



MEMORANDUM

To: Marilynne Beard, Assistant City Manager
From: Debra D. McGuire
Date: March 20, 2012
Subject: 2012 Online Citizen Survey

As a supplemental survey tool to the biennial random sample community survey, the City created the same survey on the City's website. The survey was announced through the City's list serves, through the City's web page and through a media release. It was made available from Monday, February 29 until Monday, March 12. A total of 321 responses were received. Although the survey instrument allows only one survey response per computer, (i.e. it knows when the survey is being accessed from the same computer) there is no guarantee that more than one survey was submitted by one person. That fact and the reality that responders self-selected into the survey detracts from the statistical reliability of the data. Nonetheless, the on-line survey results do provide another source of data to better understand community perceptions. The purpose of this memo is to present the results of the on-line survey and to compare and contrast those results with the random sample telephone survey.

There are several factors that may or may not account for the similarity or differences in response percentages to particular questions, for example:

- 54.5% of responders from the online survey reside in the annexation area compared to 40% for the telephone survey.
- Online responders sought out the venue to voice specific perspectives or concerns, whereas telephone participants were randomly contacted.

Kirkland as a Place to Live

On-line Survey Results:

How would you rate Kirkland as a place to live? Would you say it is:		
Answer Options	Response Percent	Response Count
Excellent	26.8%	85
Very Good	53.6%	170
Satisfactory	17.0%	54
Only Fair	1.9%	6
Poor	0.6%	2
	<i>answered question</i>	317
	<i>skipped question</i>	4

Comparison to Telephone Survey:

When asked how residents would rate Kirkland as a place to live, results were very similar. Responses for "very good" and "excellent" were reported by 85% of those from the telephone survey and 80.4% from those who took the online survey. Those who reported being merely "satisfied," were 12% from the telephone survey and 17% from the online responses. Responses in the category of "fair/poor" were 4% by telephone and 2.5% online.

What Citizens Like About Kirkland and What Concerns Them

- What do you like best about living in Kirkland? (this is #8 on the telephone survey and #7 on the online survey)
- When you think about the way things are going in Kirkland, what if anything concerns you? (this was #9 on the telephone survey and #8 in the online survey)

Narrative responses to two questions were summarized using similar categories as portrayed in the telephone survey report. It should be noted that when tabulating the results of the online survey, there were several areas that had enough responses that seemed to warrant adding an additional category. This was the case in the area of "schools," "walk-ability," and "city government."

For example, "Good schools;" "Great schools," and "I love the walk-ability of the community. " As to City government, comments included "the city government seems to do a good job of keeping citizens informed via their Web site and email." There were a significant number of responses regarding good restaurants and amenities; these were tabulated under "other." Ultimately, it may be difficult to come to a definitive conclusion.

On-Line Survey Results:

The total number of responses to this question is greater than the number of surveys processed. Responders had the ability to provide multiple answers to each question and each of their answers were recorded in the appropriate category.

Question: What do you like best about living in Kirkland?

What do you like best about living in Kirkland?	# of Responses	% of Total
1. Convenience/General Location	74	13.8%*
2. Small town feel/Community/Neighborhood	89	16.5%
3. Access to water	47	8.7%
4. Beautiful scenery/Peaceful/Clean	39	7.2%
5. Safety	38	7.1%
6. Close to parks/recreation	76	14.1%*
7. Nice place to live (general positive)	32	5.9%
8. Family/Raised here	5	0.09%
9. Close to Downtown	24	4.5%
10. Close to Seattle	9	1.7%
11. Schools	11	2.0%
12. Walk-ability	30	5.6%
13. City Government	25	4.6%
14. Other (including good restaurants and amenities)	35	6.5%*
15. Nothing	0	0.0%
16. Don't know	4	0.7%
TOTALS	538	100%

Comparison to Telephone Survey:

Although the general categories were similar, the percentages were noticeably different for two of the categories as shown in the table below.

Categories where differences appeared	Phone Survey	Online Survey	Difference
Convenience/General Location	23.0%	13.8%	(9.2)%
Close to parks/Recreation	6.0%	14.1%	8.1%

One contributing factor to these results could include the percentage of respondents from the newly annexed area.

