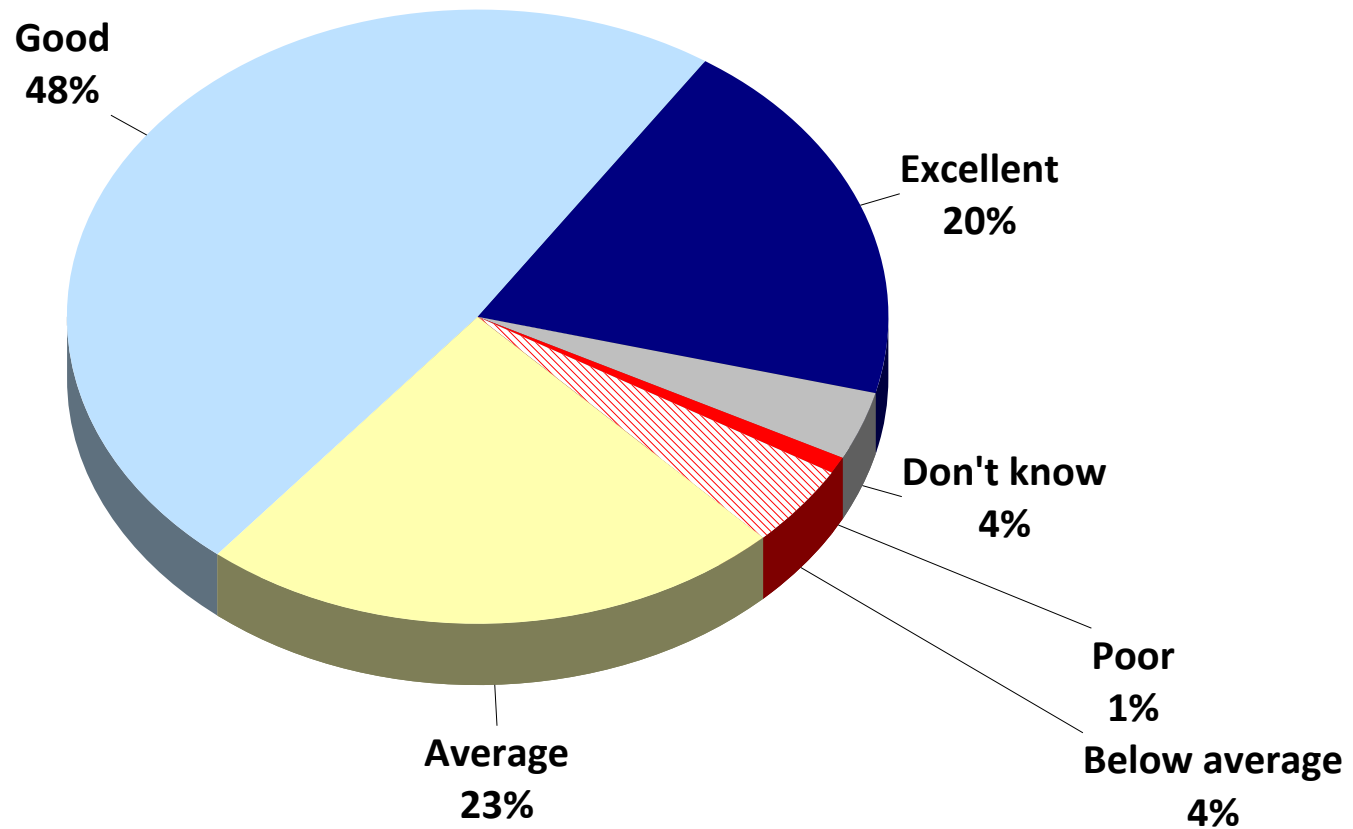
Q21. How Respondents Rate Shoreline as a Place to Live, Work and Raise Children

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



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

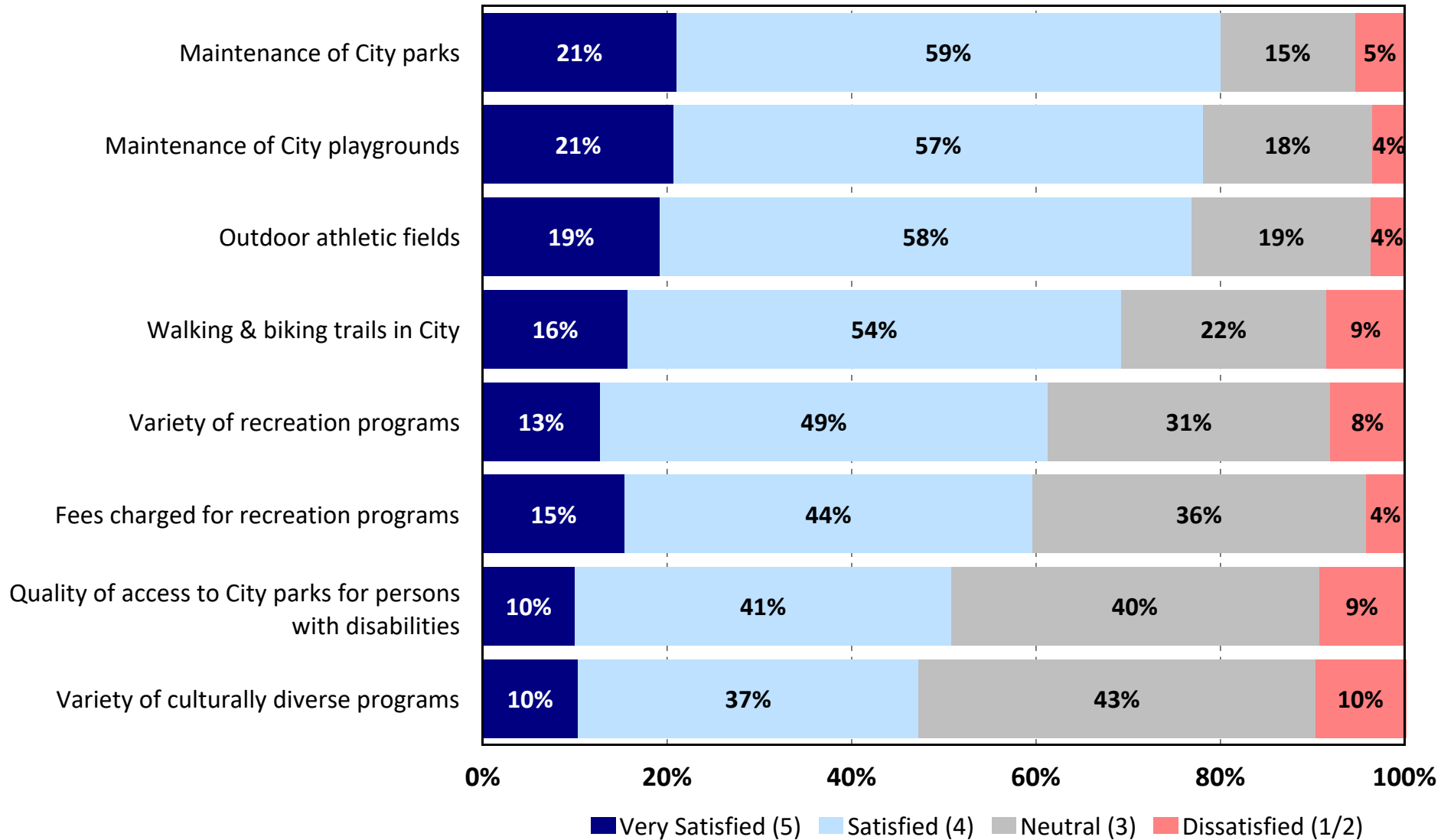
by percentage of respondents



Parks and Recreation

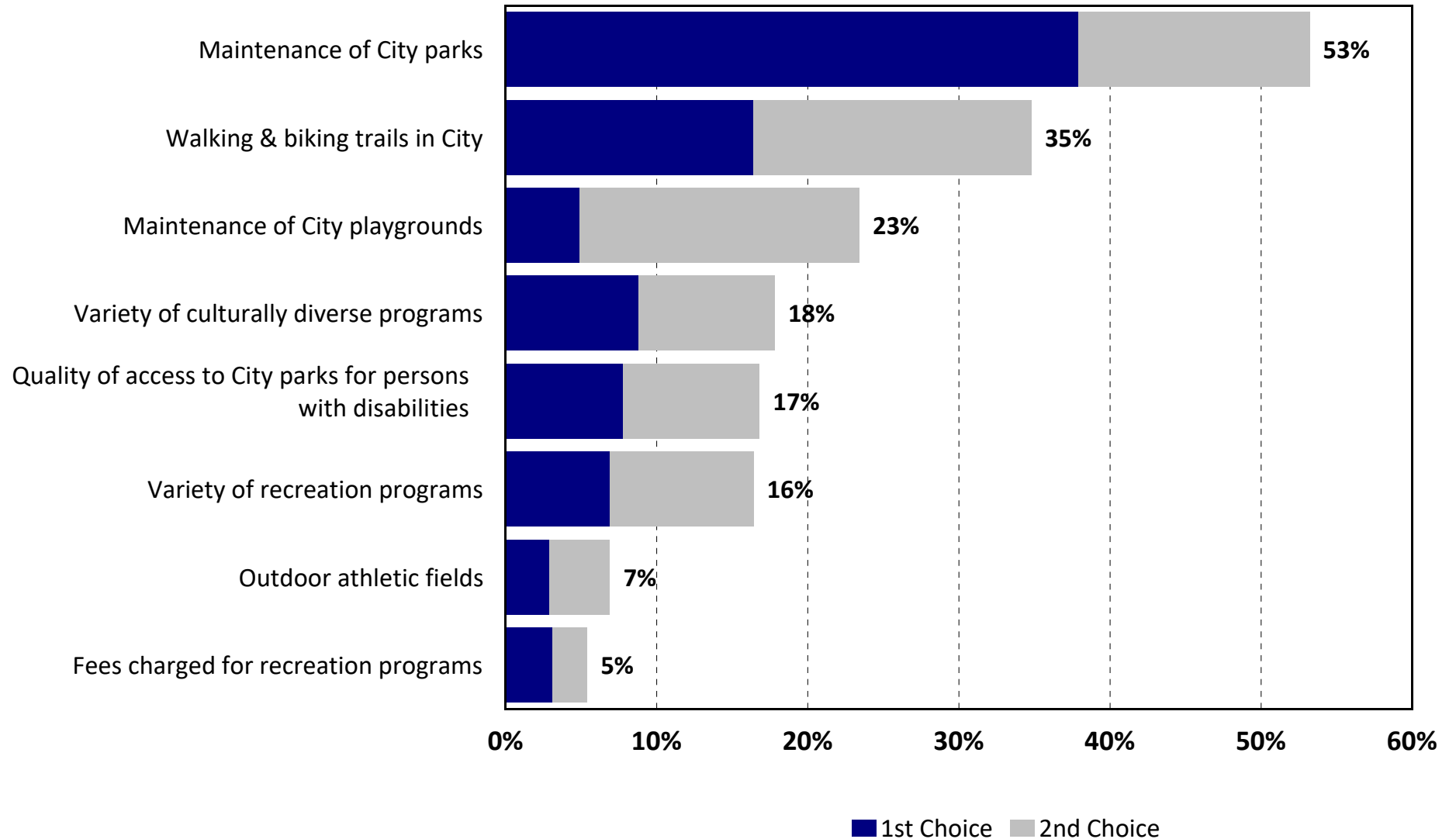
Q23. Satisfaction with Parks and Recreation

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



Q24. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

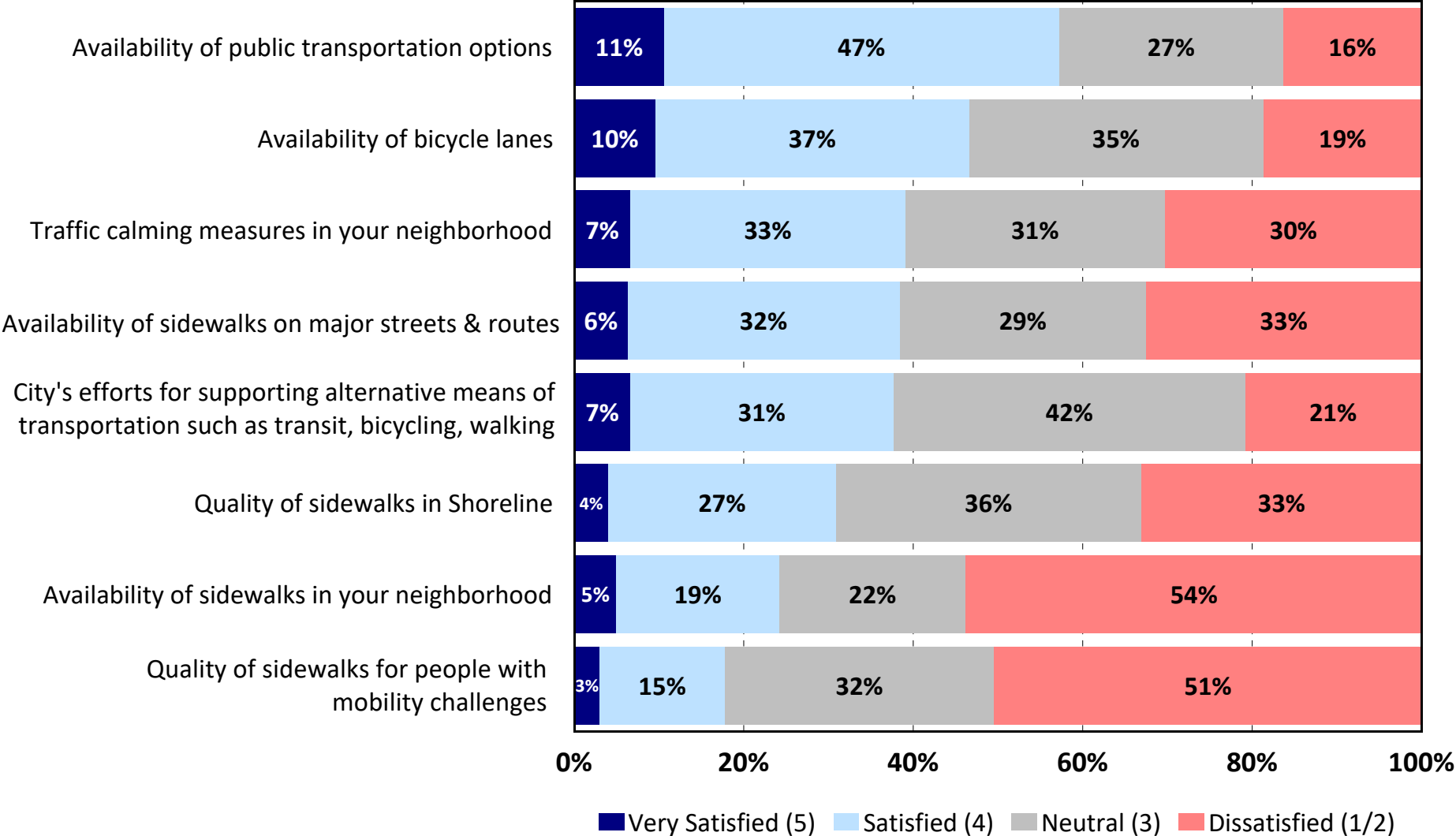
by percentage of respondents who selected the item as one of their top two choices



Transportation and Land Use

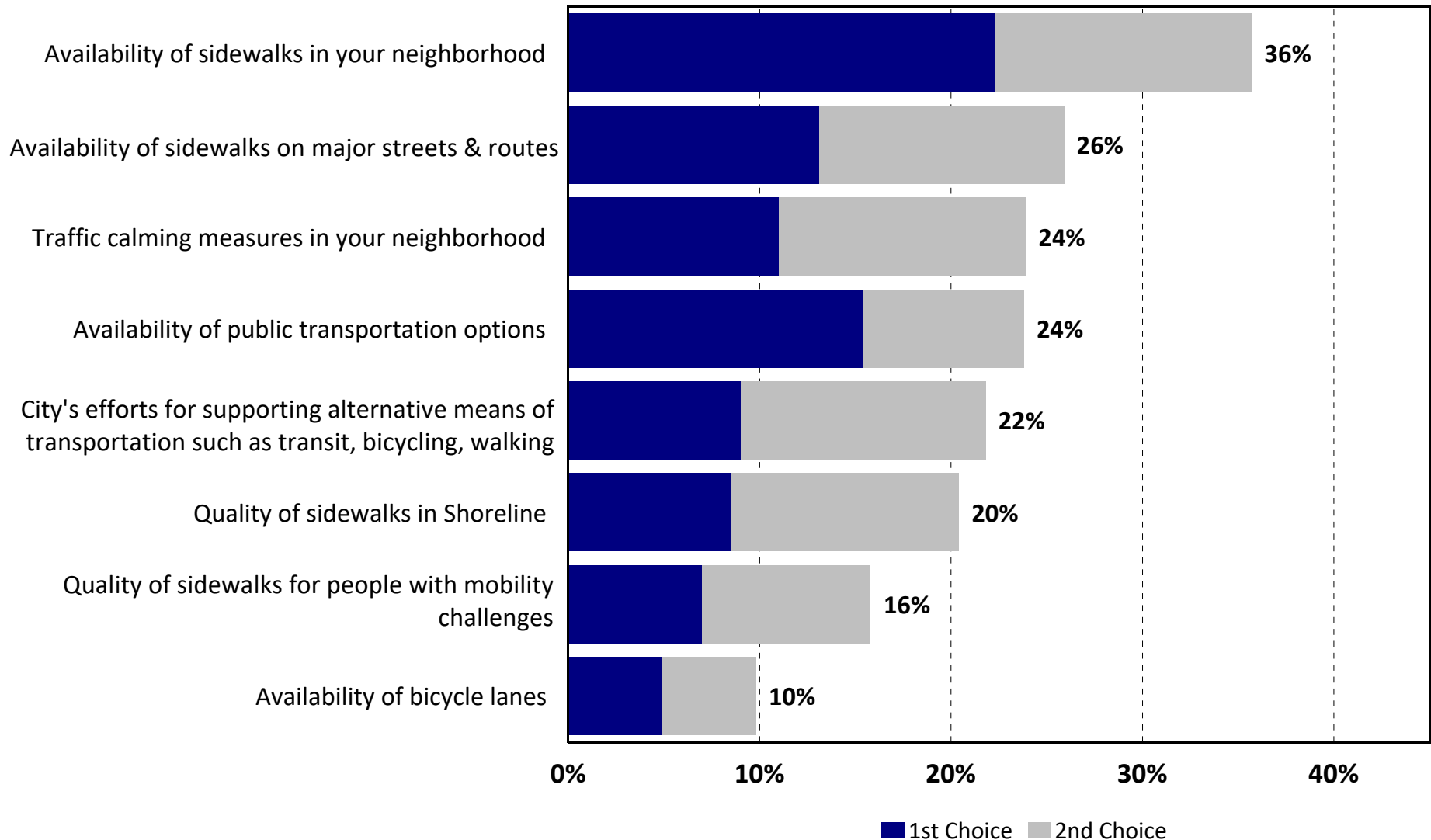
Q25. Satisfaction with Transportation and Land Use

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



Q26. Aspects of Transportation and Land Use That Should Receive the Most Emphasis Over the Next Two Years

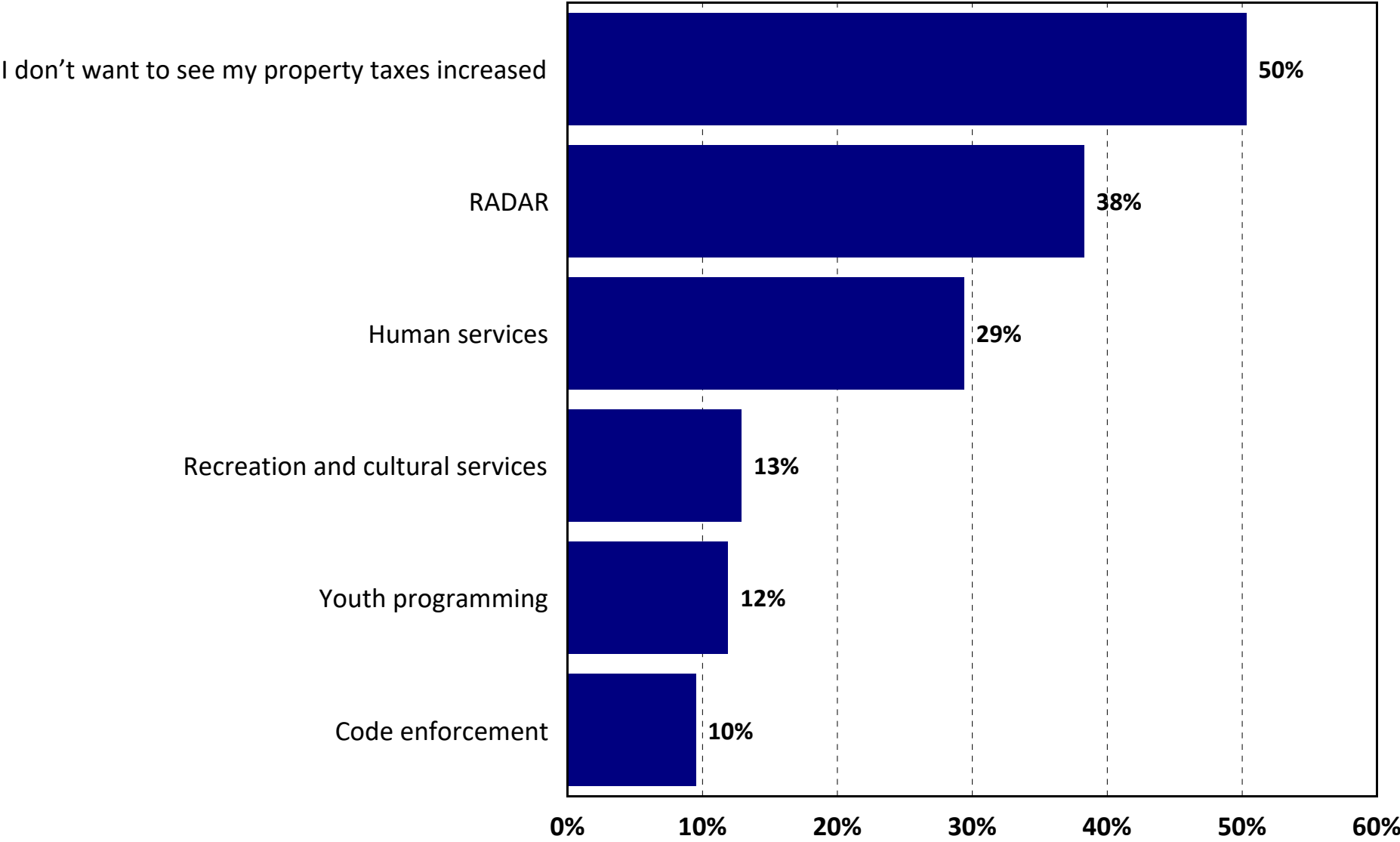
by percentage of respondents who selected the item as one of their top two choices



Streets, Sidewalks and Housing

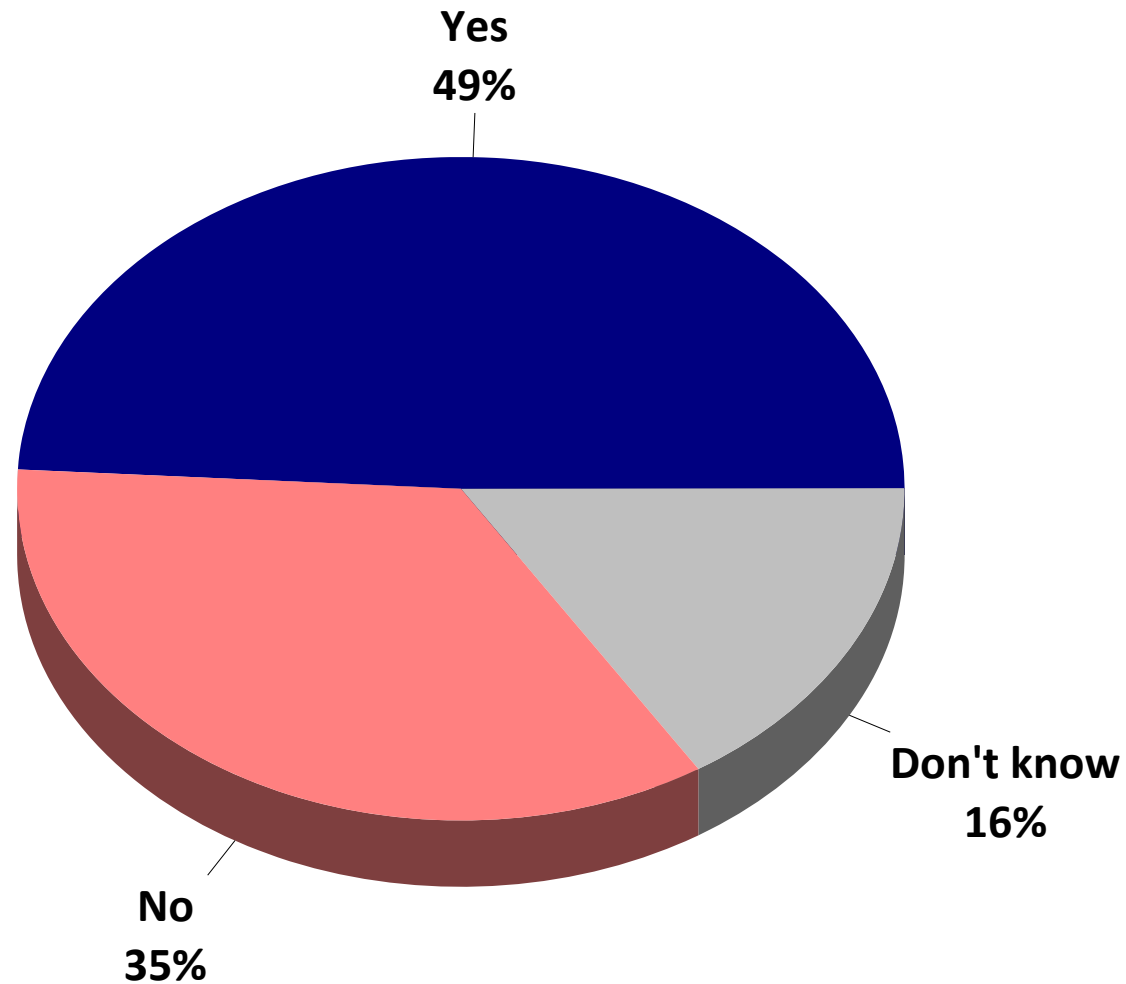
Q27. Preferred Funding for City Services

by percentage of respondents (multiple choices could be made)



