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City of Kirkland
2016 Biennial Residents Survey on Citizen Opinions & Priorities

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1 Project Overview

1.1 Project Goal

To assess and track residents' attitudes and opinions about quality of life in Kirkland, priorities for the future and satisfaction with city government and its services. Specifically, the survey covered the following topic areas:

- *Respondents' evaluation of Kirkland as a place to live, including what they like the most about the city and what concerns them, their satisfaction with the availability of good and services in the City, attitudes about personal safety, and neighborhood infrastructure.*
- *Overall ratings of city government, and specific ratings on government priorities, financial management, communication with residents, and overall service delivery.*
- *Ratings of the overall importance and assessment of the City's performance across 19 City services and functions.*
- *Questions about household emergency preparedness.*

1.2 Methodology

- ✓ Telephone survey of 502 registered voters in the City of Kirkland, including landline and cell phones.
- ✓ Overall margin of error of +/- 4.4 percentage points at the 95% confidence level.
- ✓ Interviewing took place between April 25th and May 2nd, 2016.

This survey is the sixth in a biennial series of citizen surveys commissioned by the City of Kirkland. The previous surveys (2006, 2008, and 2010) were conducted by Elway Research and the 2012, 2014 and 2016 surveys were conducted by EMC research.

2 Key Findings

Kirkland as a Place to Live

- *Kirkland residents overwhelmingly give the city high marks as a place to live -- nearly nine-in-ten (86%) rate it positively.*
- *Overall ratings are consistent with previous years, while positive intensity has increased steadily since 2012 (35→47% "Excellent").*
- *Asked about top-of-mind benefits of living in Kirkland, respondents cite location/proximity to amenities and community/small town feel as the city's leading aspects in 2016, followed by waterfront access and safety/quietness.*
- *The top-of-mind benefits are generally similar to 2014, although location/amenities has dropped amid slight increases in mentions for waterfront access, safety/quietness and small town feel.*
- *When asked for top-of-mind concerns with the direction of Kirkland, over-development and traffic top the list.*
- *About one-in-five (22%) respondents say they have no concerns with things in Kirkland.*
- *Most (83%) residents are satisfied with the mix of stores, goods and services available in the city, though only one-in-five (22%) are "very satisfied."*
- *Respondents are slightly more satisfied with the availability of stores, goods and services than in previous years, as net satisfaction has improved by 6 points since 2014.*
- *Most (97%) Kirkland residents say they feel safe walking in their neighborhood during the day.*
- *Most (82%) also report feeling safe walking in their neighborhood after dark but only two-in-five (38%) feel "very safe" and nearly one-in-five (15%) feel unsafe.*
- *While falling short of the ratings peak in 2014, neighborhood safety ratings remain higher than they were four years ago.*
- *Crime (30% mentioned) and lighting issues (29%) are the leading safety issues for those who feel unsafe.*
- *Respondents are largely satisfied with their neighborhood infrastructure. One third (34%) are "very satisfied."*
- *Residents' satisfaction with neighborhood infrastructure is unchanged from 2014.*

Kirkland City Government

- *City government receives strong ratings, overall (70% positive), and continues to get high marks for "delivering services efficiently" (71%) and "keeping citizens informed" (62%).*
- *While nearly a majority (47%) of residents continue to rate the City positively, negative sentiment has increased for "focusing on the priorities that matter most" (29% "only fair/poor" in 2014 → 36% in 2016).*
- *Resident satisfaction remains split on the job the City is doing "managing the public's money" (37% positive; 34% negative).*
- *There is relatively low intensity – positive or negative -- across all City job ratings.*
- *Kirkland residents consider themselves slightly more informed about the City government than in past years but only one-in-ten (12%) consider themselves "well informed."*
- *The Reporter remains Kirkland residents' leading information source, though its share has dropped slightly amid increases in the City Update, the City's website and other news sources.*

City Services and Functions	• *Safety-related services – including fire/emergency medical services and police – are widely viewed as the most critical City services. A strong majority (60%+) of residents say that each are "extremely important" – more than any other service tested.* • *Additional top-tier priorities include pedestrian safety, City parks, maintaining streets, the environment and managing traffic flow.* • *Community events, arts, permitting and recreation programs/classes are seen as the least vital City services.* • *There have been no major shifts in service priorities since 2014.* • *Support for arts (+2.4%), availability of sidewalks (+2.3%) and support for neighborhoods (+2.1%) saw slight increases in importance yet none are among the top-tier priorities.* • *Importance ratings for zoning and land use (+3.2%), attracting businesses (-2.0%) and recycling and garbage collection (-1.9%) are slightly lower than in 2014.* • *The City continues to perform well on the services/functions residents consider most important – including recycling/garbage, fire/emergency medical, parks, police and pedestrian safety.* • *Managing traffic flow is among the lowest-rated performance areas and continues to be the key improvement opportunity.* • *Performance ratings have largely held steady for every service over the last two years.* • *Recreation program/class performance ratings have fallen slightly since 2014; it is the only service with a statistically significant ratings drop.* • *The City's performance exceeds importance on 6 of the 19 services/functions tested and performance is comparable to importance for 8 other services/functions.* • *The gap between importance and performance is largest for managing traffic flow by a wide margin. Other areas where the city is slightly underperforming include zoning and land use, maintaining streets, and services for people in need.* • *The City is over-performing relative to importance on community events, recreation programs and classes, support for arts, recycling and garbage collection, bike safety and parks.*

3 Attitudes About Kirkland

3.1 Rating Kirkland as a Place to Live

Question(s) Analyzed

Q5. How would you rate Kirkland as a place to live? Would you say it is Excellent, Very good, satisfactory, only fair, or poor place to live?

Finding

- *Kirkland residents overwhelmingly give the city high marks as a place to live -- nearly nine-in-ten (86%) rate it positively.*
- *Overall ratings are consistent with previous years, while positive intensity has increased steadily since 2012 (35→47% "Excellent").*

A strong majority (86%) of residents positively rate Kirkland as a place to live, including nearly half (47%) who give it an "Excellent" rating.

Figure 3-1 – Rating of Kirkland as a Place to Live (Overall)

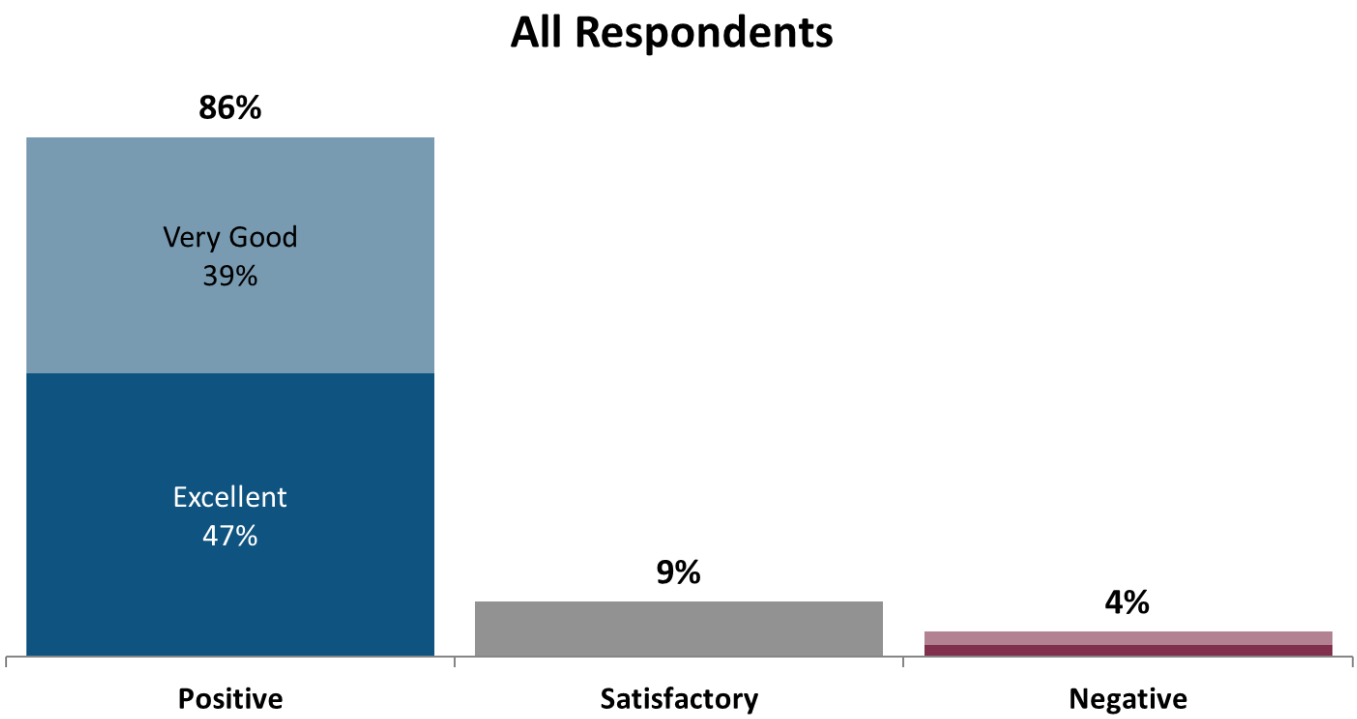
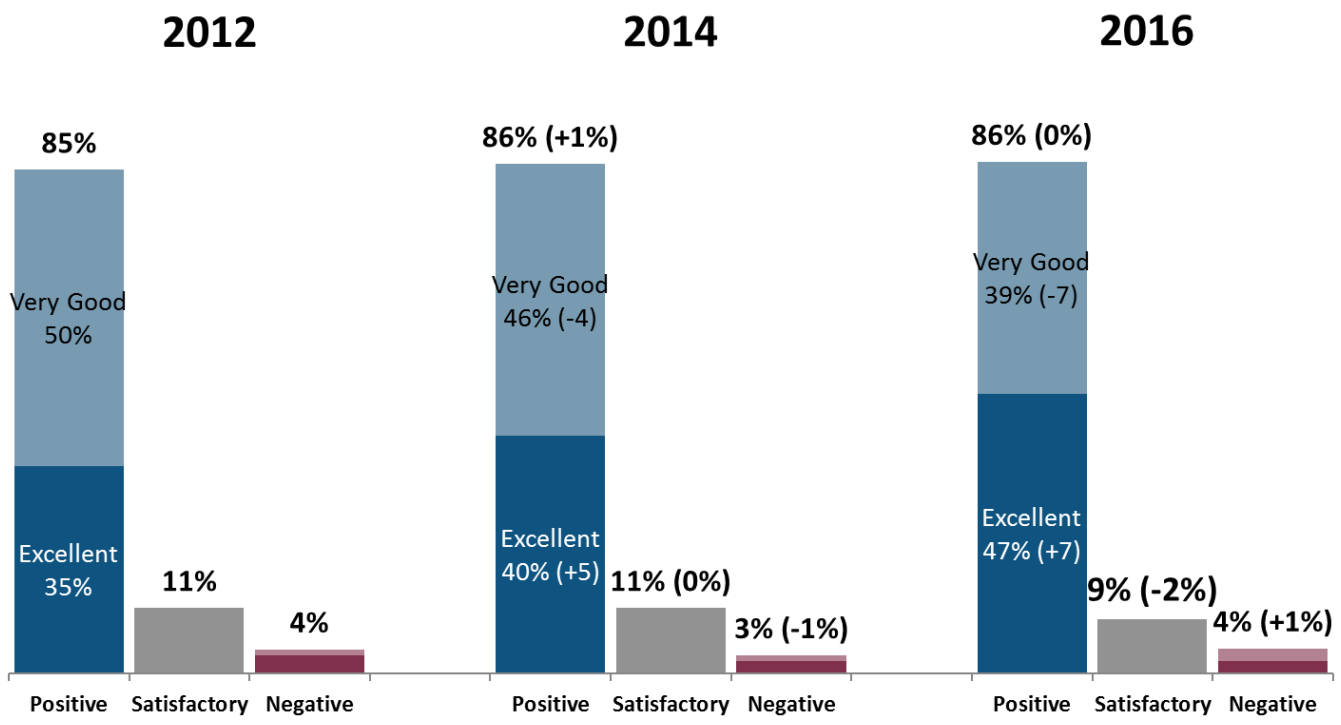


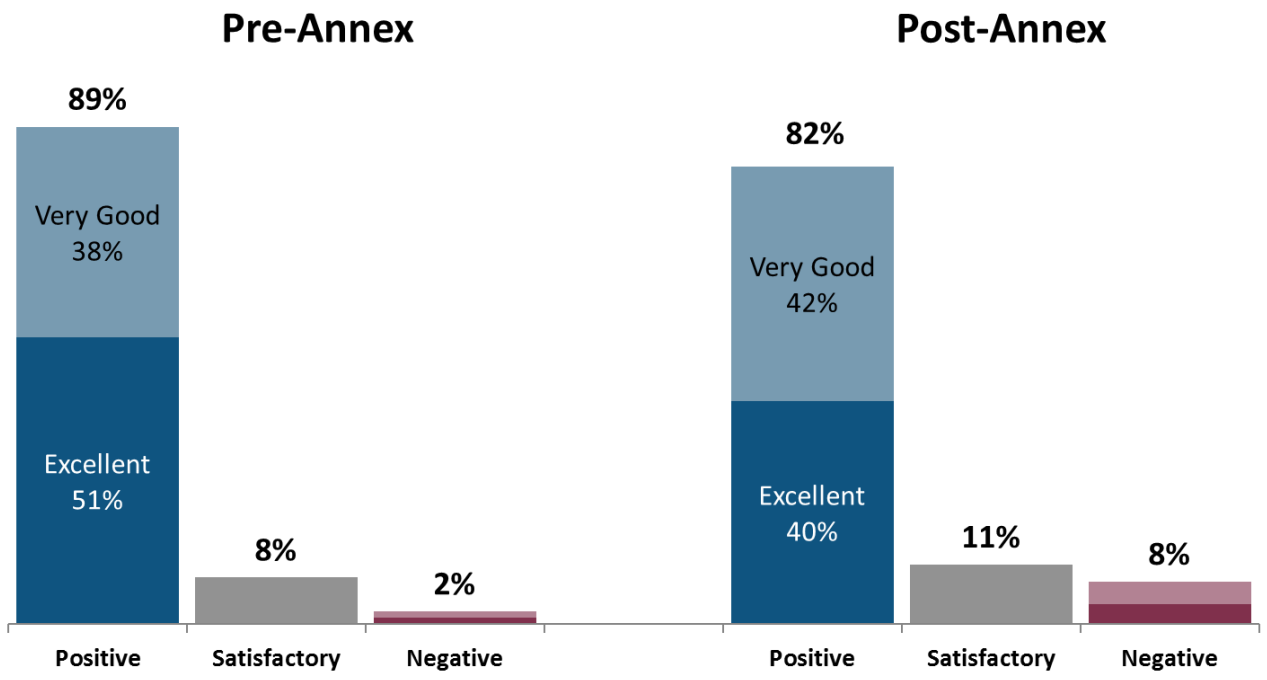
Figure 3-2 – Rating of Kirkland as a Place to Live, 2012 – 2016 Comparison



While the total share of positive sentiment is unchanged from previous years (85-86% "Very good" or higher), positive intensity has steadily increased from 2012 to 2016 (35→40→47% "Excellent").

