



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager
From: Marilynne Beard, Deputy City Manager
Date: May 22, 2014
Subject: 2014 COMMUNITY SURVEY RESULTS

RECOMMENDATION:

City Council receives a report on the results of the 2014 Community Survey which is included as an attachment to this memo.

BACKGROUND DISCUSSION:

The City conducts a community survey every other year to gauge citizens' satisfaction with City services and to help establish priorities for the biennial budget. The survey provides key data points for the City's Performance Measure Report and is the source of the "Kirkland Quadrant" that indicates citizen's ratings of the importance and performance of service areas. The survey was designed and analyzed by EMC Research Market & Opinion Research Services located in Seattle. A representative from the firm will provide a presentation at the retreat about the general findings, trends and their observations of the survey results. A summary of key findings is included on pages 4 to 6 in the survey report (Attachment A).

In the 2012 survey, the cross tabulations were provided for pre and post-annexation populations to determine if there were differing perspectives and to see how the City's newest residents rated Kirkland after the first six months of becoming part of the City. The same cross tabulations are provided in the 2014 survey to see if attitudes have changed over the past two years.

A few questions were modified and/or replaced in the 2014 survey. A follow-up question was added to learn more from respondents that indicated they felt less safe walking in their neighborhood at night than in the day. The most frequently mentioned reasons were "lack of streetlights or darkness" (35%) with "crime" being the second most frequently mentioned answer (26%).

Two questions were added about transit plans for the Cross Kirkland Corridor. The first question asked was about the respondents' familiarity with the transit plans. Of those surveyed, 57% said they were somewhat unfamiliar or very unfamiliar with the plans. When asked if the City should fund interim transit on the corridor or wait until funding partners were available for future transit, 57% indicated that they preferred the City wait until funding partners were available.

With regard to general questions about the City, survey results were very similar to the prior survey in terms of overall satisfaction with Kirkland as a place to live (86% said that Kirkland is a very good or excellent place to live compared to 85% in 2012). Positive aspects of Kirkland were its convenience and accessibility, small town feel and access to water. Concerns were similar to last year's responses, with over-development, growth and traffic mentioned most often. However the number of times those

concerns were noted increased from 15% to 22%. A discussion about the changes in responses with regard to service importance and performance is included in the Finance and Administration Department's memo in the retreat packet along with the implications for past investment and future opportunities. An on-line version of the survey was made available once the telephone survey had been completed. There were 195 responses to the on-line survey and the results are being formatted, analyzed and compared with the telephone survey results. The on-line survey results will be provided in June.