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

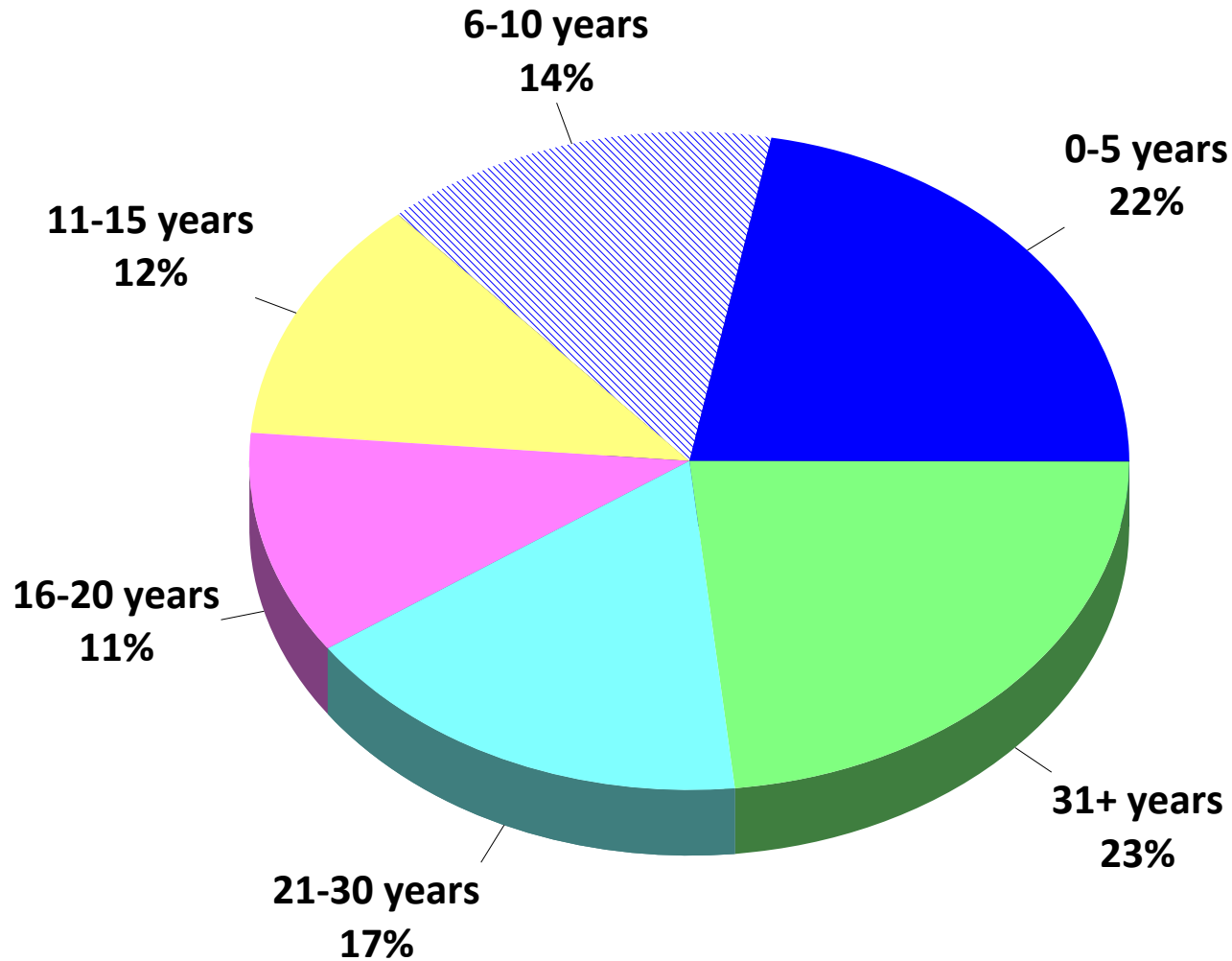
by percentage of respondents



Demographics

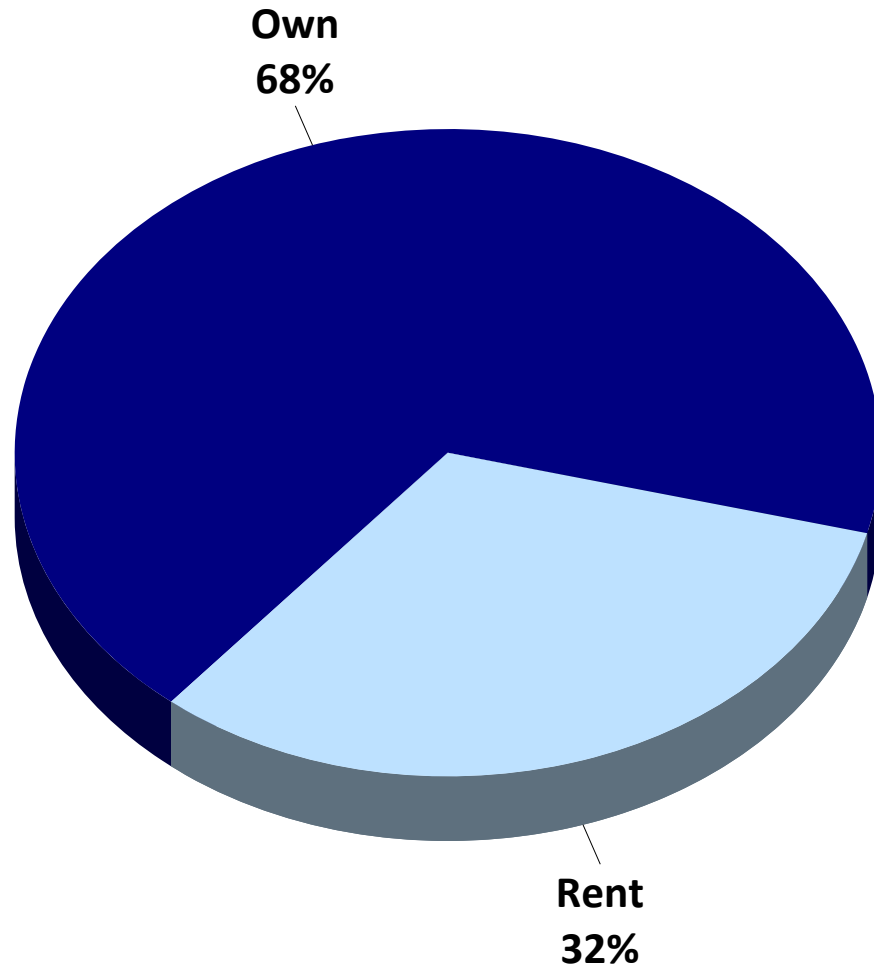
Q29. Demographics: How many years have you lived in the City of Shoreline?

by percentage of respondents



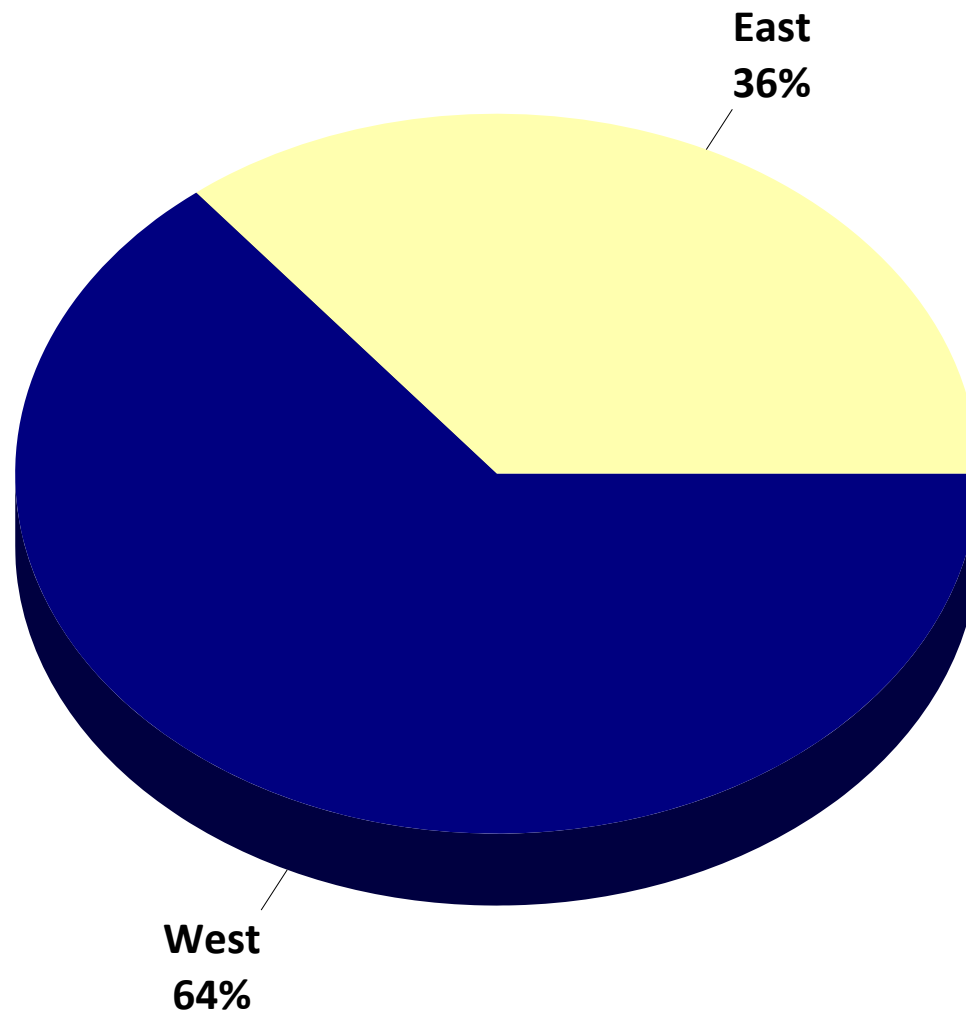
Q30. Demographics: Do you rent or own your current residence?

by percentage of respondents



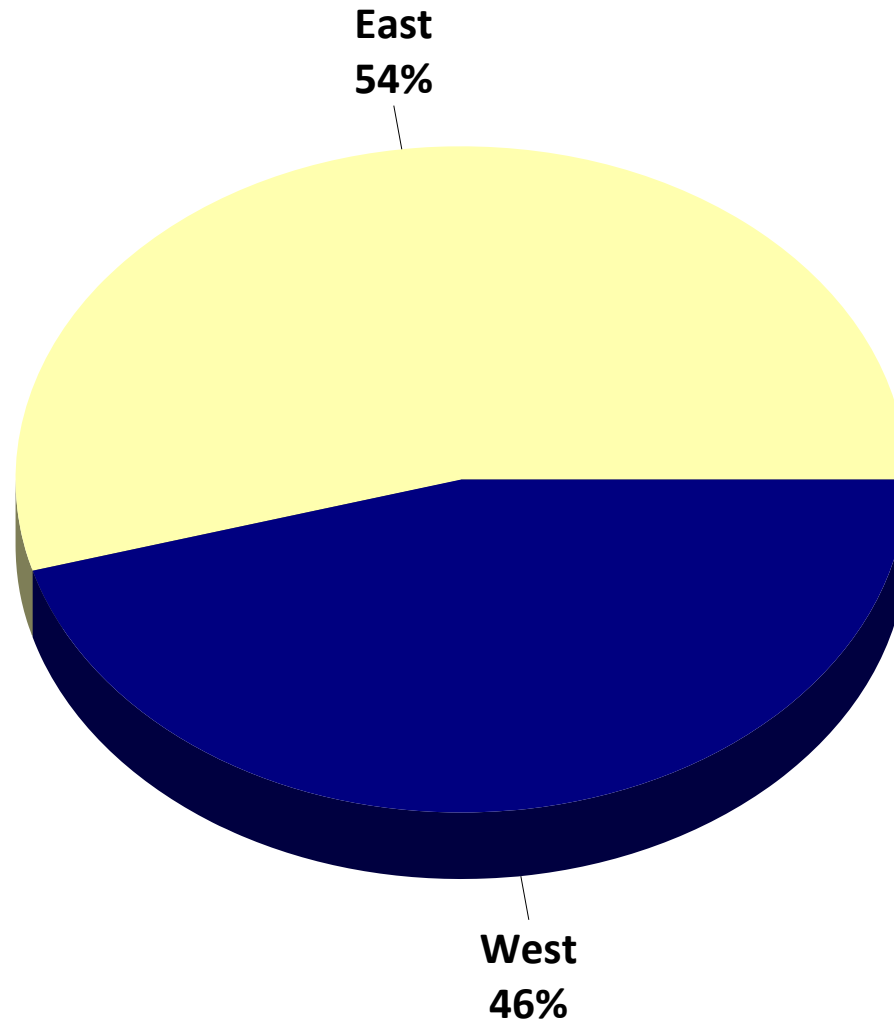
Q31. Demographics: Do you live east or west of I-5?

by percentage of respondents



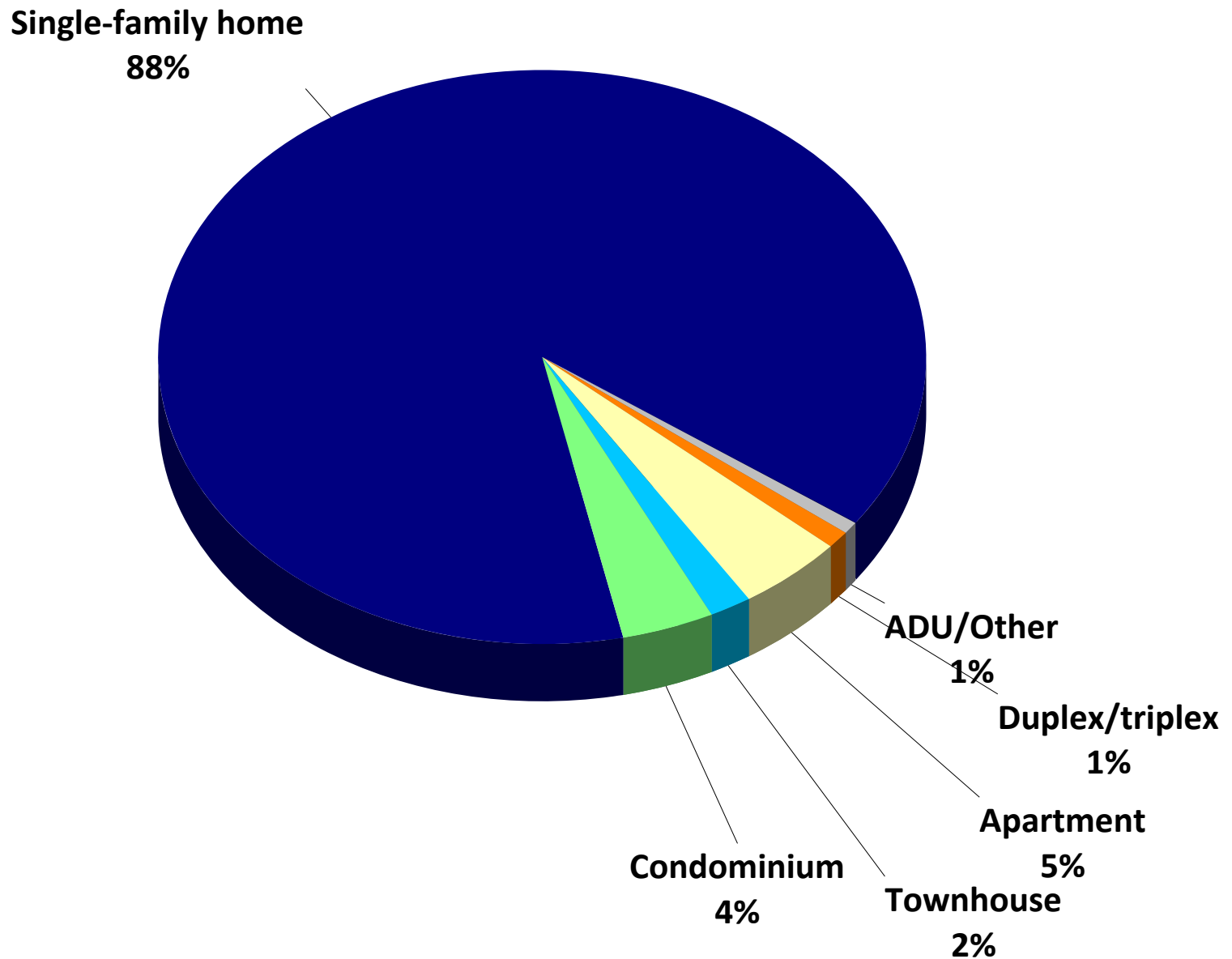
Q32. Demographics: Do you live east or west of Aurora Avenue N.?

by percentage of respondents



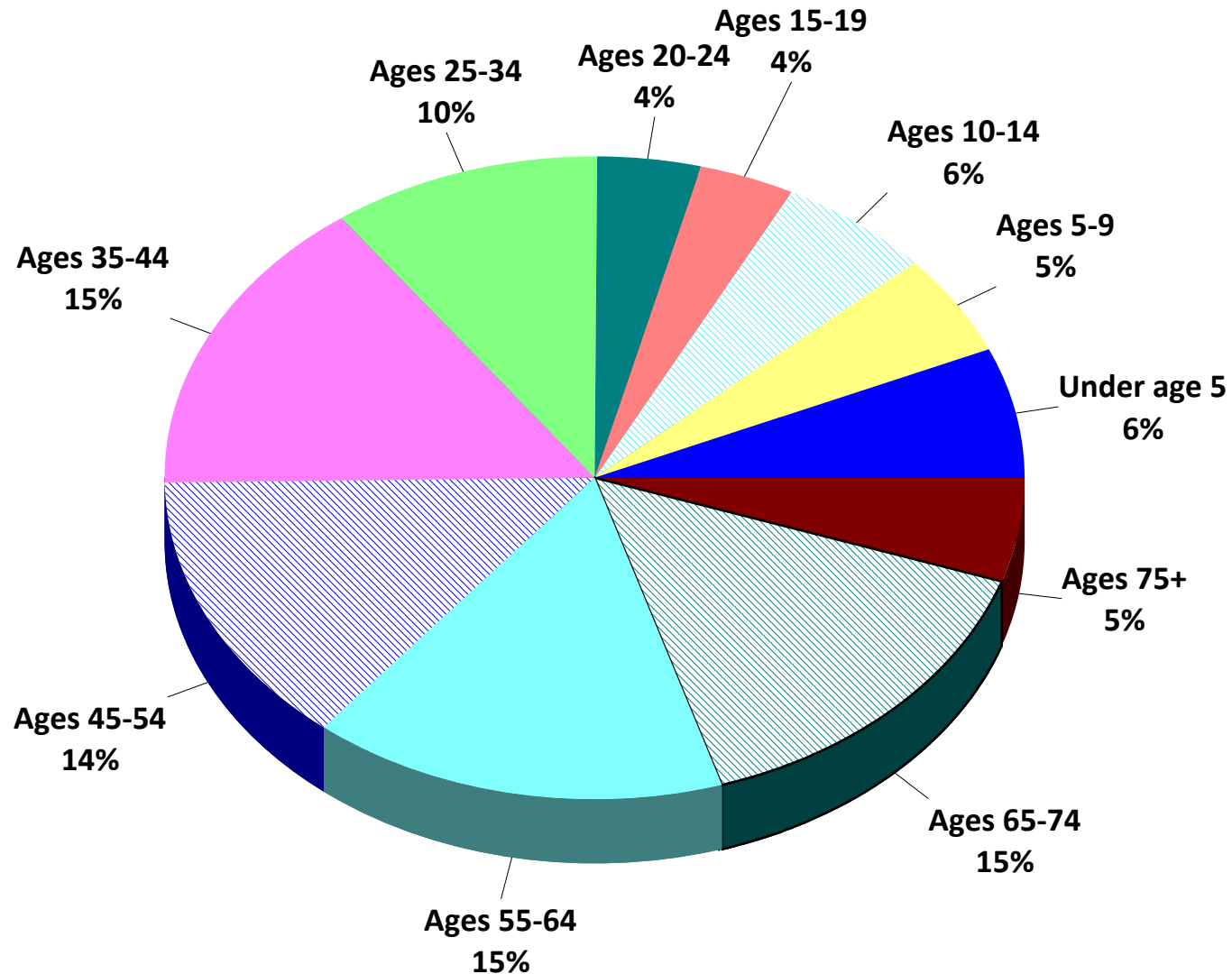
Q33. Demographics: What type of residence do you live in?

by percentage of respondents



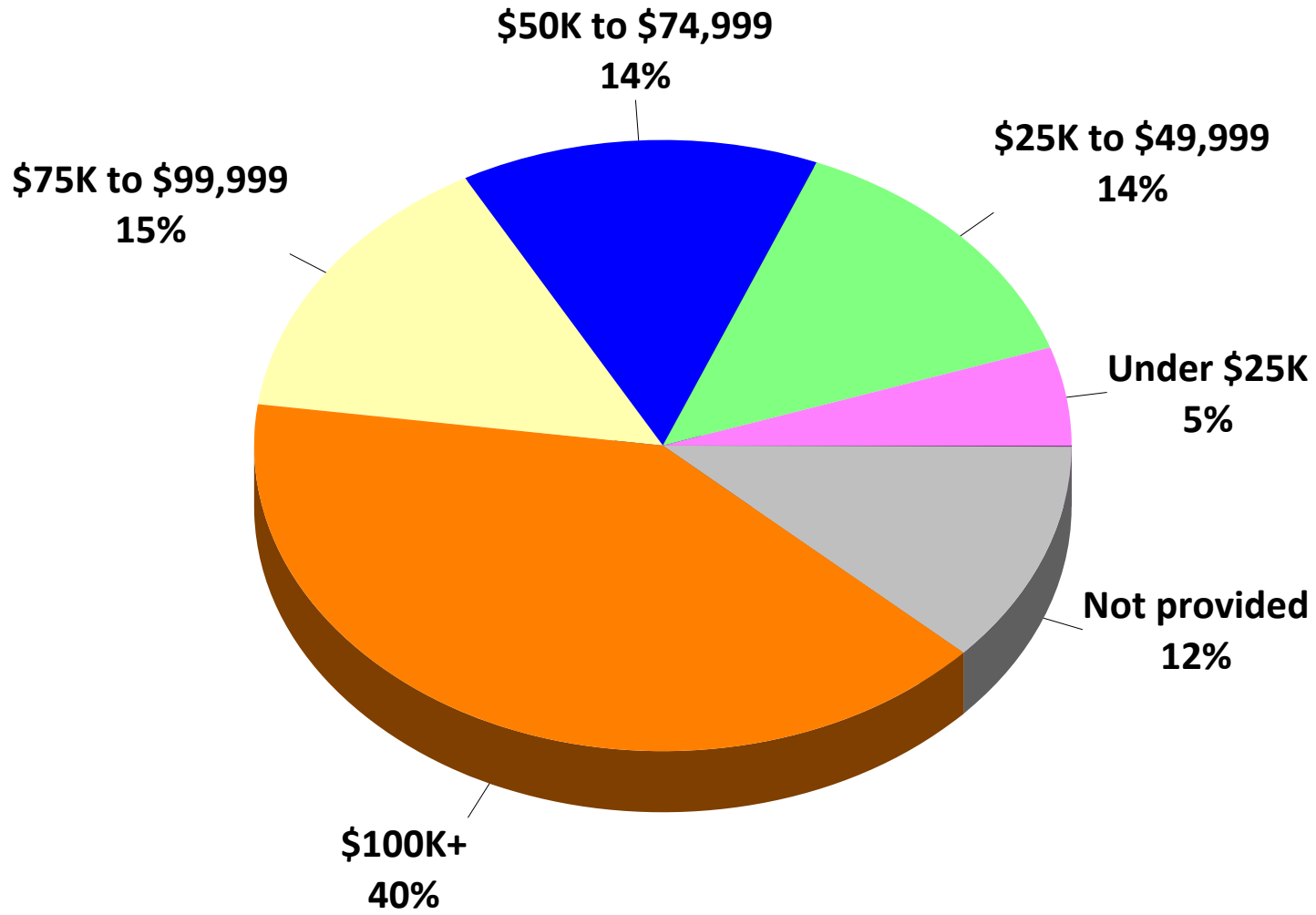
Q34. Demographics: Counting yourself, how many people in your household are...

