



**CITY OF KIRKLAND**  
City Manager's Office  
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## MEMORANDUM

**To:** Kurt Triplett, City Manager  
**From:** Marilynne Beard, Deputy City Manager  
**Date:** January 30, 2014  
**Subject:** COMMUNITY SURVEY

### **RECOMMENDATION:**

City Council reviews the last community survey and provides direction regarding changes for the 2014 community survey.

### **BACKGROUND DISCUSSION:**

The City conducts a community survey every other year to get feedback about the City's performance in a variety of areas. The survey provides the source data for the City's Performance Measure Report and the "Kirkland Quad" that is one of the strategic anchors used in making policy and resource allocation decisions. The City engages the services of a local survey firm to develop and conduct the survey through random sample telephone interviews. In 2012, the City engaged EMC Research to conduct the survey and staff is recommending that EMC conduct the 2014 survey.

Prior to initiating a community survey, staff checks in with the City Council to determine if there are any changes needed to the survey instrument. As a practical matter, the survey does not change dramatically from one year to the next in order to maintain longitudinal data that shows changes to basic indicators over time. However, if the City Council believes that a question is not eliciting the information needed, changes can be made. There is also a limit to the number of total questions that can practically be asked on a telephone survey to avoid respondent fatigue. If new questions are added, they should generally replace another question. A copy of the 2012 survey report is included as Attachment A. To review the survey questions as they were asked, refer to the Topline Results beginning on page 35 of the survey report. A representative from EMC research will be present at the City Council retreat to advise the Council on technical aspects of developing the survey instrument, conducting the survey and analyzing the results.

Department directors were asked for their input on possible changes. Overall the Directors felt that the survey was quite good and not many changes were needed. However the following comments were offered:

- The 2012 survey was analyzed to differentiate responses from the neighborhoods annexed in 2011 to determine whether any particular concerns or trends were materially different from the former City prior to annexation. The sample size of the survey was

adjusted to allow for this level of analysis. Staff is requesting Council direction as to whether this approach should continue for the 2014 survey or have the community survey results be analyzed for the City as a whole. The City Manager's recommendation is to once again sample to allow for analysis of results based on the pre-annexation Kirkland and the new neighborhoods. Although the goal is to move to "One Kirkland," the annexation is still recent enough that there may be differences of opinion in the two areas that may be instructive to the Council and staff as the City enters the 2015-2016 Budget process.

- Questions 10 and 11 rate the quality and importance of various City services. One of the items is titled "land use and zoning." This item typically rates in the upper left quadrant as important but below expectations in performance. Staff is concerned that responses to this question are rating the City's policies on land use and zoning (or the perception of over-development) rather than the quality of customer services for permitting and inspection. Most of the questions in this section are related to whether the City is allocating sufficient resources and/or providing high quality services. Council may want to clarify the objective of the question and/or consider ways to get a better sense of the public's concern in the area of land use policy through a separate set of questions or supplemental outreach to the community.
- Some services are not rated in the survey, partly because of historical practice but also because of the limitation on the number of items in a list that can be rated over the phone. Services not surveyed include code enforcement, flood prevention and surface water management, sewer and wastewater services, and water quality. If items are added, then other items should be combined or eliminated to keep the total number of items about the same (e.g. "Parks and Trails" as opposed to "City Parks" and "Availability of Sidewalks and Walking Paths"). Staff is not recommending adding any services to this part of the survey at this time, although we are suggesting that the end of the survey might be used to explore more of what Kirkland residents mean by "protecting our natural environment" and being "green" in the Kirkland 2035 process. More explanation is provided below.
- Question 17 and 22 to 24 were specifically seeking input on the community's views on enhancing maintenance levels for streets and parks. The Council may want to replace these questions with a different question aimed at a current topical concern. The staff recommendation is replace these questions with questions that elicit more information about a "green" Kirkland. These could include questions about tree canopy protection and storm water for example. An alternative use of the last few questions would be to explore Kirkland residents' understanding and attitudes towards transit on the Cross Kirkland Corridor. The staff is not recommending adding any questions regarding building a pool in Kirkland since a separate survey regarding the pool will be done as part of that project. When choosing focused questions, Council should take into consideration that the survey will be administered in March with results available in April.

Following the Directors discussions, the City Manager, Deputy City Manager and Director of Human Resources and Performance Management met with a representative of EMC to deliberate about recommended changes to the Council. The conclusion of that conversation

was that the survey was quite good and required few changes other than the proposals previously outlined in the memo.

In 2012, staff also made the survey available on the City's website after the telephone survey was completed. Staff recommends that the on-line survey be made available again for residents interested in participating but who were not included in the random telephone sample. Web-based survey data is not statistically valid and will be kept separate from the telephone survey results.

Once the survey questions are finalized, EMC will begin the survey process which will take several weeks. Preliminary (topline) results are usually available within one week with a full report available within another two weeks (total of five to six weeks). Survey results and analysis will be available for the second retreat and, if possible, will be presented at an earlier Council meeting. On-line survey results will be available by the second Council retreat.



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## MEMORANDUM

**To:** Kurt Triplett, City Manager  
**From:** Marilynne Beard, Assistant City Manager  
**Date:** March 13, 2012  
**Subject:** 2012 COMMUNITY SURVEY

In January 2012, the City Council discussed the proposed contents of the 2012 Community Survey. The survey is conducted every two years and is used throughout the City's Performance Measure Report and by the City Council in assessing the City's performance in a number of areas. In addition, the survey generally includes a few questions focused on current issues.

Over the years, the Community Survey was administered by different consultants. For 2012, the City contracted with EMC Research to conduct the survey and analyze the results. EMC's survey report is attached to this memorandum.

The biannual citizen survey is a random sample telephone survey that provides statistically valid data about citizen attitudes towards City government. The survey was designed to pose the same general "baseline" questions that have been posed in the past. In doing so, longitudinal data is compared that shows the change from one survey period to the next in people's attitudes. In some cases, EMC used slightly different wording and rating scales than those used in past surveys. However their data was calibrated so that comparisons could be made between the 2010 survey results and the 2012 results.

Another more significant change between the two surveys is the annexation of an additional 31,000 residents to the City which took effect June 2011. The sample size was modified to allow for cross tabulation of results by the "old" Kirkland and the "new neighborhoods." The purpose of this exercise was to understand how similar (or different) attitudes are for newer residents and to understand any areas where further information, education or service adjustments need to be made.

In order to provide more people the opportunity to participate in the community survey, an on-line version was offered for a two-week period from February 24 to March 11. The City purchased a subscription to an enhanced version of Survey Monkey that allows for more options in survey content and improved reporting. The results of the on-line survey are being analyzed in summarized and will be provided at the retreat (possibly sooner if the report can be completed). The on-line results will be kept separate from the EMC survey since the on-line survey is not a statistically valid sample. However, anecdotal observations comparing the two survey results will be provided.



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# City of Kirkland Telephone Survey about Citizen Opinions & Priorities

## Draft Report



# Contents

<b>Table of Figures .....</b>	<b>2</b>
<b>1 Project Overview .....</b>	<b>3</b>
1.1 Project Goal.....	3
1.2 Methodology.....	3
<b>2 Key Findings.....</b>	<b>4</b>
<b>3 Attitudes About the City.....</b>	<b>6</b>
3.1 Rating Kirkland as a Place to Live.....	6
3.2 Positives Aspects of Living in Kirkland .....	8
3.3 Concerns About Kirkland .....	9
3.4 Satisfaction with the Availability of Goods & Services .....	10
3.5 Neighborhood Safety .....	11
3.6 Satisfaction with Neighborhood Infrastructure.....	12
<b>4 Kirkland City Government .....</b>	<b>13</b>
4.1 Kirkland Job Ratings .....	13
4.2 Information Level & Information Sources .....	15
<b>5 City Services and Functions .....</b>	<b>17</b>
5.1 Importance.....	17
5.2 Importance - Comparison with 2010 .....	19
5.3 Performance .....	20
5.4 Performance - Comparison with 2010.....	22
5.5 Importance vs. Performance – Gap Analysis .....	23
5.6 Importance & Performance – Quadrant Analysis.....	25
<b>6 New Revenue .....</b>	<b>27</b>
6.1 Increased Taxes or Reduced Services .....	27
6.2 Support for Additional Funding for Parks, Streets, Traffic Safety.....	28
<b>7 Emergency Preparedness .....</b>	<b>31</b>
7.1 Measures Taken to Prepare.....	31
<b>8 Demographics.....</b>	<b>32</b>
8.1 Residency .....	32
8.1.1 Pre-Annex: Length of Residency.....	32
8.1.2 Post-Annex : Awareness of Residency.....	33
8.2 Neighborhood .....	33
8.3 Demographics .....	34
<b>9 Topline Results .....</b>	<b>35</b>

## Table of Figures

Figure 3-1 – Rating of Kirkland as a Place to Live (Overall) .....	6
Figure 3-2 – Rating of Kirkland as a Place to Live (Pre/Post-Annex) .....	7
Figure 3-3 – Rating of Kirkland as a Place to Live by Year (Pre-Annex Only).....	7
Figure 3-4 – Kirkland Positives.....	8
Figure 3-5 – Kirkland Negatives.....	9
Figure 3-6 – Satisfaction with Availability of Goods & Services .....	10
Figure 3-7 – Neighborhood Safety.....	11
Figure 3-8 – Satisfaction with Neighborhood Infrastructure .....	12
Figure 4-1 – City of Kirkland Job Ratings .....	14
Figure 4-2 –Information Level .....	15
Figure 4-3 – Information Sources .....	16
Figure 5-1 – Importance (All Residents) .....	18
Figure 5-2 – Average Importance (Pre- and Post-Annex).....	18
Figure 5-3 – Importance Year-to-Year Comparison.....	19
Figure 5-4 – Performance .....	21
Figure 5-5 – Average Performance (Pre- and Post-Annex) .....	21
Figure 5-6 – Performance Year-to-Year Comparison .....	22
Figure 5-7 – Gap Analysis: Performance as a Percentage of Importance .....	23
Figure 5-8 – Gap Analysis: Importance vs. Performance.....	24
Figure 5-9 – Overall Importance & Performance Quadrant Chart .....	26
Figure 6-1 –Increase Taxes or Reduce Services.....	27
Figure 6-2 – Support for Specific Measures .....	29
Figure 6-3 – Combined Support .....	29
Figure 6-4 – Measure Most Likely to Support .....	30
Figure 7-1 – Emergency Preparedness Measures Taken.....	31
Figure 8-1 – Length of Residency (Pre-Annex) .....	32
Figure 8-2 – Responses by Neighborhood.....	33

# 1 Project Overview

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## 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 18 City services and functions.*
- *Overall attitudes about dealing with revenue needs and respondent support for increased funding for parks, street maintenance, and neighborhood traffic safety.*
- *Questions about household emergency preparedness.*

## 1.2 Methodology

- ✓ Telephone survey of 500 registered voters in the City of Kirkland.
- ✓ Overall margin of error of +/- 4.4 percentage points at the 95% confidence level.
- ✓ Interviewing took place between January 30<sup>th</sup> and February 2<sup>nd</sup>, 2012.

This survey is the fourth in a biannual series of citizen surveys commissioned by the City of Kirkland. The previous surveys (2006, 2008, & 2010) were conducted by Elway Research. The 2012 report provides survey results for two distinct subgroups: Pre-annex and Post-annex. The Pre-annex subgroup includes residents of Kirkland prior to the June 2011 annexation. The Post-Annex group includes residents who live in the Finn Hill, North Juanita and Kingsgate/ Evergreen Hill parts of the City. *Because the previous surveys were conducted prior to annexation, comparisons with past surveys only focus on residents in the pre-annexation areas of the City.*

## 2 Key Findings

### Kirkland as a Place to Live

- Respondents continue to have a very positive view of Kirkland as a place to live. Residents in pre-Annex areas give slightly higher ratings than those in the new areas, but both groups are overwhelmingly positive about Kirkland as a place to live.
- When asked what they like most about living in Kirkland, location/convenience is most often mentioned, followed by the small town feel, and the physical environment. These responses are very similar to the 2010 survey.
- When asked what things concern them about Kirkland, the top response is "nothing." As in previous years, the top specific concerns mentioned are growth and traffic/infrastructure. Concerns about growth among Pre-annex residents have dropped by a third since 2010.
- Most residents are satisfied with the availability of goods and services in Kirkland -- however there is room for improvement as most are just "somewhat satisfied" rather than "very satisfied." There is no significant difference between Pre and Post-annex residents.
- Almost all residents say they feel safe walking in their neighborhood during the day. There is no significant difference between residents in Pre- and Post-annex neighborhoods. Most residents also say they feel safe walking in their neighborhood after dark, however, only a third say they feel "very safe" and one-quarter say they feel either "very" or "somewhat unsafe" walking after dark.
- Most residents are satisfied with their neighborhood's infrastructure - fewer than one-in-five are dissatisfied. There is no significant difference between Pre and Post-annex residents.

### Kirkland City Government

- Kirkland City government gets high marks overall, and also receives high marks for "delivering services efficiently" and "keeping citizens informed."
- The City also gets good marks for "focusing on the priorities that matter most to residents" although one-in-four residents is unable to rate the City on this metric.
- The City's rating for "managing the public's money" is divided, with more than a third unable to rate the City's performance in this area. There is little intensity in the negative ratings (% "Poor") suggesting that this is not a critical problem area.
- Most residents are not paying close attention to Kirkland City government, although a majority consider themselves either very (11%) or somewhat (46%) well informed. Not surprisingly, Pre-annex residents tend to feel they are better informed than do Post-annex residents.
- The fact that residents give the City generally high marks for keeping citizens informed suggests that most residents do not blame the City for their not being more informed.
- Respondents take advantage of a wide variety of information sources to find out "what is going on with Kirkland City government." The Kirkland Reporter is the top source, followed by the City Newsletter, and the City website.

