CITY OF KIRKLAND
Department of Public Works
123 Fifth Avenue, Kirkland, WA 98033 425.587.3800
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: Pam Bissonnette, Interim Public Works Director

Date: April 24, 2014

Subject: Prop 1 Streets & Safety Levy Accountability Report

RECOMMENDATION:

It is recommended that City Council 1) receives a status report on the 2013 progress, accomplishments, and implementation of the 2012 Street Maintenance and Pedestrian Safety Levy, and 2) reviews the preliminary 2013 Accountability Report and provides suggestions and comments prior to the final Accountability Report being issued to the public.

BACKGROUND DISCUSSION:

Levy Facts & Approval

The Proposition 1 Levy for City Street Maintenance and Pedestrian Safety was approved by Kirkland voters on November 6, 2012 **(Attachment A)**. Citizens supported using Levy funds to provide a higher level of street maintenance and safety improvements for neighborhood streets and arterials, including resurfacing, pothole repair, pedestrian safety improvements, traffic calming projects, school walk routes, sidewalks and crosswalk improvements. The ballot measure also required an annual Levy Accountability Report to the citizens to demonstrate to the community that the levy tax dollars are being spent in a transparent, accountable and effective manner. The first such Accountability Report is attached to this memo as a preliminary draft. Staff is seeking feedback on content and format so that the final report can be issued this summer.

Accountability & 20-year Targets

The Levy Accountability Report (Report) informs the City Council of annual accomplishments and funding status for 2013, the first year of the program, and provides accountability to the voters. The preliminary Report is included as **Attachment B**. It also documents how Levy funding is increasing the output of annual street maintenance and pedestrian safety improvements significantly beyond what was possible before the Levy was passed. This report will be produced annually with actual project results and financial investment compared to the 20-year target accomplishments identified when the Levy was created, helping the City stay on track to accomplish its goals and improvements. A draft format of this report was presented to the Public Works/Parks/Human Services Council Committee on November 18, 2013, and their comments have been incorporated.

Project funding priorities over a 20-year period were established by the levy as follows:

- Street preservation (approximately $2.6 million/year)
- Safe walk routes to school (approximately $150,000/year)
- Pedestrian and bicycle safety (approximately $150,000/year)

Over the next 20 years, Street Levy funding will augment existing transportation funds and allow the City to resurface, restore, or replace approximately 90% of the 100 lane-mile arterial network. Preventive maintenance (i.e. slurry seal) will be applied an average of 1.5 times to each of the 400 lane-miles of local and collectors streets, and road maintenance and pothole repair will be proactively addressed. The City will be using Levy funds to match state and federal grants for safe walk routes to all 12 elementary schools. This funding has also been used to upgrade all of Kirkland's first generation in-pavement-flashing crosswalks to Rapid Flashing Beacons (RFB's) as well as to install ADA-accessible curb ramps on streets being overlaid.

2013 Accomplishments

Streets Levy revenue has already been leveraged and applied to significant improvements in 2013. The following projects were accomplished using significant Levy direct or leveraged funding.

2013 Curb, Ramp, & Concrete Repairs: This is Phase I of the Annual Street Preservation Program for the maintenance and rehabilitation of the City's street network. The Curb Ramp & Concrete Repairs Project included the installation of 70 new curb ramps as required by the Americans with Disabilities Act. The Project also provided for the replacement of broken concrete curb and sidewalk panels immediately adjacent to the five streets that were resurfaced in 2013, as part of the annual Street Overlay Project - Phase II. Completed at a cost of $426,265, this phase included $200,000 of Levy funding.

2013 Street Overlay Program: Phase II of the Annual Street Preservation Program is substantially complete. Total cost of Phase II is $2,348,067, with $1,559,000 of Levy funding. More than 10 lane-miles of arterials were replaced in the Houghton, Moss Bay, Juanita, Kingsgate, and Finn Hill neighborhoods. This allowed the City to nearly double its normally anticipated overlay results because of the addition of Levy funding.

2013 Slurry Seal Project: This is Phase III of the Annual Street Preservation Program. Slurry seal is a versatile and cost effective way to extend the life of the City's residential streets where there is no significant structural damage to the pavement section. As part of the 2013 Slurry Seal Project, 30 lane-miles of residential streets were treated with slurry seal in four neighborhoods (page 5 Levy Report). As a result of this year's slurry seal project, the average PCI of treated streets increased from 81 to 89 effectively extending the pavement life by approximately 7 to 10 years. Total cost of Phase III Slurry Seal was $487,089, with approximately $200,000 coming from Levy funding.

2013 Crosswalk Initiative: Making a significant step forward in pedestrian safety was a priority for the City after the Levy was passed. Therefore, the City Council approved the use of the Safe Routes to School and Pedestrian Safety Levy revenues for both 2013 and 2014 to expedite

construction of Rapid Flashing Beacons at 15 crosswalk locations throughout the City (see page 13 of the Levy Report).

Leveraging the Levy: One of the less obvious benefits of the Levy is the ability to leverage available funding to obtain state and federal grants. In 2013 two examples included a $86,000 Transportation Improvement Board grant to pay for a sidewalk along 112th Avenue NE and a Washington Traffic Safety grant for additional crosswalk flashing beacons to be installed on 84th Ave NE near schools.

Public Outreach

Outreach efforts have included a new website feature that allows residents to "Suggest-A-Project." Residents used this website feature to suggest more than 200 capital improvement project ideas that could improve safety, transportation, and facilities within the City. (See p. 11 of Levy Report for details.)

In addition, the City is piloting in 2014 the Neighborhood Safety Program. The purpose of this initiative is to re-energize neighborhoods and increase neighborhood safety. The program achieves this by working directly with neighborhood associations to identify potential projects and prioritize them.

Focus Group Results

In response to the questions that emerged during the 2013 Slurry Seal program, staff conducted a pair of focus groups in the fall of 2013 **(Attachment C)**. The purpose of these focus groups was to identify the connection between outreach efforts and Kirkland residents' responses to Slurry Seal. Staff identified several new communication strategies, as well as a general, but qualified, satisfaction with Slurry Seal.

The recommendations in the report were based on a systematic analysis of the focus group transcripts, as well as a broad take-away gleaned during the three-evening effort to recruit residents to the focus groups. Through that recruitment effort, staff interacted on an interpersonal level with more than 100 residents.

Attachment A: Levy Prop 1 Information Flyer
Attachment B: 2013 PW Levy Accountability Report
Attachment C: Focus Group Report on Slurry Seal Outreach

PROPOSITION 1: LEVY for CITY STREET MAINTENANCE and PEDESTRIAN SAFETY

Voter Ballot Measure Fact Sheet

November 6, 2012 General Election

LIKE MANY CITIES, Kirkland is challenged with adequately maintaining its streets and pedestrian safety amenities. The challenge comes from the decrease in local, State and Federal transportation revenues, the increase of construction costs, and the continued growth in traffic. On November 6, 2012, Kirkland voters will be asked to consider Proposition 1: Street Maintenance and Pedestrian Safety Levy.

Proposition 1 would raise $3 million annually to fund arterial and neighborhood street re-pavement and repair, fund sidewalks around schools, enhance crosswalks, and allow for traffic safety measures in neighborhoods. The ballot measure proposes an ongoing property tax levy of 20.4 cents per $1,000 of assessed value. The estimated annual cost is $70.58 for a home valued at $346,000 (the median assessed value of a single family home in Kirkland).

CITY OF KIRKLAND PROPOSITION NO. 1

LEVY FOR CITY STREET MAINTENANCE AND PEDESTRIAN SAFETY

The Kirkland City Council adopted Ordinance No. 4364 concerning a proposition for a street improvement levy rate increase. To fund street maintenance and safety improvements for neighborhood streets and arterials, including resurfacing, pothole repair, pedestrian safety improvements, traffic calming projects, school walk routes, sidewalks and crosswalks, the City's regular property tax levy shall be increased permanently by $.204 per $1,000 of assessed value for collection beginning in 2013 and such amount shall be used for the purpose of computing the limitations for subsequent levies provided under RCW ch. 84.55.

SHOULD THIS PROPOSITION BE:

APPROVED? ..... ☐

REJECTED? ..... ☐

Citizens' Opinion of High Priority City Services

In the City's biennial survey, Kirkland's residents consistently rank public safety as the City's most essential service. In 2012, for example, 93 percent of respondents said fire and emergency medical services were important. Eighty-five percent said the same thing about police services. To maintain these critical services in the face of the 2009-2010 biennial budget reductions, Kirkland's leaders reduced budgets in parks maintenance, roads maintenance, and neighborhood traffic safety. The result for roads—a service 82 percent of respondents said was "extremely important/important"—has been a decline in their condition. In the 2012 survey, respondents said the City needed to improve it street maintenance services. And 75 percent of respondents said they would be willing to support a fee or a tax-increase to improve the condition of the City's roads.

STREET MAINTENANCE: Citizen Survey Results 2012

The 2012 "**Citizen Opinions & Priorities**" telephone survey revealed a gap between the importance of maintaining streets compared to citizens' satisfaction with the City maintaining them.

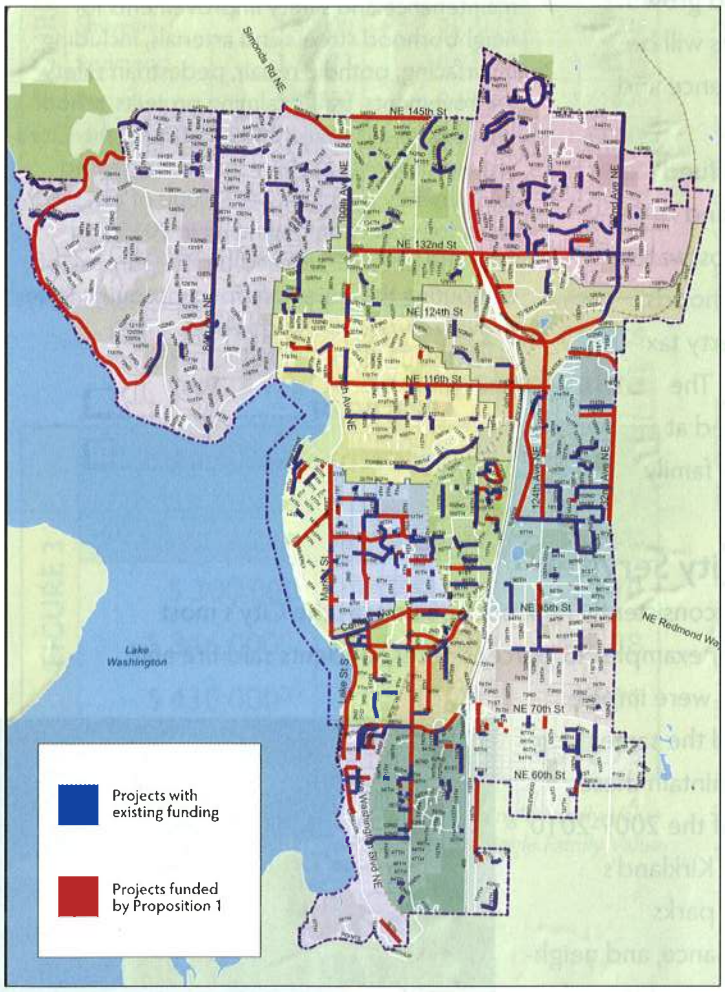
- **Importance:** 82% reflected maintaining streets was extremely important/important
- **Performance:** Street maintenance received the second lowest rating (13th out of 15th services rated)

Attachment A

Kirkland's Street Needs

Kirkland arterials and collector streets are regularly inspected and given a Pavement Condition Index (PCI) rating. Brand new paved roads have a PCI of 100. The PCI lowers over time with normal use. The City's annual street preservation program attempts to maintain all streets at a safe and reliable PCI rating.

Kirkland's overall PCI goal for arterials is 70, but the actual rating is approximately 59. The City invests $2.6 million annually in street preservation; but deferred maintenance (the "backlog") is currently around $39 million. Over the next 20 years, at our current level of funding, the deferred maintenance backlog is estimated to grow to $148 million.



Kirkland's Public Works Department identified the streets highlighted in red as candidates for overlay and reconstruction over the next 20 years. Roads that in need of Slurry Seal, crack seal and other types of surface treatments are not indicated on this map.

Delay is Costly to All Taxpayers

- It costs $1,600 per block to maintain a street with a Pavement Condition Index (PCI) of 80.
- It costs $17,000 per block to resurface a street with a PCI of 50.
- It costs $66,000 per block to rebuild a street whose PCI falls to ten.

Maintaining roads today prevents huge costs in the future.

Kirkland's Pedestrian Safety Needs

Kirkland is well known for its walkability and innovative pedestrian safety initiatives such as pedestrian flags and flashing crosswalks.

The City was the first in the state to adopt a "complete street" ordinance which requires street design to accommodate multiple modes of transportation.

The City's adopted 2009 Active Transportation Plan identifies that nearly 25 percent of Kirkland's roadway network had no sidewalks. It also identifies nearly $120 million of needed sidewalk improvements (2004 inventory), including $2 million for safe routes to schools.

IF APPROVED, PROPOSITION 1 WOULD:

- **Enable nearly every neighborhood street to receive some kind of preservation treatment throughout the next 20 years**
- **Repair potholes and reduce long-term maintenance costs for roads**
- **Reduce the significant backlog of road repairs**
- **Proactively improve the overall safety of Kirkland's road, pedestrian and bicycle network (bike lanes are incorporated with resurfacing of roads)**
- **Add safe walking routes around elementary and middle schools**

PROPOSITION 1: Where Will The Money Go?

Street Maintenance ($2.7 million/year)

- Resurface, restore, or replace approximately 90 (out of the 100) lane-miles of arterial streets
- Conduct preventive maintenance on 650 lane-miles of local and neighborhood streets
- Allow for proactive road maintenance and pothole repair; and thereby reducing costly repairs from road failure and saving taxpayers' money

Examples include resurfacing NE 132nd Street, Totem Lake Boulevard, NE 124th Street, NE 116th Street, and Simonds Road NE.

Safe routes to schools ($150,000/year)

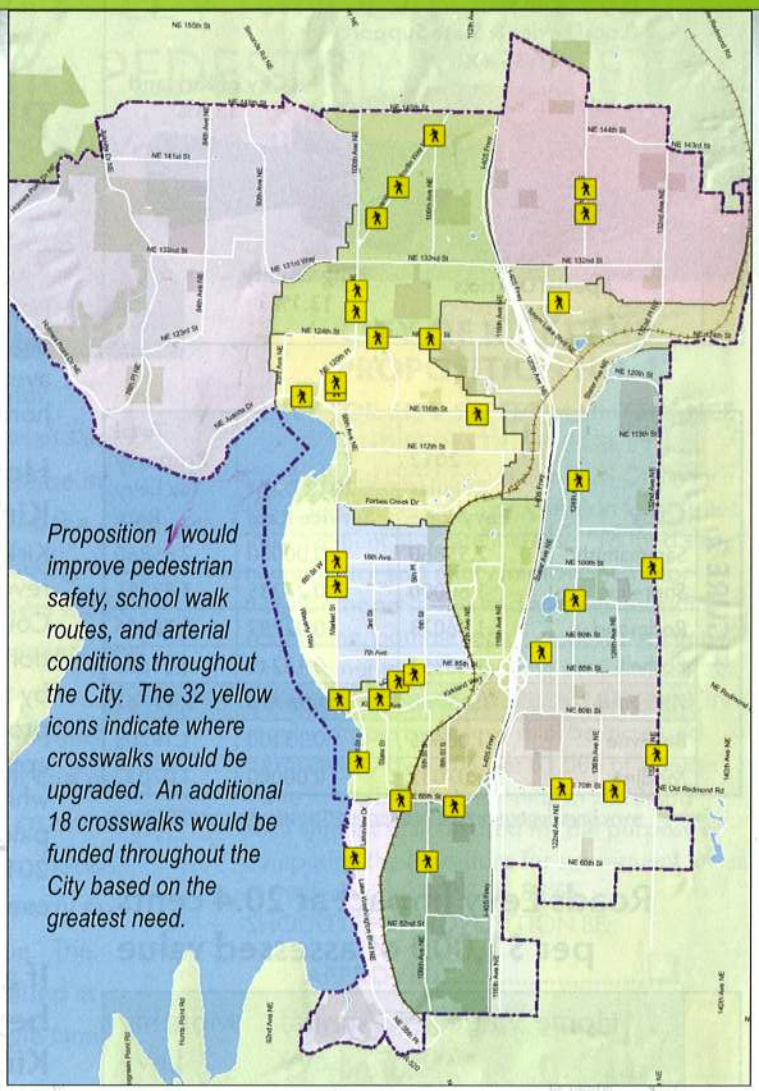
- Leverage State and Federal grants to build safe routes near 12 Kirkland elementary and middle schools

Examples include new sidewalks on 84th Avenue NE near Thoreau and Carl Sandburg Elementary Schools, 132nd Avenue NE near Mark Twain Elementary School

Pedestrian safety ($150,000/year)

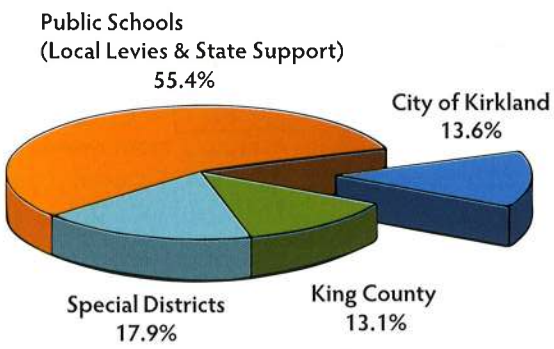
- Upgrade or add up to 50 crosswalks with new highly visible and energy efficient warning lights
- Install approximately 500 new Americans with Disabilities Act wheelchair ramps to meet Federal requirements
- Restripe 230 crosswalks, address neighborhood identified safety improvements, and enhance transit and safety improvements on eight key transit corridors
- Expand the system of pedestrian and bicycle routes that interconnect commercial areas, schools, transit routes, parks, and other destinations
- Install traffic control devices such as speed cushions, and small traffic circles to address safety hazards within Kirkland neighborhoods

Examples include crosswalk upgrades along Juanita-Woodinville Way, Juanita Drive, 124th Avenue NE, NE 108th Street and NE 68th Street



Proposition 1 would improve pedestrian safety, school walk routes, and arterial conditions throughout the City. The 32 yellow icons indicate where crosswalks would be upgraded. An additional 18 crosswalks would be funded throughout the City based on the greatest need.