by percentage of persons in the household



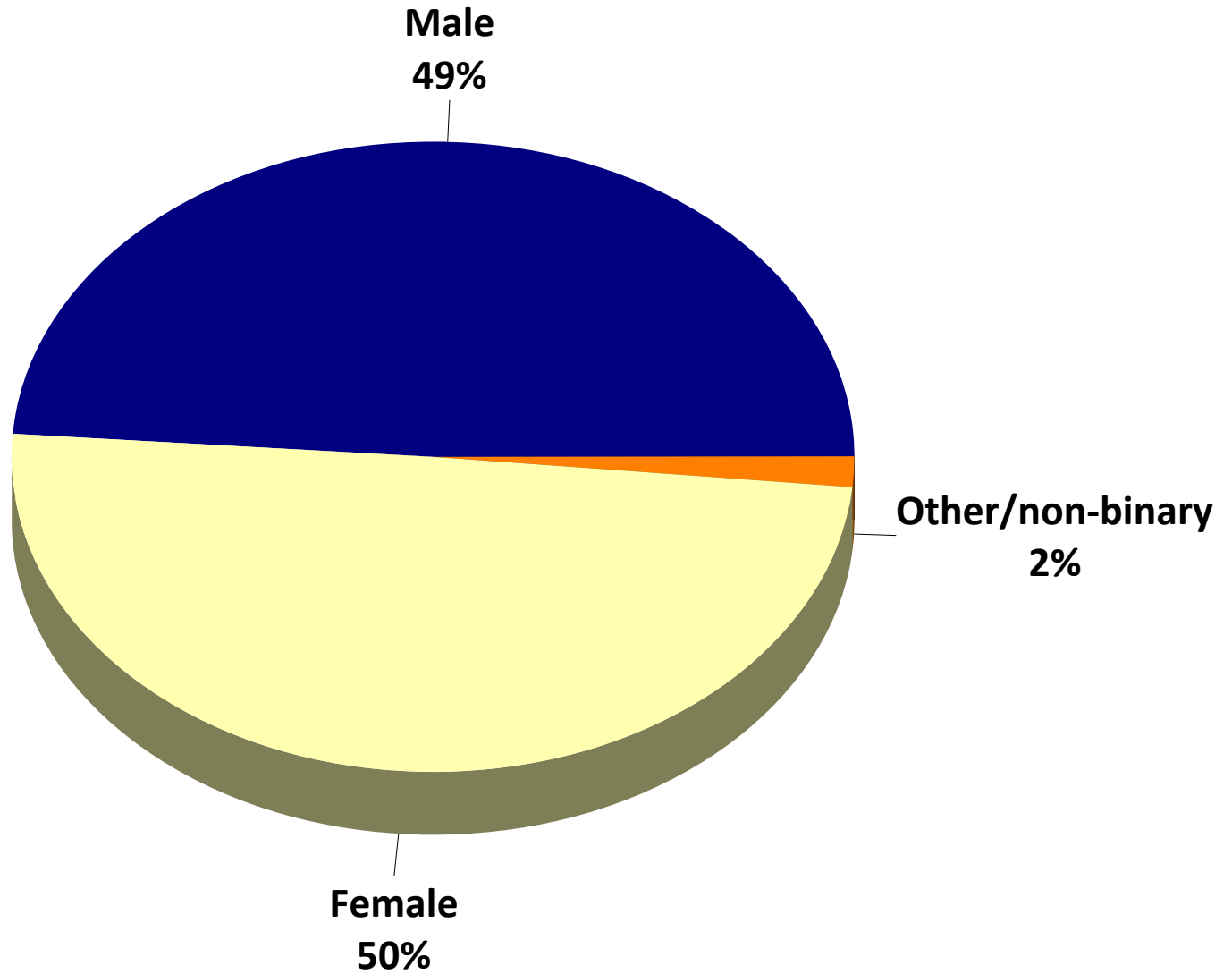
Q35. Demographics: Annual Household Income

by percentage of respondents



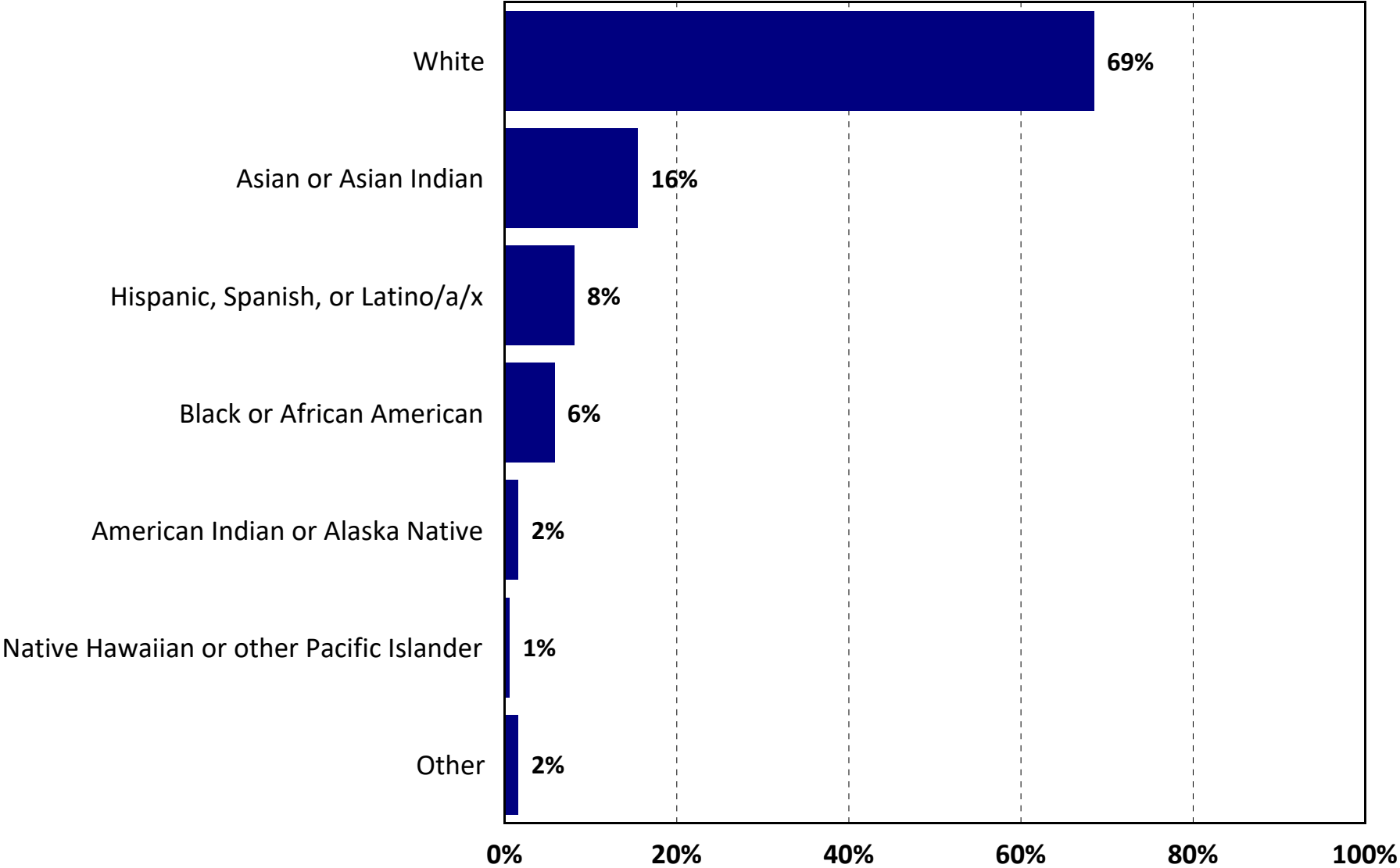
Q36. Demographics: Gender Identity

by percentage of respondents



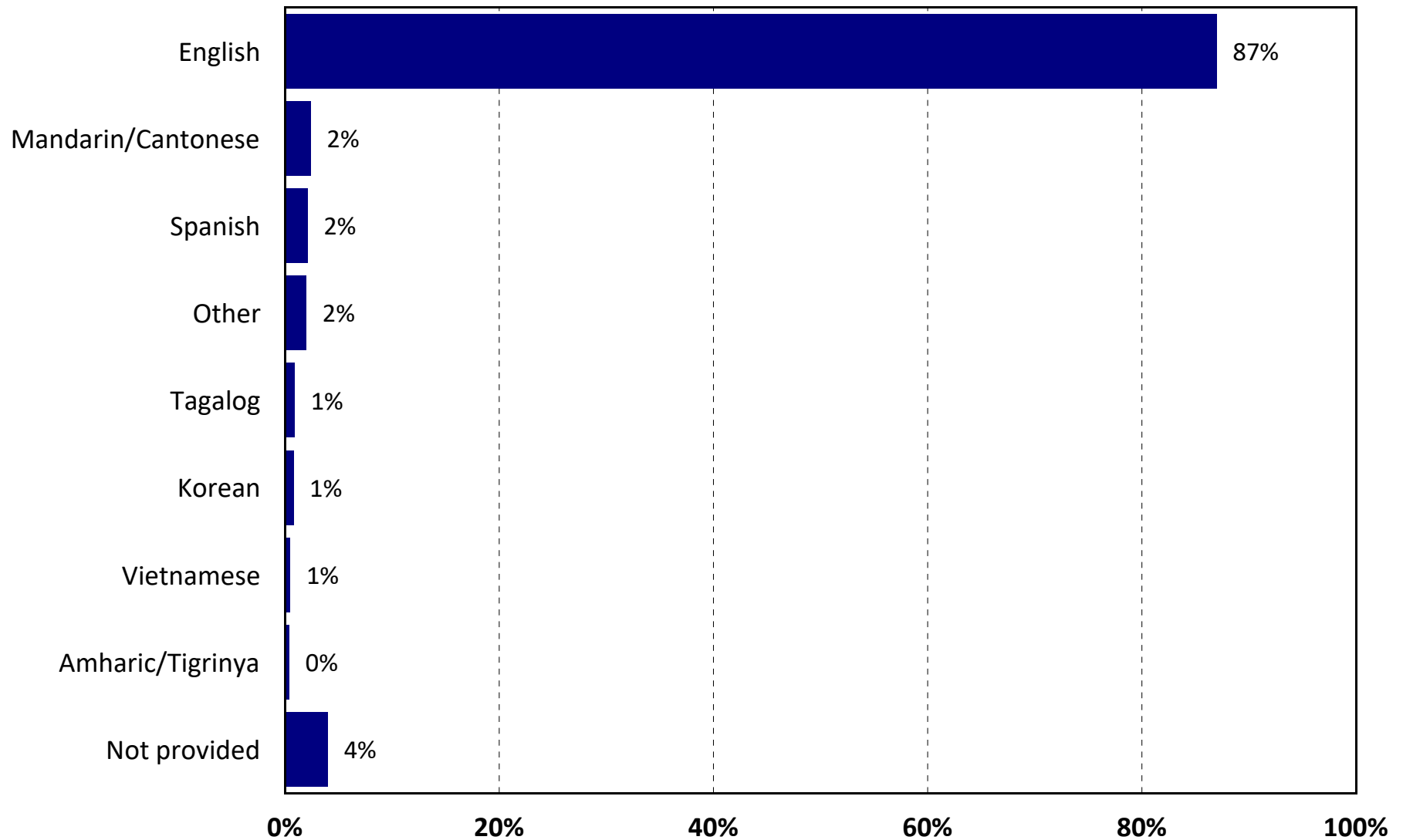
Q37. Demographics: Race/Ethnicity

by percentage of respondents (multiple selections could be made)



Q38. Demographics: What is the primary language spoken in your home?

by percentage of respondents (multiple selections could be made)



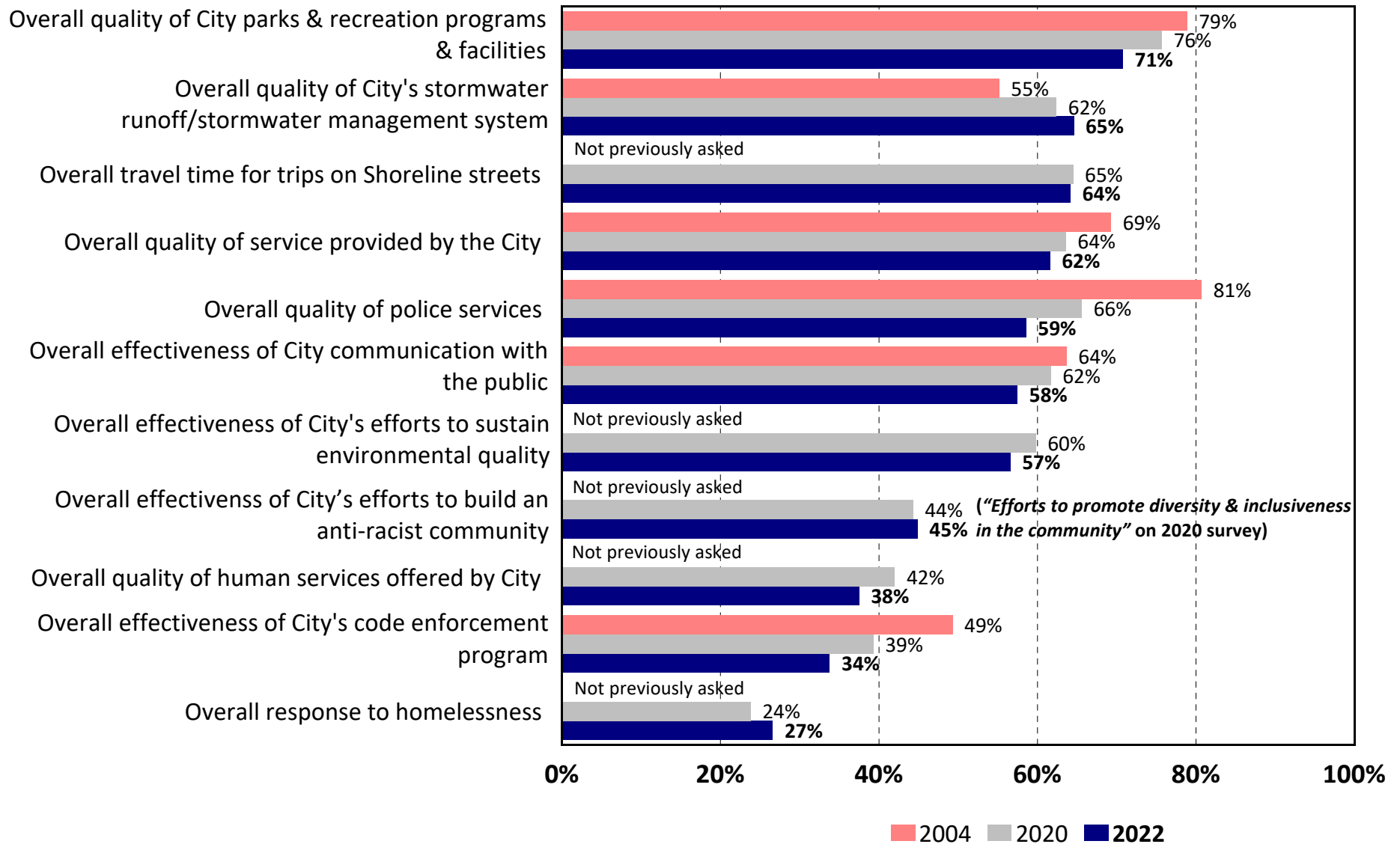
2

Trend Charts

Overall Satisfaction With City Services by Major Category

Trends - 2004, 2020 and 2022

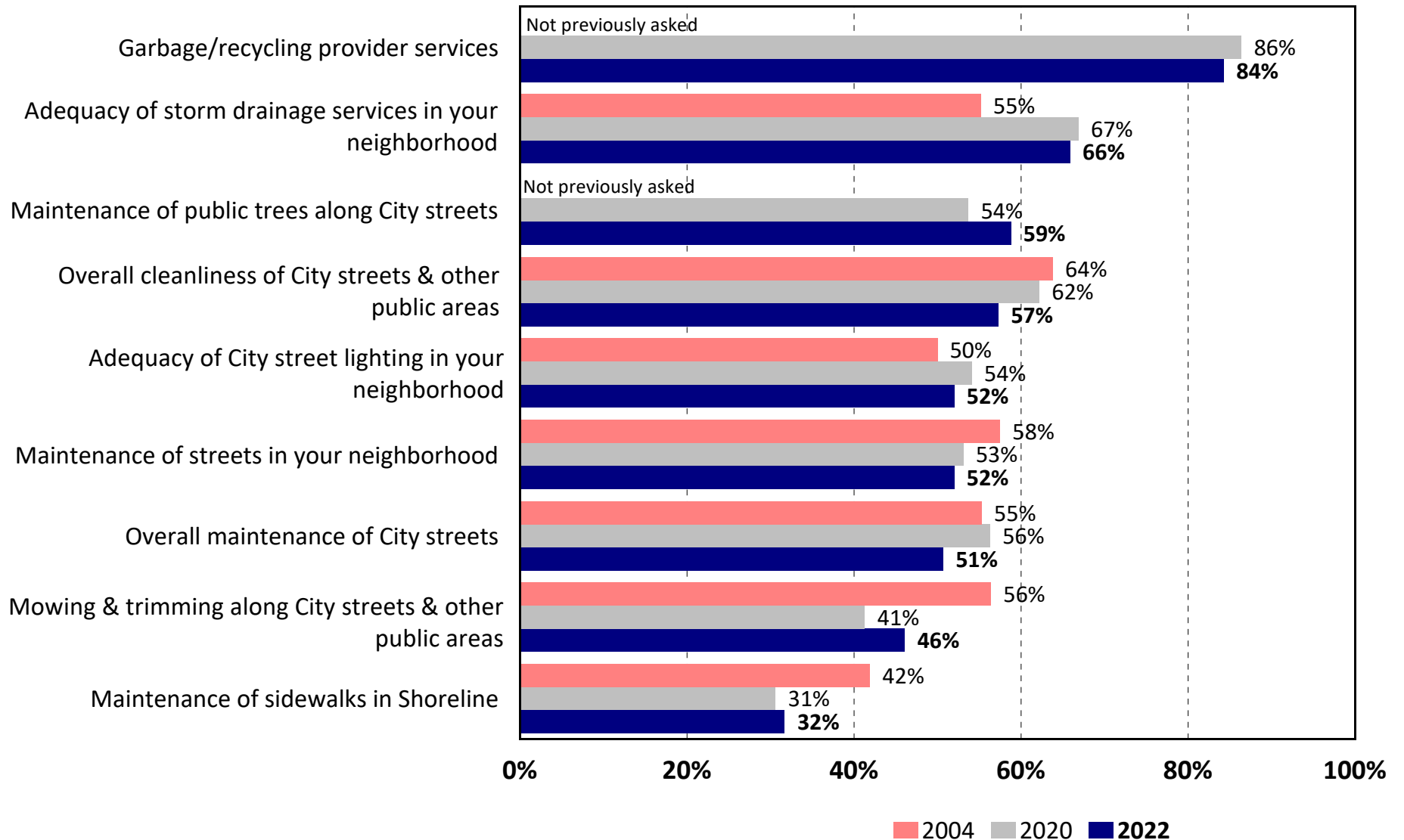
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Satisfaction Ratings for City Maintenance

Trends - 2004, 2020 and 2022

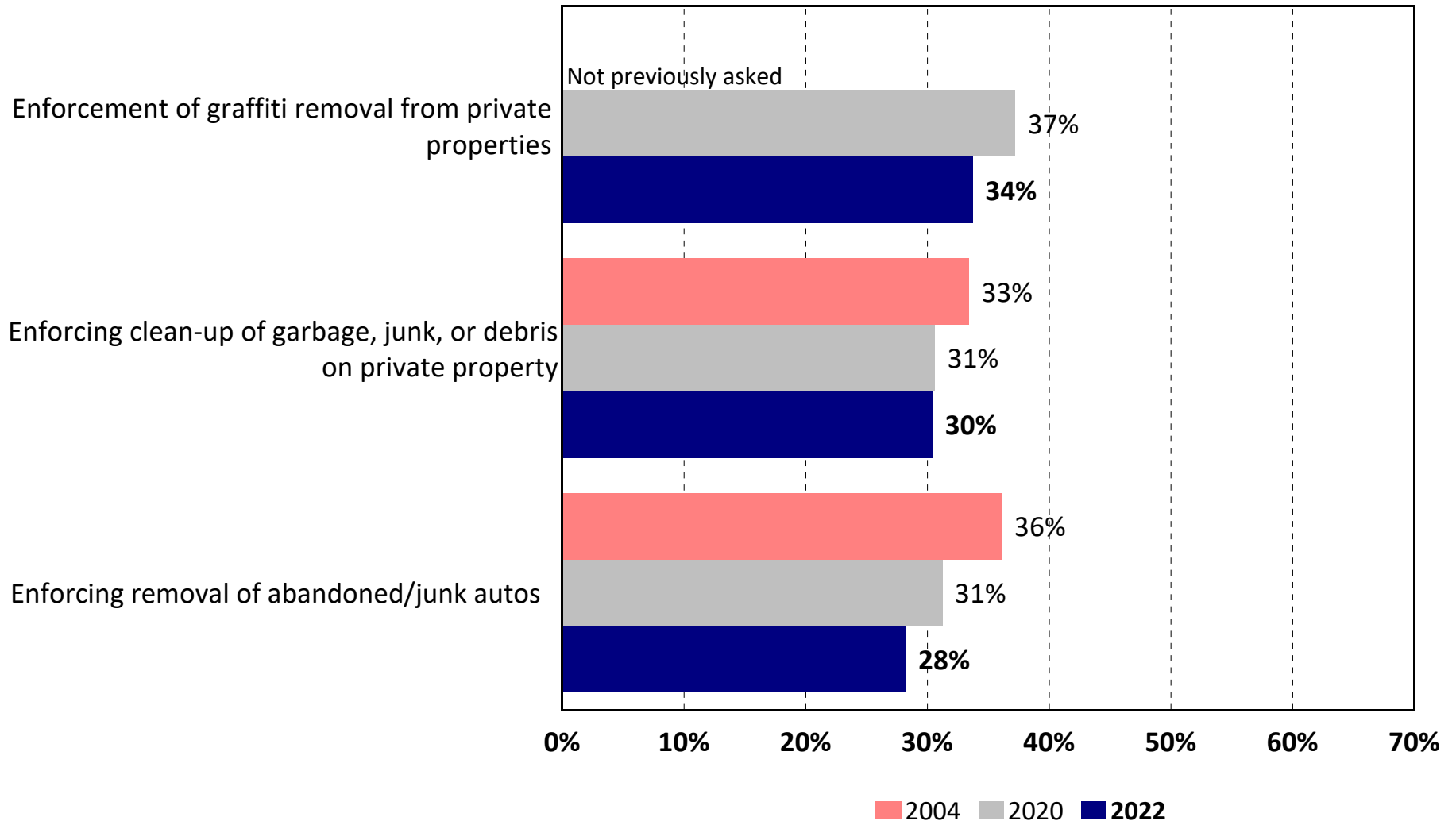
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Satisfaction Ratings for the Enforcement of City Codes and Ordinances

Trends - 2004, 2020 and 2022

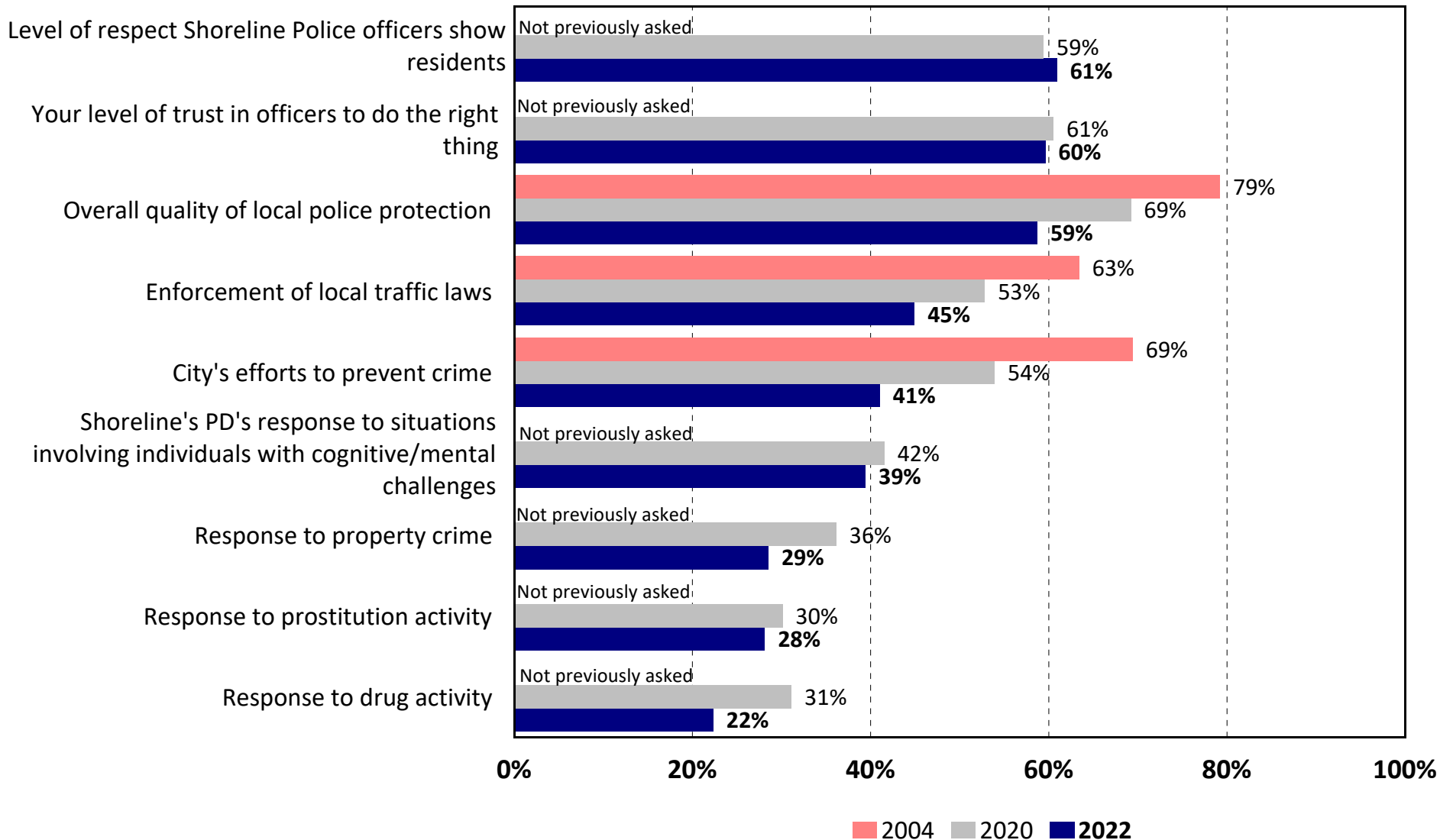
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Satisfaction Ratings for Public Safety

Trends - 2004, 2020 and 2022

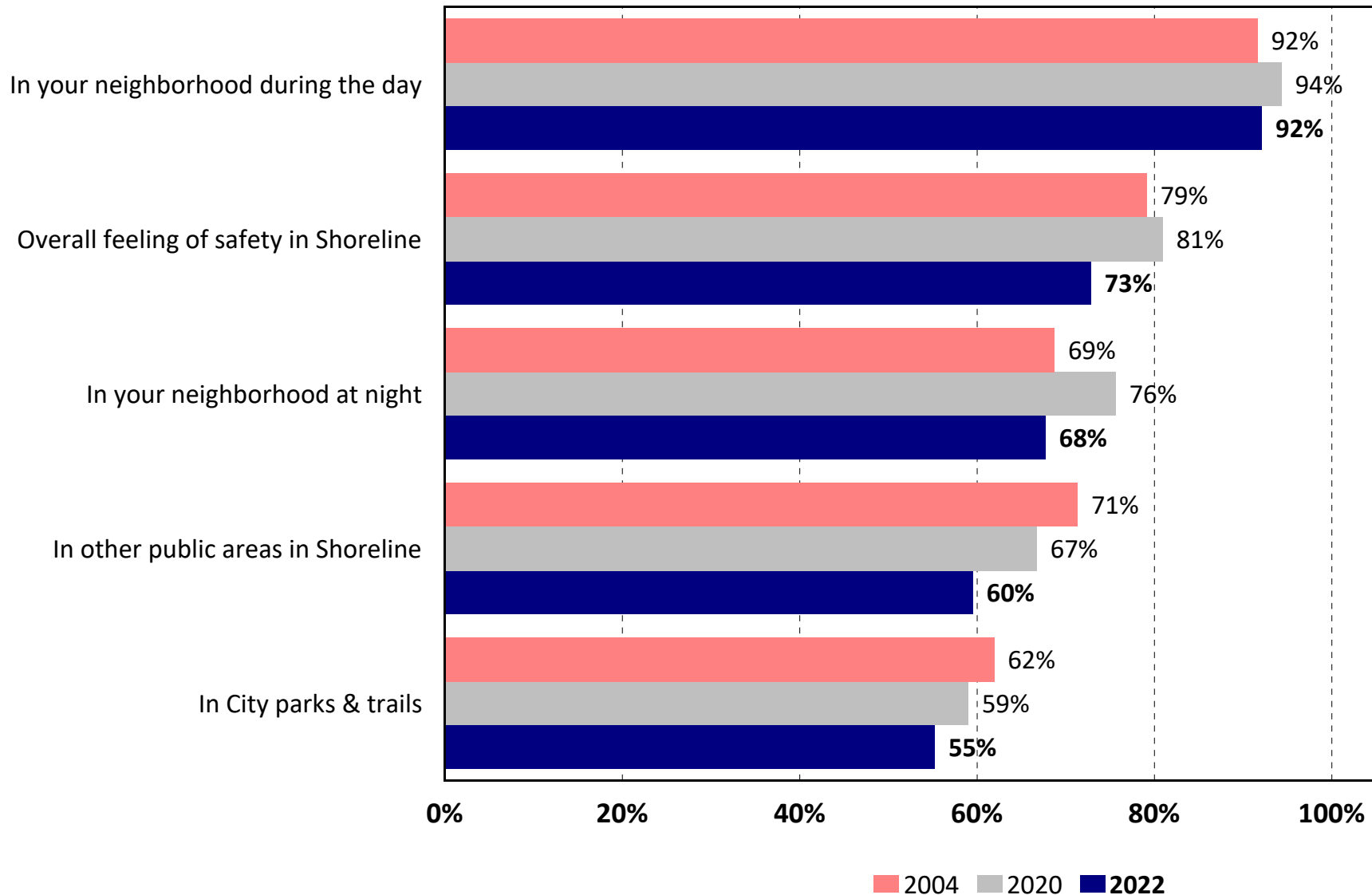
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Feeling of Safety in Various Situations