At least four-in-five residents in pre- and post-annex areas give Kirkland high marks as a place to live. Between the two, Old Kirkland residents have a slightly more positive outlook.

Figure 3-3 – Rating of Kirkland as a Place to Live, Pre/Post-Annex



3.2 Positives Aspects of Living in Kirkland

Question(s) Analyzed

Q6. What do you like best about living in Kirkland? (Single response)

Finding

- *Asked about top-of-mind benefits of living in Kirkland, respondents cite location/proximity to amenities and community/small town feel as the city's leading aspects in 2016, followed by waterfront access and safety/quietness.*
- *The top-of-mind benefits are generally similar to 2014, although location/amenities has dropped amid slight increases in mentions for waterfront access, safety/quietness and small town feel.*

Figure 3-4 – Kirkland Top-of-Mind Positives

	2014	2016	Change
Location/Close to Amenities	41%	27%	*-14%*
Small Town Feel/Community	20%	22%	*+2%*
Water/Water Front	6%	12%	*+6%*
Safe/Quiet	8%	11%	*+3%*
Parks	7%	6%	*-1%*
Green Space	4%	5%	*+1%*
The People	4%	2%	*-2%*
Schools	0%	2%	*+2%*
Weather	1%	<1%	*-<1%*
Other	7%	7%	*+0%*
No/None/Nothing	2%	2%	*+0%*
Don't Know	2%	4%	*+2%*

3.3 Concerns about Kirkland

Question(s) Analyzed

Q7. When you think about the way things are going in Kirkland, what if anything concerns you? (One Response)

Finding

- *When asked for top-of-mind concerns with the direction of Kirkland, over-development and traffic top the list in 2016, as they did two years earlier.*
- *About one-in-five (22%) respondents say they have no particular concerns.*

Only two particular areas of concern – over-development (16% mention) and traffic (15% mention) – reach double digits. Total mentions for transportation-related concerns -- including traffic and public transportation – have slightly increased since 2014.

Figure 3-5 – Kirkland Top-of-Mind Concerns

	2014	2016	Change
Over-development	16%	16%	*0%*
Traffic	10%	15%	*+5%*
City Government	4%	6%	*+2%*
Population Growth/Crowds	6%	6%	*0%*
Public Transportation	1%	6%	*+5%*
Taxes/Spending	9%	5%	*-4%*
Housing	2%	4%	*+2%*
Increased Prices	3%	4%	*+1%*
Crime	2%	3%	*+1%*
Infrastructure	3%	3%	*0%*
Lack of Small Businesses	1%	2%	*+1%*
School Funding	3%	1%	*-2%*
Police Presence	3%	1%	*-2%*
Parking	2%	1%	*-1%*
Jobs	1%	<1%	*-<1%*
Building Maintenance	2%	<1%	*-2%*
Other	5%	4%	*-1%*
No/None/Nothing	23%	22%	*-1%*
Don't Know/Refused	3%	1%	*-2%*

"Public Transportation" mentions (n=25)

- **More/Improved Transit: 3% (n=16)**
- **Cross Kirkland Corridor/Trail concerns: 3% (n=13)**

3.4 Satisfaction with the Availability of Goods & Services

Question(s) Analyzed

Q15. Thinking about the types of stores, goods and services available in Kirkland... would you say that you are Very satisfied with the availability of goods and services in Kirkland, Satisfied, Dissatisfied, or Very dissatisfied with the availability of goods and services in Kirkland?

Finding

- *Most (83%) residents are satisfied with the mix of stores, goods and services available in the city, though only one-in-five (22%) are "very satisfied".*
- *Respondents are slightly more satisfied with the availability of stores, goods and services than in previous years, as net satisfaction has improved by 6 points since 2014.*

Eight-in-ten (83%) residents are satisfied with the availability of goods and services in Kirkland, including one-in-five (22%) who are "very satisfied" with this attribute. Another one-in-five (16%) are dissatisfied but the intensity of this rating is negligible (2% "very dissatisfied").

Figure 3-6 – Satisfaction with Availability of Goods & Services

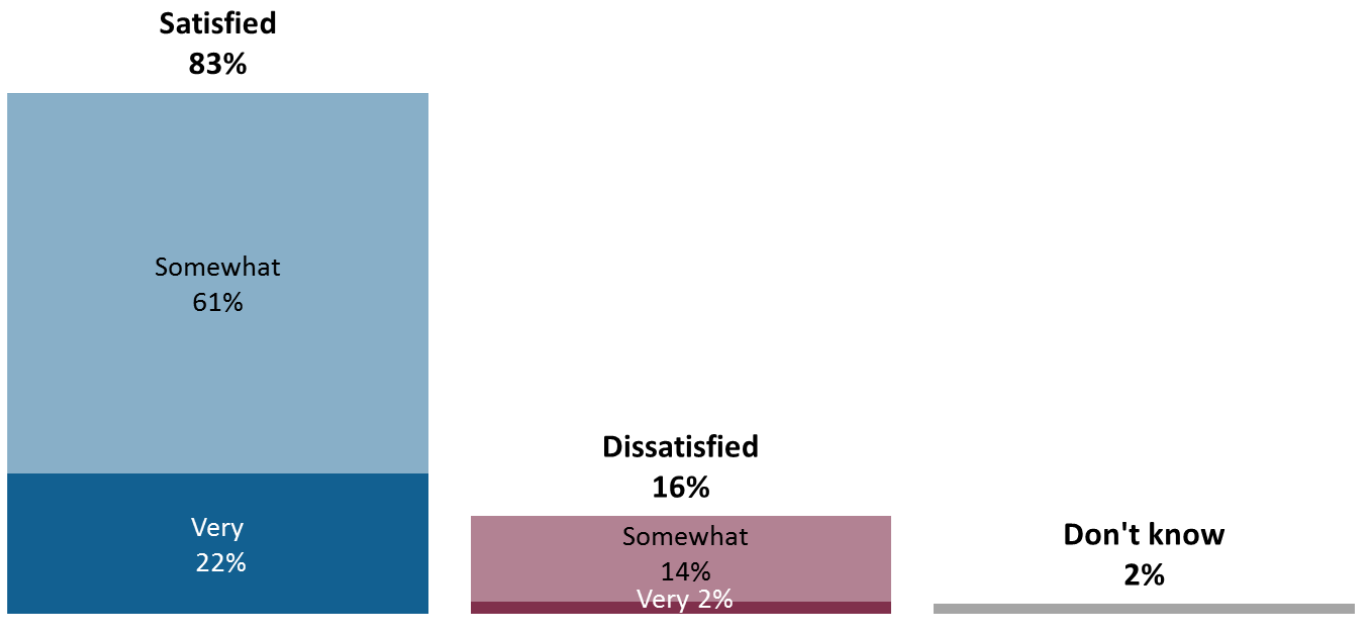
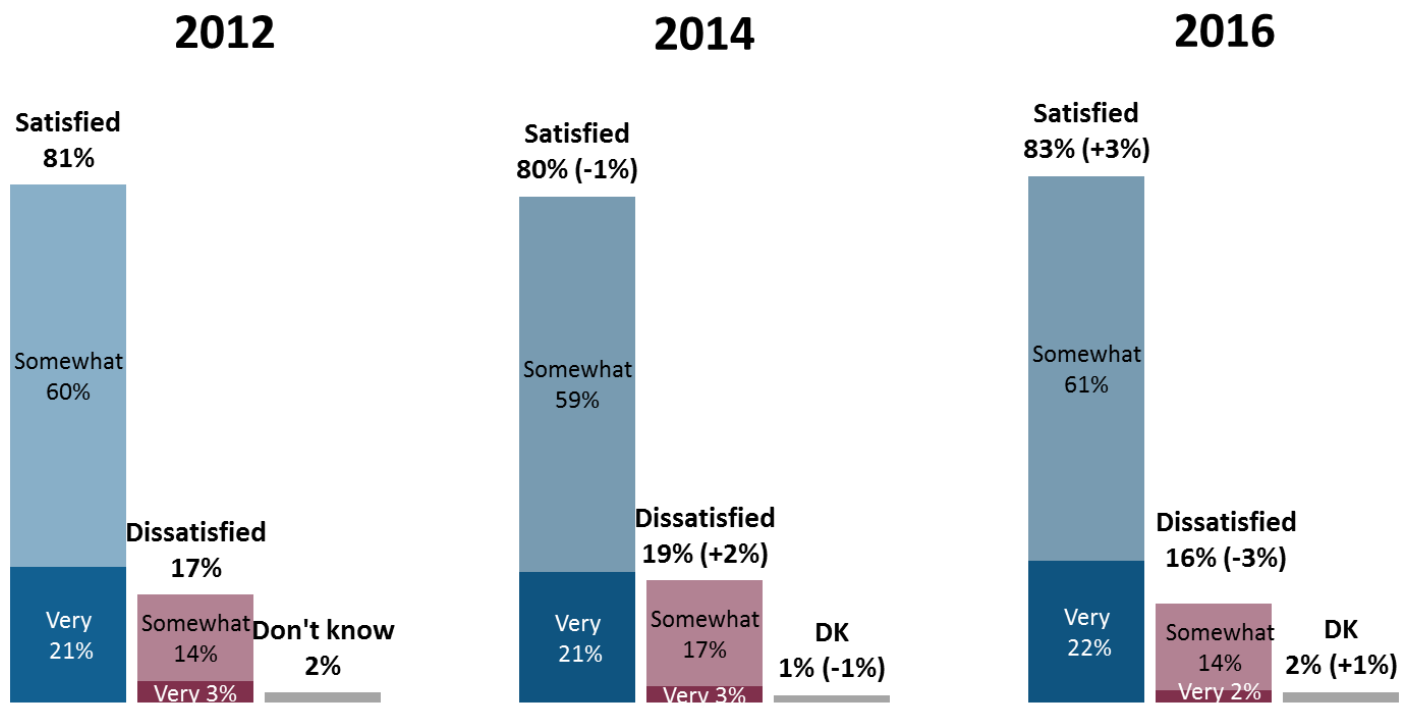


Figure 3-7 – Satisfaction with Availability of Goods & Services, 2012 – 2016 Comparison



3.5 Neighborhood Safety

Question(s) Analyzed

Q16. In general, how safe do you feel walking alone in your neighborhood during the day? Would you say very safe, safe, somewhat unsafe, or very unsafe?

Q17. And how safe do you feel walking alone in your neighborhood after dark? Would you say very safe, safe, somewhat unsafe, or very unsafe?

Q18. *(If unsafe)* Why do you feel unsafe?

Finding

- *Nearly all (97%) Kirkland residents say they feel safe walking in their neighborhood during the day.*
- *Most (82%) also report feeling safe walking in their neighborhood after dark, but only two-in-five (38%) feel "very safe" and nearly one-in-five (15%) feel unsafe.*
- *While falling short of the ratings peak in 2014, neighborhood safety ratings remain higher than they were four years ago.*
- *Crime (30% mentioned) and lighting issues (29%) are the leading safety issues for those who feel unsafe.*