## City Services and Functions

- *Safety related services -- fire/emergency medical services and police -- continue to be seen as the City's most important functions and the percentage of residents rating these services as "extremely important" is significantly higher than for any other service/function.*
- *After fire and police, key services/functions include recycling and garbage collection, pedestrian safety and maintaining streets.*
- *Community events, arts, and recreation programs/classes continue to be seen as the least vital functions, although close to half of residents still say these services are important. City parks, however, are seen as a key service.*
- *Most importance ratings are similar to or slightly below the 2010 results with one exception: the importance of community events has dropped half a point since.*
- *The City is performing best on the services/functions that residents consider most important - fire/emergency medical, police, recycling/garbage, and pedestrian safety. The City's performance ratings are where they should be (nearly equal to their importance ratings) for 4 of the top 5 most important services/functions and for 13 of the 18 services/functions tested.*
- *Maintaining streets is a service area where performance significantly trails importance and represents an opportunity for the City to improve.*
- *The City is over performing relative to importance on community events, recreation programs and classes, support for arts, and bike safety.*
- *The gap between importance and performance is largest on four related issues: keeping and attracting businesses, zoning and land use, maintaining streets, and managing traffic flow. However, zoning and land use is rated as much less important than the other three services/functions.*

## New Revenue

- *Three-fourths of residents say they would support a tax or fee increase to provide funding to maintain existing parks or maintain streets, although intensity of support is significantly higher for parks than for streets. Six-in-ten say they would support an increase for neighborhood traffic safety.*
- *When asked which of these three measures is the highest priority for 2012, parks is the top choice, followed by maintaining streets, and neighborhood traffic safety.*
- **NOTE:** *These results almost certainly overestimate actual levels of support for a specific ballot measure because:*
  1. *The support questions are general and do not include any information about cost, revenue sources, or particular projects that would be funded by the measure.*
  2. *This is a survey of registered voters, not likely voters and so the results reflect the least tax sensitive (most supportive) electorate.*
  3. *The survey does not take into account other revenue measures that may be on the ballot at the same time.*

## Emergency Preparedness

- *Kirkland residents' emergency preparedness is essentially unchanged since 2010. Most have working smoke detectors and three days of stored food/water. About half have established a communications plan, and put together an emergency kit for their car.*

## 3 Attitudes About the City

### 3.1 Rating Kirkland as a Place to Live

#### Question(s) Analyzed

Q7. How would you rate Kirkland as a place to live? Would you say it is...  
Excellent, Very Good, Satisfactory, Only Fair or Poor?

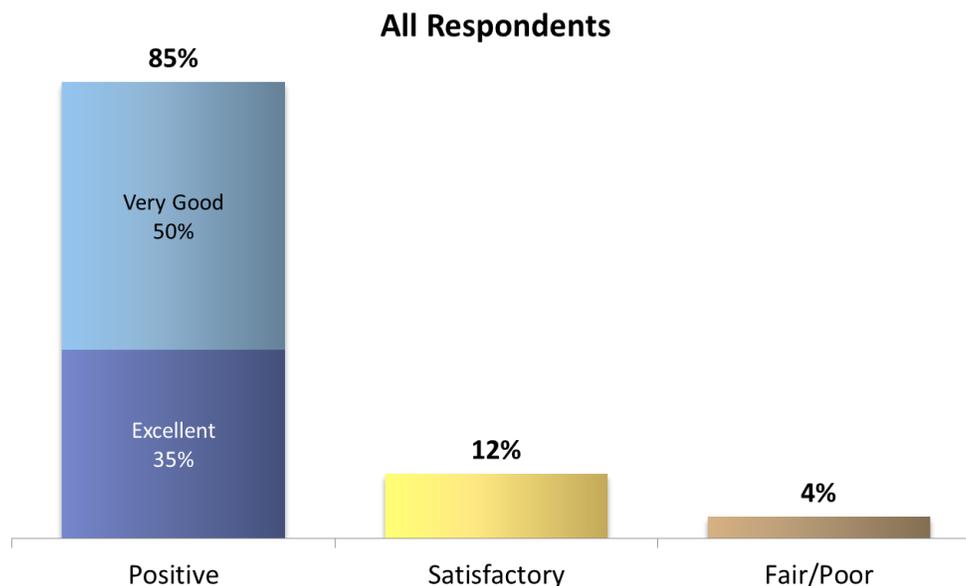
#### Finding

- **Respondents continue to have a very positive view of Kirkland as a place to live. Residents in pre-Annex areas give slightly higher ratings than those in the new areas, but both groups are overwhelmingly positive about Kirkland as a place to live.**

When asked to rate Kirkland as a place to live, just over a third (35%) give the City the highest rating (“Excellent”) and half (50%) rate Kirkland as a “Very Good” place to live.

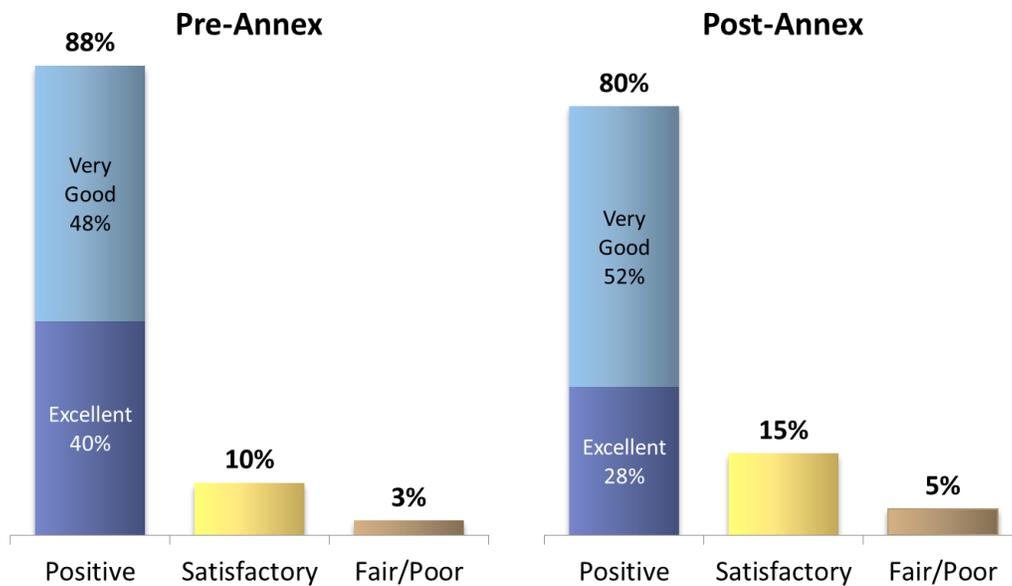
Approximately one-in-ten (12%) rate Kirkland as “Satisfactory” while the number of residents giving Kirkland an “Only Fair” or “Poor” rating is negligible (4%).

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



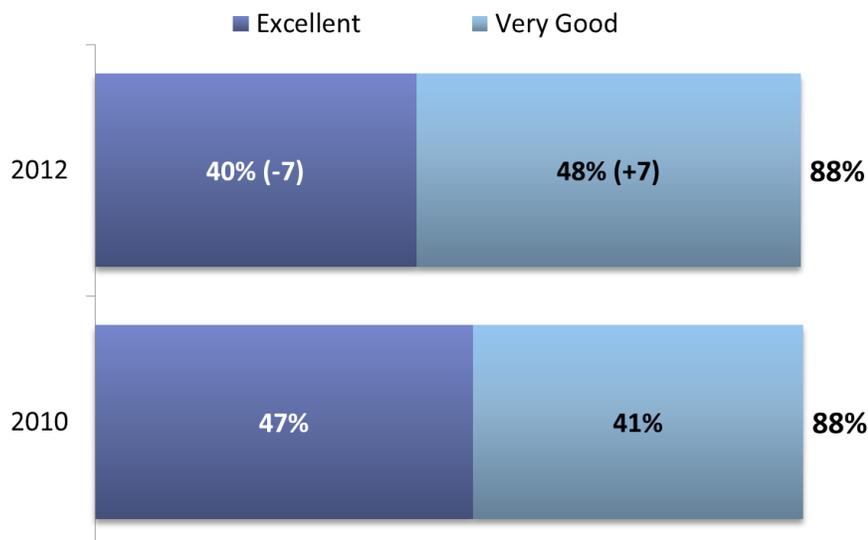
Pre-Annex residents give slightly higher ratings (88% Positive vs. 80% Positive), although both groups are overwhelmingly positive about Kirkland as a place to live. The intensity of positive opinion (“Excellent”) is also higher among Pre-annex residents than it is among Post-Annex residents (40% Excellent vs. 28% Excellent”). Very few residents from either group (3% & 5%) consider Kirkland an “Only Fair” or “Poor” place to live.

Figure 3-2 – Rating of Kirkland as a Place to Live (Pre/Post-Annex)



While the intensity (%“Excellent”) of opinion has diminished slightly since 2010, the total percentage of positive responses has not changed.

Figure 3-3 – Rating of Kirkland as a Place to Live by Year (Pre-Annex Only)



## 3.2 Positives Aspects of Living in Kirkland

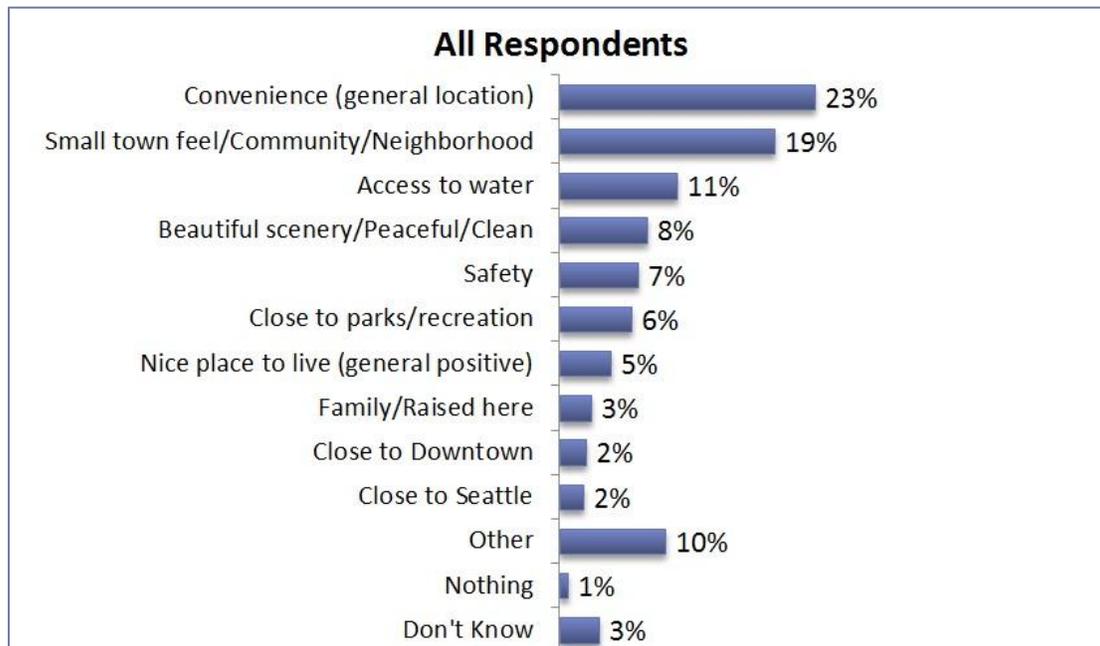
### Question(s) Analyzed

Q8. What do you like best about living in Kirkland? (Single mention)

### Finding

- *When asked what they like most about living in Kirkland, location (convenience) is most often mentioned, followed by the small town feel, and the physical environment. These responses are very similar to the 2010 survey.*

Figure 3-4 – Kirkland Positives



### 3.3 Concerns About Kirkland

#### Question(s) Analyzed

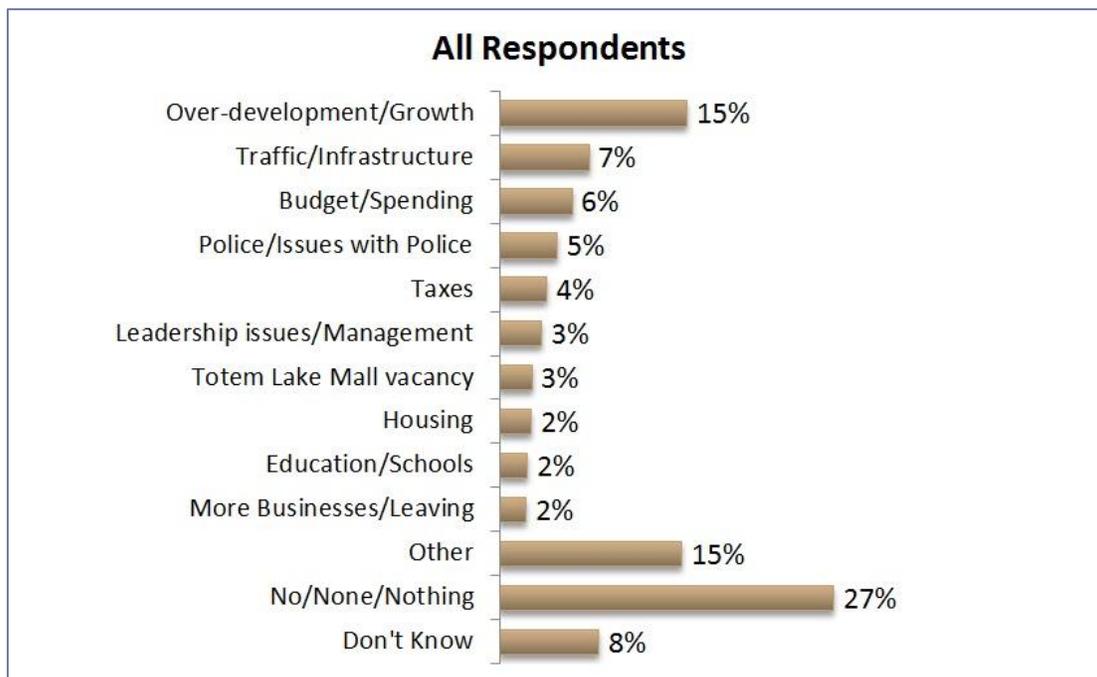
Q9. When you think about the way things are going in Kirkland, what if anything concerns you? (Single mention)

#### Finding

- *When asked what things concern them about Kirkland, the top response is "nothing." As in previous years, the top specific concerns mentioned are growth and traffic/infrastructure.*
- *Concerns about growth among Pre-annex residents have dropped by a third since 2010.*

Combining those who say "nothing" and those who are unable to think of a specific concern ("don't know"), a third (35%) of respondents do not offer a concern about the way things are going in Kirkland. Only one specific area of concern – development/growth – reaches double digit mentions. Concerns about growth related issues are higher among Pre-annex residents (20%), than Post-annex residents (11%), but even so concern among Pre-annex residents is down a third from 2010 (20% vs. 30%).

