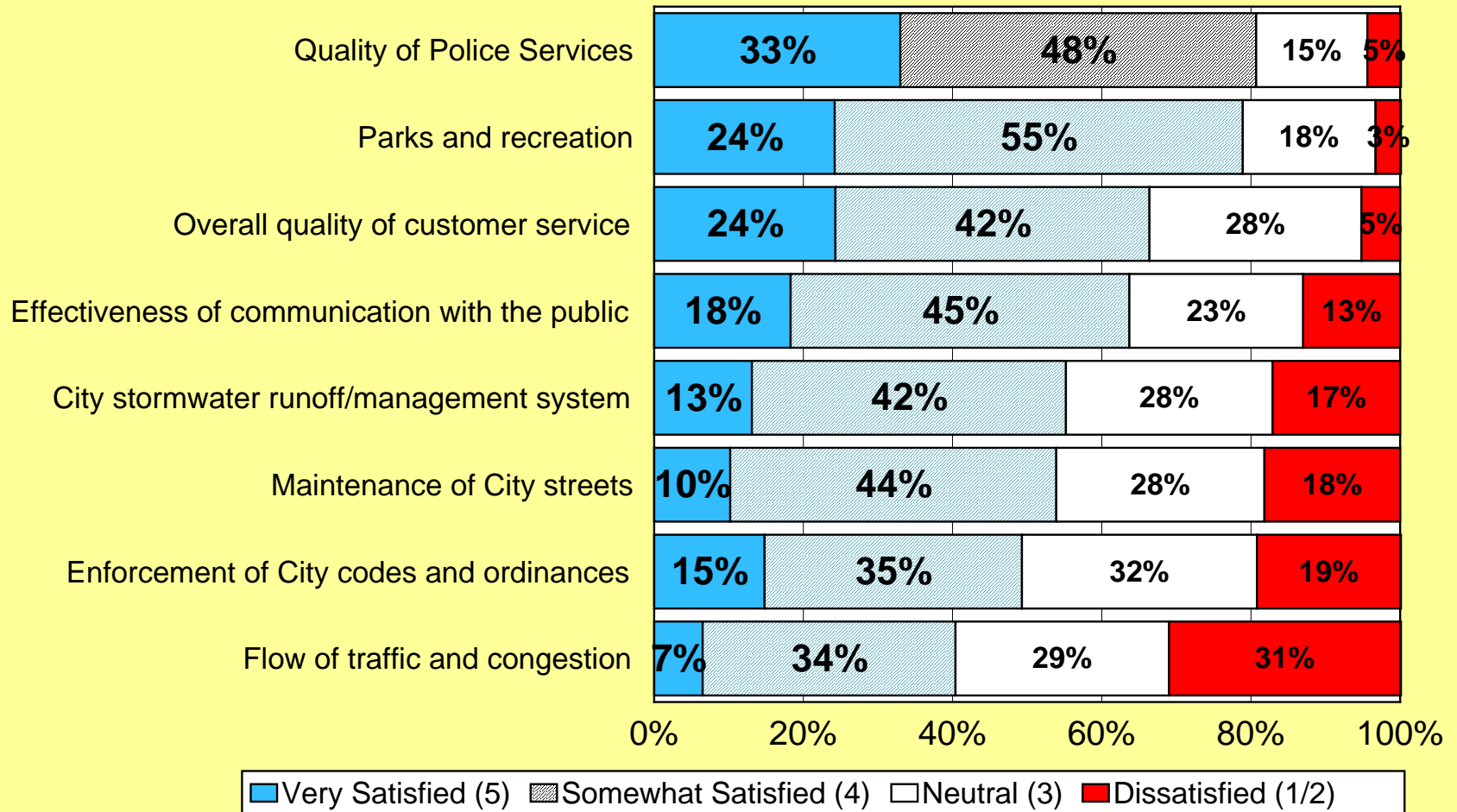


# **Quality of Services and Facilities**

# Overall Satisfaction With City Services by Major Category

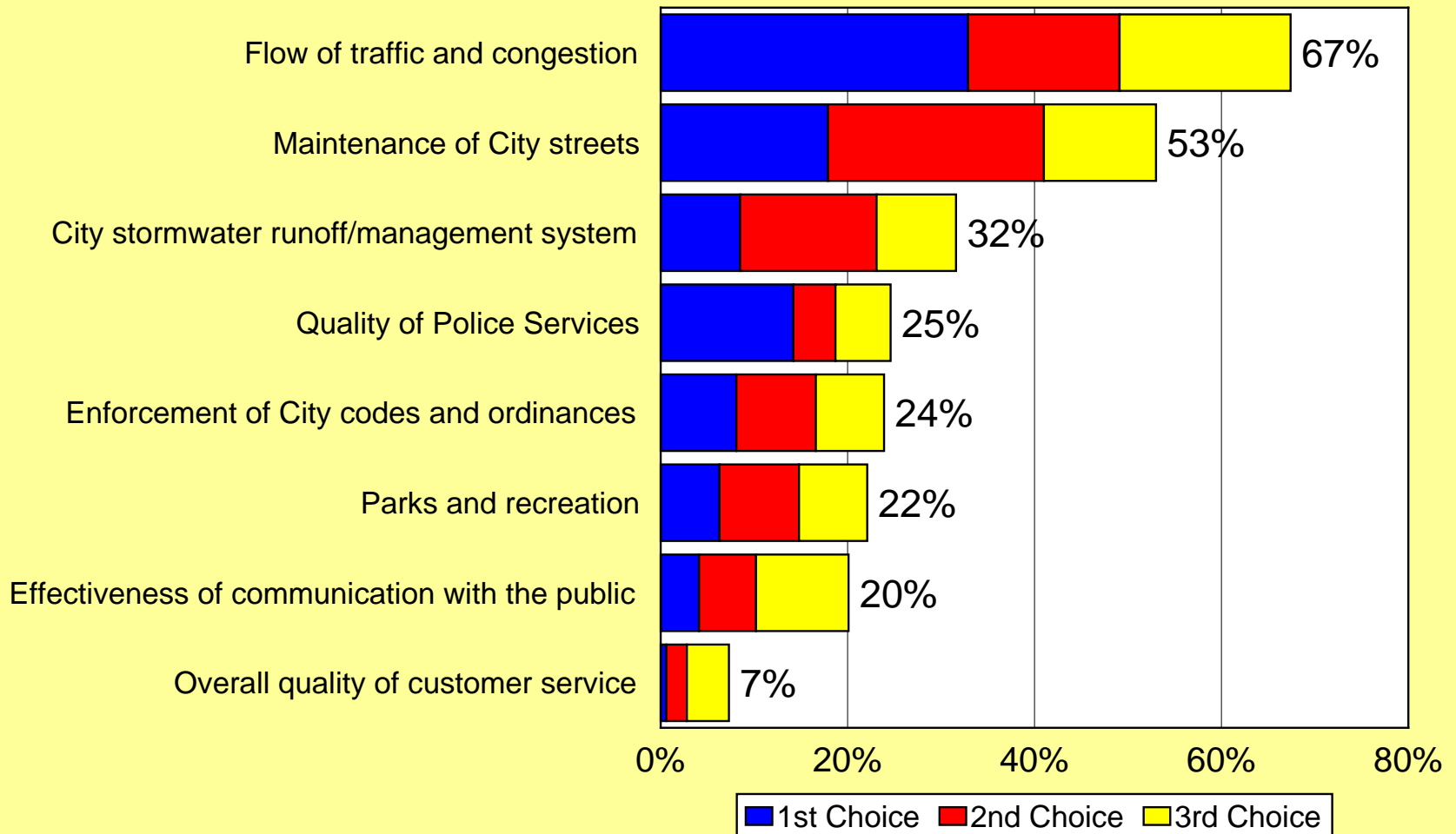
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ( excluding don't knows)



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

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

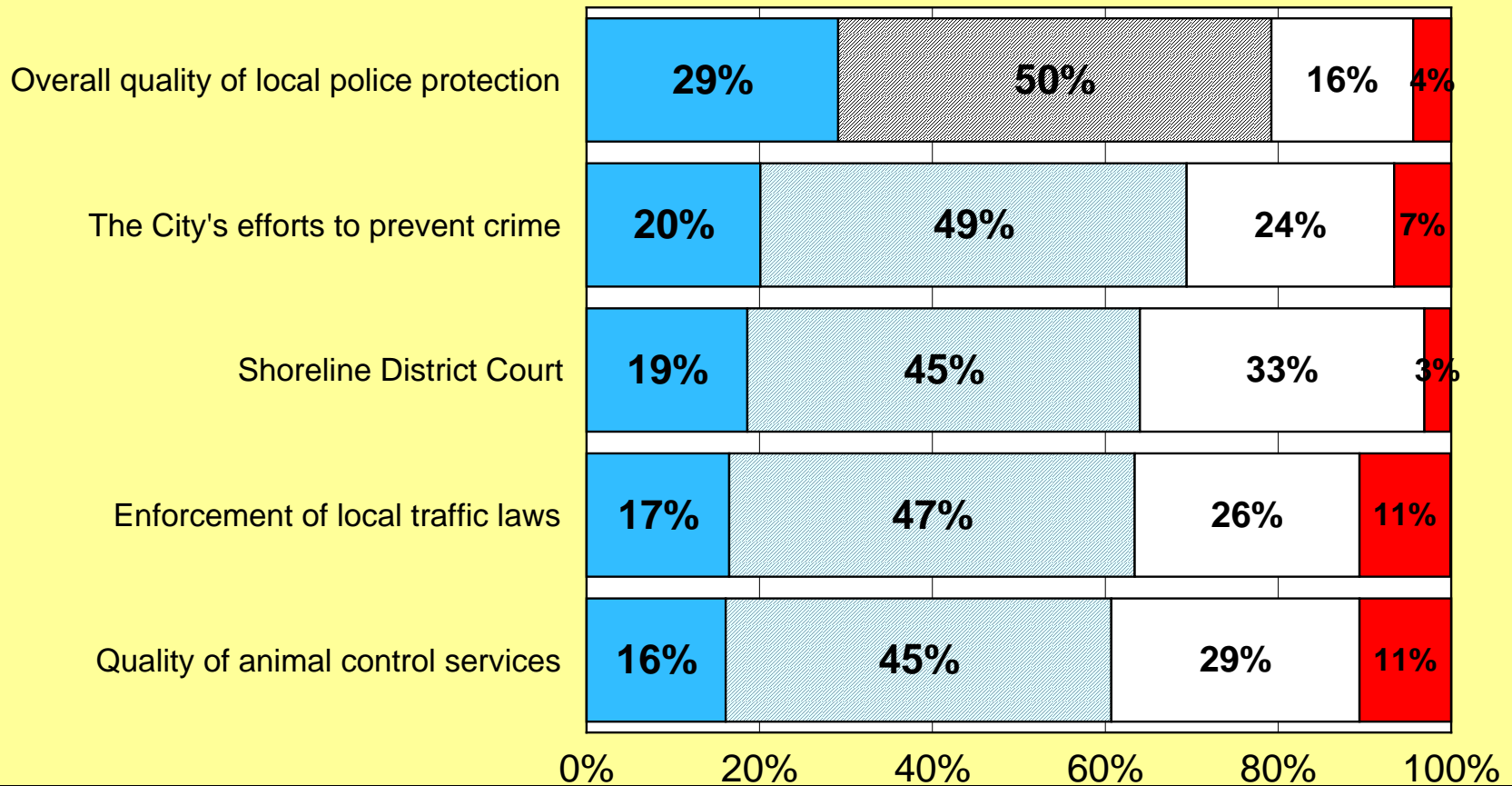
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

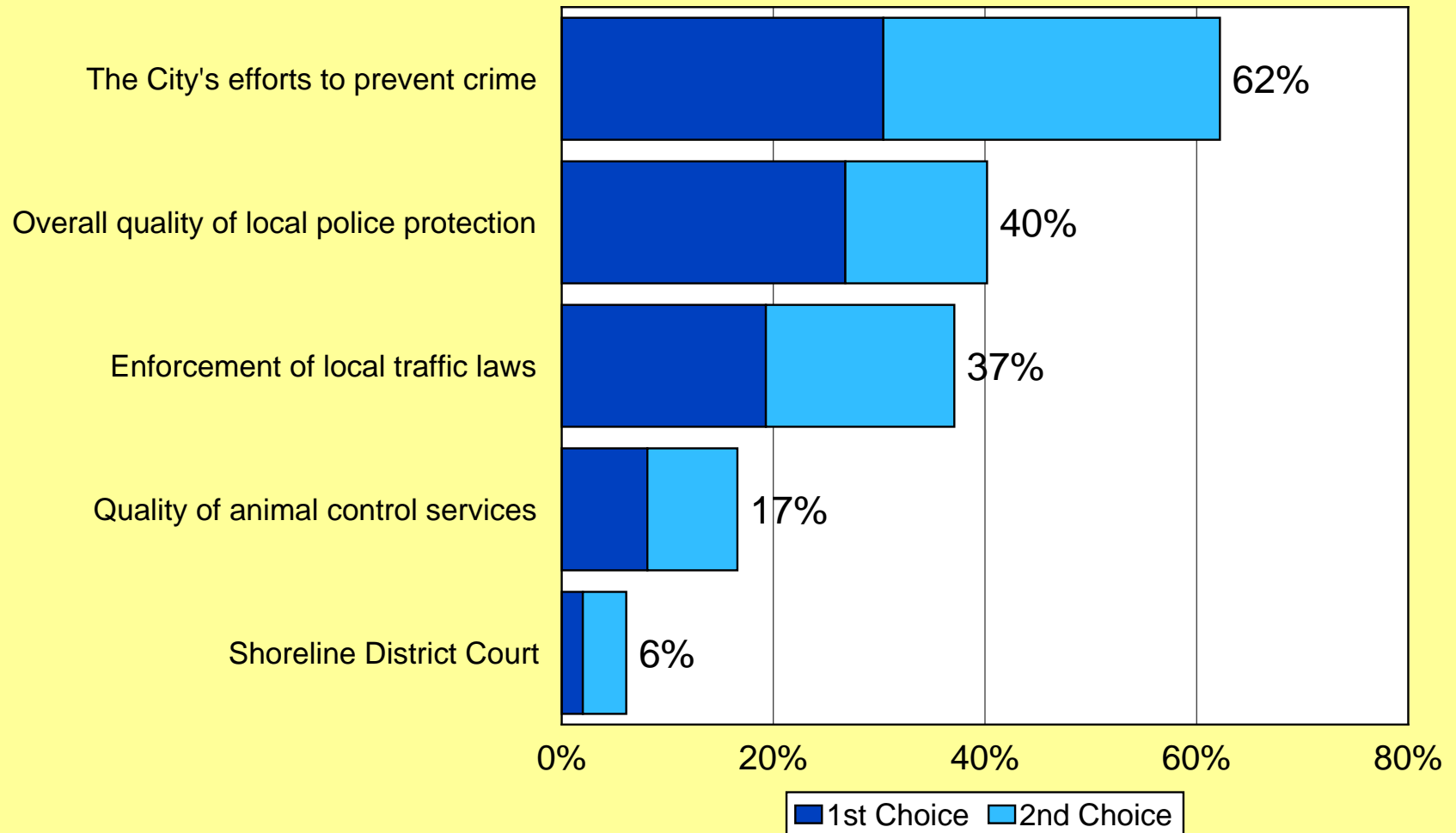
# Satisfaction with Various Aspects of Public Safety