It should be taken into consideration that those citizens contacted by telephone were not necessarily seeking out the survey or coming forward to the City with their opinions on why

they like to live in Kirkland. However, in the online survey, citizens sought out the survey, possibly because they had something specific they wanted to convey to the City and this was just one of the questions they answered in addition to voicing other issues or concerns.

Question: When you think about the way things are going in Kirkland, what if anything concerns you?

On-Line Survey Results:

Response to question 8: When you think about the way things are going in Kirkland, what If anything concerns you?	# of Responses	% of Total
1. Over-development/Growth	119	27.1%*
2. Traffic/Infrastructure	73	16.6%*
3. Budget/Spending/Economic Concerns	55	12.5%*
4. Police/Issues with Police/Fire Department	24	5.5%
5. Taxes	24	5.5%
6. Leadership issues/Management	50	11.4%*
7. Totem Lake Mall vacancy	21	4.8%
8. Housing	14	3.2%
9. Education/Schools	2	0.5%
10. More Businesses/Leaving	45	0.3%*
11. Other	9	2.1%*
12. No/None/Nothing	3	0.7%*
13. Don't Know	0	0.0%
TOTALS	439	100%

Comparison to Telephone Survey:

There were greater variances between the on-line and telephone survey responses for this question as noted below.

Categories where differences appeared about citizen concerns (see above)	Phone Survey	Online Survey	Difference
Over-development/Growth	15.0%	27.1%	12.1%
Traffic/Infrastructure	7.0%	16.6%	9.6%
Budget/Spending/Economic Concerns	6.0%	12.5%	6.5%
Leadership issues/Management	3.0%	11.4%	8.4%

More Businesses/Leaving	2.0%	10.3%	8.3%
Other	15.0%	2.1%	(12.9)%
No/None/Nothing	27.0%	0.7%	(26.3)%
Don't Know	8.0%	0.0%	8.0%

Under "over-development/growth" most responses from the online survey were almost entirely opposed to further growth, mentioned poorly planned expansion projects, or failure to follow through with development in the annexation area. Comments included "City of Kirkland seems focused on growth at any cost;" and "Horrible plans for Park Place."

With "traffic/infrastructure," there was frequent mention of increased traffic congestion, pedestrian safety and condition of the current roadways. Many were concerned that with increased growth will come even greater traffic and parking congestion.

In looking at "Budget/spending/economic concerns" (Note: "economic concerns" was added due to the great number of responses), many responses expressed concerns regarding the current economy and City budget issues. Of those responses, many appeared to have come from those living in the annexation area who opposed being annexed into the City even to the point of referring to a division between "old" and "new" Kirkland, and how City funds will be allocated in the current and future budget cycles. A sampling of those comments include: "annexation area will get less than promised service because of budget pressures on the city," or "Kirkland will never become One Kirkland because Kirkland citizens did not get to vote on annexation," and "...fellow annexed neighbors are sick and tired of being referred to as 'annexed area' and paying more than 'real Kirkland' residents, if the old Kirkland doesn't have to pay the fees neither should the annexed 'are we one Kirkland or not?'" Conversely, some comments reflected "Better now than before annexation."