Figure 3-5 – Kirkland Negatives



### 3.4 Satisfaction with the Availability of Goods & Services

#### Question(s) Analyzed

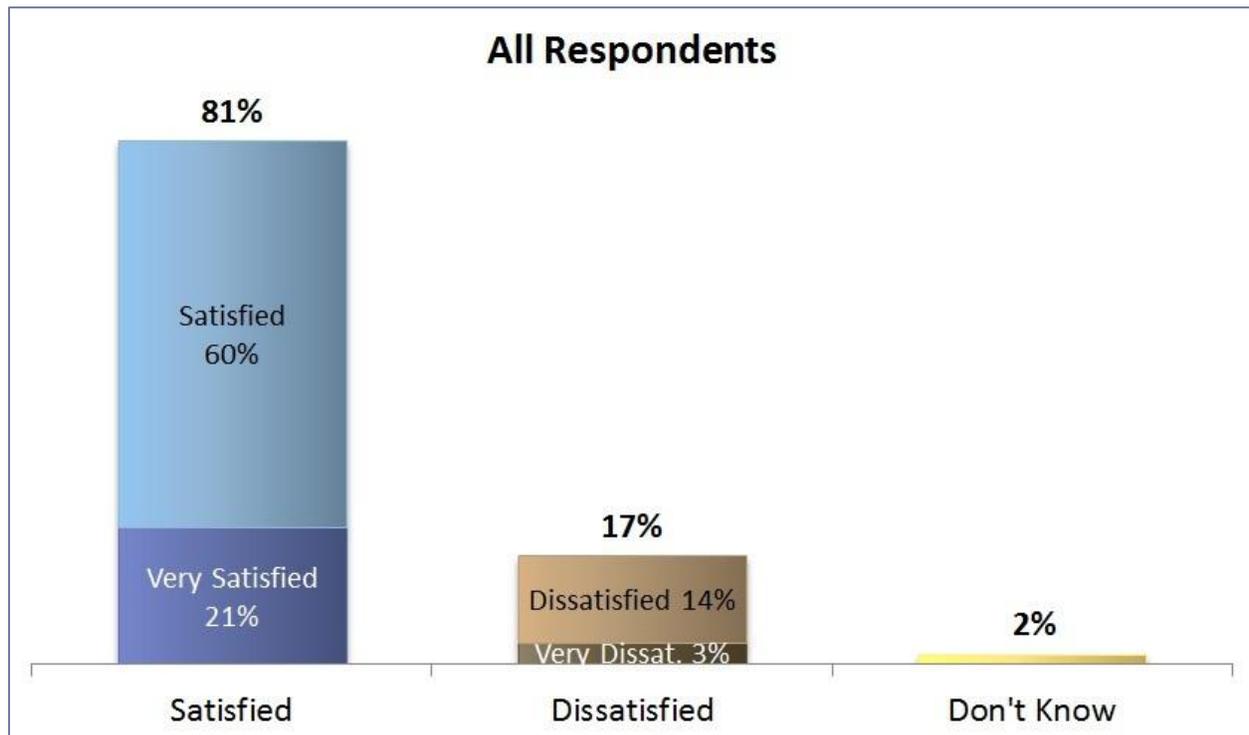
Q18. Thinking about the types of stores, goods and services available in Kirkland... would you say that you are Very satisfied, Satisfied, Dissatisfied or Very dissatisfied with the availability of goods and services?

#### Finding

- *Most residents are satisfied with the availability of goods and services in Kirkland -- however there is room for improvement as most are just "somewhat satisfied" rather than "very satisfied." There is no significant difference between Pre and Post-annex residents.*
- *Satisfaction among Pre-annex residents is up slightly from 2010 (+5; 81% vs. 76%), although the change is within the survey's margin of error.*

Eight-in-ten (81%) residents are satisfied with the availability of goods and services in Kirkland – just under one-in-five (17%) are dissatisfied, with only 3% “very dissatisfied.”

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



### 3.5 Neighborhood Safety

#### Question(s) Analyzed

Q19. In general, how safe do you feel walking alone in your neighborhood during the day?

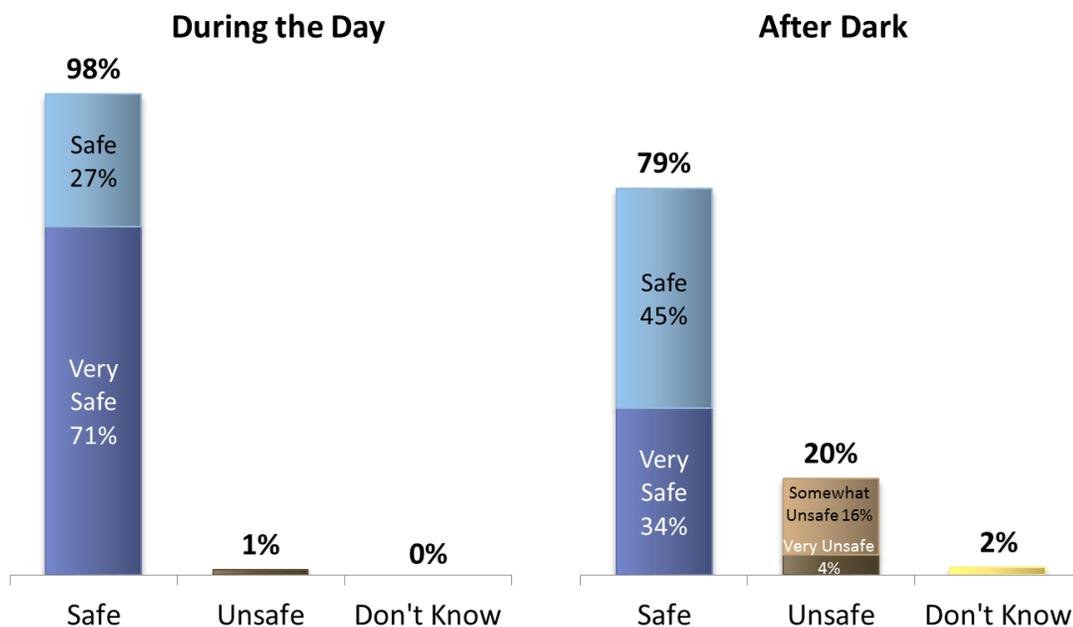
Q20. And how safe do you feel walking alone in your neighborhood after dark?

#### Finding

- **Almost all residents say they feel safe walking in their neighborhood during the day. There is no significant difference between residents in Pre-annex and Post-annex neighborhoods.**
- **Most residents say they feel safe walking in their neighborhood after dark, however, only a third say they feel "very safe" and one-quarter say they feel either "very" or "somewhat unsafe" walking after dark.**
- **The overall sense of safety among Pre-annex residents is similar to the 2010 survey, although the percentage saying they feel "very safe" has declined marginally for both walking during the day (-5; 74% vs. 79%) and after dark(-6; 33% vs. 39%). However, both of these changes are within the margin of error for the Pre-annex subgroup.**

Most (98%) Kirkland residents feel safe walking in their neighborhood during the day – only 1% say they feel unsafe. The majority (79%) fell safe walking after dark, but only 34% say they feel “very safe” and one-in-five (20%) say they feel unsafe.

Figure 3-7 – Neighborhood Safety



### 3.6 Satisfaction with Neighborhood Infrastructure

#### Question(s) Analyzed

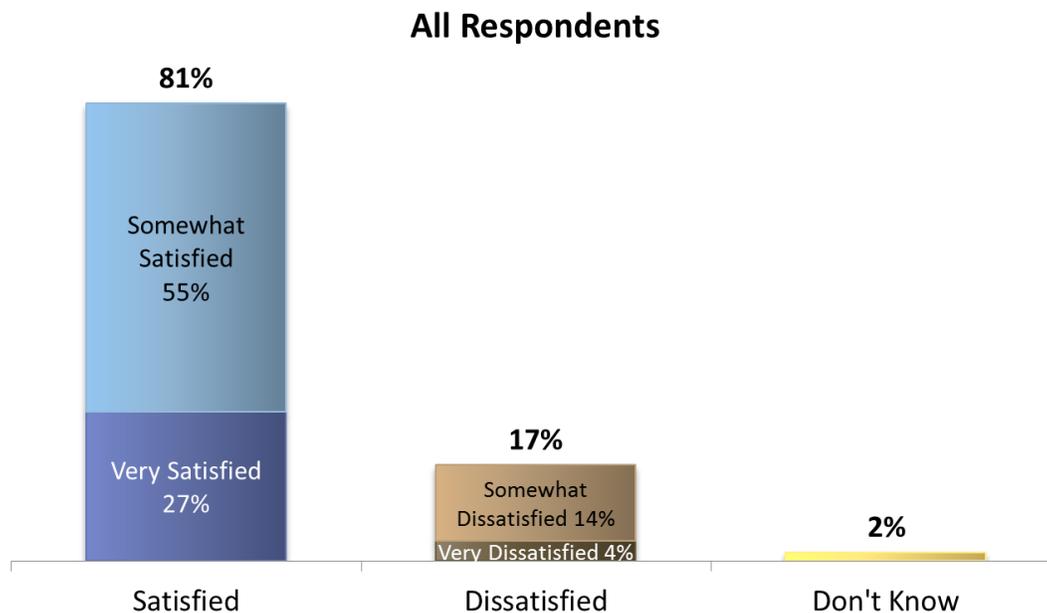
Q21. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping?

#### Finding

- **Most residents are satisfied with their neighborhood's infrastructure - fewer than one-in-five are dissatisfied. There is no significant difference between Pre and Post-annex residents.**

Eight-in-ten (81%) residents say they are satisfied with their neighborhood's "infrastructure such as streets and sidewalks, and roadside landscaping" -- 17% are dissatisfied, but only 4% are "very dissatisfied."

Figure 3-8 – Satisfaction with Neighborhood Infrastructure



## 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.

Q10. the job the City doing overall

Q11. the job the City is doing managing the public's money

Q12. the job the City does keeping citizens informed

Q13. the job the City does delivering services efficiently

Q14. the job the City does focusing on the priorities that matter most to residents

#### Finding

- ***Kirkland City government gets high marks overall, and also receives high marks for "delivering services efficiently" and "keeping citizens informed."***
- ***The City also gets good marks for "focusing on the priorities that matter most to residents" although one-in-four residents is unable to rate the City on this metric.***
- ***The City's rating for "managing the public's money" is divided, with more than a third unable to rate the City's performance in this area. There is little intensity in the negative ratings (%"Poor") suggesting that this is not a critical problem area.***

Two-thirds (68% "Excellent" or "Good") of residents give the City a positive rating for the job it is doing overall. Only 5% give the City a "poor" rating indicating that there is little intensity on the negative side.

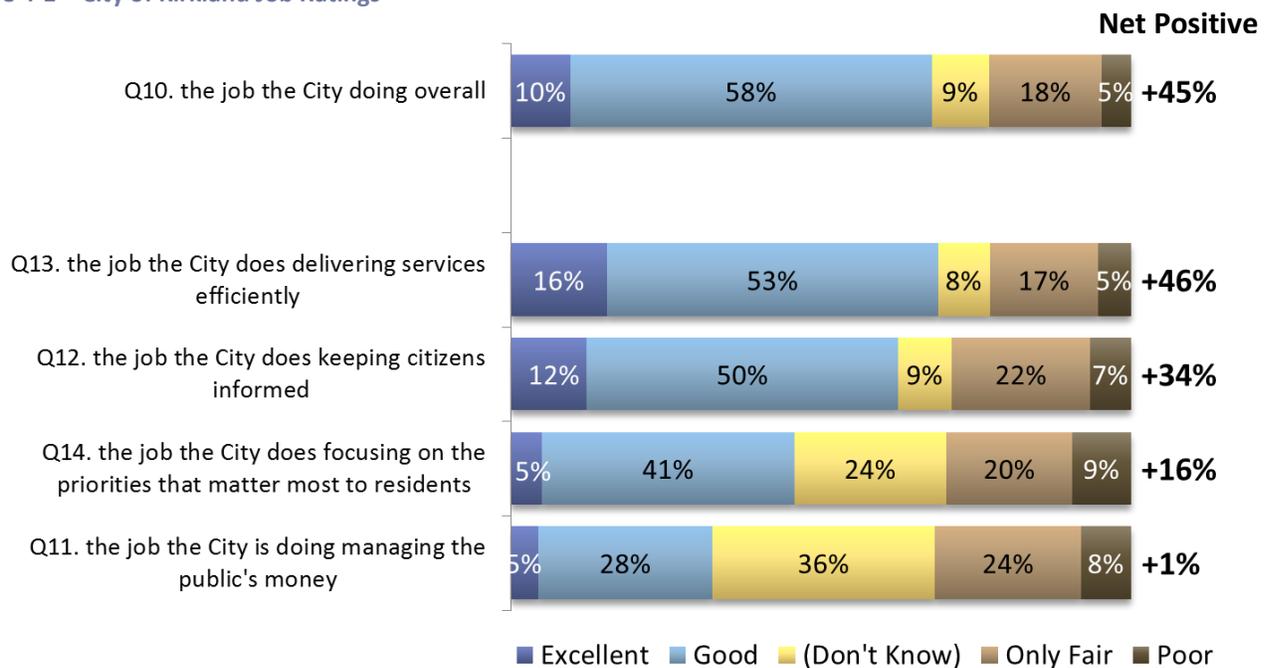
The City also gets very strong marks for delivering services efficiently. Two-thirds (69%) give the City a positive rating – and again, there is little intensity on the negative side (5% "Poor").

