Council Retreat: 05/30/2014
Agenda: 2014 Community Survey
Item #: 4

CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager

From: Marilynne Beard, Deputy City Manager

Date: May 22, 2014

Subject: 2014 COMMUNITY SURVEY RESULTS

RECOMMENDATION:

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

BACKGROUND DISCUSSION:

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

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

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

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

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

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

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City of Kirkland 2014 Telephone Survey on Citizen Opinions & Priorities

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1 Project Overview

1.1 Project Goal

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

- *Respondents' evaluation of Kirkland as a place to live, including what they like the most about the city and what concerns them, their satisfaction with the availability of good and services in the City, attitudes about personal safety, and neighborhood infrastructure.*
- *Overall ratings of city government, and specific ratings on government priorities, financial management, communication with residents, and overall service delivery.*
- *Ratings of the overall importance and assessment of the City's performance across 18 City services and functions.*
- *Questions about household emergency preparedness.*
- *New questions about the Cross Kirkland Corridor.*

1.2 Methodology

- ✓ Telephone survey of 500 registered voters in the City of Kirkland.
- ✓ Overall margin of error of +/- 4.4 percentage points at the 95% confidence level.
- ✓ Interviewing took place between April 6th and 11th, 2014.

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

2 Key Findings

Kirkland as a Place to Live	• *The overall rating of Kirkland as a place to live continues to be overwhelmingly positive and there has been a significant increase in "excellent" ratings since 2012.* • *When asked in an open end question (no response choices given) what they like best about living in Kirkland, location (convenience) most often is mentioned, followed by the small town feel, and the fact that Kirkland is safe and quiet. Responses are similar to 2012, although convenience is up significantly.* • *When asked in an open end question what things concern them about the way things are going in Kirkland, the top response is "nothing."* • *As in previous years, the top specific concerns are related to development/growth and traffic/infrastructure. Concerns about traffic/infrastructure have shown the biggest increase over 2012.* • *Most residents are satisfied with the availability of goods and services in Kirkland -- however most are just "somewhat satisfied" rather than "very satisfied." There is no significant change compared to 2012.* • *Most (97%) Kirkland residents say they feel safe walking in their neighborhood during the day.* • *Most also (82%) say they feel safe walking in their neighborhood after dark, but only 40% feel "very safe" and one-in-five (16%) feel unsafe.* • *There has been an 8 point increase in the percentage of residents who say they feel "very safe" walking in their neighborhood after dark and a 6 point increase in the percentage of residents who say they feel "very safe" walking in their neighborhood during the day.* • *Lack of street lights and general concerns about crime make up over half the mentions among those who feel unsafe.* • *Most residents continue to be satisfied with their neighborhood's infrastructure - fewer than one-in-five are dissatisfied.* • *Although overall satisfaction with infrastructure has not changed from 2012 there has been a 5 point increase in residents who say they are "very satisfied."*

Kirkland City Government

- *Kirkland City government continues to get high marks overall, and also receives high marks for "delivering services efficiently" and "keeping citizens informed."*
- *The City also gets good marks for "focusing on the priorities that matter most to residents" although one-in-four residents is unable to rate the City on this metric.*
- *The City's rating for "managing the public's money" is divided, with more than a third unable to rate the City's performance in this area. There is little intensity in the negative ratings (%"Poor") suggesting that this is not a critical problem area.*
- *Most residents are not paying close attention to Kirkland City government, although a majority consider themselves either very (10%) or somewhat (45%) well informed.*
- *The fact that residents give the City generally high marks for keeping citizens informed suggests that most residents do not blame the City for their not being more informed.*
- *Respondents take advantage of a wide variety of information sources to find out "what is going on with Kirkland City government." The Kirkland Reporter continues to be the top source, followed by the City Newsletter, and the City website.*

Emergency Prep & Other Issues

- *Kirkland residents' emergency preparedness is essentially unchanged since 2012 on 3 of the 4 items, but those saying they have three days of stored food/water has decreased from 70% to 62%.*
- *Roughly four-in-ten residents say they are familiar with transit plans for the Cross Kirkland Corridor, although only one-in-ten say they are "very familiar" with the plans.*
- *After hearing a description of potential options for transit in the Cross Kirkland Corridor a majority of residents say they prefer that the city design the corridor for future high capacity transit but wait until Sound Transit is ready to build and operate transit rather than having the city providing interim transit in the corridor funded by the city and other partners.*

City Services and Functions

- *Most importance ratings for City services and functions are similar to 2012.*
- *Safety related services -- fire/emergency medical services and police -- continue to be seen as the City's most important functions and as in 2012 the percentage of residents rating these services as "extremely important" is significantly higher than for any other service/function.*
- *After fire and police, key services/functions include, pedestrian safety, City parks, and the environment.*
- *Community events, arts, and recreation programs/classes continue to be seen as the least vital functions, although close to half of residents still say these service are important.*
- *Of the top services/functions, City Parks and managing traffic flow have seen the biggest increase in importance.*
- *For the most part, the City continues to perform best on those services/functions that residents see as most important - fire/emergency medical, police, pedestrian safety City parks and recycling/garbage*
- *Attracting and keeping businesses in Kirkland, recreation programs and classes, City parks have all seen positive increases in performance ratings.*
- *The City's performance exceeds importance on 6 of the 18 services/functions tested and performance is comparable to importance for another 7 services/functions.*
- *The City is over performing relative to importance on community events, recreation programs and classes, support for arts, recycling and garbage collection, City parks and bike safety.*
- *The gap between importance and performance is largest on managing traffic flow by a significant margin. Other areas where the city is slightly underperforming include zoning and land use, maintaining streets, and services for people in need.*

3 Attitudes about Kirkland

3.1 Rating Kirkland as a Place to Live

Question(s) Analyzed

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

Finding

- *The overall rating of Kirkland as a place to live continues to be overwhelmingly positive and there has been an increase "Excellent" ratings since 2012.*

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

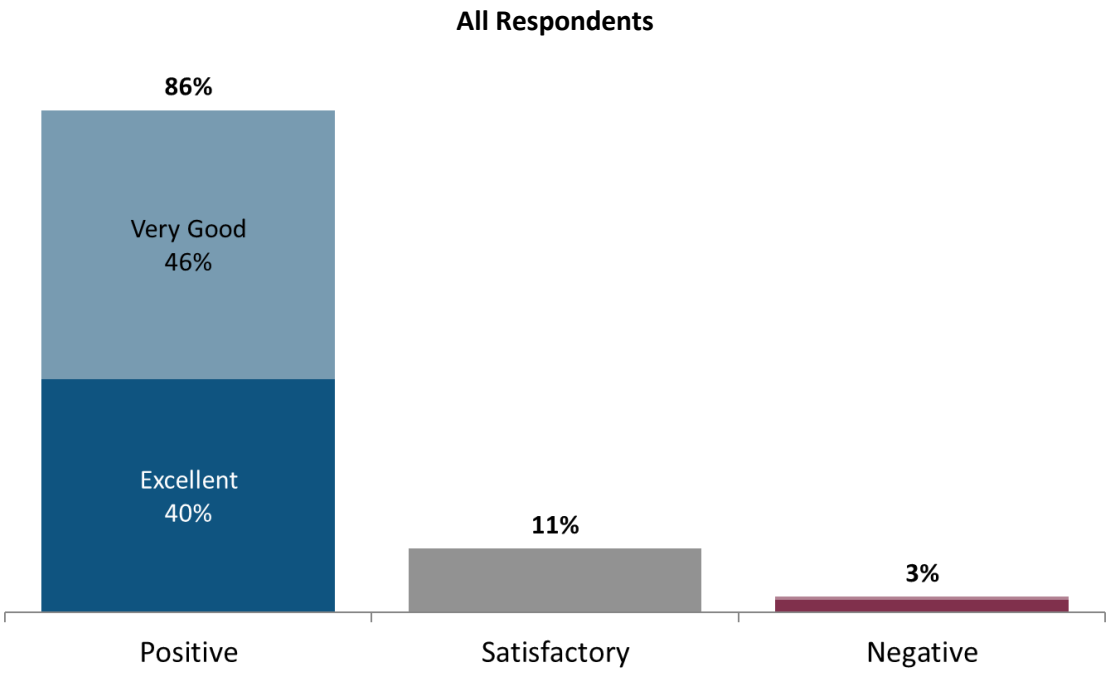
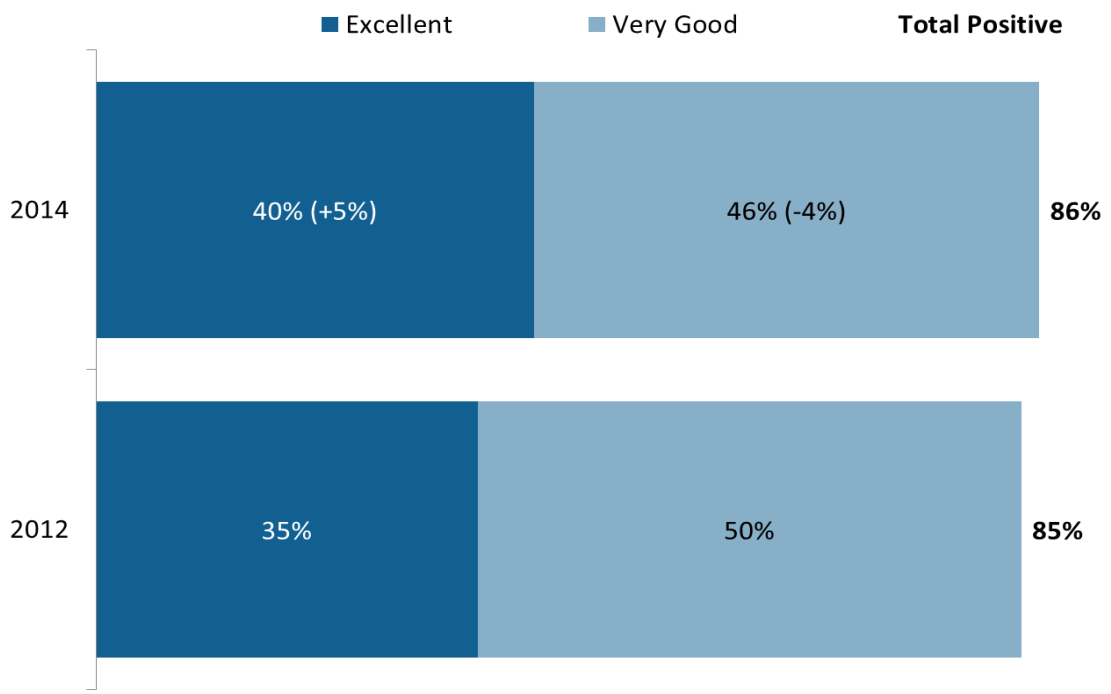
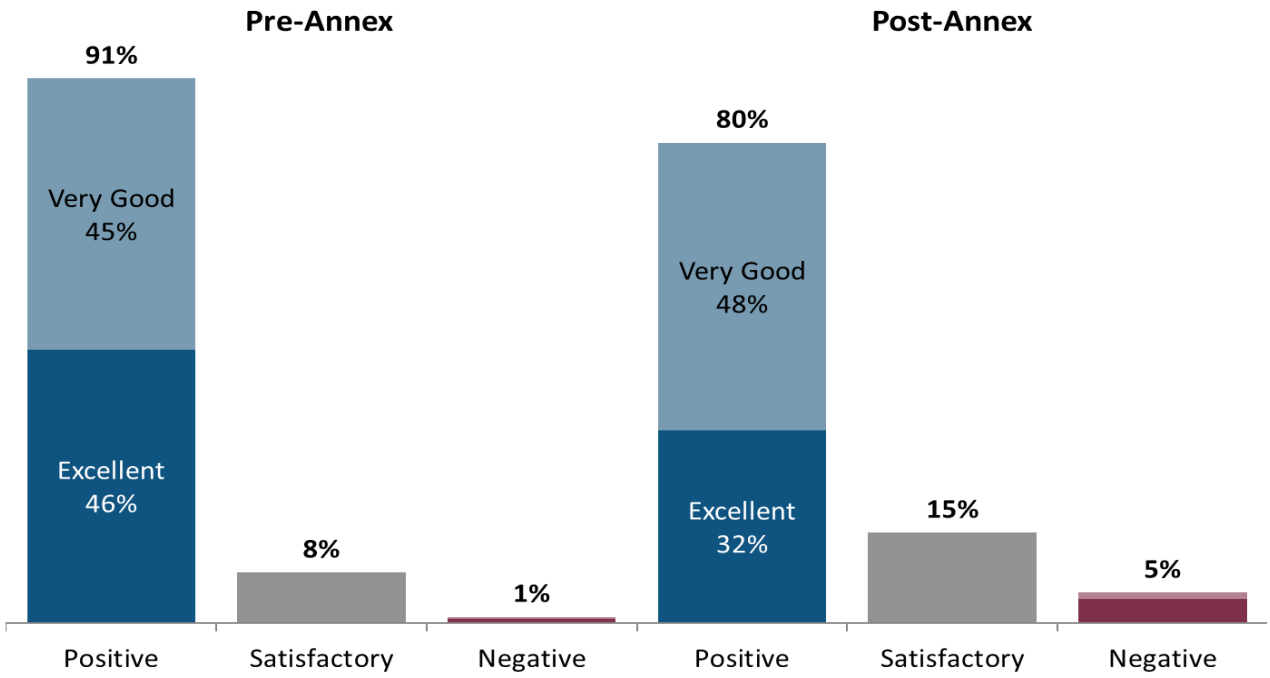