FIGURE 1



WHERE DO MY PROPERTY TAXES GO?

As shown in the graphic to the left (Figure 1), the City of Kirkland receives about 14% of the total property taxes paid each year. There are 10 taxing districts on a Kirkland property tax bill. The average total property taxes paid on a $346,000 home is $3,647 for all taxing districts.

FIGURE 2

City	2012 Regular Levy Rate	2012 Debt Service Rate	Total Property Tax Levy Rate
Sammamish	2.55860	0.00000	2.55860
Shoreline	1.60000	0.27235	1.87235
Redmond	1.76073	0.02282	1.78355
Bothell	1.48357	0.13249	1.61606
Kirkland	**1.36766**	**0.08976**	**1.45742**
Bellevue	1.06605	0.13100	1.19705
Medina	1.07032	0.00000	1.07032

Source: www.kingcounty.gov/Assessor/Reports/StatisticalReports/2012.aspx

How would Proposition1 affect Kirkland property tax rates?

Kirkland's levy is the total amount of property tax revenue the City can collect in one year. The King County Assessor determines the assessed valuation of your property. The levy rate is determined by taking the total levy and dividing it by the total property value in the City. The rate is then applied to every $1,000 of a property's value, which determines the amount of property taxes paid. The table to the right (Figure 2) shows the 2012 property tax rates in Kirkland and other comparable cities in the area.

Roads Levy Impact at 20.4 cents per $1,000 of assessed value

FIGURE 3

Home Value	Annual Levy Cost:	Monthly Levy Cost:
$ 300,000	$ 61.20	$5.10
$ 346,000(1)	$ 70.58	$5.88
$ 430,000(2)	$ 87.72	$7.31
$ 750,000	$153.00	$12.75

1. *2012 Kirkland Median Single Family Value*
2. *2012 Kirkland Average Single Family Value*

If approved by voters, what would be the cost of Proposition 1 for a Kirkland homeowner?

The ballot measure proposes an ongoing property tax levy of 20.4 cents per $1,000 of assessed value. If approved, it would raise approximately $3 million each year beginning in 2013. The estimated annual cost is $70.58 for a home valued at $346,000 (based upon the median assessed value of a single family home in Kirkland). The impact will vary based on each home's assessed value. See estimated annual cost for a range of home values (Figure 3).

ELECTION DAY IS NOVEMBER 6, 2012

This FACT SHEET was prepared by the City of Kirkland, 123 5th Ave., Kirkland, WA 98033.

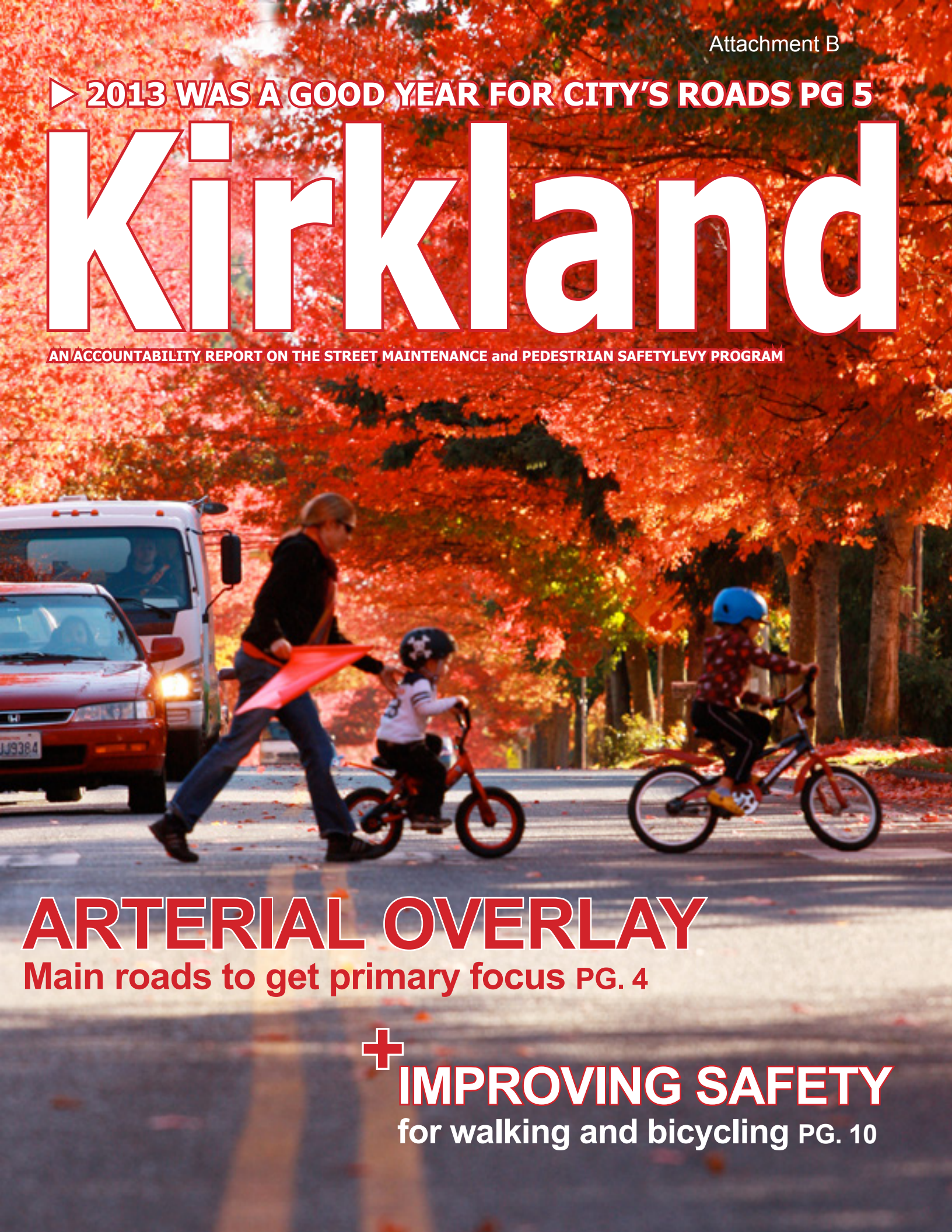
For information about Kirkland's Street Maintenance Program, contact
Ray Steiger, Public Works Director, at 425-587-3800 or rsteiger@kirklandwa.gov.

Attachment B

▶ 2013 WAS A GOOD YEAR FOR CITY'S ROADS PG 5

Kirkland

AN ACCOUNTABILITY REPORT ON THE STREET MAINTENANCE and PEDESTRIAN SAFETYLEVY PROGRAM

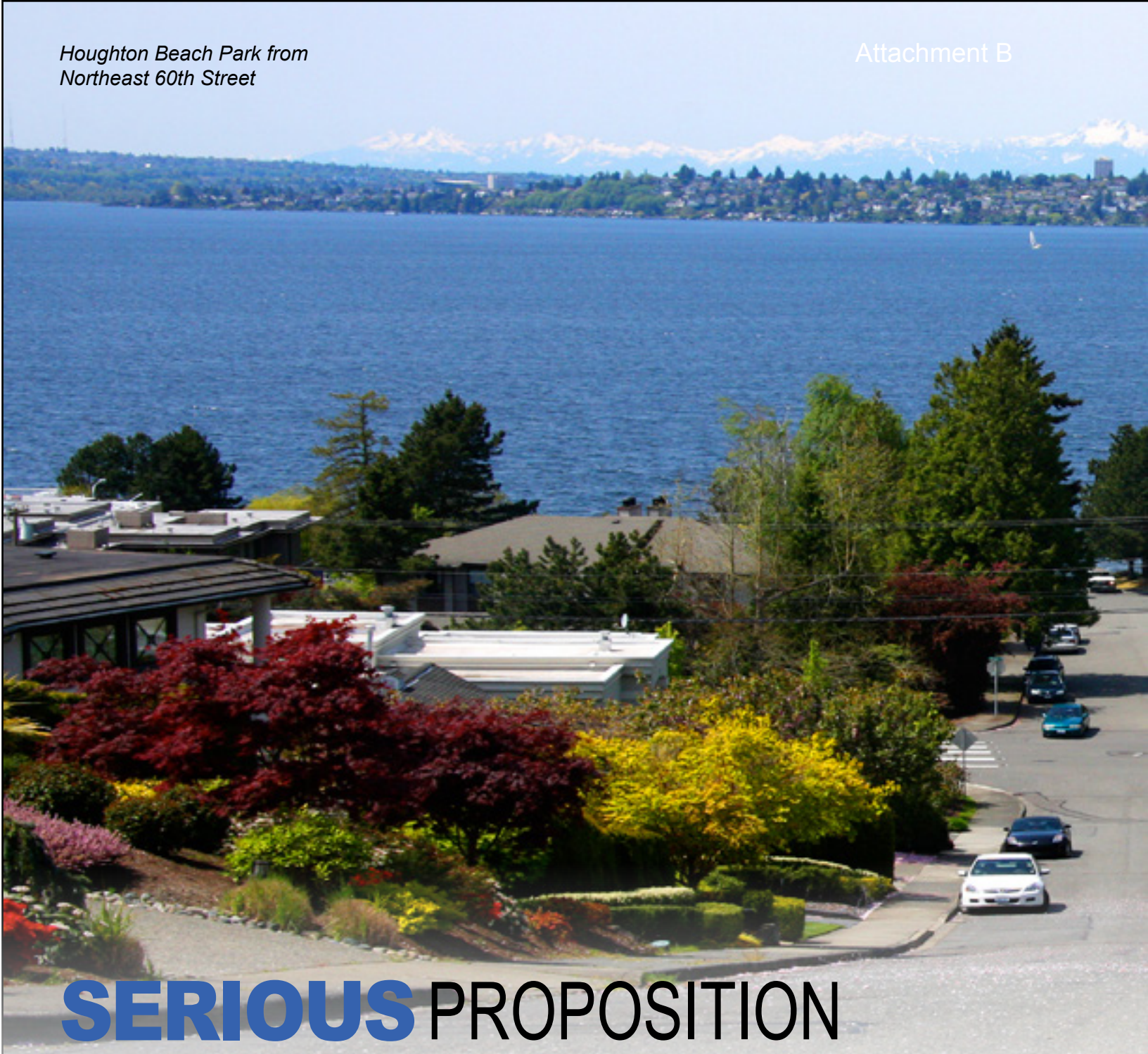


ARTERIAL OVERLAY

Main roads to get primary focus PG. 4

+ IMPROVING SAFETY

for walking and bicycling PG. 10



Houghton Beach Park from Northeast 60th Street

SERIOUS PROPOSITION

Kirkland's residents decided in 2012 to invest in their streets with a $2.9 million annual levy.

Kirkland's roads were approaching a collective tipping point in 2011. To prevent their continuous decline from accelerating beyond a monetary point-of-no-return, Kirkland needed another $38 million. Without that funding, their conditions would plummet, according to City projections, and the costs to restore them would balloon exponentially to $128 million. Meanwhile, Kirkland was growing by 33,000 people and, more specifically, five elementary schools. All of those schools needed safe walking routes. And the local, state and federal funding that helps Kirkland provide those routes—as well as maintain its roads—was becoming more scarce just as the costs to build those sidewalks and maintain

those roads were going up.

To solve this dilemma, while pursuing the City Council's goals of balancing Kirkland's transportation choices and maintaining dependable infrastructure, you—Kirkland's voter—approved the Streets Levy on November 6, 2012. The levy raised $2.9 million in 2013. That amount will grow in the coming years. And as it does, so will our ability to maintain our streets, build sidewalks, illuminate crosswalks and make our neighborhood roads safer.

In this first year of the levy, for example, we leveraged $10,000 in levy funding for more than $90,000 in state grants, which is how we built the sidewalk along Northeast 112th Street that connects A.G. Bell Elementary School to the Cross Kirkland Corridor. We will continue to leverage your levy dollars and to transparently and accountably use those levy dollars to build sidewalks, maintain streets and create safer crosswalks. And to ensure that we do, we will publish a performance report each year. This is the first of such reports. As the program accumulates data, the City will be able to show progress toward its street condition goals. ◀

IN 20 YEARS ...

In 20 years, Kirkland will have treated every neighborhood street and overlaid every arterial.

Kirkland's residents approved an ambitious goal when they passed the levy: Treat nearly every neighborhood road and repair potholes and reduce long-term maintenance costs for roads. This map shows the extent of that goal.

- Streets to be overlaid within 20 years
- Streets to be Slurry Sealed within 20 years
- Cross Kirkland Corridor
- Schools
- Parks
- Interstate 405

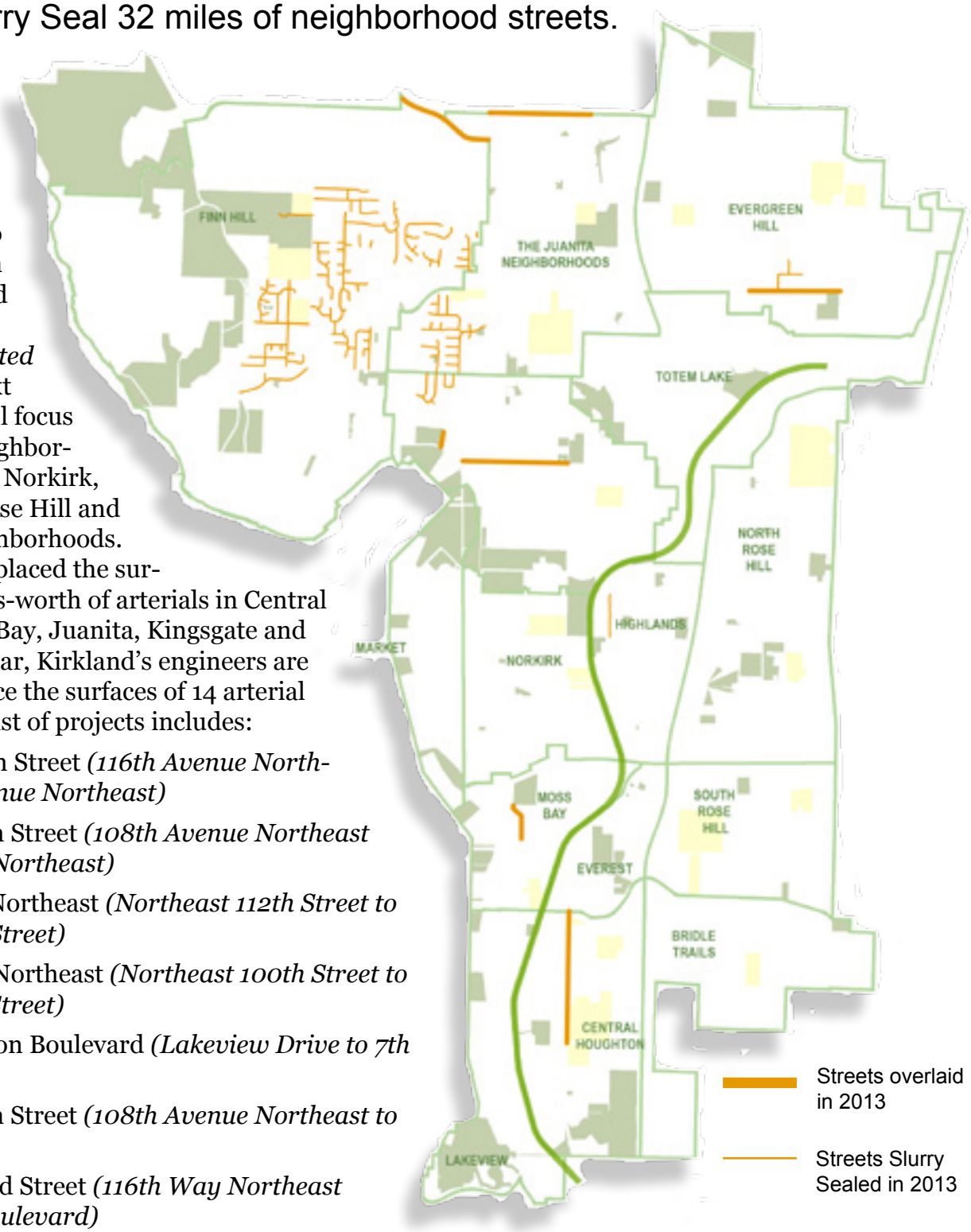
JUST THE **BEGINNING**

The levy enabled Kirkland to overlay 10.6 miles of arterials; Slurry Seal 32 miles of neighborhood streets.

Kirkland added seven years of life to 32 neighborhood road miles in 2013, thanks to the levy. The Finn Hill neighborhood received much of that focus (*indicated on this map*). Next year, Kirkland will focus on preserving neighborhood roads in the Norkirk, Market, South Rose Hill and Bridle Trails neighborhoods.