Trends - 2004, 2020 and 2022

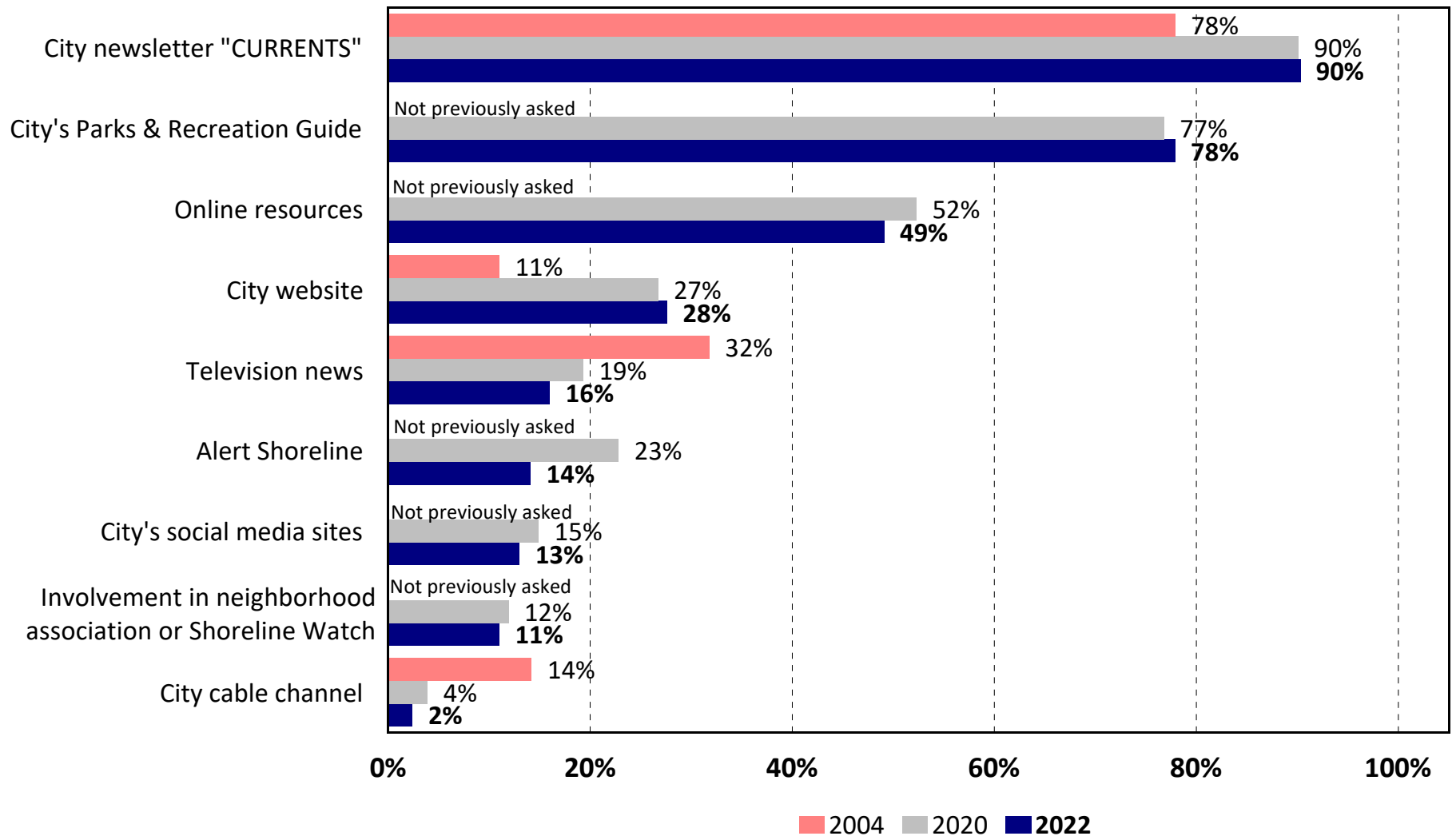
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



How Residents Receive Information About City Issues, Services, and Events

Trends - 2004, 2020 and 2022

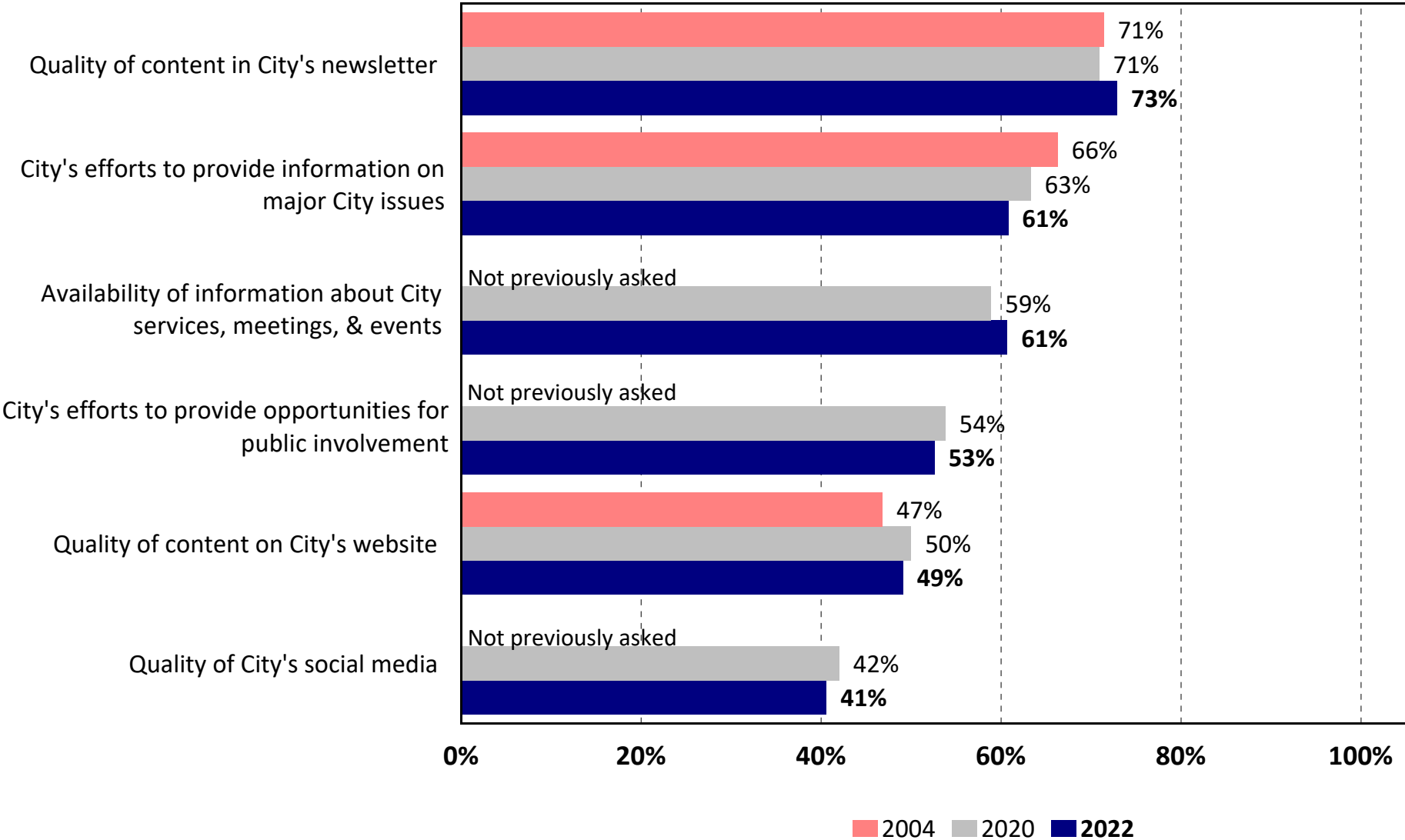
by percentage of respondents (multiple choices could be made)



Satisfaction Ratings for City Communication

Trends - 2004, 2020 and 2022

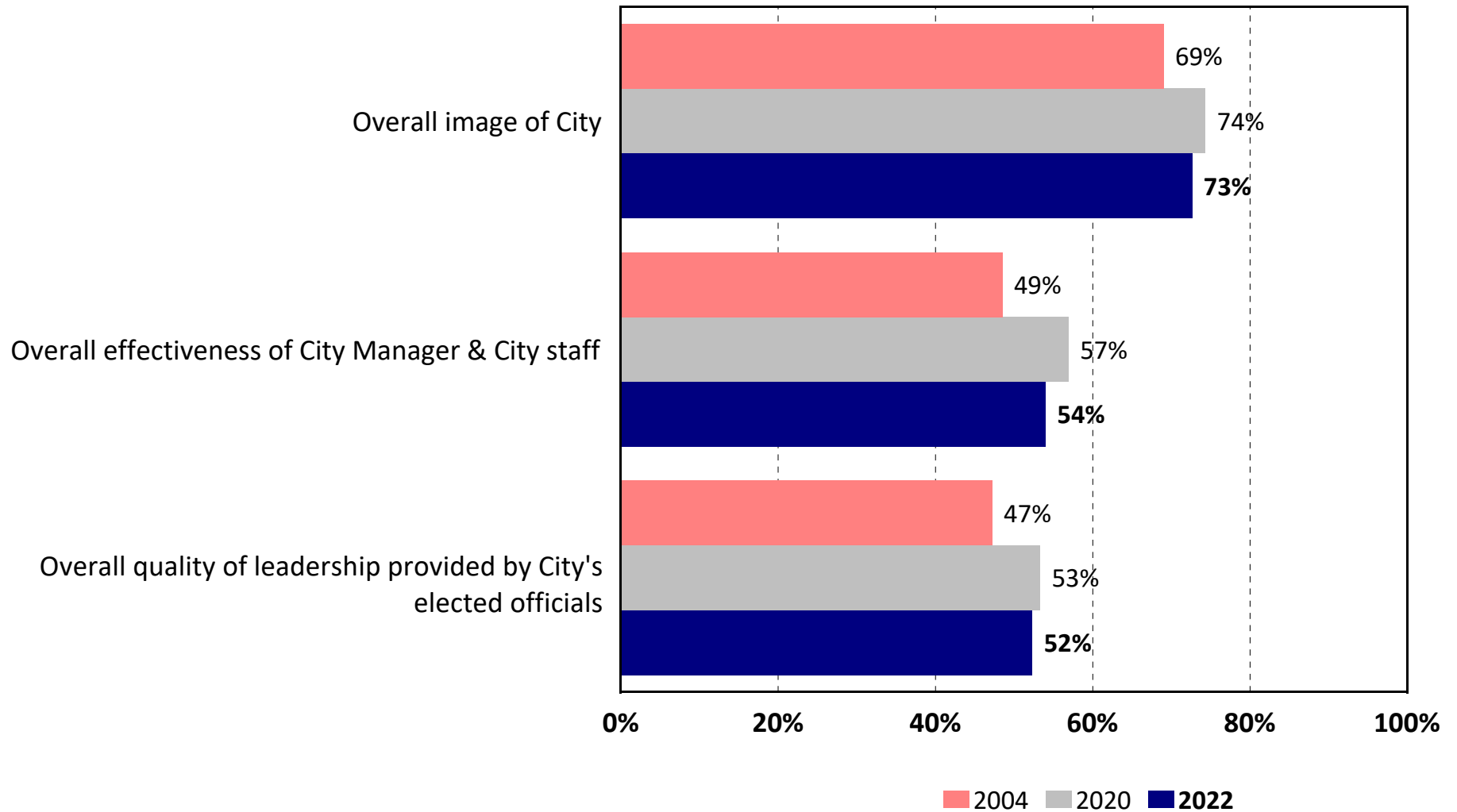
by percentage of respondents (multiple choices could be made)



Satisfaction Ratings for City Leadership and Quality of Life

Trends - 2004, 2020 and 2022

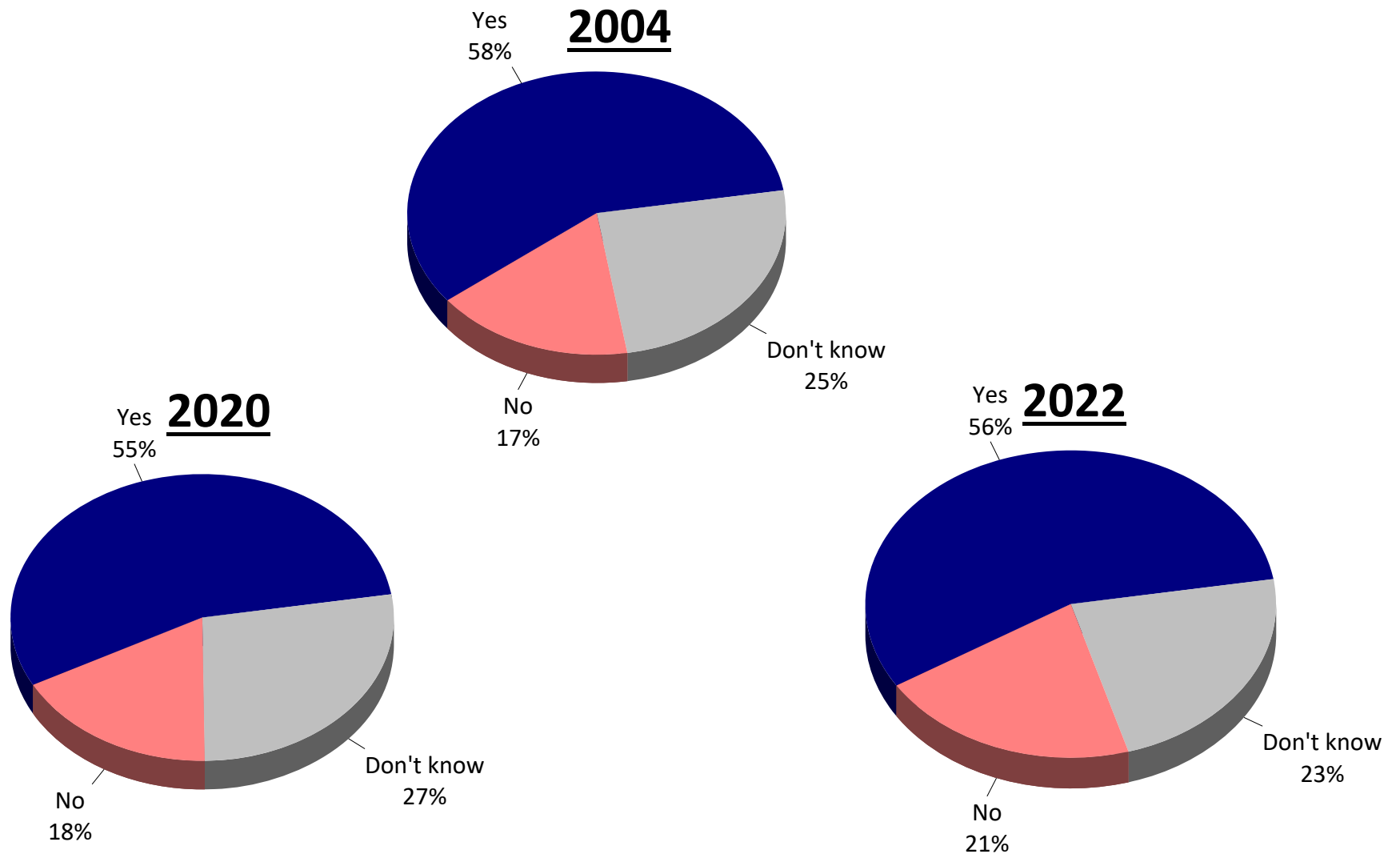
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



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

Trends - 2004, 2020 and 2022

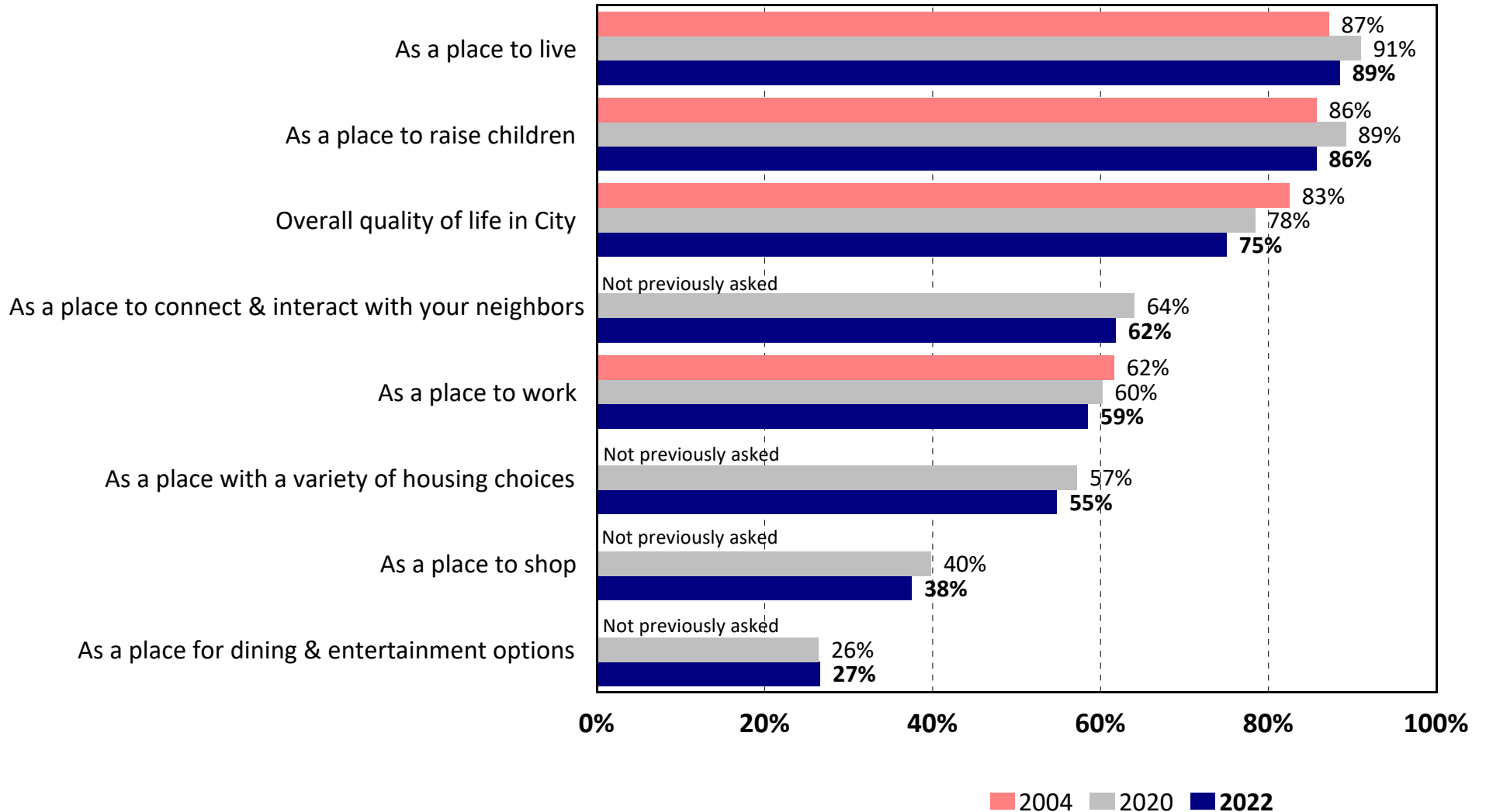
by percentage of respondents



Respondents' Ratings of the City of Shoreline

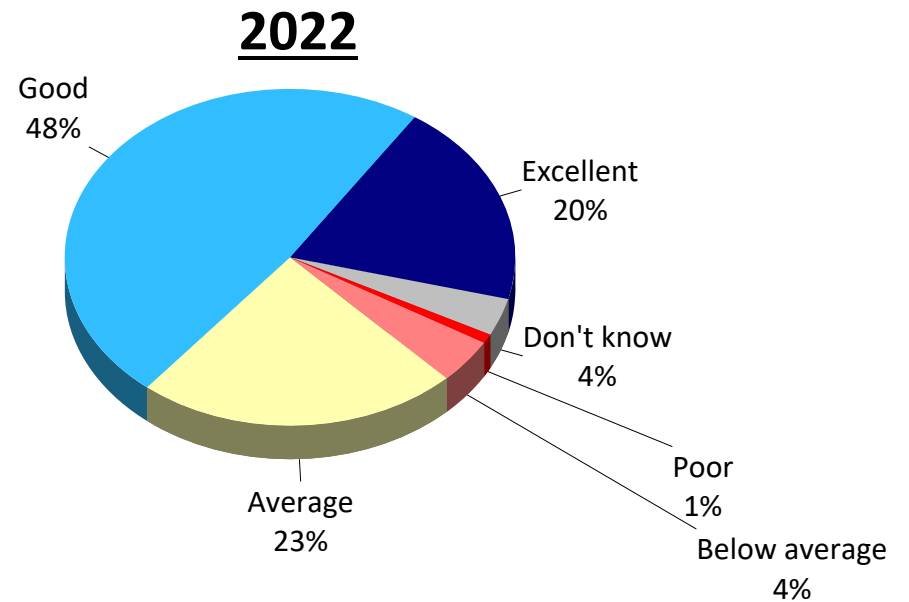
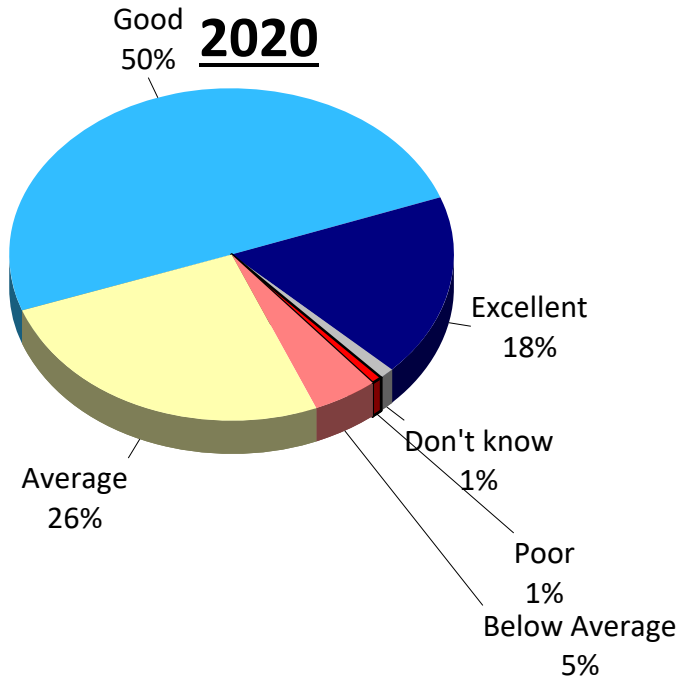
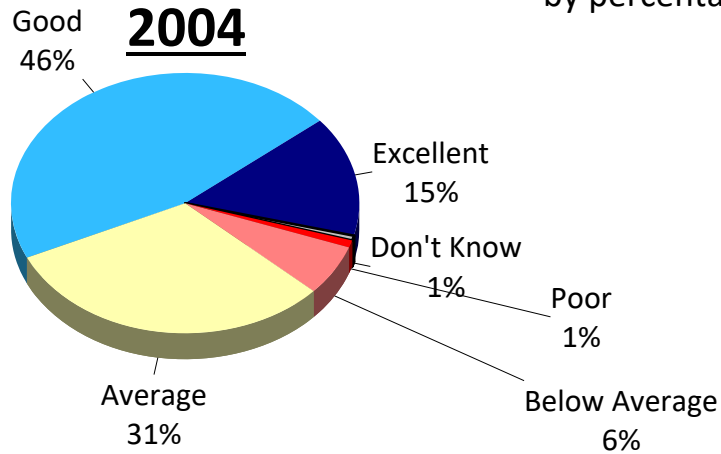
Trends - 2004, 2020 and 2022

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



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

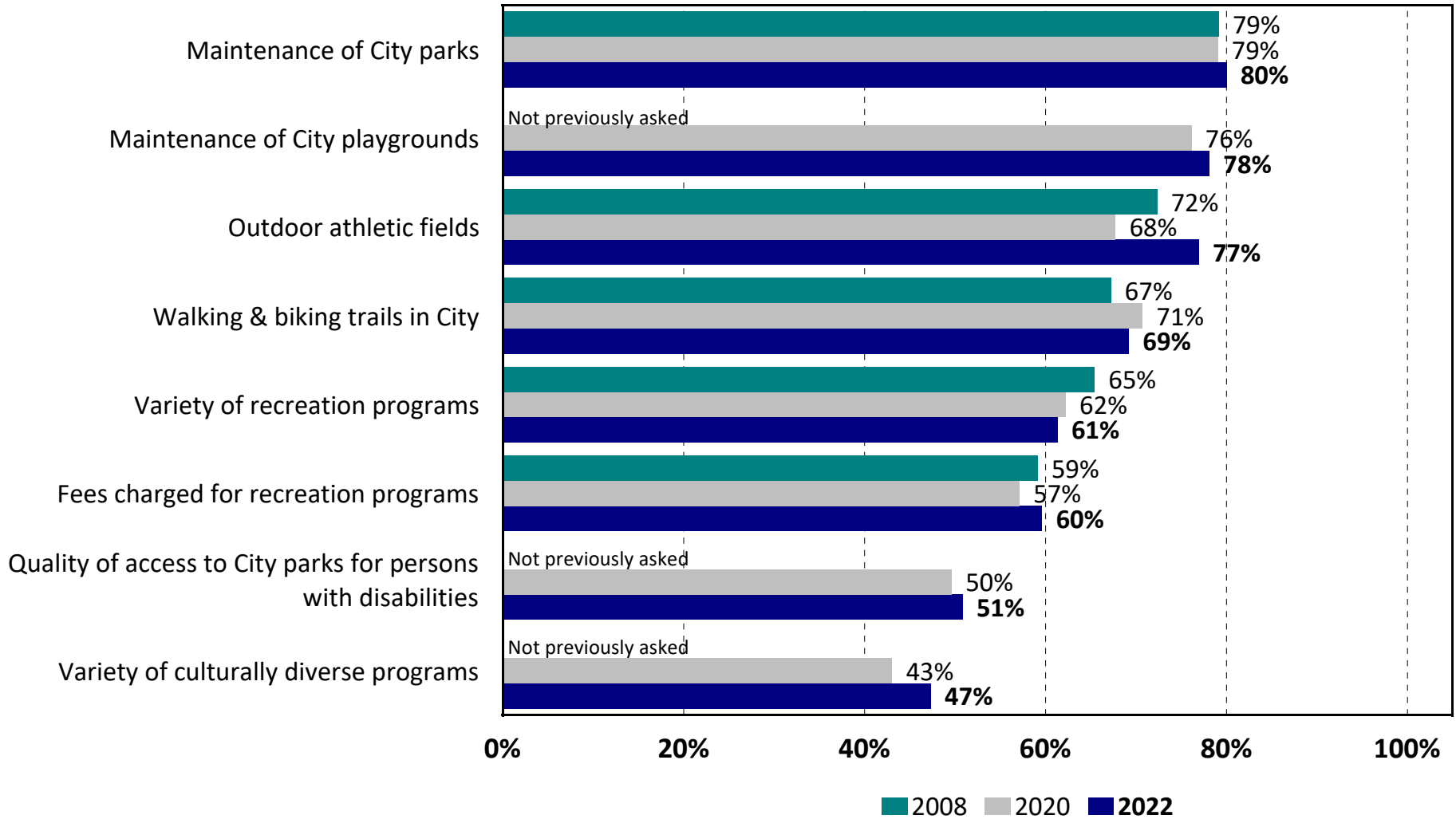
Trends - 2004, 2020 and 2022 by percentage of respondents