Figure 3-2 – Rating of Kirkland as a Place to Live by Year



Intensity of satisfaction ("Excellent") is up 5 points since 2012, and most residents (86%) continue to give Kirkland a positive rating as a place to live." Residents in the pre-annex areas continue to give a higher positive rating with greater intensity.

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



3.2 Positives Aspects of Living in Kirkland

Question(s) Analyzed

Q6. What do you like best about living in Kirkland? (One Response)

Finding

- *When asked in an open end question (no response choices given) what they like best about living in Kirkland, location (convenience) is most often mentioned, followed by the small town feel, and the fact that Kirkland is safe and quiet.*
- *Overall the responses are similar to the 2012 survey, although convenience is up significantly.*

Figure 3-4 – Kirkland Positives

	2012	2014	± Gap
Convenience/ Easy to get places (general location)	23%	36%	+13%
Small town feel/ Community/ Neighborhood	19%	23%	+4%
Safety	7%	8%	+1%
Access to water	11%	7%	(-4%)
Close to parks/ recreation	6%	7%	+1%
Downtown Kirkland	--	5%	+5%
Beautiful scenery/ Peaceful/ Clean	8%	4%	(-4%)
Nice place to live (general positive)	5%	2%	(-3%)
Family/ Raised here	3%	1%	(-2%)
Close to Seattle	4%	--	(-4%)
Other	10%	4%	(-6%)
Nothing	1%	2%	+1%
Don't Know	3%	1%	(-2%)

3.3 Concerns about Kirkland

Question(s) Analyzed

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

Finding

- *When asked in an open end question what things concern them about the way things are going in Kirkland, the top response is "nothing."*
- *As in previous years, the top specific concerns are related to development/growth and traffic/infrastructure. Concerns about traffic/infrastructure have shown the biggest increase over 2012.*

Combining those who say "nothing" and those who are unable to think of a specific concern ("don't know"), over a quarter (27%) of respondents do not offer a concern about the way things are going in Kirkland. Only two specific areas of concern – development/growth (21% mention) and traffic/infrastructure (16% mention) – reach double digit mentions.

Figure 3-5 – Kirkland Negatives

	2012	2014	± Gap
Over development/Growth	15%	21%	+6%
Traffic/Infrastructure	7%	16%	+9%
Taxes	4%	8%	+4%
Police/Issues with Police	5%	5%	0%
Leadership issues/Management	3%	4%	+1%
Housing	2%	4%	+2%
Education/Schools	2%	3%	+1%
Budget/Spending	6%	2%	(-4%)
Totem Lake Mall vacancy	3%	2%	(-1%)
More Businesses/Leaving	2%	2%	0%
Other	15%	7%	(-8%)
No/None/Nothing	27%	23%	(-4%)
Don't Know	8%	3%	(-5%)

3.4 Satisfaction with the Availability of Goods & Services

Question(s) Analyzed

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

Finding

- *Most residents are satisfied with the availability of goods and services in Kirkland -- however there is room for improvement as most are just "somewhat satisfied" rather than "very satisfied."*
- *There is no significant change compared to 2012.*

Eight-in-ten (80%) residents are satisfied with the availability of goods and services in Kirkland – one-in-five (20%) are dissatisfied, with only 3% "very dissatisfied."

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

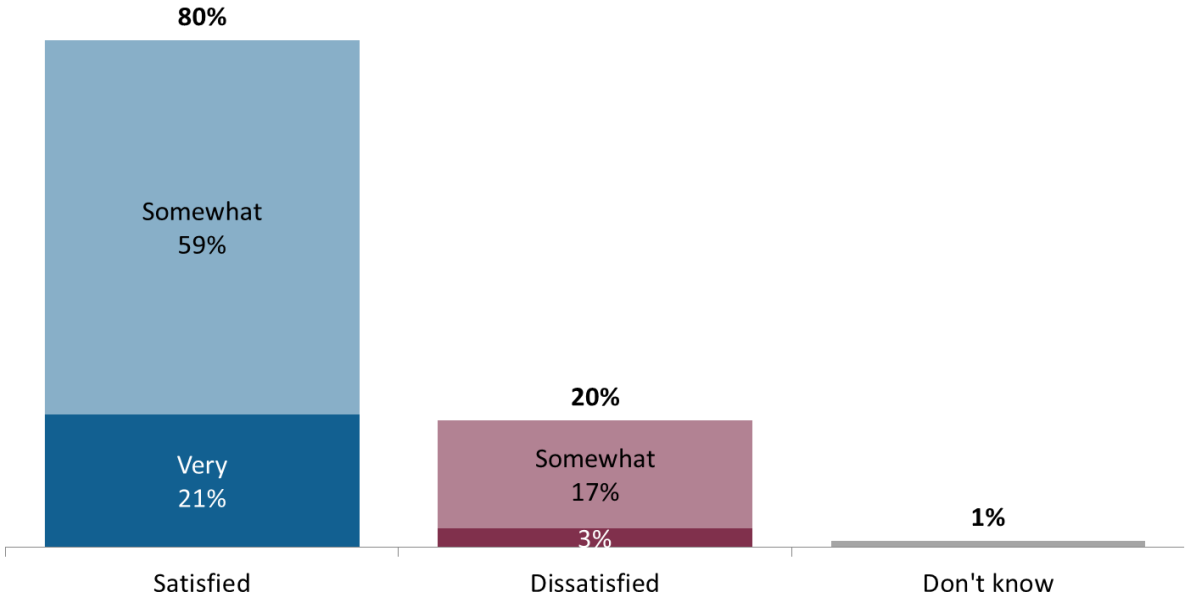
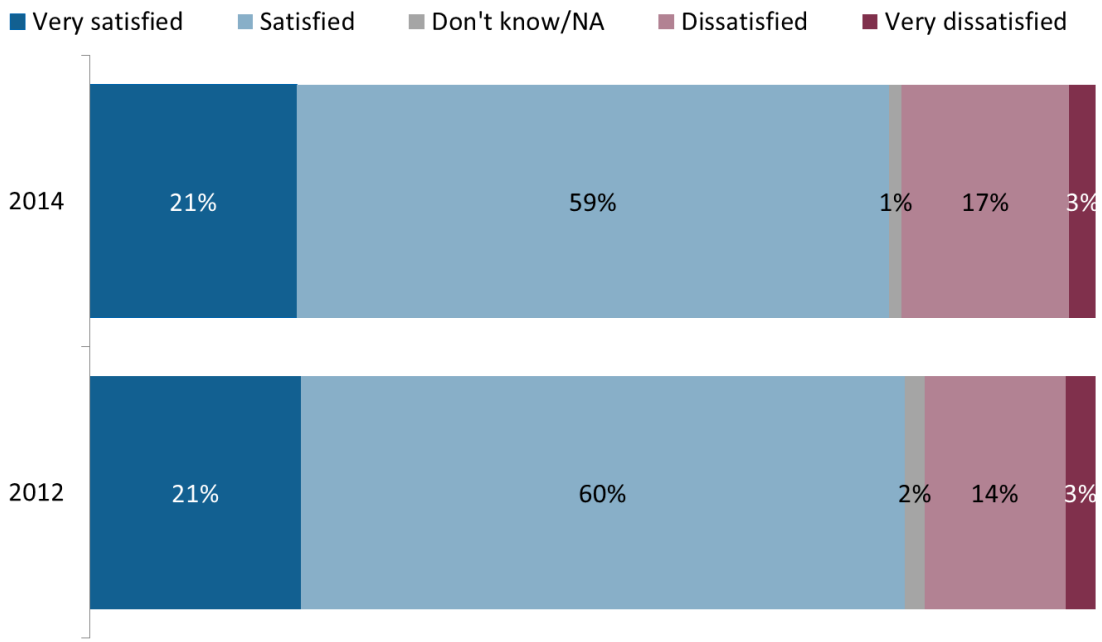


Figure 3-7 – Satisfaction with Availability of Goods & Services, 2012 and 2014



3.5 Neighborhood Safety

Question(s) Analyzed

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

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

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

Finding

- *Most (97%) Kirkland residents say they feel safe walking in their neighborhood during the day.*
- *Most also (82%) say they feel safe walking in their neighborhood after dark, but only 40% feel "very safe" and one-in-five (16%) feel unsafe.*
- *There has been an 8 point increase in the percentage of residents who say they feel "very safe" walking in their neighborhood after dark and a 6 point increase in the percentage of residents who say they feel "very safe" walking in their neighborhood during the day.*
- *Lack of street lights and general concerns about crime make up over half the mentions among those who feel unsafe.*