Nearly two-thirds (62% "Excellent" or "Good") of residents give the City a positive rating for the job it is doing keeping citizens informed. Fewer than a third (29%) give the city a negative rating for communications, with only 7% saying the City is doing a "Poor" job. The positive rating is essentially unchanged from 2010 (62% vs. 60% Positive), while the negative rating has dropped from 37% to 29%.

Residents' attitudes about the job the City does focusing on the priorities that matter most to them is net positive (46% "Excellent" or "Good" / 29% "Only fair" or "Poor"), however there is an information deficit, with one-in-four (24%) saying they are unable to rate the City.

Residents are divided over the job the City is doing managing the public's money (33% Positive / 32% Negative), with more than a third (36%) unable to rate the City's performance in this area. However, the "poor" rating is very low at 8%.

Figure 4-1 – City of Kirkland Job Ratings



## 4.2 Information Level & Information Sources

### Question(s) Analyzed

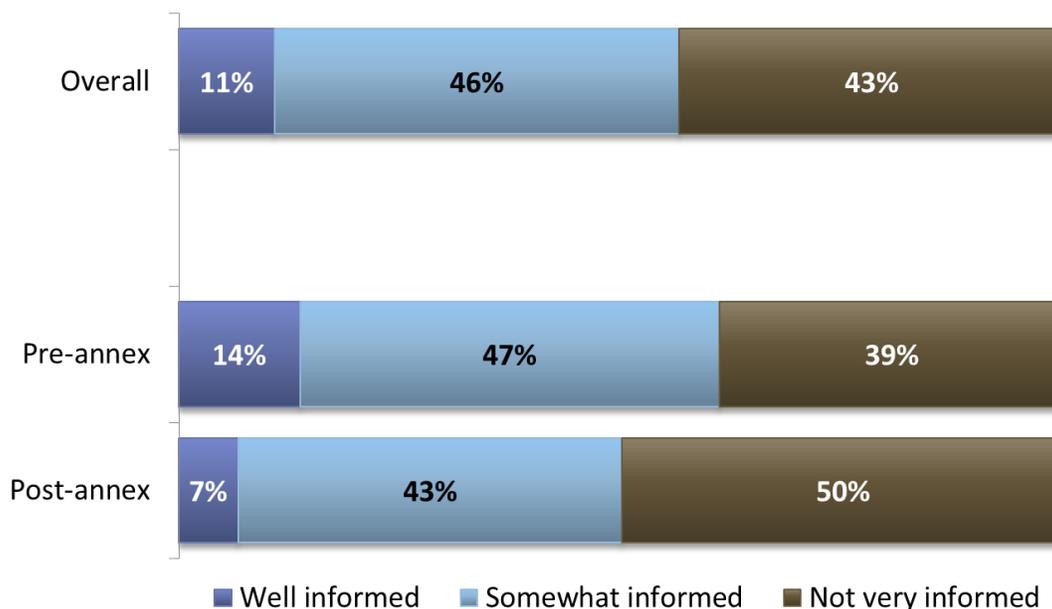
- Q30. In general, how well-informed would you say you are about Kirkland City government? Would you say you are well informed, somewhat informed, or not very informed?
- Q31. What is your primary source of information for finding out what is going on with Kirkland City government?

### Finding

- *Most residents are not paying close attention to Kirkland City government, although a majority consider themselves either very (11%) or somewhat (46%) well informed. Not surprisingly, Pre-annex residents tend to feel they are better informed than do Post-annex residents.*
- *The fact that residents give the City generally high marks for keeping citizens informed suggests that most residents do not blame the City for their not being more informed.*
- *Respondents take advantage of a wide variety of information sources to find out "what is going on with Kirkland City government." The Kirkland Reporter is the top source, followed by the City Newsletter, and the City website.*

Only one-in-ten respondents consider themselves "well-informed" about Kirkland City government. About half (46%) classify themselves as "somewhat informed" and four-in-ten (43%) say they are "not very informed." Pre-annex residents are more likely to consider themselves at least somewhat informed than are Post-annex residents (61% vs. 50%).

Figure 4-2 –Information Level



The Kirkland Reporter is the top source (31% mention) for news about City government, followed by the City Newsletter (16%) and the City website (10%). There is little difference in information sources between the Pre and Post-annex groups.

Figure 4-3 – Information Sources

	%
Kirkland Reporter	31%
City Newsletter	16%
Kirkland/City Website	10%
City Television Channel	6%
Word of mouth	6%
City email list	6%
Neighborhood association meetings	5%
Local Blogs	3%
Mail	2%
Radio	2%
Twitter	1%
Kirkland Journal	1%
Facebook	1%
Other	3%
None	5%
Don't know/NA	3%

## 5 City Services and Functions

### 5.1 Importance

#### Question(s) Analyzed

Q15. 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 -- fire/emergency medical services and police -- continue to be seen as the City's most important functions and the percentage of residents rating these services as "extremely important" is significantly higher than for any other service/function.***
- ***After fire and police, key services/functions include recycling and garbage collection, pedestrian safety and maintaining streets.***
- ***Community events, arts, and recreation programs/classes continue to be seen as the least vital (% "Extremely Important") functions, although close to half of residents still say these service are important. City parks, however, are seen as a key service.***

Sixteen of the 18 functions/services tested are seen as important by a majority of residents – only "support for arts in the community" and "community events" fail to get a majority, although both are above 40% in overall importance.

Three-fourths of residents rate "fire and emergency medical services" as a 5 ("Extremely Important") on a 5-point scale and 93% rate it as a 4 or a 5. A strong majority (61% "Extremely Important") of residents also see "police services" as a critical City function – 85% rate police services as a 4 or a 5.

The next tier of services/functions that are seen as highly important include: recycling and garbage collection (83% Total Important, including 48% Extremely important), pedestrian safety (82%; 50%), and maintaining streets (82%; 43%).

Roughly three-fourths of residents see attracting and keeping businesses (77% / 45%), City parks (77% / 43%), protecting our natural environment (76% / 42%), and emergency preparedness (74% / 46%) as important.

Managing traffic flow (74% / 36%), availability of sidewalks and walking paths (71% / 36%) and services for people in need (68% / 35%) have high overall importance, but lower intensity (% "Extremely Important").

There are some minor differences in average importance between Pre-annex and Post-annex residents, but the overall order is largely the same.

Figure 5-1 – Importance (All Residents)

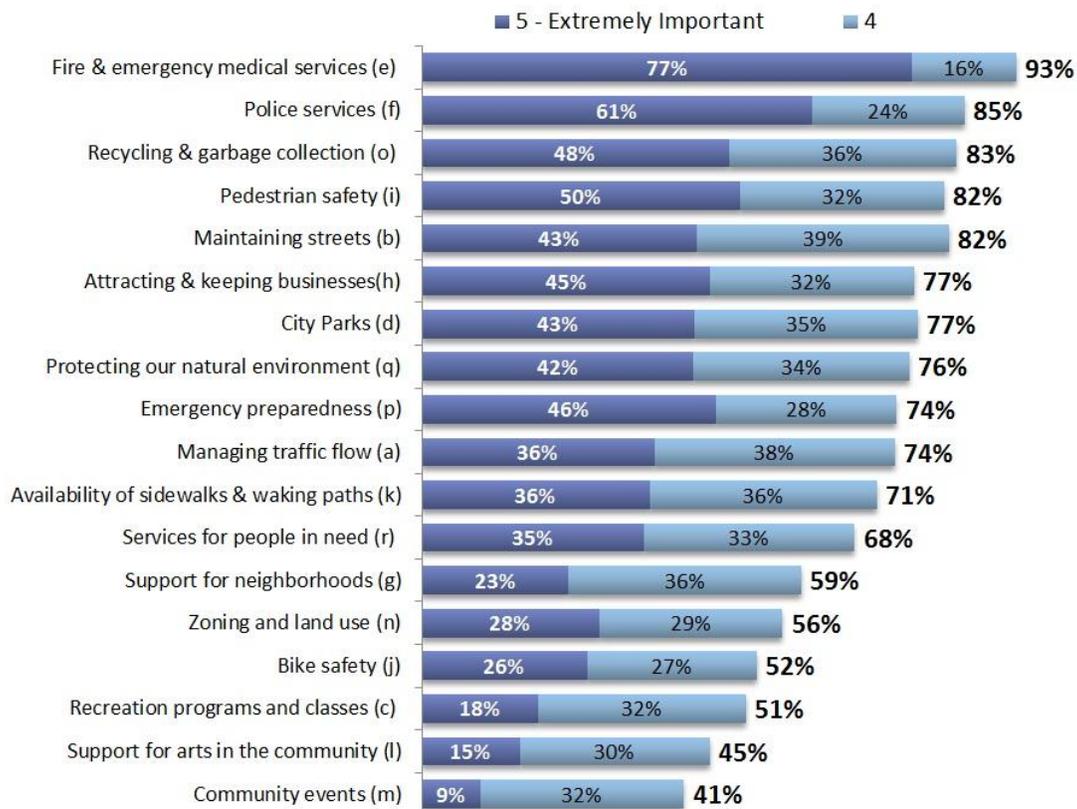


Figure 5-2 – Average Importance (Pre- and Post-Annex)

Service Item	Pre-Annex Mean	Post-Annex Mean
Fire & Emergency Medical Services	4.59	4.79
Police Services	4.43	4.34
Pedestrian safety	4.27	4.15
Recycling & Garbage Collection	4.27	4.28
Maintaining streets	4.22	4.20
City Parks	4.17	4.10
Attracting & Keeping Businesses in Kirkland	4.16	4.08
Emergency Preparedness	4.11	4.23
Protecting our natural environment	4.05	4.17
Managing Traffic Flow	4.00	4.01
Availability of Sidewalks & Walking Paths	3.99	3.85
Services for People in Need	3.93	4.00
Zoning & Land Use	3.82	3.68
Support for Neighborhoods	3.61	3.81
Bike safety	3.50	3.39
Support for Arts in the community	3.34	3.27
Recreation Programs & Classes	3.34	3.57
Community Events	3.17	3.18

## 5.2 Importance - Comparison with 2010

### Finding

- *Most importance ratings are similar to or slightly below the 2010 results with one exception: the importance of community events has dropped half a point since 2010.*

Figure 5-3 – Importance Year-to-Year Comparison

NOTE: 2012 means are shown based on a 0 to 4 scale to allow for comparison with 2010 data and only reflect the ratings of residents in the pre-annexation area.

Service/Function	2010 Importance	2012 Importance	Change	%Increase/Decrease
<b>ALL SERVICES/FUNCTIONS</b>	<b>3.11</b>	<b>2.95</b>	<b>-0.16</b>	<b>-5.1%</b>
Availability of Sidewalks & Walking Paths **	2.95	2.99	+0.05	1.6%
Attracting & Keeping Businesses in Kirkland	3.13	3.16	+0.03	1.1%
Protecting our natural environment	3.08	3.05	-0.03	-0.9%
Maintaining streets	3.28	3.22	-0.06	-1.8%
City Parks	3.24	3.17	-0.07	-2.3%
Support for Neighborhoods	2.68	2.61	-0.07	-2.7%
Emergency Preparedness	3.20	3.11	-0.09	-2.9%
Recycling & Garbage Collection **	3.41	3.27	-0.14	-4.0%
Fire & Emergency Medical Services **	3.76	3.59	-0.17	-4.4%
Zoning & Land Use	2.98	2.82	-0.16	-5.4%
Police Services	3.71	3.43	-0.28	-7.5%
Support for Arts in the community	2.56	2.34	-0.22	-8.6%
Managing Traffic Flow	3.30	3.00	-0.30	-9.0%
Recreation Programs & Classes	2.70	2.34	-0.36	-13.4%
Community Events	2.68	2.17	-0.51	-19.1%

NOTE: \*\*Three of the above categories represent multiple means from individually-tested items in 2010. For these items, the 2010 number is the average of those individual ratings. For example, the 2.95 appearing for the 2010 rating of “Availability of Sidewalks & Walking Paths” is actually the midpoint between a 2.98 mean for “Sidewalks” and a 2.91 mean for “Walking Paths” in 2010.

### 5.3 Performance

#### Question(s) Analyzed

Q16. Using the same list, please tell me how 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

- ***For the most part, the City is performing best on those services/functions that residents see as most important - fire/emergency medical, police, recycling/garbage, and pedestrian safety.***
- ***Maintaining streets is a service area where performance significantly trails importance and represents an opportunity for the City to respond to a perceived deficiency.***

Five of the top six services/functions in terms of importance are also in the top six in terms of performance, meaning that for the most part, the City is performing best on those services/functions that residents see as most important. Maintaining streets which was fifth in average importance ranks 11<sup>th</sup> in performance, with just over half (55%) giving it an A or B grade.

As with the importance ratings, there are some minor differences in average performance between Pre-annex and Post-annex residents, but the overall order is largely the same.