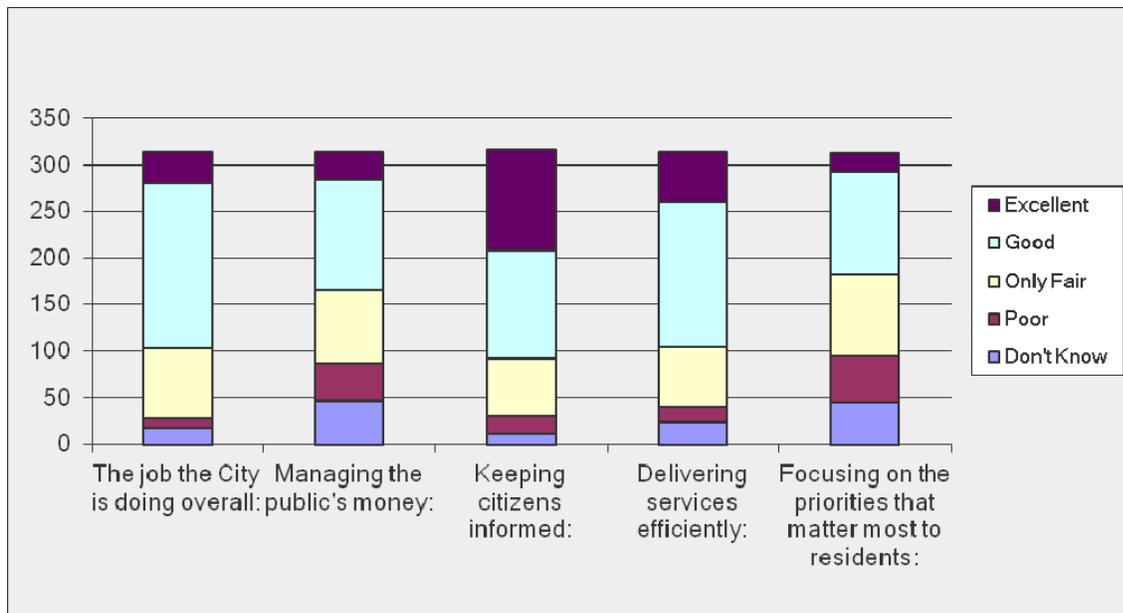
Under "leadership/management," there were negative and some positive remarks regarding the current management and elected officials. Comments included "Blinders worn by elected officials and city staff," and [The City's] "excessive reliance on raising taxes and fees to cover unwise expenditures." Some responses voiced reduced or little confidence in the current leadership; however, others were positive such as: "the City and its leadership continue to be strong and committed." Many citizens expressed increased caution on how they are now spending their own money and thought the City should be doing the same, rather than make expenditures like the purchase of the rail corridor. Still other responders felt City management and leadership needs to be stronger and more "citizen focused."

With respect to "more businesses/leaving," again there was a strong sentiment from the online respondents that business decline in the downtown corridor was a major concern. Others voiced complaints regarding the Parkplace redevelopment plans; most were opposed to this project citing it is a poor use of resources.

Comparison of Overall Job Ratings

On-Line Survey Results:

Answer Options	Excellent	Good	Only Fair	Poor	Don't Know	Response Count
The job the City is doing overall:	34	176	76	10	17	313
Managing the public's money:	30	119	78	40	46	313
Keeping citizens informed:	108	117	61	20	10	316
Delivering services efficiently:	55	155	65	16	23	314
Focusing on the priorities that matter most to residents:	20	110	88	50	44	312
<i>answered question</i>						317
<i>skipped question</i>						4



Comparison to Telephone Survey:

A summary of the overall job rating on how well the City is doing for both the telephone and online survey follows. Overall job performance ratings between the phone and online survey were similar in a number of categories ranging from "excellent/good" to "poor." Ratings that were different (+/- 5%) between the two surveys are shown in the shaded boxes.

City of Kirkland Job Ratings	Excellent/Good		Fair		Poor	
	Phone	Online	Phone	Online	Phone	Online
The job the City is doing overall	68.0%	67.1%	18.0%	24.3%	5.0%	3.2%
The job the City does delivering services efficiently	69.0%	66.9%	17.0%	20.7%	5.0%	5.1%
The job the City does keeping citizens informed	62.0%	71.2%	22.0%	19.3%	7.0%	6.3%
The job the city does focusing on the priorities that matter most to residents	46.0%	41.7%	20.0%	28.2%	9.0%	16.0%
The job the City is doing managing the public's money	32.0%	47.6%	24.0%	24.9%	8.0%	12.8%

Two areas that were noticeably different were in how well the City keeps citizens informed and how well the City manages the public's money. On-line survey respondents believe the City was doing a better job in both of these areas than the telephone survey.

Rating of City Services

On-Line Survey Results:

Citizens were asked to rate a list of services and functions provided by the City by how important those functions were to their individual households and how well the City was doing. It should be noted that response categories between the two surveys were similar; however, respondents on the phone survey were asked to rank the categories on a Likert Scale from 1 to 5, with 1 meaning "not at all important," and 5 meaning "extremely important." A category of "don't know" was also provided. In the online survey, respondents were asked rank their responses in the following categories: "extremely important," "very important," "important," "somewhat important," and "not at all important."