Figure 3-8 – Neighborhood Safety

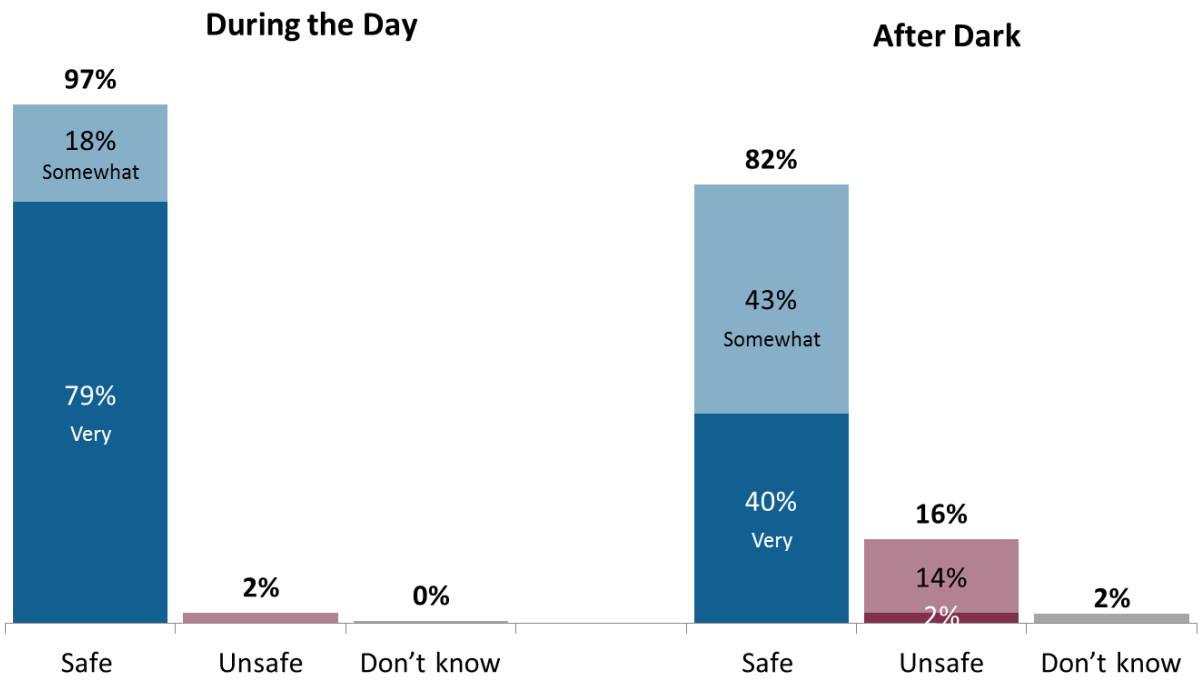


Figure 3-9– Neighborhood Safety 2012vs. 2014

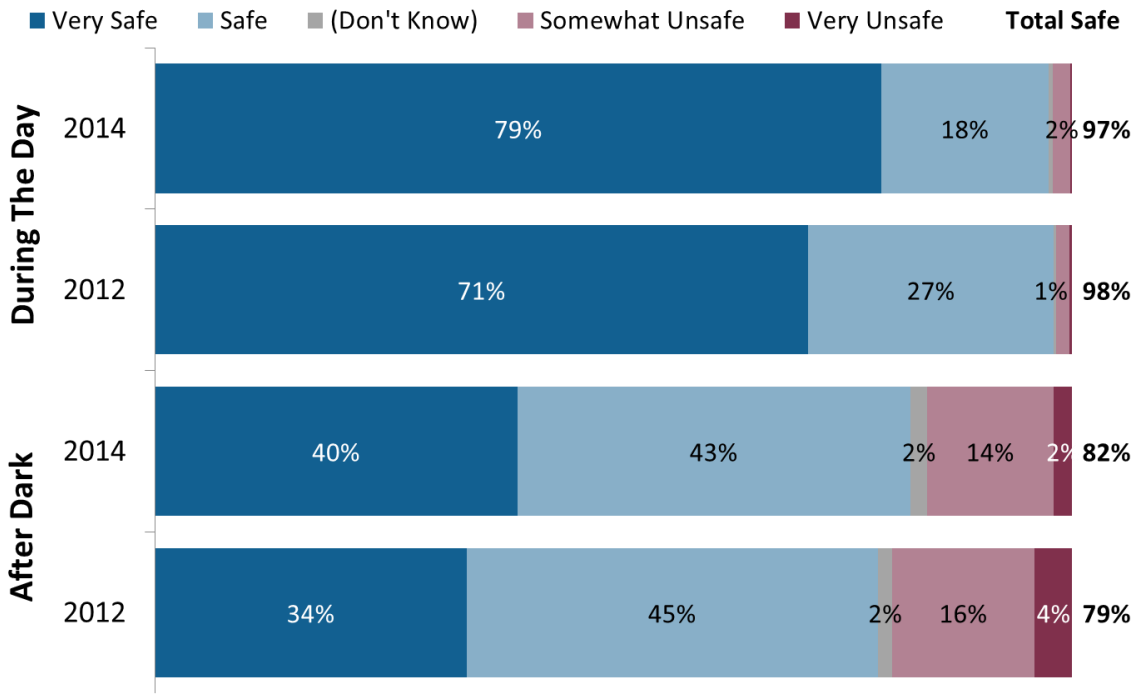


Figure 3-9 – Reasons for Feeling Unsafe After Dark

Reason	Percentage
Lack of streetlights/Dark	35%
Crime	26%
Night time is unsafe	14%
Strangers	12%
No sidewalks	7%
Other	7%

3.6 Satisfaction with Neighborhood Infrastructure

Question(s) Analyzed

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

Finding

- *Most residents continue to be satisfied with their neighborhood's infrastructure - fewer than one-in-five are dissatisfied.*
- *Although overall satisfaction with infrastructure has not changed since 2012 there has been a 5 point increase in residents who say they are "very satisfied."*

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

Figure 3-11 – Satisfaction with Neighborhood Infrastructure

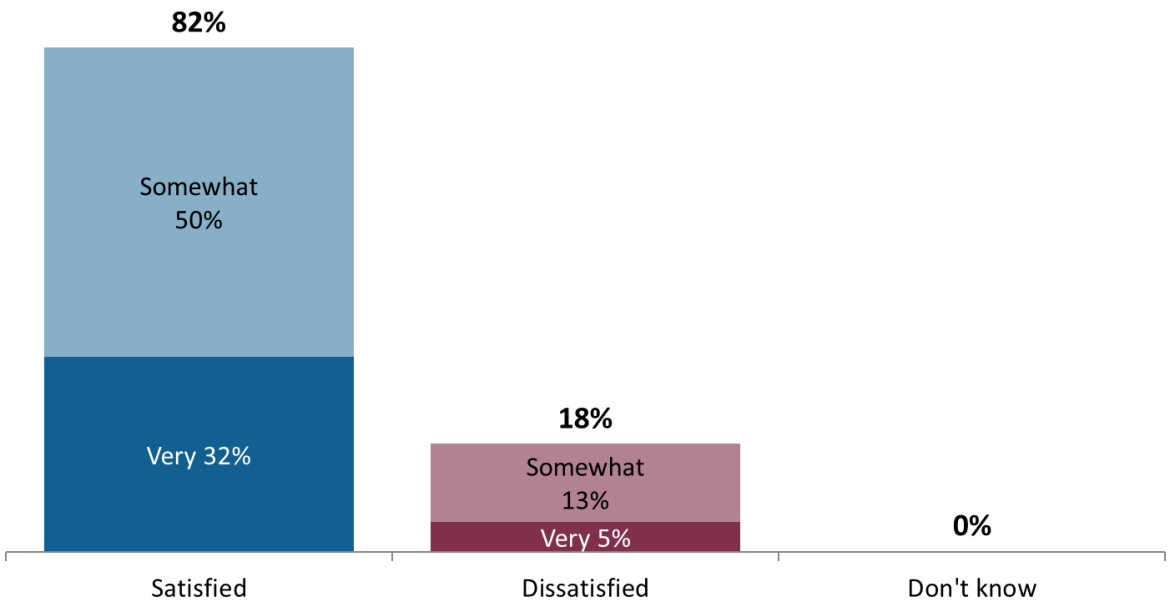
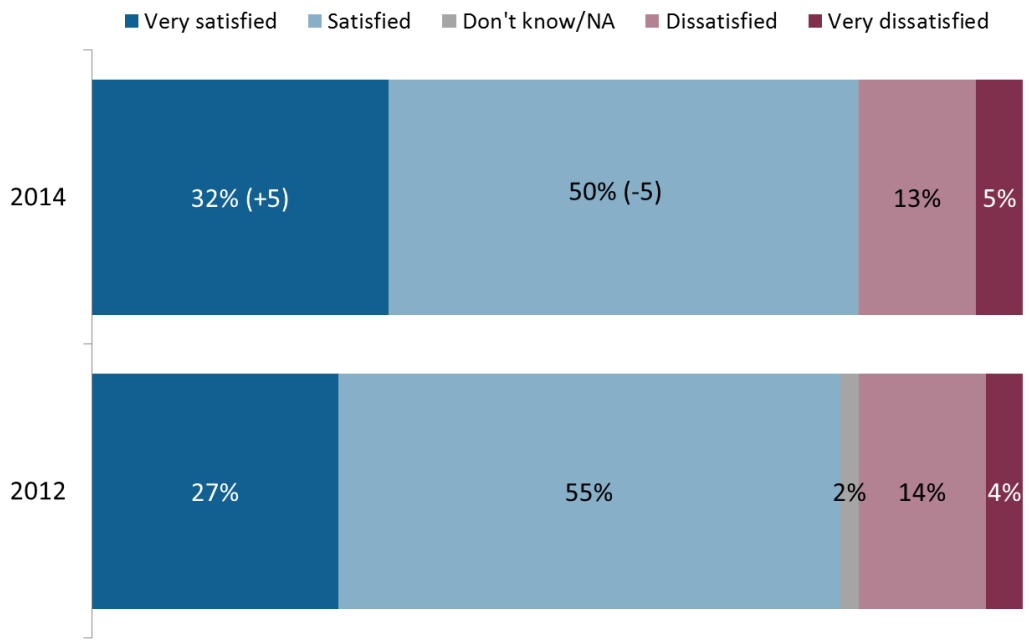


Figure 3-12 – Satisfaction with Neighborhood Infrastructure, 2012 vs. 2014



4 Kirkland City Government

4.1 Kirkland Job Ratings

Question(s) Analyzed

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

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

Q8. the job the City doing overall

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

Q10. the job the City does keeping citizens informed

Q11. the job the City does delivering services efficiently

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

Finding

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

Almost three quarters (71% "Excellent" or "Good") of residents give the City a positive rating for the job it is doing overall. Only 3% give the City a "poor" rating indicating that there is little intensity on the negative side.