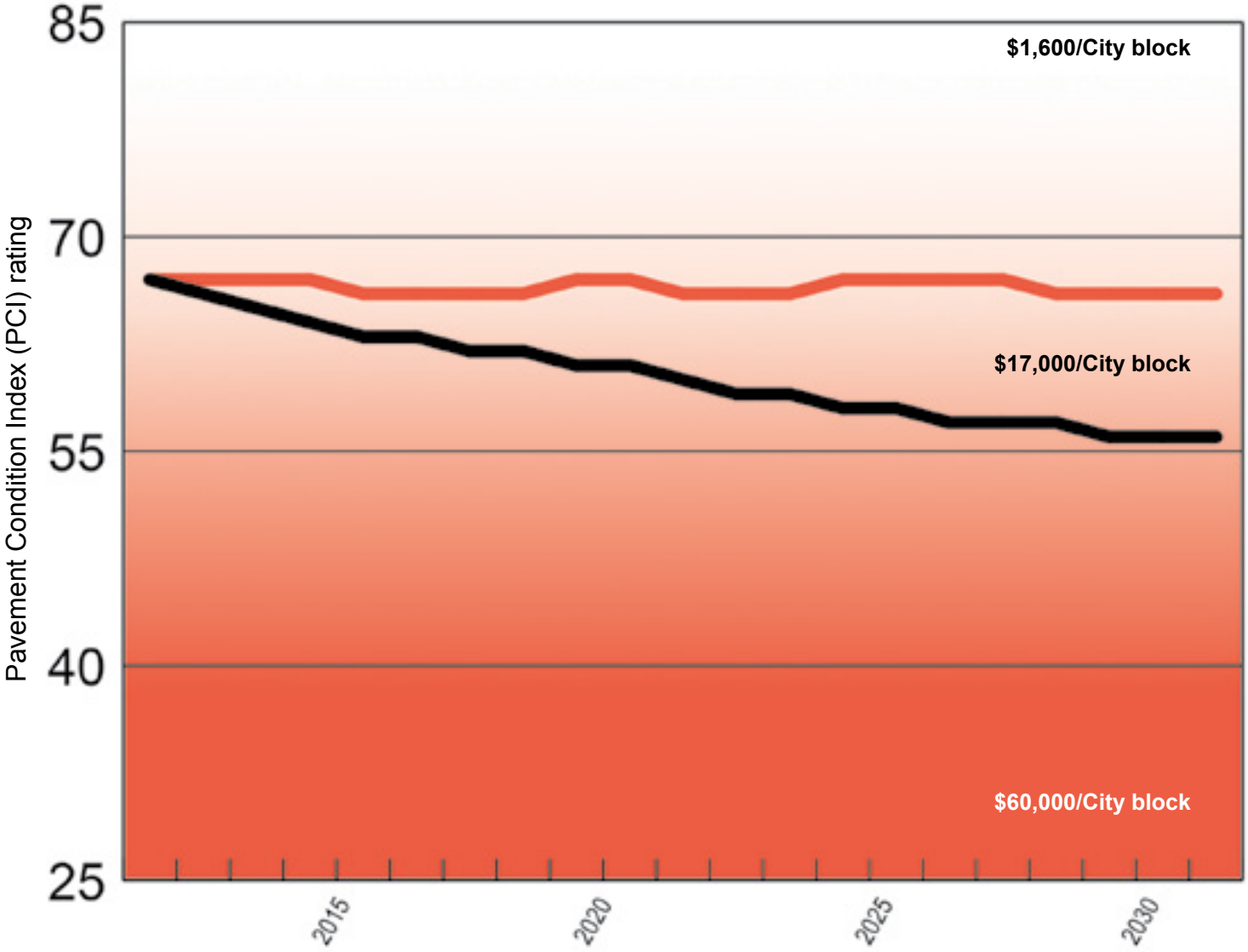
The levy also replaced the surfaces of 10.6 miles-worth of arterials in Central Houghton, Moss Bay, Juanita, Kingsgate and Finn Hill. Next year, Kirkland's engineers are planning to replace the surfaces of 14 arterial lane miles. That list of projects includes:

- Northeast 124th Street *(116th Avenue Northeast to 124th Avenue Northeast)*
- Northeast 116th Street *(108th Avenue Northeast to 120th Avenue Northeast)*
- 120th Avenue Northeast *(Northeast 112th Street to Northeast 118th Street)*
- 132nd Avenue Northeast *(Northeast 100th Street to Northeast 113th Street)*
- Lake Washington Boulevard *(Lakeview Drive to 7th Avenue)*
- Northeast 112th Street *(108th Avenue Northeast to 120th)*
- Northeast 132nd Street *(116th Way Northeast to Totem Lake Boulevard)*



COST EFFECTIVE

As street conditions decline, the costs to maintain them can skyrocket. The levy helps prevent that from happening.



Damage: Minor surface;
Treatment/Cost: Slurry Seal/$1,600/City block

Damage: Linear cracks, valleys
Treatment/Cost: Overlay/$17,000/City block

Damage: Alligator cracks
Treatment/Cost: Reconstruction/$65,000/City block

Projected rating of streets on the Pavement Condition Index with levy funding

Projected rating of streets on the Pavement Condition Index without levy funding

Based on average cost of contractors' 2011 bids for repairing a 300-foot-long by 30-foot-wide City of Kirkland block.

George Minassian, Kirkland's street preservation engineer, uses 8th Avenue West as an example of a neighborhood road that cannot be maintained with Slurry Seal. To repair 8th Avenue West, the City would have to reconstruct it, which costs more than $60,000 per block. Kirkland has instead focused on patching the street and devoting street preservation funds to keep most of the City's neighborhood streets in good conditions.

WE DON'T DO WORST FIRST

Kirkland's strategy is to keep most roads in reparable conditions, rather than have a few in perfect condition.

The strategy focuses resources on most of Kirkland's neighborhood roads—those roads that are still in good condition, but in need of some treatment. The reason: For the costs of reconstructing a single City block, Kirkland can overlay four City blocks or Slurry Seal 41. The result is a network of functioning streets that are relatively inexpensive to maintain. A "worst-first" strategy would result in the opposite: A few functioning streets and a network of roads that are failing and too expensive to repair.

To squeeze more life out of Kirkland's failing roads, the City crews patch potholes and alligator cracks.

The exception in 2013 was 97th Avenue Northeast from Juanita Drive to 119th Way. Potholes and alligator cracks had destroyed 341 feet of that road beyond a street overlay's capacity to repair it. The section—less than a City block—required total reconstruction. The cost, more than $65,000, illustrate why it was Kirkland's first curb-to-curb road reconstruction in nearly a decade. ◀

MOVING PEOPLE

More than a decade ago, Kirkland's leaders began thinking about transportation in a different way: Moving people, not just moving cars. Since then, they've been designing a city that can do just that. By 2012, Kirkland had completed 50 percent of its bicycle network and had transformed nearly 59 percent of its main roads into complete streets that offer sidewalks to pedestrians and bike lanes to cyclists.

Hanna Ochoa's Oct. 8 journey across Northeast 116th Street to Alexander Graham Bell Elementary School is aided by the levy-funded Rapid Flashing Beacons installed a few days ealier.

GETTING **SAFER**

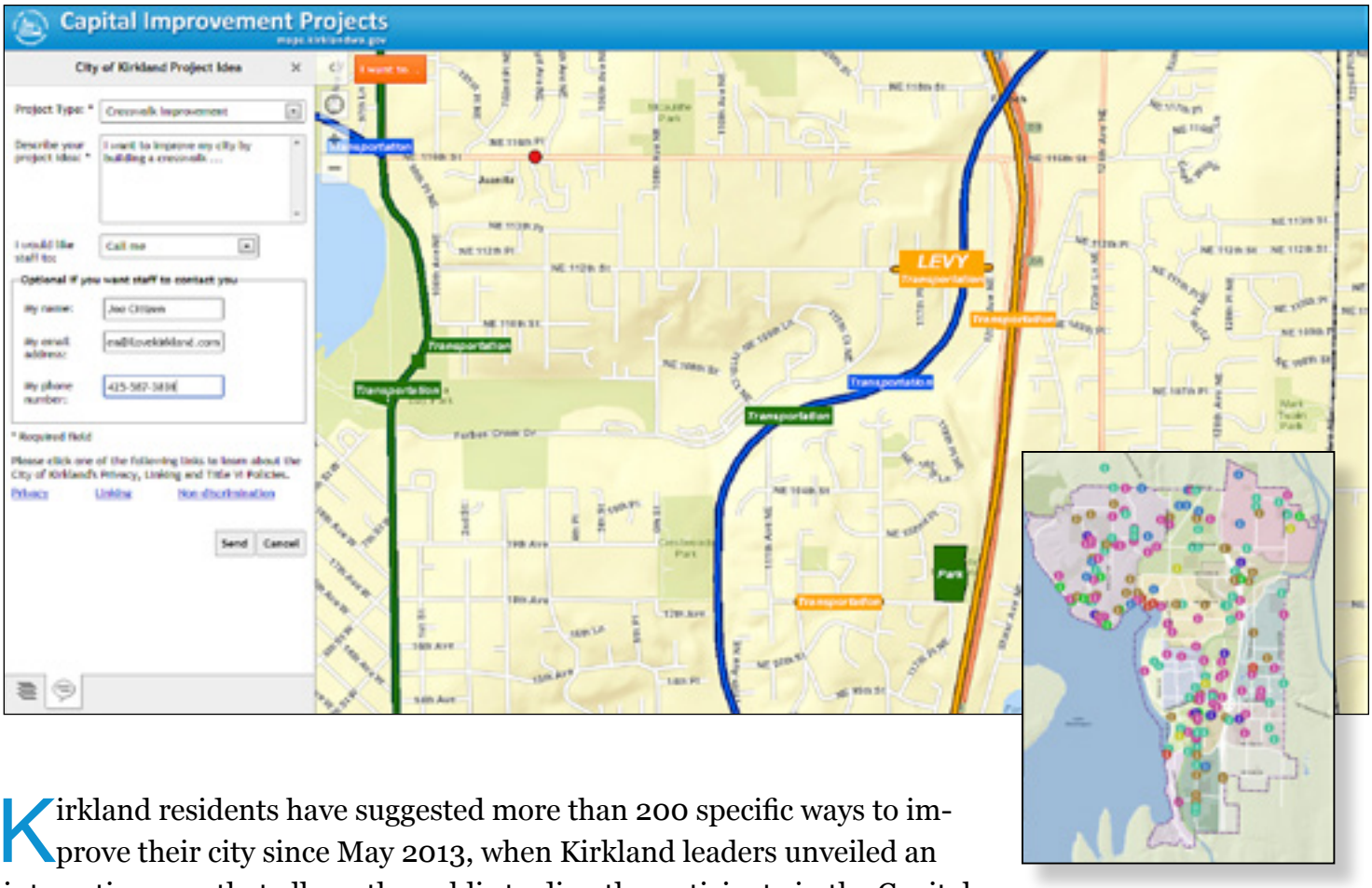
Levy leverages state and federal grants to complete school walk routes and to make the City safer for foot and bike travel.

Kirkland residents now have 15 more rapid flashing beacons in seven different neighborhoods than they did at the beginning of the year, thanks to the levy and an expedited project schedule. The City actually built in 2013 all of the levy-funded pedestrian improvements planned through 2014.

The City also used the levy to leverage state and federal grants for safety features, such as sidewalks and flashing beacons. This includes a $92,000 Transportation Improvement Board grant that paid for a sidewalk along 112th Avenue Northeast and a Washington Traffic Safety grant that is paid for all but $10,000 of the costs to install flashing beacons on 84th Avenue Northeast, near Finn Hill Junior High, Carl Sandberg and Thoreau elementary schools. ◀

SUGGEST-A-PROJECT

New website feature allows residents to add their ideas to the map.



Kirkland residents have suggested more than 200 specific ways to improve their city since May 2013, when Kirkland leaders unveiled an interactive map that allows the public to directly participate in the Capital Improvement process.

Residents suggested specific ways to improve safety for bicycling, for neighborhoods, parks and driving. Walking was, by far, the most frequently suggested topic, accounting for nearly 60 percent of all the suggestions.

Once suggested, these ideas become candidates for inclusion in the 2015 - 2020 Capital Improvement Program, which the City Council adopted December 2014.

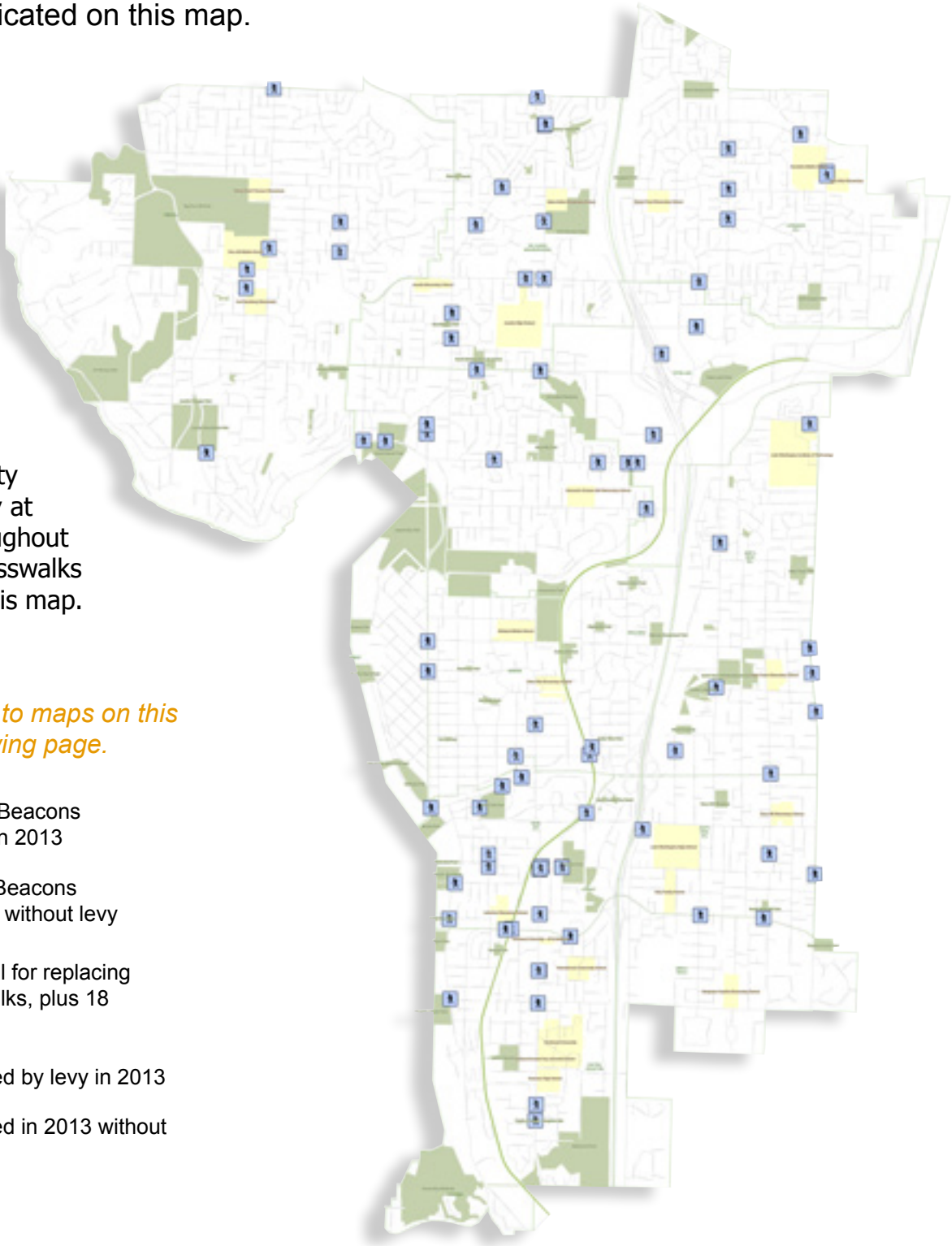
The Capital Improvement Program is Kirkland's plan for improvements and maintenance of its transportation systems, including streets, sidewalks, and intersections. The City Council reviews, updates and adopts the Capital Improvement Program every two years.

To put your ideas on the map, visit:
http://www.kirklandwa.gov/depart/Public_Works/Capital_Improvements.htm

IN 20 YEARS ...

The levy will allow the City of Kirkland to replace damaged or ineffective devices with Rapid Flashing Beacons at 32 crosswalks throughout the City and add 18 more. Those locations are indicated on this map.

With its Complete Streets Ordinance, Safe School Walk Routes, and crosswalk flag program, Kirkland has asserted its identity as a walkable community. In the 2012 election, its voters chose to enhance that identity by increasing safety at 50 crosswalks throughout Kirkland. Those crosswalks are illustrated on this map.



**This legend refers to maps on this page and the following page.*

- Rapid Flashing Beacons funded by levy in 2013
- Rapid Flashing Beacons installed in 2013 without levy funds
- 20-year levy goal for replacing flashing crosswalks, plus 18 locations TBD
- Sidewalks funded by levy in 2013
- Sidewalks funded in 2013 without levy funds

FLASHING BEACONS

Kirkland used 2013 and 2014 levy funding in 2013 to expedite construction of Rapid Flashing Beacons at 15 crosswalks throughout the City.

Pedestrian safety increased dramatically at 15 Kirkland crosswalks within 15 months of the levy's passage.

- Market Street & 15th Avenue
- Northeast 116th Street at 110th Avenue Northeast & at 113th Avenue Northeast
- Northeast 68th Street at 111th Avenue Northeast
- 124th Avenue Northeast at Northeast 137th Street & Northeast 140th Street
- Juanita-Woodinville Way at Northeast 140th Street, Northeast 143rd Place, Northeast 136th Place
- 108th Avenue Northeast at Northeast 60th Street
- 132nd Avenue Northeast at Northeast 100th Street
- 124th Avenue Northeast at Northeast 108th Street
- Northeast Juanita Drive at Juanita Beach Park
- Lake Street South Boulevard at 7th Avenue South

The City's Capital Improvement Program installed flashing beacons at three other crosswalks this year.

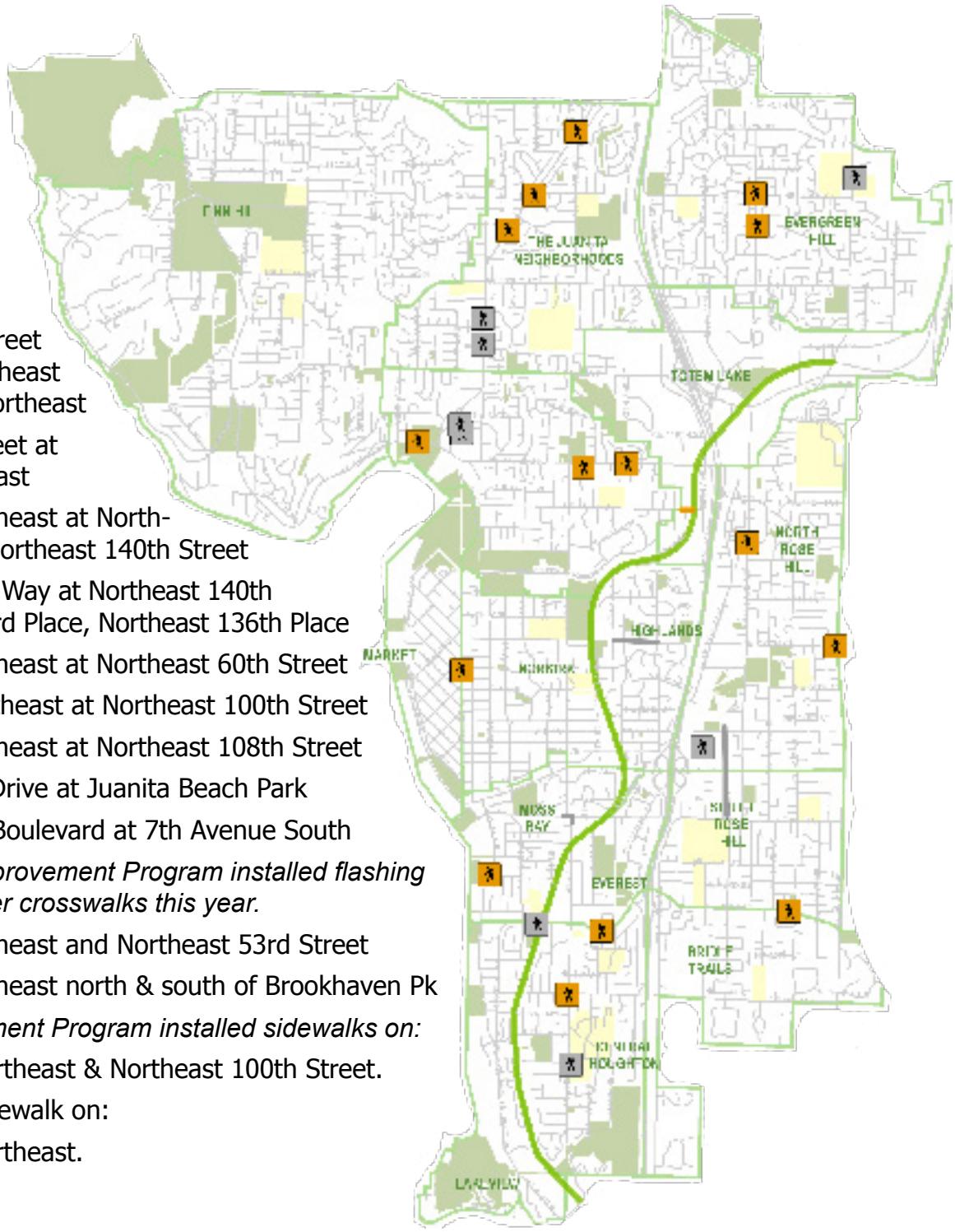
- 108th Avenue Northeast and Northeast 53rd Street
- 100th Avenue Northeast north & south of Brookhaven Pk

The Capital Improvement Program installed sidewalks on:

- 124th Avenue Northeast & Northeast 100th Street.