Satisfaction with Parks and Recreation

Trends - 2008, 2020 and 2022

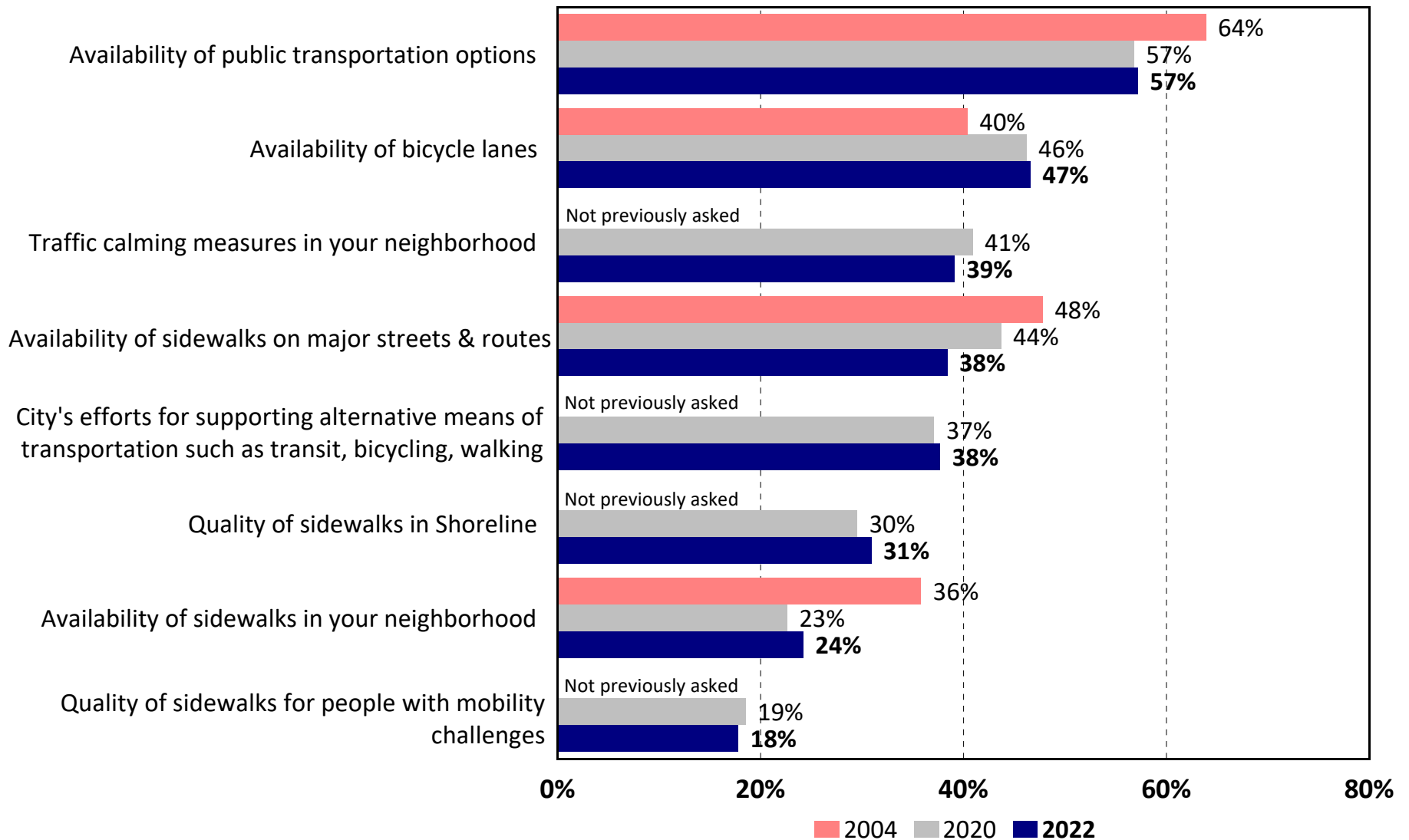
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Satisfaction Ratings for Transportation & Land Use

Trends - 2004, 2020 and 2022

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



3

Benchmarking Analysis

Overview

ETC Institute's *DirectionFinder*[®] program was originally developed in 1999 to help community leaders use statistically-valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 300 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2021 to a random sample of more than 9,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the fall of 2021 to a random sample of residents living in the Northwest Region of the United States. The Northwest Region includes the states of Washington, Oregon, Idaho, and Montana.

The charts on the following pages show how the results for the City of Shoreline compare to the national average and the Northwest regional average. The blue bar shows the results for the City of Shoreline, the red bar shows the national average, and the yellow bar shows the results for the Northwest Region.

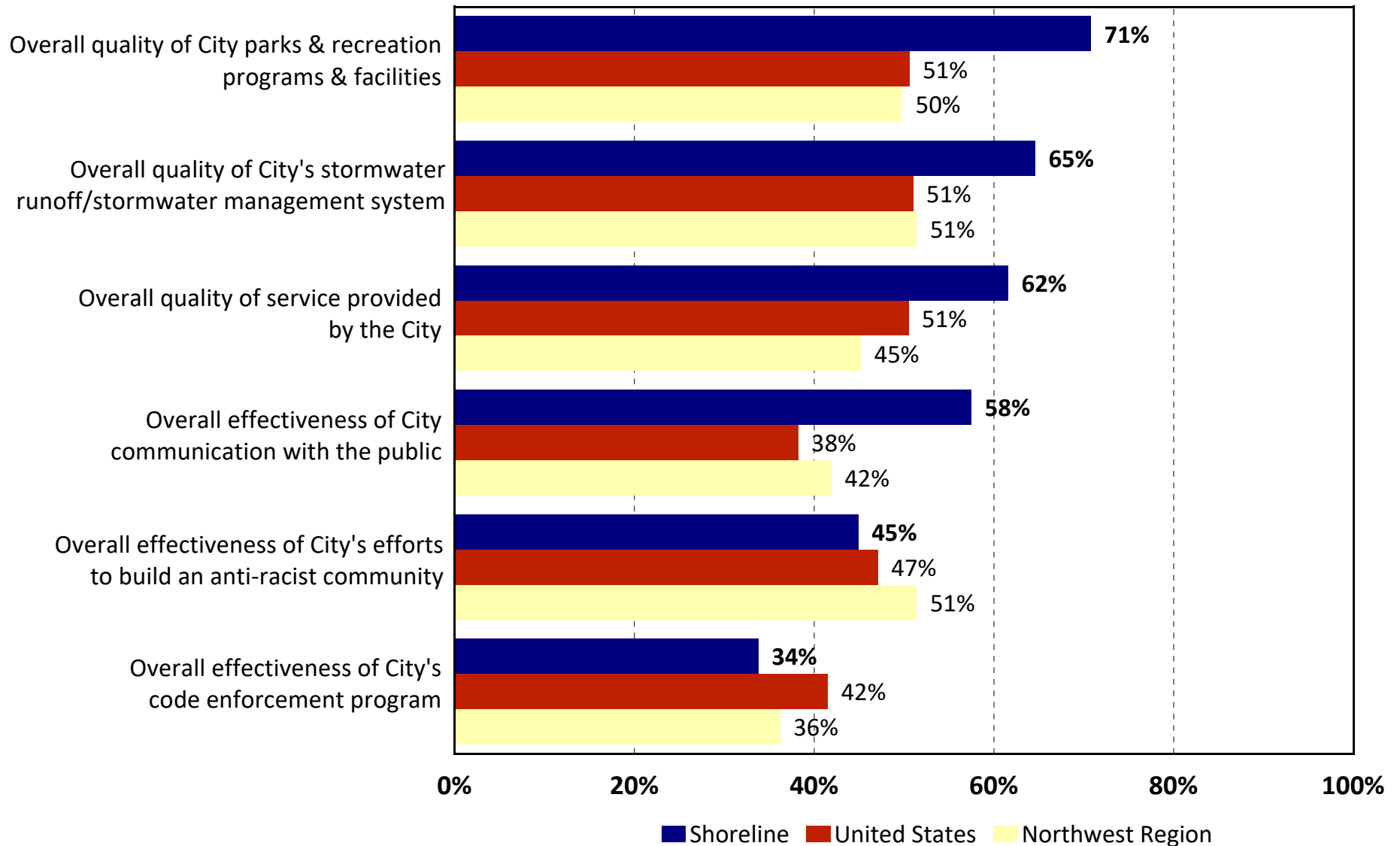
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Shoreline is not authorized without written consent from ETC Institute.

Major Categories of City Services

Shoreline vs. United States vs. the Northwest Region

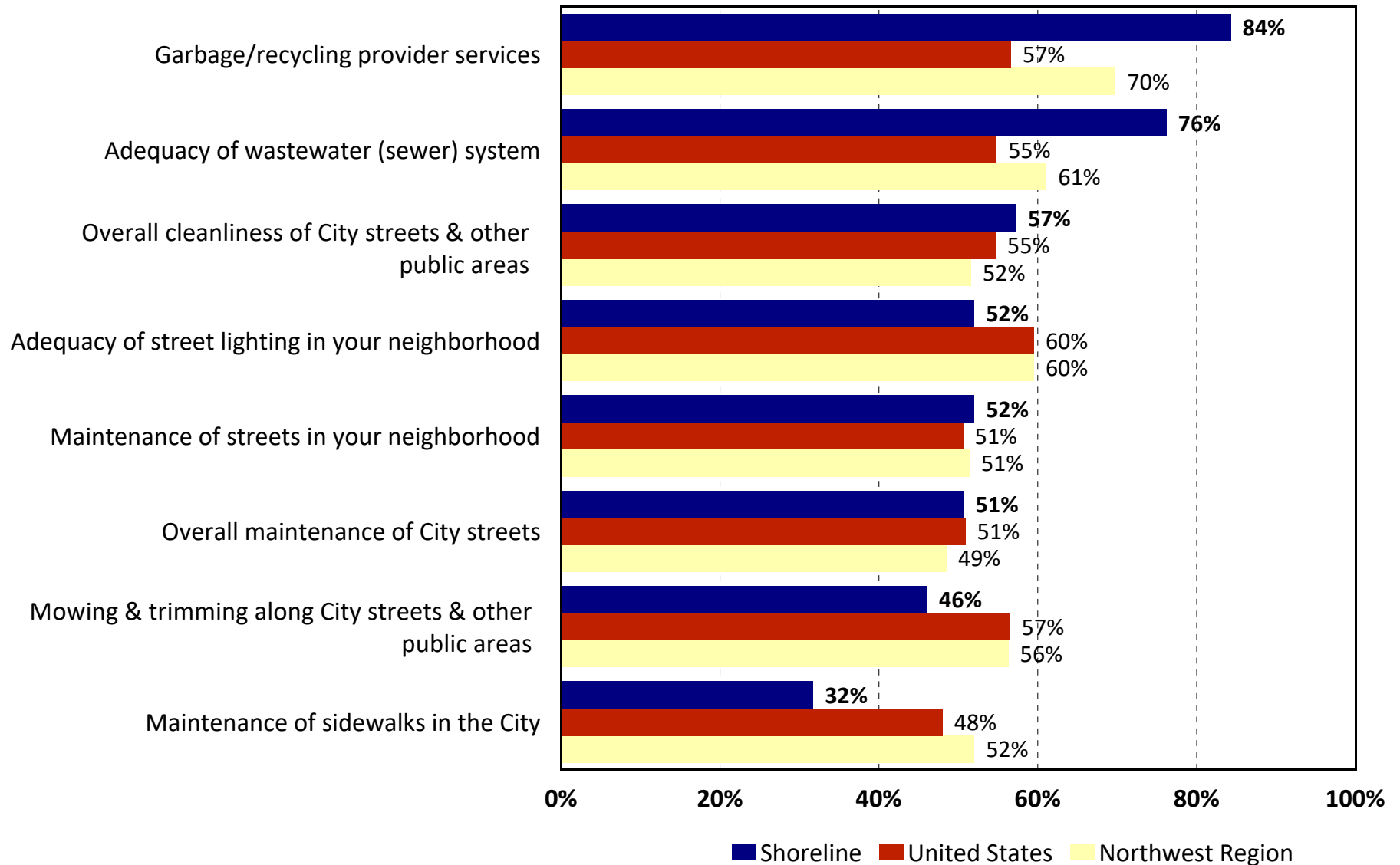
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Overall Ratings of City Maintenance Services

Shoreline vs. United States vs. the Northwest Region

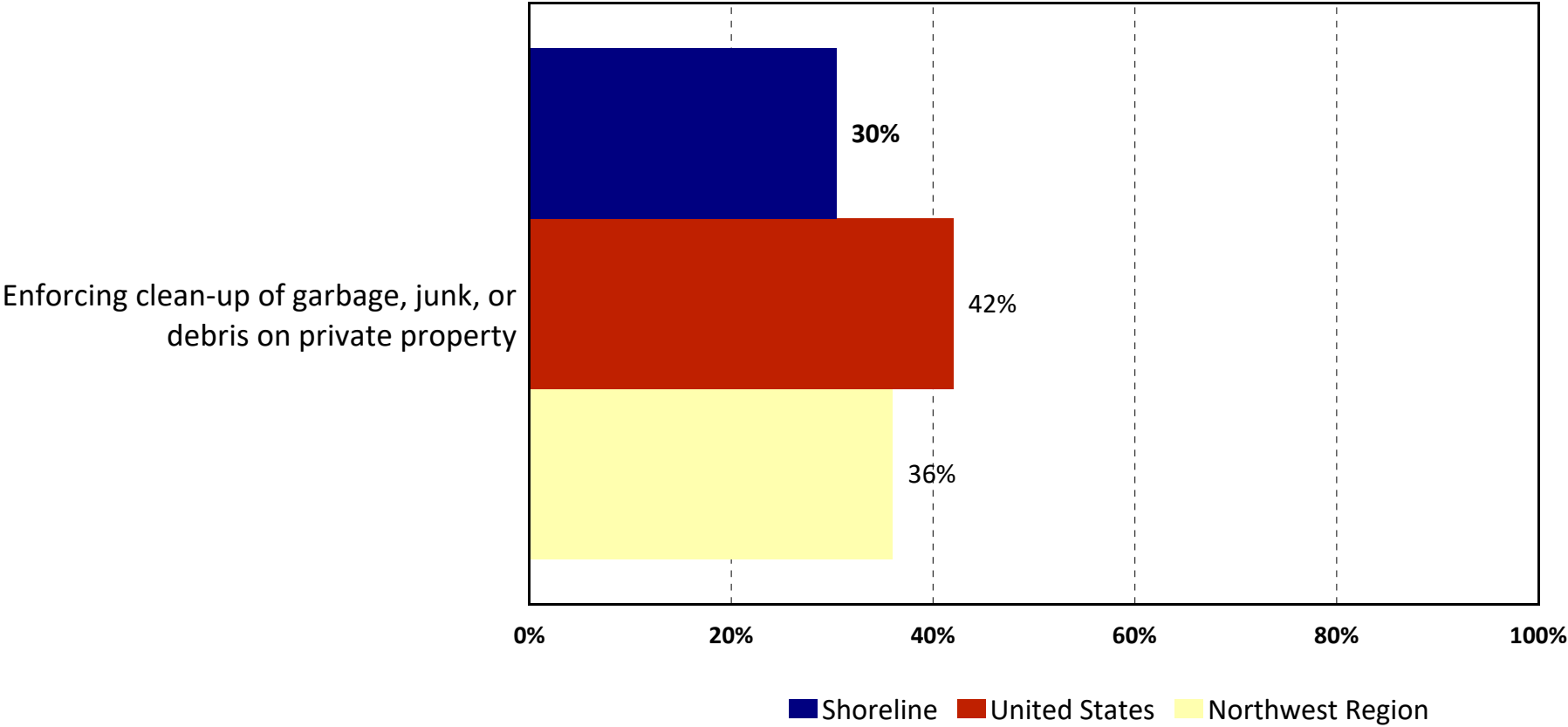
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Overall Satisfaction of Enforcement of Codes and Ordinances

Shoreline vs. United States vs. the Northwest Region

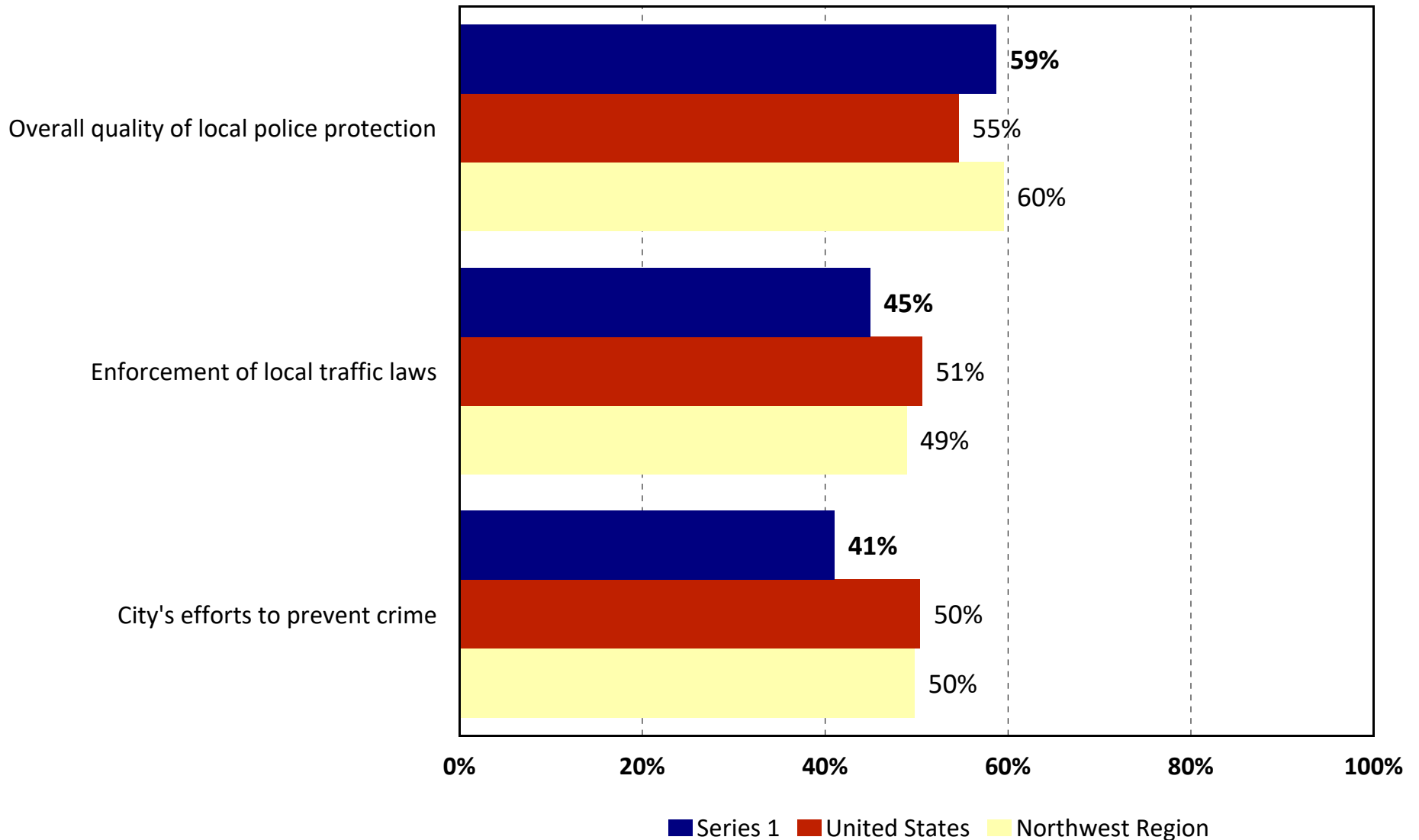
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Overall Satisfaction in Public Safety

Shoreline vs. United States vs. the Northwest Region

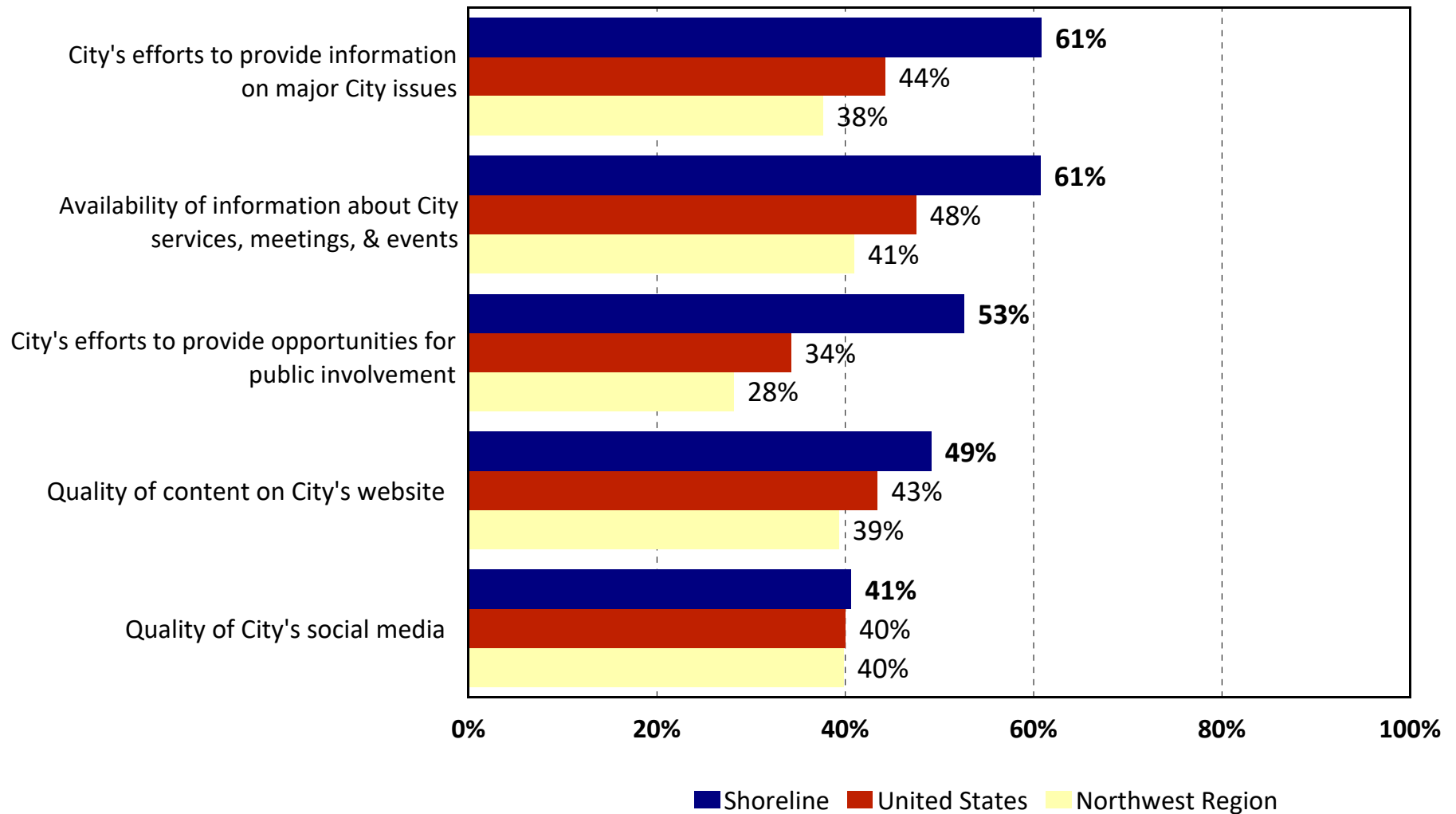
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Overall Satisfaction with City Communication