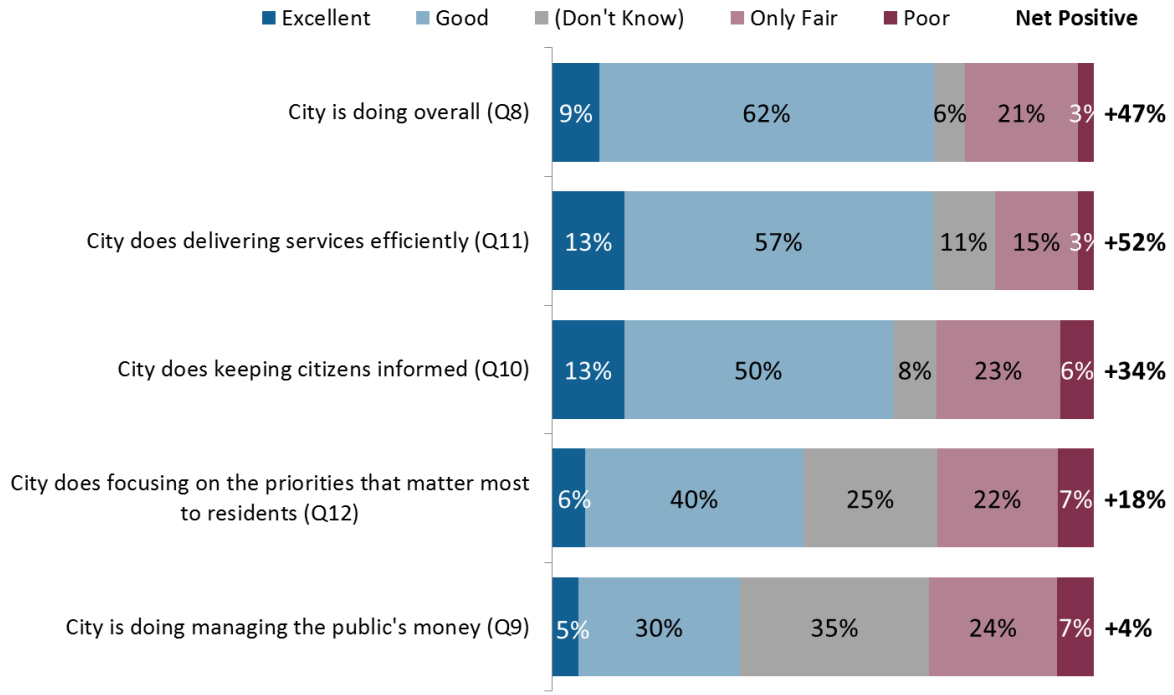
The City also gets very strong marks for delivering services efficiently. Two-thirds (70%) give the City a positive rating – and again, there is little intensity on the negative side (3% "Poor").

Nearly two-thirds (63% "Excellent" or "Good") of residents give the City a positive rating for the job it is doing keeping citizens informed. Fewer than a third (29%) give the city a negative rating for communications, with only 6% saying the City is doing a "Poor" job.

Residents' attitudes about the job the City does focusing on the priorities that matter most to them is net positive (46% "Excellent" or "Good" / 29% "Only fair" or "Poor"), however there is an information deficit, with one-in-four (25%) saying they are unable to rate the City on this measure.

Fewer residents in 2014 are divided over the job the City is doing managing the public's money (35% Positive / 31% Negative), but more than a third (35%) are still unable to rate the City's performance in this area.

Figure 4-2 – City of Kirkland Job Ratings



Job ratings are similar among pre and post annex areas for all .but the "job the City is doing managing the public's money" where residents in post annex areas give a net negative 12 point rating.

Figure 4.2 –City of Kirkland Job Ratings Pre vs. Post Annex

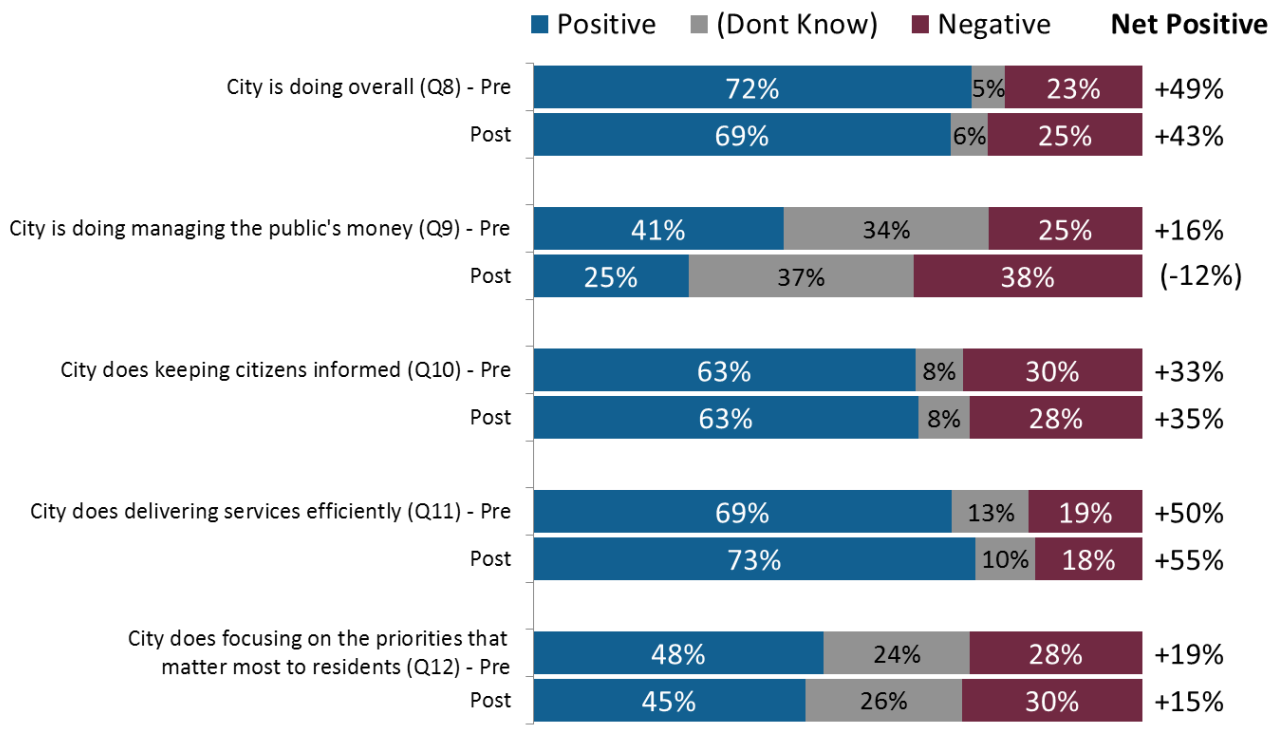
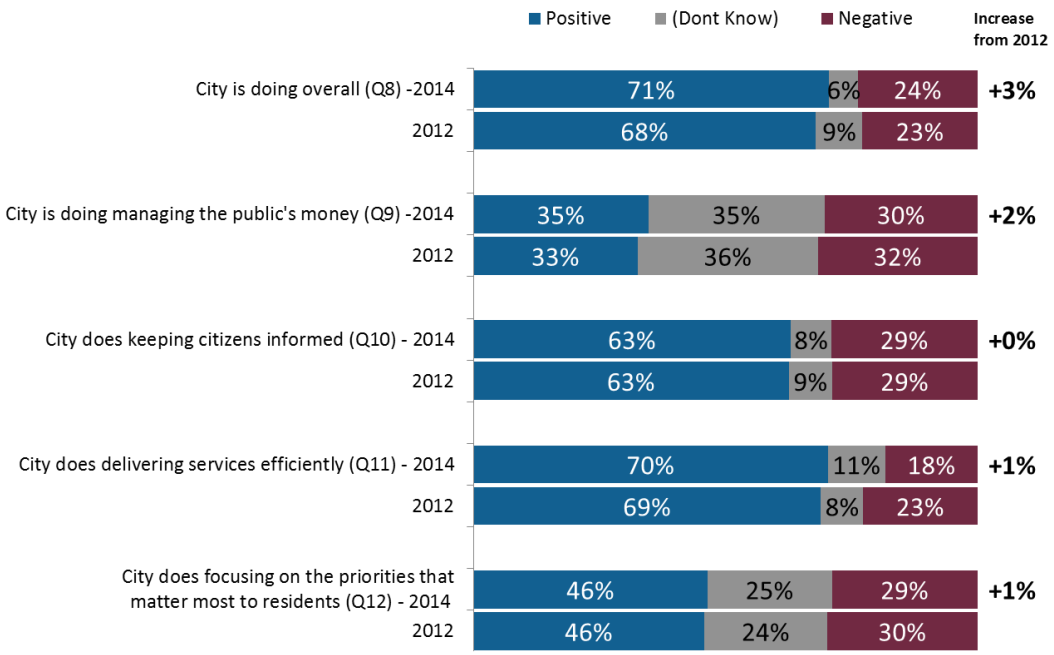


Figure 4-2 – City of Kirkland Job Ratings, 2012 vs. 2014



4.2 Information Level & Information Sources

Question(s) Analyzed

Q26. In general, how well-informed would you say you are about Kirkland City government? Would you say you are well informed, somewhat informed, or not very informed?

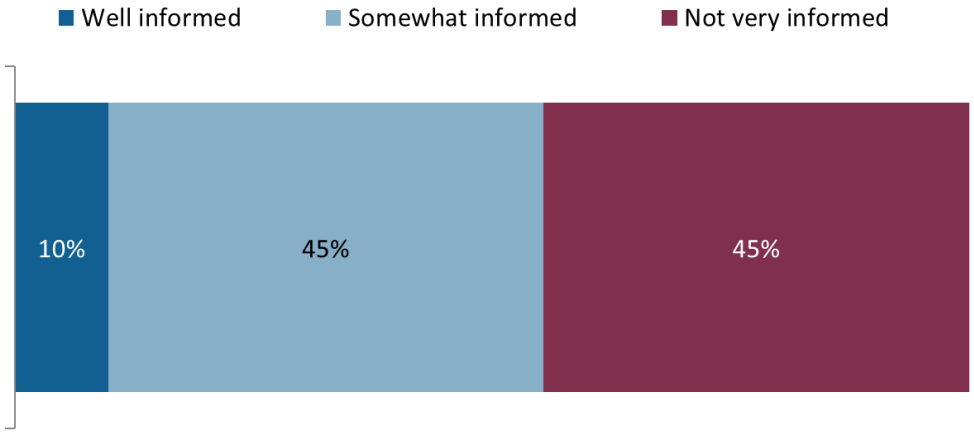
Q27. What is your primary source of information for finding out what is going on with Kirkland City government?

Finding

- *Most residents are not paying close attention to Kirkland City government, although a majority consider themselves either very (10%) or somewhat (45%) well informed. These results are similar to 2012.*
- *The fact that residents give the City generally high marks for keeping citizens informed suggests that most residents do not blame the City for their not being more informed.*
- *Respondents take advantage of a wide variety of information sources to find out "what is going on with Kirkland City government." The Kirkland Reporter continues to be the top source, followed by the City Newsletter, and the City website.*

Only one-in-ten respondents consider themselves "well-informed" about Kirkland City government. About half (45%) classify themselves as "somewhat informed" and about half (45%) say they are "not very informed." Pre-annex residents are more likely to consider themselves at least somewhat informed than are Post-annex residents (57% vs. 52%).

Figure 4-3 –Information Level



The Kirkland Reporter is the top source (31% mention) for news about City government, followed by the City Newsletter (16%) and the City website (13%). Information sources are similar among pre and post annex areas.