Figure 5-4 – Performance

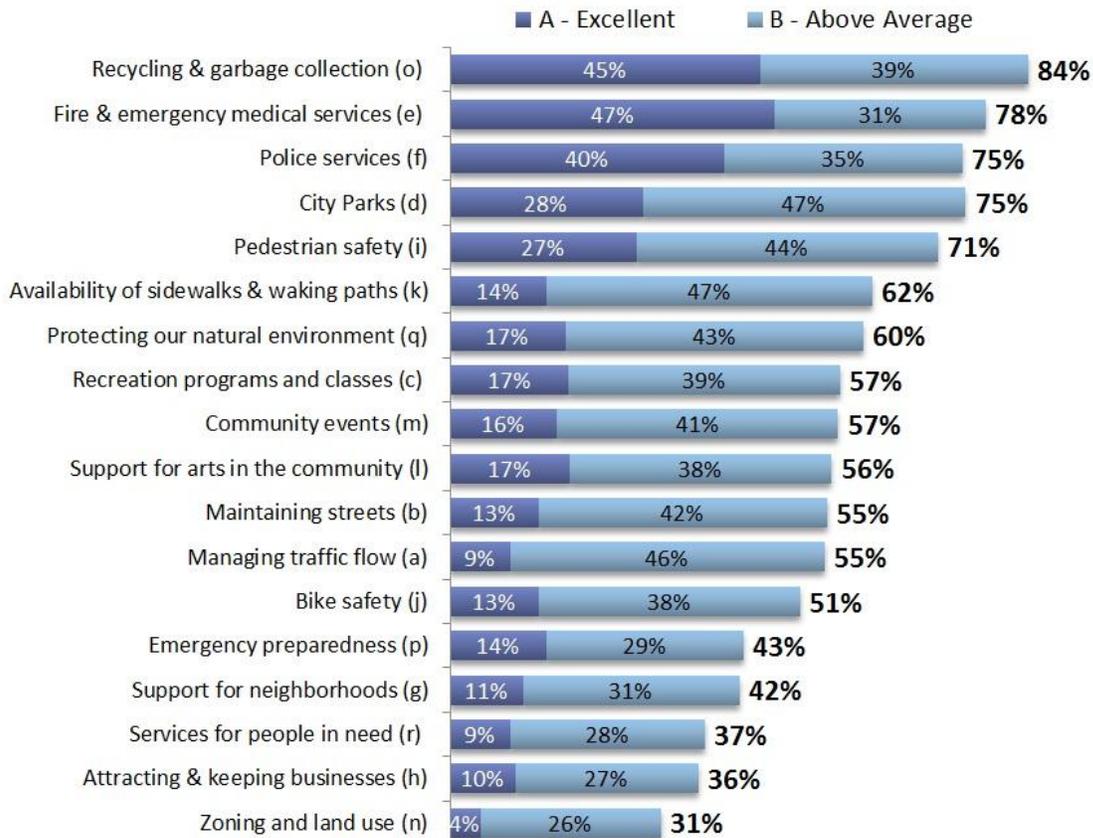


Figure 5-5 – Average Performance (Pre- and Post-Annex)

Service Item	Pre-Annex Mean	Post-Annex Mean
Fire & Emergency Medical Services	4.37	4.36
Recycling & Garbage Collection	4.30	4.23
Police Services	4.20	4.00
City Parks	4.03	4.04
Pedestrian safety	3.95	4.04
Community Events	3.86	3.68
Recreation Programs & Classes	3.86	3.80
Protecting our natural environment	3.83	3.77
Support for Arts in the community	3.80	3.83
Availability of Sidewalks & Walking Paths	3.69	3.68
Emergency Preparedness	3.68	3.73
Support for Neighborhoods	3.62	3.47
Services for People in Need	3.62	3.66
Maintaining streets	3.60	3.56
Bike safety	3.58	3.74
Managing Traffic Flow	3.46	3.51
Attracting & Keeping Businesses in Kirkland	3.26	3.25
Zoning & Land Use	3.16	3.25

## 5.4 Performance - Comparison with 2010

### Finding

- *Average performance ratings have also stayed essentially unchanged since 2010 or have dropped slightly.*

Figure 5-6 – Performance Year-to-Year Comparison

NOTE: 2012 means are shown based on a 0 to 4 scale to allow for comparison with 2010 data and only reflect the ratings of residents in the pre-annexation area.

Service/Function	2010 Performance	2012 Performance	Change	%Increase/Decrease
<b>ALL SERVICES/FUNCTIONS</b>	<b>2.91</b>	<b>2.78</b>	<b>-0.13</b>	<b>-4.4%</b>
Attracting & Keeping Businesses in Kirkland	2.23	2.26	+0.03	1.5%
Availability of Sidewalks & Walking Paths **	2.70	2.69	-0.01	-0.2%
Community Events	2.88	2.86	-0.02	-0.7%
Recycling & Garbage Collection **	3.34	3.30	-0.04	-1.2%
Managing Traffic Flow	2.49	2.46	-0.03	-1.4%
Recreation Programs & Classes	2.98	2.86	-0.12	-4.1%
Protecting our natural environment	2.95	2.83	-0.12	-4.2%
Support for Arts in the community	2.93	2.80	-0.13	-4.5%
Zoning & Land Use	2.29	2.16	-0.13	-5.6%
City Parks	3.21	3.03	-0.18	-5.6%
Fire & Emergency Medical Services **	3.60	3.37	-0.23	-6.4%
Police Services	3.43	3.20	-0.23	-6.7%
Support for Neighborhoods	2.84	2.62	-0.22	-7.7%
Maintaining streets	2.82	2.60	-0.22	-7.8%
Emergency Preparedness	2.96	2.68	-0.28	-9.3%

NOTE: \*\*Three of the above categories represent multiple means from individually-tested items in 2010. For these items, the 2010 number is the average of those individual ratings. For example, the 2.70 appearing for the 2010 rating of “Availability of Sidewalks & Walking Paths” is actually the midpoint between a 2.60 mean for “Sidewalks” and a 2.80 mean for “Walking Paths” in 2010.

## 5.5 Importance vs. Performance – Gap Analysis

### Finding

- *The City's performance rating is 90% or more of the importance rating for 4 of the top 5 most important services/functions and for 13 of the 18 services/functions tested.*
- *The City is over performing relative to importance on community events, recreation programs and classes, support for arts, and bike safety.*
- *The gap between importance and performance is largest on four related issues: keeping and attracting businesses, zoning and land use, maintaining streets, and managing traffic flow. However, zoning and land use is rated as much less important than the other three services/functions.*

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

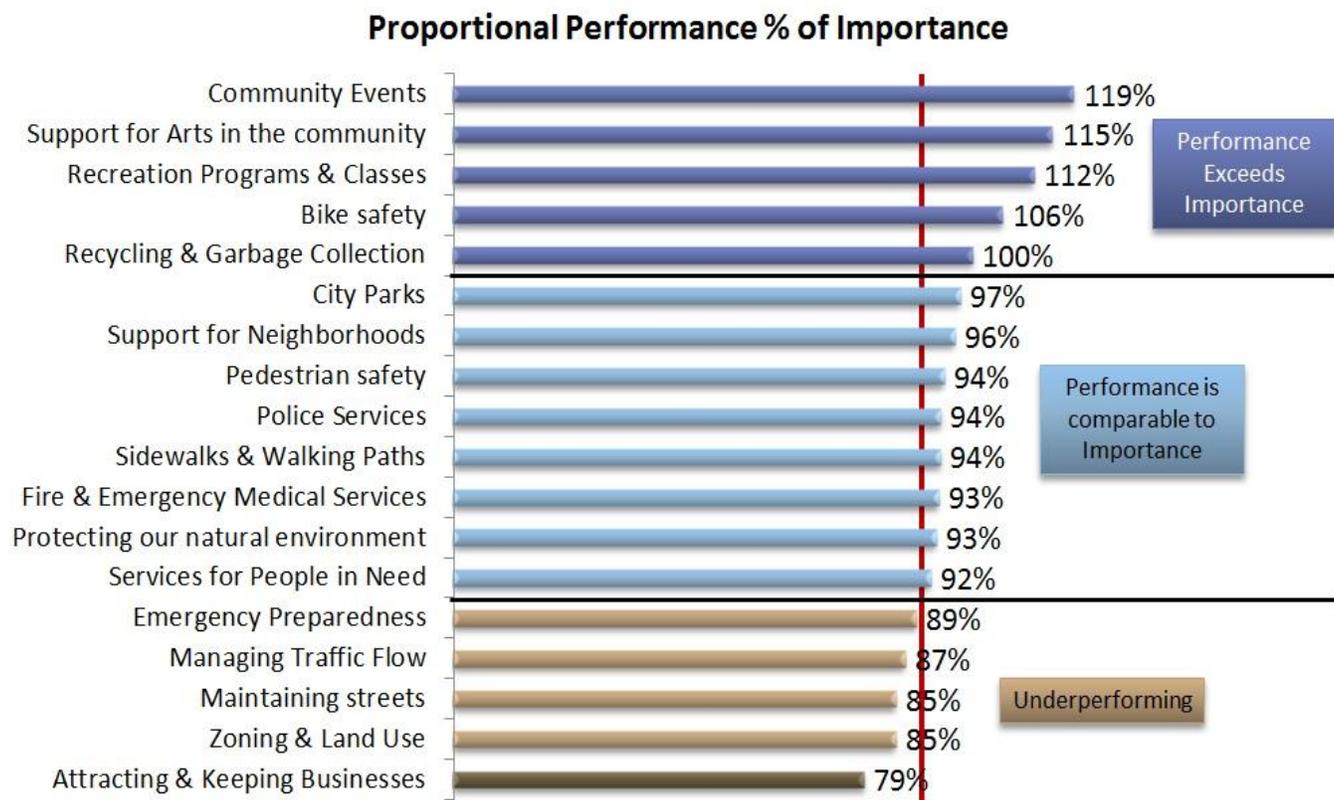


Figure 5-8 – Gap Analysis: Importance vs. Performance

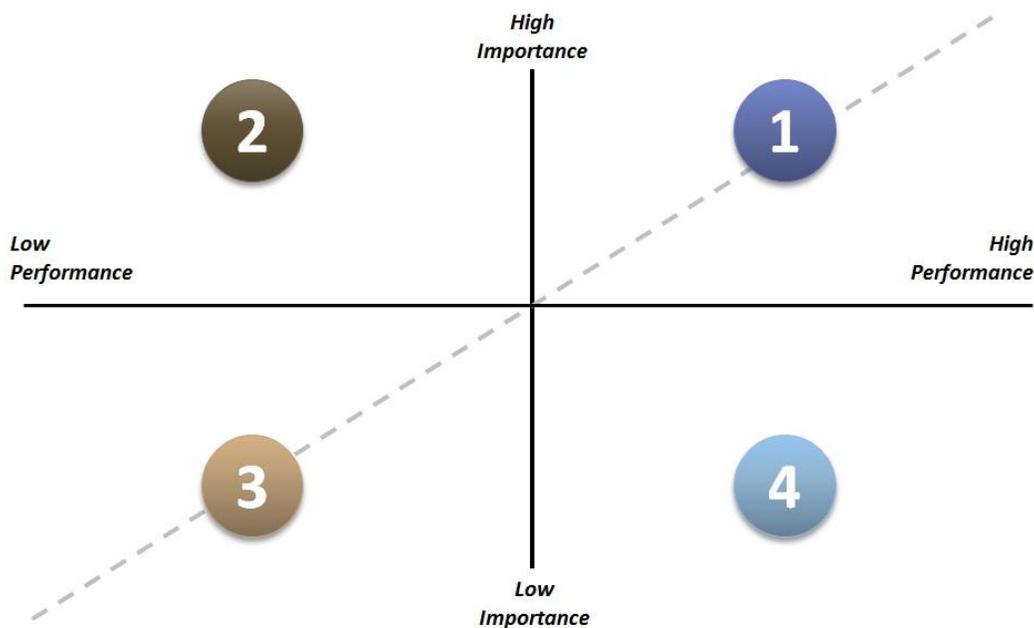
Service/ Function	Importance	Performance	Gap	Performance vs. Importance
<b>ALL SERVICES/ FUNCTIONS</b>	<b>3.95</b>	<b>3.76</b>	<b>-0.18</b>	<b>96.1%</b>
Fire & Emergency Medical Services	4.68	4.36	-0.31	93.3%
Police Services	4.40	4.12	-0.28	93.7%
Recycling & Garbage Collection	4.27	4.27	-0.01	99.8%
Pedestrian safety	4.22	3.98	-0.24	94.4%
Maintaining streets	4.21	3.58	-0.63	85.0%
Emergency Preparedness	4.16	3.70	-0.45	89.1%
City Parks	4.14	4.04	-0.11	97.5%
Attracting & Keeping Businesses in Kirkland	4.13	3.26	-0.87	79.0%
Protecting our natural environment	4.10	3.81	-0.30	92.8%
Managing Traffic Flow	4.01	3.48	-0.53	86.8%
Services for People in Need	3.96	3.64	-0.32	91.8%
Availability of Sidewalks & Walking Paths	3.94	3.69	-0.25	93.7%
Zoning & Land Use	3.76	3.20	-0.56	85.0%
Support for Neighborhoods	3.69	3.56	-0.13	96.5%
Bike safety	3.45	3.65	+0.19	105.6%
Recreation Programs & Classes	3.44	3.84	+0.40	111.7%
Support for Arts in the community	3.31	3.81	+0.50	115.2%
Community Events	3.17	3.79	+0.61	119.3%

## 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.

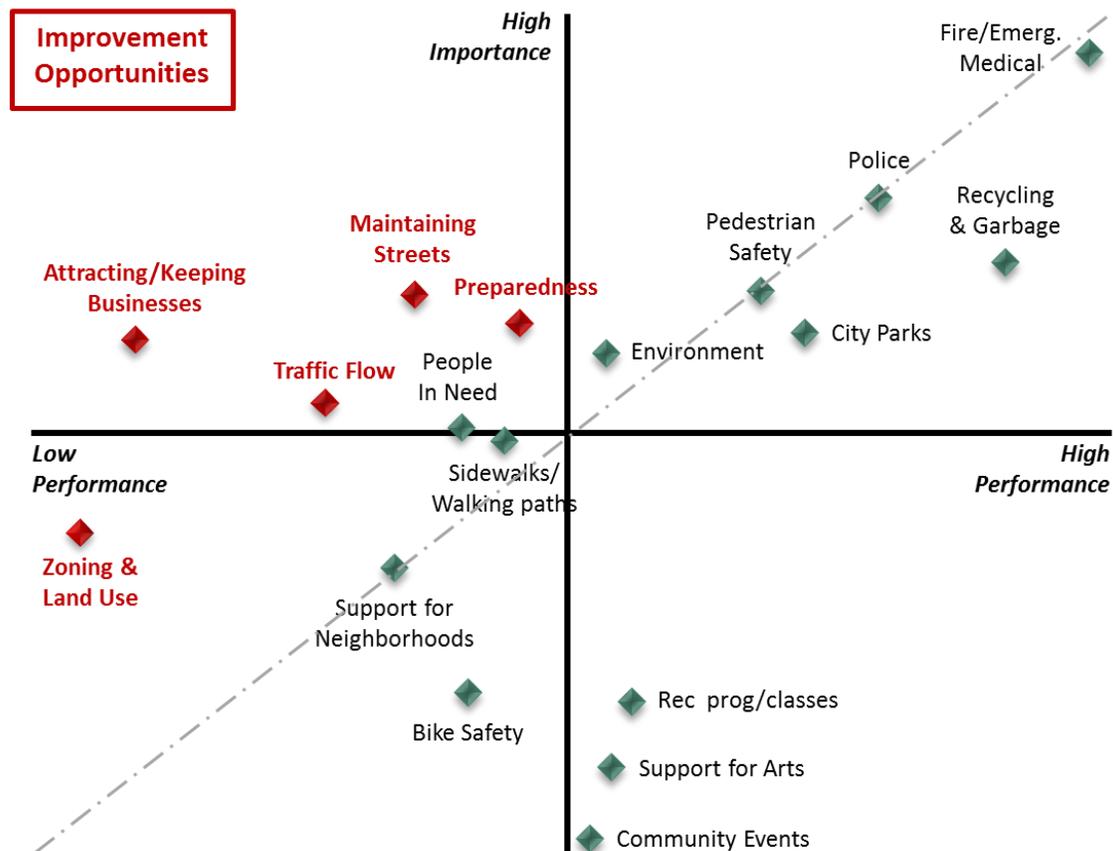
The diagonal line overlaying the chart represents where the ideal performance should be relative to the level of importance. Services falling on or near this line are performing optimally compared to how citizens value them. Items significantly left of the line may be potentially valuable improvement 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.