Shoreline vs. United States vs. the Northwest Region

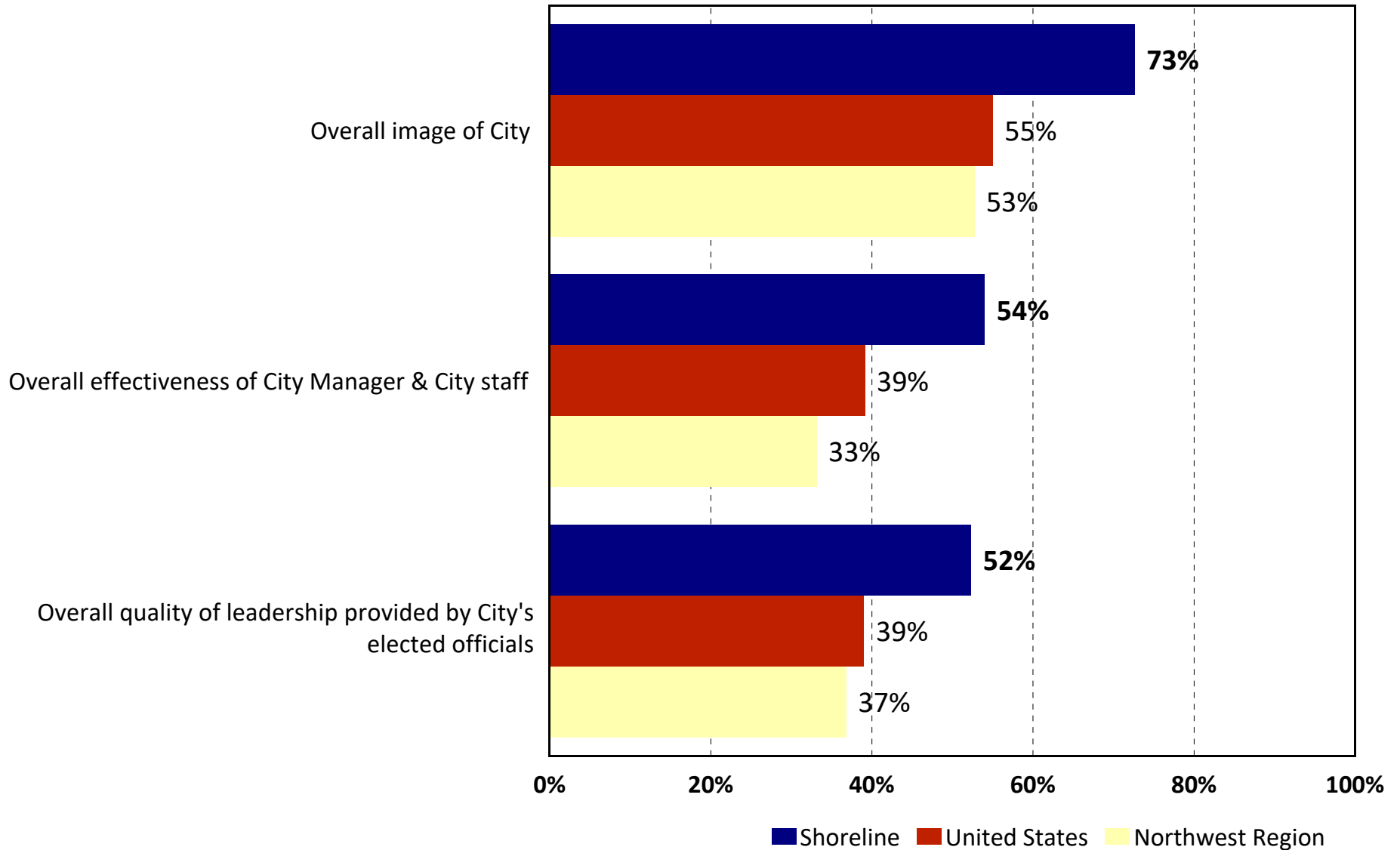
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Overall Satisfaction in Leadership and Quality of Life

Shoreline vs. United States vs. the Northwest Region

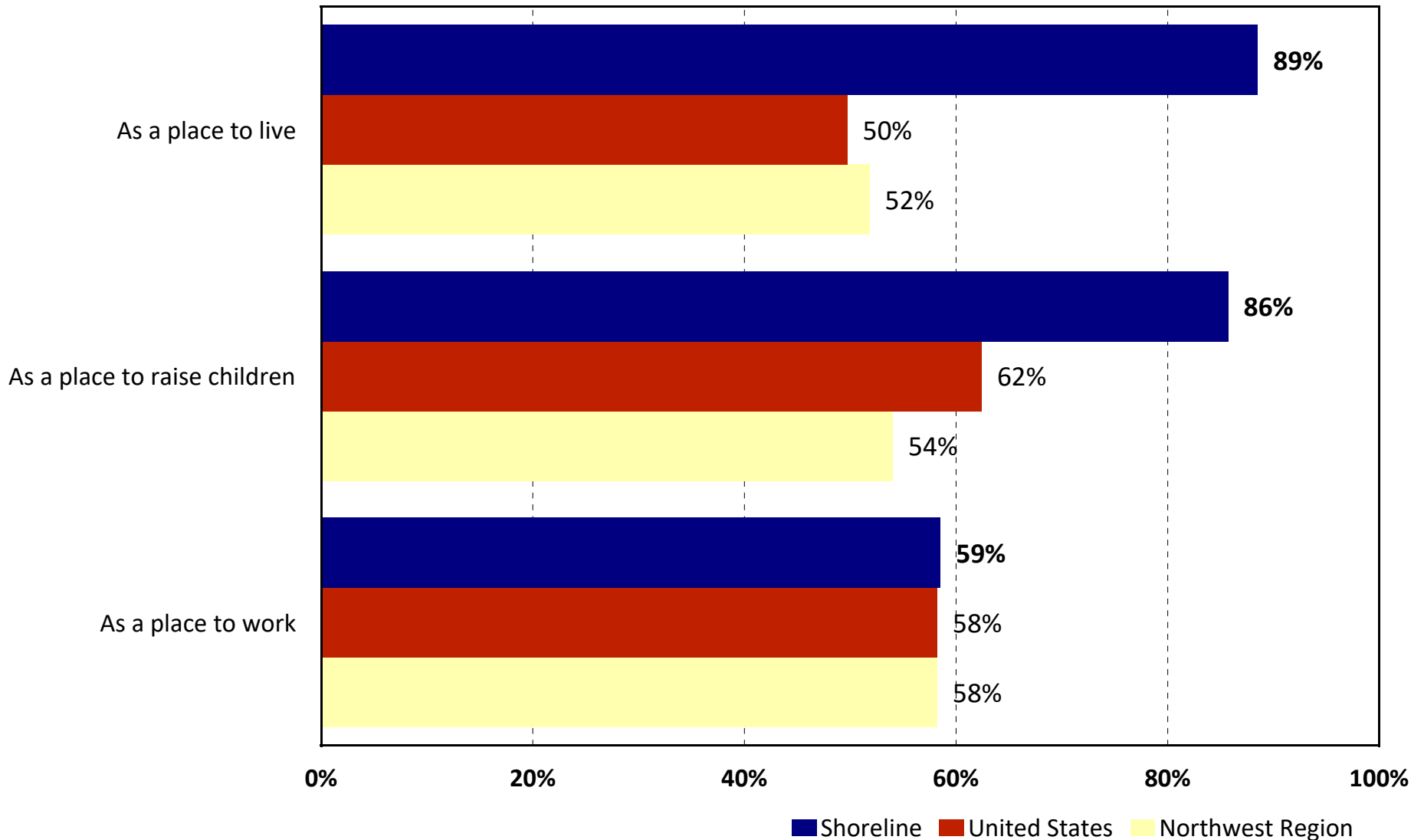
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Overall Ratings of the City

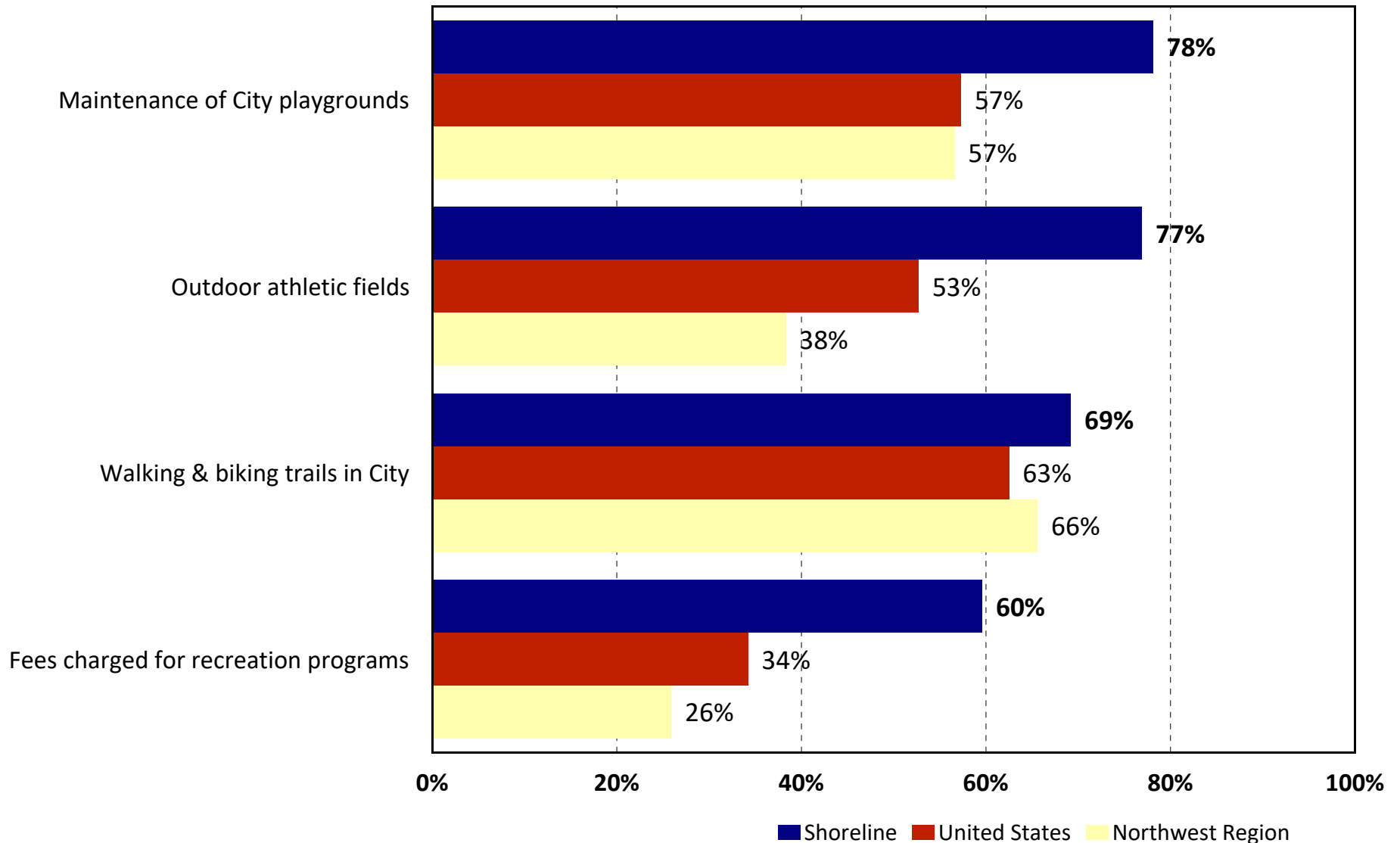
Shoreline vs. United States vs. the Northwest Region

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



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

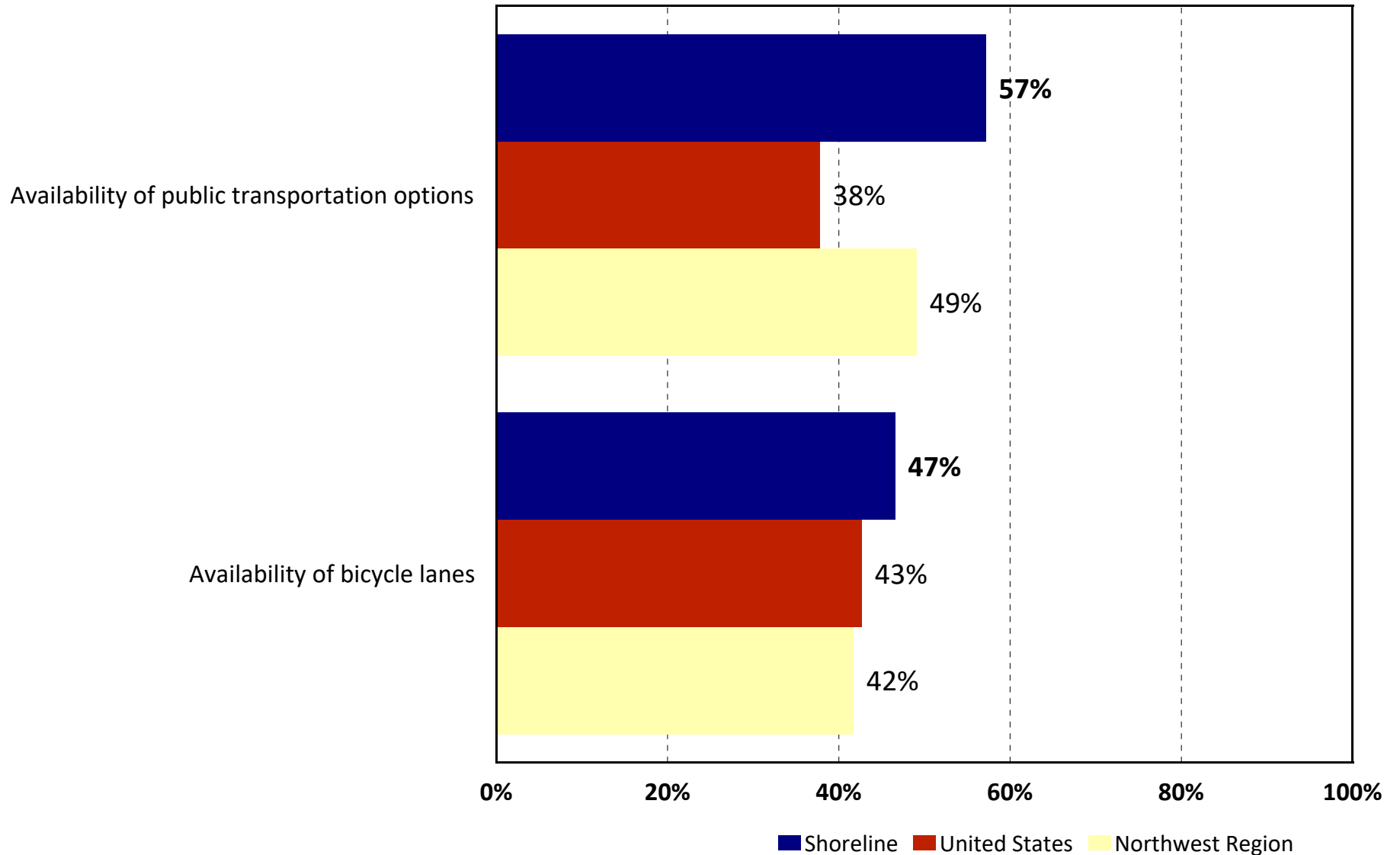
by percentage of respondents who gave positive ratings for the item (excluding don't knows)



Satisfaction with Transportation and Land Use

Shoreline vs. United States vs. the Northwest Region

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





Importance-Satisfaction Analysis

Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

I-S Rating = Importance x (1-Satisfaction)

Example of the Calculation

Respondents were asked to identify the major City services that are most important to emphasize over the next two years. More than half (55.4%) of the households selected "*overall response to homelessness*" as one of the most important services for the City to emphasize.

With regard to satisfaction, 26.6% of respondents surveyed rated "*overall response to homelessness*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 55.4% was multiplied by 73.4% (1-0.266). This calculation yielded an I-S rating of 0.4066, which ranked first out of eleven major categories of City services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top two choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the two most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Shoreline are provided on the following pages.

2022 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	55%	1	27%	11	0.4066	1
High Priority (IS .10-.20)						
Overall quality of human services (e.g. support for people in times of need) offered by City	30%	3	38%	9	0.1900	2
Overall quality of police services	36%	2	59%	5	0.1507	3
Overall effectiveness of City's efforts to build an anti-racist community	23%	6	45%	8	0.1278	4
Overall effectiveness of City's efforts to sustain environmental quality	29%	4	57%	7	0.1241	5
Medium Priority (IS <.10)						
Overall effectiveness of City's code enforcement program	14%	9	34%	10	0.0953	6
Overall quality of City parks & recreation programs & facilities	28%	5	71%	1	0.0815	7
Overall quality of service provided by City of Shoreline	16%	8	62%	4	0.0595	8
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	16%	7	64%	3	0.0584	9
Overall effectiveness of City communication with the public	11%	10	58%	6	0.0463	10
Overall quality of City's stormwater runoff/stormwater management system	8%	11	65%	2	0.0290	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2022 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	33%	2	32%	10	0.2281	1
Overall maintenance of City streets	41%	1	51%	8	0.2007	2
High Priority (IS .10-.20)						
Overall cleanliness of City streets & other public areas	25%	3	57%	5	0.1068	3
Maintenance of streets in your neighborhood	22%	4	52%	7	0.1032	4
Medium Priority (IS <.10)						
Adequacy of City street lighting in your neighborhood	16%	5	52%	6	0.0778	5
Mowing & trimming along City streets & other public areas	14%	7	46%	9	0.0744	6
Maintenance of public trees along City streets	15%	6	59%	4	0.0634	7
Adequacy of storm drainage services in your neighborhood	9%	8	66%	3	0.0303	8
Adequacy of wastewater (sewer) system	6%	10	76%	2	0.0131	9
Garbage/recycling provider services	6%	9	84%	1	0.0088	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2022 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	44%	1	30%	2	0.3069	1
High Priority (IS .10-.20)						
Enforcing removal of abandoned/junk autos	25%	2	28%	3	0.1824	2
Enforcement of graffiti removal from private properties	18%	3	34%	1	0.1220	3

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the highest priority most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2022 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
Very High Priority (IS >.20)						
Response to property crime	34%	1	29%	7	0.2410	1
High Priority (IS .10-.20)						
Response to drug activity	25%	4	22%	9	0.1958	2
Shoreline's Police Department's response to situations involving individuals with cognitive or mental challenges	28%	3	39%	6	0.1673	3
City's efforts to prevent crime	28%	2	41%	5	0.1664	4
Medium Priority (IS <.10)						
Response to prostitution activity	13%	7	28%	8	0.0928	5
Overall quality of local police protection	16%	6	59%	3	0.0648	6
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	16%	5	61%	1	0.0633	7
Enforcement of local traffic laws	9%	9	45%	4	0.0485	8
Your level of trust in officers to do the right thing	10%	8	60%	2	0.0396	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2022 Importance-Satisfaction Rating

Shoreline, Washington

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Walking & biking trails in City	35%	2	69%	4	0.1072	1
Maintenance of City parks	53%	1	80%	1	0.1064	2
Medium Priority (IS <.10)						
Variety of culturally diverse programs	18%	4	47%	8	0.0938	3
Quality of access to City parks for persons with disabilities	17%	5	51%	7	0.0827	4
Variety of recreation programs	16%	6	61%	5	0.0635	5
Maintenance of City playgrounds	23%	3	78%	2	0.0512	6
Fees charged for recreation programs	5%	8	60%	6	0.0218	7
Outdoor athletic fields	7%	7	77%	3	0.0159	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

2022 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	36%	1	24%	7	0.2706	1
High Priority (IS .10-.20)						
Availability of sidewalks on major streets & routes	26%	2	38%	4	0.1595	2
Traffic calming measures in your neighborhood	24%	3	39%	3	0.1456	3
Quality of sidewalks in Shoreline	20%	6	31%	6	0.1410	4
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	22%	5	38%	5	0.1358	5
Quality of sidewalks for people with mobility challenges	16%	7	18%	8	0.1299	6
Availability of public transportation options	24%	4	57%	1	0.1019	7
Medium Priority (IS <.10)						
Availability of bicycle lanes	10%	8	47%	2	0.0523	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

5

Tabular Data

Q1. Please indicate how the COVID-19 pandemic impacted your financial situation.

Q1. How did COVID-19 pandemic impact your financial situation	Number	Percent
I have not been impacted financially because of COVID-19	454	56.8 %
My financial situation improved because of COVID-19	59	7.4 %
My work hours were reduced	77	9.6 %
I lost my job	49	6.1 %
Projects/contracts were postponed	100	12.5 %
Sales were down at my company/business	100	12.5 %
I was sick & unable to work	36	4.5 %
My financial condition was impacted early in the pandemic, but has improved	134	16.8 %
Other	36	4.5 %
Total	1045	

Q1-9. Other

- Able to work from home
- Able to work from home-no work commute.
- Can not do yardwork
- During the pandemic, housing grew 40% which makes it impossible for my family to become homeowners and increasingly more difficult to afford rent.
- Expenses increase has caused extreme cutbacks
- Finances tanked and haven't improved
- Financial condition impacted due to high cost of gas and food
- Government money
- Had to leave work to care for family
- HAD TO STAY HOME WITH KIDS FOR ZOOM SCHOOL
- Had to take a lower wage job to make ends meet.
- High prices of goods & services
- High risk family, had to use FMLA (non-paid).
- Housing market caused us to be able to not buy houses.
- I was earning less than my partner and when covid impacted our childcare situation I had to quit my job and have no my been able to afford to pay for childcare to return to work.
- I work in medical field. Worked all the way through 2 years.
- Inflation!
- Living cost increased
- My financial condition continues to be impacted by shutdowns
- My financial condition was impacted and remains impacted.
- My husband died from COVID
- My renter refused to pay three months then moved out after damaging the house! To buy his family home!!!
- My taxes
- My work hours were increased.

Q1-9. Other

- No change in my financial conditions
- Not spending as much
- OK, we did not get sick
- Pay care do sure reduced hours worked
- Return to work opportunities disappeared, am now long term unemployed.
- Rising cost of everything
- roommates left due to COVID.
- salary reduction of 50 %
- Self-employed and business was impacted during the pandemic. Business continues to be extremely slow due to the pandemic and inflation, and other???
- Still making up for lost wages
- Stock prices are down.
- While my overall financial situation has improved due to COVID-19 (mainly because we were required to stay home which resulted in spending less money), I am spending more money due to fallout from the pandemic (e.g., global supply chain issues, increased inflation, market volatility, etc.).

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

Q2. Are you still experiencing any financial impacts as a result of COVID-19 pandemic	Number	Percent
Yes	190	23.8 %
No	610	76.3 %
Total	800	100.0 %

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

Q3. What will have biggest impact on your financial situation in coming months	Number	Percent
Inflation	461	57.6 %
COVID-19 pandemic	24	3.0 %
Potential recession	179	22.4 %
Issues with global supply chain	70	8.8 %
Other	42	5.3 %
Not provided	24	3.0 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q3. What do you believe will have the biggest impact on your financial situation in the coming months? (without "not provided")

Q3. What will have biggest impact on your financial situation in coming months	Number	Percent
Inflation	461	59.4 %
COVID-19 pandemic	24	3.1 %
Potential recession	179	23.1 %
Issues with global supply chain	70	9.0 %
Other	42	5.4 %
Total	776	100.0 %

Q3-5. Other

- Affordable childcare options
- Age related complications
- Another pandemic
- Change in plumbing regulations
- Child
- City/State Taxes
- Coming divorce
- Daycare costs
- Democrats
- Difficulty finding high-quality childcare
- End of our bankruptcy
- gas prices
- gas prices
- gas prices
- gas prices
- Health

Q3-5. Other

- Health care costs that are more than insurance or medicare cover.
- Housing
- Housing affordability
- Housing prices
- Increasing property taxes.
- Inflation, supply chain and looming recession.
- Interest rate increases and continued escalation of home prices will have an impact on my next home purchase, and may force me to leave Shoreline and look elsewhere.
- Medical leave
- Need for overall investigation and restructuring of our government from top to bottom.
- New job
- People panicking.
- Political unrest
- Property tax increase.
- Property taxes.
- Property taxes.
- Record profits for big corporations. Billionaires not paying their fair share. Price gouging.
- Reduced value of invested savings
- Retirement
- Self-employed and business was impacted during the pandemic. Business continues to be extremely slow due to the pandemic and inflation, and other???
- Still hoping to return to work
- stock market downturn
- Stock market
- Tax
- Time

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

Q4. Have you worked remotely during COVID-19 pandemic	Number	Percent
Yes	442	55.3 %
No	358	44.8 %
Total	800	100.0 %

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

Q5. Do you have plans to continue to work remotely in the future	Number	Percent
Yes, full-time remote	106	24.0 %
Yes, hybrid in-person/remote	218	49.3 %
No, I don't have plans to work remotely	89	20.1 %
Not provided	29	6.6 %
Total	442	100.0 %

WITHOUT "NOT PROVIDED"

Q5. If you have worked remotely, do you have plans to continue to work remotely in the future? (without "not provided")

Q5. Do you have plans to continue to work remotely in the future	Number	Percent
Yes, full-time remote	106	25.7 %
Yes, hybrid in-person/remote	218	52.8 %
No, I don't have plans to work remotely	89	21.5 %
Total	413	100.0 %

Q6. Quality of Services and Facilities. Please rate your overall satisfaction with the following major categories of services provided by the City of Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q6-1. Overall quality of police services	15.8%	34.6%	26.8%	5.6%	3.3%	14.0%
Q6-2. Overall quality of City parks & recreation programs & facilities	20.4%	47.4%	20.6%	6.0%	1.3%	4.4%
Q6-3. Overall effectiveness of City's code enforcement program	5.0%	17.8%	30.5%	9.6%	4.4%	32.8%
Q6-4. Overall effectiveness of City communication with the public	16.1%	36.9%	28.8%	8.3%	2.3%	7.8%
Q6-5. Overall quality of City's stormwater runoff/stormwater management system	13.5%	41.4%	23.5%	5.4%	1.1%	15.1%
Q6-6. Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	14.9%	48.8%	23.0%	10.6%	1.9%	0.9%
Q6-7. Overall quality of human services (e.g., support for people in times of need) offered by City	5.6%	18.4%	28.4%	9.1%	2.5%	36.0%
Q6-8. Overall effectiveness of City's efforts to sustain environmental quality	10.3%	38.8%	25.3%	9.8%	2.5%	13.5%
Q6-9. Overall quality of service provided by City of Shoreline	11.4%	46.5%	29.9%	4.9%	1.3%	6.1%
Q6-10. Overall effectiveness of City's efforts to build an anti-racist community	8.0%	24.8%	29.4%	8.1%	2.8%	27.0%
Q6-11. Overall response to homelessness	5.0%	16.1%	25.1%	23.5%	9.9%	20.4%

WITHOUT "DON'T KNOW"**Q6. Quality of Services and Facilities. Please rate your overall satisfaction with the following major categories of services provided by the City of Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q6-1. Overall quality of police services	18.3%	40.3%	31.1%	6.5%	3.8%
Q6-2. Overall quality of City parks & recreation programs & facilities	21.3%	49.5%	21.6%	6.3%	1.3%
Q6-3. Overall effectiveness of City's code enforcement program	7.4%	26.4%	45.4%	14.3%	6.5%
Q6-4. Overall effectiveness of City communication with the public	17.5%	40.0%	31.2%	8.9%	2.4%
Q6-5. Overall quality of City's stormwater runoff/stormwater management system	15.9%	48.7%	27.7%	6.3%	1.3%
Q6-6. Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	15.0%	49.2%	23.2%	10.7%	1.9%
Q6-7. Overall quality of human services (e.g., support for people in times of need) offered by City	8.8%	28.7%	44.3%	14.3%	3.9%
Q6-8. Overall effectiveness of City's efforts to sustain environmental quality	11.8%	44.8%	29.2%	11.3%	2.9%
Q6-9. Overall quality of service provided by City of Shoreline	12.1%	49.5%	31.8%	5.2%	1.3%
Q6-10. Overall effectiveness of City's efforts to build an anti-racist community	11.0%	33.9%	40.2%	11.1%	3.8%
Q6-11. Overall response to homelessness	6.3%	20.3%	31.6%	29.5%	12.4%

Q7. Which THREE of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	164	20.5 %
Overall quality of City parks & recreation programs & facilities	55	6.9 %
Overall effectiveness of City's code enforcement program	31	3.9 %
Overall effectiveness of City communication with the public	17	2.1 %
Overall quality of City's stormwater runoff/stormwater management system	16	2.0 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	40	5.0 %
Overall quality of human services (e.g., support for people in times of need) offered by City	69	8.6 %
Overall effectiveness of City's efforts to sustain environmental quality	80	10.0 %
Overall quality of service provided by City of Shoreline	25	3.1 %
Overall effectiveness of City's efforts to build an anti-racist community	40	5.0 %
Overall response to homelessness	197	24.6 %
<u>None chosen</u>	<u>66</u>	<u>8.3 %</u>
Total	800	100.0 %

Q7. Which THREE of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	61	7.6 %
Overall quality of City parks & recreation programs & facilities	97	12.1 %
Overall effectiveness of City's code enforcement program	41	5.1 %
Overall effectiveness of City communication with the public	32	4.0 %
Overall quality of City's stormwater runoff/stormwater management system	19	2.4 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	43	5.4 %
Overall quality of human services (e.g., support for people in times of need) offered by City	108	13.5 %
Overall effectiveness of City's efforts to sustain environmental quality	68	8.5 %
Overall quality of service provided by City of Shoreline	40	5.0 %
Overall effectiveness of City's efforts to build an anti-racist community	79	9.9 %
Overall response to homelessness	128	16.0 %
<u>None chosen</u>	<u>84</u>	<u>10.5 %</u>
Total	800	100.0 %

Q7. Which THREE of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	66	8.3 %
Overall quality of City parks & recreation programs & facilities	71	8.9 %
Overall effectiveness of City's code enforcement program	43	5.4 %
Overall effectiveness of City communication with the public	38	4.8 %
Overall quality of City's stormwater runoff/stormwater management system	30	3.8 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	47	5.9 %
Overall quality of human services (e.g., support for people in times of need) offered by City	66	8.3 %
Overall effectiveness of City's efforts to sustain environmental quality	81	10.1 %
Overall quality of service provided by City of Shoreline	59	7.4 %
Overall effectiveness of City's efforts to build an anti-racist community	66	8.3 %
Overall response to homelessness	118	14.8 %
None chosen	115	14.4 %
Total	800	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the items listed in Question 6 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 3)

<u>Q7. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	291	36.4 %
Overall quality of City parks & recreation programs & facilities	223	27.9 %
Overall effectiveness of City's code enforcement program	115	14.4 %
Overall effectiveness of City communication with the public	87	10.9 %
Overall quality of City's stormwater runoff/stormwater management system	65	8.1 %
Overall travel time for trips on Shoreline streets (excluding I-5 & signals to I-5)	130	16.3 %
Overall quality of human services (e.g., support for people in times of need) offered by City	243	30.4 %
Overall effectiveness of City's efforts to sustain environmental quality	229	28.6 %
Overall quality of service provided by City of Shoreline	124	15.5 %
Overall effectiveness of City's efforts to build an anti-racist community	185	23.1 %
Overall response to homelessness	443	55.4 %
None chosen	66	8.3 %
Total	2201	

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following maintenance services provided by the City of Shoreline.