Figure 4-4 – Information Sources

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

Figure 4-4 – Information Sources Pre vs. Post Annex

	Pre-Annex	Post-Annex
Kirkland Reporter	34%	27%
City Newsletter	15%	17%
Kirkland/City Website	13%	13%
City Television Channel	5%	5%
Neighborhood association meetings	5%	4%
City email list	3%	4%
Facebook	2%	2%
Local Blogs	1%	3%
Twitter	1%	1%
Other	14%	14%
None	2%	8%
Don't know/NA	4%	3%

5 City Services and Functions

5.1 Importance

Question(s) Analyzed

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

Finding

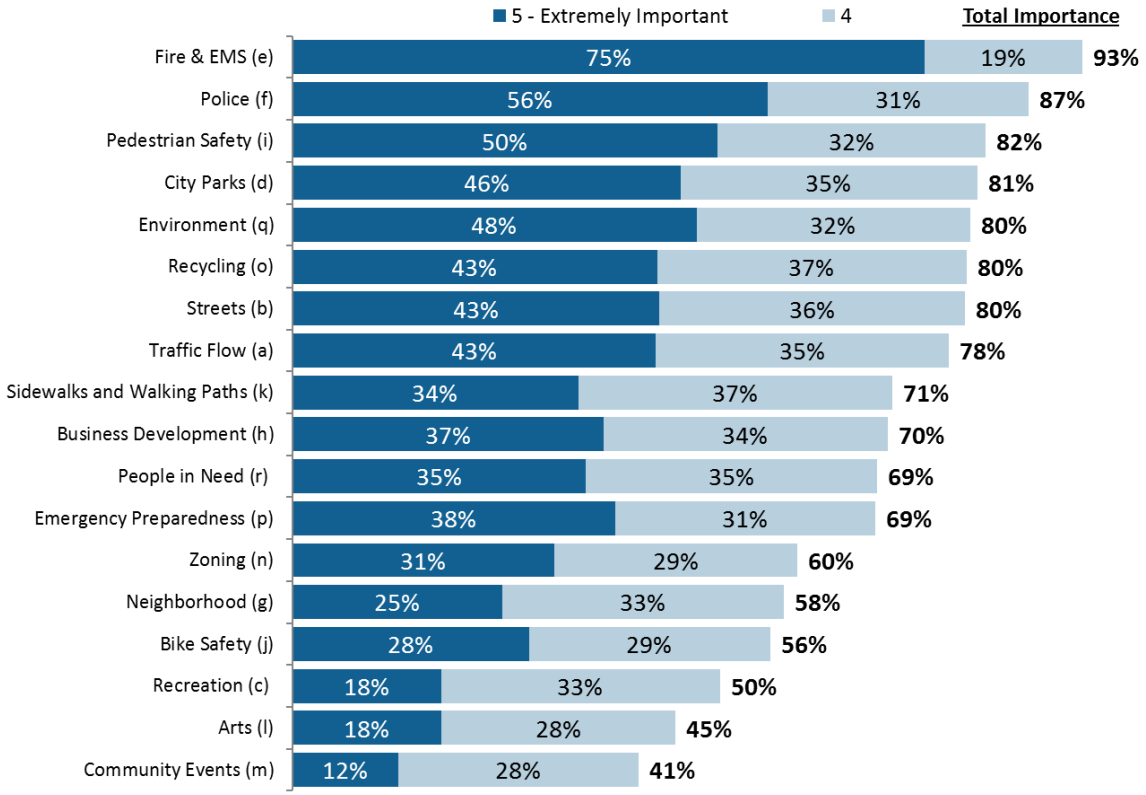
- *Safety related services -- fire/emergency medical services and police -- continue to be seen as the City's most important functions and as in 2012 the percentage of residents rating these services as "extremely important" is significantly higher than for any other service/function.*
- *After fire and police, key services/functions include, pedestrian safety, City parks, and the environment.*
- *Community events, arts, and recreation programs/classes continue to be seen as the least vital functions, although close to half of residents still say these service are important.*

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

Three-fourths of residents rate "fire and emergency medical services" as a 5 ("Extremely Important") on a 5-point scale and 93% rate it as a 4 or a 5. A strong majority (56% "Extremely Important") of residents also see "police services" as a critical City function – 87% rate police services as a 4 or a 5.

Pedestrian safety has moved into the next tier of services/functions seen as highly important with (82% Total Important, including 50% Extremely important), followed by City parks (81%; 46%),

Figure 5-1 – Importance (All Residents)



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

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

Service Item	Pre-Annex	Post-Annex
	2014	
Fire and Emergency Medical Services	4.67	4.69
Police Services	4.42	4.31
Protecting our natural environment	4.27	4.16
Pedestrian safety	4.24	4.28
City Parks	4.21	4.22
Recycling and Garbage Collection	4.16	4.16
Maintaining streets	4.16	4.21
Managing Traffic Flow	4.13	4.16
Availability of Sidewalks and Walking Paths	4.04	3.80
Emergency Preparedness	4.02	4.09
Services for People in Need	3.98	4.02
Attracting and Keeping Businesses in Kirkland	3.97	3.96
Zoning and Land Use	3.83	3.73
Support for Neighborhoods	3.71	3.78
Bike safety	3.64	3.56
Recreation Programs and Classes	3.5	3.43
Support for Arts in the community	3.41	3.27
Community Events	3.32	3.16

5.2 Importance - Comparison with 2012

Finding

- *Most importance ratings are similar to 2012.*
- *Of the top services/functions, City Parks and managing traffic flow have seen the biggest increase in importance.*
- *The importance of bike safety has increased by 4.5 points while the importance for attracting and keeping businesses in Kirkland has decreased by 4 points.*

The mean importance for most services/functions is similar to 2012. Bike safety" (+4.5%), managing traffic flow (+3.4%) and protecting the natural environment (+3.0%) have shown the biggest increases in importance. Attracting and keeping businesses in Kirkland has shown the greatest decrease in importance, likely as a result of an increase in performance.

Figure 5-3 – Importance 2012 vs. 2014 (Ranked by Importance)

Service Item	Importance 2012	Importance 2014	Change	% Increase/ Decrease
ALL SERVICES/FUNCTIONS	**3.95**	**3.97**	**+0.02**	**0.5%**
Fire and Emergency Medical Services	4.68	4.68	+0.00	+0.0%
Police Services	4.40	4.37	(-0.02)	(-0.5%)
Pedestrian safety	4.22	4.26	+0.04	+0.9%
Protecting our natural environment	4.10	4.22	+0.12	+3.0%
City Parks	4.14	4.21	+0.07	+1.8%
Maintaining streets	4.21	4.18	(-0.03)	(-0.7%)
Recycling and Garbage Collection	4.27	4.16	(-0.11)	(-2.7%)
Managing Traffic Flow	4.01	4.14	+0.13	+3.4%
Emergency Preparedness	4.16	4.05	(-0.11)	(-2.7%)
Services for People in Need	3.96	4.00	+0.03	+0.9%
Attracting and Keeping Businesses in Kirkland	4.13	3.96	(-0.16)	(-4.0%)
Availability of Sidewalks and Walking Paths	3.94	3.94	+0.00	+0.1%
Zoning and Land Use	3.76	3.79	+0.03	+0.8%
Support for Neighborhoods	3.69	3.74	+0.05	+1.3%
Bike safety	3.45	3.61	+0.15	+4.5%
Recreation Programs and Classes	3.44	3.47	+0.04	+1.1%
Support for Arts in the community	3.31	3.35	+0.04	+1.2%
Community Events	3.17	3.25	+0.08	+2.5%

5.3 Performance

Question(s) Analyzed

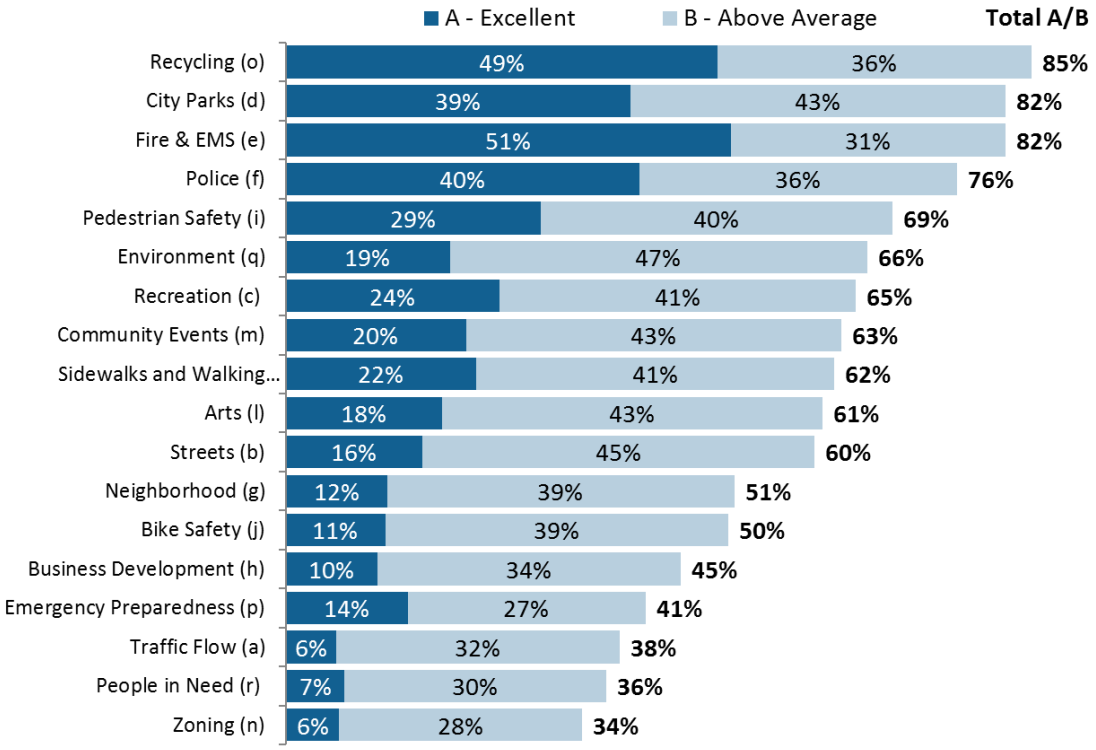
Q14. Using the same list, please tell me how well you think the city is doing in each area. Use an A thru F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing.

Finding

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

Five of the top six services/functions in terms of importance are also in the top six in terms of performance, meaning that for the most part, the City is performing best on those services/functions that residents see as most important. Managing traffic flow which was seventh in average importance ranks 16th in performance, with just over half (55%) giving it an A or B grade.

Figure 5-4 – Performance Total A/B Grade



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

Figure 5-5 – Average Performance Pre and Post Annex

Service Item	Pre-Annex	Post-Annex
	2014	
Fire and Emergency Medical Services	4.52	4.35
City Parks	4.31	4.07
Recycling and Garbage Collection	4.31	4.33
Police Services	4.26	4.10
Recreation Programs and Classes	4.07	3.97
Pedestrian safety	4.03	3.84
Community Events	3.95	3.79
Protecting our natural environment	3.92	3.85
Support for Arts in the community	3.88	3.82
Emergency Preparedness	3.81	3.62
Availability of Sidewalks and Walking Paths	3.77	3.72
Support for Neighborhoods	3.73	3.57
Bike safety	3.66	3.50
Maintaining streets	3.64	3.60
Services for People in Need	3.63	3.49
Attracting and Keeping Businesses in Kirkland	3.49	3.43
Zoning and Land Use	3.18	3.20
Managing Traffic Flow	3.17	3.18

5.4 Performance - Comparison with 2012

Finding

- *Attracting and keeping businesses in Kirkland, recreation programs and classes, City parks have all seen positive increases in performance ratings.*
- *Most of the top services /attributes in importance have seen an increase in their performance rating.*
- *The performance rating for managing traffic flow has dropped significantly since 2012.*

Across all 18 services/functions mean performance is up 1.2%. Thirteen of 18 have shown a performance increase, 4 services/functions are down slightly, and managing traffic flow is down significantly (-8.8%), while also increasing in importance.