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



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

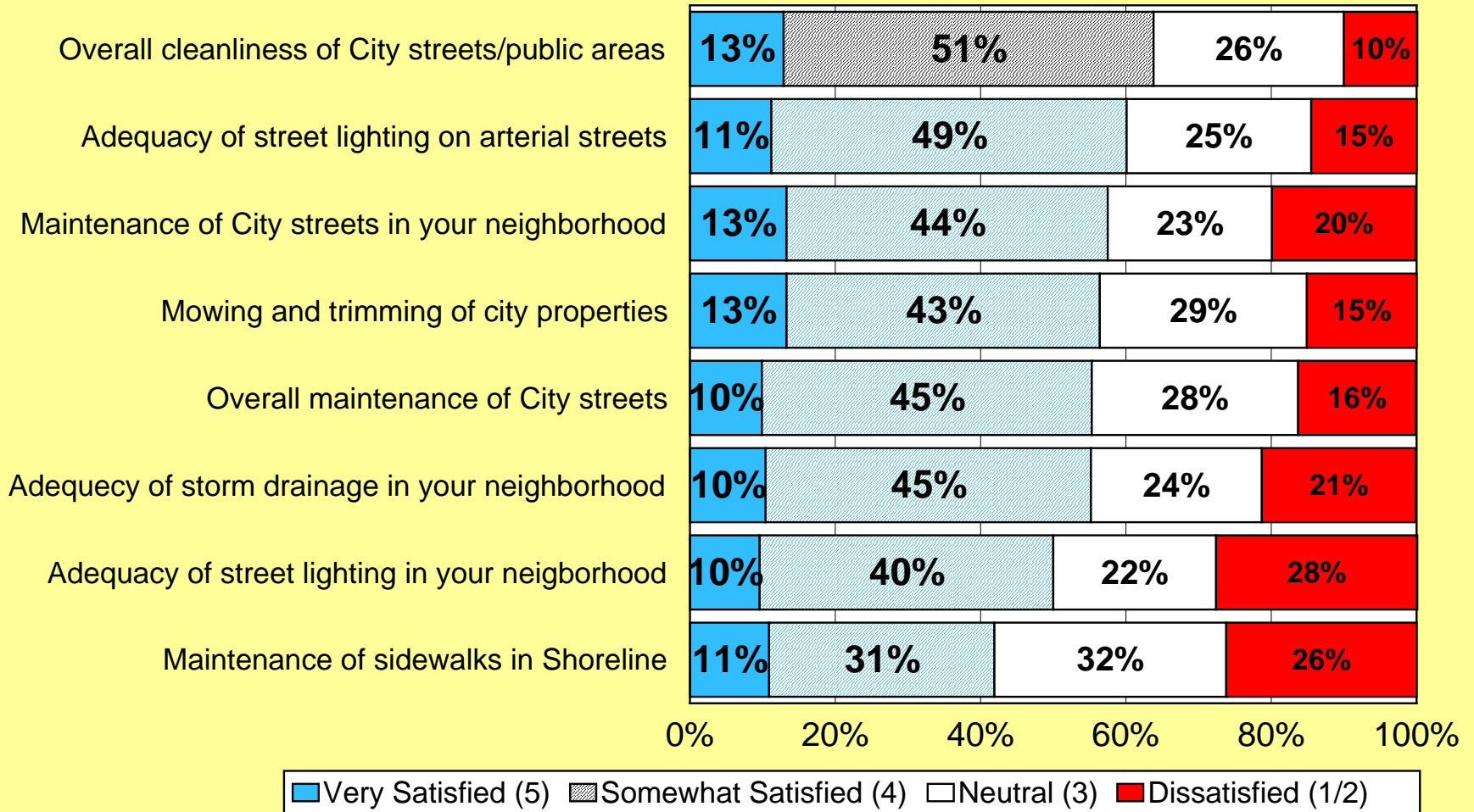
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Satisfaction with Various Aspects of City Maintenance

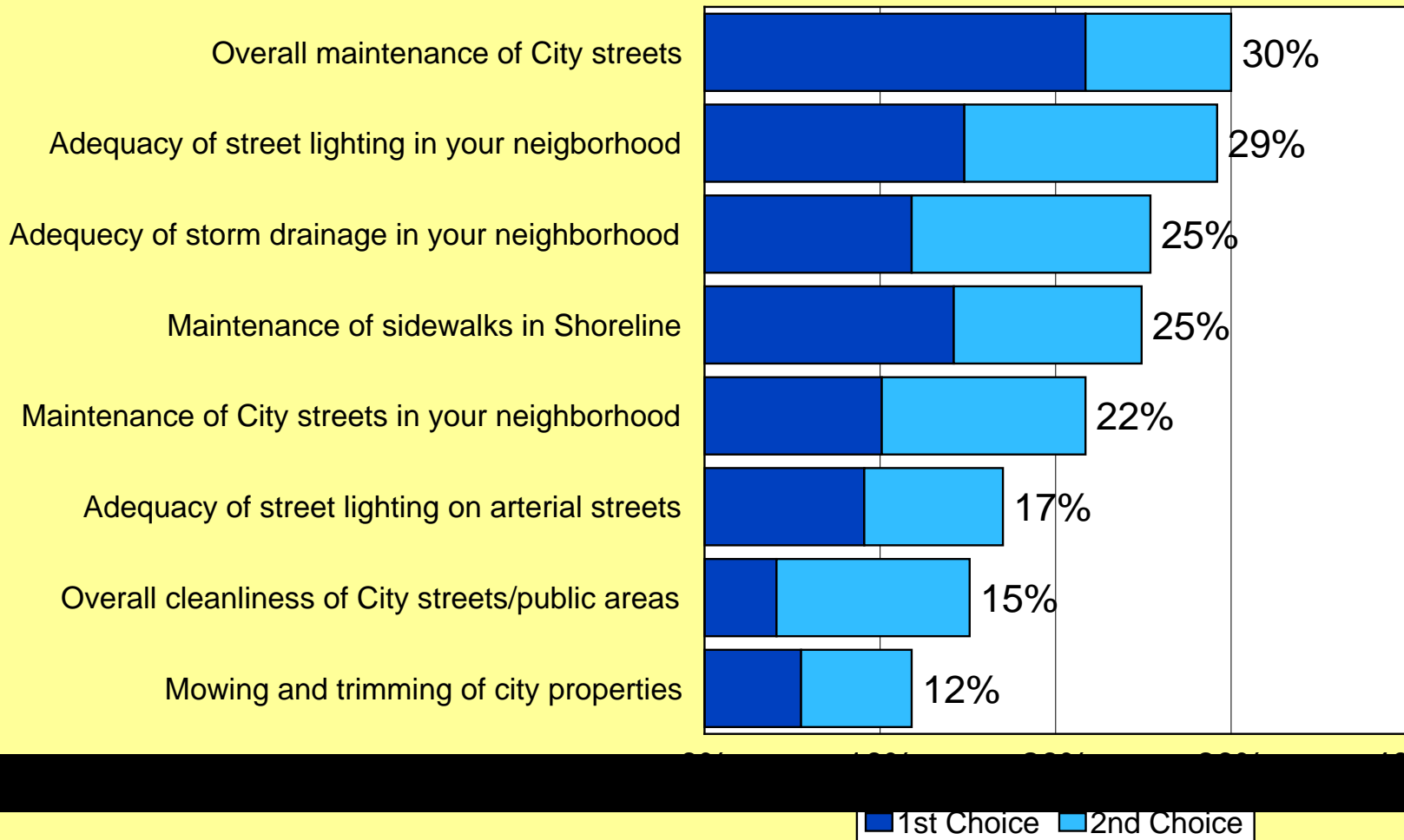
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ( excluding don't knows )



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

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

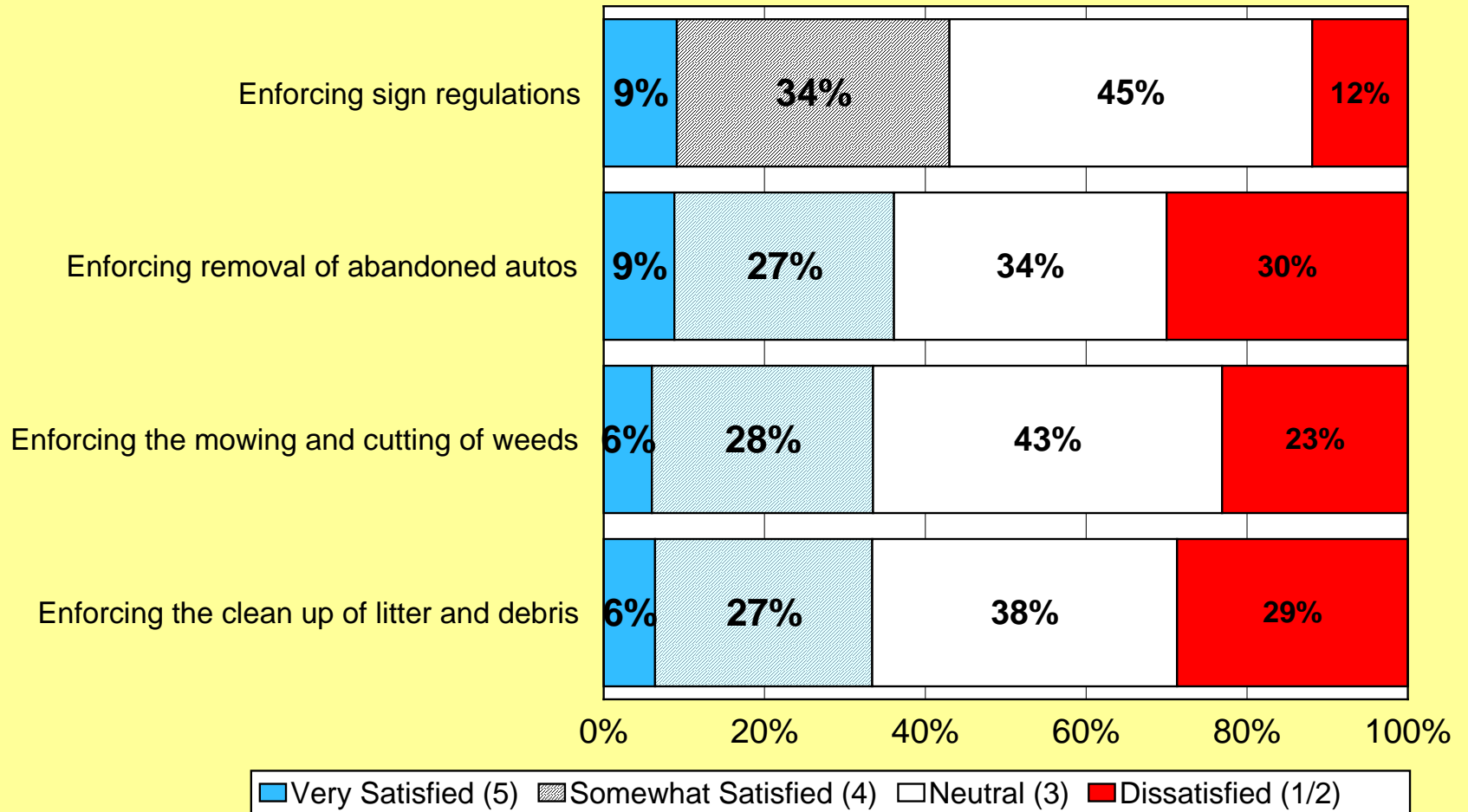
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Satisfaction with Various Aspects of Code Enforcement