The levy funded a sidewalk on:

- 112th Avenue Northeast.

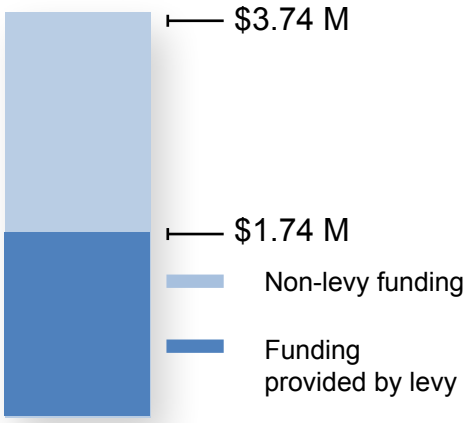


TRACKING PROGRESS

The passage of Proposition 1 made possible a variety of specific goals, such as resurfacing all of Kirkland's most traveled roads and enhancing crosswalks with warning lights. The following table outlines each of these goals and tracks Kirkland's progress toward them.

2013 INVESTMENT

(Funding sources for street preservation)

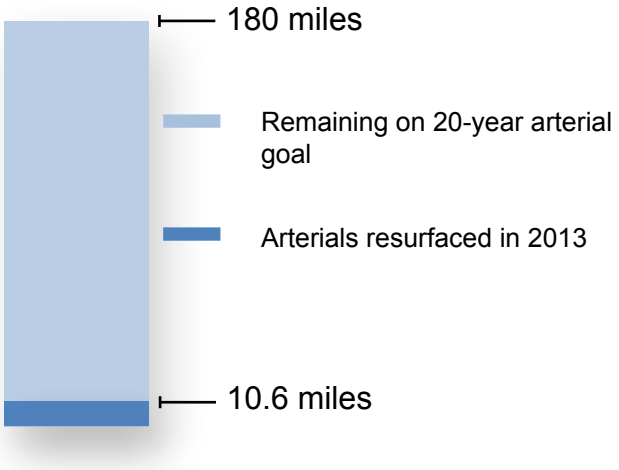


STREET PRESERVATION	AVERAGE PRE-LEVY
Investment (in dollars)	$1.75 million
Arterials (in lane miles)	6.2
Neighborhood/collector (in lane miles)	13.7
Arterial/collector score on the pavement condition index	57
Crosswalk striping (in crosswalks)	19.5
Americans with Disabilities Act (in curb ramps)	30
PEDESTRIAN SAFETY	
Investment (in dollars)	No dedicated funding
Rapid Flashing Beacons (in systems at crosswalks)	0 - 1

**The 20-year target for neighborhood/collector lane miles preserved is a combined goal for the levy-based pro*

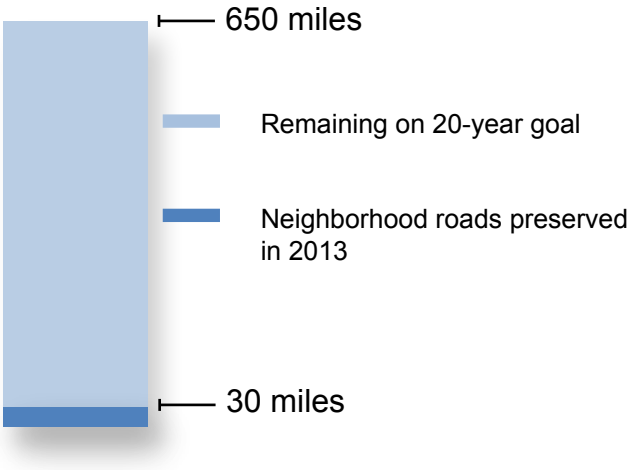
ARTERIAL PRESERVATION

(Progress toward the levy/non-levy)



NEIGHBORHOOD STREET PRESERVATION

(Progress toward the combined levy/non-levy)



2013 INVESTMENT			LEVY PROGRESS	
LEVY	**NON-LEVY**	**TOTAL**	**20-YEAR TARGET**	**PROGRESS TO DATE**
$1.74 million	$2 million	$3.74 million	$54 million	$1.74 million
5.1	5.5	10.6	90	10.6
11	19	30	650*	30
—	—	62.4	70	62.4
13	18	31	230	31
29	41	70	500	70
$240,000	$716,000	$1.2 million	$6 million	$470,000
6	2	8	50	8

ogram, as well as the non-levy-based program.

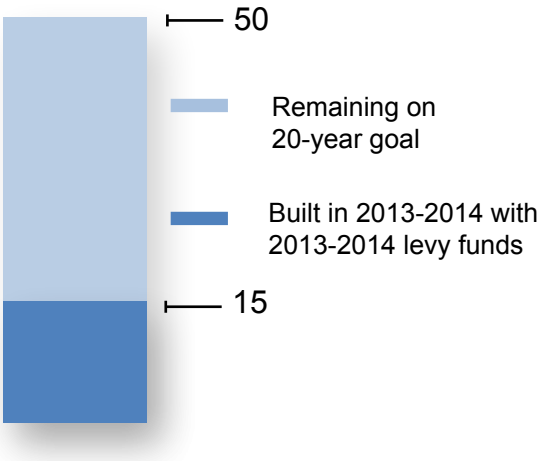
SAFE WALK ROUTES TO SCHOOL	2013 INVESTMENT			PROGRESS
	LEVY	NON-LEVY	TOTAL	2013 TO PRESENT
Investment (in dollars)	$214,500	$363,000	$577,500	$577,500
Rapid Flashing Beacons on walk routes to school (in systems)	4	2	6	6
Sidewalks on walk routes to school (in linear feet)	0	640	640	640

IMMEDIATE RESULTS

By Dec 31, 2013, the City of Kirkland had installed Rapid Flashing Beacons at eight crosswalks throughout the City and was within weeks of installing them at 11 more. The numbers reported in these tables show Kirkland's 2013 investment into pedestrian safety and the projects completed as a result of that investment.

FUNDED BY THE LEVY

(Rapid Flashing Beacons in 2013)



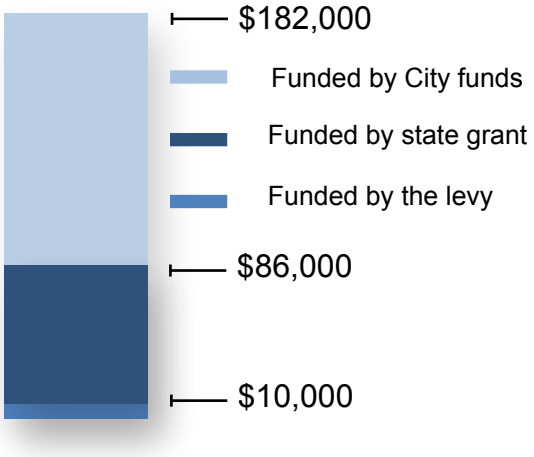
NEIGHBORHOOD TRAFFIC & PEDESTRIAN SAFETY MEASURES	2013 INVESTMENT			PROGRESS
	LEVY	NON-LEVY	TOTAL	2013 TO PRESENT
Investment (in dollars)	$255,000	$1.5 M	$1.755 M	$1.755 M
Rapid Flashing Beacons not on walk routes to school (in linear feet)	2	0	2	2
Sidewalks that are not on walk routes to school (in linear feet)	0	2,826	3,266	3,266

LEVERAGING THE LEVY

The levy empowers Kirkland to compete more strategically for state and federal grants that will maximize taxpayers' investment into safe school walk routes and walkability.

112TH STREET SIDEWALK

(Funding sources)

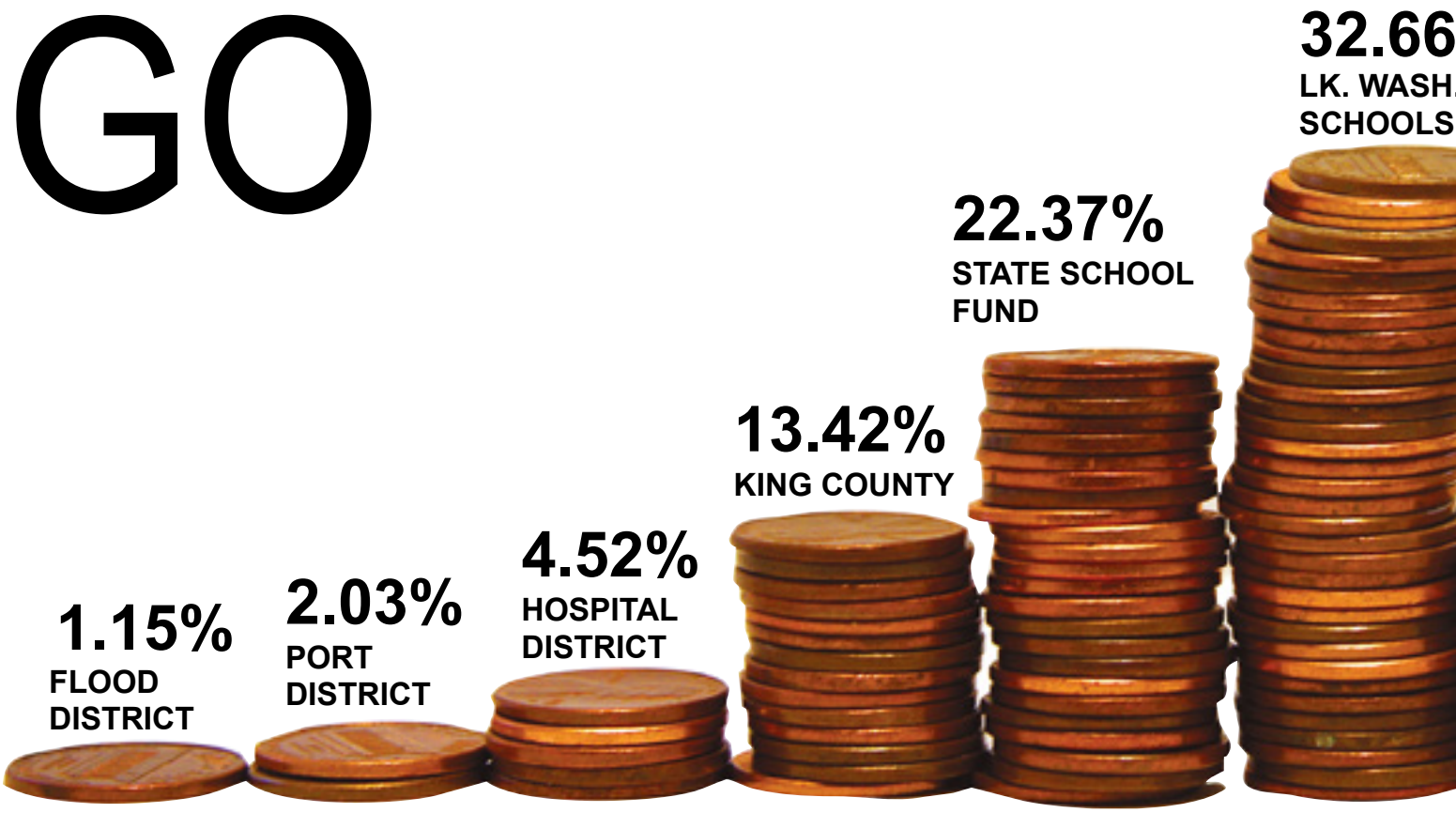


The City of Kirkland used $10,000 in levy funding to earn $86,000 in grant funding from the Transportation Improvement Board to build more than 600 feet of sidewalk along Northeast 112th Street.

In terms of sidewalk construction, $150,000 can buy you about 500 linear feet. Not a whole lot. When leveraged for state and federal grants, however, that same $150,000 can buy stretches of sidewalk that can connect students to their schools, residents to their jobs and businesses to the customers they serve.

Kirkland's leaders demonstrated the capacity of the levy's leveraging power in 2013, when they used $10,000 of the levy's pedestrian safety funds to compete for a $86,000-Transportation Improvement Board grant. The purpose: connect Alexander Graham Bell Elementary School to the Cross Kirkland Corridor. Kirkland earned the grant, which paid for more than a third of the $278,000-project.

WHERE PROPERTY TAXES GO



The Street levy accounts for less than 2 percent of Kirkland residents' property taxes. And yet it pays for more than half of the City's street preservation efforts. Property tax is the largest of Kirkland's nine primary sources of revenue. It accounts for 19.5% of the General Fund. State law limits Kirkland to an annual increase of its regular property tax levy by the implicit price deflator or by 1%, whichever is less. State law also allows for new construction. Voters can give Kirkland authority to exceed this limitation, which they did November 6, 2012, when they passed the Streets and Parks levies. ◀

KIRKLAND CITY COUNCIL

(425) 587-3001

Mayor Amy Walen ◆ Deputy Mayor Penny Sweet

COUNCIL MEMBERS

Dave Asher ◆ Doreen Marchione ◆ Toby Nixon ◆ Shelley Kloba ◆ Jay Arnold

CITY STAFF

CITY MANAGER'S OFFICE

Kurt Triplett, City Manager 587-3001

Marilynne Beard, Deputy City Manager 587-3008

PUBLIC WORKS

Pam Bissionnette, Interim Director 587-3802

CITY ATTORNEY'S OFFICE

Robin Jenkinson, City Attorney 587-3030

FINANCE AND ADMINISTRATION

Tracey Dunlap, Director 587-3101

FIRE/BUILDING

Kevin Nalder, Chief 587-3650

HUMAN RESOURCES & PERFORMANCE MANAGEMENT

James Lopez, Director 587-3212

INFORMATION TECHNOLOGY

Brenda Cooper, Chief Information Officer 587-3051

PARKS & COMMUNITY SERVICES

Jennifer Schroder, Director 587-3300

PLANNING & COMMUNITY DEVELOPMENT

Eric Shields, Director 587-3225

Attachment C

THE WHY/HOW-GAP

City of Kirkland

To increase residents' appreciation for capital projects—and the decision-making of City leaders that leads to those projects—project engineers and outreach staff need to explain the project's purpose and how the capital project will manifest its purpose.

Table of Contents

Executive Summary 2
Background 3
Who participated? 3
Participant demographics 3
The 6:30 p.m. group 3
The recruitment 4
What we asked 4
Background 4
Questions 4
Analysis 5
Key Findings 5
Implications 12
Appendix 14
Transcripts ..... **Error! Bookmark not defined.**

Executive Summary

Murder investigations, existential crises and conspiracy theories all begin with one unsatisfied human need: the need to understand why. That goes for the public's understanding of capital improvement projects, as well. This is the prevailing concept, which emerged from a pair of focus groups conducted by City of Kirkland staff in November 2013. All but two of these participants misunderstood Slurry Seal's purpose.

"At the time," said Bridle Trails resident Kathy Hunt, "I don't think I knew. And other neighbors expressed that too—that the city hadn't expressed why [Slurry Seal] was to be done. The communication was good about what was going to happen, but not really why it was going to happen."

This resulted in a series of inaccurate assumptions about how the City of Kirkland chose their respective streets for Slurry Seal treatment. It also affected residents' perspective on its cost-effectiveness. One member speculated that the City of Kirkland Slurry Sealed his street because "the mayor lives on it." Another assumed the developer wanted it.

Despite these misconceptions and a prevailing perspective that Slurry Seal roughened their roads, all participants appreciated the City's efforts to treat their roads and generally approved of Slurry Seal's finished product.

Participants' appreciation increased dramatically when the moderator explained Slurry Seal's purpose to them and how it achieved that purpose.

"[Understanding the purpose of Slurry Seal] would have increased the value to us," said Bill Gerrad. "It looks really great. So appearance isn't the problem."

"One of my first impressions was that this was a stop-gap," said Bridle Trails resident Patty Allen. "That it was gonna be this one time until we need to replace it. One thing that wasn't clear or in the brochure was you can do this seven or eight times. That's huge to know that."

The purpose of these focus groups was to build an empirically-based foundation for Slurry Seal-related outreach and construction-related outreach, in general. The focus groups were comprised of 17 Kirkland residents, who live along streets the City had treated with Slurry Seal within the previous two years. Seventeen residents participated in the groups; five in the first group and 12 in the second group.

Further analysis of the focus group discussions revealed a recipe for effective construction-related outreach that includes the following ingredients:

- A large, readable map
- City of Kirkland credentials
- Door-hangers
- A message driven by one theme

Background

The City of Kirkland strayed from its typically ambitious and comprehensive Slurry Seal outreach program in 2013, due to a construction schedule that—due to weather and other circumstances—arrived late. This constrained schedule gave outreach less than two-weeks to notify residents that the City would be closing their streets (for a day) to apply a substance to it that would roughen their surfaces and line it with a layer of sediment and grit.

The response was public frustration. To identify the causes of the public's frustration, and to create a theoretical foundation for all construction-related outreach, the City of Kirkland conducted a pair of focus groups Nov. 13, 2013. Kirkland staff moderated the hour-long discussions at 6:30 p.m. and 8 p.m. at the Peter Kirk Community Center.