Figure 5-6 – Performance Year-to-Year Comparison (Ranked by Performance)

Service Item	Performance 2012	Performance 2014	Change	% Increase/ Decrease
ALL SERVICES/FUNCTIONS	**3.76**	**3.81**	**+0.04**	**+1.2%**
Fire and Emergency Medical Services	4.36	4.45	+0.08	+1.9%
Recycling and Garbage Collection	4.27	4.32	+0.05	+1.1%
City Parks	4.04	4.21	+0.18	+4.4%
Police Services	4.12	4.19	+0.07	+1.8%
Recreation Programs and Classes	3.84	4.03	+0.19	+5.1%
Pedestrian safety	3.98	3.95	(-0.03)	(-0.8%)
Protecting our natural environment	3.81	3.89	+0.08	+2.2%
Community Events	3.79	3.89	+0.10	+2.6%
Support for Arts in the community	3.81	3.86	+0.05	+1.3%
Availability of Sidewalks and Walking Paths	3.69	3.75	+0.06	+1.7%
Emergency Preparedness	3.70	3.73	+0.03	+0.8%
Support for Neighborhoods	3.56	3.67	+0.11	+3.0%
Maintaining streets	3.58	3.62	+0.04	+1.2%
Bike safety	3.65	3.60	(-0.05)	(-1.3%)
Services for People in Need	3.64	3.58	(-0.06)	(-1.7%)
Attracting and Keeping Businesses in Kirkland	3.26	3.47	+0.21	+6.4%
Zoning and Land Use	3.20	3.19	(-0.01)	(-0.3%)
Managing Traffic Flow	3.48	3.17	(-0.31)	(-8.8%)

5.5 Importance vs. Performance – Gap Analysis

Finding

- *The City's performance exceeds importance on 6 of the 18 services/functions tested and performance is comparable to importance for another 7 services/functions.*
- *The City is over performing relative to importance on community events, recreation programs and classes, support for arts, recycling and garbage collection, City parks and bike safety.*
- *The gap between importance and performance is largest on managing traffic flow by a significant margin. Other areas where the city is slightly underperforming include zoning and land use, maintaining streets, and services for people in need.*

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

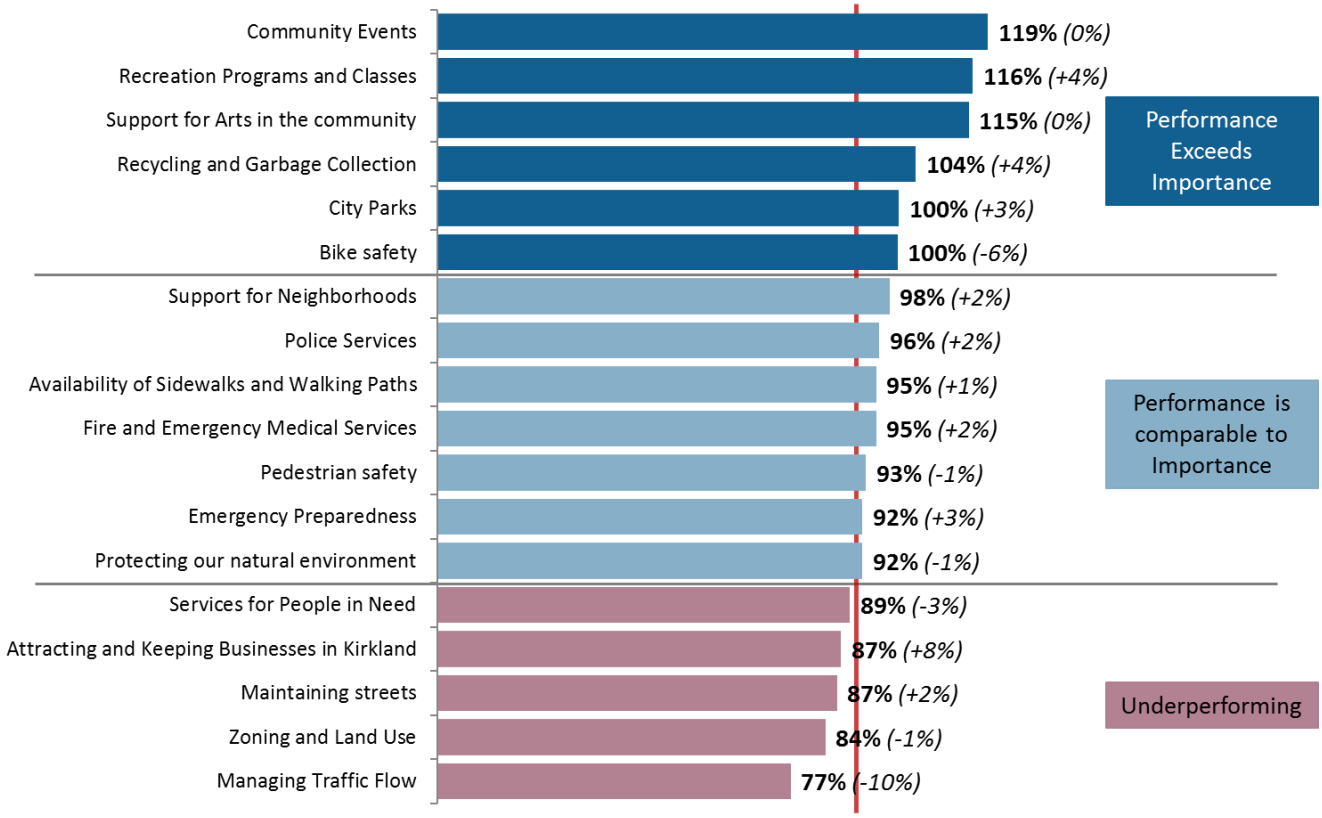


Figure 5-8 – Gap Analysis: Importance vs. Performance

Service Item	Importance 2014	Performance 2014	Gap	Performance / Importance
ALL SERVICES/FUNCTIONS	**3.97**	**3.81**	**+0.16**	**96.0%**
Community Events	3.25	3.89	+0.63	119.4%
Recreation Programs and Classes	3.47	4.03	+0.56	116.0%
Support for Arts in the community	3.35	3.86	+0.51	115.2%
Recycling and Garbage Collection	4.16	4.32	+0.15	103.7%
City Parks	4.21	4.21	0.00	100.0%
Bike safety	3.61	3.60	-0.01	99.8%
Support for Neighborhoods	3.74	3.67	-0.07	98.0%
Police Services	4.37	4.19	-0.18	95.9%
Availability of Sidewalks and Walking Paths	3.94	3.75	-0.19	95.2%
Fire and Emergency Medical Services	4.68	4.45	-0.23	95.1%
Pedestrian safety	4.26	3.95	-0.30	92.8%
Emergency Preparedness	4.05	3.73	-0.32	92.2%
Protecting our natural environment	4.22	3.89	-0.33	92.1%
Services for People in Need	4.00	3.58	-0.42	89.5%
Attracting and Keeping Businesses in Kirkland	3.96	3.47	-0.50	87.5%
Maintaining streets	4.18	3.62	-0.56	86.7%
Zoning and Land Use	3.79	3.19	-0.60	84.1%
Managing Traffic Flow	4.14	3.17	-0.97	76.6%

5.6 Importance & Performance – Quadrant Analysis

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

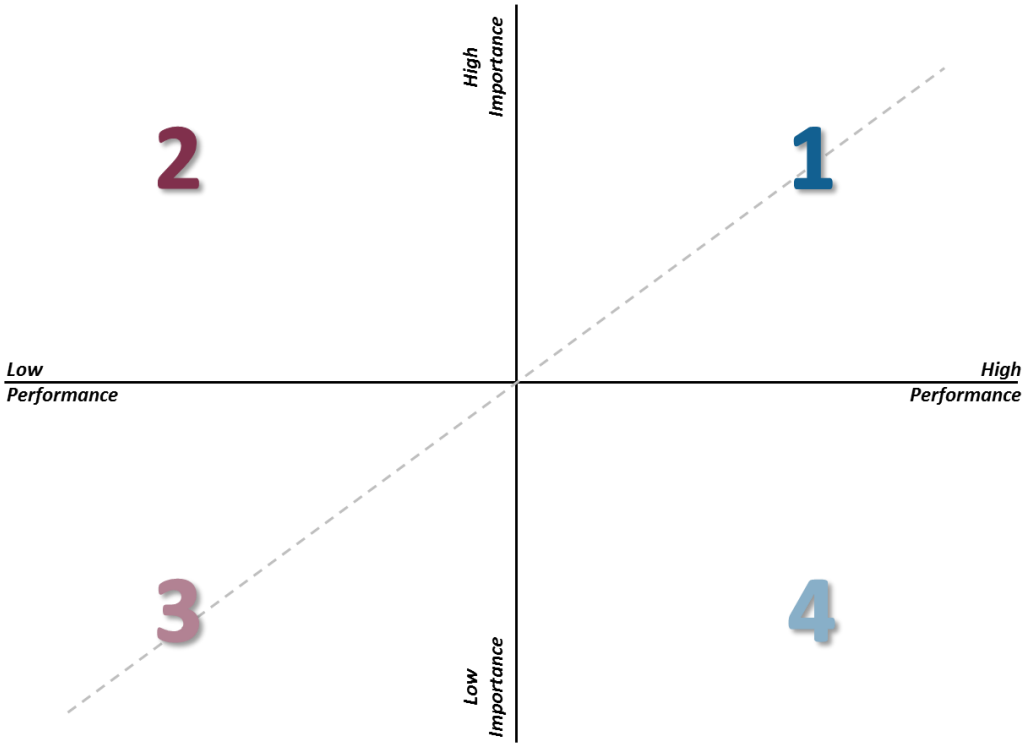
1) **High Importance & Performance** (top-right quadrant) – These are the services that residents view as very important and that the City is doing best with. Items in this category should be considered Kirkland's **most valued strengths**.