This view shows that, overall, many items are exactly where they should be, with appropriate performance levels for their importance. Further, it once again shows that the City is doing well with most of the higher importance items – fire/emergency, police, pedestrian safety, recycling/garbage.

However, this analysis again highlights the critical areas for improvement opportunities -- attracting/keeping businesses, maintaining streets, and managing traffic flow. Zoning and land use is also significantly underperforming but it is less important overall to residents than the other issues.

Figure 5-9 – Overall Importance & Performance Quadrant Chart



## 6 New Revenue

### 6.1 Increased Taxes or Reduced Services

#### Question(s) Analyzed

Q17. With the demand for City services increasing faster than the City's revenue would you choose to...?

Increase taxes to meet the demand for city services

OR

Keep taxes the same and reduce city services

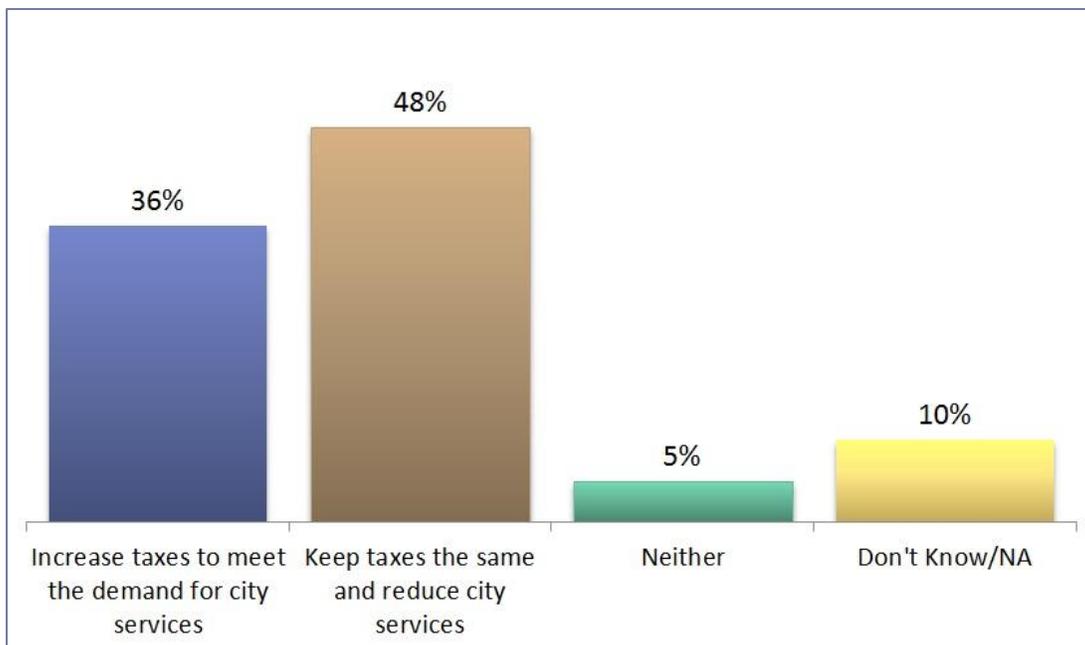
#### Finding

- ***As a general proposition, residents are more likely to choose cutting services over raising taxes as a way to meet the growing demand for city services. However, when revenue increases are tied to specific service/function areas, there is strong majority support.***

By a 48% to 36% margin, respondents say they would prefer to reduce city services rather than Increase taxes to meet the demand for city services. One-in-ten (10%) are not sure.

Pre-annex residents are somewhat more willing to support new taxes (39% Increase Taxes / 47% Reduce Services) than Post-annex residents (33% Increase Taxes / 50% reduce Services)

Figure 6-1 –Increase Taxes or Reduce Services



## 6.2 Support for Additional Funding for Parks, Streets, Traffic Safety

### Question(s) Analyzed

Next I am going to read 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. As I read each one, tell me whether you would support or oppose increasing local taxes for that purpose. Tell me whether you Strongly Support, Somewhat Support, Somewhat Oppose or Strongly Oppose each one.

Q22. Maintaining Existing Parks

Q23. Maintaining Streets

Q24. Increasing Neighborhood Traffic Safety

### Follow up

Q25. If you were asked to support a tax measure in 2012 and had to choose one of these three measures, which would you be most likely to support maintaining existing parks, maintaining streets, or increasing neighborhood traffic safety or would you be unlikely to support any of these measures?

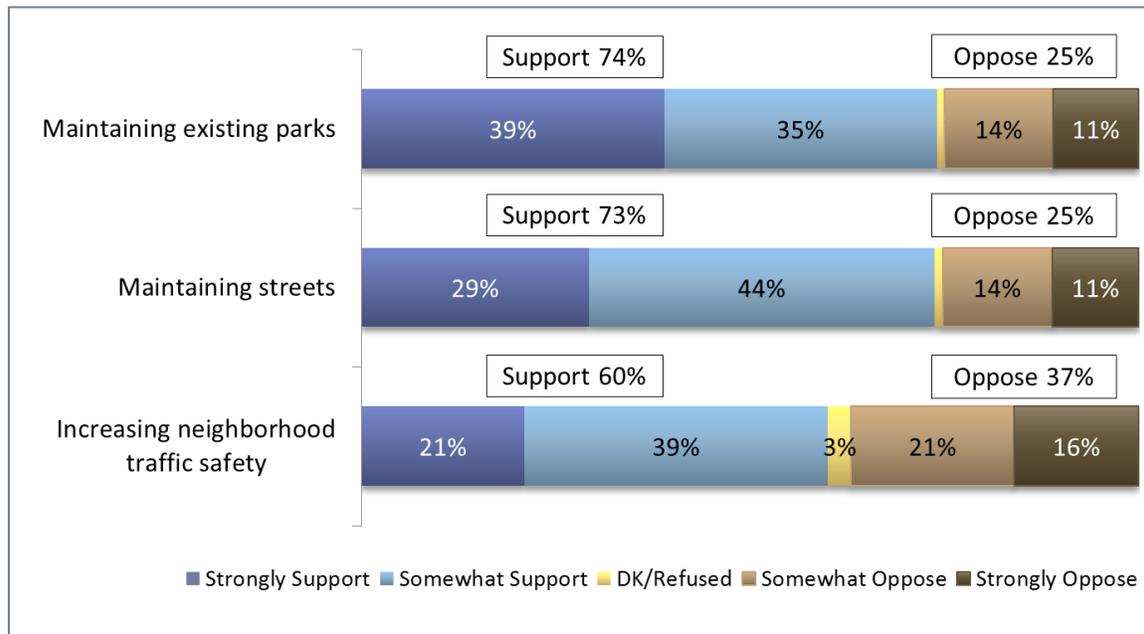
### Finding

- ***Three-fourths of residents say they would support a tax or fee increase to provide funding to maintain existing parks or maintain streets, although intensity of support is significantly higher for parks than for streets. Six-in-ten say they would support an increase for neighborhood traffic safety.***
- ***When asked which of these three measures is the highest priority for 2012, parks is the top choice, followed by maintaining streets, and neighborhood traffic safety.***
- ***NOTE: These results almost certainly overestimate actual levels of support for a specific ballot measure because:***
  - 1. The support questions are general and do not include any information about cost, revenue sources, or particular projects that would be funded by the measure.***
  - 2. This is a survey of registered voters, not likely voters and so the results reflect the least tax sensitive (most supportive) electorate.***
  - 3. The survey does not take into account other revenue measures that may be on the ballot at the same time.***

Three-fourths of residents say they would support a tax or fee increase to provide necessary funding for “maintaining existing parks” (74% Support / 25% Oppose) and “maintaining streets” (73% Support / 25% Oppose). Six-in-ten say (60%) they would support an increase for “increasing neighborhood traffic safety” but more than a third (37%) are opposed to this measure.

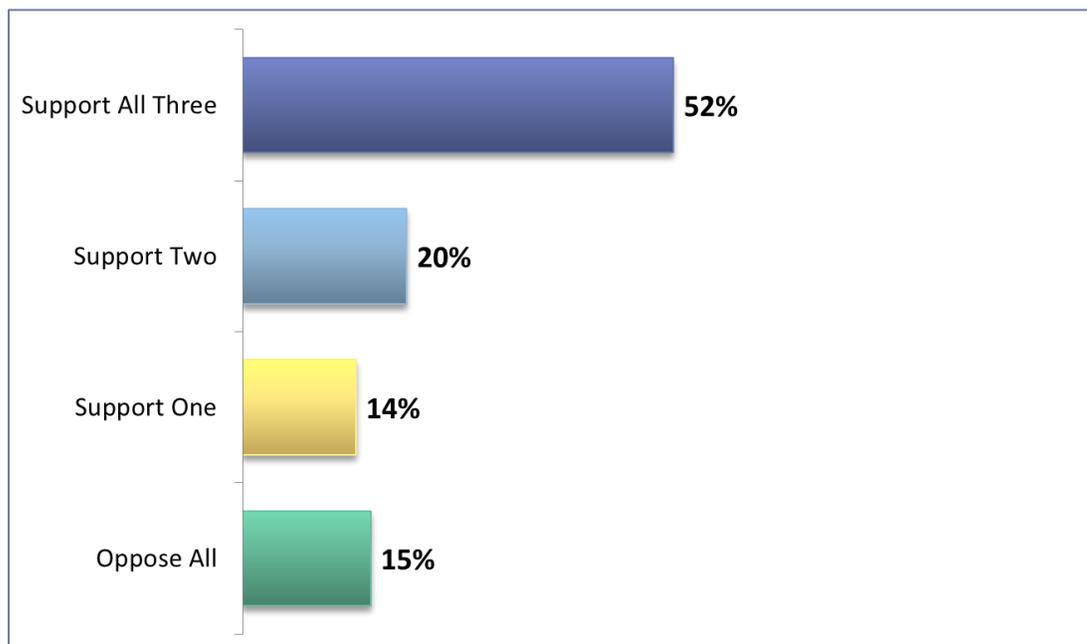
Strong support for a parks measure is at 39%, but drops to 29% for a streets measure and 21% support for a traffic safety measure, indicating that there is greater intensity of support behind a parks measure.

Figure 6-2 – Support for Specific Measures



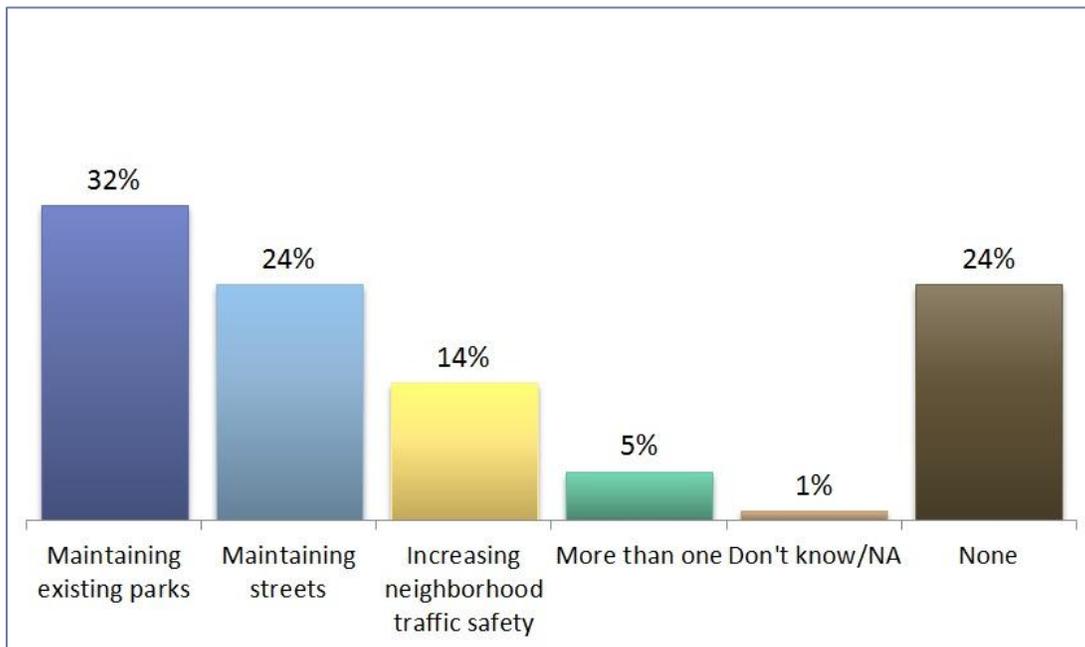
A majority (52%) of respondents support all three measures, another 20% support two of the three measures and 14% support just one measure. Only 15% oppose all three measures. Again, because of the reasons mentioned earlier (not costs or ballot specifics, registered voter population, other potential measures on the same ballot) this should not be read as indicating that if all three measures were on the ballot, they would get a 52% yes vote, but rather that there is strong general support for addressing all three of these issues.