This report summarizes the results of the focus groups and culminates in a list of six basic recommendations for future outreach.

The specific objectives of this focus group research was to understand seven principles:

1.) How the public's perceptions of Slurry Seal's costs and benefits compare to their perceptions of the short- and long-term results from it.
2.) How time affects attitudes toward Slurry Seal.
3.) How much citizens know about streets, maintenance and treatments.
4.) What roles neighborhood streets play in citizens' lives.
5.) How past outreach efforts affected/influenced citizens' perceptions of Slurry Seal.
6.) Where citizens learned about Slurry Seal (website, mailers, video, neighborhood associations, etc).
7.) How the timing of outreach affect attitudes toward Slurry Seal.

Who participated?

Participant demographics

Kirkland staff recruited 17 focus group participants from a pool of residents who lived along streets that had received Slurry Seal in the previous year or two years. These participants derived from Finn Hill, North Rose Hill, Kingsgate and Bridle Trails neighborhoods. Nine were women. Eight were men. Ten of them were Bridle Trails residents. Four were from North Rose Hill. Two were from Finn Hill and one was from Kingsgate. Their ages ranged from 40 to 80.

The 6:30 p.m. group

The 6:30 p.m. group consisted of three Bridle Trails residents and one Finn Hill resident and North Rose Hill resident. Three of them were women. Two were men.

The 8 p.m. group

The 8 p.m. group consisted of 12 members. Seven derived from Bridle Trails. Three were North Rose Hill residents. One was a Kingsgate resident. One was from Finn Hill. Six were women. Six were men.

The recruitment

To recruit the focus group members, staff visited more than 100 homes between the hours of 5:30 p.m. and 8:30 p.m. on Oct. 23, Oct. 25 and Oct. 28, 2013 throughout Bridle Trails, North Rose Hill, Finn Hill and Kingsgate. Those interpersonal interactions produced a trove of mental data that proved consistent with the findings from the focus group analysis.

What we asked

Background

Two weeks before the focus groups commenced, staff mailed to the 6:30 p.m. focus group members the postcard outreach used prior to Slurry Seal construction in 2013. *(See attachment D).* In the confirmation letters, staff sent a week before the focus groups commenced, staff asked focus group participants to avoid researching Slurry Seal prior to the meetings.

At the focus group meetings, staff briefly described the uneasiness many residents felt in the summer of 2013 during Slurry Seal construction. Staff also described the need for outreach staff to better understand how outreach efforts affect citizen attitudes toward the city and the relevant capital project.

Questions

Following this explanation, the staff moderator asked focus group members 11 basic questions. The moderator allowed the participants to discuss among themselves, but probed frequently to extract deeper and clearer meanings. The 11 questions are listed below:

1.) Can you describe how you and your families regularly use your neighborhood street? *(Engagement question, objective)*
2.) What was your impression of Slurry Seal before the City of Kirkland applied it to your street? *(Exploration question, subjective)*
3.) Why did the City of Kirkland Slurry Seal your street? *(Exploration question, objective)*
4.) Does this reasoning make sense to you? *(Exploration question, subjective)*
5.) How effective was the outreach material you received this past week? *(Exploration question, objective)*

6.) How much information about your neighborhood do you get from your neighborhood association? *(Exploration question, objective)*
7.) What do you remember from the communication you received? *(Exploration question, objective)*
8.) Think back to when your street was treated: How well did the information prepare you for the process of Slurry Seal? *(Exploration question, subjective)*
9.) How did the timing of communication materials affect your ability to prepare for the Slurry Seal treatment? *(Exploration, subjective)*
10.) How have your perceptions of Slurry Seal changed since it was first applied to your street? *Follow-up:* To what do you attribute the change in perception? *(Exit question, subjective)*
11.) Now I want you to think about Kirkland-related communications, in general: Can you describe any examples of Kirkland-related communications that caught your attention? What do you think made the communication effective? *(Exploration question, objective)*

Analysis

Staff transcribed the forthcoming dialogue into a 28-page Word document. Staff then encoded the responses with codes, such as "Purpose," "Message," "Media," "Performance." These were then transferred into an Excel table, which allowed staff to analyze the data.

Key Findings

You just blew my mind

Residents who understand the purpose of a capital improvement project value actual improvement and trust the decision-making of the organization more.

"It's a very proactive piece," said focus group member Patty Allen when she learned the purpose of slurry seal. "It makes you feel good about the City, as opposed to wasting money on a good street. You could do bullet points: 'Slurry Seal can be redone seven times. It saves the county or saves the city over 30 years X dollars. We like to preserve streets that are in decent condition.' That's a new one to me. I don't know why and I have read the materials."

"[Understanding the purpose of Slurry Seal] would have increased the value to us," said Bill Gerrad. "It looks really great. So appearance isn't the problem."

“One neighbor mentioned that the smell made her sick,” said Kathi Hunt. “She had to leave the neighborhood for two days. She related back to me that she wanted to know what benefit it was so that she could feel, ‘okay, this is worth it.’ “

It just makes you wonder

Ignorance of the project’s purpose tends to create a knowledge-vacuum, which residents fill using the understanding and knowledge they do have. When asked why the City of Kirkland applied slurry seal to their streets, residents replied with their own interpretations:

“Because the mayor lives on that street,” said Frank Spina, a Seattle Pacific University Professor.

“I thought the developers wanted it for some reason,” said Kathy Hunt.

“They had extra money in the budget,” said Diane Ginthner, a real estate agent.

An exchange between two residents of the Bridle Trails Loop neighborhood demonstrates the cognitive trails down which ignorance can lead residents:

“My thought was ‘we don’t need this,’ ” said Sheilagh Conklin. “Our streets look fine to me. My first thought was ‘how did we get prioritized?’ First of all, we were new to the City. We just got scooped up two years ago.”

“That’s why we got it,” explained Mark Corley, a former market researcher.

“I didn’t know what put us on the list for needing this,” Conklin continued. “I didn’t know how expensive it was. We didn’t have potholes, I don’t know. It seemed fine to me. So I thought, ‘well, okay. It’s fine.’ But I didn’t think we needed it.”

Kirkland’s past outreach was responsive and comprehensive

Most residents said the comprehensiveness and responsiveness of Kirkland’s past outreach impressed them. In fact, content analysis of past slurry seal-related outreach reveals a high regard for answering the question ‘why?’ Past outreach prominently featured answers to the question ‘why?’

“At least in the Kingsgate area, which has several subdivisions, the City did such good job, homeowners didn’t see much need to communicate,” said Kingsgate resident Grant Braschel. “The City did a very good job. It said when they were gonna do it, where they were gonna do it. And ‘here’s a schedule. It’s subject to’ and ‘here’s ABCD. Street 1 and street 2 tomorrow …’”

Why, then how much?

A few members questioned the financial prudence of Slurry Seal. These questions seemed to derive from a knowledge-vacuum in general.

“We came into City and all the sudden our streets get this surface,” said Diane Ginthner. “They get swept twice a month. I don’t know where that comes from. We’re spending all this money. There are probably other places it could go.”

“Perhaps not doing it on such a broad deal,” said Grant Braschel, a Kingsgate resident. “They could be using that money and fixing one or two of those streets or a half block that really needed it and not doing anything to rest for number of years.”

However, this did not seem to be a prevailing opinion.

“I think I’m getting something for my money, here,” said Russ Jennings, from North Rose Hill.

“Worst first is never ending catch-up game,” said Rich Krogh, a Finn Hill resident. “Whereas this is proactive.”

If the City of Kirkland says it …

As a brand, the City of Kirkland seems to command more attention than other brands, and, to some extent, more legitimacy.

“If it came from the City, hanging on my door and it said ‘XYZ,’ I would have read it,” said Mark Corley, a former market researcher.

“If [the mail] is from the City, I’m more inclined to take a look at that,” said Lynda Kupfer.

“A City of Kirkland envelope would get my attention,” said Diane Ginthner.

Slurry seal sounds yucky, looks great and drives okay … after a while

Participants said the name “Slurry Seal” invoked images of oil, tar and toxicity.

“When you say slurry seal, I’m thinking trailings, water, brown, more gray material, sluiced out,” Mark Corley said. “That’s what comes to mind.”

“I thought it was the company’s name for goop,” said Sheilagh Conklin.

“It sounds like tar,” said Lynda Kupfer.

“I thought it was a fine asphalt,” said Russ Jennings, who had some knowledge of the slurry seal from his work treating large parking lots.

“I thought it would be like oil,” said Frank Pampiks. “Like a dusty, dirty country road. That’s what I was envisioning. This was heavier than what it appeared to be. And then of course it hardened and appeared to be like asphalt.”

“I had seen it before in another neighborhood,” said Rich Krogh. “It was so aggregate and the citizens complained so heavily that the city had to come in and redo it. If a child took a spill, it would have

ground them up. And so it was redone. So I was somewhat relieved when this came around because it wasn't that coarse."

The appearance of the applied slurry seal escalated residents' expectations for a smooth drive.

"It looked so nice," said Kathi Hunt. "I expected it to be new road and smooth. And then I realized it wasn't smooth at all."

"And then you drive on it," continued Chintana Brown.

"And it's not smooth at all," Hunt said. "It's really rough."

"The car starts vibrating," said Rich Krogh. "There's rattlings you didn't notice."

Eventually, though, residents said their experience improved.

"It took longer than I expected for it to smooth out," Brown said.

"They brush it with a brush truck a half-dozen times," said Grant Baschel. "It took several months to clean up that aggregate. Now it's smoothed out. But it's been nine months. And it's still a little rough."

"I had the same experience," said Patty Allen. "It took a long time to feel like a nice road again."

What's it supposed to be like, anyway?

Variations in the thickness of the coat and size of the aggregate were a source of confusion and questions for many focus group members.

"There was too much aggregate," said Patty Allen. "It was inconsistently put down." This statement earned nods of approval from Allen's fellow focus group members. "I remember making the comment, 'My God: They came through in five minutes and didn't seem to backroll. And then they came back through cleaning up their mess,'" she continued. I felt that was why they went through so often. They were cleaning up their mess. So quality control is an issue."

"I did wonder if it was not done correctly because it seems better on flat parts than on slopes," said Bridle Trails resident Mary Ann Joy.

"Sounds like to me they have an option for thickness, they can vary it," said Bill Gerrad." Sounds like different aggregate can go in too."

But overall, we like it

Several focus group members said the new surface proved its value over time.

"It's the best ever," said Mark Corley "Awesome. Loved it. They came, they did it. It's terrific. Come back any time you want. If someone is going to fix my street, this is awesome. I love this."

“I thought it would be a pain in the ass because of parking,” said Diane Ginthner. “Having to park a block away. It was just inconvenient. After I saw it, it was worth it. It was awesome.”

“With the exception of remnants—that lasted a couple of weeks, maybe four weeks—now I don’t notice the roughness,” said Lynda Kupfer. “I don’t notice driving on it. It felt rougher, at first. Different. But now, it just seems like this is our road. It’s fine.”

Neighborhood streets are gathering places—especially when they don’t have sidewalks

Focus group members who lived along the Bridle View described a strong community connection to the streets that comprise their loop—Northeast 61st Street, Northeast 65th Street and 135th Avenue Northeast. Some members specifically cited the neighborhood’s lack of sidewalks as a contributor.

“In Bridle View, I think we feel an ownership over our streets. Because when you see people you don’t recognize, you call police on them,” said Patty Allen with a chuckle. “And the City of Kirkland responds very quickly. But you’re paying attention.

“It’s almost an extension of our driveway,” responded Professor Frank Spina.

“It does belong to us doesn’t it?” Allen said, again chuckling.

“We don’t have sidewalks,” explained Kathi Hunt. “So we walk on the street. So we notice the cars on the street and whether they’re going too fast.”

Outlier?

Other factors might contribute to the Bridle View community’s close connection to its streets. Until 2009, for example, Bridle View was an unincorporated island, pinched between the cities of Redmond and Kirkland. This dynamic could have coalesced the community around an autonomous identity.

Focus group members from other neighborhoods with sidewalks did not reveal as strong connections to their neighborhood streets as those from Bridle View. Like members from Bridle View, however, they did reveal a perception that driving as just one of the many purposes of their street.

“We use it for getting in and out by car,” said Diane Ginthner, a Bridle View resident. “Walking. Members of my family use it for biking.”

“We do in-and-out a lot,” said Sheilagh Conklin, another Bridle View resident. “We live in an equestrian neighborhood. I’m a rider. We ride our horses on our neighborhood streets. I have kids. They bike. They bounce the ball. They chase the kitty. We enjoy the horses going up and down the street.”

“Our street is used primarily for cars,” said Russ Jennings, a North Rose Hill resident, whose street has no sidewalks. “But people walk dogs up and down. We walk ours up and down. Kids play in the street. Kids ride skateboards up and down

“It seems we have as many walkers as we do drivers,” said Mark Corley, a Bridle View resident.

“There are a ton of children who play in the street,” said Lynda Kupfer, from Finn Hill. “There are lots of children playing and running around, throwing balls.”

Are you talking about our Homeowners Association?

On the whole, focus group members demonstrated very little awareness of their respective neighborhood associations. Many confused their neighborhood association with their homeowners association. This phenomenon was, again, pronounced within members from the Bridle View community.

“I thought since we had our own community group, we weren’t in that group. We’ve got our own little group,” said Sheilagh Conklin.

This theme did, to some extent, transcend neighborhood boundaries.

“I’ve never been to a [Finn Hill Neighborhood Alliance] meeting where I am now,” said Lynda Kupfer, a Finn Hill resident. “[I] was on the [homeowners association] board of that community. I didn’t go to the broader community meeting.”

So where is it, exactly?

The map was the single-most cited component of previous outreach materials’ content. Although no question prompted these responses, focus group members of both groups noted the size, relevance, reproduction quality of the map.

“I remember the map,” said Diane Ginthner, a Bridle View resident. “Because that’s the only thing that was important to me.”

“I don’t remember any single, big message that said this is what it is and some supporting info,” said Mark Corley, another Bridle View resident. “I remember a map at one point. Drawing of a street, which wasn’t my street. I glanced at it really quickly … the map was one of the big things I remember.”

“I thought it was kind of hard to read,” said Norma Moore, a North Rose Hill resident. “The map was really small. I had a hard time figuring out where the work was gonna be done in our neighborhood.”

Leave it on the front door

The door-hanger emerged as the most effective message distribution method. The door-hanger was the one distribution method on which a plurality of members from both groups commented. This theme emerged, despite the fact that the script did not refer to the door-hanger. Aside from the door-hanger, no other media distribution method earned such a consensus. Focus group members supported a variety of methods: postcards, email, text, reader boards, sandwich boards, snail mail, the *Kirkland Reporter,* as well as part of utility billing.

“It’s more costly to have someone go door to door, but that is a pretty sure way I will see it and look at it,” said Lynda Kupfer, a Finn Hill resident.

“The most important information comes—schools— electronically,” Sheilagh Conklin, a Bridle View resident. “Very little through the U.S. Mail. So if something is hanging on the door, it’s unusual.”

“I remember something on the doorstep reminding us to clear away branches,” said Mary Ann Joy, a Bridle View resident.

That’s on me …

Several members revealed a high level of personal responsibility and/or tolerance of inconvenience. This theme emerged most specifically during a discussion sparked about how much notice they’d need to prepare for the impacts of slurry seal application.

“We were grateful for the trail to use,” said Kathi Hunt, a Bridle Trails resident. “If not for the trail, we would have been trapped.”

“I always figure whatever’s going to happen today, I’ll figure it out,” said Professor Frank Spina, of Bridle Trails.

This theme also emerged when discussing the availability of City of Kirkland-related information.

“If you care enough about it, you can get the information,” said Mary Ann Joy, a Bridle Trails resident. “I always feel like I can get the answers I want. If I can about it.”

“If you care about it, you can get the information,” said Frank Pampiks, a Bridle Trails resident. “A lot of us, maybe they don’t care about this structure going up, but if somebody says I want to know why it’s going up, they can dig in and find out.”

I just need a little more time

Several focus group members said they’d need at least two-week’s notice to plan around slurry seal. They cited several real-life factors that did or could have exacerbated the impacts of slurry seal application: Those factors include: purchasing a new vehicle, having new roof put on house, having a new septic system installed, kenneling the dog, barbecue and a summer vacation. They also cited a need to figure out how to get in and out.

“[How much time you need] depends on the individual,” said Grant Braschel, a Kingsgate resident. “I have five ways to go. Others might have some other place. Or else you sit for two days, or go to hotel. You can’t just say, ‘we’re coming in an hour’ (claps hands). To hell with the contractor, I’ve worked with enough of them. If he wants job, he’ll give you a schedule. You’ve got big carrot. You’re waving nice check. So this whole, ‘we can’t tell you,’ is B.S.”

“It was actually hard to get out,” said Frank Spina, a Bridle Trails resident. “Where I live, I couldn’t get across the street to go out. There are places where there’s no place to go. I have a dog, so I was trying to

keep his feet off it. That was not easy. I thought if someone wasn't as mobile, that would be really difficult for some."

Slurry Seal is great

The door-to-door recruitment allowed staff to engage—in a less formal manner—with a broader cross-section of residents and to glean basic sentiments from them. Overall, these non-participating residents approved of Slurry Seal. Several asked for these positive perspectives to be included in any forthcoming report. Some were indifferent toward it. Of these residents, many asked why Kirkland would treat roads that were already in good conditions. At least one resident vehemently opposed Slurry Seal (and government, in general). Few, if any, of these residents understood the street-preserving purpose of Slurry Seal.

Implications

The why-gap

Project engineers and outreach specialists should explain the purpose of their respective efforts every time they communicate publicly about them. This explanation should be prominent—both in terms of the communication's structure and its presentation. Doing so tends to increase the public's appreciation for the project and, perhaps, more importantly, satisfies the enduring "why-gap."

City communicators allow residents to fill the 'why-gap,' however, when they don't fill it themselves. And when residents do fill it, they do so on their own terms and with explanations that are intuitive to them. North Rose Hill resident Russ Jennings, for example, used his experience resurfacing large parking lots to correctly explain 'the why' of Slurry Seal. Jennings, however, was the only of 17 focus group members who understood the street-preservation purpose of Slurry Seal. More frequently, residents will default to more human-related explanations, such as "The mayor lives on that street," "The developer wanted it," or "We just got annexed," or "There was money left over in the budget."