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

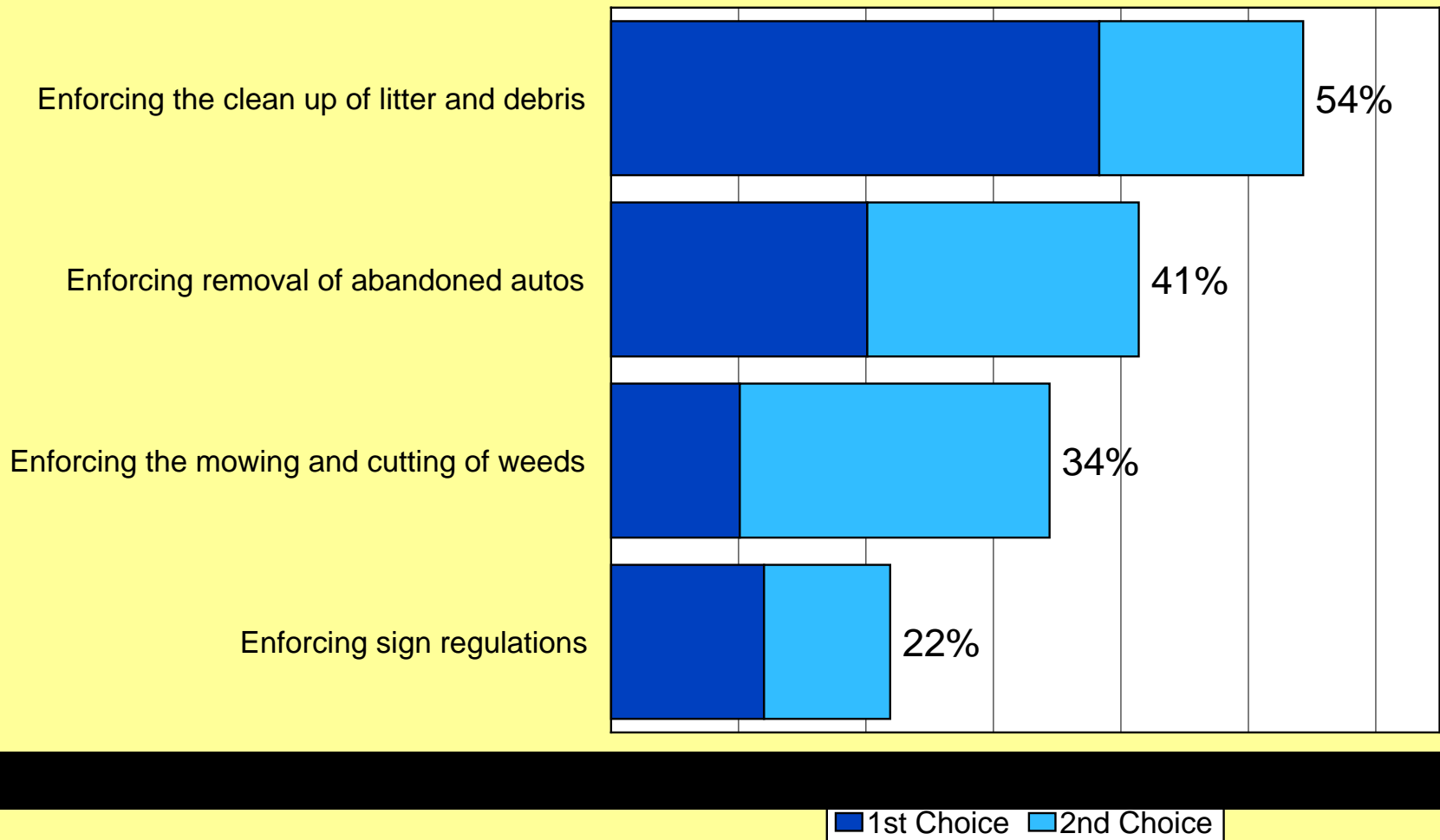


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



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

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

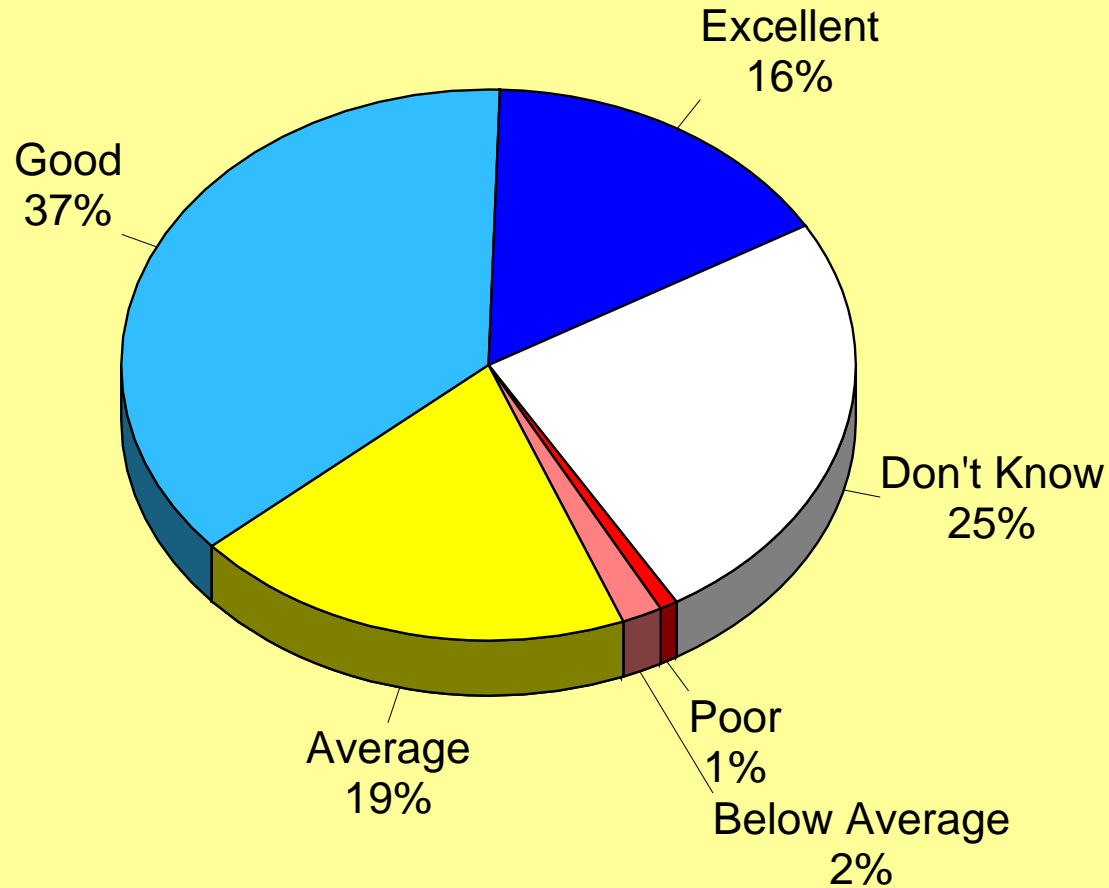


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# **Professional Committed Workforce**

# Overall Rating of Customer Service Provided by City Employees

by percentage of respondents

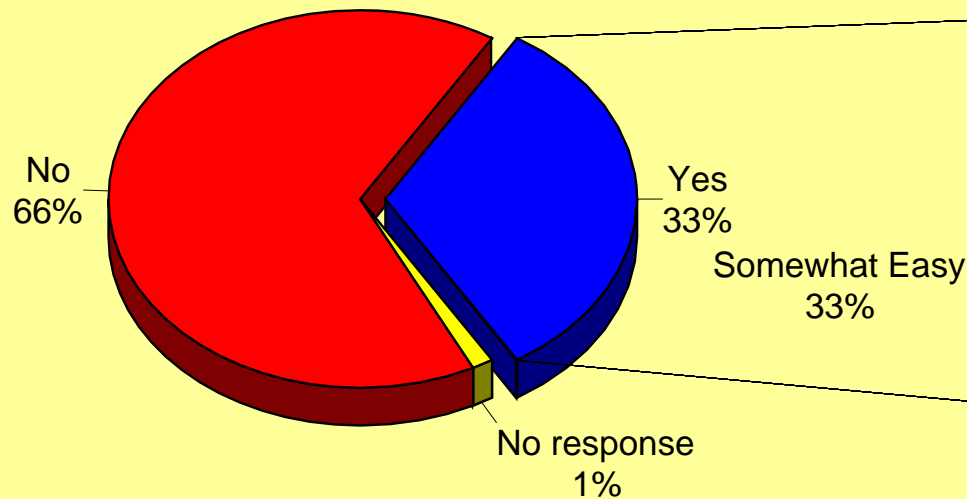


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

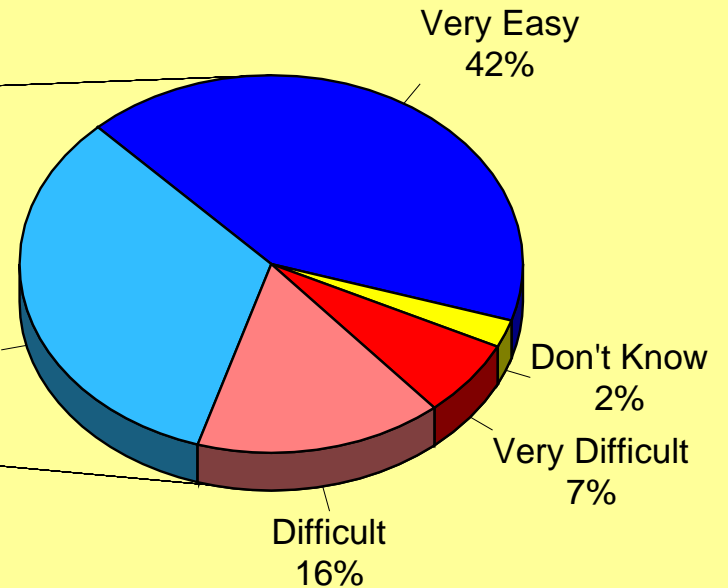
# Utilization of Shoreline Customer Service

by percentage of respondents

**Have You Called, Visited, or E-mailed the City with a Question, Problem, or Complaint During the Past Year?**

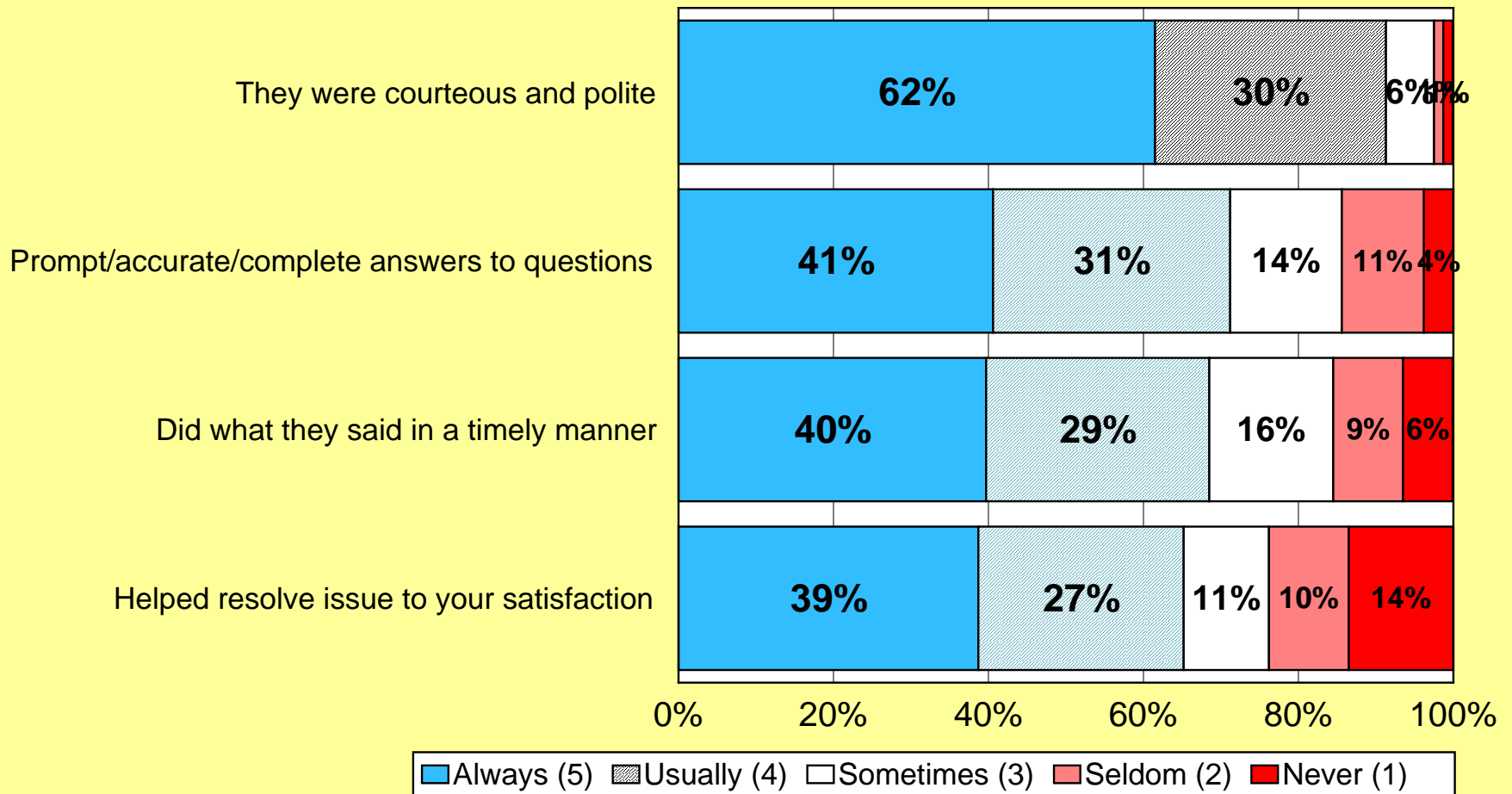


**How Easy Was it to Contact the Person You Needed to Reach?**



# How Often Residents Think City Employees Meet Their Expectations for Customer Service

by percentage of respondents who had contacted the city during the past year ( excluding don't knows )

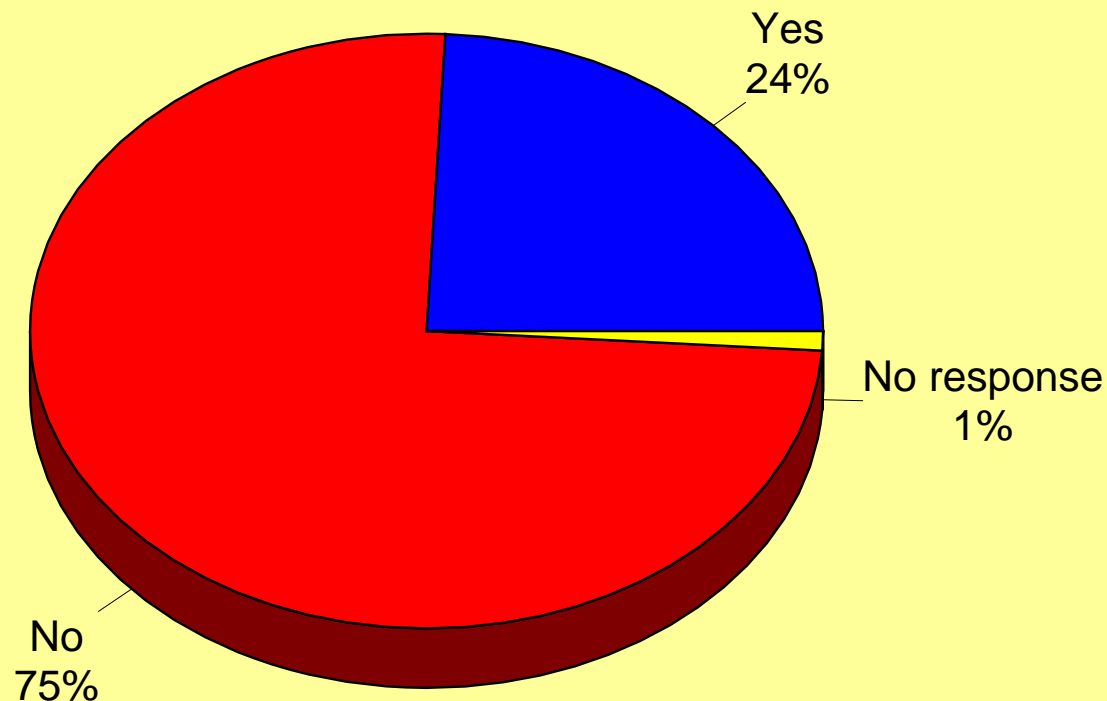


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# **Community Relations and Communications**