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Overall maintenance of City streets	6.4%	43.5%	23.0%	20.1%	5.5%	1.5%
Q8-2. Maintenance of streets in your neighborhood	9.3%	41.6%	23.0%	18.3%	5.8%	2.1%
Q8-3. Maintenance of sidewalks in Shoreline	3.6%	25.9%	29.0%	25.0%	9.5%	7.0%
Q8-4. Mowing & trimming along City streets & other public areas	6.4%	38.3%	29.9%	15.9%	6.5%	3.1%
Q8-5. Overall cleanliness of City streets & other public areas	8.3%	47.9%	27.8%	12.3%	1.9%	2.0%
Q8-6. Adequacy of City street lighting in your neighborhood	10.3%	40.6%	23.5%	18.4%	5.3%	2.0%
Q8-7. Adequacy of storm drainage services in your neighborhood	13.9%	48.3%	22.0%	7.0%	3.1%	5.8%
Q8-8. Garbage/recycling provider services	29.6%	53.1%	10.5%	3.8%	1.3%	1.8%
Q8-9. Maintenance of public trees along City streets	9.9%	47.0%	24.6%	11.0%	4.1%	3.4%
Q8-10. Adequacy of wastewater (sewer) system in your neighborhood	19.6%	51.5%	19.4%	2.0%	0.9%	6.6%

WITHOUT "DON'T KNOW"

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following maintenance services provided by the City of Shoreline. (without "don't know")

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Overall maintenance of City streets	6.5%	44.2%	23.4%	20.4%	5.6%
Q8-2. Maintenance of streets in your neighborhood	9.5%	42.5%	23.5%	18.6%	5.9%
Q8-3. Maintenance of sidewalks in Shoreline	3.9%	27.8%	31.2%	26.9%	10.2%
Q8-4. Mowing & trimming along City streets & other public areas	6.6%	39.5%	30.8%	16.4%	6.7%
Q8-5. Overall cleanliness of City streets & other public areas	8.4%	48.9%	28.3%	12.5%	1.9%
Q8-6. Adequacy of City street lighting in your neighborhood	10.5%	41.5%	24.0%	18.8%	5.4%
Q8-7. Adequacy of storm drainage services in your neighborhood	14.7%	51.2%	23.3%	7.4%	3.3%
Q8-8. Garbage/recycling provider services	30.2%	54.1%	10.7%	3.8%	1.3%
Q8-9. Maintenance of public trees along City streets	10.2%	48.6%	25.5%	11.4%	4.3%
Q8-10. Adequacy of wastewater (sewer) system in your neighborhood	21.0%	55.2%	20.7%	2.1%	0.9%

Q9. Which TWO of the maintenance services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets	229	28.6 %
Maintenance of streets in your neighborhood	88	11.0 %
Maintenance of sidewalks in Shoreline	138	17.3 %
Mowing & trimming along City streets & other public areas	48	6.0 %
Overall cleanliness of City streets & other public areas	79	9.9 %
Adequacy of City street lighting in your neighborhood	59	7.4 %
Adequacy of storm drainage services in your neighborhood	33	4.1 %
Garbage/recycling provider services	25	3.1 %
Maintenance of public trees along City streets	42	5.3 %
Adequacy of wastewater (sewer) system in your neighborhood	15	1.9 %
None chosen	44	5.5 %
Total	800	100.0 %

Q9. Which TWO of the maintenance services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets	97	12.1 %
Maintenance of streets in your neighborhood	84	10.5 %
Maintenance of sidewalks in Shoreline	129	16.1 %
Mowing & trimming along City streets & other public areas	62	7.8 %
Overall cleanliness of City streets & other public areas	121	15.1 %
Adequacy of City street lighting in your neighborhood	70	8.8 %
Adequacy of storm drainage services in your neighborhood	38	4.8 %
Garbage/recycling provider services	20	2.5 %
Maintenance of public trees along City streets	81	10.1 %
Adequacy of wastewater (sewer) system in your neighborhood	29	3.6 %
None chosen	69	8.6 %
Total	800	100.0 %

SUM OF TOP 2 CHOICES**Q9. Which TWO of the maintenance services listed in Question 8 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q9. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets	326	40.8 %
Maintenance of streets in your neighborhood	172	21.5 %
Maintenance of sidewalks in Shoreline	267	33.4 %
Mowing & trimming along City streets & other public areas	110	13.8 %
Overall cleanliness of City streets & other public areas	200	25.0 %
Adequacy of City street lighting in your neighborhood	129	16.1 %
Adequacy of storm drainage services in your neighborhood	71	8.9 %
Garbage/recycling provider services	45	5.6 %
Maintenance of public trees along City streets	123	15.4 %
Adequacy of wastewater (sewer) system in your neighborhood	44	5.5 %
None chosen	44	5.5 %
Total	1531	

Q10. Enforcement of City Codes and Ordinances. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following.

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Enforcing clean-up of garbage, junk, or debris on private property	4.6%	19.5%	29.0%	19.4%	6.8%	20.8%
Q10-2. Enforcing removal of abandoned/junk autos	4.8%	17.6%	31.8%	17.8%	7.4%	20.8%
Q10-3. Enforcement of graffiti removal from private properties	6.0%	19.5%	31.4%	13.6%	5.1%	24.4%

WITHOUT "DON'T KNOW"

Q10. Enforcement of City Codes and Ordinances. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following. (without "don't know")

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Enforcing clean-up of garbage, junk, or debris on private property	5.8%	24.6%	36.6%	24.4%	8.5%
Q10-2. Enforcing removal of abandoned/junk autos	6.0%	22.2%	40.1%	22.4%	9.3%
Q10-3. Enforcement of graffiti removal from private properties	7.9%	25.8%	41.5%	18.0%	6.8%

Q11. Which ONE of the City Codes and Ordinances items listed in Question 10 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q11. Top choice	Number	Percent
Enforcing clean-up of garbage, junk, or debris on private property	353	44.1 %
Enforcing removal of abandoned/junk autos	203	25.4 %
Enforcement of graffiti removal from private properties	147	18.4 %
None chosen	97	12.1 %
Total	800	100.0 %

Q12. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following public safety services provided by the City of Shoreline.

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall quality of local police protection	13.0%	37.6%	26.0%	5.9%	3.9%	13.6%
Q12-2. City's efforts to prevent crime	5.8%	26.5%	29.6%	11.8%	5.0%	21.4%
Q12-3. Enforcement of local traffic laws	6.4%	31.9%	30.1%	12.3%	4.5%	14.9%
Q12-4. Response to drug activity	3.1%	11.6%	28.5%	14.4%	8.3%	34.1%
Q12-5. Response to prostitution activity	4.4%	13.8%	24.0%	12.9%	9.6%	35.4%
Q12-6. Response to property crime (e.g., burglary, mail theft, car prowling)	4.0%	17.5%	24.5%	18.9%	10.5%	24.6%
Q12-7. Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	17.5%	26.8%	20.6%	4.3%	3.5%	27.4%
Q12-8. Your level of trust in officers to do the right thing	19.1%	34.1%	25.6%	6.9%	3.6%	10.6%
Q12-9. Shoreline Police Department's response to situations involving individuals with behavioral/mental health issues	7.3%	15.6%	24.1%	7.1%	3.9%	42.0%

WITHOUT "DON'T KNOW"

Q12. Public Safety. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following public safety services provided by the City of Shoreline. (without "don't know")

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall quality of local police protection	15.1%	43.6%	30.1%	6.8%	4.5%
Q12-2. City's efforts to prevent crime	7.3%	33.7%	37.7%	14.9%	6.4%
Q12-3. Enforcement of local traffic laws	7.5%	37.4%	35.4%	14.4%	5.3%
Q12-4. Response to drug activity	4.7%	17.6%	43.3%	21.8%	12.5%
Q12-5. Response to prostitution activity	6.8%	21.3%	37.1%	19.9%	14.9%
Q12-6. Response to property crime (e.g., burglary, mail theft, car prowl)	5.3%	23.2%	32.5%	25.0%	13.9%
Q12-7. Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	24.1%	36.8%	28.4%	5.9%	4.8%
Q12-8. Your level of trust in officers to do the right thing	21.4%	38.2%	28.7%	7.7%	4.1%
Q12-9. Shoreline Police Department's response to situations involving individuals with behavioral/mental health issues	12.5%	26.9%	41.6%	12.3%	6.7%

Q13. Which TWO of the Public Safety items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	85	10.6 %
City's efforts to prevent crime	121	15.1 %
Enforcement of local traffic laws	43	5.4 %
Response to drug activity	98	12.3 %
Response to prostitution activity	52	6.5 %
Response to property crime (e.g., burglary, mail theft, car prowl)	117	14.6 %
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	53	6.6 %
Your level of trust in officers to do the right thing	35	4.4 %
Shoreline Police Department's response to situations involving individuals with behavioral/mental health issues	118	14.8 %
None chosen	78	9.8 %
Total	800	100.0 %

Q13. Which TWO of the Public Safety items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	41	5.1 %
City's efforts to prevent crime	105	13.1 %
Enforcement of local traffic laws	27	3.4 %
Response to drug activity	103	12.9 %
Response to prostitution activity	51	6.4 %
Response to property crime (e.g., burglary, mail theft, car prowl)	153	19.1 %
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	77	9.6 %
Your level of trust in officers to do the right thing	43	5.4 %
Shoreline Police Department's response to situations involving individuals with behavioral/mental health issues	102	12.8 %
None chosen	98	12.3 %
Total	800	100.0 %

SUM OF TOP 2 CHOICES**Q13. Which TWO of the Public Safety items listed in Question 12 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (TOP 2)**

<u>Q13. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of local police protection	126	15.8 %
City's efforts to prevent crime	226	28.3 %
Enforcement of local traffic laws	70	8.8 %
Response to drug activity	201	25.1 %
Response to prostitution activity	103	12.9 %
Response to property crime (e.g., burglary, mail theft, car prowler)	270	33.8 %
Level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	130	16.3 %
Your level of trust in officers to do the right thing	78	9.8 %
Shoreline Police Department's response to situations involving individuals with behavioral/mental health issues	220	27.5 %
None chosen	78	9.8 %
Total	1502	

Q14. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

(N=800)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q14-1. In your neighborhood during the day	52.4%	38.1%	5.9%	1.4%	0.5%	1.8%
Q14-2. In your neighborhood at night	19.8%	46.5%	19.3%	10.9%	1.5%	2.1%
Q14-3. In City parks & trails	10.3%	41.3%	26.4%	12.8%	2.6%	6.8%
Q14-4. In other public areas in Shoreline	10.6%	46.4%	27.1%	10.4%	1.3%	4.3%
Q14-5. Overall feeling of safety in Shoreline	15.1%	56.4%	20.3%	5.6%	0.9%	1.8%

WITHOUT "DON'T KNOW"

Q14. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations. (without "don't know")

(N=800)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q14-1. In your neighborhood during the day	53.3%	38.8%	6.0%	1.4%	0.5%
Q14-2. In your neighborhood at night	20.2%	47.5%	19.7%	11.1%	1.5%
Q14-3. In City parks & trails	11.0%	44.2%	28.3%	13.7%	2.8%
Q14-4. In other public areas in Shoreline	11.1%	48.4%	28.3%	10.8%	1.3%
Q14-5. Overall feeling of safety in Shoreline	15.4%	57.4%	20.6%	5.7%	0.9%

Q15. City Communications. From which of the following have you received information about City projects, issues, services, and events?

Q15. From which following have you received information about City projects, issues, services, & events	Number	Percent
City newsletter "CURRENTS"	722	90.3 %
City's Parks & Recreation Guide	623	77.9 %
City cable channel (Comcast 21, Ziplly 27)	19	2.4 %
City website	221	27.6 %
City's social media sites (e.g., Facebook, Twitter, Instagram)	104	13.0 %
Television news	128	16.0 %
Online resources (e.g., Shoreline Area News, Nextdoor, Facebook groups)	393	49.1 %
Involvement in neighborhood association or Shoreline Watch	88	11.0 %
Alert Shoreline (City emails)	113	14.1 %
Other	24	3.0 %
Total	2435	

Q15-10. Other

- City employees
- Emails from Suni from City if Shoreline keeps me updated on what's happening around Shoreline
- Find It Fix It
- Follow It Shoreline Area News
- From neighbors.
- Letters in the mail
- Local newspaper
- Local newspaper
- Mail
- Mail
- Neighborhood watch app
- Neighbors
- Nextdoor
- Nextdoor
- Personal invitation to a community meeting in Richmond Highlands coordinated by Courtney Ewing & Kathy Plant – it was FANTASTIC!
- Ecology
- Richmond Beach News
- Richmond Beach News
- Save the trees.
- See click fix
- Signs
- Signs
- The Black Coffee Company on aurora spends a lot of time sharing events happening in the community.
- Word of mouth, chatting at Starbucks

Q16. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Availability of information about City services, meetings, & events	15.8%	40.3%	28.5%	5.8%	2.1%	7.6%
Q16-2. City's efforts to provide information on major City issues (e.g., capital projects)	16.4%	40.3%	24.3%	10.1%	2.3%	6.8%
Q16-3. City's efforts to provide opportunities for public involvement	12.9%	34.9%	30.3%	10.1%	2.6%	9.3%
Q16-4. Quality of the content on City's website	7.1%	25.6%	29.5%	3.4%	1.1%	33.3%
Q16-5. Quality of the content in City's newsletter "CURRENTS"	21.1%	46.8%	22.4%	2.1%	0.8%	6.9%
Q16-6. Quality of City's social media	3.9%	16.3%	26.5%	2.0%	0.9%	50.5%

WITHOUT "DON'T KNOW"

Q16. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following. (without "don't know")

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Availability of information about City services, meetings, & events	17.1%	43.6%	30.9%	6.2%	2.3%
Q16-2. City's efforts to provide information on major City issues (e.g., capital projects)	17.6%	43.2%	26.0%	10.9%	2.4%
Q16-3. City's efforts to provide opportunities for public involvement	14.2%	38.4%	33.3%	11.2%	2.9%
Q16-4. Quality of the content on City's website	10.7%	38.4%	44.2%	5.1%	1.7%
Q16-5. Quality of the content in City's newsletter "CURRENTS"	22.7%	50.2%	24.0%	2.3%	0.8%
Q16-6. Quality of City's social media	7.8%	32.8%	53.5%	4.0%	1.8%

Q17. Leadership and Quality of Life. Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17-1. Overall image of City	15.3%	55.1%	19.1%	5.4%	2.0%	3.1%
Q17-2. Overall quality of leadership provided by City's elected officials	9.3%	36.5%	29.1%	9.5%	3.3%	12.4%
Q17-3. Overall effectiveness of City Manager & City staff	9.4%	35.5%	28.4%	6.9%	3.0%	16.9%

WITHOUT "DON'T KNOW"

Q17. Leadership and Quality of Life. Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17-1. Overall image of City	15.7%	56.9%	19.7%	5.5%	2.1%
Q17-2. Overall quality of leadership provided by City's elected officials	10.6%	41.7%	33.2%	10.8%	3.7%
Q17-3. Overall effectiveness of City Manager & City staff	11.3%	42.7%	34.1%	8.3%	3.6%

Q18. From the choices below, please check how much you agree with the statement "I trust the City of Shoreline to spend my tax dollars responsibly."

Q18. I trust City of Shoreline to spend my tax dollars responsibly	Number	Percent
Strongly agree	113	14.1 %
Somewhat agree	404	50.5 %
Somewhat disagree	141	17.6 %
Strongly disagree	80	10.0 %
No opinion	54	6.8 %
Not provided	8	1.0 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q18. From the choices below, please check how much you agree with the statement "I trust the City of Shoreline to spend my tax dollars responsibly." (without "not provided")

Q18. I trust City of Shoreline to spend my tax dollars responsibly	Number	Percent
Strongly agree	113	14.3 %
Somewhat agree	404	51.0 %
Somewhat disagree	141	17.8 %
Strongly disagree	80	10.1 %
No opinion	54	6.8 %
Total	792	100.0 %

Q19. In general, do you think the City of Shoreline is moving in the right direction?

Q19. Do you think City of Shoreline is moving in the right direction	Number	Percent
Yes	450	56.3 %
No	165	20.6 %
Don't know	185	23.1 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q19. In general, do you think the City of Shoreline is moving in the right direction? (without "don't know")

Q19. Do you think City of Shoreline is moving in the right direction	Number	Percent
Yes	450	73.2 %
No	165	26.8 %
Total	615	100.0 %

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

Q20. Do you believe Shoreline is a welcoming & inclusive community	Number	Percent
Yes	570	71.3 %
No	62	7.8 %
Don't know	168	21.0 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q20. In general, do you believe Shoreline is a welcoming and inclusive community? (without "don't know")

Q20. Do you believe Shoreline is a welcoming & inclusive community	Number	Percent
Yes	570	90.2 %
No	62	9.8 %
Total	632	100.0 %

Q21. Please rate Shoreline using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

(N=800)

	Excellent	Good	Neutral	Below average	Poor	Don't know
Q21-1. As a place to live	30.9%	55.8%	8.5%	2.0%	0.8%	2.1%
Q21-2. As a place to raise children	29.8%	47.3%	8.9%	2.8%	1.3%	10.1%
Q21-3. As a place to work	12.8%	29.6%	23.4%	5.0%	1.6%	27.6%
Q21-4. As a place with a variety of housing choices	10.6%	39.3%	25.4%	11.3%	4.5%	9.0%
Q21-5. As a place to shop	6.4%	30.3%	26.0%	22.6%	12.4%	2.4%
Q21-6. As a place for dining & entertainment options	4.0%	21.9%	24.0%	30.6%	16.6%	2.9%
Q21-7. Overall quality of life in City	16.8%	55.9%	18.9%	4.1%	1.3%	3.1%
Q21-8. As a place to connect & interact with your neighbors	16.6%	42.5%	26.3%	8.1%	2.3%	4.3%

WITHOUT "DON'T KNOW"

Q21. Please rate Shoreline using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following. (without "don't know")

(N=800)

	Excellent	Good	Neutral	Below average	Poor
Q21-1. As a place to live	31.5%	57.0%	8.7%	2.0%	0.8%
Q21-2. As a place to raise children	33.1%	52.6%	9.9%	3.1%	1.4%
Q21-3. As a place to work	17.6%	40.9%	32.3%	6.9%	2.2%
Q21-4. As a place with a variety of housing choices	11.7%	43.1%	27.9%	12.4%	4.9%
Q21-5. As a place to shop	6.5%	31.0%	26.6%	23.2%	12.7%
Q21-6. As a place for dining & entertainment options	4.1%	22.5%	24.7%	31.5%	17.1%
Q21-7. Overall quality of life in City	17.3%	57.7%	19.5%	4.3%	1.3%
Q21-8. As a place to connect & interact with your neighbors	17.4%	44.4%	27.4%	8.5%	2.3%

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

<u>Q22. How do you rate condition of your neighborhood</u>	<u>Number</u>	<u>Percent</u>
Excellent	157	19.6 %
Good	387	48.4 %
Average	185	23.1 %
Below average	35	4.4 %
Poor	7	0.9 %
Don't know	29	3.6 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q22. Overall, how do you rate the condition of your neighborhood? (without "don't know")

<u>Q22. How do you rate condition of your neighborhood</u>	<u>Number</u>	<u>Percent</u>
Excellent	157	20.4 %
Good	387	50.2 %
Average	185	24.0 %
Below average	35	4.5 %
Poor	7	0.9 %
Total	771	100.0 %

Q23. Parks and Recreation. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q23-1. Maintenance of City parks	19.4%	54.5%	13.5%	4.4%	0.6%	7.6%
Q23-2. Maintenance of City playgrounds	16.9%	46.8%	15.0%	2.5%	0.4%	18.5%
Q23-3. Walking & biking trails in City	13.9%	47.3%	19.8%	6.0%	1.5%	11.6%
Q23-4. Outdoor athletic fields	14.8%	44.3%	14.9%	2.1%	0.6%	23.4%
Q23-5. Fees charged for recreation programs	9.8%	27.9%	22.9%	2.3%	0.4%	36.9%
Q23-6. Variety of recreation programs	9.3%	35.4%	22.3%	5.0%	0.9%	27.3%
Q23-7. Variety of culturally diverse programs	6.3%	22.4%	26.0%	4.8%	1.1%	39.5%
Q23-8. Quality of access to City parks for persons with disabilities	5.3%	21.4%	20.9%	4.0%	0.9%	47.6%

WITHOUT "DON'T KNOW"

Q23. Parks and Recreation. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q23-1. Maintenance of City parks	21.0%	59.0%	14.6%	4.7%	0.7%
Q23-2. Maintenance of City playgrounds	20.7%	57.4%	18.4%	3.1%	0.5%
Q23-3. Walking & biking trails in City	15.7%	53.5%	22.3%	6.8%	1.7%
Q23-4. Outdoor athletic fields	19.2%	57.7%	19.4%	2.8%	0.8%
Q23-5. Fees charged for recreation programs	15.4%	44.2%	36.2%	3.6%	0.6%
Q23-6. Variety of recreation programs	12.7%	48.6%	30.6%	6.9%	1.2%
Q23-7. Variety of culturally diverse programs	10.3%	37.0%	43.0%	7.9%	1.9%
Q23-8. Quality of access to City parks for persons with disabilities	10.0%	40.8%	39.9%	7.6%	1.7%

Q24. Which TWO of the Parks and Recreation items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q24. Top choice	Number	Percent
Maintenance of City parks	303	37.9 %
Maintenance of City playgrounds	39	4.9 %
Walking & biking trails in City	131	16.4 %
Outdoor athletic fields	23	2.9 %
Fees charged for recreation programs	25	3.1 %
Variety of recreation programs	55	6.9 %
Variety of culturally diverse programs	70	8.8 %
Quality of access to City parks for persons with disabilities	62	7.8 %
None chosen	92	11.5 %
Total	800	100.0 %

Q24. Which TWO of the Parks and Recreation items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

Q24. 2nd choice	Number	Percent
Maintenance of City parks	122	15.3 %
Maintenance of City playgrounds	148	18.5 %
Walking & biking trails in City	147	18.4 %
Outdoor athletic fields	32	4.0 %
Fees charged for recreation programs	18	2.3 %
Variety of recreation programs	76	9.5 %
Variety of culturally diverse programs	72	9.0 %
Quality of access to City parks for persons with disabilities	72	9.0 %
None chosen	113	14.1 %
Total	800	100.0 %

SUM OF TOP 2 CHOICES

Q24. Which TWO of the Parks and Recreation items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)

Q24.Sum of top 2 choices	Number	Percent
Maintenance of City parks	425	53.1 %
Maintenance of City playgrounds	187	23.4 %
Walking & biking trails in City	278	34.8 %
Outdoor athletic fields	55	6.9 %
Fees charged for recreation programs	43	5.4 %
Variety of recreation programs	131	16.4 %
Variety of culturally diverse programs	142	17.8 %
Quality of access to City parks for persons with disabilities	134	16.8 %
None chosen	92	11.5 %
Total	1487	

Q25. Transportation and Land Use. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q25-1. Availability of public transportation options	9.0%	39.8%	22.6%	11.3%	2.6%	14.8%
Q25-2. Availability of bicycle lanes	7.8%	30.0%	28.1%	12.0%	3.3%	18.9%
Q25-3. Availability of sidewalks on major streets & routes	6.0%	30.5%	27.6%	22.3%	8.5%	5.1%
Q25-4. Availability of sidewalks in your neighborhood	4.8%	18.3%	20.9%	28.8%	22.4%	5.0%
Q25-5. Quality of sidewalks in Shoreline	3.8%	25.1%	33.6%	22.9%	8.1%	6.5%
Q25-6. Quality of sidewalks for people with mobility challenges	2.0%	10.0%	21.4%	20.5%	13.6%	32.5%
Q25-7. Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	6.1%	30.1%	28.4%	16.8%	11.4%	7.3%
Q25-8. City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	5.5%	25.9%	34.5%	12.0%	5.3%	16.9%

WITHOUT "DON'T KNOW"**Q25. Transportation and Land Use. Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=800)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q25-1. Availability of public transportation options	10.6%	46.6%	26.5%	13.2%	3.1%
Q25-2. Availability of bicycle lanes	9.6%	37.0%	34.7%	14.8%	4.0%
Q25-3. Availability of sidewalks on major streets & routes	6.3%	32.1%	29.1%	23.5%	9.0%
Q25-4. Availability of sidewalks in your neighborhood	5.0%	19.2%	22.0%	30.3%	23.6%
Q25-5. Quality of sidewalks in Shoreline	4.0%	26.9%	36.0%	24.5%	8.7%
Q25-6. Quality of sidewalks for people with mobility challenges	3.0%	14.8%	31.7%	30.4%	20.2%
Q25-7. Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	6.6%	32.5%	30.6%	18.1%	12.3%
Q25-8. City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	6.6%	31.1%	41.5%	14.4%	6.3%

Q26. Which TWO of the Transportation items listed in Question 25 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q26. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of public transportation options	123	15.4 %
Availability of bicycle lanes	39	4.9 %
Availability of sidewalks on major streets & routes	105	13.1 %
Availability of sidewalks in your neighborhood	178	22.3 %
Quality of sidewalks in Shoreline	68	8.5 %
Quality of sidewalks for people with mobility challenges	56	7.0 %
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	88	11.0 %
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	72	9.0 %
None chosen	71	8.9 %
Total	800	100.0 %

Q26. Which TWO of the Transportation items listed in Question 25 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

<u>Q26. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of public transportation options	67	8.4 %
Availability of bicycle lanes	39	4.9 %
Availability of sidewalks on major streets & routes	102	12.8 %
Availability of sidewalks in your neighborhood	107	13.4 %
Quality of sidewalks in Shoreline	95	11.9 %
Quality of sidewalks for people with mobility challenges	70	8.8 %
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	103	12.9 %
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	102	12.8 %
None chosen	115	14.4 %
Total	800	100.0 %

SUM OF TOP 2 CHOICES**Q26. Which TWO of the Transportation items listed in Question 25 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? (top 2)**

<u>Q26. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of public transportation options	190	23.8 %
Availability of bicycle lanes	78	9.8 %
Availability of sidewalks on major streets & routes	207	25.9 %
Availability of sidewalks in your neighborhood	285	35.6 %
Quality of sidewalks in Shoreline	163	20.4 %
Quality of sidewalks for people with mobility challenges	126	15.8 %
Traffic calming measures in your neighborhood, for example, traffic circles, speed humps, or radar speed signs	191	23.9 %
City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	174	21.8 %
None chosen	71	8.9 %
Total	1485	

Q27. If the City were to increase property taxes to provide additional funding for City services, which City services do you support receiving the additional funding?