The how-gap

Staff should explain *how* a capital project contributes to the purpose. Past outreach answered the question-of-why prominently by stating it succinctly, in bold fonts, with bullets near or at the top of the brochure's page. All focus group participants said they had thoroughly read this outreach material. And yet only two of them understood Slurry Seal's purpose. The two who did gained that understanding by working directly with a Slurry Seal-like substance. And as a result of their first-hand experiences, they witnessed *how* Slurry Seal contributes to street preservation. Incidentally, this was a question Slurry Seal outreach did not attempt to answer. This implies that simply stating the purpose of a capital project—especially one that is counterintuitive—does not sufficiently create understanding of purpose. To understand the why, the public also needs to understand how the chosen capital project will contribute to the why. To achieve this, staff should include in outreach materials graphical illustrations, such as charts, illustration, charticles, etc.

The prescription

Like doctors explaining the side-effects of prescription drugs to their patients, outreach should explain the side-effects of Slurry Seal. This message is most important in communications that occurs just before, during and after crews have applied the Slurry Seal. Residents noticed how Slurry Seal shed and how it roughened the road. They noticed the various thicknesses of the applied coats, as well as the various sizes of the aggregate used. These observations led to quality-control questions.

Put it on the map

Communications, both printed and web-based, should prominently use maps to illustrate an upcoming project's location.

If the City of Kirkland says it …

Outreach should make use of the City of Kirkland's authority and its ability to command attention by using logos, letterhead, and other City of Kirkland-related images.

Capitalize on door-hangers

Outreach should capitalize on any scheduled efforts to deliver door-hangers. Outreach could achieve this by more diligently crafting the door-hanger to include the most important aspects of the message, including the purpose, the prescription and the map.

Timing is everything

To minimize the occurrence of conflicts between the application of Slurry Seal and the gauntlet of residents' vacation and home improvement plans, outreach should aim to notify future Slurry Seal recipients of impending treatment in the spring. This outreach should include a probable window of construction so residents can plan around it. Residents should receive a specific window of construction no later than two weeks prior to application.

Give it to them straight

Outreach should not rely on neighborhood associations to convey information. However, outreach should continue to engage the neighborhood associations for forums and presentations.

Appendix

QUESTION 1: Can you describe how you and your families regularly use your neighborhood street?

Group 1

SAFETY Lynda (1) – I bike a lot. For us to turn into cul de sac had bunch of dips. Come around corner, traffic comes pretty fast. Getting to point it was dangerous, whether on car or bike just turning into cul de sac.

Diane – We use it for getting in and out by car **UTILITY**, walking members of the family do biking **RECREATION**.

Sheilagh – we do in and out a lot **UTILITY**. (Mark enters focus group late) So I was just saying we go in and out a lot. We live in equestrian neighborhood. I'm a rider. We ride our horses on our neighborhood streets. I have kids. They bike. They bounce the ball. They chase the kitty. We enjoy the horses going up and down the street. **RECREATION**

SIDEWALK We do not have sidewalks. The street is an extension of our home and our neighborhood and it connects us. **COMMUNITY** So …

Russ – Our street is used primarily for cars **UTILITY**. But people walk dogs up and down. **RECREATION**. We walk ours up and down. A dead end street, kids play in the street. One way in and one way out **UTILITY**. There is only a sidewalk in front of one house **UTILITY**. Kids ride skateboards up and down **RECREATION**. There are no sidewalks, except. One house **UTILITY, RECREATION**. There is only one house with sidewalks. We are in North Rose Hill.

CK: turns to Mark.

Mark – I live "with" Sheilagh. Laugh.

CK: So the question is how do you use your neighborhood street:

MARK: Dog fights. It seems we have as many walkers **RECREATION** as we do drivers **UTILITY**.

Diane: I would agree with that. His (points to Russ) sidewalk thing, that rule is so ridiculous. To have to have one sidewalk in front of one house. **DECISION-MAKING**

RUSS: I think they have to do that by code. **DECISION-MAKING**

DIANE: I know. It's ridiculous. **DECISION-MAKING**

RUSS: it is kind of goofy. **DECISION-MAKING**

SHEILAGH: Where are you?

RUSS: north Rose hill behind City Church there.

Lynda – There are a ton of children who play in the street. I don't have children but there are lots of children playing and running around, throwing balls, etc. **RECREATION**

CK: What are they doing?

LYNDA: They're running around, playing in the jungle, which is a little island we have. Lot of balls.

CK: what kind of balls?

LYNDA: soccer, basketball.

CK: do you see kids fall and scrape their knees.

SAFETY LYNDA: once.

SAFETY DIANE: that's part of growing up.

SAFETY SHEILAGH: we have a steep hill and my son took a really bad fall, on a scooter or something.

Group 2

Frank – We walk our dogs and jog. **RECREATION** Also drive **UTILITY**

RECREATION Mary Ann – Kids ride their bikes; Bill it's not a high use area

RECREATION Charlene – strolling a baby

SAFETY Rich – residential but connects to other neighborhoods, looks so good after slurry seal – people seem to be driving faster.

SAFETY Kathy – people ride horses and it is not as slick – not so good for skateboarding

COMMUNITY Frank – walking and meeting people. It is our community gathering place.

COMMUNITY Wray – we often come in the North entrance to see what is going on in the neighborhood.

Kathy – BLONDE: Bridle View feels ownership over streets. **OWNERSHIP** Cause when you see people you don't recognize, you call police on them. (laughs) And COK responds very quickly **SAFETY**. But you're paying attention. **SAFETY**

OWNERSHIP FRANK: It's almost an extension of our driveway.

OWNERSHIP BLONDE: it does belong to us doesn't it? (chuckle)

KATHY HUNT: because we don't have sidewalks, so we walk on the street. **UTILITY** So we notice the cars on the street, **OWNERSHIP** if they're going too fast. **SAFETY**

…

QUESTION 2: What was your impression of slurry seal before it came to your street?

Group 1

Mark – You've used the term Slurry Seal when I first met you. What do you actually mean by SS. Whether it's cement, blacktop, it means something to you. What does it mean?

CK: I would like to explore that some more.

SHEILAGH: what do you think it means …? (Joke).

MARK: I've never been to a therapist, but I'm at one now. (Laughter)

Mark – If you want me to answer what was it like when someone came through and put blacktop in front of our driveway, that's what I'm thinking. I've never heard of the term SS. **AWARENESS** But our new street or whatever (claps hand) love that thing. fantastic. **PERFORMANCE**

CK: what about the term itself. What do you think?

MARK: when you say SS, I'm thinking mind trailings, water, brown, more gray material, sluiced out. That's what comes to mind. **PERFORMANCE**

CK: anyone else have impressions of term SS.

Sheligh: thought it was company's name for goop. But your **PERFORMANCE**

LYNDA – It sounds like tar. Something similar to that. **PERFORMANCE**

RUSS: I thot it was a real fine asphalt. **AWARENESS**

CK: so what were your impressions of it before you saw it.

MARK: oh before you saw it.

Diane – It would be a pain in the ass because of parking **INCONVENIENCE**; having to park a block away. It was just inconvenient. After I saw it is was worth it. It was awesome. **PERFORMANCE**

Sheilagh – My thot was we don't need this. Our streets look fine to me. **PURPOSE** My first thot was how did we get prioritized. First of all, we were new to city. We just got scooped up two years ago. **DECISION-MAKING**

MARK: That's why we got it. **DECISION-MAKING**, **PURPOSE**

SHEILAGH: I didn't know what put us on list for needing this. Didn't know how expensive it was. **TAXES** We didn't have potholes, I don't know. It seemed fine to me. So I thot, well, okay. It's fine. But I dind't think we needed it. **DECISION-MAKING**

Russ –I welcomed it. Makes street last longer. From what I hear, I think it's better on roads that don't have a whole lot of problems. Because it prolongs the life of the road. **PURPOSE**

CK: what do you mean 'from what you hear'?

RUSS: I do maintenance on parking lots. I've done road work.

CK: how many had same impression as Sheliagh?

Diane – We came into City, all the sudden our streets get this surface. they get swept twice a month. I don't know where that comes from. We're spending all this money. **TAXES** There are probably other places it could go. **DECISION-MAKING**

MARK: Man! You guys are fantastic citizens! I'm thinking Hot Damn: I get a freshly repaved street. This is unbelievable. **PERFORMANCE**

RUSS: I think I'm getting something for my money, here. **TAXES**

MARK: I'm with you: I'm getting something for my tax dollars. This is fantastic. **TAXES**

SHEILAGH: I'm thinking there must be someone more in need than us. **DECISION-MAKING**

RUSS: This is the martyr half over there.

SHEILAGH: We're the liberal democrats.

LYNDA – I was unclear there was a lot of marking. I was unclear if it was the entire area or just the areas that needed it. Initially I thot gonna come in and fix areas that really needed it. Reading material tho it said the entire area was getting completely resurfaced, the entire road. **PURPOSE, DECISION-MAKING**

MARK: How'd that make you feel?

LYNDA: I thought there must have been a good reason for doing it. **DECISION-MAKING** Why they were doing the entire deal. **PURPOSE**

CK: Did you TRANSPARENT that reason? U didn't know what it was. But did you TRANSPARENT it?

LYNDA: Yep. I TRANSPARENTed that the research had been done and analysis had been made. **DECISION-MAKING**

CK: u said new surface, where did you get that impression that you'd be getting new surface?

LYNDA: There was a flyer. That said when we'd have to be out of the street. **OUTREACH** For us, it worked out perfectly well for us since we were having the roof redone. Big dumpster. Afraid it would come in that time period. That they wouldn't be able to come. The roofing company was going to be delivering supplies but worked out well. The thought of not being able to park there, not an issue. The roofers can come, end of story for us. **CONVENIENCE**

Group 2

Bill – I thot I heard out in the hall, some were questioning whether do we need this. **DECISION-MAKING** One thing is the street was in pretty good condition. Few cracks. Breakdowns. There were very few of those. It was in pretty good shape. So I question do I need this. I didn't really know what it was either. **PURPOSE**

WRAY: did we have topseal put on that seven or eight years ago. **DECISION-MAKING, PURPOSE**

CK: I think that would predate the annexation of your area.

WRAY: I'm the only one who thinks that so it must be the meds.

GROUP: Laughs.

Grant – I'll throw in the former county, now Kirkland resident comment. I live in Kingsgate. First major development in this area. County been going down here for year. I have lived there since 76 and the county was going downhill for years. They repaved the street curb to curb once. I can't remember the time. 20 years or so. Since then it was deteriorating. There were many patches on the road. There were cracks in the street and a number of dig-ups. Before the streets were smooth asphalt. Now like Velcro. **PERFORMANCE** The utilities always came in and tore it up a day or two after paving. We paved today, tear it up tomorrow. **DECISION-MAKING** Couple of streets like obstacle course, riddled with stuff and then re-financed. Been in commercial, real estate finance, often put seal coat for maintenance purpose. This slurry seal had a lot of grit in it. **PERFORMANCE**

Grant: the street was in good condition and smooth where pavement not interrupted. But cracks in pavement caused by earth movement. A number of dig-ups. Major difference is streets were smooth, hard asphalt. And we have all the needles. You put SS down and turn it into Velcro. **PERFORMANCE**

Christian - What does the term slurry seal conjure?

FRANK – I thought it would be like oil. Dusty, dirty country road that's what I was envisioning. This was heavier than what it appeared to be. And then of course it hardened and appeared to be like asphalt. **PERFORMANCE**

WRAY: How thick is it supposed to be? **PERFORMANCE**

CK: can I answer that in the end. I don't want to influence perceptions.

Rich – I had seen it before in another neighborhood, it was so aggregate and the citizens complained so heavily City had to come in and redo it. **PERFORMANCE** If child took spill, they would have ground them up. **SAFETY** And so it was redone. **DECISION-MAKING** So I was somewhat relieved when this came around because it wasn't that coarse. **PERFORMANCE**

CK: Wray, I wanna get back to your question on the thickness of it. Why would you ask that questions?

Wray – we felt in some areas it was thicker than in others. **PERFORMANCE** Where it was thicker, it would protect pavement more, rather than how thick it was in our driveway.

CK: and whether it should be …

BILL: Sounds like to me they have an option for thickness, they can vary it. Sounds like different aggregate can go in, too. **PERFORMANCE**

…

QUESTION 3/4: Why did the City Slurry Seal your street?

Group 1

SHEILAGH: Beats the heck out of me. **DECISION-MAKING**

DIANE: They had extra money in the budget. **DECISION-MAKING**

RUSS: I would say they are trying to prolong surface of the road. **PURPOSE, DECISION-MAKING**

MARK: My road needed maintenance. **PURPOSE, DECISION-MAKING**

Lynda – I can't remember if I had the idea before: It really is a long term preventive maintenance. **PURPOSE, DECISION-MAKING**

SHEILAGH: Well, I guess that' true. Make this investment now. That makes sense. I didn't think of that. **DECISION-MAKING** The street had been fine for so many years. **PURPOSE**

MARK: when was the last time you remember them doing something on our road?

In 24 years since anything was done. So in 24 years nothing was done. In 24 years, no one had ever done anything and first thought was 'wow someone else could really use this money more than we could?" **DECISION-MAKING**

SHEILAGH: My first thought was there must be somebody with potholes, or problem street … It's not as tho we get a lot of traffic on our street. **DECISION-MAKING, PURPOSE**

DIANE: I mean it's just us going in and out. It's not 132nd. **DECISION-MAKING, PURPOSE**

QUESTION 3/4: for those of you who accept that the purpose is to prolong life of street, does that explanation make sense?

Russ – It does make sense **DECISION-MAKING, PURPOSE**

Lynda – I like to see facts and data. A little maybe. ON a flier or something. **DECISION-MAKING,**

Mark – do you think the city is wasting tax dollars? **TAXES** What would that help you understand? **DECISION-MAKING, PURPOSE**

LYNDA: I'd be interested in what plan is and how it will be achieved. **DECISION-MAKING**

CK: you want more holistic understanding of how SS applies to COK.

Lynda –No, I think, it wouldn't have to be info on flier. Just a link or something. So I'd feel more comfortable: there's some thought put into this. **DECISION-MAKING** Regardless of whether or not it was cheap or not (sometimes cheap things turn out to be more expensive). **TAXES** So just that there was analysis done to identify if this is our plan to go forward, what's the basis of that plan and assessment. **DECISION-MAKING**

SHEILAGH: would be ticked off if surface put on to prolong life of street and have it be slick situation for horses **SAFETY**. Well, we prolonged street for 50 years, that wouldn't have taken into account that horse are a part of our neighborhood and use. Its' unusual use. Thankfully, the traction of road is good for that use. **PERFORMANCE, SAFETY**

MARK: someone put gravel on road near pool on hill. Was that for horses as a part of SS treatment? **PURPOSE** Was it because we had horses and they knew it. **DECISION-MAKING**

SHEILAGH: most people on horseback don't use that hill. We turn around and go the other way, cause it's safer. **SAFETY**

Group 2

Grant: It's less expensive than getting it repaved. **PURPOSE, DECISION-MAKING**

Mary Ann Joy: it extends life of pavement. **PURPOSE**

Kathy Hunt: at the time, I don't think I knew. **AWARENESS** And other neighbors expressed that too. **AWARENESS, COMMUNITY** That the city hadn't expressed why it was to be done. The communication was good about what was going to happen **OUTREACH**, but not really why it was going to happen **DECISION-MAKING, PURPOSE**.

CK: and you said other neighbors expressed that question? Is that a common experience?

Blonde on the right: thinking back, pretty basic notification with website, so unless u went to website, wouldn't have details of the ROI, how much COK spends on this capital project. **DECISION-MAKING, PURPOSE**

I happened to go to that website when they were installing it, just cause I was curious. Our neighborhood, my neighbors, we didn't feel like road was in bad shape at all. And it's not as if that I know of anyone was asked ahead of time, what do you think: should we slurry your neighborhoods and here is what is involved. **DECISION-MAKING, PURPOSE**

CK: Does the reasoning make sense to you?

Blonde: in today's environmental, I mean economic times, trying to postpone capital investments, so it makes sense right now. **TAXES** Obviously somewhere down the road, our kids will pay for roads being replaced. So I get it. I understand it. **TAXES, DECISION-MAKING, PURPOSE**

Grant – Touching on her comment, some of the streets I would question why anything was done. Others Instead of slurry, some roads should have been repaved. **DECISION-MAKING, PURPOSE**

CK: what would make you question why anything was done?

Grant: well, cause some streets didn't really need it. **DECISION-MAKING, PURPOSE**

CK: Because they were in good conditions.

Grant: Well, they were acceptable. They were okay. Others had been so dug up that were so patchwork, that slurry didn't really do anything. Needed new surface. **DECISION-MAKING, PURPOSE**

CK: is it fair to say u didn't understand why …

Grant: why certain streets were chosen and not others

CK: that um, streets in good condition don't need it, but streets in poor condition do. Is that what you were saying?

BILL: Well, well, do we have criteria that says what is necessary? **DECISION-MAKING, PURPOSE**

CK: Yeah: Let me think: should I answer that question? Group laughs. Yes, there's criteria.

Wray: Are you running for Congress.

CK: Yes. There is criteria.

Rich: I'm not sure all of criteria is visible. **DECISION-MAKING, PURPOSE** Water gets in, frezes cracks up. The deeper the cracks are the more it's gonna break up. To the naked eye, for us to just drive it, there are impressions in it. What's the thickness of those impressions when it starts to cause trouble down the road. I'm sure your engineers know that. **DECISION-MAKING, PURPOSE**

CK: so basically, from your guys' impression: your street seemed fine before Slurry Seal.

Group: nods, says uh huh. **DECISION-MAKING, PURPOSE, PERFORMANCE**

CK: Did the condition of road cause you to question purpose of Slurry Seal or reasons your road selected?

GROUP: A little, nods. Yeah. **DECISION-MAKING, PURPOSE**

CHARLENE: I guess on our cul de sac it was pretty poc marked. Patches and cracks. So I didn't question it. **DECISION-MAKING, PURPOSE**

CK: Explains Slurry Seal's use for roads in good condition. Do you think that point was articulated?

GROUP: No. **OUTREACH**

Frank: it probably was. **DECISION-MAKING, PURPOSE** But I just likened it to what I do to my driveway every five years. This SS was heavier duty than mine, cause my driveway only gets minimal traffic. Often wondered as I'm doing my driveway, why hasn't the city done my road. **DECISION-MAKING, PURPOSE** When they did come up, I thought, well that's what they do to protect those roads. **DECISION-MAKING, PURPOSE, AWARENESS**

CK: did not knowing that point affect your appreciation for SS?