# Percentage of Shoreline Adults Who Have Used the City's Web Site During the Past 12 Months

by percentage of respondents

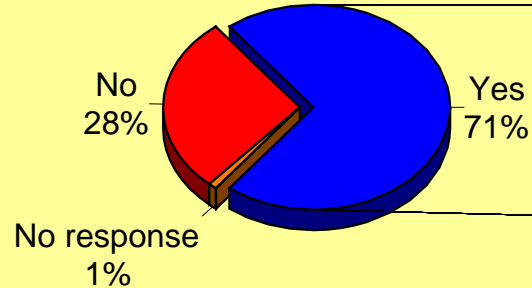


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

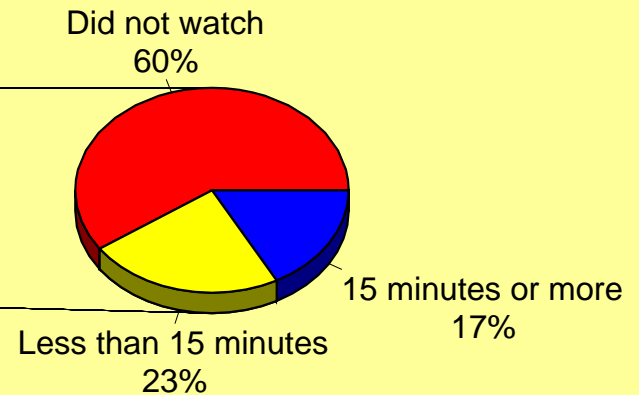
# Number of Minutes Respondents Watched the City Cable Channel During the Past Week

by percentage of respondents

Percentage of respondents that have cable television



Number of minutes respondent households watched Channel 21 during the past week

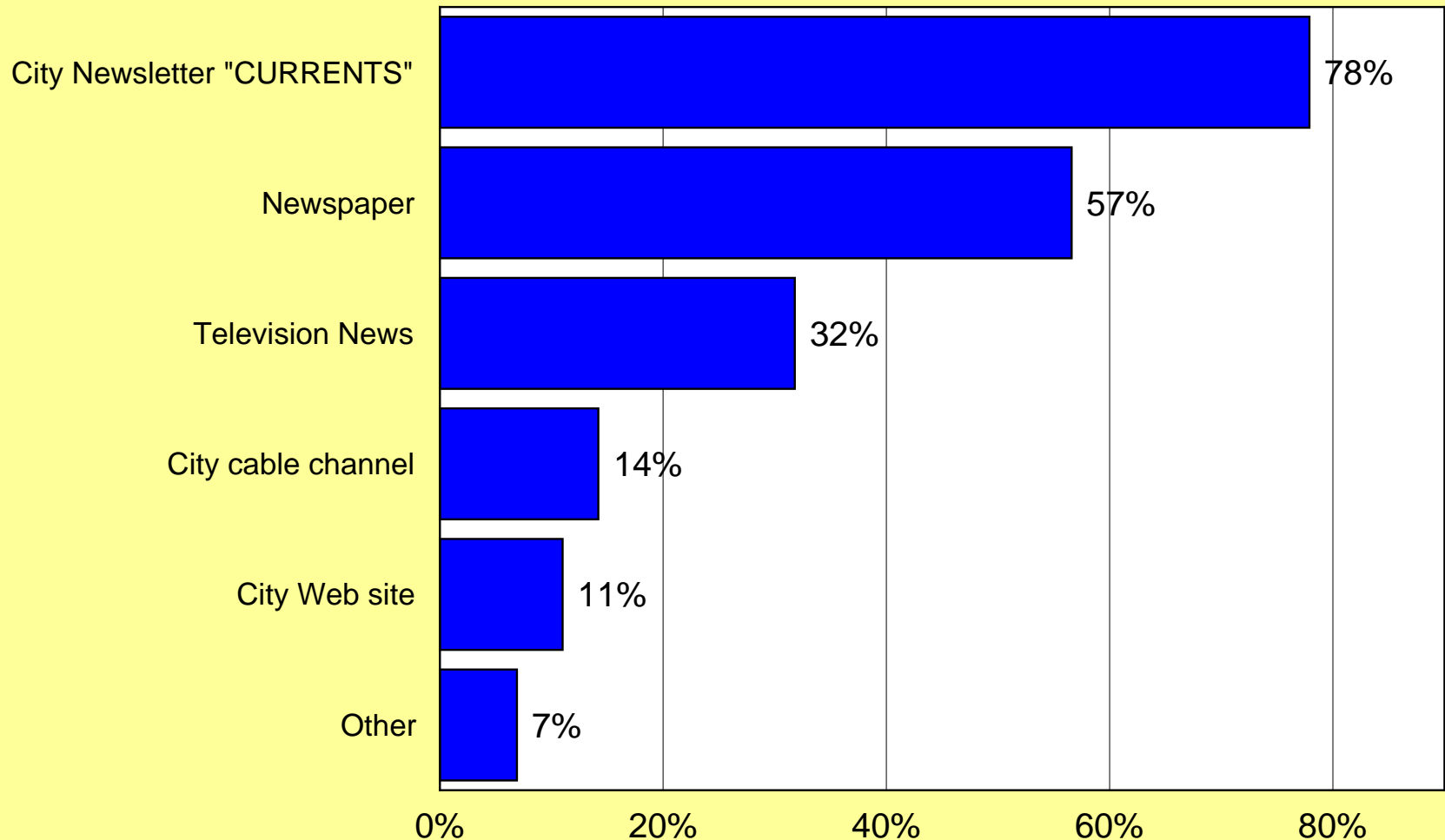


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



# Ways Residents Get Information About City Issues, Services, and Events

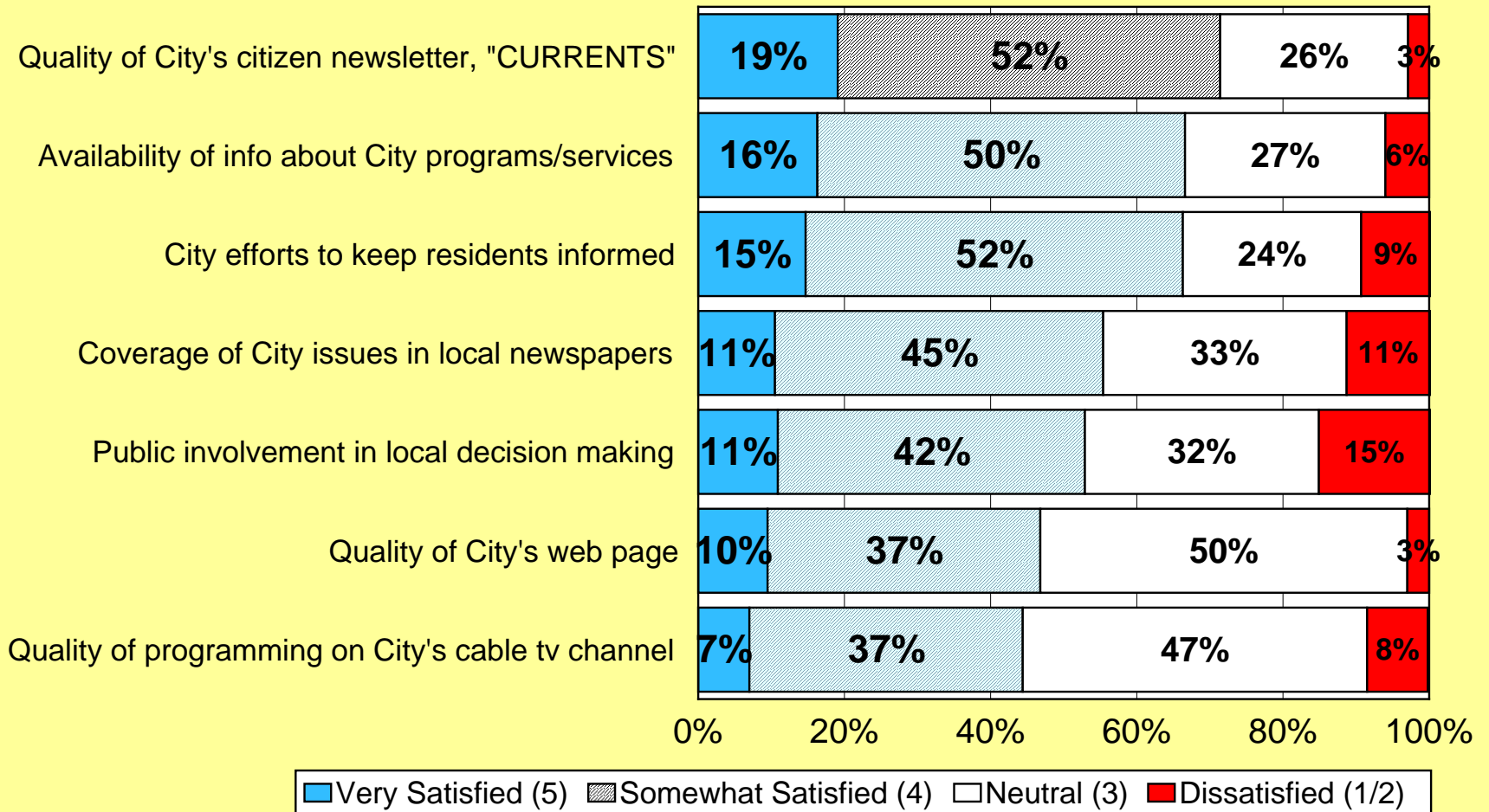
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Satisfaction with Various Aspects of City Communication

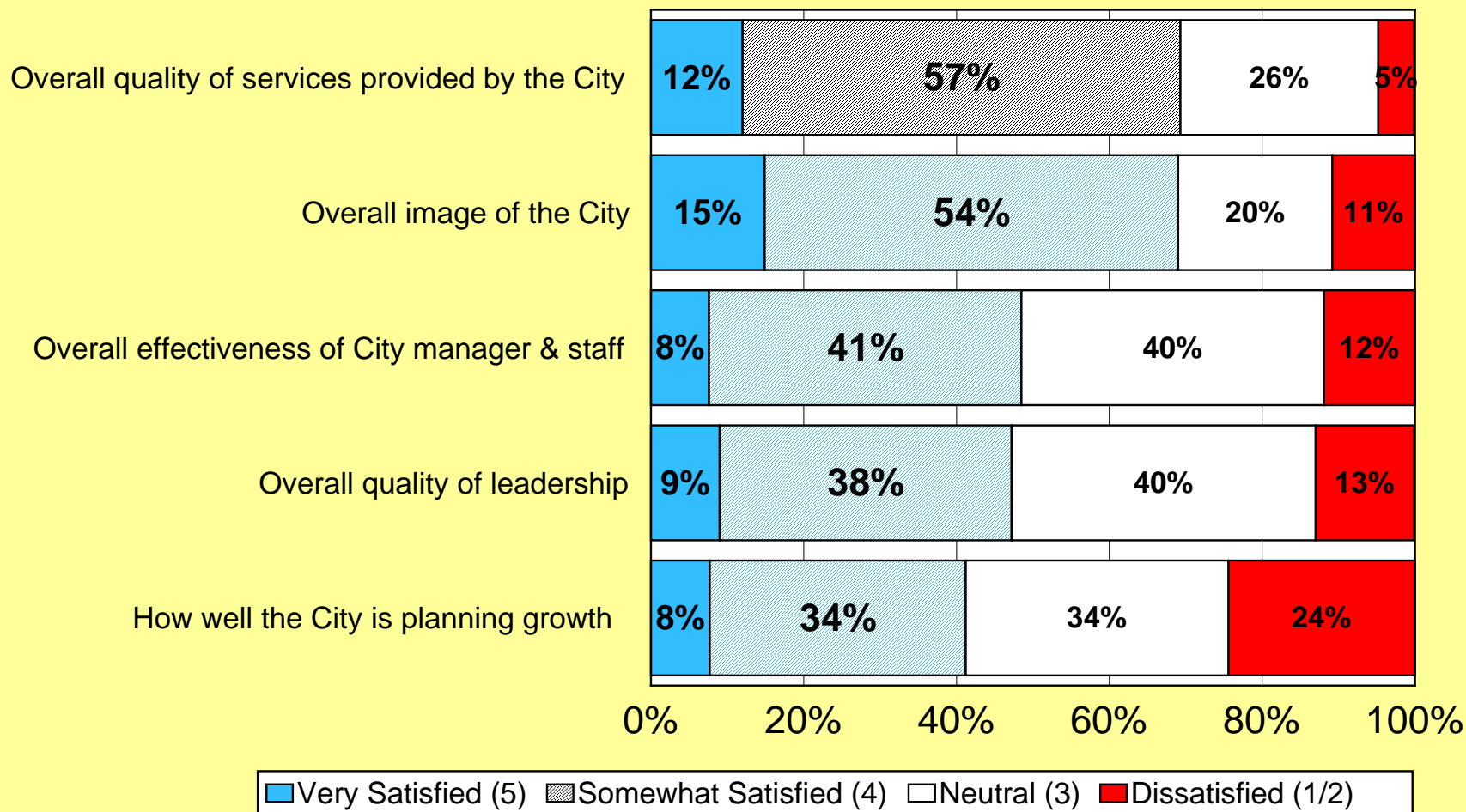
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ( excluding don't knows )



# **Innovative Leadership and Strategic Planning**

# Satisfaction With Items That Influence Perceptions of Shoreline

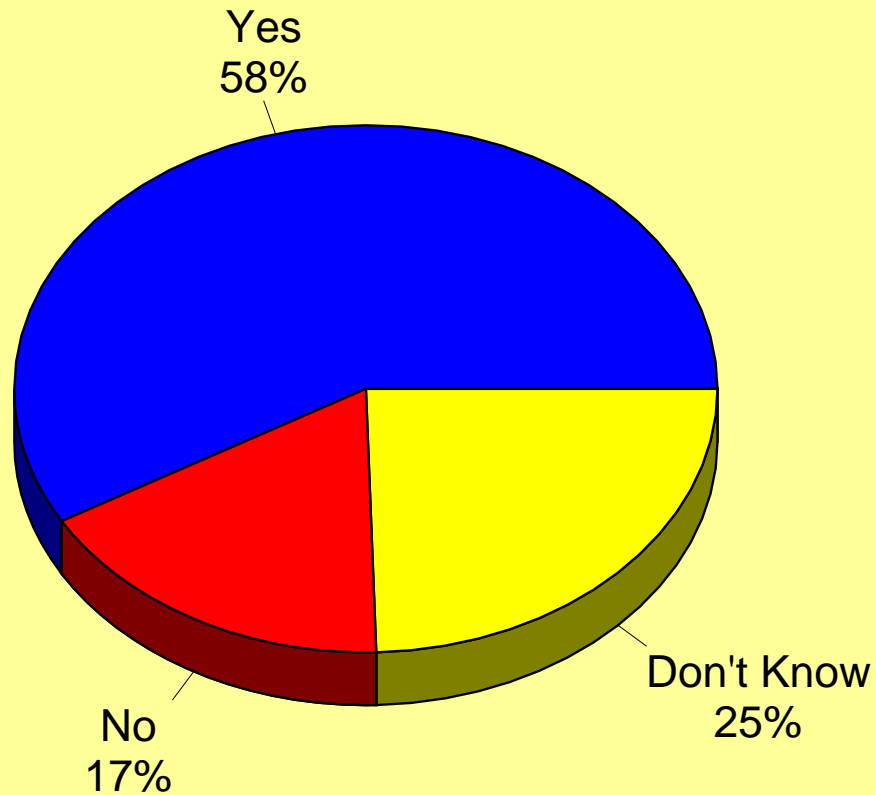
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