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

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

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

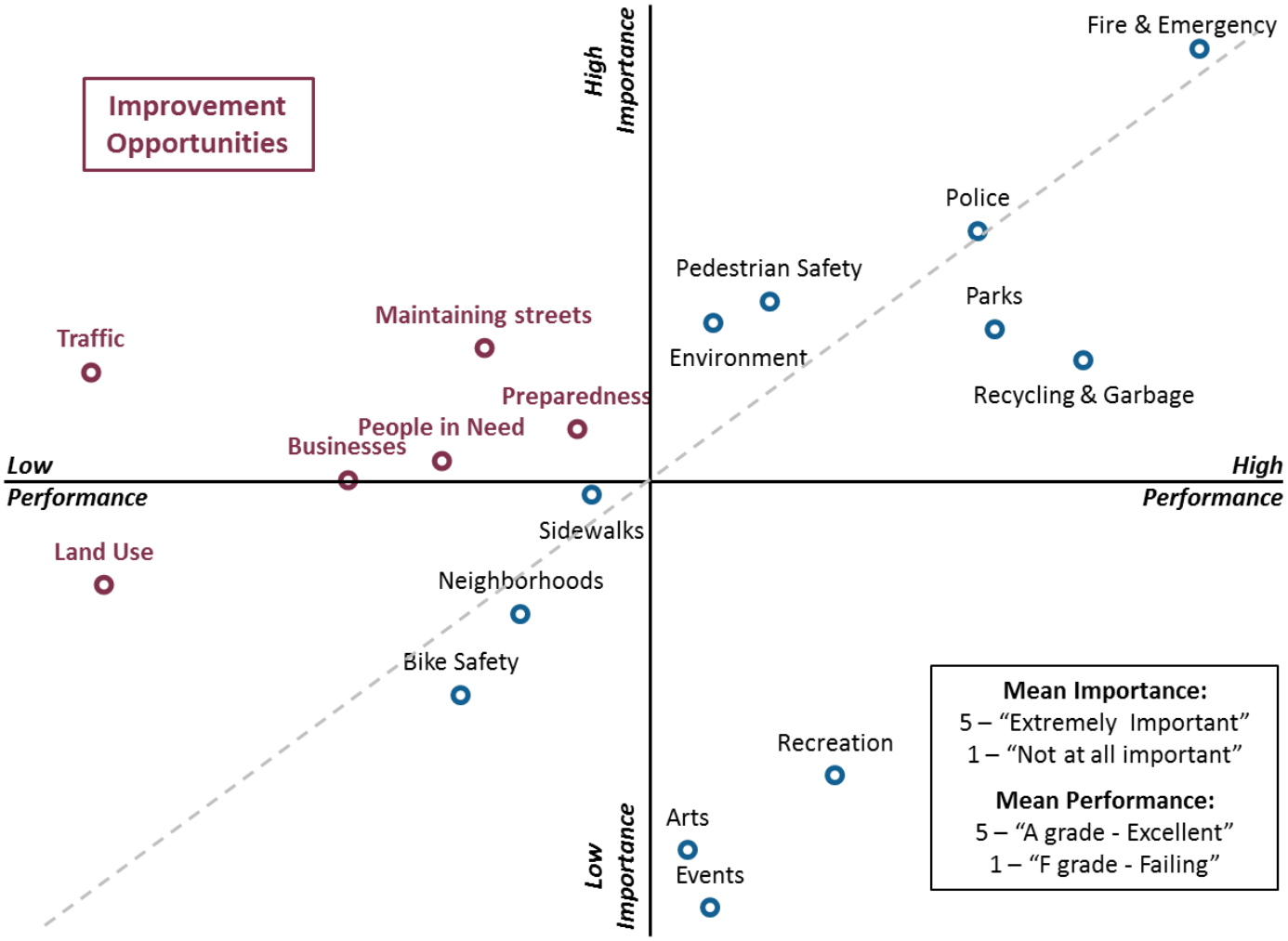
The diagonal line overlaying the chart represents where the ideal performance should be relative to the level of importance. Services falling on or near this line are performing optimally compared to how citizens value them. Items significantly left of the line may be potentially valuable improvement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



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

The most critical area for improvement opportunities is managing traffic flow. Among the higher importance services/functions, city parks and recycling/garbage services are over performing.

Figure 5-9 – Overall Importance & Performance Quadrant Chart



6 Cross Kirkland Corridor Project

6.1 Familiarity with the Cross Kirkland Corridor Project

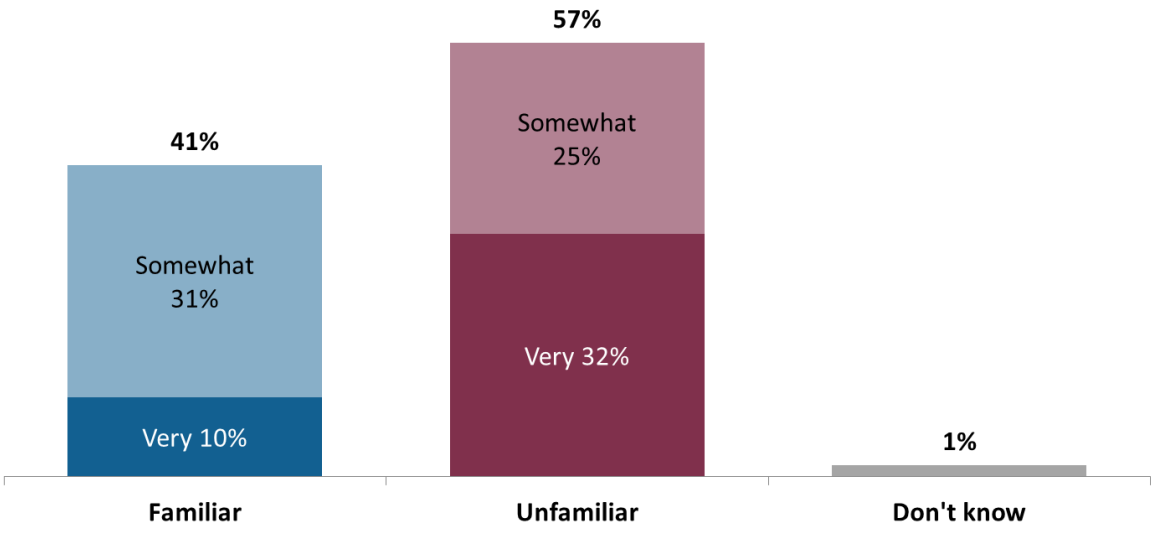
Question(s) Analyzed

Q20. How familiar would you say you are with transit plans for the Cross Kirkland Corridor - very familiar, somewhat familiar, not that familiar, or not at all familiar?

Finding

- *Roughly four-in-ten residents say they are familiar with transit plans for the Cross Kirkland Corridor, although only one-in-ten say they are "very familiar" with the plans.*

Figure 6-1 –Familiarity with the Cross Kirkland Corridor Project



6.2 Options for Transit in the Corridor

Question(s) Analyzed

Q21. As you may know, the Cross Kirkland Corridor was recently acquired by the City and provides a connection from the South Kirkland Park and Ride to Totem Lake. Along with bike and pedestrian trails, the City is planning to make the corridor ready for potential future light rail or bus rapid transit to connect residents from South Kirkland to Totem Lake and link Kirkland to light rail and other transit in Bellevue and Seattle. Right now the City is considering two options for transit in the corridor:

Please tell me which option you prefer?

Design the Cross Kirkland corridor for future high capacity transit, but wait for some years into the future until Sound Transit is ready to build and operate transit services as part of its regional investments.

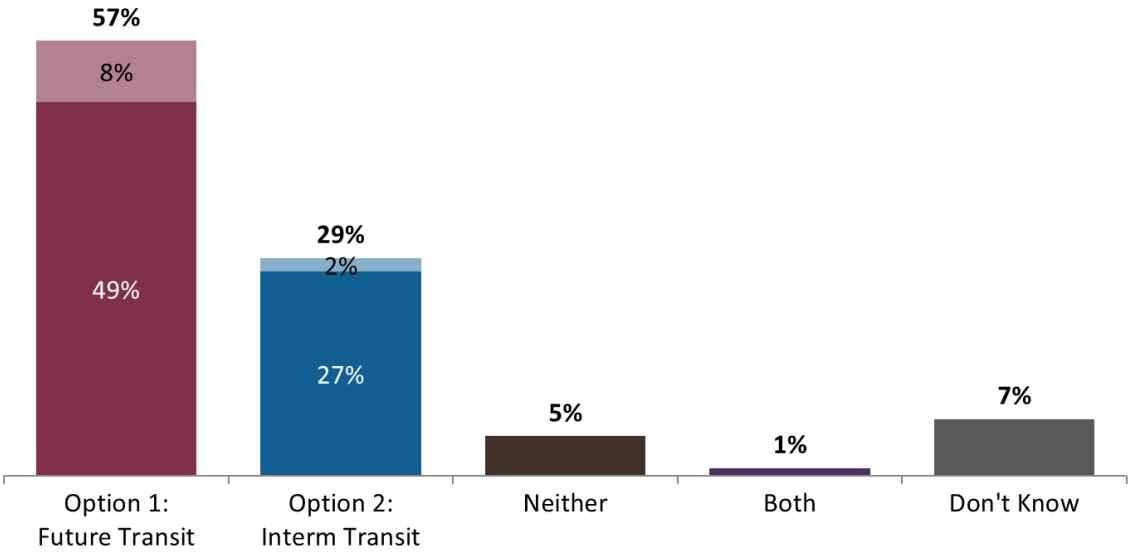
OR

Provide interim transit service on the Cross Kirkland corridor as soon as possible, funded by the City and other partners.

Finding

- *After hearing a description of potential options for transit in the Cross Kirkland Corridor a majority of residents say they prefer that the city design the corridor for future high capacity transit but wait until Sound Transit is ready to build and operate transit rather than having the city providing interim transit in the corridor funded by the city and other partners.*

Figure 6-2 – Corridor Options



7 Emergency Preparedness

7.1 Measures Taken to Prepare

Question(s) Analyzed

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

Q22. Stored three days of food and water for use in the event of an emergency

Q23. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains

Q24. Established a plan to communicate with friends or relatives out of state

Q25. Put active, working smoke detectors in your home

Finding

- *Kirkland residents' emergency preparedness is essentially unchanged since 2012 on 3 of the 4 items, but those saying they have three days of stored food/water has decreased from 70% to 62%.*

Most all residents (97%) have working smoke detectors in their home and six-in-ten (62%) have three days of stored food and water. Half (50%) of residents have put together an emergency kit for their car and half (48%) have established a communications plan.