Figure 3-8 – Neighborhood Safety, Day & After Dark

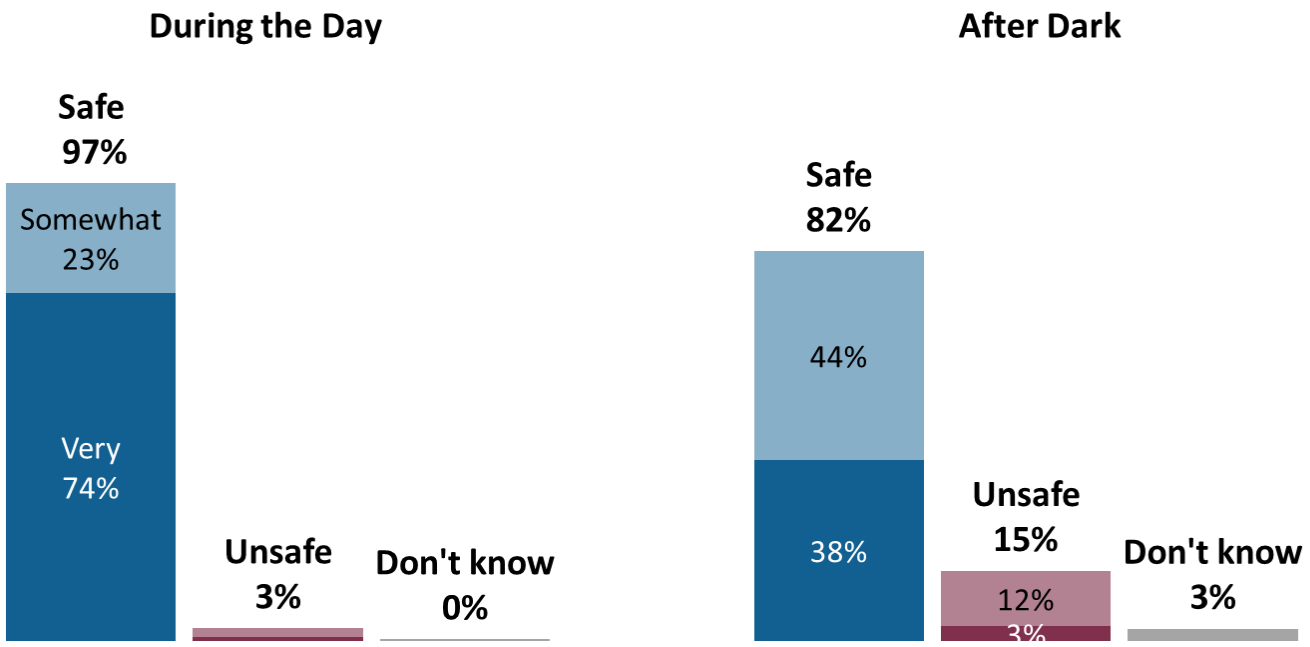


Figure 3-9 – Neighborhood Safety, 2012 – 2016 Comparison

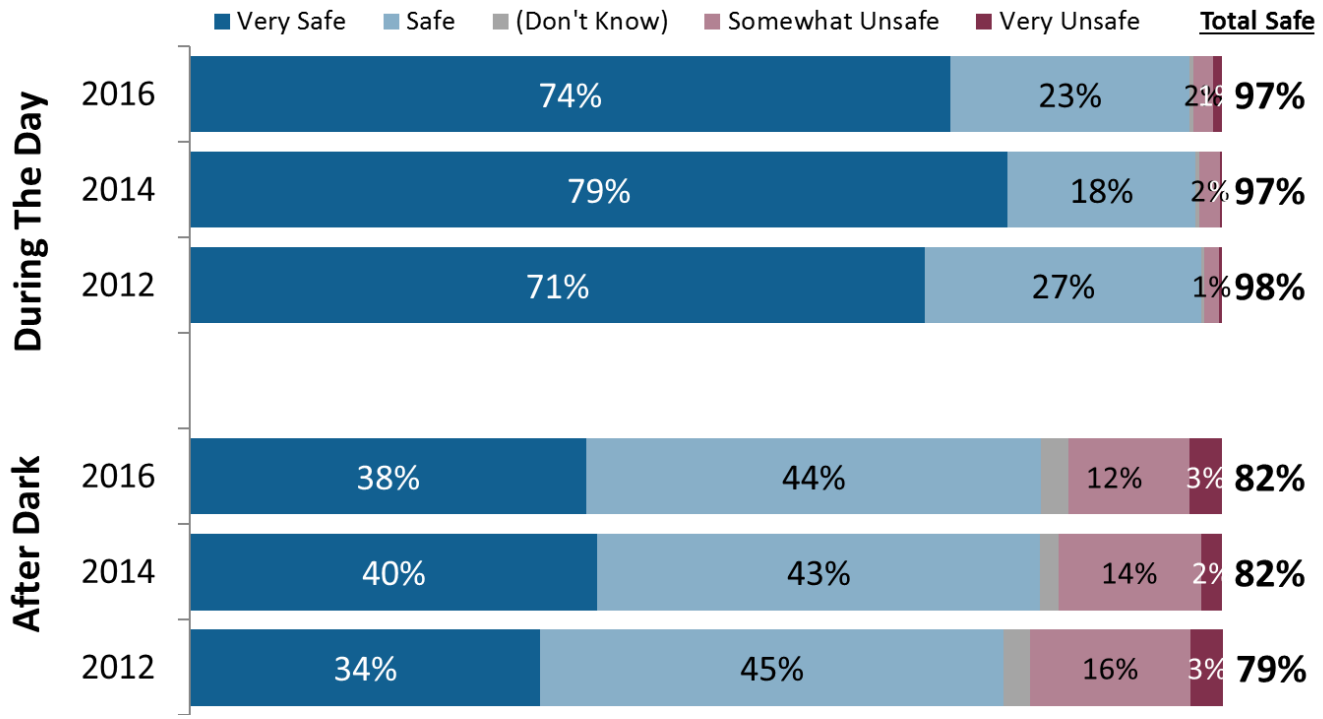
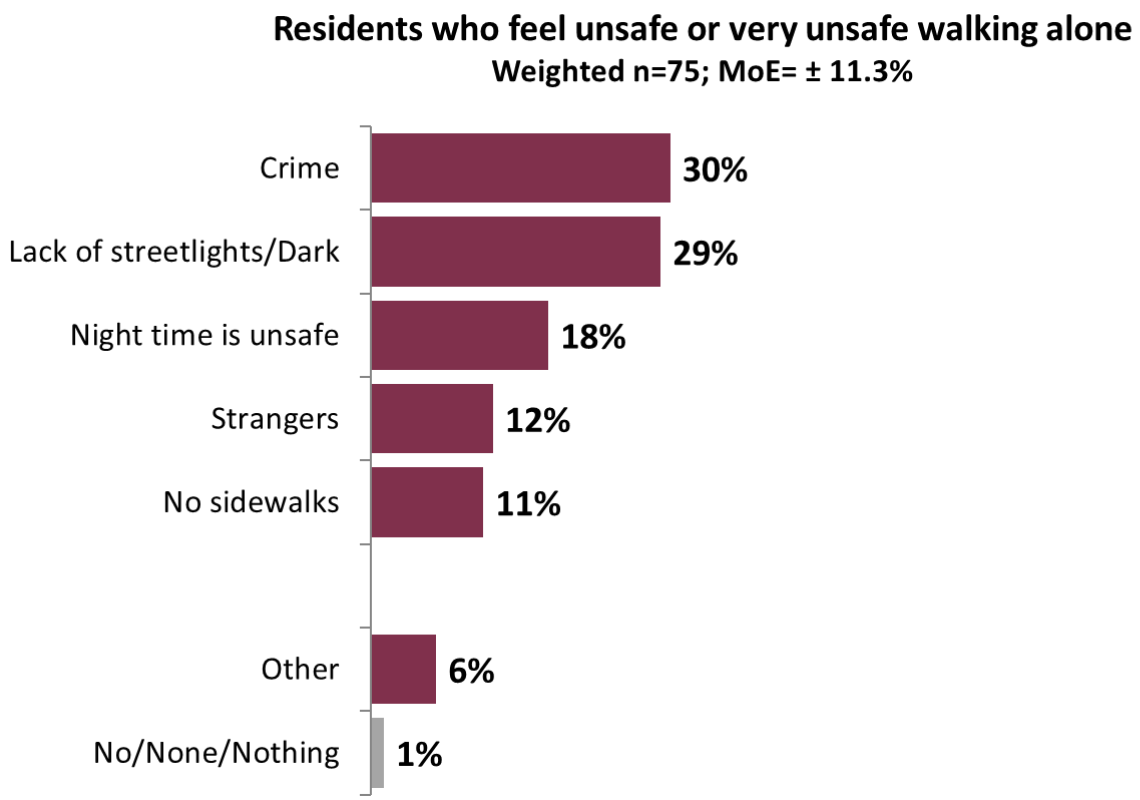


Figure 3-10 – Reasons for Feeling Unsafe After Dark



3.6 Satisfaction with Neighborhood Infrastructure

Question(s) Analyzed

Q19. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Finding

- *Respondents are largely satisfied with their neighborhoods' infrastructure. One third (34%) are "very satisfied."*
- *Residents' satisfaction with neighborhood infrastructure is unchanged from 2014.*

Eight-in-ten (82%) residents continue to be satisfied with their neighborhood's "infrastructure such as streets and sidewalks, and roadside landscaping" -- 18% are dissatisfied, but only 5% are "very dissatisfied."

Figure 3-11 – Satisfaction with Neighborhood Infrastructure

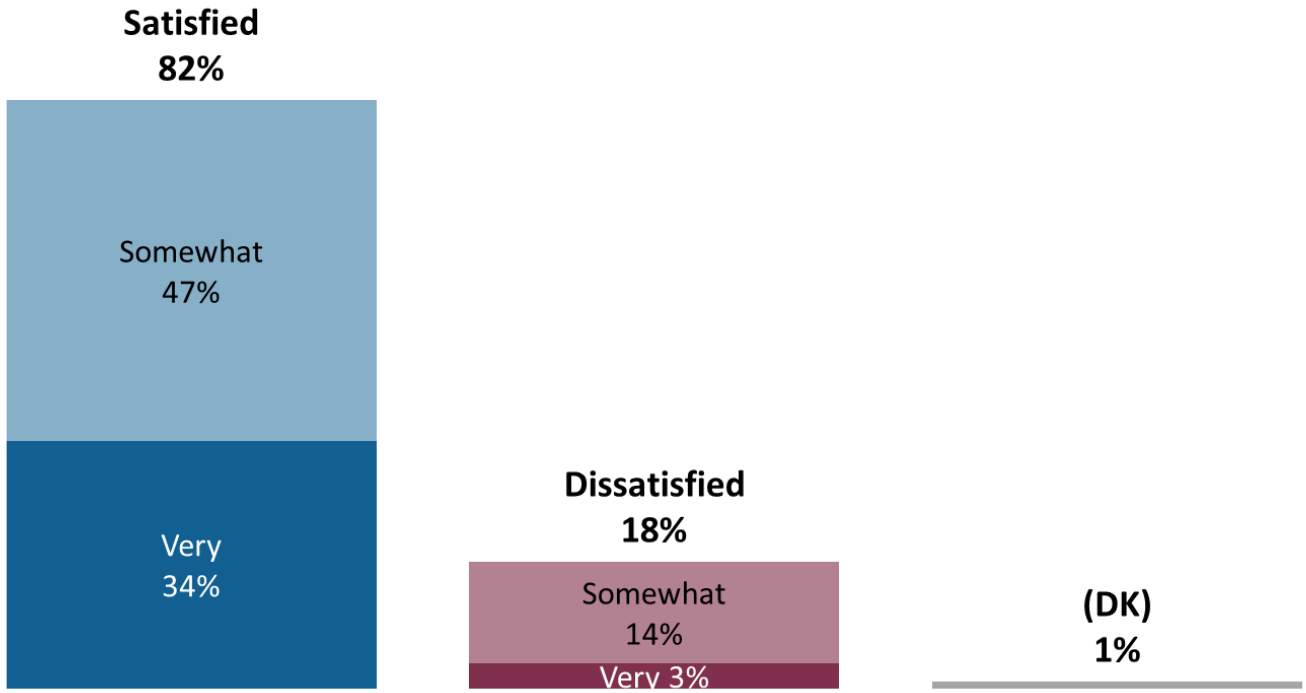
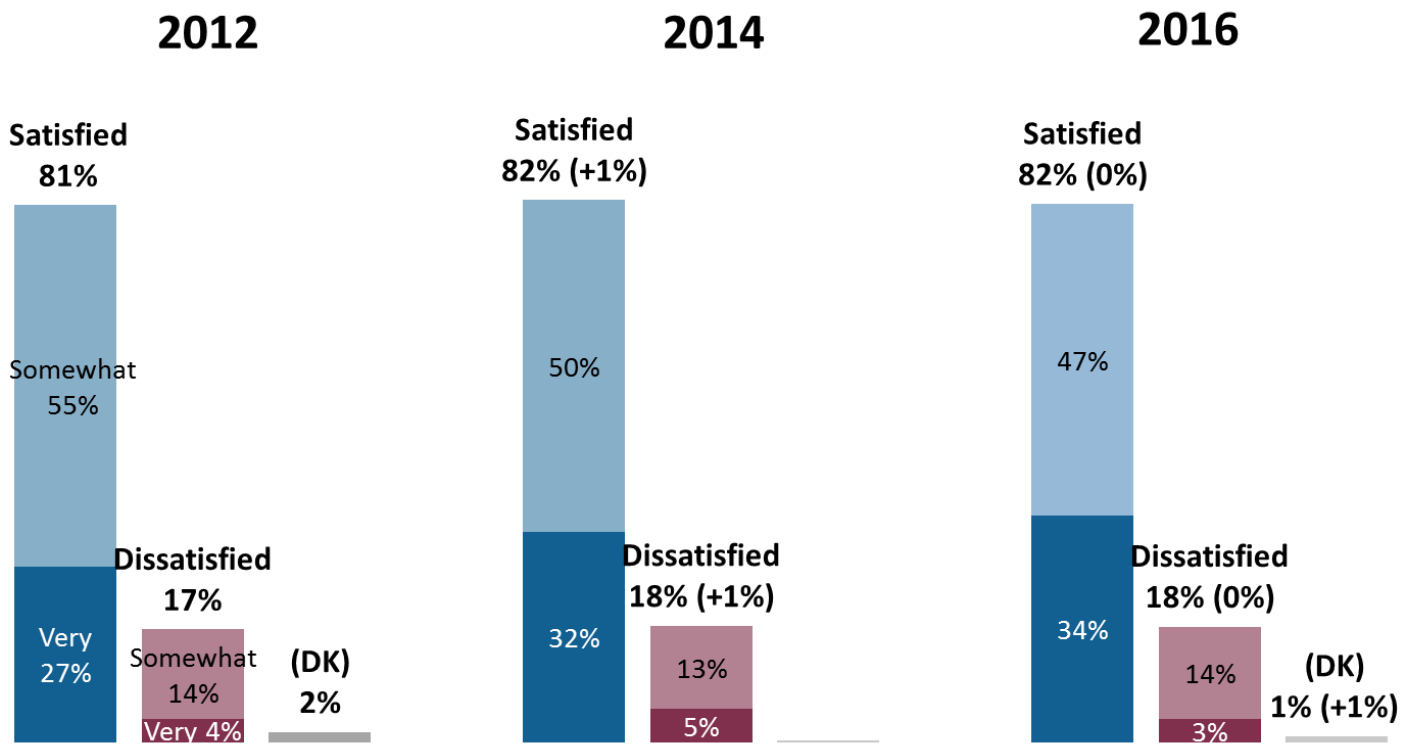


Figure 3-12 – Satisfaction with Neighborhood Infrastructure, 2012 – 2016 Comparison



4 Kirkland City Government

4.1 Kirkland Job Ratings

Question(s) Analyzed

Please tell me how you think Kirkland City government is doing in each of the following areas.

Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

Q8. the job the City doing overall

Q9. the job the City is doing managing the public's money

Q10. the job the City does keeping citizens informed

Q11. the job the City does delivering services efficiently

Q12. the job the City does focusing on the priorities that matter most to residents

Finding

- *There is relatively low intensity – positive or negative -- across all City job ratings.*
- *Kirkland City government receives strong ratings, overall (70% positive), and continues to get high marks for "delivering services efficiently" (71%) and "keeping citizens informed" (62%).*
- *While nearly a majority (47%) of residents continue to rate it positively, negative sentiment has increased for "focusing on the priorities that matter most" (29% "only fair/poor" in 2014 → 36% in 2016).*
- *Resident satisfaction remains split on the job the City is doing "managing the public's money" (37% positive; 34% negative).*

Seven-in-ten (70%) of residents give the City an "Excellent" or "Good" rating for the job it is doing overall. While a quarter (25%) give the City a negative rating, the intensity of this sentiment is low -- very few (4%) rate it as "poor."

The City also gets very strong marks for delivering services efficiently. Seven-in-ten (71%) give the City a positive rating on this attribute, with little intensity on the negative side (2% "Poor").

Nearly two-thirds (62% "Excellent" or "Good") give the City a positive rating for the job it is doing keeping citizens informed. About a third (32%) give the City a negative rating for this attribute but only a few (7%) say it is doing a "Poor" job.

Regarding the job City does focusing on the priorities that matter most to residents, more residents are able to answer this question in 2016 (16% "Don't know") than they were in 2014 (25%). The positive ratings are roughly the same (63→62% "Excellent" or "Good") but negative ratings have increased by nearly 7 points (29→36% "Only fair" or "Poor").

Residents are split on the job the City is doing managing the public's money -- over a third (37%) rate it positively while nearly as many (34%) rate it negatively.