GROUP: Lots of nods. **DECISION-MAKING, PURPOSE, APPRECIATION**

WRAY: would have been nice to know. **DECISION-MAKING, PURPOSE, APPRECIATION**

BILL: It would have increased the value to us. It looks really great. So appearance isn't a problem. **PERFORMANCE, DECISION-MAKING, PURPOSE, APPRECIATION**

WRAY: what's it like in winter. Will they scrape it off when they scrape off the roads. **PERFORMANCE, TAXES**

CK: explanation of SS durability (seven years by seven coats, life-extension. Costs: $65,000/city block, SS $1,600/city block.

Frank: Not tough enough to handle arterial traffic. **AWARENESS**

BLONDE: so when they are installing it on what is a busier road (6th street) after neighborhood done, noticed they were doing it there. Noticed different formula. Can they change the formula? On purpose? **PERFORMANCE**

CK: I don't know. That's a good question.

CK: reasoning for SS. Not sure any of you understand reasoning before I explained it. Did info. Invoke any questions of prudence on the City's part. Did you think: "Geez, why is City doing my street …"

FRANK: nodding head. **DECISION-MAKING, PURPOSE, APPRECIATION**

PROF FRANK: I had the opposite reaction, this is one of benefits of being part of Kland. **DECISION-MAKING, PURPOSE, APPRECIATION**

KATHY: yes that we are in Kirkland. **DECISION-MAKING, PURPOSE, APPRECIATION**

FRANK: Lots of us said that. **DECISION-MAKING, PURPOSE, APPRECIATION**

CK: regardless of why?

FRANK: I justified it in my own mind. **DECISION-MAKING, PURPOSE, APPRECIATION**

CK: anyone feel anything different?

GRANT: perhaps not doing it on such a broad deal **DECISION-MAKING, PURPOSE**, using that money and fixing one or two of those streets or a half block that really needed it and not doing anything to rest for number of years **DECISION-MAKING, PURPOSE, TAXES**. But on the whole, gosh, they're paying attention to us, they're doing something for us, gold star for Kirkland. **TAXES**

CK: should city prioritize Worst-First, streets in worst condition over streets that are in decent condition?

GRANT: I think there could be some more pick and choose than what was done… **DECISION-MAKING, PURPOSE, AWARENESS**

RICH: depends on work talking about. Worst first is never ending catch-up game. Whereas this is proactive. **DECISION-MAKING, PURPOSE, TAXES, AWARENESS**

WRAY: Yeah right. You've got one in good condition, take care of it now … **DECISION-MAKING, PURPOSE, AWARENESS**

RICH: the worst is still gonna get worse… **DECISION-MAKING, PURPOSE, AWARENESS**

BLONDE: one of things my impression: this was a stop-gap. That it was gonna be this one time. Until we need to replace it. One thing that wasn't clear or in the brochure was you can do this seven or eight times. That's huge to know that. **AWARENESS, OUTREACH**

GROUP: Lots of nods. **AWARENESS, OUTREACH**

BLONDE: Versus, I'm only putting this replacement on for seven to 10 years. That's a great piece of info that makes us all go, that makes sense. **AWARENESS, PURPOSE, DECISION-MAKING**

CK: in general, what's connection between understanding purpose of project that K pursues and your perceptions of Kirkland? Is there a relationship between the two?

GROUP: Nods. **AWARENESS, PURPOSE, DECISION-MAKING**

CK: So if you do understand purpose, makes you think higher of K and if you don't, makes you think …

GROUP: nods. Yeah. Oh yeah. **AWARENESS, PURPOSE, DECISION-MAKING**

CK: When u don't understand why k not purusing project, how do you rationalize what they're doing?

RICH: Just have to guess. If you don't know. **AWARENESS, PURPOSE, DECISION-MAKING**

CK: what would you guess K's motivation is when you don't understand project?

PROF: I'd say the mayor lives on that street. **AWARENESS, PURPOSE, DECISION-MAKING**

GROUP: Laughs. **AWARENESS, PURPOSE, DECISION-MAKING**

KATHY: developers wanted it for some reason. **AWARENESS, PURPOSE, DECISION-MAKING**

MARY ANN JOY: if you care enough about it, you can get the information. I always feel like I can get the answers I want. If I can about it. **TRANSPARENT, PERSONAL RESPONSIBILITY**

FRANK: if you care about it, you can get the information. A lot of us, maybe they don't care about this structure going up, but if somebody says I wanna know why it's going up, they can dig in and find out. **TRANSPARENT, PERSONAL RESPONSIBILITY**

MARY ANN: not that hard. Feel Kirkland open about giving info. **TRANSPARENCY**

BILL: how far should k go to enlighten people initially before they do their own research? **PERSONAL RESPONSIBILITY**

GRANT: might have been nice to put some of that info into the original thing. It costs this much per block … just some little, yeah, okay, I get it. **OUTREACH, AWARENESS**

PROF: For that matter why not have something like this six months before you do the slurry seal **OUTREACH**

CK: a forum?

PROF: yeah, something like this: what can you do. If you can't get out of your home. Arrangements. **OUTREACH**

CK: where would they happen?

LADY: a school

PROF: FRANK: that's where we have comm meetings when we have them. Wouldn't be hard to get people to turn out from our road.

KATHI: even if just a couple people, we have email in our neighborhoods.

PROF FRANK: u could even do a kind of rep committee. Where was it we got together several houses. Community disaster sort of thing. (CERT) **OUTREACH**

BLONDE: that was at Sheilagh's.

PROF: I think people took that very seriously. Not everyone would have to go. But if you had a group. **COMMUNITY, OUTREACH**

…

QUESTION 5: This last week you all received outreach material that you might have received two years ago when your streets were Slurry Sealed? Can anyone describe your impressions of that material?

Group 1

MARK: Is that the flyer? Your email referenced outreach material. I thot that was confirmation for this meeting. I didn't understand it came physical mail rather than email. I threw it out. **OUTREACH**

CK: is that what u'd do normally.

MARK: if it came from City **AUTHORITY**, hanging on my door **IMMEDIATE**, and it said XYZ **ORGANIZED** I would have read it. I turned it over. It said 6:30 and I tossed it.

RUSS – I read it. I thot wow they just did this are they gonna do it again. Cause it said Slurry Seal. But then I read it and saw it was about the meeting. I read the last one too, though.

CK: What do you remember about it?

RUSS: I just remember had to park car somewhere else **CONVENIENCE**. Lucky there, cause at end of 91st u can walk up the trail and City Church parking lot right there. Not an inconvenience for most people. Most people park at city church and walk down to their houses.

CK: Big theme was parking?

RUSS: yeah. **CONVENIENCE**

DIANE: Yeah, mm hm. **CONVENIENCE**

LYNDA: nods. **CONVENIENCE**

MARK: nods. **CONVENIENCE**

SHE – our neighborhood divided in half. One half on one day. The other on another day. I think Alice, or someone raised stink. **COMMUNITY** There was respose to that. It was changed. I thot that was nice to see. Flexibility on City's part. **RESPONSIVENESS** If we divided neighbor up here might be more workable. Forget details. That was kind of part of it too.

MARK – This was the door hanger, right **DOOR-HANGER**. What you sent this past week: My impression. It was Very busy. It was broken up into couple of things. Didn't get key message, which is probably why I tossed it. Here is the message and supporting materials. There was bunch of stuff on there. **MESSAGE**

CK – Can anyone describe it?

MARK: It was 4 x 6 card. No it wasn't a door hanger, the mailing was broken up in quadrants on one side. I don't remember any single big message that said this is what it is and an explanation. **MESSAGE** It was a jumble of materials. **MESSAGE** I did see it was about about the meeting so then I knew what it was. I don't remember any single big message that said this is what it is and some supporting info. A map at one point. Drawing of a street, which wasn't my street. I glanced at it really quickly. That's not even where I lived. Did they send me the right thing? This all happened in 10 seconds. **ME** I thot it was going to be my street. I was like: are they sending me this cause they are going to SS my street again. Map was highlighted appropriately. But it wasn't my street. **ME**

CK: how important was map?

MARK: Map was one of the few things I remember. **MAP**

Sheigagh – did it say it prolonged the street?

MARK: I don't recall that at all.

SHE: does it preserve longevity? **PURPOSE**

RUSS: I remember before you did it, it talked about longevity of the road and about how it works better on roads that aren't all cracked up. I'm familiar with SS already so I thot, yeah, let's do it. **AWARENESS**

CK: Did anyone follow the links?

MARK – how would I click on that link? **CONVENIENCE**

CK – Would you click on the link?

Lynda – Potentially. Having it available was fine. I just threw out my card. I read information on it. Didn't feel like I had to go get more. But I did see links. I know there were a few on there. **TRANSPARENT** I did feel there could be more information on there. **PURPOSE, DECISION-MAKING** I was satisfied and did not take the time to go look it up. **TRANSPARENT**

CK: were you content knowing the information existed and you could get it?

LYNDA: Yeah. Yeah. I do agree there was a I was satisfied and did not take the time to look it up. **TRANSPARENT** It was not very organized. **MESSAGE** It was from the first time.

Mark – a jumble of info, not organized. **MESSAGE** I don't recall anything that said the City of Kirkland notice. I don't recall it was an alert. **AUTHORITY**

Mark – I would have paid attention of red ink or door hangers. All agreed to that if it was a government notice they would have paid attention. **AUTHORITY, TRANSPARENT**

Russ – door hangers… **DOOR-HANGERS**

Group 2

…

QUESTION 6: How much information about your neighborhood do you get from your neighborhood association?

Group 1

MARK: we've got alice prince **CONNECTOR**

SHE: we do have an association. We have secretary. We get minutes.over time, I've been treasurer, I've been secretary. I think we have good association. **NEIGHBORHOOD ASSOCIATION AWARENESS**

MARK: the emails alerts we get r probably more relevant than the once a year meeting. But the idea is hey there's something going on in N or someone went to CC meeting, we get email notice on it. **COMMUNITY, AWARENESS**

SHE: there's couple people who have distribution list. **CONNECTOR**

DIANE: are you talking about that or S Rose Hill neighborhood association. **NEIGHBORHOOD ASSOCIATION AWARENESS**

CK: I'm talking about South Rose Hill/Bridle Trails …

SHE: so you're not talking about our Bridle View. **NEIGHBORHOOD ASSOCIATION AWARENESS**

MARK: it's the other one. It's the signs we get for the Bellevue **NEIGHBORHOOD ASSOCIATION AWARENESS**

SHE: South Rose hill right. **NEIGHBORHOOD ASSOCIATION AWARENESS**

CK: they actually meet at the Methodist church … **NEIGHBORHOOD ASSOCIATION AWARENESS**

DIANE: at the church.

CK: They had a meeting last night.

SHE: I thot since we had own community, we weren't in that group. We've got our own little group. **NEIGHBORHOOD ASSOCIATION AWARENESS, COMMUNITY**

CK: were you aware that the group existed?

SHE: I see signs all the time. But since we have Bridle View … **NEIGHBORHOOD ASSOCIATION AWARENESS**

DIANE: it's good community association. We're larger community than just our own little neighborhood. I think it's very good **NEIGHBORHOOD ASSOCIATION AWARENESS, COMMUNITY**

CK: Sounds like you've been a couple times?

DIANE: I've been a couple time. Not active. But I've been a couple times. **COMMUNITY, NEIGHBORHOOD ASSOCIATION AWARENESS**

CK: did you find association was good source of info for you?

DIANE: uh huh. **CONNECTOR**

RUSS: I confess never been to a meeting. In the future might be more involved. **NEIGHBORHOOD ASSOCIATION AWARENESS**

LYNDA: never been to one where I am now. I moved from bottom of the hill. And was on board of that community (previous community). Didn't go to broader community. Members of smaller community that would share information. I haven't heard anything from larger community one. **NEIGHBORHOOD ASSOCIATION AWARENESS**

CK: so neighborhood associations not good communication tools.

MARK: no, no, I wouldn't conclude that. We get regular notices at regular meetings. Stuff seems Bellevue focused. Happy to consume info. **CONNECTOR**

DIANE: there's two different ones: one that goes South and that's Bellevue. There's another one: South Rose Hill **NEIGHBORHOOD ASSOCIATION AWARENESS**

MARK: I wouldn't discount those sources. **CONNECTOR**

CK: those sources aren't primary sources.

GROUP: No. **CONNECTOR**

RUSS: before now, no. **CONNECTOR**

SHE: Does COK take active role in those organizations? **NEIGHBORHOOD ASSOCIATION AWARENESS**

CK: I'd say it's fair to say they do. (explains neighborhood associations)

DIANE: usually COK has representative at meetings.

SHE: I didn't even know how that worked. I just thot since we have tight little community association, that's for all those neighborhoods and streets that don't have a group like we have. There's a lot that don't. **NEIGHBORHOOD ASSOCIATION AWARENESS**

MARK: do you have our email addresses? **AUHORITY**

CK: mm hm.

MARK: and where do you get those? Utility billing? **AUHORITY, AWARENESS**

CK: I think utility billing would probably have about everybody?

MARK: NSA aside, do you have them? **AUHORITY, FEDERAL GOVERNMENT, AWARENESS**

CK: also we have GIS dept.

MARK: that tells me where I live, not email addresses.

DIANE: why would you have our email addresses through utility billing? **TRANSPARENT, AUTHORITY**

CK: I was thinking physical addresses.

MARK: NSA baby. They got everything. **AUHORITY, FEDERAL GOVERNMENT**

CK: I don't think we do have email addresses.

DIANE: I don't think you do. **TRANSPARENT, AUTHORITY**

MARK: oh don't back down now, Christian. My point would be, if you want to get in touch with us, community groups are great, represent group interests, continue to do that. However, if you need to get us, get us. You got all the info you want. **AUTHORITY** Rather get it from you than filtered through other organizations. **CONNECTOR**

DIANE: as citizens, we would need to provide them with how to contact us, we need to give them our email address. **TRANSPARENT, PERSONAL RESPONSIBILITY**

MARK: oh, we do in so many ways. **AUHORITY**

CK: assuming we have them, would that be effective way?

SHE: first couple times, I'd take a look, but if it got to be too many. **EMAIL**

DIANE: if it was junk I'd delete it. But if it was informative I'd take a look. **EMAIL**

LYNDA: If it's informing us of SS or road closed, I'd take a look.

MARK: COK newsletter, blue, whatever it is. send me something that has yellow road construction, you better believe I'm gonna look at that. **AUTHORITY**

RUSS: I agree with that. **AUTHORITY**

MARK: so segment your communications but use that as, this is the alert template or whatever … **AUTHORITY**

RUSS: I think graphics are important. A road or whatever. So they grab your attention. **MESSAGE**

Group 2

CK: So who do we have here: Bridle Trails, N Rose Hill, Kingsgate. Finn Hill. Does anyone participate? Does anyone receive info from these associations. Do you know that it exsits. Describe your relationship with the neighborhood association.

WRAY: ours is small. We have 55 families. 50 families. Email. Blanket email if something coming up. **NEIGHBORHOOD ASSOCIATION AWARENESS**

BLONDE: I think you're talking about bridle trails community. I pay, I think it's $42/year. Get newsletter. **NEIGHBORHOOD ASSOCIATION AWARENESS**

WRAY: I think so. I'm picking BLONDE next president. **NEIGHBORHOOD ASSOCIATION AWARENESS**

BLONDE: Not touching it.

GRANT: At least in KG area, several subdivisions. Where I am 500 homes. City did such good job, homeowners didn't see much need to communicate. **OUTREACH** I don't really recall any significant communication from them.

CK: if you can think back to when SS applied, what do you remember from that communication?

CHARLENE: from neighborhood assoc.

GRANt: City did very good job. **OUTREACH** Said when gonna do it. Where gonna do it. Here's a sked. Subject to. And here's ABCD. Street 1 and street 2 tomorrow … **MESSAGE**

CK: what do you remember about it?

WRAY: park your car and getting into neighborhood. **CONVENIENCE**

BLONDE: one of the fold-over signs, didn't they put those up through process as well. Those of course grabbed everyone's attention. Had things mailed to us in advance. Here's what's gonna happen. **MEDIA**

MARY ANN JOY: Something in the doorstep. Reminding us to clean branches. **DOOR-HANGER**

CK: anything in the mail?

FRANK: we got information like this in the mail.

CK: and that was fairly effective?

FRANK: yeah. **OUTREACH**

…

QUESTION 7/8: Outreach. How effective was outreach material you received to prepare you for the SS process?

You all received outreach material that u might have received a year or two ago when you actually received SS. What do you remember about that?

Group 1

DIANE: I remember the map. **MAP, ME** Because that's the only thing that was important to me. **ME**

CK: how did you know map was important?

DIANE: b/c I knew I wouldn't have access to my house. **CONVENIENCE** I knew they were doing something on road. I didn't really care. **PURPOSE, DECISION-MAKING** Just wanted to know how to get in there and when **CONVENIENCE, ME**

SHE: I remember it informative. In my recollection, it was a couple of pieces, right? First it was that this is coming. Then that it was this is really coming. Maybe they changed the dates. Did they change the dates.

MARK: we didn't get this so I can't answer. Must have been july/aug.

SHE: I remember thinking I know it's happening. I know when it's happening. I know how it impacts me. **ME** I hope they are neat and clean cause I don't want that black crap all over my yard. **CONVENIENCE, PERFORMANCE**

CK: If you were to grade materials, how would you grade it?

SHE: I'd give it an A. I didn't come in the mailbox. It came to our door. **DOOR-HANGER** We're pretty quick to recycle crap. Most important stuff comes email. Not much comes in mail. Maybe something from mom.

CK: More likely to look at email messages vs. snail mail. Tell me about your filter?

SHE: most important info comes—schools— electronically. **MEDIA** Very little through US mail. So if something is hanging on door, it's unusual. **DOOR-HANGER**

LYNDA: I very quickly delete email as well. **MEDIA** Look at each piece of mail we get. **MEDIA** I don't often get the mail. I quickly look at each piece before tossing it. If it's from City, I'm more inclinded to take a look at that. **AUTHORITY**

MARK: if it comes on day of junk mail, you're in big trouble. Filter on that day is so low, that it's rarararararara.

LYNDA: it's more costly to have someone go door to door, but that is pretty sure way I will see it and look at it. **DOOR-HANGER**

CK: so when sorting, what tips you off to junk mail and what's important?