Figure 6-3 – Combined Support



When respondents are asked which one of the three measures they would choose if they were asked to support a ballot measure in 2012, parks is the top choice at 32%, followed by streets (24%) and traffic safety (14%). This, along with the higher intensity of support for a parks measure in the earlier question strongly indicates that a parks measure has the strongest backing among registered voters.

Figure 6-4 – Measure Most Likely to Support



## 7 Emergency Preparedness

### 7.1 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.

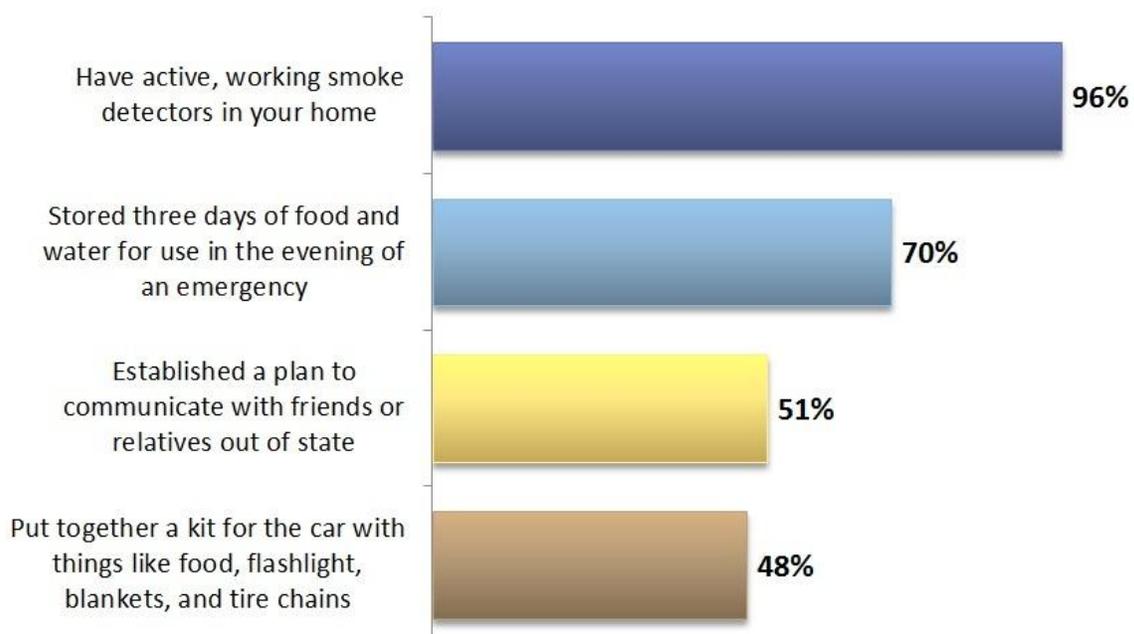
- Q26. Stored three days of food and water for use in the event of an emergency
- Q27. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains
- Q28. Established a plan to communicate with friends or relatives out of state
- Q29. Have active, working smoke detectors in your home

#### Finding

- ***Kirkland residents' emergency preparedness is essentially unchanged since 2010. Most have working smoke detectors and three days of stored food/water. About half have established a communications plan, and put together an emergency kit for their car.***

Most residents (96%) have working smoke detectors in their home and seven-in-ten (70%) have three days of stored food and water. Half (51%) of residents have established a communications plan, and half (48%) have put together an emergency kit for their car.

Figure 7-1 – Emergency Preparedness Measures Taken



## 8 Demographics

### 8.1 Residency

#### 8.1.1 Pre-Annex: Length of Residency

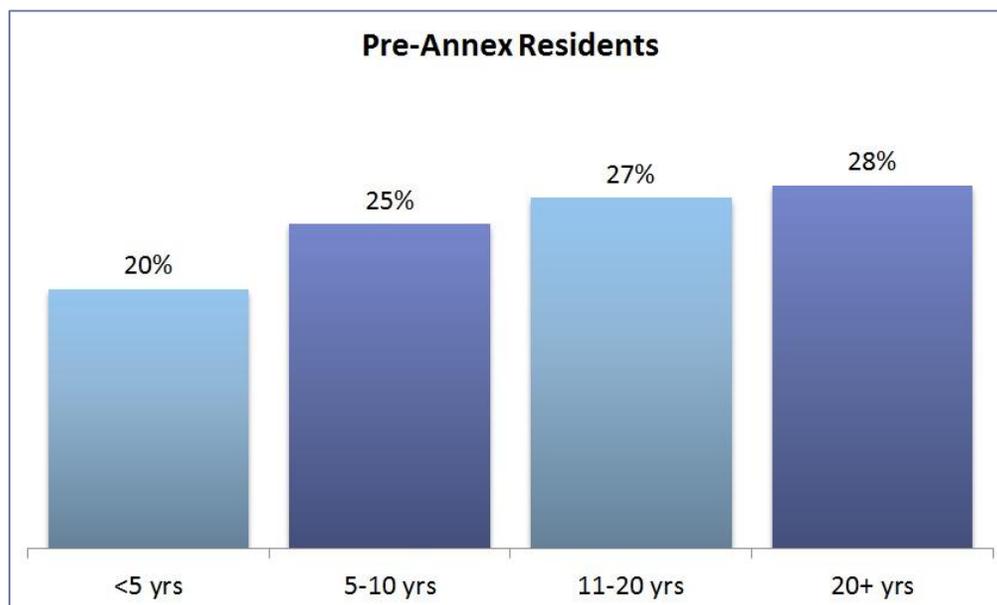
##### Question(s) Analyzed

Q5A. (Pre-Annex Residents) How long have you lived in Kirkland?

Pre-annex respondents were asked how long they have lived in the City of Kirkland and Post-annex residents were asked if they were aware that their area was part of the Kirkland.

While the survey saw a fairly wide distribution across all ranges of residency lengths, a majority (55%) of Pre-annex respondents have been City residents for over a decade and 80% have been in Kirkland for at least 5 years.

Figure 8-1 – Length of Residency (Pre-Annex)



### 8.1.2 Post-Annex : Awareness of Residency

#### Question(s) Analyzed

Q5B. **(Post-Annex Residents)** Were you aware or not that you live in an area recently annexed by the City of Kirkland, that is your area recently became part of the City of Kirkland?

#### Follow-up Statement

Q5B. In November 2009, a majority of voters in the areas of Juanita, Finn Hill and Kingsgate voted to annex to the City of Kirkland. The annexation became effective on June 1st, 2011. The City of Kirkland assumed responsibility for services previously provided to the area by King County such as police, parks and roads services.

Post-annex residents were asked if they were aware that the area they lived in was recently annexed by the City. If they were not aware, they were read a follow up statement explaining the annexation. There was near universal awareness of the annexation among these residents -- all but one respondent said they were aware their neighborhood had been annexed by The City of Kirkland.

## 8.2 Neighborhood

#### Question(s) Analyzed

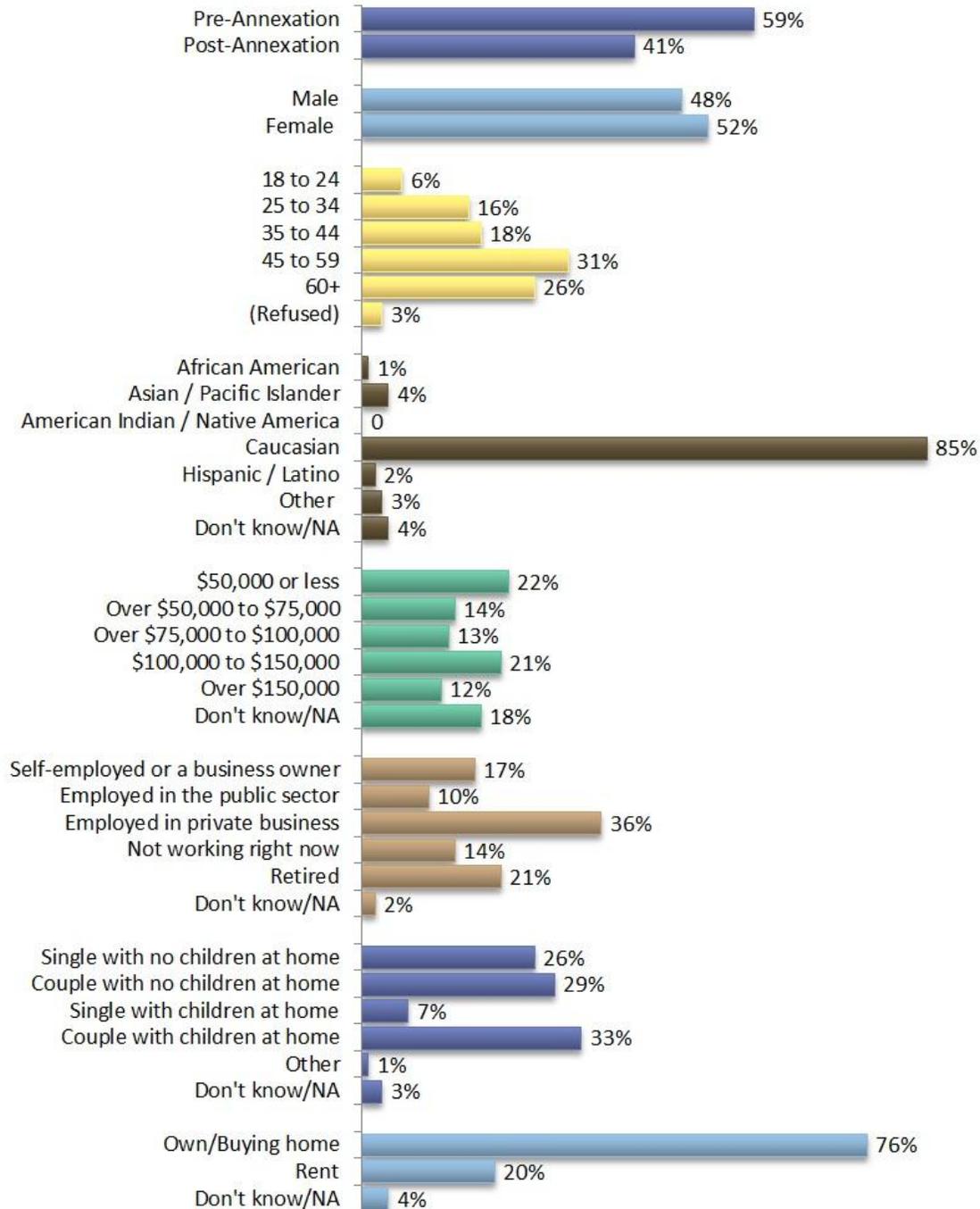
Q6. What neighborhood do you live in?

The table below shows the breakdown of respondents by neighborhood.

Figure 8-2 – Responses by Neighborhood

Neighborhood	%	Neighborhood (continued)	%
North Juanita (North of NE 124 <sup>th</sup> )	15%	Juanita (general)	2%
Finn Hill	14%	Highlands	2%
Kingsgate (a.k.a. Evergreen Hill)	9%	Downtown	1%
South Juanita (South of NE 124 <sup>th</sup> )	8%	Kirkland	1%
Central Houghton	8%	High Woodlands	1%
North Rose Hill (North of NE 85 <sup>th</sup> )	7%	Lakeview	<1%
South Rose Hill	6%	Holmes Point	<1%
Totem Lake	5%	Inglemoore	<1%
Norkirk	4%	Everest	<1%
Bridle Trails	4%	Furrlock	<1%
Market	3%	Other	3%
Moss Bay	3%	Don't Know/NA	4%

### 8.3 Demographics



## 9 Topline Results

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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.

---

### Annexation Variable

Pre-Annexation	59%
Post-Annexation	41%

### 1. Are you registered to vote at this address?

Yes	100%
No =====>	<b>TERMINATE</b>
(Don't know/NA)=====>	<b>TERMINATE</b>

### 2. Gender [RECORD BY OBSERVATION]

Male	48%
Female	52%

### 3. For statistical purposes only, what year were you born? [RECORD YEAR - VALID RANGE: 1900-1991: TERMINATE >= 1992] IF "NA" ==> "Would you say you are age..." [READ RESPONSES IN Q4]

### 4. [AGE - CODE AGE FROM PREVIOUS QUESTION]

18 to 24	6%
25 to 34	16%
35 to 44	18%
45 to 59	31%
60+	26%
(Refused)	3%

5.a **[ASK IF SAMPLE=1 (Pre-Annexation)]** How long have you lived in Kirkland? Yrs\_\_\_ [IF <12 MONTHS RECORD AS 1 YR]

<5 Yrs	20%
5 to 10 Yrs	25%
11 to 20 Yrs	27%
20+ Yrs	28%

5.b **[ASK IF SAMPLE = 2 (Post-Annexation)]** Were you aware or not that you live in an area recently annexed by the City of Kirkland, that is your area recently became part of the City of Kirkland?

Yes	100%
-----	------

**[IF Q5.b=2 NO/DON'T KNOW, THEN READ INFORMATION STATEMENT]**

**[INFORMATION STATEMENT]** In November 2009, a majority of voters in the areas of Juanita, Finn Hill and Kingsgate voted to annex to the City of Kirkland. The annexation became effective on June 1st, 2011. The City of Kirkland assumed responsibility for services previously provided to the area by King County such as police, parks and roads services.