Figure 4-1 – City of Kirkland Job Ratings

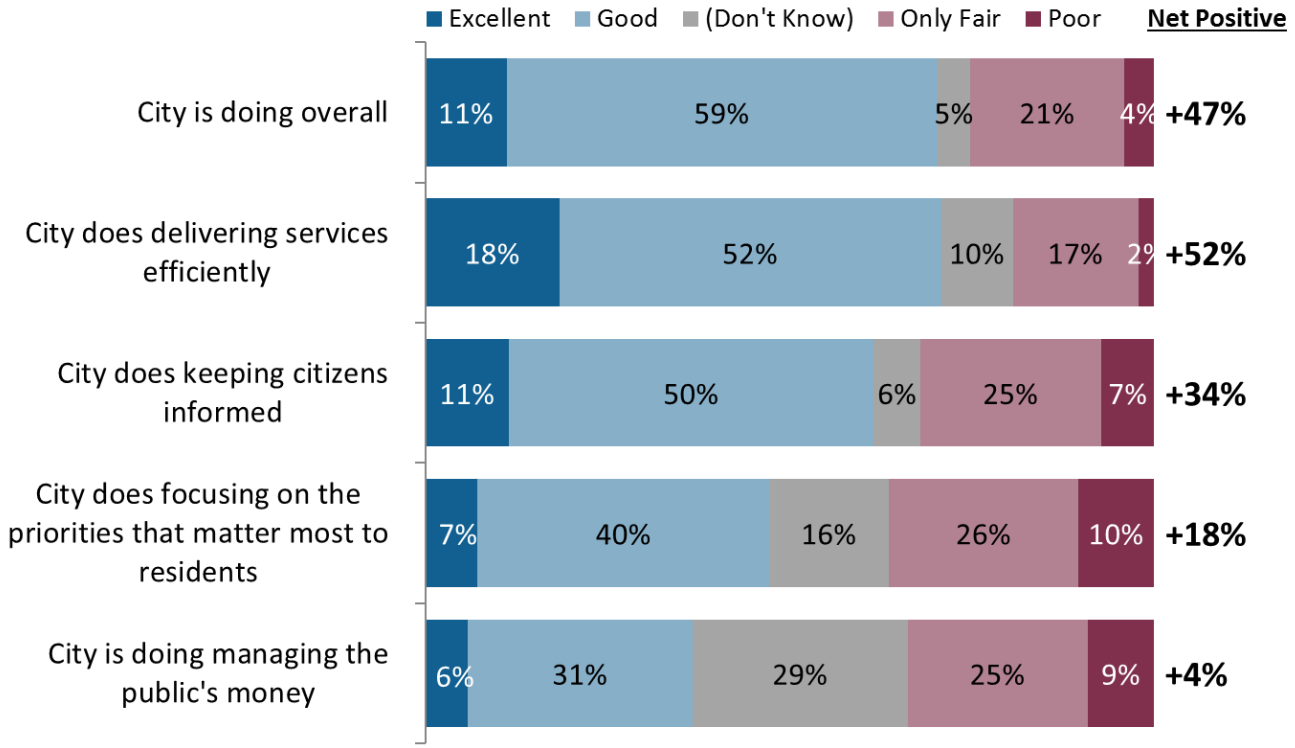
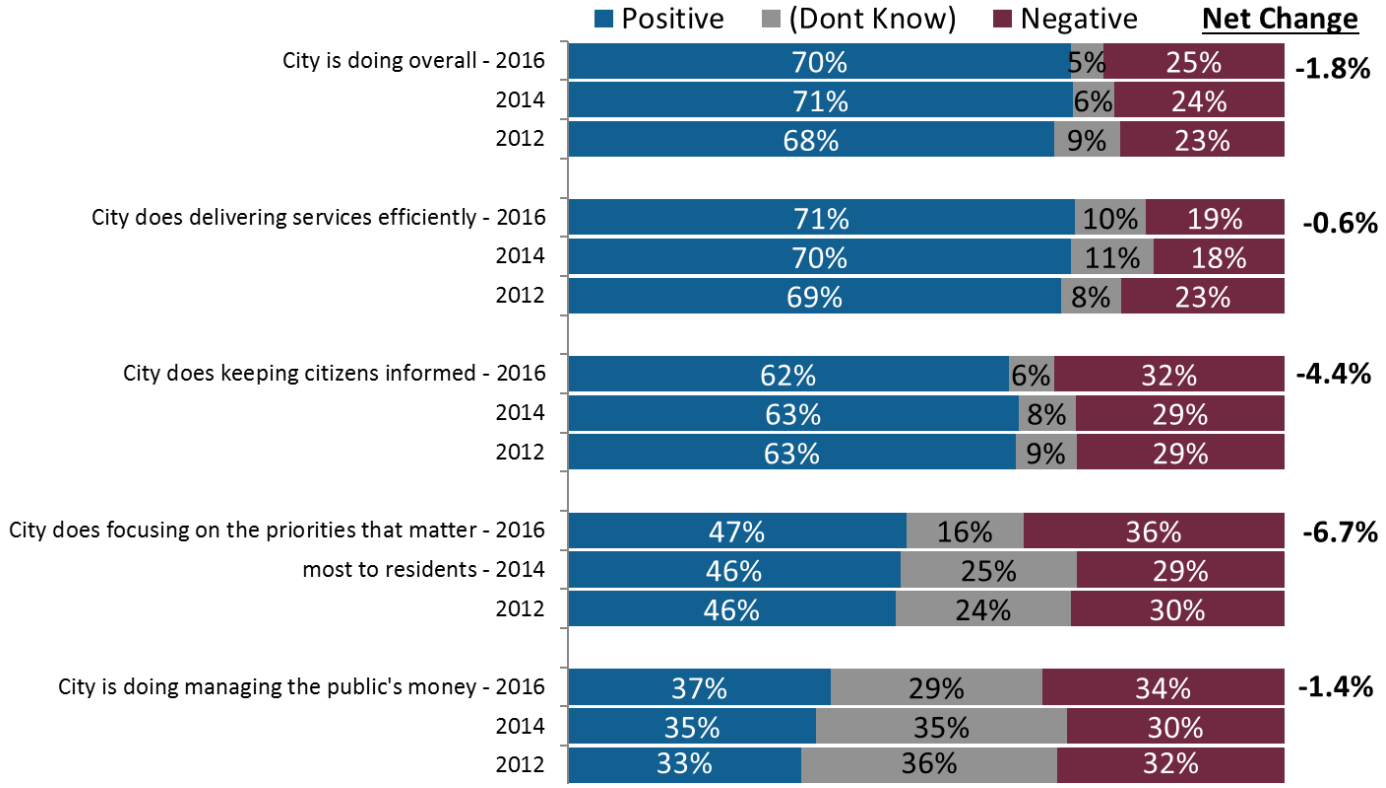
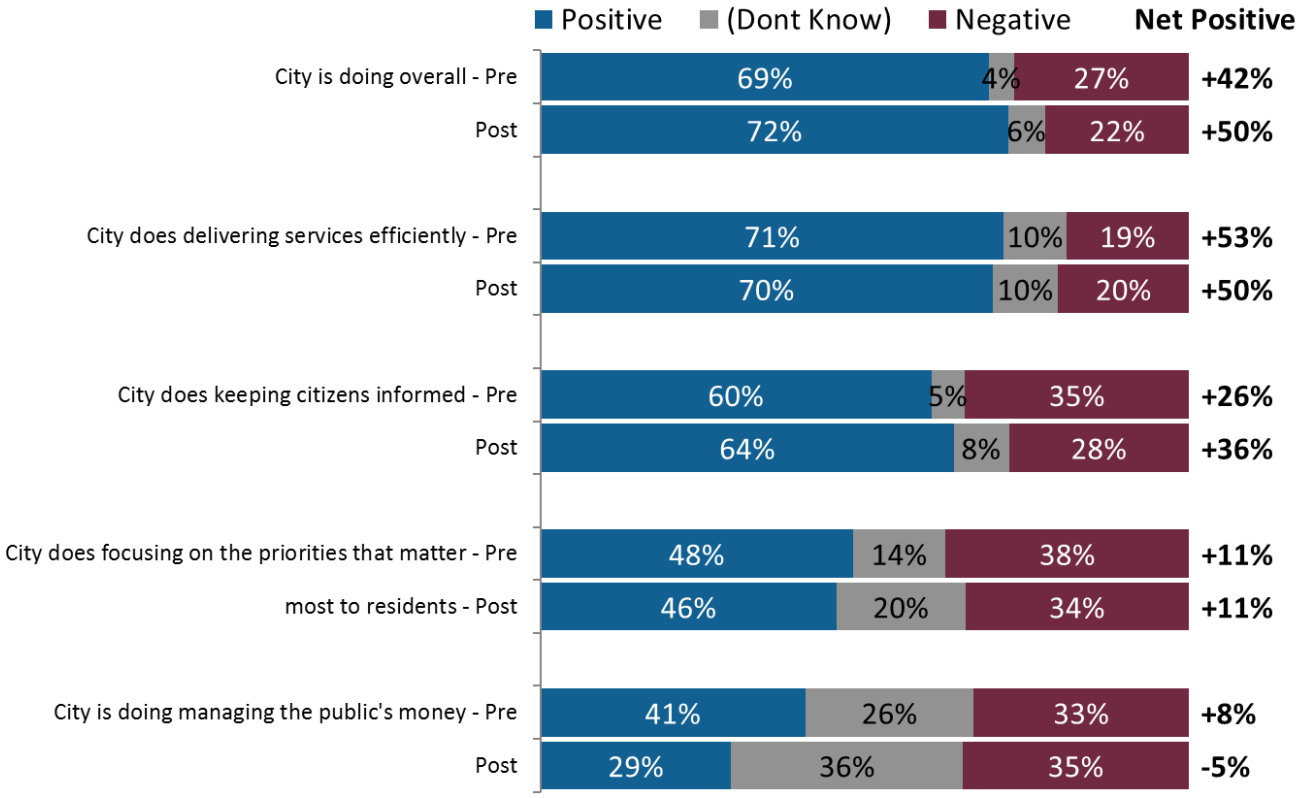


Figure 4-2 – City of Kirkland Job Ratings, 2012 - 2016



Job ratings are similar among pre- and post-annex areas for all but the "job the City is doing managing the public's money" where post-annex area residents give a net negative 5-point rating (29% positive; 35% negative).

Figure 4-3 –City of Kirkland Job Ratings Pre- & Post- Annex



4.2 Information Level & Information Sources

Question(s) Analyzed

Q24. In general, how well-informed would you say you are about Kirkland City government? Would you say you are well informed, somewhat informed, or not very informed?

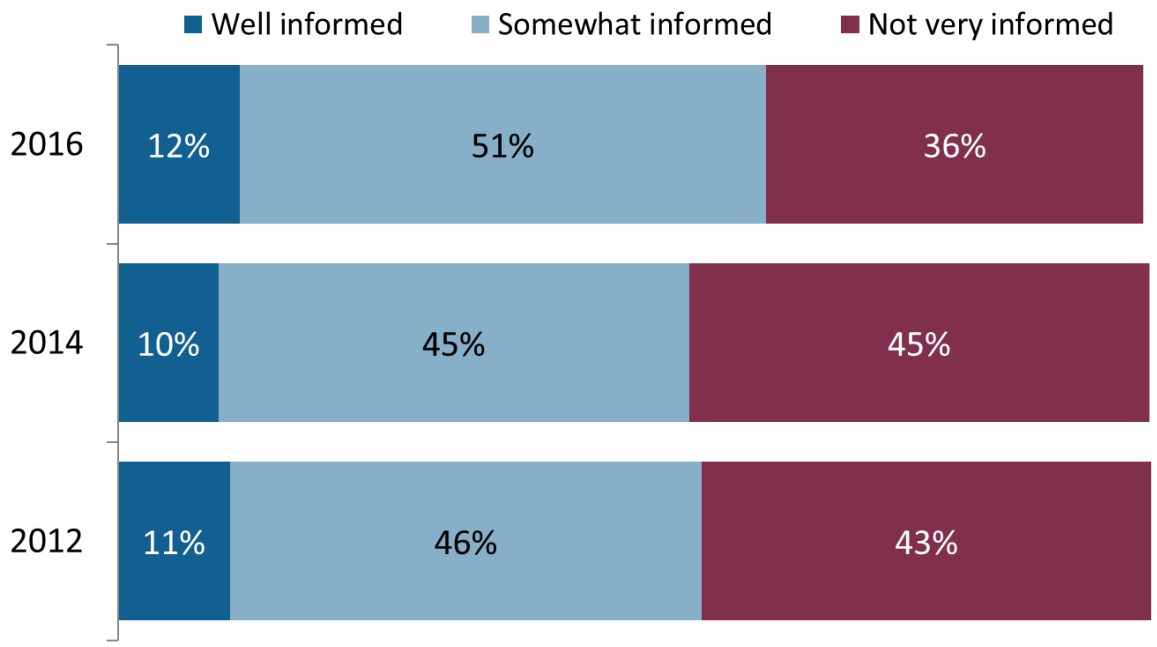
Q25. What is your primary source of information for finding out what is going on with Kirkland City government?

Finding

- *Kirkland residents consider themselves slightly more informed about the City government than in past years but only one-in-ten (12%) consider themselves "well informed."*
- *The Reporter remains Kirkland residents' leading information source, though its share has dropped slightly amid increases in the City Update, the City's website and other news sources.*

Only one-in-ten (12%) respondents consider themselves "well-informed" about Kirkland City government. About half (51%) consider themselves "somewhat informed" and about a third (36%) say they are "not very informed."

Figure 4-4 – Information Level



The Kirkland Reporter is residents' top source (26% mentioned) for news about City government, which is proportionally lower than it was in 2014 (31%). City-provided sources – including the City Update newsletter (18%) and the City website (18%, up from 13% in 2014) – round out the top three sources. These preferences are consistent between residents in pre- and post-annex areas.

Figure 4-5 – Information Sources

	2012	2014	2016	Change
Kirkland Reporter	31%	31%	26%	-5%
City Newsletter	16%	16%	18%	+2%
Kirkland/City Website	10%	13%	18%	+5%
City Television Channel	6%	5%	7%	+2%
Neighborhood association meetings	5%	5%	6%	+1%
City email list	6%	3%	5%	+2%
Facebook	1%	2%	5%	+3%
Local Blogs	3%	2%	3%	+1%
Twitter	1%	1%	0%	-1%
Other	13%	14%	5%	-9%
None	5%	4%	3%	-1%
Don't know/NA	3%	4%	4%	0%

Figure 4-6 – Information Sources Pre & Post Annex

	Pre-Annex	Post-Annex
Kirkland Reporter	28%	25%
City Newsletter	21%	17%
Kirkland/City Website	14%	20%
Facebook	6%	4%
City Television Channel	6%	7%
Neighborhood Association Meetings	6%	5%
Local Blogs	3%	3%
City Email List	2%	6%
Other	7%	5%
None	3%	4%
Don't know/NA	4%	4%

5 City Services and Functions

5.1 Importance

Question(s) Analyzed

Q13. I'm going to read to you a list of services and functions provided by the city. For each one, please tell me how important that city function is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