City Provided Service/Function	Extremely/Very Important		Important/Somewhat Important		Not At All Important	
	Phone	Online	Phone	Online	Phone	Online
Managing Traffic Flow	74%	68.8%	18%	29.6%	8.0%	1.6%
Maintaining Streets	82%	78.1%	15%	21.6%	3.0%	0.3%
Recreation Programs/Classes	50%	28.6%	30%	56%	18%	15.3%
City Parks	78%	65.5%	18%	33.6%	4.0%	0.9%
Fire/Emergency Medical Services	93%	92.1%	5.0%	7.9%	1.0%	0.0%
Police Services	85%	86.7%	9.0%	12.9%	5%	0.3%
Support For Neighborhoods	59%	44.6%	21%	48.7%	13%	6.6%
Attracting/Keeping Business in Kirkland	77%	67.2%	15%	26.5%	7%	1.0%
Pedestrian Safety	82%	66.3%	11%	32.9%	7%	0.9%
Bike Safety	53%	53.4%	23%	40.7%	22%	6.0%
Availability of Sidewalks/Paths	72%	66.1%	19%	30.8%	10%	3.2%
Support For The Arts in Kirkland	45%	25.9%	32%	55.1%	22%	19.0%
Community Events	41%	28.0%	36%	62.5%	24%	9.5%
Zoning & Land Use	57%	58.9%	28%	38.6%	9%	2.5%
Recycling & Garbage Collection	84%	62.3%	13%	34.9%	3%	2.9%
Emergency Preparedness	74%	67.3%	18%	30.8%	5%	1.9%
Protecting Natural Environment	76%	66.2%	17%	30.3%	6%	3.5%
Services For People In Need	68%	51.6%	19%	41.6%	8%	6.7%

*Note: Differences of (+/- 5%) are shown in the light gray areas above. Differences of (+/- 15%) are shown in the dark gray areas above.

Significant differences (+/-15%) between the phone and online survey were noted in the areas of recreation programs, City parks, support for neighborhoods, pedestrian safety, bike safety, community events, recycling and garbage collection, and services for people in need.

Using the same list as in the last section, citizens were then asked to indicate how well they thought the City is doing in each category. The findings are given on the table below:

City Provided Service/Function	"A, B" Excellent or Above Average		"C" Average		"D, F" Below Average or Failing	
	Phone	Online	Phone	Online	Phone	Online
Managing Traffic Flow	55.0%	31.2%	29.0%	50.5%	13.0%	18.4%
Maintaining Streets	55.0%	33.6%	34%	47.1%	9.0%	19.2%
Recreation Programs/Classes	56.0%	54.2%	16.0%	41.6%	6.1%	4.1%
City Parks	75.0%	66.7%	16.0%	30.4%	4.0%	3.0%
Fire/Emergency Medical Services	78.0%	75.4%	8.0%	22.0%	3.0%	2.6%
Police Services	74.0%	72.1%	11.0%	22.7%	7.0%	5.2%
Support For Neighborhoods	42.0%	44.5%	28.0%	46.8%	7.0%	8.7%
Attracting/Keeping Business in COK	37.0%	17.4%	28.0%	47.3%	19.0%	35.3%
Pedestrian Safety	71.0%	55.5%	18.0%	33.4%	5.0%	11.1%
Bike Safety	51.0%	39.7%	25.0%	45.4%	9.0%	14.9%
Availability of Sidewalks/Paths	61.0%	41.2%	26.0%	38.9%	8.0%	19.8%
Support For The Arts in COK	55.0%	46.6%	22.0%	48.3%	6.0%	5.1%%
Community Events	57.0%	45.4%	25.0%	49.8%	5.0%	4.8%
Zoning & Land Use	30.0%	22.5%	25.0%	51.5%	15.0%	25.9%
Recycling & Garbage Collection	84.0%	73.9%	10.0%	22.4%	4.0%	3.7%
Emergency Preparedness	43.0%	42.8%	18.0%	53.2%	7.0%	4.1
Protecting Natural Environment	60.0%	54.9%	21.0%	38.0%	6.0%	7.1%
Services For People In Need	37.0%	31.1%	20.0%	61.6%	5.0%	7.2%

*Note: Differences of (+/- 5%) are shown in the light gray areas above. Differences of (+/- 15%) are shown in the dark gray areas above.