Q27. Which City services do you support receiving the additional funding	Number	Percent
I don't want to see my property taxes increased	402	50.3 %
RADAR (partnering behavioral health professionals with police)	306	38.3 %
Human services	235	29.4 %
Recreation & cultural services	103	12.9 %
Youth programming	95	11.9 %
Code enforcement	76	9.5 %
Total	1217	

Q28. Housing. Twenty-six percent of Shoreline households make less than 50% of the area median income (AMI). These households are most likely to face housing affordability challenges in Shoreline. In 2021, the City adopted its Housing Action Plan, which encourages the construction of a greater variety of housing types at prices that are accessible to more households. This includes developing options for additional housing types for densities between single family and mid-rise apartments, such as cottages, tiny houses, and more options for ADUs (accessory dwelling units, i.e., mother-in-law apartment/carriage house). Do you support changing the City's zoning code to allow for denser housing options in single family zones, such as cottages, tiny houses, and ADUs?

Q28. Do you support changing City's zoning code	Number	Percent
Yes	393	49.1 %
No	278	34.8 %
Don't know	129	16.1 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q28. Housing. Twenty-six percent of Shoreline households make less than 50% of the area median income (AMI). These households are most likely to face housing affordability challenges in Shoreline. In 2021, the City adopted its Housing Action Plan, which encourages the construction of a greater variety of housing types at prices that are accessible to more households. This includes developing options for additional housing types for densities between single family and mid-rise apartments, such as cottages, tiny houses, and more options for ADUs (accessory dwelling units, i.e., mother-in-law apartment/carriage house). Do you support changing the City's zoning code to allow for denser housing options in single family zones, such as cottages, tiny houses, and ADUs? (without "don't know")

Q28. Do you support changing City's zoning code	Number	Percent
Yes	393	58.6 %
No	278	41.4 %
Total	671	100.0 %

Q29. Approximately how many years have you lived in the City of Shoreline?

Q29. How many years have you lived in City of Shoreline	Number	Percent
0-5	170	21.3 %
6-10	111	13.9 %
11-15	94	11.8 %
16-20	84	10.5 %
21-30	131	16.4 %
31+	180	22.5 %
Not provided	30	3.8 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q29. Approximately how many years have you lived in the City of Shoreline? (without "not provided")

Q29. How many years have you lived in City of Shoreline	Number	Percent
0-5	170	22.1 %
6-10	111	14.4 %
11-15	94	12.2 %
16-20	84	10.9 %
21-30	131	17.0 %
31+	180	23.4 %
Total	770	100.0 %

Q30. Do you own or rent your current residence?

Q30. Do you own or rent your current residence	Number	Percent
Own	535	66.9 %
Rent	253	31.6 %
Not provided	12	1.5 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Do you own or rent your current residence? (without "not provided")

Q30. Do you own or rent your current residence	Number	Percent
Own	535	67.9 %
Rent	253	32.1 %
Total	788	100.0 %

Q31. Do you live east or west of I-5?

<u>Q31. Do you live east or west of I-5</u>	<u>Number</u>	<u>Percent</u>
East	276	34.5 %
West	497	62.1 %
Not provided	27	3.4 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Do you live east or west of I-5? (without "not provided")

<u>Q31. Do you live east or west of I-5</u>	<u>Number</u>	<u>Percent</u>
East	276	35.7 %
West	497	64.3 %
Total	773	100.0 %

Q32. Do you live east or west of Aurora Avenue N.?

<u>Q32. Do you live east or west of Aurora Avenue N.</u>	<u>Number</u>	<u>Percent</u>
East	417	52.1 %
West	351	43.9 %
Not provided	32	4.0 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Do you live east or west of Aurora Avenue N.? (without "not provided")

<u>Q32. Do you live east or west of Aurora Avenue N.</u>	<u>Number</u>	<u>Percent</u>
East	417	54.3 %
West	351	45.7 %
Total	768	100.0 %

Q33. What type of residence do you live in?

<u>Q33. What type of residence do you live in</u>	<u>Number</u>	<u>Percent</u>
Single-family home	686	85.8 %
Condominium	30	3.8 %
Townhouse	14	1.8 %
Apartment	36	4.5 %
Duplex/triplex	8	1.0 %
ADU (accessary dwelling unit or mother-in-law)	2	0.3 %
Other	3	0.4 %
Not provided	21	2.6 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q33. What type of residence do you live in? (without "not provided")

<u>Q33. What type of residence do you live in</u>	<u>Number</u>	<u>Percent</u>
Single-family home	686	88.1 %
Condominium	30	3.9 %
Townhouse	14	1.8 %
Apartment	36	4.6 %
Duplex/triplex	8	1.0 %
ADU (accessary dwelling unit or mother-in-law)	2	0.3 %
Other	3	0.4 %
Total	779	100.0 %

Q33-7. Other

<u>Q33-7. Other</u>	<u>Number</u>	<u>Percent</u>
King County Housing Authority	2	66.7 %
Cristwood Park	1	33.3 %
Total	3	100.0 %

Q34. Counting yourself, how many people in your household are...

	Mean	Sum
number	2.5	2018
Under age 5	0.2	130
Ages 5-9	0.1	105
Ages 10-14	0.2	119
Ages 15-19	0.1	73
Ages 20-24	0.1	76
Ages 25-34	0.3	203
Ages 35-44	0.4	308
Ages 45-54	0.4	282
Ages 55-64	0.4	312
Ages 65-74	0.4	307
Ages 75+	0.1	103

Q35. What is your total annual household income?

<u>Q35. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	41	5.1 %
\$25K to \$49,999	111	13.9 %
\$50K to \$74,999	112	14.0 %
\$75K to \$99,999	120	15.0 %
\$100K+	322	40.3 %
Not provided	94	11.8 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q35. What is your total annual household income? (without "not provided")

<u>Q35. What is your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	41	5.8 %
\$25K to \$49,999	111	15.7 %
\$50K to \$74,999	112	15.9 %
\$75K to \$99,999	120	17.0 %
\$100K+	322	45.6 %
Total	706	100.0 %

Q36. Your gender identity:

<u>Q36. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	391	48.9 %
Female	397	49.6 %
Non-Binary	9	1.1 %
Other	3	0.4 %
Total	800	100.0 %

Q36-4. Self-describe your gender:

<u>Q36-4. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
Transwoman	1	33.3 %
Fluid	1	33.3 %
Two Spirit	1	33.3 %
Total	3	100.0 %

Q37. Which of the following best describes your race/ethnicity?

<u>Q37. Which following best describes your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	124	15.5 %
Black or African American	46	5.8 %
American Indian or Alaska Native	13	1.6 %
White	548	68.5 %
Native Hawaiian or other Pacific Islander	5	0.6 %
Hispanic, Spanish, or Latino/a/x	65	8.1 %
Other	13	1.6 %
Total	814	

Q37-7. Self-describe your race/ethnicity:

<u>Q37-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	5	38.5 %
Middle Eastern	2	15.4 %
Jewish	2	15.4 %
Swiss	1	7.7 %
Western European	1	7.7 %
Arab	1	7.7 %
European	1	7.7 %
Total	13	100.0 %

Q38. What is the primary language spoken in your home?

<u>Q38. What is the primary language spoken in your home</u>	<u>Number</u>	<u>Percent</u>
English	696	87.0 %
Spanish	17	2.1 %
Mandarin/Cantonese	19	2.4 %
Vietnamese	4	0.5 %
Amharic/Tigrinya	3	0.4 %
Korean	6	0.8 %
Tagalog	7	0.9 %
Other	16	2.0 %
<u>Not provided</u>	<u>32</u>	<u>4.0 %</u>
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q38. What is the primary language spoken in your home? (without "not provided")

<u>Q38. What is the primary language spoken in your home</u>	<u>Number</u>	<u>Percent</u>
English	696	90.6 %
Spanish	17	2.2 %
Mandarin/Cantonese	19	2.5 %
Vietnamese	4	0.5 %
Amharic/Tigrinya	3	0.4 %
Korean	6	0.8 %
Tagalog	7	0.9 %
<u>Other</u>	<u>16</u>	<u>2.1 %</u>
Total	768	100.0 %

Q38-8. Other

<u>Q38-8. Other</u>	<u>Number</u>	<u>Percent</u>
Arabic	5	31.3 %
Farsi	2	12.5 %
Japanese	1	6.3 %
Hindi	1	6.3 %
German	1	6.3 %
Thai	1	6.3 %
Chinese	1	6.3 %
Tigrina	1	6.3 %
Urdu	1	6.3 %
Sign Language	1	6.3 %
<u>Bengali</u>	<u>1</u>	<u>6.3 %</u>
Total	16	100.0 %

6

Survey Instrument



City of Shoreline

17500 Midvale Avenue North
Shoreline, WA 98133-4905
206-801-2700 ♦ Fax 206-546-7868

May 2022

Dear Shoreline Resident:

Your input on the enclosed survey is important. We believe it is crucial to ask our residents if they are satisfied with the services we provide. To ensure that the City's priorities are aligned with the needs of our residents, we need to know what you think. ***Your household was one of a limited number selected at random to receive this survey. Your participation is necessary to make the survey a success.*** The results will assist City leaders in making critical decisions that affect a wide range of City services, including police, parks, street maintenance, sidewalk construction, transportation, affordable housing, code enforcement, and many others. To ensure that the City's priorities are aligned with the needs of Shoreline residents, you are asked to complete the attached survey conducted independently by ETC Institute.

We appreciate your time. We realize that this survey takes some time to complete, but every question is important and your opinion matters to the City. The time you invest could influence City decisions and your community's future. Your responses will also allow City leaders to strengthen service level improvements across the Shoreline community.

Please return your survey or complete it online sometime during the next week. Please return the enclosed survey within one week in the postage-paid envelope provided. If you prefer, you can complete the survey online at shorelineresidentsurvey.org. *Your responses will remain confidential.*

If you have any questions, please contact Eric Bratton with the City of Shoreline at ebratton@shorelinewa.gov or 206-801-2217. Thanks again for taking the time to let your voice be heard.

Sincerely,

Debbie Tarry
City Manager
City of Shoreline

La ciudad de Shoreline está realizando una encuesta a sus residentes para saber qué tan satisfechos están con los servicios que brindamos. Su hogar es uno de los pocos hogares elegidos al azar para realizar la encuesta. Su participación es muy importante para nosotros. Si desea que le enviemos una encuesta traducida, comuníquese con el Gerente del Programa de Comunicaciones, Eric Bratton, enviando un correo electrónico a ebratton@shorelinewa.gov o llamando al (206) 801-2217.

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Bratton) ebratton@shorelinewa.gov ÷ ' = xU - a è M(206) 801- 2217 - Sè a Δ

雪蘭市 (City of Shoreline) 將對其居民開展一項調查，旨在了解他們對我們所提供的服務的滿意度。您的家庭是隨機獲選接受調查的有限數量的家庭之一。您的意見對我們而言很重要。如果您需要翻譯版本的調查，請透過 ebratton@shorelinewa.gov 或 (206) 801- 2217 與通訊計劃經理 Eric Bratton 聯絡。

Thành phố Shoreline đang tiến hành khảo sát với cư dân thành phố để xem mức độ hài lòng của họ với các dịch vụ chúng tôi cung cấp. Hộ gia đình quý vị là một trong số những hộ được chọn ngẫu nhiên để trả lời khảo sát. Ý kiến của quý vị rất quan trọng với chúng tôi. Nếu quý vị muốn được gửi bản khảo sát đã dịch, vui lòng liên hệ với Quản Lý Chương Trình Truyền Thông Eric Bratton theo địa chỉ ebratton@shorelinewa.gov hoặc số điện thoại (206) 801- 2217.

2022 City of Shoreline Resident Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to provide quality services that the people of Shoreline need and value. If you have questions, please contact Communications Program Manager Eric Bratton at ebratton@shorelinewa.gov or 206-801-2217.

[The COVID-19 Pandemic beginning in March 2020 has affected everyone in our community. As federal, state, and local governments work to address the needs of those most affected, it is important for the City to better understand the impacts to Shoreline residents so we can better provide City services.]

1. Please indicate how the COVID-19 pandemic impacted your financial situation by CHECKING ALL THAT APPLY.

- | | |
|---|---|
| <input type="checkbox"/> (1) I have not been impacted financially because of COVID-19 | <input type="checkbox"/> (6) Sales were down at my company/ business |
| <input type="checkbox"/> (2) My financial situation improved because of COVID-19 | <input type="checkbox"/> (7) I was sick and unable to work |
| <input type="checkbox"/> (3) My work hours were reduced | <input type="checkbox"/> (8) My financial condition was impacted early in the pandemic, but has improved. |
| <input type="checkbox"/> (4) I lost my job | <input type="checkbox"/> (9) Other: _____ |
| <input type="checkbox"/> (5) Projects/contracts were postponed | |

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

- (1) Yes (2) No

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

- | | | |
|--|--|---|
| <input type="checkbox"/> (1) Inflation | <input type="checkbox"/> (3) Potential recession | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (2) COVID-19 Pandemic | <input type="checkbox"/> (4) Issues with the global supply chain | |

4. Have you worked remotely during the COVID-19 Pandemic? (1) Yes (2) No

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

- (1) Yes, full-time remote (2) Yes, hybrid in-person/remotely (3) No, I don't have plans to work remotely

[Thank you for providing information about how the COVID-19 Pandemic has affected you. Now we will ask you questions about your satisfaction levels with City services in general.]

6. Quality of Services and Facilities. Please rate your overall satisfaction with the following major categories of services provided by the City of Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
03. Overall effectiveness of the City's code enforcement program	5	4	3	2	1	9
04. Overall effectiveness of City communication with the public	5	4	3	2	1	9
05. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
06. Overall travel time for trips on Shoreline streets (excluding I-5 and signals to I-5)	5	4	3	2	1	9
07. Overall quality of human services (e.g., support for people in times of need) offered by the City	5	4	3	2	1	9
08. Overall effectiveness of City's efforts to sustain environmental quality	5	4	3	2	1	9
09. Overall quality of service provided by the City of Shoreline	5	4	3	2	1	9
10. Overall effectiveness of City's efforts to build an anti-racist community	5	4	3	2	1	9
11. Overall response to homelessness	5	4	3	2	1	9

7. Which **THREE** of the items listed in Question 6 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 6.]

1st: ____ 2nd: ____ 3rd: ____

8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", please rate your satisfaction with the following maintenance services provided by the City of Shoreline.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall maintenance of City streets	5	4	3	2	1	9
02. Maintenance of streets in your neighborhood	5	4	3	2	1	9
03. Maintenance of sidewalks in Shoreline	5	4	3	2	1	9
04. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
05. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
06. Adequacy of City street lighting in your neighborhood	5	4	3	2	1	9
07. Adequacy of storm drainage services in your neighborhood	5	4	3	2	1	9
08. Garbage/recycling provider services	5	4	3	2	1	9
09. Maintenance of public trees along City streets	5	4	3	2	1	9
10. Adequacy of wastewater (sewer) system in your neighborhood	5	4	3	2	1	9

9. Which **TWO** of the maintenance services listed in Question 8 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 8.]

1st: ____ 2nd: ____

10. **Enforcement of City Codes and Ordinances.** Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with each of the following.

How satisfied are you with the City of Shoreline's efforts regarding...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Enforcing the clean-up of garbage, junk, or debris on private property	5	4	3	2	1	9
2. Enforcing removal of abandoned/junk autos	5	4	3	2	1	9
3. Enforcement of graffiti removal from private properties	5	4	3	2	1	9

11. Which **ONE** of the City Codes and Ordinances items listed in Question 10 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? [Write in your answer below using the numbers from the list in Question 10.]

Highest Priority: ____

12. **Public Safety.** Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with each of the following public safety services provided by the City of Shoreline.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of local police protection	5	4	3	2	1	9
2. City's efforts to prevent crime	5	4	3	2	1	9
3. Enforcement of local traffic laws	5	4	3	2	1	9
4. Response to drug activity	5	4	3	2	1	9
5. Response to prostitution activity	5	4	3	2	1	9
6. Response to property crime (e.g., burglary, mail theft, car prowling)	5	4	3	2	1	9
7. The level of respect Shoreline Police officers show residents regardless of race, gender, age, or other factors	5	4	3	2	1	9
8. Your level of trust in officers to do the right thing	5	4	3	2	1	9
9. Shoreline Police Department's response to situations involving individuals with behavioral/mental health issues	5	4	3	2	1	9

13. Which **TWO** of the Public Safety items listed in Question 12 do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years? [Write in your answers below using the numbers from the list in Question 12.]

1st: ____ 2nd: ____

14. Using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations.

How safe do you feel...	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1. In your neighborhood during the day	5	4	3	2	1	9
2. In your neighborhood at night	5	4	3	2	1	9
3. In City parks and trails	5	4	3	2	1	9
4. In other public areas in Shoreline	5	4	3	2	1	9
5. Overall feeling of safety in Shoreline	5	4	3	2	1	9

15. **City Communications.** From which of the following have you received information about City projects, issues, services, and events? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) City newsletter "CURRENTS" | <input type="checkbox"/> (07) Online resources (e.g., Shoreline Area News, Nextdoor, Facebook groups) |
| <input type="checkbox"/> (02) City's Parks and Recreation Guide | <input type="checkbox"/> (08) Involvement in neighborhood association or Shoreline Watch |
| <input type="checkbox"/> (03) City cable channel (Comcast 21, Ziplly 27) | <input type="checkbox"/> (09) Alert Shoreline (City emails) |
| <input type="checkbox"/> (04) City website | <input type="checkbox"/> (10) Other: _____ |
| <input type="checkbox"/> (05) City's social media sites (e.g., Facebook, Twitter, Instagram) | |
| <input type="checkbox"/> (06) Television news | |

16. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following.

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. The availability of information about City services, meetings, and events	5	4	3	2	1	9
2. City's efforts to provide information on major City issues (e.g., capital projects)	5	4	3	2	1	9
3. City's efforts to provide opportunities for public involvement	5	4	3	2	1	9
4. The quality of the content on the City's website	5	4	3	2	1	9
5. The quality of the content in the City's newsletter "CURRENTS"	5	4	3	2	1	9
6. The quality of the City's social media	5	4	3	2	1	9

17. **Leadership and Quality of Life.** Several items that may influence your perception of the City of Shoreline are listed below. Please rate each item using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall image of the City	5	4	3	2	1	9
2. Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
3. Overall effectiveness of the City Manager and City staff	5	4	3	2	1	9

18. From the choices below, please check how much you agree with the statement, "I trust the City of Shoreline to spend my tax dollars responsibly."

- | | | |
|---|--|---|
| <input type="checkbox"/> (5) Strongly agree | <input type="checkbox"/> (3) Somewhat disagree | <input type="checkbox"/> (1) No opinion |
| <input type="checkbox"/> (4) Somewhat agree | <input type="checkbox"/> (2) Strongly disagree | |

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

- (1) Yes (2) No (9) Don't know

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

- (1) Yes (2) No (9) Don't know

21. Please rate Shoreline using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor" with regard to each of the following.

How would you rate Shoreline...	Excellent	Good	Neutral	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place with a variety of housing choices	5	4	3	2	1	9
5. As a place to shop	5	4	3	2	1	9
6. As a place for dining and entertainment options	5	4	3	2	1	9
7. Overall quality of life in the City	5	4	3	2	1	9
8. As a place to connect and interact with your neighbors	5	4	3	2	1	9

22. Overall, how do you rate the condition of your neighborhood?

____ (5) Excellent ____ (3) Average ____ (1) Poor
 ____ (4) Good ____ (2) Below Average ____ (9) Don't know

23. **Parks and Recreation.** Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Maintenance of City parks	5	4	3	2	1	9
2. Maintenance of City playgrounds	5	4	3	2	1	9
3. Walking and biking trails in the City	5	4	3	2	1	9
4. Outdoor athletic fields	5	4	3	2	1	9
5. Fees charged for recreation programs	5	4	3	2	1	9
6. Variety of recreation programs	5	4	3	2	1	9
7. Variety of culturally diverse programs	5	4	3	2	1	9
8. Quality of access to City parks for persons with disabilities	5	4	3	2	1	9

24. Which TWO of the Parks and Recreation items listed in Question 23 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 23.]

1st: ____ 2nd: ____

25. **Transportation and Land Use.** Please rate Shoreline using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Availability of public transportation options	5	4	3	2	1	9
2. Availability of bicycle lanes	5	4	3	2	1	9
3. Availability of sidewalks on major streets and routes	5	4	3	2	1	9
4. Availability of sidewalks in your neighborhood	5	4	3	2	1	9
5. Quality of sidewalks in Shoreline	5	4	3	2	1	9
6. Quality of sidewalks for people with mobility challenges	5	4	3	2	1	9
7. Traffic calming measures in your neighborhood, for example; traffic circles, speed humps, or radar speed signs	5	4	3	2	1	9
8. City's efforts for supporting alternative means of transportation such as transit, bicycling, walking	5	4	3	2	1	9

26. Which TWO of the transportation items listed in Question 25 do you think should receive the MOST EMPHASIS from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 25.]

1st: ____ 2nd: ____

27. **If the City were to increase property taxes to provide additional funding for City services, which City services do you support receiving the additional funding? [Choose up to TWO.]**

- (1) RADAR (partnering behavioral health professionals with police)
- (2) Human services
- (3) Code Enforcement
- (4) Recreation and Cultural Services
- (5) Youth programming
- (6) I don't want to see my property taxes increased

28. **Housing. Twenty-six percent of Shoreline households make less than 50% of the area median income (AMI). These households are most likely to face housing affordability challenges in Shoreline. In 2021, the City adopted its Housing Action Plan, which encourages the construction of a greater variety of housing types at prices that are accessible to more households. This includes developing options for additional housing types for densities between single family and mid-rise apartments, such as cottages, tiny houses, and more options for ADUs (accessory dwelling units, i.e., mother-in-law apartment/carriage house).**

Do you support changing the City's zoning code to allow for denser housing options in single family zones, such as cottages, tiny houses, and ADUs?

- (1) Yes
- (2) No
- (9) Don't know

Demographics

29. **Approximately how many years have you lived in the City of Shoreline?** _____ years

30. **Do you own or rent your current residence?** (1) Own (2) Rent

31. **Do you live east or west of I-5?** (1) East (2) West

32. **Do you live east or west of Aurora Avenue N.?** (1) East (2) West

33. **What type of residence do you live in?**

- (1) Single-family home
- (2) Condominium
- (3) Townhouse
- (4) Apartment
- (5) Duplex/Triplex
- (6) ADU (accessory dwelling unit or mother-in-law)
- (7) Other: _____

34. **Counting yourself, how many people in your household are...**

- | | | | |
|---------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Under age 5: <input type="checkbox"/> | Ages 15-19: <input type="checkbox"/> | Ages 35-44: <input type="checkbox"/> | Ages 65-74: <input type="checkbox"/> |
| Ages 5-9: <input type="checkbox"/> | Ages 20-24: <input type="checkbox"/> | Ages 45-54: <input type="checkbox"/> | Ages 75+: <input type="checkbox"/> |
| Ages 10-14: <input type="checkbox"/> | Ages 25-34: <input type="checkbox"/> | Ages 55-64: <input type="checkbox"/> | |

35. **What is your total annual household income?**

- (1) Under \$25,000
- (2) \$25,000 to \$49,999
- (3) \$50,000 to \$74,999
- (4) \$75,000 to \$99,999
- (5) \$100,000 or more

36. **Your gender identity:**

- (1) Male
- (2) Female
- (3) Non-Binary
- (4) Other: _____

37. **Which of the following best describes your race/ethnicity? [Check all that apply.]**

- (1) Asian or Asian Indian
- (2) Black or African American
- (3) American Indian or Alaska Native
- (4) White
- (5) Native Hawaiian or other Pacific Islander
- (6) Hispanic, Spanish, or Latino/a/x
- (99) Other: _____

38. What is the primary language spoken in your home?

- | | | |
|---|---|---|
| <input type="checkbox"/> (1) English | <input type="checkbox"/> (4) Vietnamese | <input type="checkbox"/> (7) Tagalog |
| <input type="checkbox"/> (2) Spanish | <input type="checkbox"/> (5) Amharic/Tigrinya | <input type="checkbox"/> (8) Other: _____ |
| <input type="checkbox"/> (3) Mandarin/Cantonese | <input type="checkbox"/> (6) Korean | |

39. Would you be willing to participate in future surveys sponsored by the City of Shoreline?

- (1) Yes [*Answer Q39a.*] (2) No

39a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with City services. If your address is not correct, please provide the correct information. Thank you.