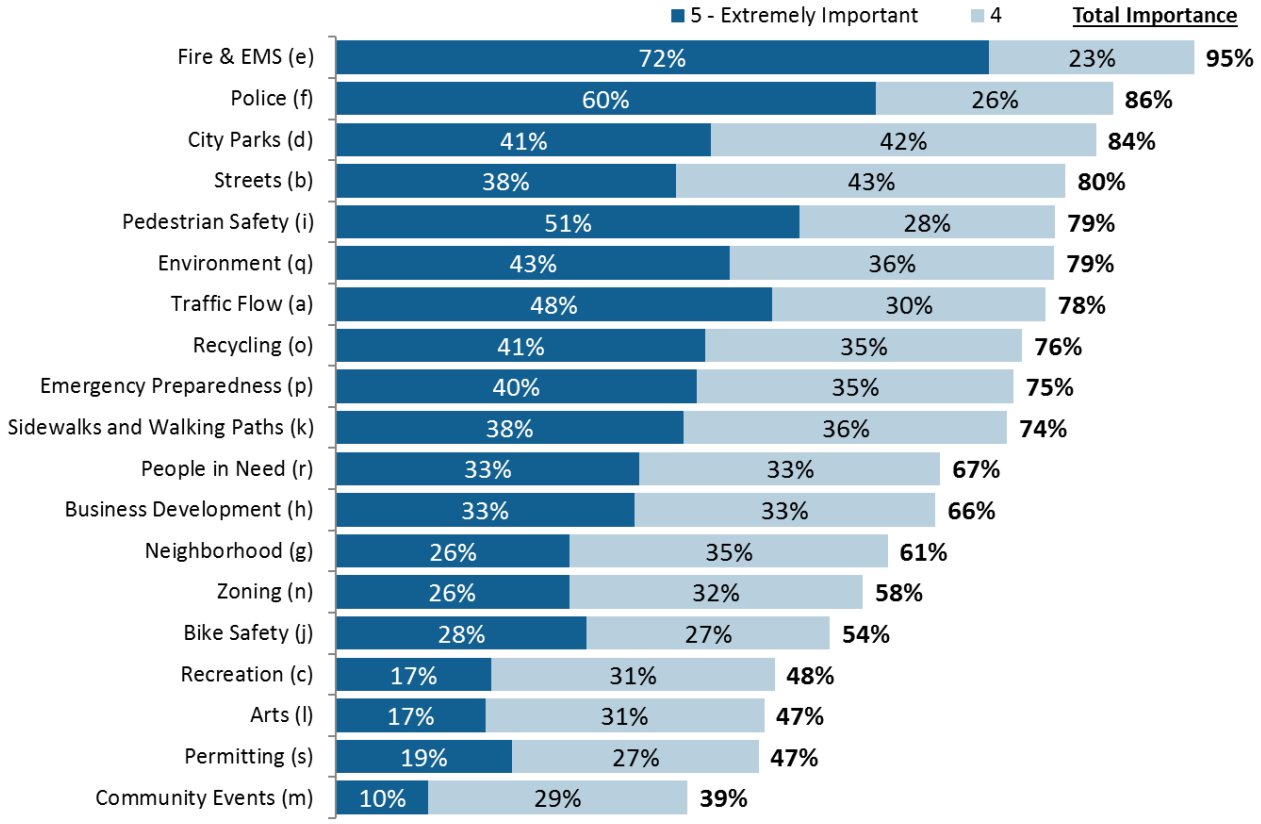
Finding

- *Safety-related services – including fire/emergency medical services and police – are widely considered the most critical City services. A strong majority (60%+) of residents say that each are "extremely important" – more than any other service tested.*
- *Additional top-tier priorities include pedestrian safety, City parks, maintaining streets, the environment and managing traffic flow.*
- *Community events, arts, permitting and recreation programs/classes are seen as the least vital City services.*

A majority of residents rate 15 of the 19 services as important (4 or 5 rating out of 5). Regarding intensity: nearly three-quarters (72%) of residents consider fire and emergency medical services to be "Extremely" important, followed by police (60%), pedestrian safety (51%) and traffic flow (48%).

Of the services with the lowest importance ratings, recreation (48% important), arts (47%) and permitting (47%) receive near-majority support, while community events (39%) is considered the least critical item.

Figure 5-1 – Service Importance Ratings



There are few differences in how Old and New Kirkland residents prioritize City services. Sidewalks/walking paths and community events are slightly more important to pre-annex area residents.

Figure 5-2 – Average Importance, Pre and Post-Annex

Service Item-Importance	Pre-Annex	Post-Annex
Fire and Emergency Medical Services	4.65	4.67
Police Services	4.44	4.35
Pedestrian Safety	4.28	4.17
City Parks	4.23	4.18
Managing Traffic Flow	4.21	4.10
Protecting our Natural Environment	4.17	4.11
Availability of Sidewalks and Walking Paths	4.12	3.86
Maintaining Streets	4.11	4.20
Emergency Preparedness	4.10	4.10
Recycling and Garbage Collection	4.05	4.14
Services for People in Need	3.97	4.01
Attracting and Keeping Businesses in Kirkland	3.91	3.83
Support for Neighborhoods	3.77	3.91
Zoning and Land Use	3.73	3.57
Bike Safety	3.56	3.53
Building, Permitting and Inspection	3.53	3.43
Recreation Programs and Classes	3.45	3.47
Support for Arts in the Community	3.44	3.41
Community Events	3.31	3.08

5.2 Importance – Four-Year Comparison

Finding

- *There have been no major shifts in service priorities since 2014.*
- *Support for arts (+2.4%), availability of sidewalks (+2.3%) and support for neighborhoods (+2.1%) saw slight increases in importance yet none are among the top-tier priorities.*
- *Importance ratings for zoning and land use (+3.2%), attracting businesses (-2.0%) and recycling and garbage collection (-1.9%) are slightly lower than in 2014.*

Figure 5-3 – Importance, 2012 – 2016 Comparison (Ranked by 2016 Importance)

Service Item	2012	2014	2016	Raw Change ('14-'16)	% Change ('14-16)
ALL SERVICES/FUNCTIONS	**3.95**	**3.97**	**3.93**	**-0.04**	**-1.0%**
Fire and Emergency Medical Services	4.68	4.68	4.66	-0.02	-0.4%
Police Services	4.40	4.37	4.41	+0.04	+0.9%
Pedestrian Safety	4.22	4.26	4.24	-0.02	-0.5%
City Parks	4.14	4.21	4.21	+0.00	+0.0%
Managing Traffic Flow	4.01	4.14	4.17	+0.03	+0.7%
Protecting our Natural Environment	4.10	4.22	4.15	-0.07	-1.7%
Maintaining Streets	4.21	4.18	4.14	-0.04	-1.0%
Emergency Preparedness	4.16	4.05	4.10	+0.05	+1.2%
Recycling and Garbage Collection	4.27	4.16	4.08	-0.08	-1.9%
Availability of Sidewalks and Walking Paths	3.94	3.94	4.03	+0.09	+2.3%
Services for People in Need	3.96	4.00	3.98	-0.02	-0.5%
Attracting & Keeping Businesses in Kirkland	4.13	3.96	3.88	-0.08	-2.0%
Support for Neighborhoods	3.69	3.74	3.82	+0.08	+2.1%
Zoning and Land Use	3.76	3.79	3.67	-0.12	-3.2%
Bike Safety	3.45	3.61	3.55	-0.06	-1.7%
Building Permitting and Inspecting	-	-	3.49	N/A	N/A
Recreation Programs and Classes	3.44	3.47	3.46	-0.01	-0.3%
Support for Arts in the Community	3.31	3.35	3.43	+0.08	+2.4%
Community Events	3.17	3.25	3.23	-0.02	-0.6%

5.3 Performance

Question(s) Analyzed

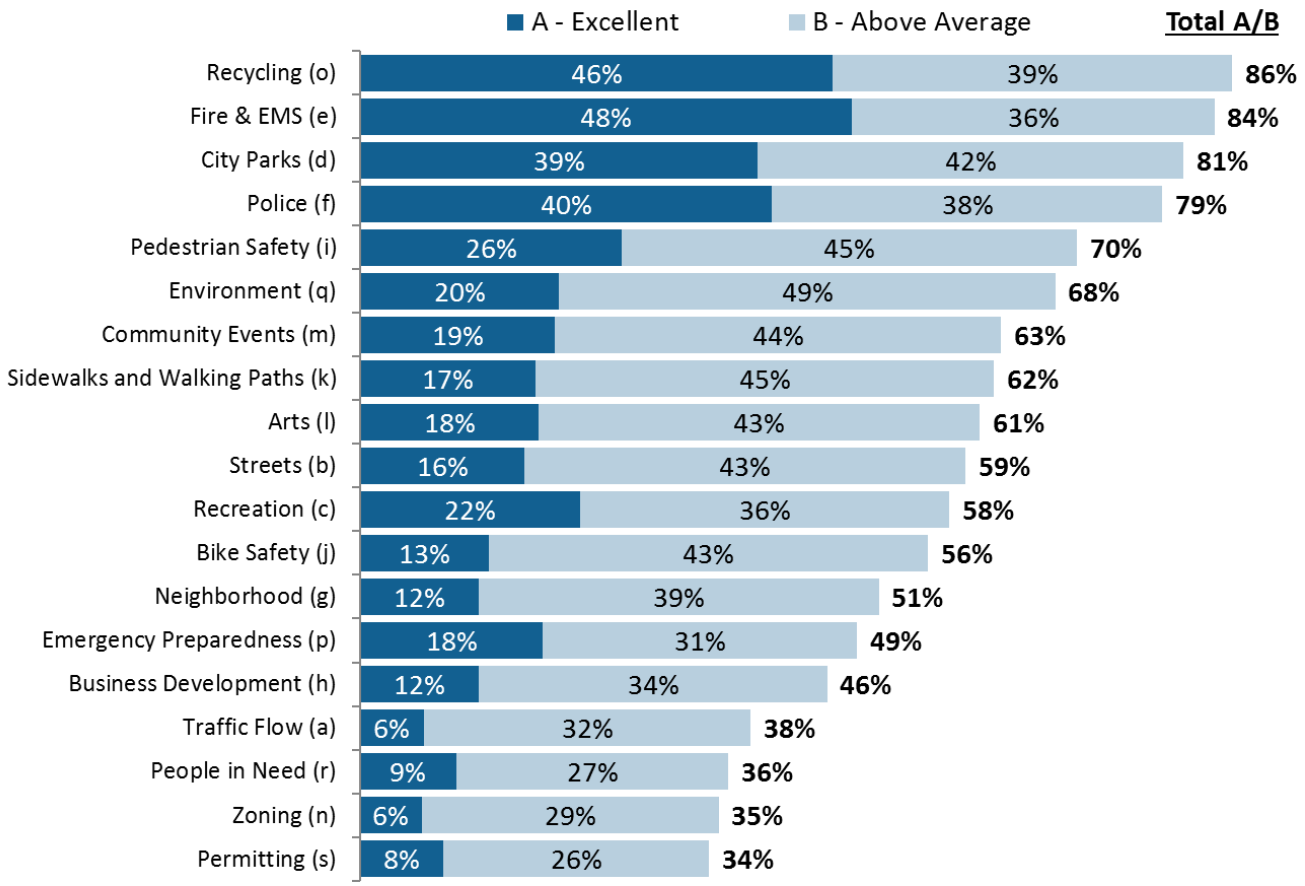
Q14. Using the same list, please tell me how well you think the city is doing in each area. Use an A thru F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing.

Finding

- *The City continues to perform well on the services/functions residents consider most important – including recycling/garbage, fire/emergency medical, parks, police and pedestrian safety.*
- *Managing traffic flow is among the lowest-rated performance areas and continues to be the key improvement opportunity.*

The City is performing best on most of the services/functions that residents see as most important. Five of the top six services/functions in terms of importance are also in the top six in terms of performance. Of the other high-importance services, managing traffic flow (7th most important) ranks 16th in performance, with only two-in-five (38%) giving it an A or B grade. Maintaining streets (4th most important) ranks 10th in performance.

Figure 5-4 – Service Performance Ratings



As with the importance ratings, the overall performance ratings are very similar among pre- and post-annex area residents. Minor differences include police, protecting the environment, emergency preparedness, bike safety, maintaining streets and land use – which are all slightly higher-rated in Old Kirkland than New Kirkland.

Figure 5-5 – Average Performance, Pre and Post Annex

Service Item-Performance	Pre-Annex	Post-Annex
Fire and Emergency Medical Services	4.39	4.35
Recycling and Garbage Collection	4.31	4.29
City Parks	4.22	4.17
Police Services	4.20	4.07
Protecting our Natural Environment	3.95	3.72
Recreation Programs and Classes	3.95	3.85
Pedestrian Safety	3.93	3.91
Community Events	3.91	3.83
Support for Arts in the Community	3.87	3.75
Emergency Preparedness	3.83	3.68
Availability of Sidewalks and Walking Paths	3.73	3.68
Bike Safety	3.73	3.56
Maintaining Streets	3.72	3.51
Support for Neighborhoods	3.67	3.59
Services for People in Need	3.58	3.59
Attracting and Keeping Businesses in Kirkland	3.43	3.49
Building, Permitting and Inspection	3.41	3.29
Zoning and Land Use	3.27	3.07
Managing Traffic Flow	3.15	3.14

5.4 Performance – Four-Year Comparison

Finding

- *Performance ratings have largely held steady for every service over the last two years.*
- *Recreation program/class performance ratings have fallen slightly since 2014; it is the only service with a statistically significant ratings drop.*

Across all 19 services/functions tested, mean performance has declined by 1% -- by comparison, mean importance also declined by 1%, overall. Four of the 19 services saw a performance ratings increase, while the rest services/functions have stayed the same or have declined slightly.

Any ratings shifts between 2014 and 2016 are relatively minor. Bike safety (+1.9%) and emergency preparedness (+1.3%) are slightly higher while recreation programs (-3.0%) and Fire & EMS (-1.8%) saw the largest declines.

Figure 5-6 – Performance, 2012 – 2016 Comparison (Ranked by 2016 Performance)

Service Item	2012	2014	2016	Raw Change ('14-'16)	% Change ('14-16)
ALL SERVICES/FUNCTIONS	**3.76**	**3.81**	**3.77**	**-0.04**	**-1.0%**
Fire and Emergency Medical Services	4.36	4.45	4.37	-0.08	-1.8%
Recycling and Garbage Collection	4.27	4.32	4.30	-0.02	-0.5%
City Parks	4.04	4.21	4.20	-0.01	-0.2%
Police Services	4.12	4.19	4.15	-0.04	-1.0%
Pedestrian Safety	3.98	3.95	3.92	-0.03	-0.8%
Recreation Programs and Classes	3.84	4.03	3.91	-0.12	-3.0%
Community Events	3.79	3.89	3.88	-0.01	-0.3%
Protecting our Natural Environment	3.81	3.89	3.87	-0.02	-0.5%
Support for Arts in the Community	3.81	3.86	3.83	-0.03	-0.8%
Emergency Preparedness	3.70	3.73	3.78	+0.05	+1.3%
Availability of Sidewalks and Walking Paths	3.69	3.75	3.71	-0.04	-1.1%
Bike Safety	3.65	3.6	3.67	+0.07	+1.9%
Support for Neighborhoods	3.56	3.67	3.64	-0.03	-0.8%
Maintaining Streets	3.58	3.62	3.64	+0.02	+0.6%
Services for People in Need	3.64	3.58	3.58	+0.00	+0.0%
Attracting & Keeping Businesses in Kirkland	3.26	3.47	3.45	-0.02	-0.6%
Building Permitting and Inspection	-	-	3.37	N/A	N/A
Zoning and Land Use	3.20	3.19	3.20	+0.01	+0.3%
Managing Traffic Flow	3.48	3.17	3.15	-0.02	-0.6%

5.5 Importance vs. Performance – Gap Analysis

Finding

- *The City's performance exceeds importance on 6 of the 19 services/functions tested and performance is comparable to importance for 8 other services/functions.*
- *The gap between importance and performance is largest for managing traffic flow by a wide margin. Other areas where the city is slightly underperforming include zoning and land use, maintaining streets, and services for people in need.*
- *The City is over-performing relative to importance on community events, recreation programs and classes, support for arts, recycling and garbage collection, bike safety and parks.*

A majority of services are rated on-par with their relative importance ratings. Managing traffic flow remains the key improvement opportunity (Performance is 76% of its Importance rating), along with zoning/land use (87%), maintaining streets (88%) and attracting/keeping businesses (89%).

Some service performance ratings far exceed their levels of importance, including community events (120%), recreation programs and classes (113%) and support for arts in the community (112%).