As seen in the above table, Kirkland was given overall passing scores (A, B or C) in all categories of both surveys.

Another way of looking at the results ranks services according the average score on both dimension – importance and performance:

Importance

	Average Rating
Fire and emergency medical services:	4.61
Police services:	4.46
Maintaining streets:	4.12
Attracting and keeping business in Kirkland:	4.03
Pedestrian safety:	3.99
Managing traffic flow:	3.92
City parks:	3.89
Protecting our natural environment:	3.86
Emergency preparedness:	3.84
Availability of sidewalks and walking paths:	3.81
Recycling and garbage collection:	3.78
Zoning and land use:	3.75
Bike safety:	3.52
Services for people in need:	3.49
Support for neighborhoods:	3.29
Community events:	2.91
Recreation programs and classes:	2.82
Support for the arts in the community:	2.72

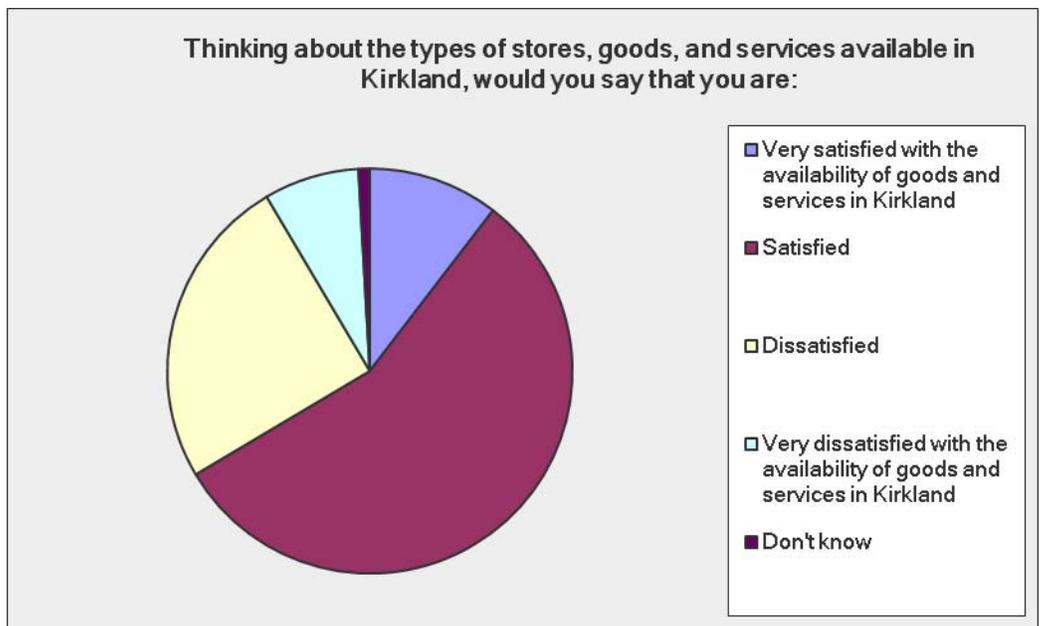
Performance

	Average Rating
Fire and emergency medical services:	4.05
Police services:	3.98
Recycling and garbage collection:	3.97
City parks:	3.83
Recreation programs and classes:	3.59
Protecting our natural environment:	3.56
Pedestrian safety:	3.56
Support for the arts in the community:	3.52
Community events:	3.52
Emergency preparedness:	3.49
Support for neighborhoods:	3.45
Services for people in need:	3.27
Bike safety:	3.26
Availability of sidewalks and walking paths:	3.24
Maintaining streets:	3.16
Managing traffic flow:	3.11
Zoning and land use:	2.92
Attracting and keeping business in Kirkland:	2.70

Once again, results were similar with regard to relative ranking with slightly lower marks on performance in the on-line survey.

Availability of Goods and Services

Thinking about the types of stores, goods, and services available in Kirkland, would you say that you are:		
Answer Options	Response Percent	Response Count
Very satisfied with the availability of goods and services in Kirkland	10.4%	33
Satisfied	56.0%	177
Dissatisfied	25.0%	79
Very dissatisfied with the availability of goods and services in Kirkland	7.6%	24
Don't know	0.9%	3



Comparison to Telephone Survey:

When asked about satisfaction level with the availability of goods and services, responses showed 81% "very satisfied/satisfied" from the telephone survey versus 66.4% from online responders. The spread was much further with those who reported being "dissatisfied/very dissatisfied." Telephone responders were only 17% dissatisfied as compared to the 32.6% of online responders.