RUSS: for me, if it's cheap newspaper type, I know it's garbage, i'll throw it out. If it's card, I'll look at it. **MEDIA**

CK: How about envelopes:

SHE: depends on the writer. **AUTHORITY**

RUSS: if it's ValPak I'll throw it out. **MEDIA**

MARK: I'd say yellow or red and who it's from. U gotta second. COK alert, caution, whatever. Other than that, If it's please open me in the green and blue. **AUTHORITY**

DIANE: City of Kirkland envelope would get my attention? **AUTHORITY**

MARK: now what would that look like to you? Regular biz envelope with plastic window?

DIANE: regular biz size envelope. With their logo … **AUTHORITY**

MARK: Number 10 COK in green. I'm sorry how would you describe it?

DIANE: I feel like I'm on therapist couch … chuckle … maybe important. It'd be great if they had my name not as resident. **ME** That would get my attention. Versus just a postcard.

CK: Can you describe city logo?

DIANE: circle, green and blue with boat and trees.

MARK: I'd say putting it in envelope would decrease chances of reading it. **MEDIA** B/c I have to open it to read it. If you gave me card and it's not standard letter size, oversize 4 x 6, your entire message is on there and I'll read it.

RUSS: I agree. **MEDIA**

LYNDA: I don't like the card. **MEDIA**

DIANE: maybe put it in with our utility billing. **MEDIA**

SHE: I'm confused: is it just a portion of the city so far and you're wanting to outdo the outreach so far or has the entire city been SS and we're just yaking to you about the mail?

CK: that's not true at all … (explains SS stage)

SHE: Is this a one company XYZ does it every year …

CK: describes low-bidder. Usually company that can do good job for little money.

MARK: Diane and She don't even want this. How did we pass this when they didn't even want it.

SHE: I voted yea on levies to fix the streets …

MARK: but then you complain ….

SHE: No, I'm just saying how did ours get prioritized. **DECISION-MAKING, PURPOSE** There's got to be worse-off streets than ours … **DECISION-MAKING, PURPOSE**

DIANE: And we were one of first ones. Amazing. **DECISION-MAKING, PURPOSE**

CK: SS program didn't begin with passage of levy. Levy allows us to be more expansive with it.

SHE: is it working out? Is it prolonging street life. Is it all you hoped. Been doing it for awhile. And how toxic is this stuff? **TOXICITY**

CK: standard research says 7 to 10 years, plus 7 coats.

SHE: so each coat gives 7 years …

MARK: can they SS around our coffins, cause we're gonna be here awhile …

CK: SS is $1600/City block …

MARK: That is cheap.

CK: Reconstruction is $66,000.

SHE: Huh. **DECISION-MAKING, PURPOSE**

DIANE: I didn't realize that. **DECISION-MAKING, PURPOSE**

MARK: come back around tomorrow. **DECISION-MAKING, PURPOSE**

GROUP: laugh.

Group 2

CK: Outreach. How effective was outreach material you received to prepare you for the SS process?

GRANT: it was really nice. B/C [king] county talked to us twice a year when sent us a tax bill. Could call them every hour on hour and you'd either get a recording or a yeah right and a hang up. **OUTREACH** K did excellent job of communication and all that. **OUTREACH** Just like they've done an excellent job of having a policeman driving through neighborhood. Or other things that make you feel that Gosh, somebody really is out there on the other end. **OUTREACH**

UNIDENTIFIED LADY NEAR JUDITH: I thot it was kinda hard to read. Map was really small. Had hard time figuring out where the work was gonna be done in our neighborhood. **MAP, ME**

CK: Good feedback. So map was hard to read …

UNIDENTIFIED LADY NEAR JUDITH: It was kind of small. Hard to figure out … **MAP**

Frank: In our neighborhood, we had two different … one day half neighborhood was done and the next day other one was done. I was right on corner where they blocked it off. Map was unclear as to which would be done first. **MAP, ME**

CK: So map is a big deal?

GROUP: Silent nods **MAP, ME**

UNIDENTIFIED LADY NEAR JUDITH: I thot it could have been a better map. **MAP, ME**

RICH: But it was nice it was there. **MAP, ME**

Frank: it was good that we knew what they were gonna do and when they were gonna do it. **CONVENIENCE**

CK: Would you say map was one of more important components of outreach?

WRAY: it's important for planning. Have to figure out where to park car and which bridle trails to use to get out of neighborhood. **CONVENIENCE**

CHARLENE: I think timeline and predictability—this is going to happen here and here—was clear. Gave plenty of time to plan for it. **CONVENIENCE**

RICH: It didn't happen to my neighborhood. Inclement weather could have changed that. Didn't happen to me. I don't know what procedure would be if it had rained on that particular day. Now does it come the next day or the end of the calendar, cause everything is backed up … **CONTIGENCY**

MARY ANN JOY: I did wonder about that. Would have liked to know what contingency. It did say if it rains, there would be change in sked. Would like to know what to expect in that case, so we could plan for it. **CONTIGENCY**

PROF. FRANK: it was actually hard to get out. Where I live, couldn't get across street to go one way out. And to go up. There r places wehre no place to go. I have a dog, trying to keep his feet off it. That was not easy. I thot if someone wasn't as mobile, that would be really difficult for some. **CONVENIENCE**

CK: do you think the outreach material did adequate job preparing you for it?

PROF: I don't know what you could do about that. U just have to hope you can hole up for a day or so. **CONVENIENCE, PERSONAL RESPONSIBILITY**

BILL: what you're really saying is a possible survey of people in that community

WRAY: material did say if you were wheel chair bound, would find way to accommodate you. **CONVENIENCE**

CK: was that in fine print? Title VI? So u read entire thing.

PROF FRANK: anything that could be put down that would allow pedestrian to go from one side to the other. **CONVENIENCE**

CK: How much of an impact was the process, was it a day?

FRANK: It was two days, actually **CONVENIENCE**

Wray –just a few hours each day, doing one hour and then the other. That is a good idea, there ought to be some kind of a mat they could roll, six feet wide. **CONVENIENCE**

PROF FRANK: description of taking care of dog. **CONVENIENCE**

KATHI HUNT: grateful for trail to use. If not would have been trapped. **CONVENIENCE** One neighbor mentioned smell made her sick. She had to leave neighborhood for two days. **TOXICITY** Related back to me, wanted to know what benefit was so that she could feel, okay, this is worth it. **PURPOSE, DECISION-MAKING**

…

QUESTION 9: Timing of outreach materials before SS: Would that be the amount of time you'd need to prepare?

RUSS: I think they spaced it apart when they first sent the card. **OUTREACH** Then they did the door hanger. **DOOR-HANGER**

LYNDA; I seem to recall I think the timing was really well. **OUTREACH**

RUSS: I think so.

LYNDA: Not so far in advance that I forgot about it and not so close I didn't know what to do. My husband and I, it's the two of us, the time frame was really manageable. **OUTREACH**

CK: do you remember how much time you had.

LYNDA: I think they said you need to be off stret at 7:30. Then they said 8. Not an issue. At end of day, 4 or 5, it worked. It seemed reasonable. For one day to have that done. **CONVENIENCE**

MARK: it seemed fast doing it. I don' tremember notice before. **OUTREACH**

SHE: and ready to be driven on. **CONVENIENCE, PERFORMANCE**

RUSS: I think a few people in our neighborhood dind't remember, cause I saw some prints in the road … **PERSONAL RESPONSIBILITY**

Group 2

CK: How did timing of outreach materials affect your ability to prepare for SS treatment? Think back. Was info sent too prematurely? To close to the actual date.

RICH: I was on vacation, came back, there was a bunch of stuff. I don't know when it came. Can't answer that question.

CHAR: I remember not having any concerns. I thot there was ample time, but not too much. It seemed appropriate.

FRANK: we knew when it was happening …

CHAR: not too short notice or anything like that.

CK: How much time would you want to prepare?

GRANT: at least a few weeks. **CONVENIENCE**

PROF: I'd say a month. **CONVENIENCE**

GRANT: B/C some people on vacation, like he said, or maybe have something specific sked or that's the week we're having new roof put on … **CONVENIENCE**

PROF: if my wife were here, I'd be in trouble. I always figure whatever's going to happen today, I'll figure it out. **PERSONAL RESPONSIBILITY** Joella plans and plans and plans. **CONVENIENCE** If I had known, here comes AGILITY, I'd have the kennel in the car so I'm not trying to negotiate. **CONVENIENCE** That would allow you to see sked. You made good point: we just had septic put in. well what if that happens then, you're just killing self to get that in on time and all the sudden, that would come in and you'd be stuck … **CONVENIENCE**

CK: one of the challenges we have is we don't know exact day contractor will be SS roads. We know window of five or six days. Can't say what exact day is until … is it worthwhile to you to provide a window of time?

FRANK: well that would certainly help. If you can't pinpoint. Cause that way we could prepare for a period of time. Something could happen in this period of time. **CONVENIENCE**

CK: How agile can you be? If you were prepared for it to come some time in the first week of August nad then you got a notice saying, okay, it's coming tomorrow, could you adjust?

PROF: It could if you're having BBQ. **CONVENIENCE**

GRANT: depends on the individual. I have five ways to go. Others might have some other place. Or else you sit for two days, or go to hotel. You can't just, we're coming in an hour (claps hands). To hell with the contractor, I've worked with enough of them. If he wants job, he'll give sked. You've got big carrot. You're waving nice check. So this whole, we can't tell you, is BS. **AUTHORITY**

CK: what's minimum time you want?

GRANT: need at least week or two. Especially for those who need to make neumatic plans. I had several ways, I could have even walked over to bus stop. But if you just show up to guy who is in little pocket, not gonna have happy camper. **CONVENIENCE**

RICH: the map must have come out over a week before it actually happened. **MAP** Remember coming home from vacation, thinking our street will be done this Thursday. But it wasn't until next Thursday. **OUTREACH**

FRANK: It was a couple weeks, I think … **OUTREACH**

CHAR: It was more than a week. **OUTREACH**

RICH: I think so… so somebody knew …

FRANK: It seemed fine to me. **OUTREACH**

…

QUESTION 10: how has your impressions of SS changed over time?

Group 1

MARK: best ever awesome. Loved it. They came, they did it. It's terrific. Come back any time you want. If someone is going to fix my street, this is awesome. I love this! **PERFORMANCE**

SHE: toying with getting new car. Had 10 year old van or whatever. I remember thinking, glad didn't buy new car, cause didn't want rocky things to kick up and crack up my brand new car. I remember thinking glad driving old van. Cause I didn't know … **CONVENIENCE, PERFORMANCE**

MARK: DO you … I don't remember that at all really. Maybe on the edges.

SHE: the edges. Talking with neighbors. Pattie. I think she's coming. The edges … the edges didn't bother me one way or another. Not a clean neighborhood where street ends and slidewalk or curb. It sort of melts into dirt or gravel. **PERFORMANCE**

MARK: gravel

SHE: there were some edges that were kind of ratty. Some got smushed into Frank and Debbie's driveway a bit. I do remember thinking, boy I'm glad I'm not driving … they did open road quickly … and I remember glad not driving new car. **PERFORMANCE, CONVENIENCE**

LYNDA: similar. I remember reading in couple weeks after they were done they would come back and clean stuff up. There was some stuff on road and loose areas. Thought it was fine. **PERFORMANCE** Impressed it was day long process. And that was all inconvenience. **CONVENIENCE** With exception of

remnants. That last coupled weeks, maybe four weeks. Now don't notice it. Don't notice driving on it. It felt rougher. Different. But now just seems like this is our road. It's fine. **PERFORMANCE**

DIANE: low expections and it's beautiful turnout pretty. And it's quiet. Soft. **PERFORMANCE**

CK: what were low expects based on …

DIANE: you get those people knocking on door saying they are gonna seal their driveway, that was kind of my reference point. Of what it was going to be. Slop some thin coat on. But it was very nice. Pleasantly surprised by something I didn't think we needed. **PERFORMANCE**

MARK: I thought it was great. Have two blacktop strips that went from cement to aggregate. When they slurry sealed, they blened right into blacktop. Really well done. **PERFORMANCE**

SHE: that's nice. **PERFORMANCE**

MARK: they did a great job of blending it right in. quality greater than I expected. **PERFORMANCE**

RUSS: I thot they did great job. I just wish they had done my driveway. **PERFORMANCE**

CK: those are grades, but what about perceptual trajectories?

RUSS: thot it'd help road and perception hasn't changed. **PERFORMANCE**

Group 2

CK: perceptual trajectory: what did you think of it. How has that changed over time.

WRAY: I didn't know. I thought what the heck was this. **AWARENESS**

FRANK: crew had gone out there and filled in all the cracks. When showed up in mail, said ahh, now we know the point of filling in all the cracks. Is to get street prepared for SS. **AWARENESS**

CK: when it was laid down was it beautiful. Did it age like wine?

FRANK: it took awhile. We've got dogs. They tend to track stuff in. even on sides, it was pretty amazing they didn't get more on the sides. **EXPECTATION**

PROF: there was some. **EXPECTATION**

MARY ANN: kids bike up and down road. Not as comfortable. **EXPECTATION** For while did wonder. I thot of it as maintenance. I wondered … steep hill, can see parts of it worn out. I did wonder if not done correctly. Cause it seems better on flat parts than on slopes. **PERFORMANCE**

CK: How long did you wonder that?

MARY ANN: well then I realized it wasn't mainteancen. And that it had more aggregate. I don't know how I realized that. Maybe somebody told me. Now I'm fine with it. **AWARENESS, OUTREACH**

KATHY: it looked so nice. I expected it to be new road and smooth. And then I realized it wasn't smooth at all. **EXPECTATION**

OTHER LADY: And then you drive on it. **EXPECTATION**

KATHY: And it's not smooth at all. Really rough. **EXPECTATION**

CK: anyone else have that experience?

RICH: the car starts vibrating. Rattlings. Rattles you didn't notice before. **EXPECTATION, PERFORMANCE**

CK: looks are a bit deceiving …

GRANT: expectation was that it would be smoother surface. What seals road is petroleum, aggregate is to provide structure. Is not really necessary. Other than for traction. I think u used too much aggregate or to rough a size. Created Velcro effect. **EXPECTATION, PERFORMANCE**

GROUP: nods heads. **EXPECTATION, PERFORMANCE**

GRANT: quality control. Long description of inconsistencies of application of SS. Need higher quality control. Subject is good. Application. **PERFORMANCE**

UNIDENTIFIED LADY: noticed how rough road was still. Traffic has worked it in in areas. Nice. Live on cul de sac. Still very rough. It's really, really, really rough still. **EXPECTATION, PERFORMANCE**

CK: how long did it take for road to smooth out before it was acceptable?

UNIDENTIFIED LADY: longer than I expected, really. **EXPECTATION, PERFORMANCE**

GRANT: they brush it with brush truck, half dozen times. Took several months to clean up that aggregate. Now it's smoothed out. It's been nine months. It's still rough. **EXPECTATION, PERFORMANCE**

BLONDE: had same experience. Took long time to feel like nice road again. **EXPECTATION** Too much aggregate. Inconsistently put down. (nodding all around). I remember making comment, "My god they came through in five minutes and didn't seem to backroll. And then they came back through cleaning up their mess—you were talking about perceptions. I felt that was why they went through so often. Cleaning up their mess. Quality control is an issue. **EXPECTATION, PERFORMANCE, AWARENESS, PURPOSE**

…

QUESTION 11: think about K communications in general, think of what communication was for and describe a few components that stuck out to you?

Group 1

SHE: those light reader boards, heading down 85th, Mother's Day, half-marathon. I don't put those things on calendar. But I like those reader boards. Put one down 70th, forget what it turns into, that kind of announcement. Big event. Xmas tree lighting. I remember it … **MEDIA**

MARK: well you remember when you see it.

SHE: no I remember it now.

RUSS: I read all stuff that comes from K. **AUTHORITY** I read paper we get Friday, Kirkland Courier. **MEDIA**

DIANE: I love police blotter. **MEDIA**

CK: do you all read Kirkland Reporter?

MARK: No, I try to get them to not deliver it to my door. **MEDIA**

CK: thank you, that was it.

SHE: what was your hope?

Group 2

CK: any communications from Kirkland. Print, readerboard. What do you remember.

GRANT: after having dealt with County with such abysmal nothingness, it's breath of fresh air. **OUTREACH**

CHAR: hard to pull up specific examples: city has made bigt effort to use multiple resources to reach us: whether it's newspaper, mailers. I think they do multiple efforts to reach us. **OUTREACH**

MARY ANN: I remember couple: one about sewage lines put down in neighborhood. There was questionnaire about it. You remember? (group: that's right. **OUTREACH**

FRANK: Everybody up in arms about it. **COMMUNITY, CONNECTOR**

BLONDE: Don't you dare … **COMMUNITY, CONNECTOR**

Laughs

MARY ANN: then there was one about reserve gas line that goes behind house at 6001. Some discussion about it. There was a flyer in the mail. Didn't go to that meeting. The map was really bad. **MAP** But I realized it was right by my house.

BLONDE: Community meetings: resend that out. We happen to have someone very active. That sends stuff out to our group meaning 53 homes, 52 homes.

PROF: can't think of specs. But everything I can think of is very positive. Information we get from time to time about waste disposal from the City: very good. **OUTREACH**

GROUP MURMURS: very helpful. Very good. Lots of nods. **OUTREACH**

CK: final takeaways … any impressions.

PROF FRANK: give us time to do it right.

BLONDE: People love those big reader boards, hate to dumb it down. **SIGNS** Could do bullet points: can be redone 7 times. Saves the county or saves the city over 30 years X dollars. Like to preserve streets that are in decent condition. That's a new one to me. I don't know why and I have read the materials. **PURPOSE, DECISION-MAKING**

CHAR: Proactive piece **PURPOSE, DECISION-MAKING**

BLONDE: it's a very proactive piece. Makes you feel good about the City. As opposed to wasting money on good street. **PURPOSE, DECISION-MAKING**

CK any other messages:

KATHI HUNT: one neighbor mentioned it was cracking now and what's going to be done … **EXPECTATIONS**

WRAY: is there a follow-up …? **EXPECTATIONS**

CK: that's evidence of that previous concept: Describes George Minassian.

KATHI: So will they seal the cracks that are in the new seal? Is it defeating purpose to seal cracks that are already there. **EXPECTATIONS, PERFORMANCE**

CHAR: it says K is interested in knowing how they are doing. **OUTREACH**

GRANT: thank you to k for not only doing this but for you coming around and doing this. **OUTREACH**

RICH: that's pretty foreign … **OUTREACH**

KATHI: sent email to neighbors. Please tell us what happened? **CONNECTOR, COMMUNITY**

WRAY: took us 22 years to get annexed to Kirkland.

Kathi: And we're grateful.