Figure 5-7 – Gap Analysis: Performance as a Percentage of Importance

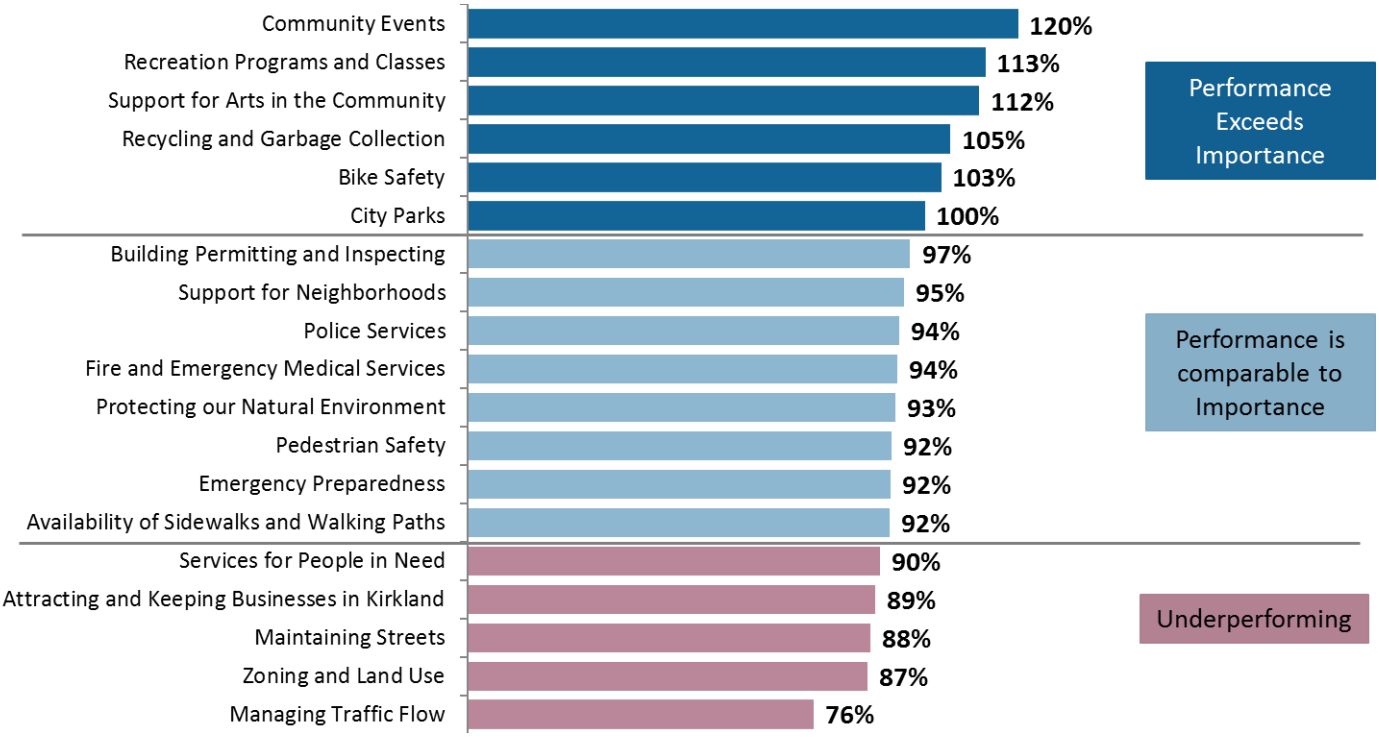


Figure 5-8 – Gap Analysis: Importance vs. Performance

Service Item	Importance	Performance	Gap	Perf/Imp
ALL SERVICES/FUNCTIONS (AVERAGE)	**3.93**	**3.77**	**-0.16**	**95.9%**
Community Events	3.23	3.88	+0.65	120%
Recreation Programs and Classes	3.46	3.91	+0.45	113%
Support for Arts in the Community	3.43	3.83	+0.40	112%
Recycling and Garbage Collection	4.08	4.30	+0.22	105%
Bike Safety	3.55	3.67	+0.12	103%
City Parks	4.21	4.20	-0.01	100%
Building Permitting and Inspecting	3.49	3.37	-0.12	97%
Support for Neighborhoods	3.82	3.64	-0.18	95%
Police Services	4.41	4.15	-0.26	94%
Fire and Emergency Medical Services	4.66	4.37	-0.29	94%
Protecting our Natural Environment	4.15	3.87	-0.28	93%
Pedestrian Safety	4.24	3.92	-0.32	92%
Emergency Preparedness	4.10	3.78	-0.32	92%
Availability of Sidewalks and Walking Paths	4.03	3.71	-0.32	92%
Services for People in Need	3.98	3.58	-0.40	90%
Attracting & Keeping Businesses in Kirkland	3.88	3.45	-0.43	89%
Maintaining Streets	4.14	3.64	-0.50	88%
Zoning and Land Use	3.67	3.20	-0.47	87%
Managing Traffic Flow	4.17	3.15	-1.02	76%

5.6 Importance & Performance – Quadrant Analysis

Plotting the importance and performance on a quadrant chart allows items to be categorized in the following ways:

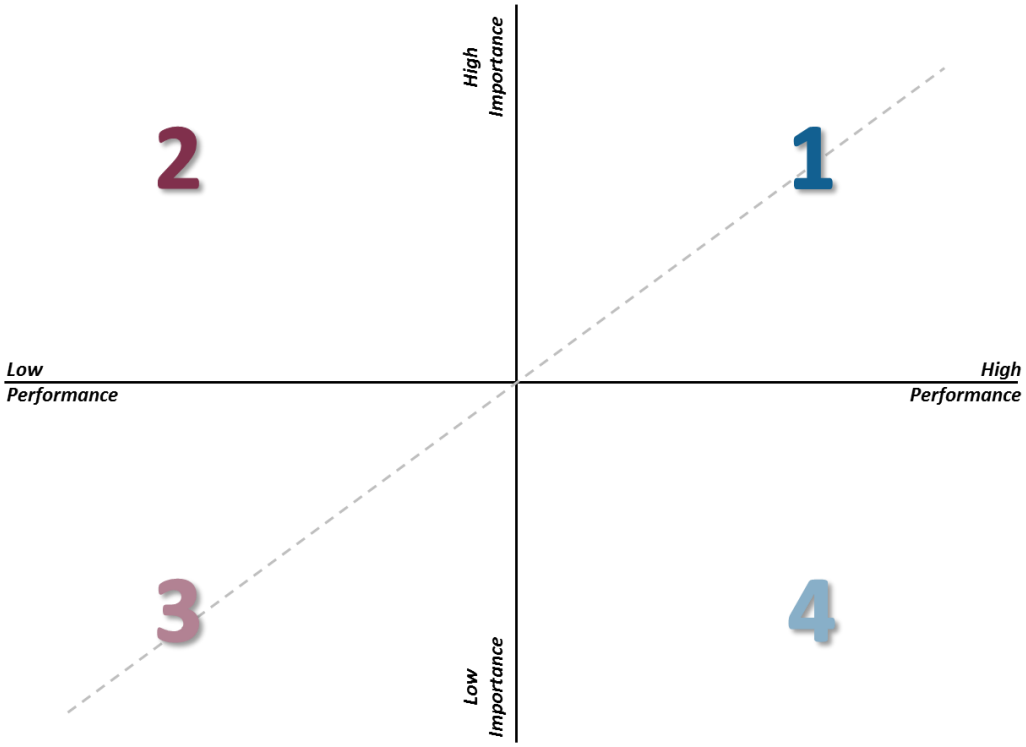
1) **High Importance & Performance** (top-right quadrant) – These are the services that residents view as very important and that the City is doing best with. Items in this category should be considered Kirkland's **most valued strengths**.

2) **High Importance, Low Performance** (top-left quadrant) – Services falling into this category should be viewed as **opportunities for improvement**. These are the items that residents feel are very important but the City could be doing better with. Improving the services in this quadrant will have the greatest effect in improving citizens' overall favorability of the City.

3) **Low Importance & Performance** (bottom-left quadrant) – Services in this category are **low-priority items** for residents and so lower performance here is not a critical issue for them. Some of these items may be raised by a vocal minority of residents but, for the most part, focusing too much on them will have a minimal impact on improving overall attitudes about the City.

4) **Low Importance, High Performance** (bottom-right quadrant) – This quadrant represents services that citizens think the City is doing well with but are believed to be less important. While items in this quadrant can be considered successes with certain niche groups, for most citizens, they are **not major drivers** of the City's favorability.

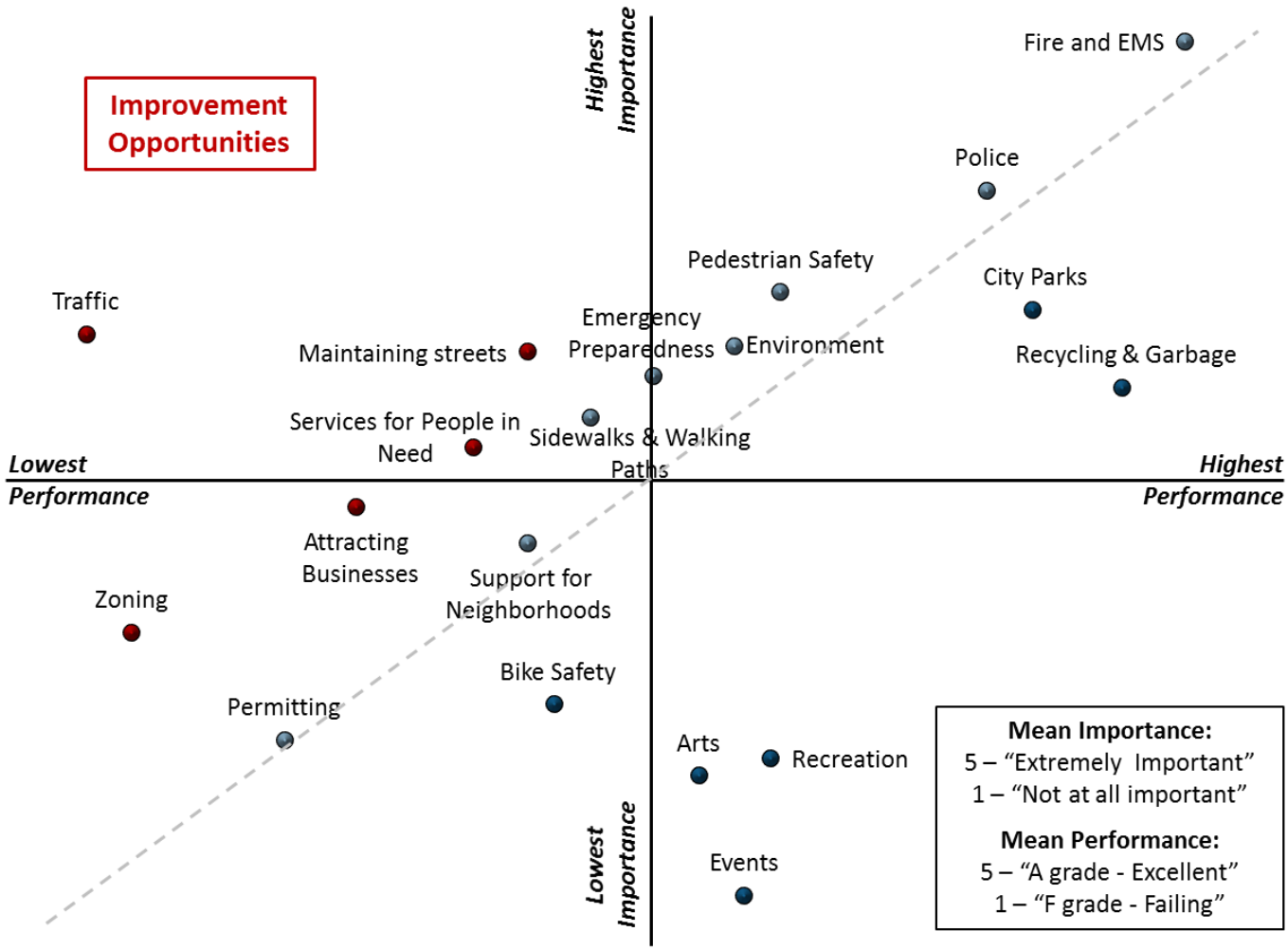
The diagonal line overlaying the chart represents where the ideal performance should be relative to the level of importance. Services falling on or near this line are performing optimally compared to how citizens value them. Items significantly left of the line may be potentially valuable improvement opportunities (even if they appear in quadrants 1 or 3) while items far right of the line may result in wasted resources if given too much focus.



The quadrant graph below shows that most services are about where they should be, with their performance ratings closely aligned with their respective levels of importance. It also shows that the City is performing adequately on most of the critical components, including fire & EMS, police, pedestrian safety, parks and protecting the environment.

As in previous years, managing traffic flow remains the top improvement opportunity by a wide margin. It is among residents' top-tier priorities but it has also received the lowest performance ratings of any service. There are also slight performance/importance gaps for maintaining streets, providing services for people in need, attracting and retaining businesses and zoning/land use. These services are also technically underperforming, albeit to a far lesser degree than managing traffic flow.

Figure 5-9 – Overall Importance & Performance Quadrant Chart



6 Emergency Preparedness

6.1 Measures Taken to Prepare

Question(s) Analyzed

The following are things that some people have done to prepare their household for disasters or emergencies? As I read each one, just say yes if you have done that at your home.

Q20. Stored three days of food and water for use in the event of an emergency

Q21. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains

Q22. Established a plan to communicate with friends or relatives out of state

Q23. Put active, working smoke detectors in your home

Finding

- *Kirkland residents' emergency preparedness is essentially unchanged compared to two years ago.*

Nearly all residents (95%) have working smoke detectors in their home and about two-thirds (65%) have three days of stored food and water. Just over half (54%) of residents have an emergency kit for their car and a sub-majority (47%) have established a communications plan with friends and relatives outside the state.