Neighborhood Safety

One-Line Survey Results:

In general, how safe do you feel walking alone in your neighborhood during the day?

Answer Options	Response Percent	Response Count
Very safe	67.1%	212
Safe	29.7%	94
Somewhat unsafe	2.8%	9
Very unsafe	0.0%	0
Don't know	0.3%	1
<i>answered question</i>		316
<i>skipped question</i>		5

And how safe do you feel walking alone in your neighborhood after dark?

Answer Options	Response Percent	Response Count
Very safe	29.6%	94
Safe	45.0%	143
Somewhat unsafe	20.1%	64
Very unsafe	3.8%	12
Don't know	1.6%	5
<i>answered question</i>		318
<i>skipped question</i>		3

Comparison to Telephone Survey:

Citizen perception of neighborhood safety (both during hours of daylight and darkness) were polled. Results for feeling safe during the day were similar with 98% of those asked during the telephone survey and 96.8% of those from the online survey. Those reporting feeling unsafe or didn't know during daylight hours were 1% from telephone responses and .03% from those using the online format. Comments mentioned appreciation for "more police presence," and "generally a very safe community to live in."

As for citizen opinion regarding safety during hours of darkness, responses were comparable in the category of "very safe/safe." Telephone participants gave a rating of 79% while those online responses were at 74.6%. In the area of "somewhat unsafe/very unsafe," there was 20% of those asked by telephone and 23.1% from those answering online.

Satisfaction with Neighborhood Infrastructure

On-Line Survey Results:

In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping?		
Answer Options	Response Percent	Response Count
Very satisfied	23.3%	74
Somewhat satisfied	39.4%	125
Somewhat dissatisfied	25.9%	82
Very dissatisfied	10.4%	33
Don't know	0.9%	3
<i>answered question</i>		317
<i>skipped question</i>		4

Comparison to On-Line Survey:

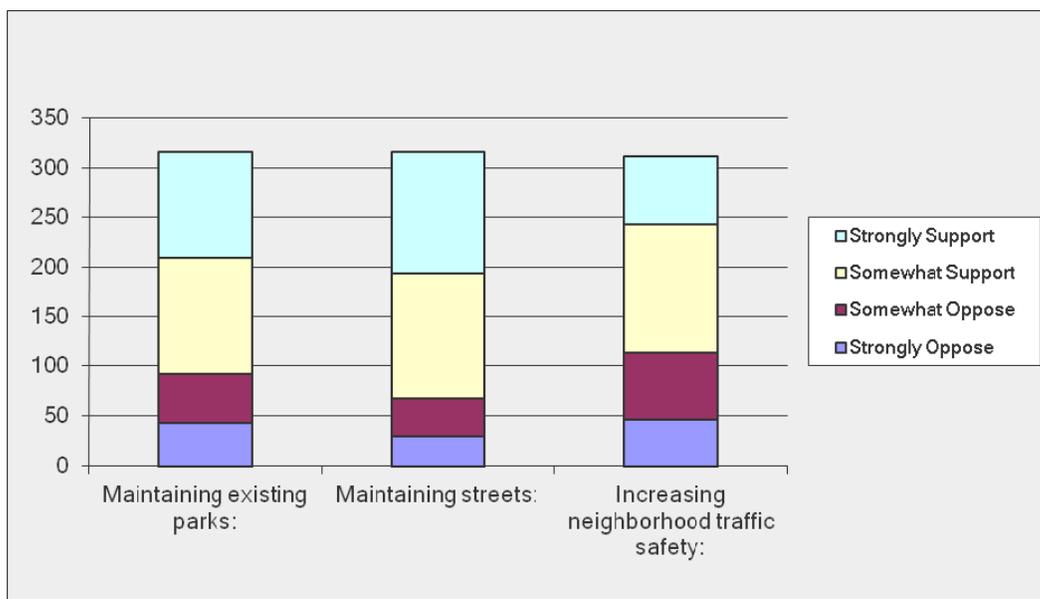
Additional comparison was made in the area of satisfaction with neighborhood infrastructure, such as streets, sidewalks, and roadside landscaping. The level of satisfaction from the telephone questions was at 81% versus a much lower 62.7% of online voters. As for those from the telephone survey who were "dissatisfied/very dissatisfied," they came in at 17%. Those from the online survey showed a much higher 36.3 disapproval rating.