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

by percentage of respondents

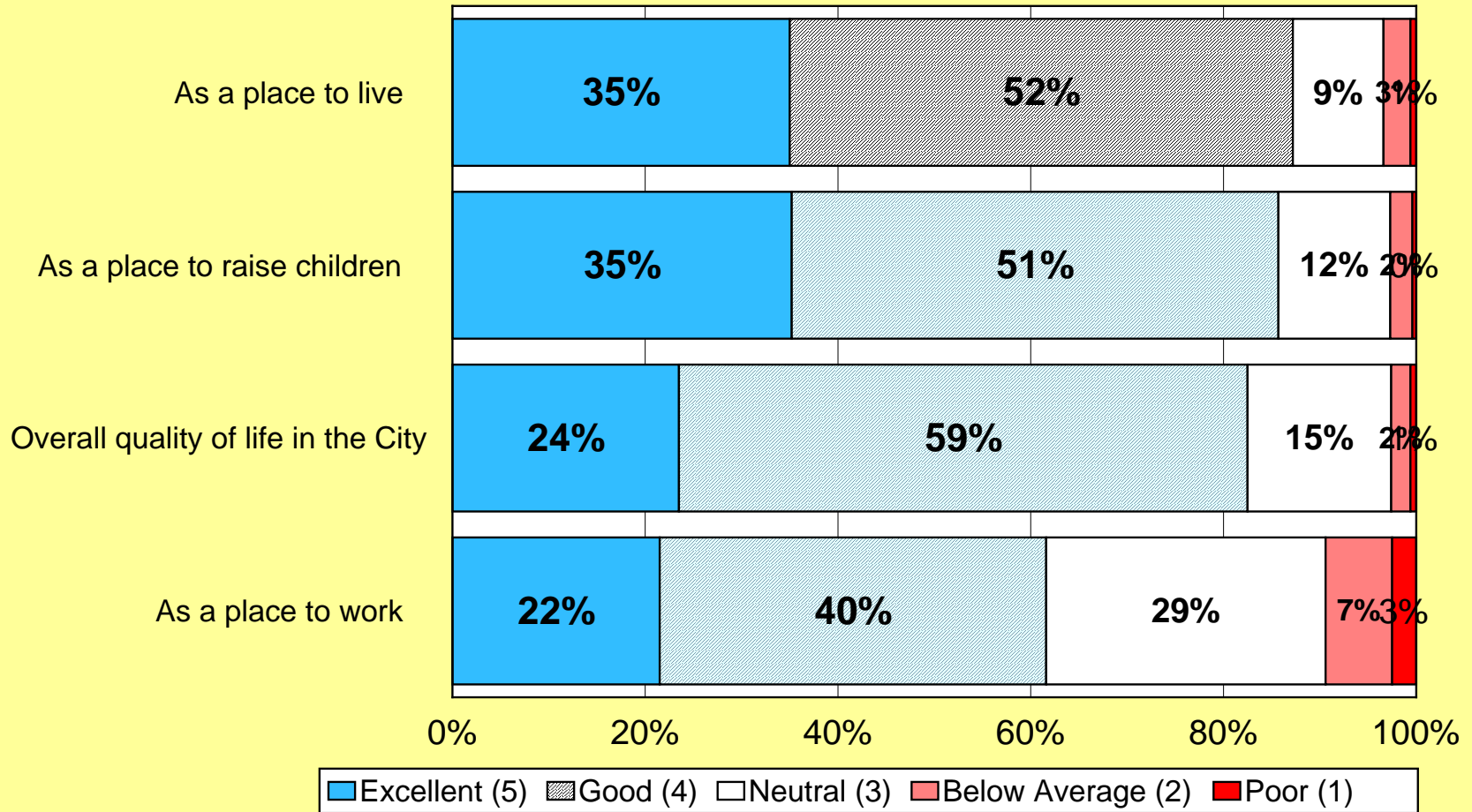


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# **Healthy, Vibrant Neighborhood**

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

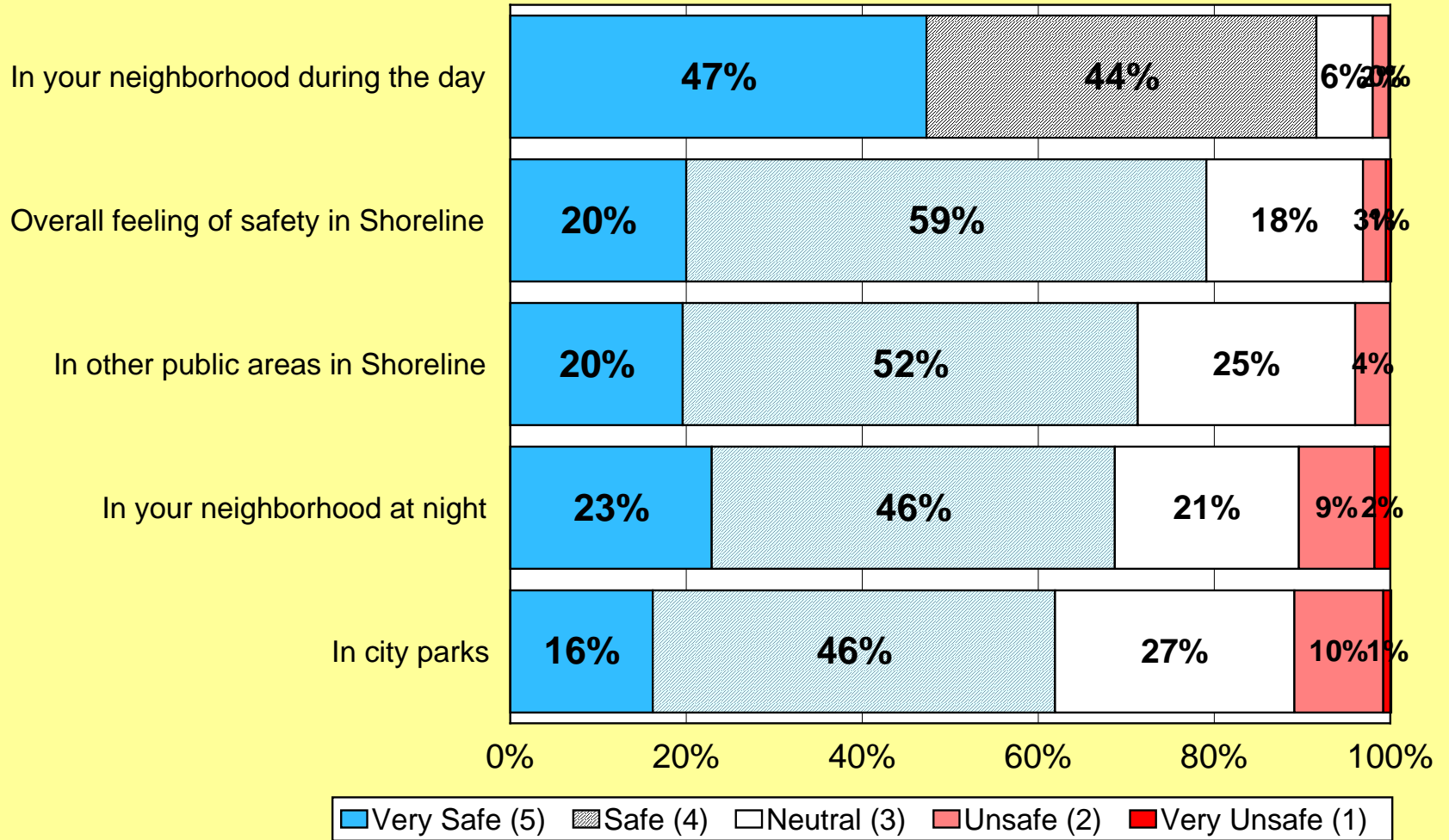
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ( excluding don't knows )



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Level of Safety in Various Situations

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

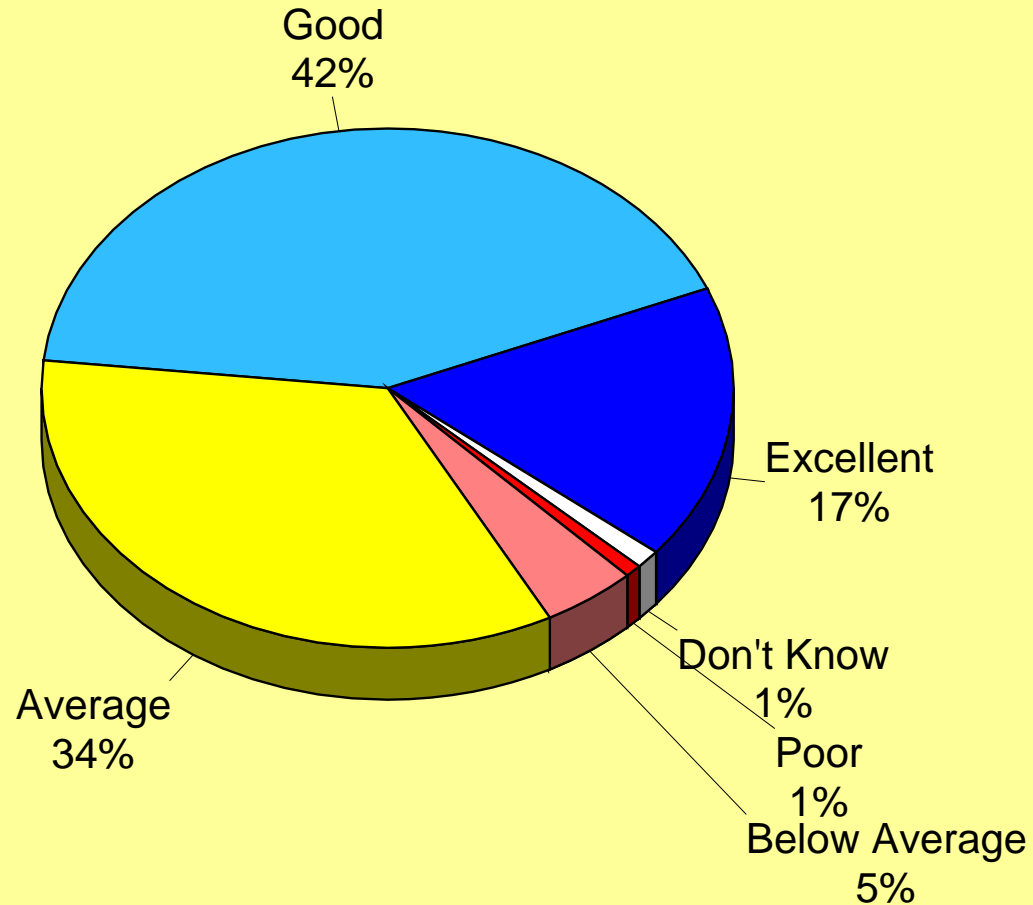


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



# Overall, How Would Rate the Condition of Your Neighborhood?

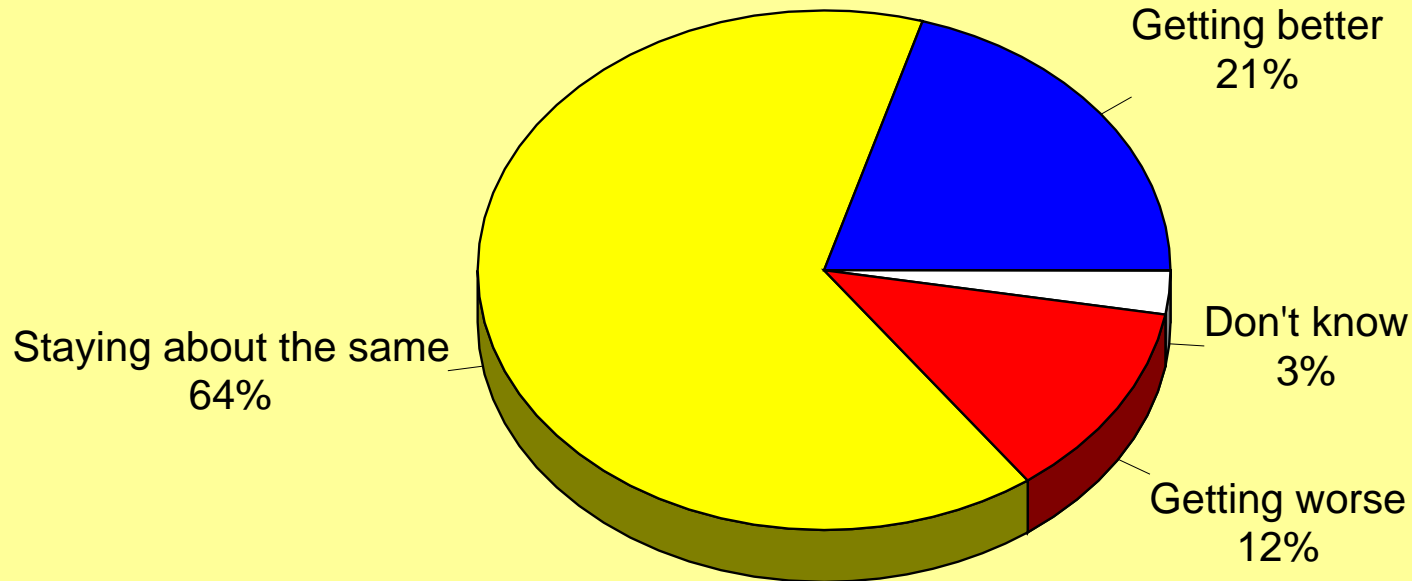
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

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

by percentage of respondents

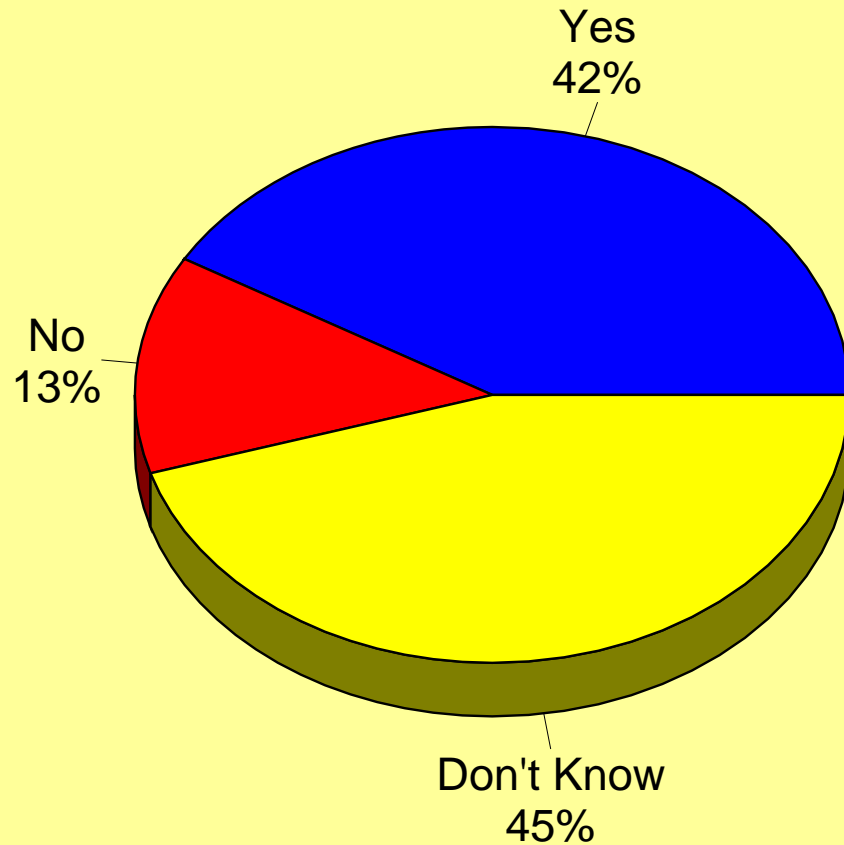


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# **Economic Sustainability**