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

North Juanita (North of NE 124th)	15%
Finn Hill	14%
Kingsgate (also known as Evergreen Hill)	9%
South Juanita (South of NE 124th)	8%
Central Houghton	8%
North Rose Hill (North of NE 85TH)	7%
South Rose Hill (south of NE 85TH)	6%
Totem Lake	5%
Norkirk	4%
Bridle Trails	4%
Market	3%
Moss Bay	3%
Juanita (general)	2%
Highlands	2%
Downtown	1%
Kirkland	1%
High Woodlands	1%
Lakeview	<1%
Holmes Point	<1%
Inglemoore	<1%
Everest	<1%
Furrlock	<1%
Other	3%
Don't Know/NA	4%

7. How would you rate Kirkland as a place to live? Would you say it is...?
- |                 |     |      |
|-----------------|-----|------|
| Excellent       | 35% |      |
| Very Good       | 50% | →85% |
| Satisfactory    | 11% |      |
| Only Fair       | 3%  | →4%  |
| Poor            | 1%  |      |
| (Don't Know/NA) | --  |      |
8. What do you like best about living in Kirkland? \_\_\_\_\_ [1 RESPONSE]
- |  |     |
|--|-----|
| Convenience/ (General location)        | 23% |
| Small town feel/Community/Neighborhood | 19% |
| Access to water                        | 11% |
| Beautiful scenery/Peaceful/Clean       | 8%  |
| Safety                                 | 7%  |
| Close to parks/recreation              | 6%  |
| Nice place to live (general positive)  | 5%  |
| Family/Raised here                     | 3%  |
| Close to Seattle                       | 2%  |
| Close to Downtown                      | 2%  |
| Close to work                          | 2%  |
| Schools                                | 2%  |
| Other                                  | 4%  |
| Nothing                                | 2%  |
| Don't Know                             | 3%  |
9. When you think about the way things are going in Kirkland, what if anything concerns you? [1 RESPONSE]
- |                                      |     |
|--------------------------------------|-----|
| Development /Over development/Growth | 15% |
| Traffic/Infrastructure               | 7%  |
| Budget/Spending                      | 6%  |
| Police/Issues with Police            | 5%  |
| Taxes                                | 4%  |
| Leadership issues/Management         | 3%  |
| Totem Lake                           | 3%  |
| Housing                              | 2%  |
| Education/Schools                    | 2%  |
| More Businesses/Leaving              | 2%  |
| Garbage services                     | 2%  |
| Parking                              | 1%  |
| Cost of living                       | 1%  |
| Park Place                           | 1%  |
| Snow removal/plow                    | 1%  |
| Other                                | 8%  |
| No/None/Nothing                      | 28% |
| Don't Know                           | 8%  |

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 NESESARRY: Would you say it is excellent, good, only fair, or poor]**

SCALE	Excellent	Good	Only Fair	Poor	(Don't Know)	Net Positive
-------	-----------	------	-----------	------	--------------	--------------

**[RANDOMIZE]**

10.	the job the City doing overall	10%	58%	18%	5%	9%	
		<b>POSITIVE=====&gt;68%</b>		<b>22%&lt;=====NEGATIVE</b>			<b>+46%</b>
11.	the job the City is doing managing the public's money	5%	28%	24%	8%	36%	
		<b>POSITIVE=====&gt;33%</b>		<b>32%&lt;=====NEGATIVE</b>			<b>+1%</b>
12.	the job the City does keeping citizens informed	12%	50%	22%	7%	8%	
		<b>POSITIVE=====&gt;62%</b>		<b>29%&lt;=====NEGATIVE</b>			<b>+33%</b>
13.	the job the City does delivering services efficiently	16%	53%	17%	5%	9%	
		<b>POSITIVE=====&gt;69%</b>		<b>22%&lt;=====NEGATIVE</b>			<b>+46%</b>
14.	the job the City does focusing on the priorities that matter most to residents	5%	41%	20%	9%	24%	
		<b>POSITIVE=====&gt;46%</b>		<b>29%&lt;=====NEGATIVE</b>			<b>+17%</b>

**[END RANDOMIZE]**

15. 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."

SCALE	1	2	3	4	5	(Don't Know)	Mean
	Not important			Important			

[RANDOMIZE]

a. Managing traffic flow	3%	5%	18%	38%	36%	-	<b>4.0</b>
b. Maintaining streets	1%	2%	15%	39%	43%	-	<b>4.2</b>
c. Recreation programs and classes	8%	10%	30%	32%	18%	1%	<b>3.5</b>
d. City Parks	2%	2%	18%	35%	43%	1%	<b>4.1</b>
e. Fire and emergency medical services	1%	-	5%	16%	77%	-	<b>4.7</b>
f. Police services	2%	3%	9%	24%	61%	1%	<b>4.4</b>
g. Support for neighborhoods	4%	9%	21%	36%	23%	6%	<b>3.7</b>
h. Attracting and keeping businesses in Kirkland	4%	3%	15%	32%	45%	1%	<b>4.1</b>
i. Pedestrian safety	3%	4%	11%	32%	50%	-	<b>4.2</b>
j. Bike safety	11%	11%	23%	27%	26%	2%	<b>3.4</b>
k. Availability of sidewalks and walking paths	3%	7%	19%	36%	36%	-	<b>3.9</b>
l. Support for arts in the community	8%	14%	32%	30%	15%	1%	<b>3.3</b>
m. Community events	10%	14%	36%	32%	9%	-	<b>3.2</b>
n. Zoning and land use	3%	6%	28%	29%	28%	6%	<b>3.8</b>
o. Recycling and garbage collection	1%	2%	13%	36%	48%	-	<b>4.3</b>
p. Emergency preparedness	2%	3%	18%	28%	46%	3%	<b>4.2</b>
q. Protecting our natural environment	4%	2%	17%	34%	42%	1%	<b>4.1</b>
r. Services for people in need	3%	5%	19%	33%	35%	5%	<b>4.0</b>

[END RANDOMIZE]

16. 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.

SCALE	A	B	C	D	F	(Don't Know)	GPA
	Excellent			Failing			

[RANDOMIZE]

a. Managing traffic flow	9%	46%	29%	9%	4%	3%	<b>2.5</b>
b. Maintaining streets	13%	42%	34%	7%	2%	2%	<b>2.6</b>
c. Recreation programs and classes	17%	39%	16%	5%	1%	21%	<b>2.8</b>
d. City Parks	28%	47%	16%	3%	1%	5%	<b>3.0</b>
e. Fire and emergency medical services	47%	31%	8%	2%	1%	11%	<b>3.4</b>
f. Police services	39%	35%	11%	4%	3%	7%	<b>3.1</b>
g. Support for neighborhoods	11%	31%	28%	4%	3%	23%	<b>2.6</b>
h. Attracting and keeping businesses in Kirkland	10%	27%	28%	14%	5%	17%	<b>2.3</b>
i. Pedestrian safety	27%	44%	18%	4%	1%	6%	<b>3.0</b>
j. Bike safety	13%	38%	25%	7%	2%	16%	<b>2.7</b>
k. Availability of sidewalks and walking path	14%	47%	26%	6%	2%	4%	<b>2.7</b>
l. Support for arts in the community	17%	38%	22%	5%	1%	17%	<b>2.8</b>
m. Community events	16%	41%	25%	4%	1%	15%	<b>2.8</b>
n. Zoning and land use	4%	26%	25%	9%	6%	29%	<b>2.2</b>
o. Recycling and garbage collection	45%	39%	10%	2%	2%	2%	<b>3.3</b>
p. Emergency preparedness	14%	29%	18%	5%	2%	32%	<b>2.7</b>
q. Protecting our natural environment	17%	43%	21%	4%	2%	13%	<b>2.8</b>
r. Services for people in need	9%	28%	20%	4%	1%	38%	<b>2.6</b>

[END RANDOMIZE]

17. With the demand for City services increasing faster than the City's revenue would you choose to...?  
**[RANDOMIZE]**
- |   |     |  |
|---|-----|--|
| Increase taxes to meet the demand for city services | 36% |  |
| <b>OR</b>   |     |  |
| Keep taxes the same and reduce city services        | 48% |  |
| <b>[END RANDOMIZE]</b>                              |     |  |
| (Neither)   | 5%  |  |
| (Don't Know/ NA)                                    | 10% |  |
18. 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 & services    | 21% | →81% |
| Satisfied   | 60% |      |
| Dissatisfied  | 14% | →17% |
| Very dissatisfied with the availability of goods & services | 3%  |      |
| (Don't Know/NA)   | 2%  |      |
19. In general, how safe do you feel walking alone in your neighborhood during the day?
- |                 |     |      |
|-----------------|-----|------|
| Very Safe       | 71% | →98% |
| Safe            | 27% |      |
| Somewhat Unsafe | 1%  | →1%  |
| Very Unsafe     | --  |      |
| (Don't know/NA) | --  |      |
20. And how safe do you feel walking alone in your neighborhood after dark?
- |                 |     |      |
|-----------------|-----|------|
| Very Safe       | 34% | →79% |
| Safe            | 45% |      |
| Somewhat Unsafe | 16% | →20% |
| Very Unsafe     | 4%  |      |
| (Don't know/NA) | 2%  |      |
21. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping?
- |                       |     |      |
|-----------------------|-----|------|
| Very satisfied        | 27% | →82% |
| Somewhat satisfied    | 55% |      |
| Somewhat dissatisfied | 14% | →18% |
| Very dissatisfied     | 4%  |      |
| (Don't know/NA)       | 2%  |      |

Next I am going to read 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. As I read each one, tell me whether you would support or oppose increasing local taxes for that purpose. Tell me whether you Strongly Support, Somewhat Support, Somewhat Oppose or Strongly Oppose each one. The first one is...

**[RANDOMIZE]**

22.	Maintaining existing parks		
	Strongly support	39%	→74%
	Somewhat support	35%	
	Somewhat oppose	14%	→25%
	Strongly oppose	11%	
	(Don't know/Refuse)	1%	
23.	Maintaining Streets		
	Strongly support	29%	→73%
	Somewhat support	44%	
	Somewhat oppose	14%	→25%
	Strongly oppose	11%	
	(Don't know/Refuse)	1%	
24.	Increasing Neighborhood Traffic Safety		
	Strongly support	21%	→60%
	Somewhat support	39%	
	Somewhat oppose	21%	→37%
	Strongly oppose	16%	
	(Don't know/Refuse)	3%	

**[END RANDOMIZE]**

25. If you were asked to support a tax measure in 2012 and had to choose one of these three measures, which would you be most likely to support: **(RANDOMIZE)** maintaining existing parks, maintaining streets, or increasing neighborhood traffic safety **(END RANDOMIZE)** or would you be unlikely to support any of these measures?

Maintaining existing parks	32%
Maintaining Streets	24%
Increasing Neighborhood Traffic Safety	14%
None	24%
(More than one)	5%
(Don't know/NA)	1%

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...

**[RANDOMIZE]**

- |     |   |     |
|-----|---|-----|
| 26. | Stored three days of food and water for use in the event of an emergency.                   |     |
|     | Yes   | 70% |
|     | No  | 29% |
|     | (Don't Know/NA)   | 1%  |
| 27. | Put together a kit for the car, with things like food, flashlight, blankets, & tire chains. |     |
|     | Yes   | 48% |
|     | No  | 52% |
|     | (Don't Know/NA)   | --  |
| 28. | Established a plan to communicate with friends or relatives out of state.                   |     |
|     | Yes   | 51% |
|     | No  | 47% |
|     | (Don't Know/NA)   | 2%  |
| 29. | Have active, working smoke detectors in your home.  |     |
|     | Yes   | 96% |
|     | No  | 4%  |
|     | (Don't Know/NA)   | 1%  |

**[END RANDOMIZE]**

- |     |   |     |
|-----|---|-----|
| 30. | In general, how well-informed would you say you are about Kirkland City government? Would you say you are...? |     |
|     | Well Informed   | 11% |
|     | Somewhat informed   | 46% |
|     | Not very informed   | 43% |
|     | (Don't know/NA)   | --  |

31. What is your primary source of information for finding out what is going on with Kirkland City government? **[ASK OPEN ENDED]**
- |                                     |     |
|-------------------------------------|-----|
| (Kirkland Reporter)                 | 31% |
| (City Newsletter)                   | 16% |
| (Kirkland/City Website)             | 10% |
| (City Television Channel)           | 6%  |
| (Word of mouth)                     | 6%  |
| (City email list)                   | 6%  |
| (Neighborhood association meetings) | 5%  |
| (Local Blogs)                       | 3%  |
| (Mail)                              | 2%  |
| (Radio)                             | 2%  |
| (Twitter)                           | 1%  |
| (Kirkland Journal)                  | 1%  |
| (Facebook)                          | 1%  |
| (Other)                             | 3%  |
| (None)                              | 5%  |
| (Don't know/NA)                     | 3%  |

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

32. Which the following best describes you at this time? Are you...?
- |                                   |     |
|-----------------------------------|-----|
| Self-employed or a business owner | 17% |
| Employed In The Public Sector     | 10% |
| Employed In Private Business      | 36% |
| Not Working Right Now             | 14% |
| Retired                           | 21% |
| [Don't know/NA]                   | 2%  |
33. Which of the following best describes your household?
- |                                 |     |
|---------------------------------|-----|
| Single with no children at home | 26% |
| Couple with no children at home | 29% |
| Single with children at home    | 7%  |
| Couple with children at home    | 33% |
| Other                           | 1%  |
| [Don't know/NA]                 | 3%  |

34. Which of the following best describes your race or ethnic background?
- |                                   |     |
|-----------------------------------|-----|
| African American                  | 1%  |
| Asian / Pacific Islander          | 4%  |
| American Indian / Native American | <1% |
| Caucasian                         | 85% |
| Hispanic / Latino                 | 2%  |
| Other                             | 3%  |
| [Don't know/NA]                   | 4%  |
35. Do you own or rent the place in which you live?
- |                 |     |
|-----------------|-----|
| Own/(Buying)    | 76% |
| Rent            | 20% |
| [Don't know/NA] | 4%  |
36. 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 2011.
- |                            |     |
|----------------------------|-----|
| \$50,000 or less           | 22% |
| Over \$50,000 to \$75,000  | 14% |
| Over \$75,000 to \$100,000 | 13% |
| \$100,000 to \$150,000     | 21% |
| Over \$150,000             | 12% |
| [Don't know/NA]            | 18% |
37. Do you have a cell phone or not?
- |           |     |
|-----------|-----|
| Yes       | 92% |
| No        | 6%  |
| (Refused) | 2%  |
- [IF Q37=2-RESPONDENT DOES NOT HAVE CELLPHONE SKIP TO END]**
38. How much do you rely on your cell phone? Would you say you rely on your cell phone **[READ RESPONSES]**
- |  |     |
|--|-----|
| All the time - it's your only phone              | 33% |
| A great deal - it's your primary phone           | 30% |
| Some - you use it occasionally                   | 22% |
| Very little - you mostly have it for emergencies | 14% |

**THANK YOU!**