Figure 6-1 – Emergency Preparedness Measures Taken

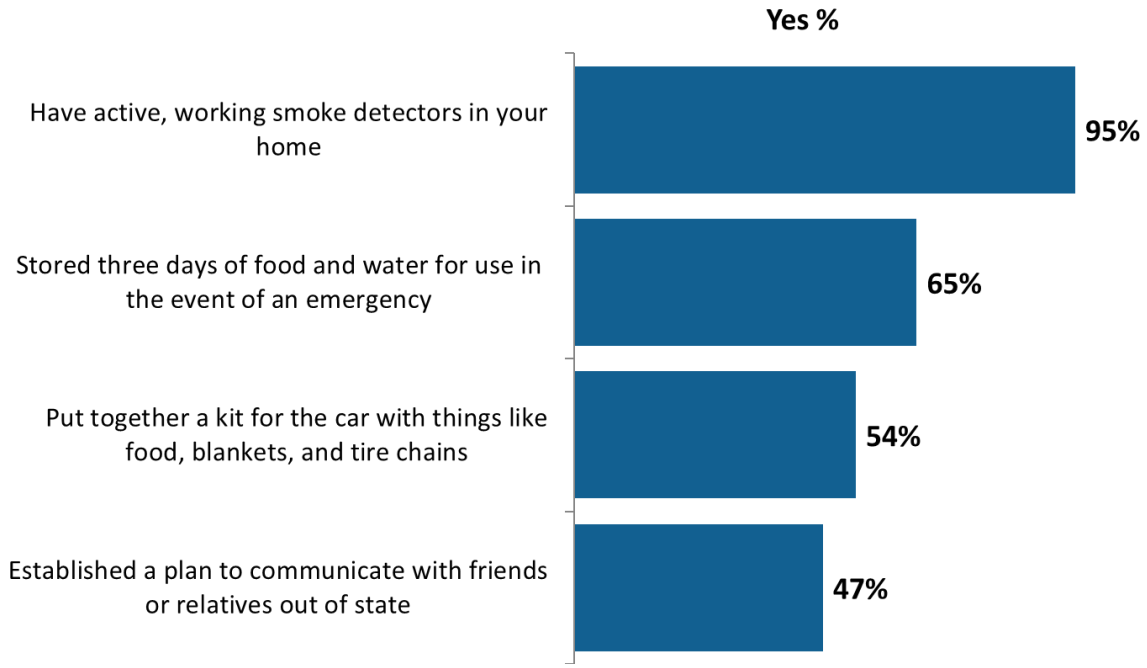
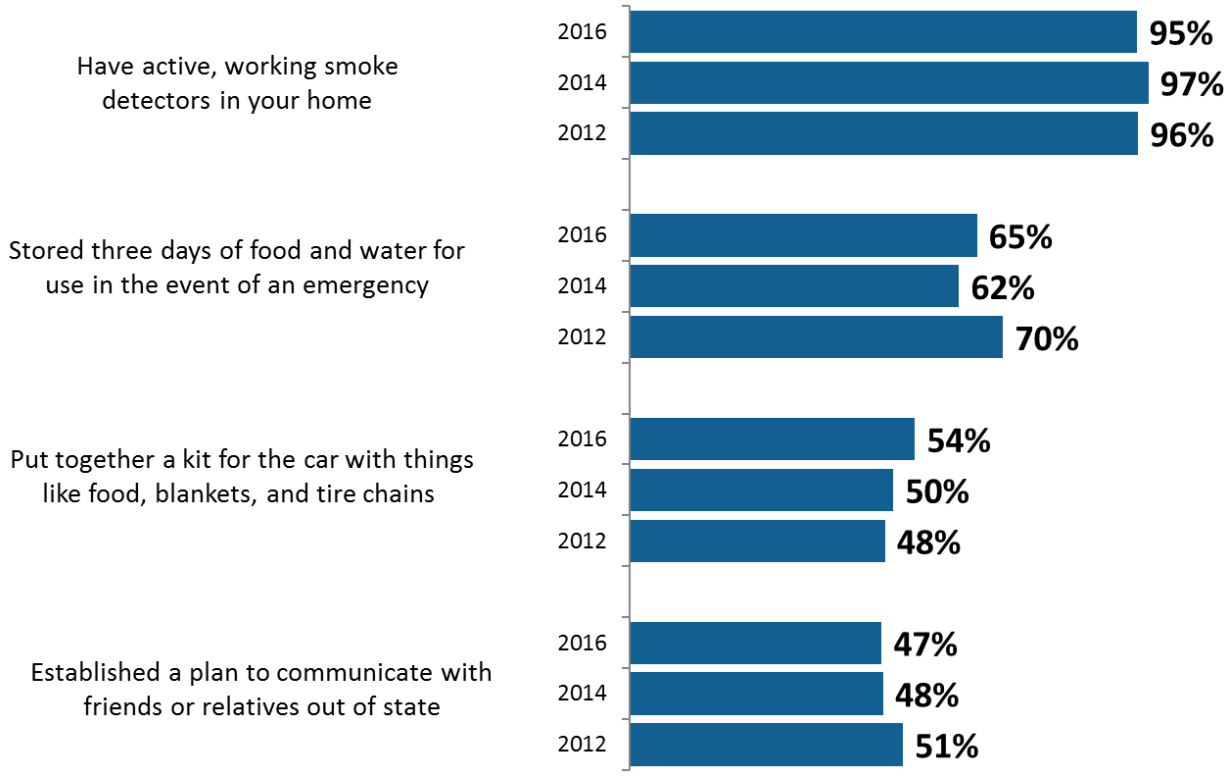


Figure 6-2 – Emergency Preparedness Measures Taken, 2012 – 2016 Comparison



Q20-23. The following are things that some people have done to prepare their household for disasters or emergencies. Please tell me which of the following you have done at your home…

7 Demographics

7.1 Neighborhood

Question(s) Analyzed

Q4. What neighborhood do you live in?

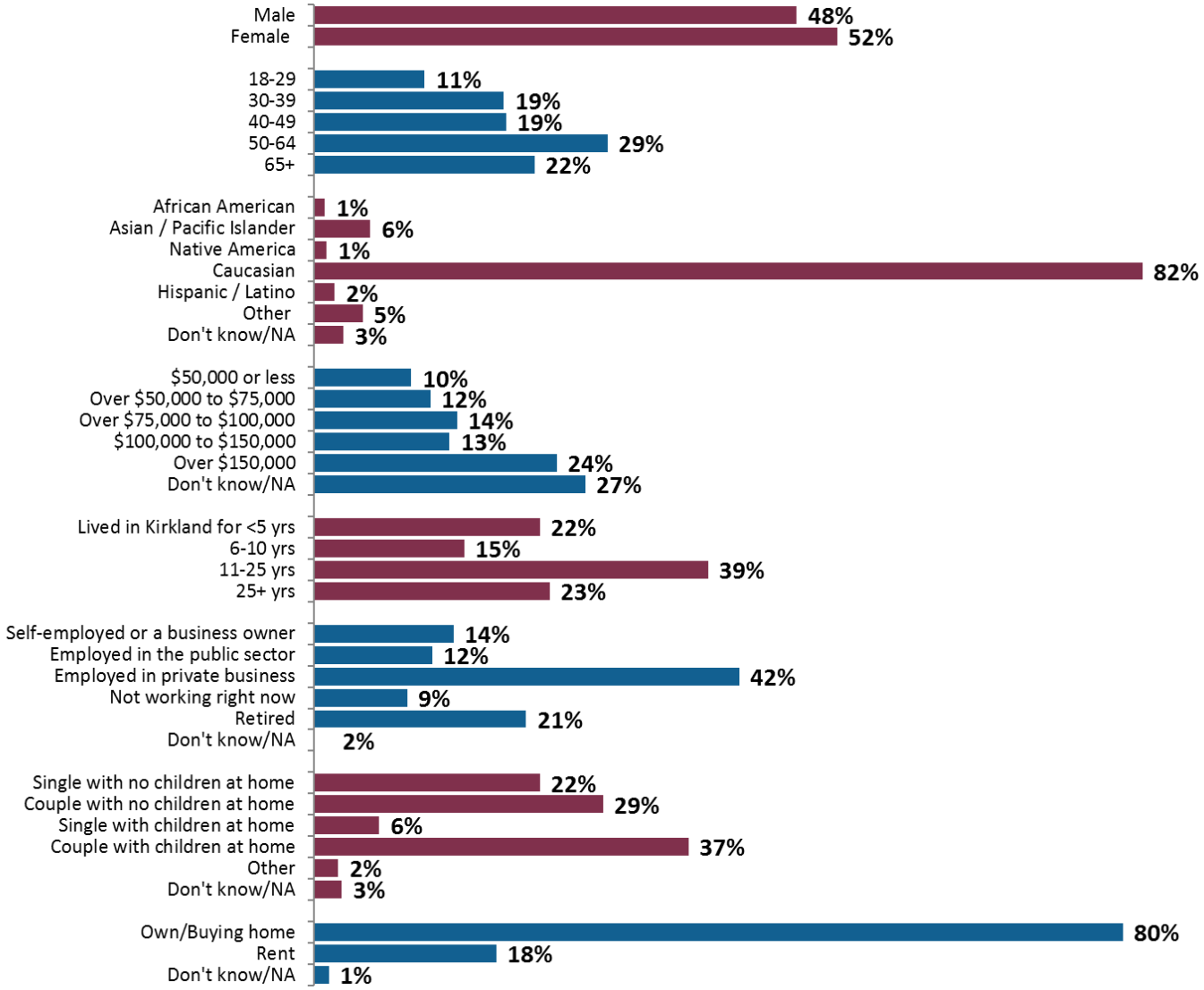
The table below shows the breakdown of respondents by neighborhood.

Figure 7-1 – Responses by Neighborhood, 2012 – 2016 Comparison

Neighborhood	2012	2014	2016
Finn Hill	14%	16%	17%
North Juanita (North of NE 124th)	15%	19%	14%
Kingsgate (also known as Evergreen Hill)	9%	14%	11%
North Rose Hill (North of NE 85th)	7%	6%	10%
South Juanita (South of NE 124th)	8%	1%	6%
Central Houghton	8%	6%	6%
Norkirk	4%	5%	5%
Bridle Trails	4%	5%	5%
Highlands	2%	3%	4%
Moss Bay	3%	3%	4%
Market	3%	5%	3%
Everest	<1%	2%	2%
Totem Lake	5%	2%	2%
South Rose Hill (south of NE 85th)	6%	3%	2%
Other	4%	9%	9%
Don't Know/NA	4%	1%	1%

7.2 Demographics

Figure 7-2 – Respondent Demographics



8 Topline Results

Telephone Survey
City of Kirkland
Conducted April 25th- May 2nd, 2016
n=502, MoE=±4.4
EMC Research #16-5961

All numbers in this document represent percentage (%) values, unless otherwise noted. Please note that due to rounding, percentages may not add up to exactly 100.

2014: n=501, MoE=±4.4 April 6th – 11th, 2014
2012: n=500, MoE=±4.4 January 30th – February 2nd, 2012

Hello, my name is _____, may I speak with **(NAME ON LIST).**

Hello, my name is _____, and I'm conducting a survey for the City of Kirkland to find out how people in your area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

	2016	2014	2012
Old Kirkland	64%	59%	59%
New Kirkland	36%	41%	41%
1. Are you registered to vote at this address?			
Yes----------->CONTINUE	100%	100%	100%
No----------> TERMINATE	--	--	--
Don't know/NA ----------> TERMINATE	--	--	--
2. Gender **[RECORD BY OBSERVATION]**			
Male	48%	48%	48%
Female	52%	52%	52%
3. How long have you lived in Kirkland? **[IF LESS THAN 12 MONTHS RECORD AS 1 YEAR]**			
1 year	4%	4%	
2-5 years	18%	19%	
6-10 years	15%	18%	
11-25 years	39%	35%	
25+ years	23%	24%	

4. What neighborhood do you live in? **[READ LIST IF NECESSARY]**

	2016	2014	2012
North Juanita (North of NE 124th)	14%	19%	15%
Finn Hill	17%	16%	14%
Kingsgate (also known as Evergreen Hill)	11%	14%	9%
Central Houghton	6%	6%	8%
North Rose Hill (North of NE 85TH)	10%	6%	7%
Bridle Trails	5%	5%	4%
Market	3%	5%	3%
Norkirk	5%	5%	4%
Highlands	4%	3%	2%
Moss Bay	4%	3%	3%
South Rose Hill (south of NE 85TH)	2%	3%	6%
Everest	2%	2%	<1%
Totem Lake	2%	2%	5%
South Juanita (South of NE 124th)	6%	1%	8%
Other	8%	9%	4%
Don't Know/NA	1%	1%	4%

5. How would you rate Kirkland as a place to live? Would you say it is…?

Excellent	47%	40%	35%
Very Good	39%	46%	50%
Satisfactory	9%	11%	11%
Only Fair	2%	2%	3%
Poor	2%	1%	1%
Don't Know/NA	<1%	<1%	<1%

6. What do you like best about living in Kirkland? **[ONE RESPONSE-DON'T PROBE]**

Location/Close to Amenities	27%	41%
Small town feel/Community	22%	20%
Water/Water front	12%	6%
Safe/Quiet	11%	8%
Parks	6%	7%
Green space	5%	4%
The People	2%	4%
Schools	2%	0%
Weather	0%	1%
Other	7%	7%
No/None/Nothing	2%	2%
Don't Know	4%	2%

7. When you think about the way things are going in Kirkland, what if anything concerns you? **[ONE RESPONSE ONLY]**

	2016	2014
Over development	16%	16%
Traffic	15%	10%
Taxes/Spending	5%	9%
Population Growth/Crowds	6%	6%
City Government	6%	4%
Increased Prices	4%	3%
Infrastructure	3%	3%
Police presence	1%	3%
School Funding	1%	3%
Housing	4%	2%
Building Maintenance	0%	2%
Crime	3%	2%
Parking	1%	2%
Lack of small businesses	2%	1%
Public Transportation	5%	1%
Jobs	0%	1%
Other	5%	5%
No/None/Nothing	22%	23%
Don't Know/Refuse	1%	3%

Q8INT. Please tell me how you think Kirkland City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

[BEFORE EACH: How would you rate (Insert QX)?
[PROMPT IF NESSESARRY: Would you say it is excellent, good, only fair, or poor]

	Excellent	Good	Only Fair	Poor	(Don't know)	(NA)	Positive	Negative
[RANDOMIZE]								
8. the job the City doing overall								
2016	11%	59%	21%	4%	4%	1%	**70%**	**25%**
2014	9%	62%	21%	3%	5%	1%	**71%**	**24%**
2012	10%	58%	18%	5%	9%	--	**68%**	**23%**
9. the job the City is doing managing the public's money								
2016	6%	31%	25%	9%	27%	2%	**37%**	**34%**
2014	5%	30%	24%	7%	32%	3%	**35%**	**30%**
2012	5%	28%	24%	8%	34%	2%	**33%**	**32%**
10. the job the City does keeping citizens informed								
2016	11%	50%	25%	7%	6%	1%	**62%**	**32%**
2014	13%	50%	23%	6%	7%	1%	**63%**	**29%**
2012	12%	50%	22%	7%	8%	1%	**63%**	**29%**
11. the job the City does delivering services efficiently								
2016	18%	52%	17%	2%	9%	1%	**71%**	**19%**
2014	13%	57%	15%	3%	11%	1%	**70%**	**18%**
2012	16%	53%	17%	5%	8%	1%	**69%**	**23%**
12. the job the City does focusing on the priorities that matter most to residents								
2016	7%	40%	26%	10%	15%	1%	**47%**	**36%**
2014	6%	40%	22%	7%	23%	1%	**46%**	**29%**
2012	5%	41%	20%	9%	21%	3%	**46%**	**30%**
[END RANDOMIZE]								

13. I'm going to read you a list of services and functions provided by the city. For each one, please tell me how important that city function is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

[BEFORE EACH IF NECCESSARY: How important is (*Insert* QX)
[AFTER EACH IF NECESSARY- 1 is "not at all important" and 5 is "extremely important"]