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

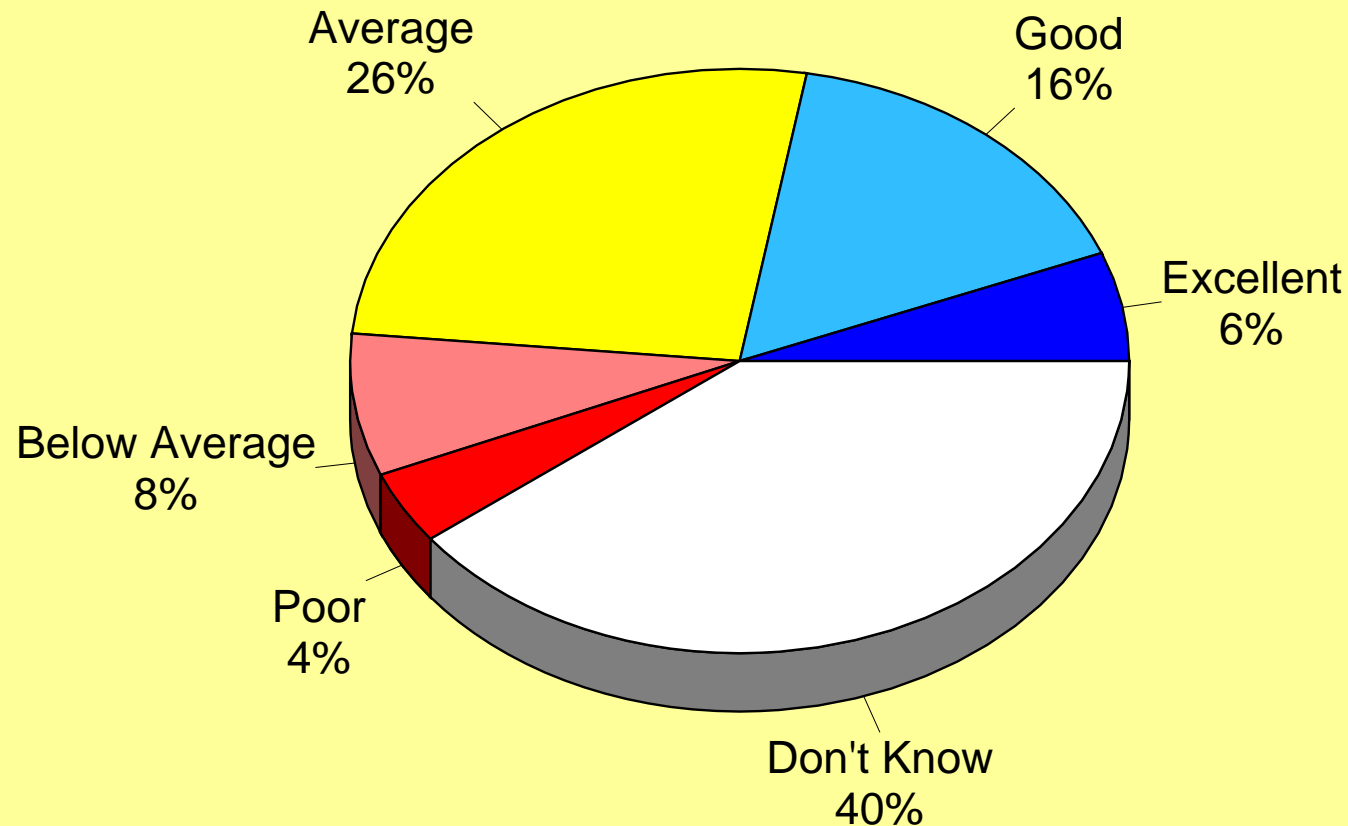
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# How Well Do You Think the City of Shoreline Manages City Government Finances?

by percentage of respondents

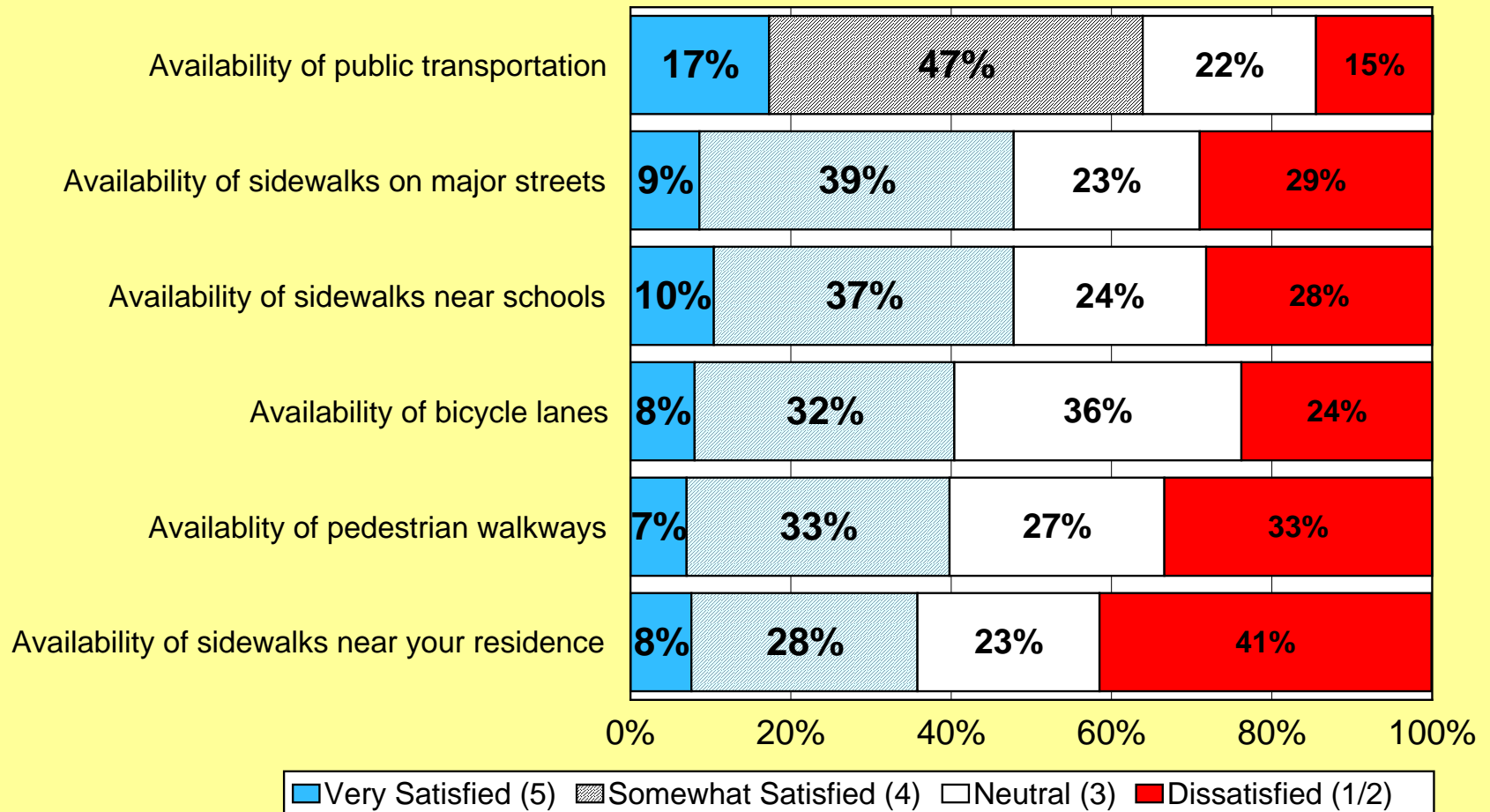


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Transportation

# Satisfaction with Various Aspects of Transportation

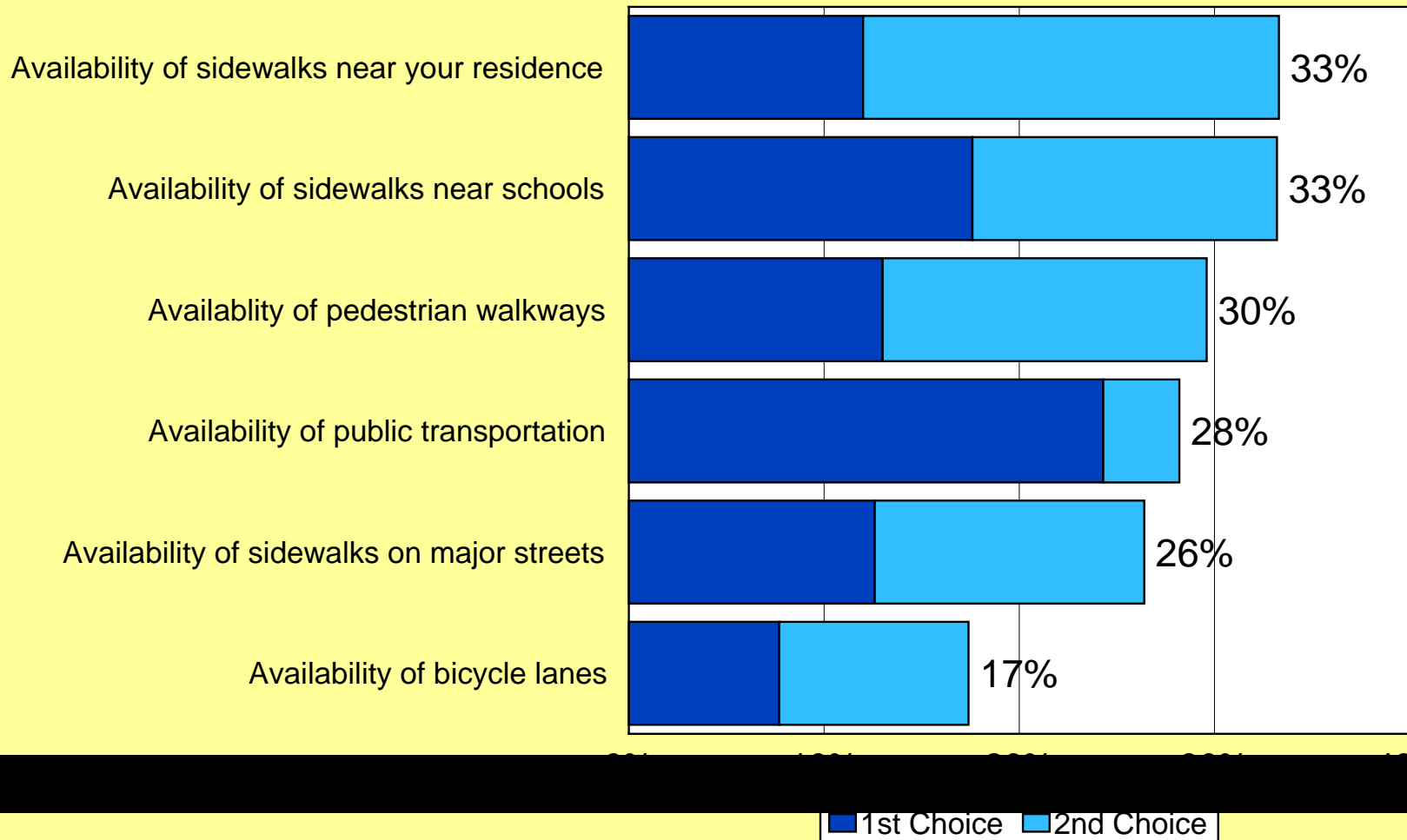
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale ( excluding don't knows )



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

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

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



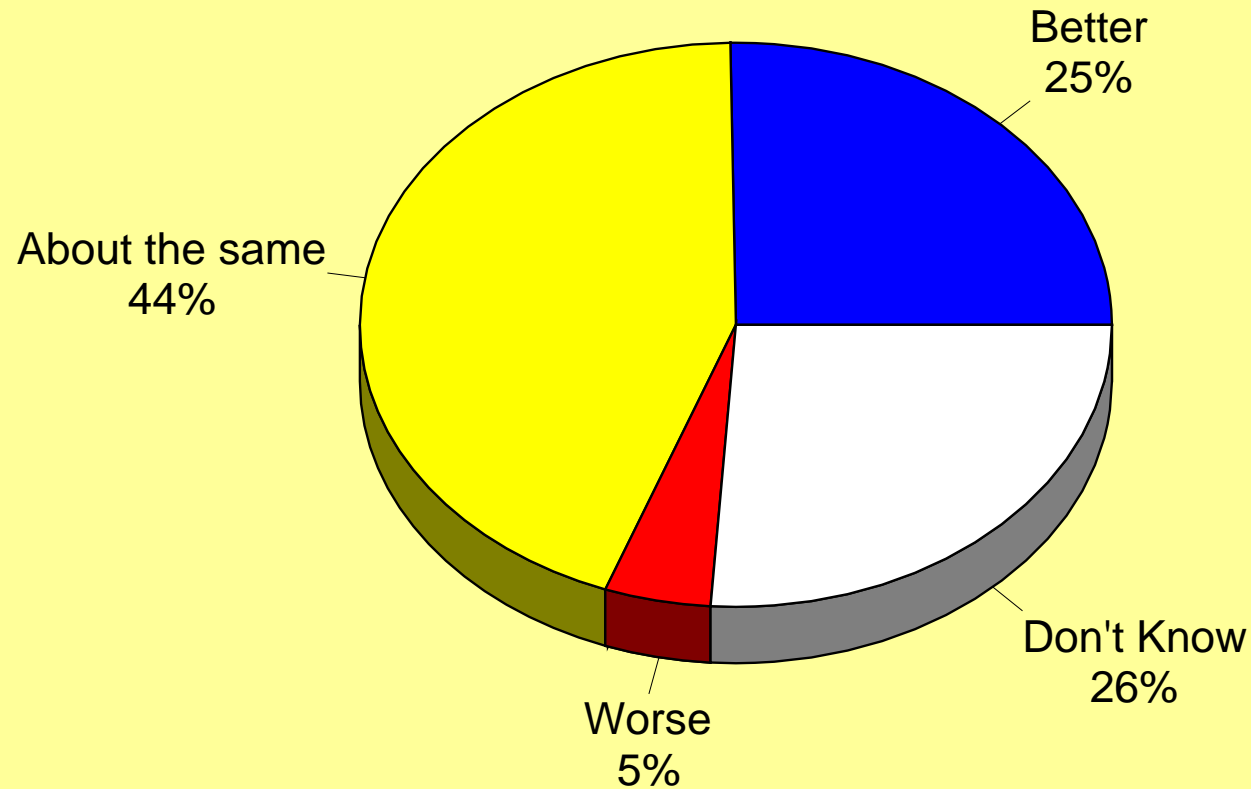
Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)