A comparison was made between the two surveys regarding tax or fee increases to provide necessary funding for certain services/functions.

Support for New Funding of Selected Services

Following is a list of services that some Kirkland citizens feel need to be improved. Each of these would require a tax or fee increase to provide the necessary funding. For each one, indicate whether you would support or oppose increasing local taxes for that purpose.

Answer Options	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Response Count
Maintaining existing parks:	107	117	49	43	316
Maintaining streets:	123	126	38	29	316
Increasing neighborhood traffic safety:	69	129	68	46	312



Comparison to Telephone Survey:

Citizens were asked to comment on whether or not they would support or oppose an increase in local taxes for those amenities. Further, they were asked if they were asked to support a tax measure in 2012 and had to choose one of three measures (listed below), which one they would most likely support. The results are as follows:

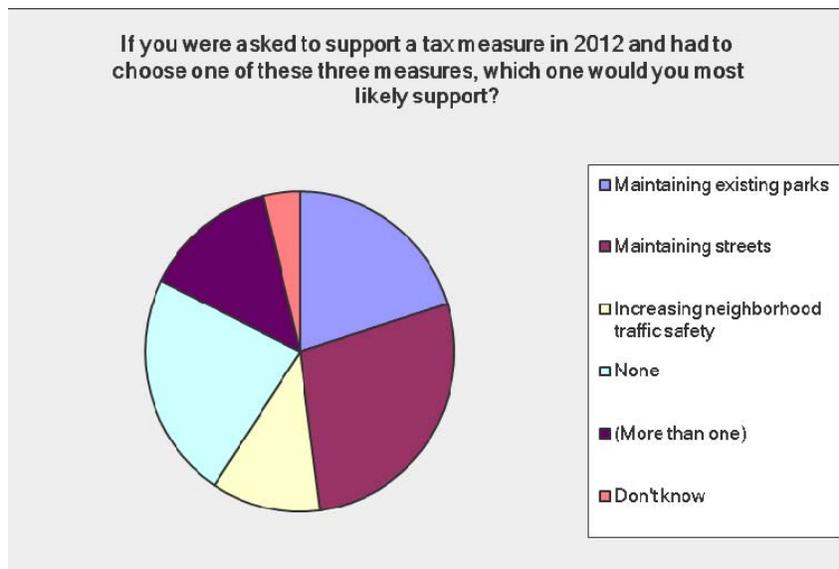
Service or Function	Strongly Support/ Somewhat Support		Somewhat Oppose/ Strongly Oppose	
	Phone	Online	Phone	Online
Maintaining existing parks	74.0%	70.9%	25.0%	29.1%
Maintaining streets	73.0%	78.8%	25.0%	29.1%
Increasing neighborhood traffic safety	60.0%	63.4%	37%	36.5%

As is indicated in the above comparison, only one area differed by +/- 5%. This area is highlighted in light gray.

Support for 2012 Ballot Measure

On-Line Survey Results:

If you were asked to support a tax measure in 2012 and had to choose one of these three measures, which one would you most likely support?		
Answer Options	Response Percent	Response Count
Maintaining existing parks	20.2%	64
Maintaining streets	27.8%	88
Increasing neighborhood traffic safety	11.4%	36
None	23.0%	73
(More than one)	13.9%	44
Don't know	3.8%	12



Comparison to Telephone Survey:

Results to this question were similar to those seen in the telephone survey when respondents were asked to choose one service area in 2012. No one area was clearly chosen.

Summary

The telephone and online surveys were compared in a number of areas for similarities and differences. Those areas and comparisons have been presented above. Some of these differences may be accounted for as suggested above or, may be due to a variety of factors. Still others may be more difficult to determine. Overall, citizen responses from both surveys were positive, informative, and have given Kirkland passing scores.