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
[RANDOMIZE]							
A. Managing Traffic Flow							
2016	3%	4%	14%	30%	48%	<1%	**4.17**
2014	2%	3%	17%	35%	43%	<1%	**4.14**
2012	3%	5%	18%	38%	36%	<1%	**4.01**
B. Maintaining Streets							
2016	1%	2%	16%	43%	38%	<1%	**4.14**
2014	1%	2%	17%	36%	43%	--	**4.18**
2012	1%	2%	15%	39%	43%	--	**4.21**
C. Recreation Programs and Classes							
2016	5%	11%	31%	31%	17%	4%	**3.46**
2014	5%	12%	30%	33%	18%	2%	**3.47**
2012	8%	10%	30%	32%	18%	1%	**3.44**
D. City Parks							
2016	1%	2%	12%	42%	41%	1%	**4.21**
2014	1%	3%	14%	35%	46%	<1%	**4.21**
2012	2%	2%	18%	35%	43%	1%	**4.14**
E. Fire and Emergency Medical Services							
2016	1%	<1%	4%	23%	72%	1%	**4.66**
2014	1%	1%	4%	19%	75%	1%	**4.68**
2012	1%	<1%	5%	16%	77%	<1%	**4.68**
F. Police Services							
2016	2%	2%	10%	26%	60%	1%	**4.41**
2014	2%	2%	9%	31%	56%	--	**4.37**
2012	2%	3%	9%	24%	61%	1%	**4.40**
G. Support for Neighborhoods							
2016	2%	6%	25%	35%	26%	6%	**3.82**
2014	2%	8%	27%	33%	25%	4%	**3.74**
2012	4%	9%	21%	36%	23%	6%	**3.69**
H. Attracting and Keeping Businesses in Kirkland							
2016	4%	6%	23%	33%	33%	2%	**3.88**
2014	3%	5%	19%	34%	37%	2%	**3.96**
2012	4%	3%	15%	32%	45%	1%	**4.13**

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
I. Pedestrian Safety							
2016	2%	3%	15%	28%	51%	<1%	**4.24**
2014	2%	4%	13%	32%	50%	<1%	**4.26**
2012	3%	4%	11%	32%	50%	<1%	**4.22**
J. Bike Safety							
2016	9%	11%	23%	27%	28%	3%	**3.55**
2014	8%	9%	25%	29%	28%	2%	**3.61**
2012	11%	11%	23%	27%	26%	2%	**3.45**
K. Availability of Sidewalks and Walking Paths							
2016	3%	5%	17%	36%	38%	1%	**4.03**
2014	2%	6%	20%	37%	34%	<1%	**3.94**
2012	3%	7%	19%	36%	36%	<1%	**3.94**
L. Support for Arts in the Community							
2016	4%	13%	33%	31%	17%	2%	**3.43**
2014	8%	13%	32%	28%	18%	1%	**3.35**
2012	8%	14%	32%	30%	15%	1%	**3.31**
M. Community Events							
2016	5%	16%	37%	29%	10%	3%	**3.23**
2014	7%	14%	36%	28%	12%	1%	**3.25**
2012	10%	14%	36%	32%	9%	<1%	**3.17**
N. Zoning and Land Use							
2016	7%	7%	24%	32%	26%	4%	**3.67**
2014	5%	6%	25%	29%	31%	4%	**3.79**
2012	3%	6%	28%	29%	28%	6%	**3.76**
O. Recycling and Garbage Collection							
2016	2%	4%	18%	35%	41%	--	**4.08**
2014	1%	4%	15%	37%	43%	--	**4.16**
2012	1%	2%	13%	36%	48%	--	**4.27**
P. Emergency Preparedness							
2016	2%	5%	15%	35%	40%	3%	**4.10**
2014	1%	3%	22%	31%	38%	4%	**4.05**
2012	2%	3%	18%	28%	46%	3%	**4.16**
Q. Protecting our Natural Environment							
2016	3%	3%	13%	36%	43%	1%	**4.15**
2014	2%	3%	15%	32%	48%	<1%	**4.22**
2012	4%	2%	17%	34%	42%	1%	**4.10**

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
R. Services for People in Need							
2016	2%	4%	20%	33%	33%	7%	**3.98**
2014	2%	5%	18%	35%	35%	5%	**4.00**
2012	3%	5%	19%	33%	35%	5%	**3.96**
S. Building, Permitting and Inspection							
2016	6%	9%	30%	27%	19%	8%	**3.49**

[END RANDOMIZE]

14. Using the same list, please tell me how well you think the city is doing in each area. Use an A thru F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing.

[BEFORE EACH IF NECCESSSARY: How well do you think the city is doing (INSERT X)
[AFTER EACH IF NECCESSARY A is "Excellent and F is "Failing"]

	A- Excellent	B- Above Average	C- Average	D- Below Average	F- Failing	Don't Know	Mean
[RANDOMIZE]							
A. Managing Traffic Flow							
2016	6%	32%	37%	14%	8%	2%	**3.15**
2014	6%	32%	39%	14%	6%	3%	**3.17**
2012	9%	46%	29%	9%	4%	3%	**3.48**
B. Maintaining Streets							
2016	16%	43%	30%	7%	2%	1%	**3.64**
2014	16%	45%	27%	9%	3%	2%	**3.62**
2012	13%	42%	34%	7%	2%	2%	**3.58**
C. Recreation Programs and Classes							
2016	22%	36%	21%	2%	1%	18%	**3.91**
2014	24%	41%	19%	1%	<1%	15%	**4.03**
2012	17%	39%	16%	5%	1%	21%	**3.84**
D. City Parks							
2016	39%	42%	13%	1%	1%	4%	**4.20**
2014	39%	43%	13%	2%	1%	3%	**4.21**
2012	28%	47%	16%	3%	1%	5%	**4.04**
E. Fire and Emergency Medical Services							
2016	48%	36%	7%	2%	1%	6%	**4.37**
2014	51%	31%	6%	1%	<1%	10%	**4.45**
2012	47%	31%	8%	2%	1%	11%	**4.36**
F. Police Services							
2016	40%	38%	12%	3%	3%	4%	**4.15**
2014	40%	36%	12%	3%	1%	7%	**4.19**
2012	40%	35%	11%	4%	3%	7%	**4.12**

	A- Excellent	B- Above Average	C- Average	D- Below Average	F- Failing	Don't Know	Grade
G. Support for Neighborhoods							
2016	12%	39%	29%	4%	2%	14%	**3.64**
2014	12%	39%	25%	5%	1%	18%	**3.67**
2012	11%	31%	28%	4%	3%	23%	**3.56**
H. Attracting and Keeping Businesses in Kirkland							
2016	12%	34%	28%	7%	5%	13%	**3.45**
2014	10%	34%	29%	7%	4%	14%	**3.47**
2012	10%	27%	28%	14%	5%	17%	**3.26**
I. Pedestrian Safety							
2016	26%	45%	21%	4%	1%	3%	**3.92**
2014	29%	40%	20%	6%	1%	5%	**3.95**
2012	27%	44%	18%	4%	1%	6%	**3.98**
J. Bike Safety							
2016	13%	43%	31%	4%	1%	8%	**3.67**
2014	11%	39%	29%	5%	2%	14%	**3.60**
2012	13%	38%	25%	7%	2%	16%	**3.65**
K. Availability of Sidewalks and Walking Paths							
2016	17%	45%	26%	7%	2%	2%	**3.71**
2014	22%	41%	25%	9%	1%	3%	**3.75**
2012	14%	47%	27%	6%	2%	4%	**3.69**
L. Support for Arts in the Community							
2016	18%	43%	20%	4%	2%	14%	**3.83**
2014	18%	43%	19%	4%	1%	15%	**3.86**
2012	17%	38%	22%	5%	1%	17%	**3.81**
M. Community Events							
2016	19%	44%	22%	2%	1%	12%	**3.88**
2014	20%	43%	23%	3%	1%	10%	**3.89**
2012	16%	41%	25%	4%	1%	14%	**3.79**
N. Zoning and Land Use							
2016	6%	29%	28%	10%	7%	19%	**3.20**
2014	6%	28%	28%	12%	6%	20%	**3.19**
2012	4%	26%	25%	9%	6%	29%	**3.20**
O. Recycling and Garbage Collection							
2016	46%	39%	11%	2%	1%	1%	**4.30**
2014	49%	36%	10%	3%	1%	2%	**4.32**
2012	45%	39%	10%	2%	2%	2%	**4.27**

	A- Excellent	B- Above Average	C- Average	D- Below Average	F- Failing	Don't Know	Grade
P. Emergency Preparedness							
2016	18%	31%	24%	3%	2%	22%	**3.78**
2014	14%	27%	21%	4%	1%	33%	**3.73**
2012	14%	29%	18%	5%	2%	32%	**3.70**
Q. Protecting our Natural Environment							
2016	20%	49%	19%	3%	2%	7%	**3.87**
2014	19%	47%	21%	2%	1%	10%	**3.89**
2012	17%	43%	21%	4%	2%	13%	**3.81**
R. Services for People in Need							
2016	9%	27%	28%	2%	2%	32%	**3.58**
2014	7%	30%	25%	4%	1%	34%	**3.58**
2012	9%	28%	20%	4%	1%	38%	**3.64**
S. Building, Permitting and Inspection							
2016	8%	26%	27%	5%	5%	28%	**3.37**

[END RANDOMIZE)

15. Thinking about the types of stores, goods and services available in Kirkland... would you say that you are?

	2016	2014	2012
Very satisfied with the availability of goods and services in Kirkland	22%	21%	21%
Satisfied	61%	59%	60%
Dissatisfied	14%	17%	14%
Very dissatisfied with the availability of goods and services in Kirkland	2%	3%	3%
Don’t Know/NA	2%	1%	2%

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

Very Safe	74%	79%	71%
Safe	23%	18%	27%
Somewhat Unsafe	2%	2%	1%
Very Unsafe	1%	<1%	<1%
Don’t know/NA	<1%	<1%	<1%

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

Very Safe	38%	40%	34%
Safe	44%	43%	45%
Somewhat Unsafe	12%	14%	16%
Very Unsafe	3%	2%	4%
Don’t know/NA	3%	2%	2%

[IF Q17=3 or 4 ASK FOLLOW UP 18]

18. (**IF UNSAFE)** Why do you feel unsafe? (*n=75, MoE= ±11.3%)* **[ACCEPT TWO RESPONSES-DO NOT PROBE]**

	2016	2014	2012
Crime	30%	26%	
Lack of streetlights/Dark	29%	35%	
Night time is unsafe	18%	14%	
Strangers	12%	12%	
No sidewalks	11%	7%	
Other/Nothing	8%	7%	

(RESUME ASKING EVERYONE)

19. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping?

Very satisfied	34%	32%	27%
Somewhat satisfied	47%	50%	55%
Somewhat dissatisfied	14%	13%	14%
Very dissatisfied	3%	5%	4%
Don't know/NA	1%	<1%	2%

Q20INT. The following are things that some people have done to prepare their household for disasters or emergencies? As I read each one, just say yes if you have done that at your home. The first one is…

	Yes	No	(Don't Know)
[RANDOMIZE]			
20. Stored three days of food and water for use in the event of an emergency.			
2016	65%	34%	1%
2014	62%	37%	1%
2012	70%	29%	1%
21. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains.			
2016	54%	45%	1%
2014	50%	50%	1%
2012	48%	52%	<1%
22. Established a plan to communicate with friends or relatives out of state.			
2016	47%	50%	2%
2014	48%	50%	2%
2012	51%	47%	2%
23. Have active, working smoke detectors in your home.			
2016	95%	4%	1%
2014	97%	2%	<1%
2012	96%	4%	1%

[END RANDOMIZE]

24. In general, how well-informed would you say you are about Kirkland City government? Would you say you are…?

	2016	2014	2012
Well Informed	12%	10%	11%
Somewhat informed	51%	45%	46%
Not very informed	36%	45%	43%
Don't know/NA	1%	<1%	--

25. What is your primary source of information for finding out what is going on with Kirkland City government? **[ASK OPEN ENDED- CODE USING LIST]**

City Web Page	18%	13%	10%
Kirkland Reporter	26%	31%	31%
City Newsletter	18%	16%	16%
City Television Channel	7%	5%	6%
Local Blogs	3%	2%	3%
Twitter	0%	1%	1%
Facebook	5%	2%	1%
City email list	5%	3%	6%
Neighborhood association meetings	6%	5%	5%
None	3%	4%	5%
Don't know/NA	4%	4%	4%
Other	2%	14%	3%

Finally, I'd like to ask you a few questions for statistical purposes only.

26. Which the following best describes you at this time? Are you. . .

Self-employed or a business owner	14%	15%	17%
Employed In The Public Sector, Like a Governmental Agency or Educational Institution	12%	13%	10%
Employed In Private Business	42%	41%	36%
Not Working Right Now	9%	10%	14%
Retired	21%	20%	21%
Don't know/NA	2%	1%	2%

27. Which of the following best describes your household?

Single with no children at home	22%	23%	26%
Couple with no children at home	29%	35%	29%
Single with children at home	6%	4%	7%
Couple with children at home	37%	35%	33%
Other	2%	2%	1%
Don't know/Refused	3%	2%	3%

28. Which of the following best describes your race or ethnic background?

	2016	2014	2012
African American	1%	1%	1%
Asian / Pacific Islander	6%	4%	4%
American Indian / Native American	1%	1%	<1%
Caucasian	82%	85%	85%
Hispanic / Latino	2%	1%	2%
Other	5%	4%	3%
Don't know/NA	3%	4%	4%

29. Do you own or rent the place in which you live?

Own/(DNR: Buying)	80%	82%	76%
Rent	18%	15%	20%
Don't know/NA	1%	3%	4%

30. Finally, I am going to list four broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for 2013. **[ROTATE TOP/BOTTOM]**

$50,000 or less	10%	14%	22%
Over $50,000 to $75,000	12%	16%	14%
Over $75,000 to $100,000	14%	14%	13%
$100,000 to $150,000	13%	16%	21%
Over $150,000	24%	20%	12%
Don't know/NA	27%	21%	18%

31. Do you have a cell phone or not?

	2016	2014	2012
Yes	94%	92%	92%
No	5%	7%	6%
Refused	1%	1%	2%

[IF Q33=2 RESPONDENT DOES NOT HAVE CELLPHONE SKIP TO END]

32. How much do you rely on your cell phone? Would you say you rely on your cell phone… *(n=470, MoE=±4.5%)* **[READ RESPONSES]**

All the time – it's your only phone	45%	37%	33%
A great deal – it's your primary phone	28%	28%	30%
Some – you use it occasionally	18%	18%	22%
Very little – you mostly have it for emergencies	8%	16%	13%
Don't know	--	<1%	--
Refused	1%	1%	1%

33. And for statistical purposes only, what year were you born? [**RECORD YEAR - VALID RANGE: 1900-1998: TERMINATE >= 1992)** IF "NA" ==> "Would you say you are age…" **[READ RESPONESES IN Q4]**

34. **[AGE - CODE AGE FROM PREVIOUS QUESTION]**

18-29	11%	11%
30-39	19%	24%
40-49	19%	19%
50-64	29%	27%
65+	22%	19%

35. And finally are there any topics we did not cover that are important to you?

Infrastructure	13%
Public transportation	12%
Education	12%
City services (police, fire, etc.)	9%
Parks / Recreation	7%
Government officials	6%
Traffic	6%
Affordable Housing	6%
Plastic bag policy	3%
Homelessness	3%
Other	15%
No/None/Nothing	2%
Refuse	9%

THANK YOU!