# **Overall Quality of Services and Value**

# Quality of Services Provided by the City of Shoreline Compared to Other Cities in the State of Washington

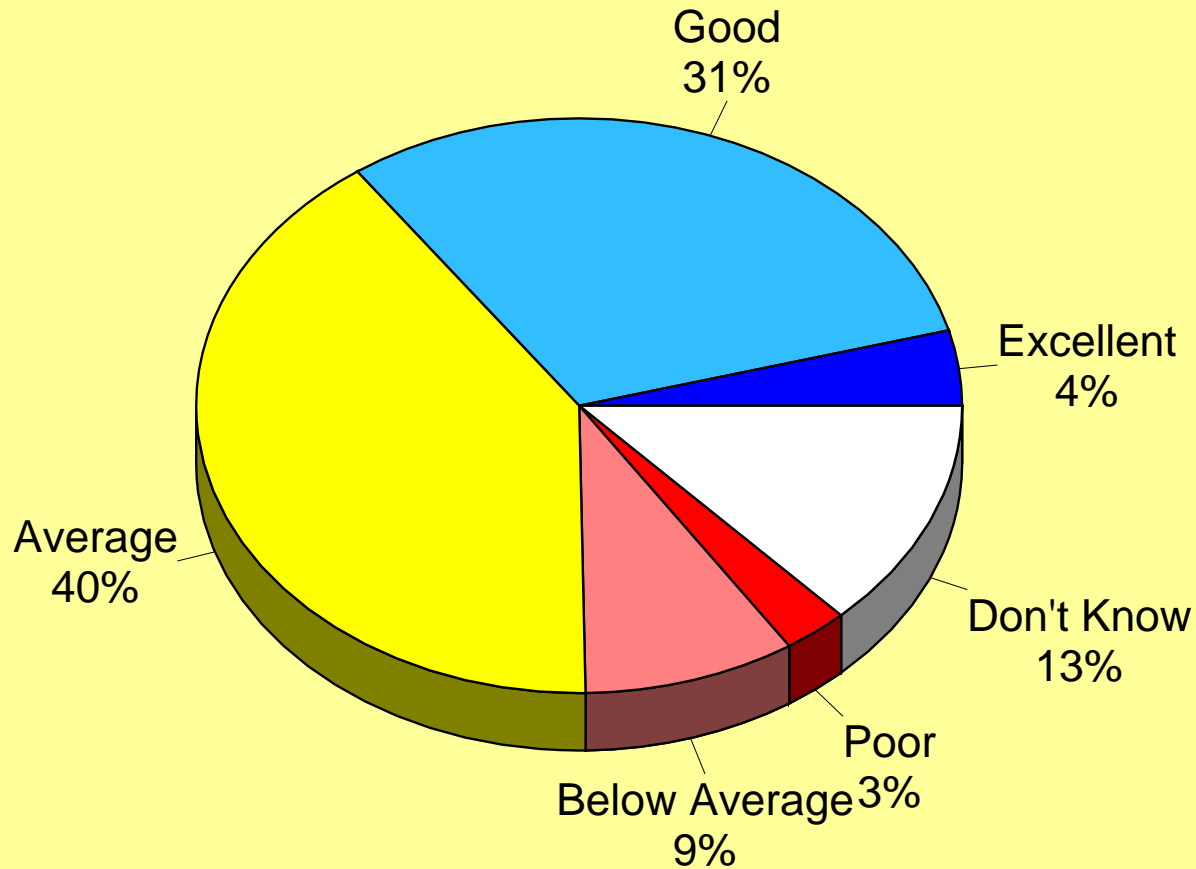
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Overall Rating of Value of Services Received from City Taxes

by percentage of respondents

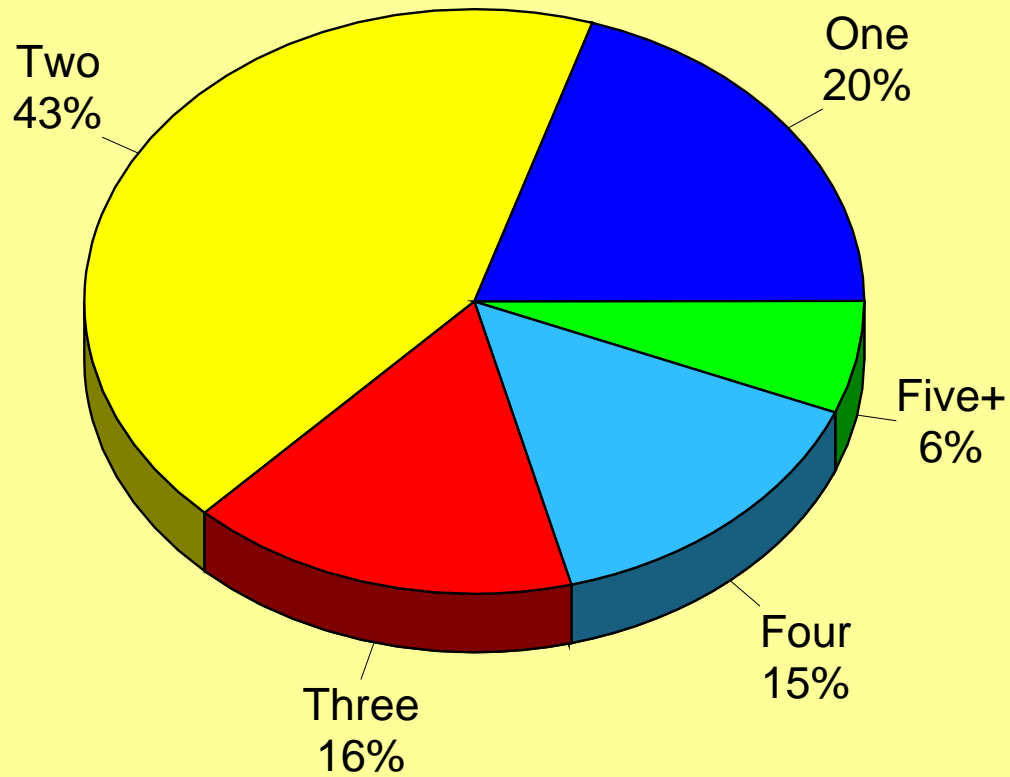


Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics

# Demographics: Number of People in Household

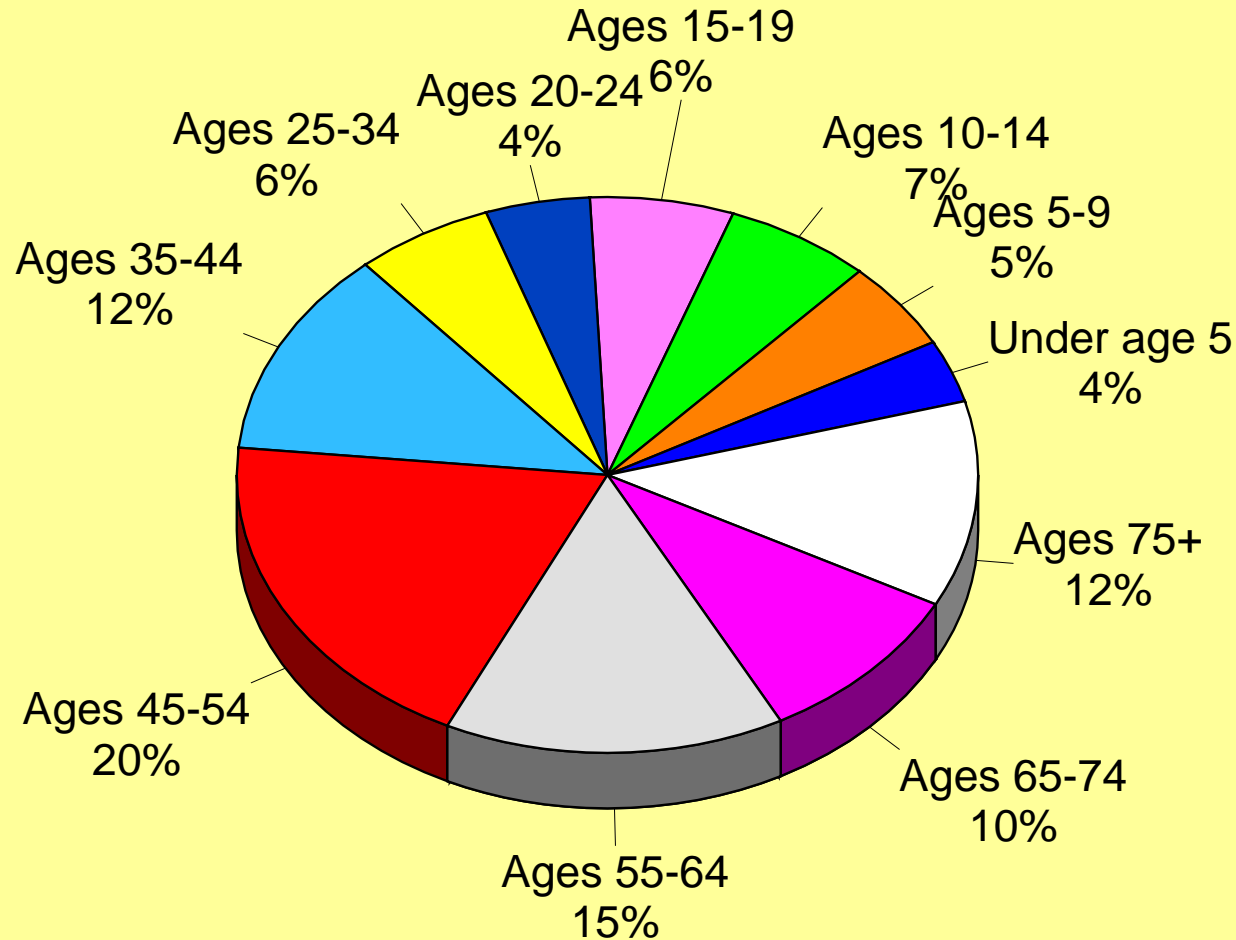
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics: Ages of People in Household

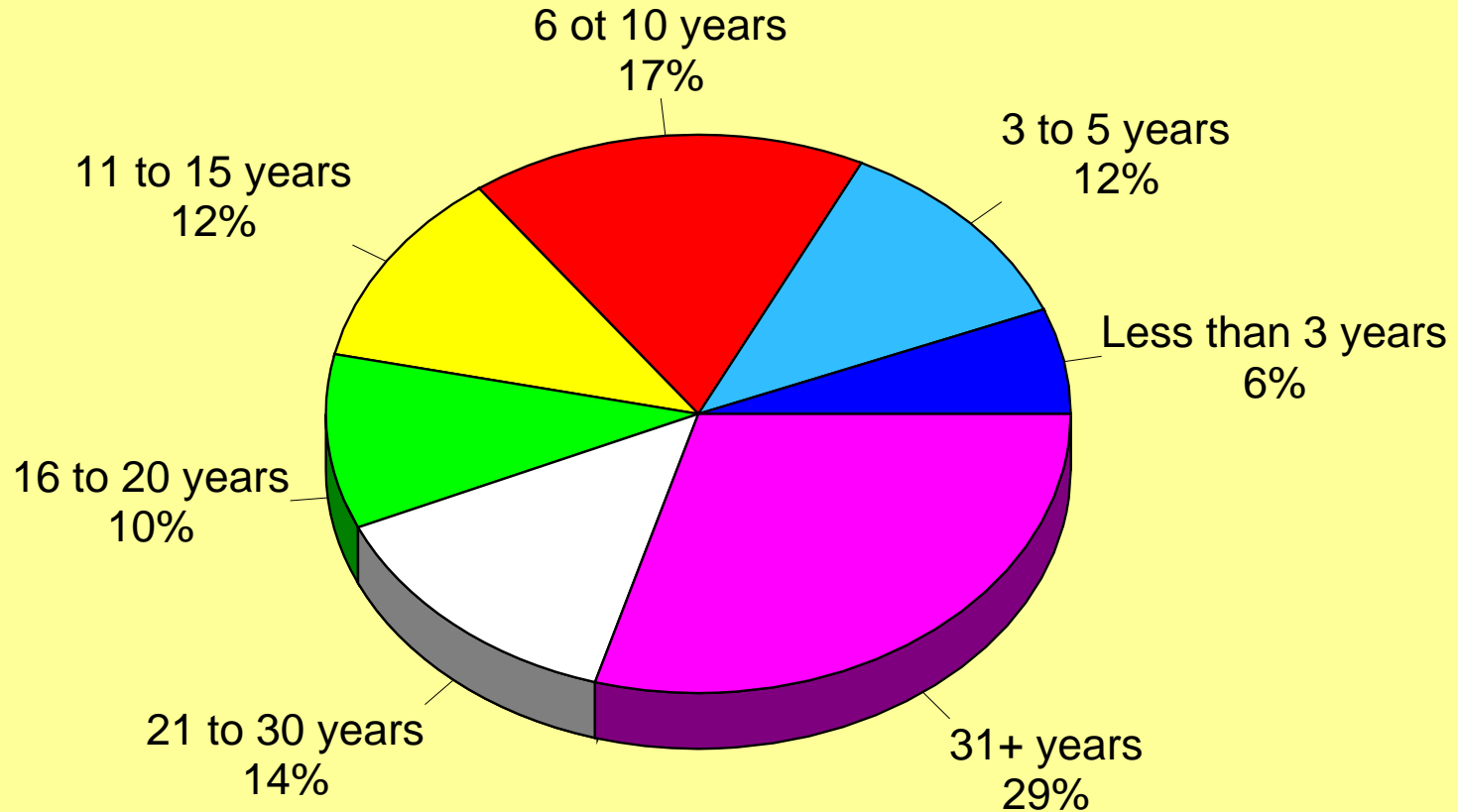
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics: Years Lived in Shoreline

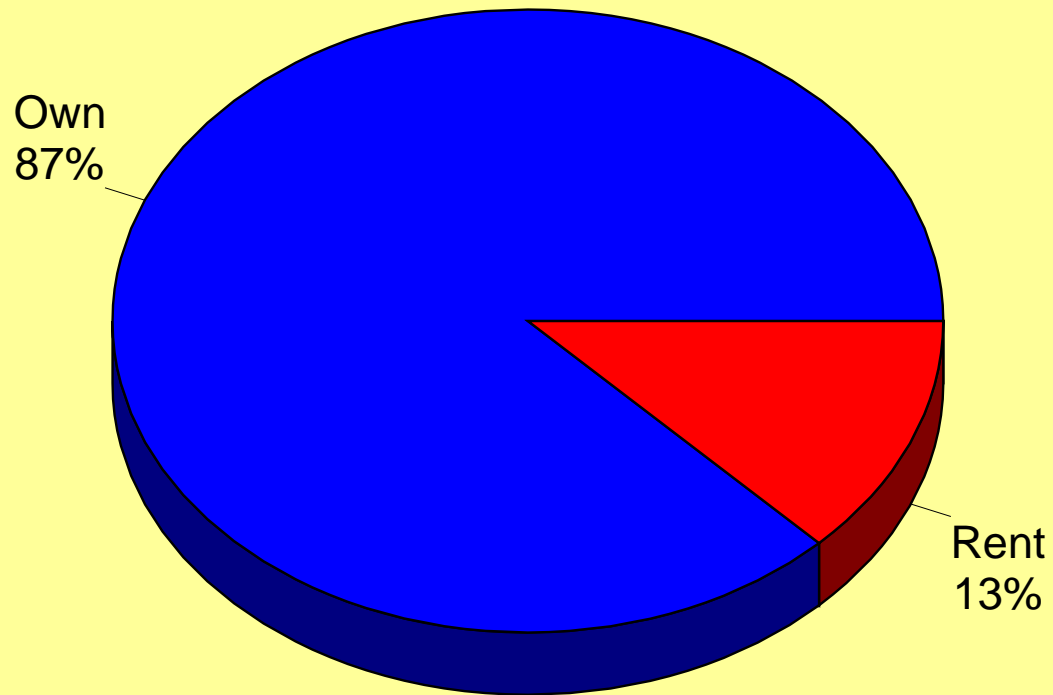
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics: Do You Own or Rent Your Current Residence?

by percentage of respondents

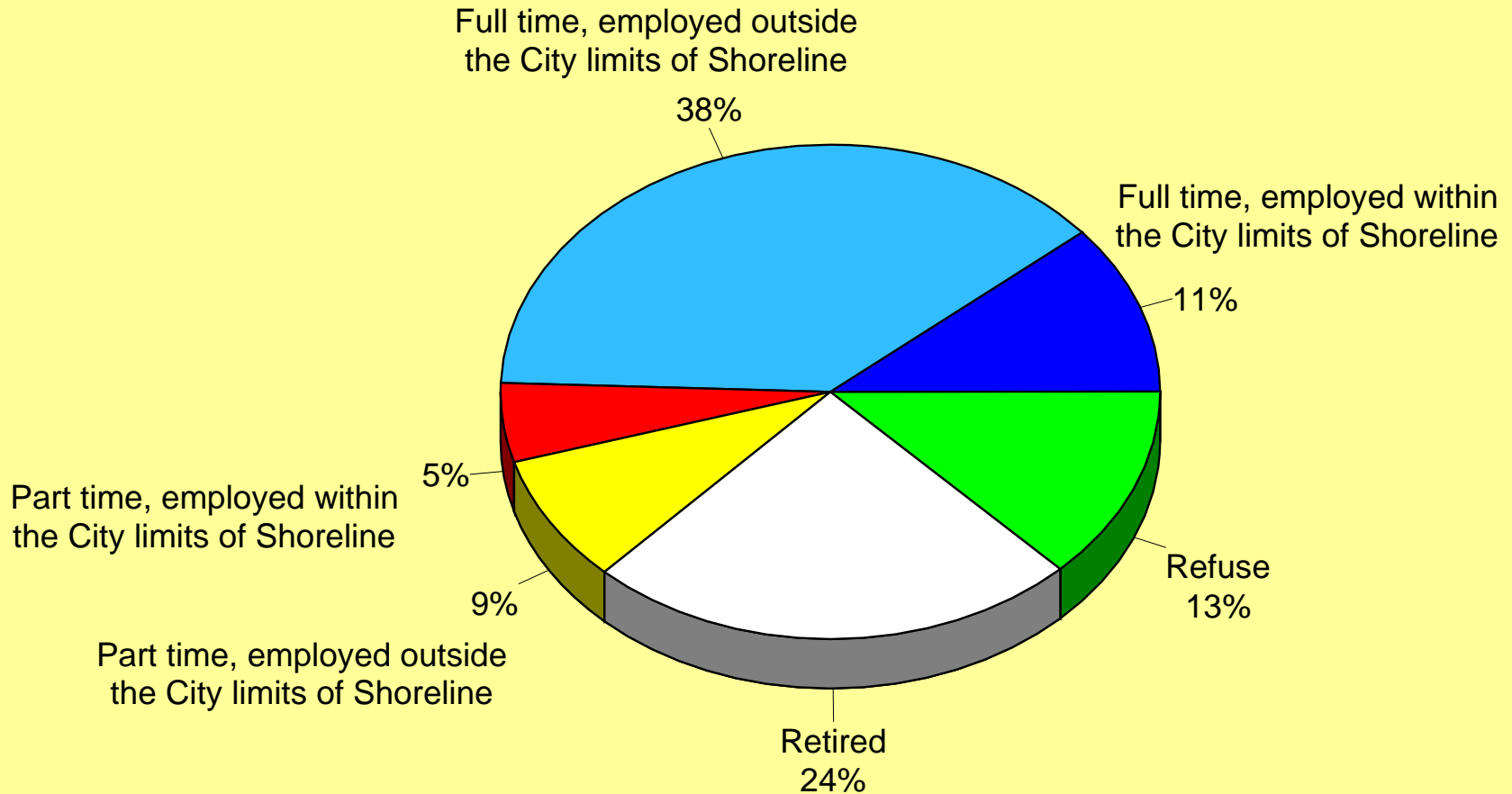


Source: ETC Institute DirectionFinder (March 2004 - Butler, MO)



# Demographics: How Much and Where Respondents Work

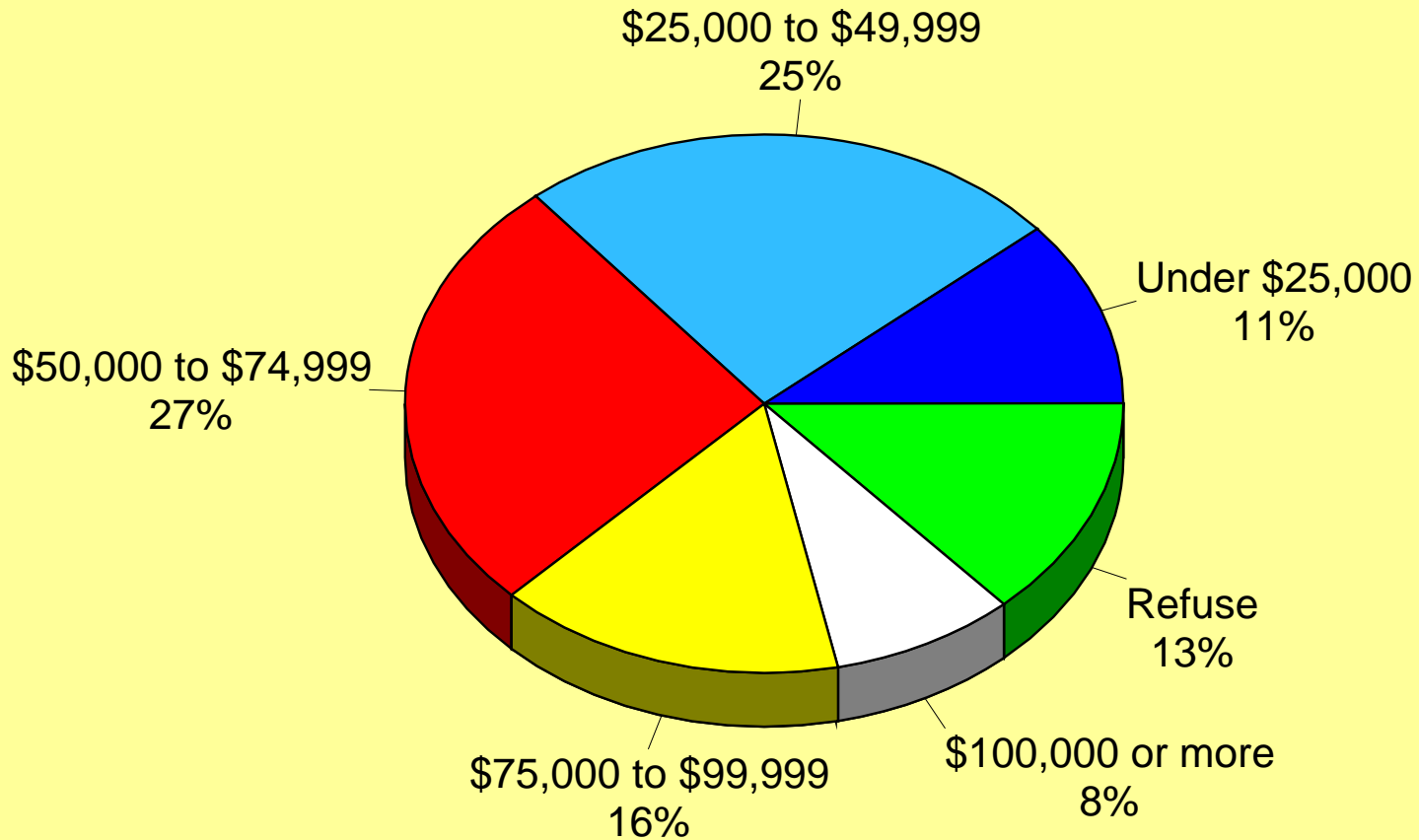
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics: Total Annual Household Income

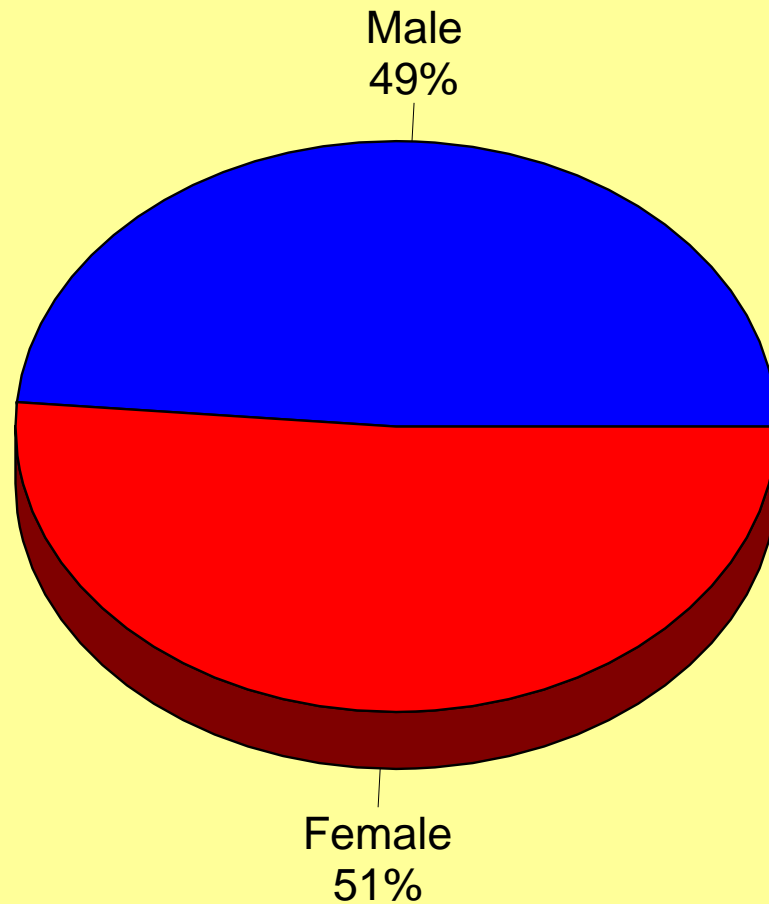
by percentage of respondents (excluding those who refused to provide the information)



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics: Gender of the Respondents

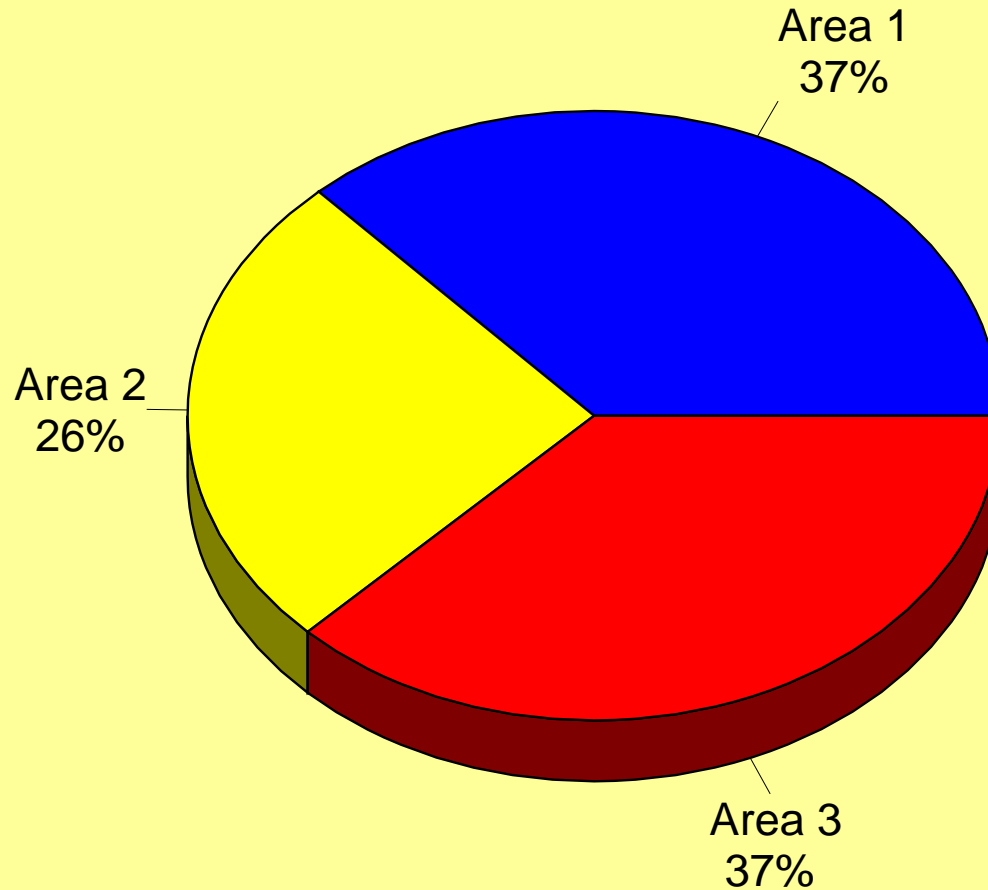
by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)

# Demographics: Location of Residence

by percentage of respondents



Source: ETC Institute DirectionFinder (2004 - Shoreline, WA)