Figure 7-1 – Emergency Preparedness Measures Taken

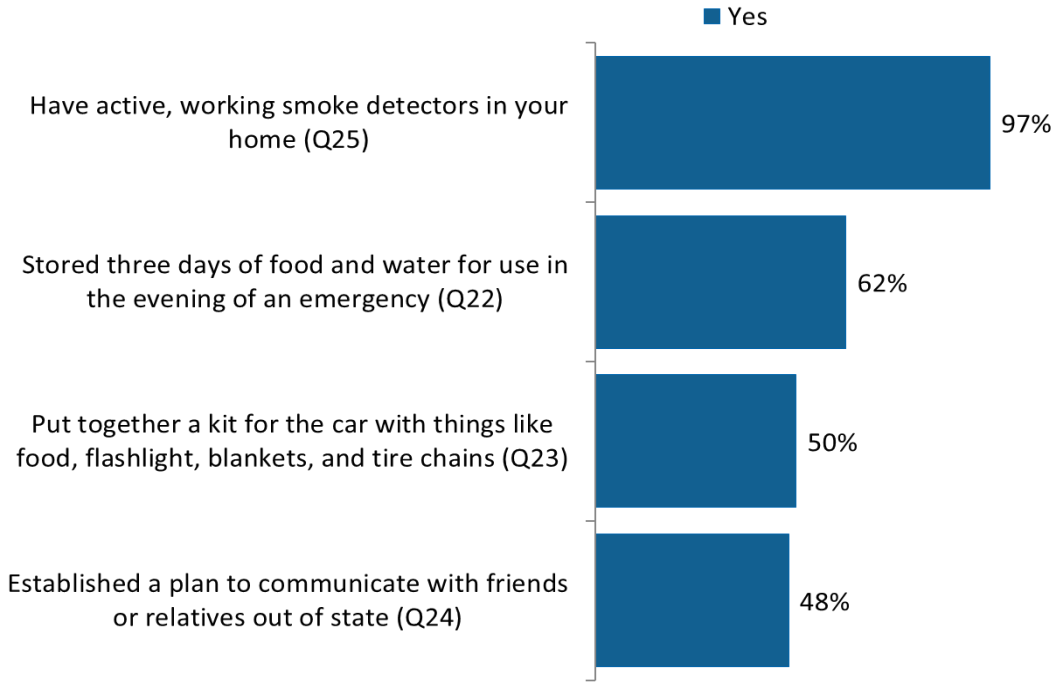
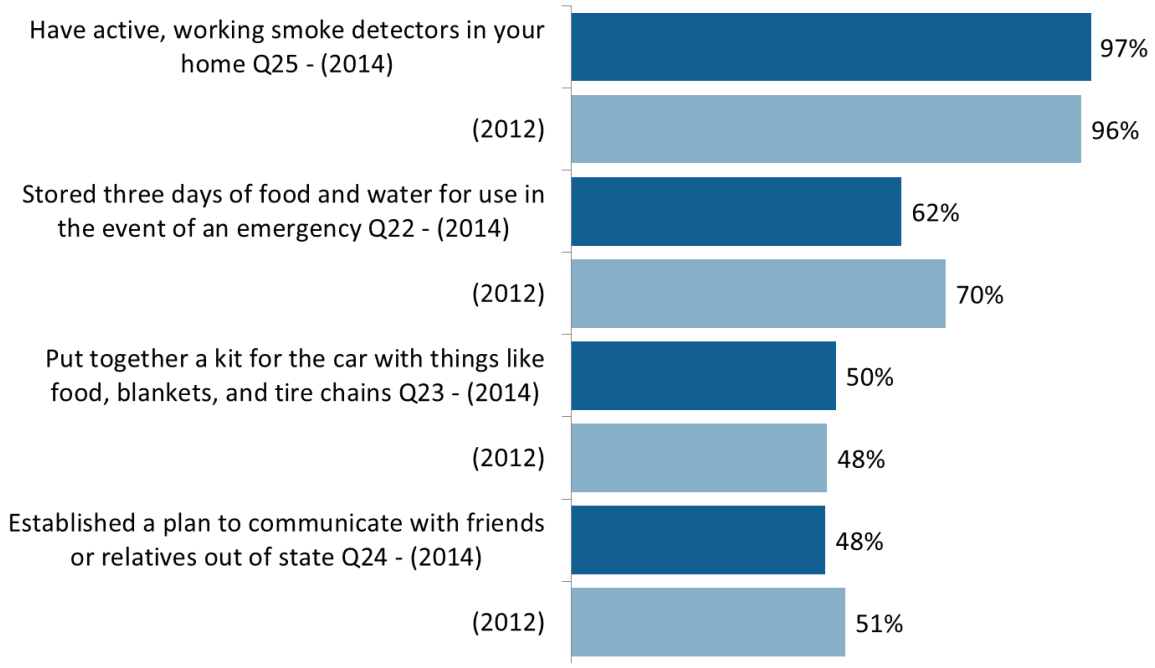


Figure 7-2 – Emergency Preparedness Measures Taken, 2012 and 2014



8 Demographics

8.1 Residency

8.2 Neighborhood

Question(s) Analyzed

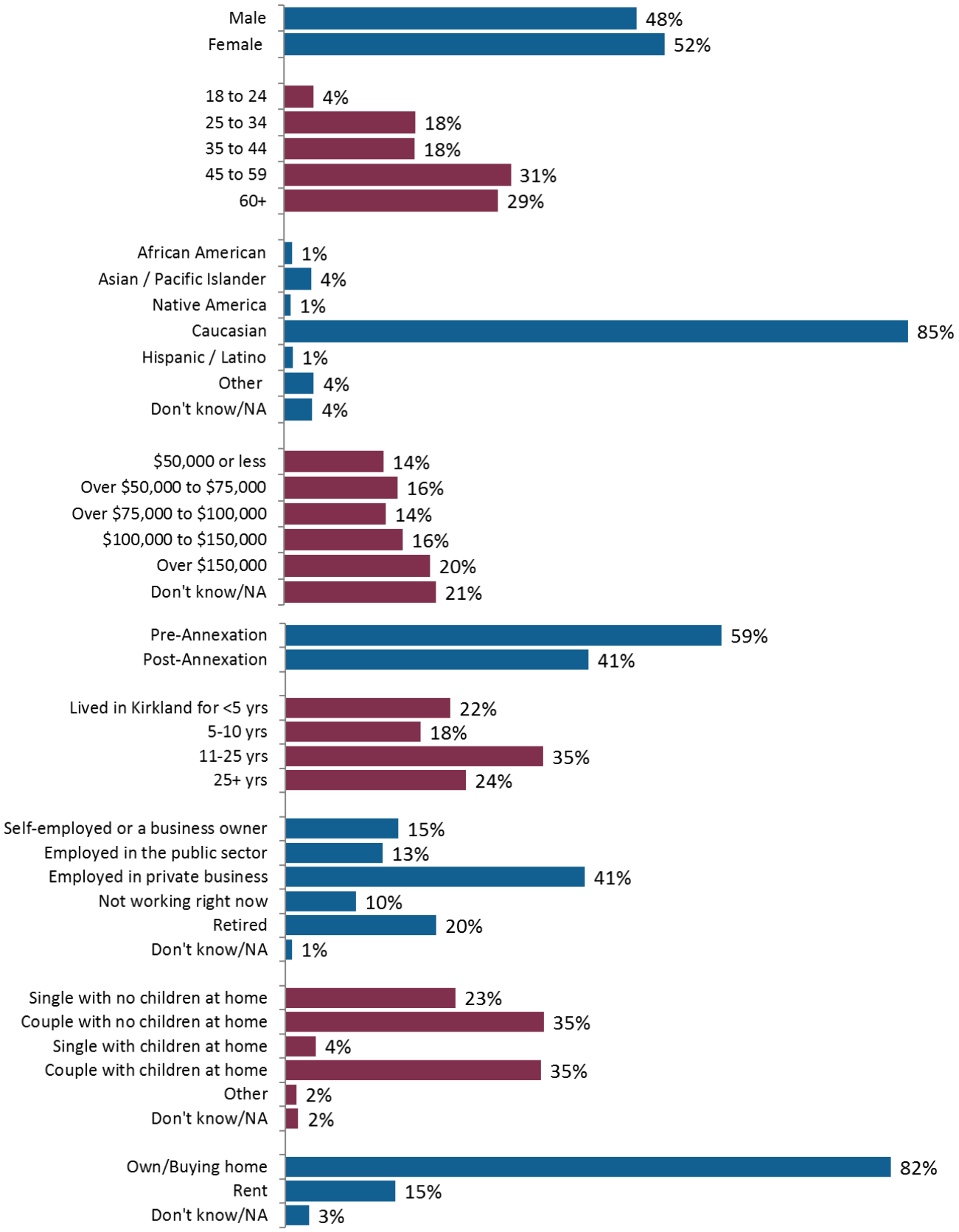
Q4. What neighborhood do you live in?

The table below shows the breakdown of respondents by neighborhood.

Figure 8-1 – Responses by Neighborhood, 2014 and 2012

Neighborhood	2012	2014
North Juanita	15%	19%
Finn Hill	14%	16%
Kingsgate	9%	14%
South Juanita	8%	1%
Central Houghton	8%	6%
North Rose Hill	7%	6%
South Rose Hill	6%	3%
Totem Lake	5%	2%
Norkirk	4%	5%
Bridle Trails	4%	5%
Market	3%	5%
Moss Bay	3%	3%
Highlands	2%	3%
Other	10%	11%
Don’t Know/NA	4%	1%

8.3 Demographics



9 Topline Results

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

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

	2014	2012
Old Kirkland	59%	59%
New Kirkland	41%	41%

1. Are you registered to vote at this address?

Yes----------->CONTINUE	100%	100%
No----------> TERMINATE	--	--
Don't know/NA ----------> TERMINATE	--	--

2. Gender **[RECORD BY OBSERVATION]**

Male	48%	48%
Female	52%	52%

3. How long have you lived in Kirkland? **[IF LESS THAN 12 MONTHS RECORD AS 1 YEAR]**

1 year	4%
2-5 years	19%
6-10 years	18%
11-25 years	35%
25+ years	24%

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

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

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

	2014	2012
Excellent	40%	35%
Very Good	46%	50%
Satisfactory	11%	11%
Only Fair	2%	3%
Poor	1%	1%
Don't Know/NA	<1%	--

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

Convenience (general location)	36%	23%
Small town feel/ Community/ Neighborhood	23%	19%
Safety	8%	7%
Access to water	7%	11%
Close to parks/ recreation	7%	6%
Downtown Kirkland	5%	--
Beautiful scenery/ Peaceful/ Clean	4%	8%
Nice place to live (general positive)	2%	5%
Family/ Raised here	1%	3%
Close to Seattle	--	4%
Other	4%	10%
Nothing	2%	1%
Don't Know	1%	3%

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

Over development/Growth	21%	15%
Traffic/Infrastructure	16%	7%
Taxes	8%	4%
Police/Issues with Police	5%	5%
Leadership issues/Management	4%	3%
Housing	4%	2%
Education/Schools	3%	2%
Budget/Spending	2%	6%
Totem Lake Mall vacancy	2%	3%
More Businesses/Leaving	2%	2%
Other	7%	15%
No/None/Nothing	23%	27%
Don't Know	3%	8%

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

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

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

[END RANDOMIZE]

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

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

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
[RANDOMIZE]							
A. Managing Traffic Flow							
2014	2%	3%	17%	35%	43%	<1%	**4.14**
2012	3%	5%	18%	38%	36%	--	**4.01**
B. Maintaining streets							
2014	1%	2%	17%	36%	43%	--	**4.18**
2012	1%	2%	15%	39%	43%	--	**4.21**
C. Recreation Programs and Classes							
2014	5%	12%	30%	33%	18%	2%	**3.47**
2012	8%	10%	30%	32%	18%	1%	**3.44**
D. City Parks							
2014	1%	3%	14%	35%	46%	<1%	**4.21**
2012	2%	2%	18%	35%	43%	1%	**4.14**
E. Fire and Emergency Medical Services							
2014	1%	1%	4%	19%	75%	1%	**4.68**
2012	1%	-	5%	16%	77%	--	**4.68**
F. Police Services							
2014	2%	2%	9%	31%	56%	--	**4.37**
2012	2%	3%	9%	24%	61%	1%	**4.40**
G. Support for Neighborhoods							
2014	2%	8%	27%	33%	25%	4%	**3.74**
2012	4%	9%	21%	36%	23%	6%	**3.69**
H. Attracting and Keeping Businesses in Kirkland							
2014	3%	5%	19%	34%	37%	2%	**3.96**
2012	4%	3%	15%	32%	45%	1%	**4.13**
I. Pedestrian safety							
2014	2%	4%	13%	32%	50%	<1%	**4.26**
2012	3%	4%	11%	32%	50%	--	**4.22**
J. Bike safety							
2014	8%	9%	25%	29%	28%	2%	**3.61**
2012	11%	11%	23%	27%	26%	2%	**3.45**
K. Availability of Sidewalks and Walking Paths							
2014	2%	6%	20%	37%	34%	<1%	**3.94**
2012	3%	7%	19%	36%	36%	--	**3.94**
L. Support for Arts in the community							
2014	8%	13%	32%	28%	18%	1%	**3.35**
2012	8%	14%	32%	30%	15%	1%	**3.31**

	1 Not at all Important	2	3	4	5 Extremely Important	(Don't know)	Mean
M. Community Events							
2014	7%	14%	36%	28%	12%	1%	**3.25**
2012	10%	14%	36%	32%	9%	--	**3.17**
N. Zoning and Land Use							
2014	5%	6%	25%	29%	31%	4%	**3.79**
2012	3%	6%	28%	29%	28%	6%	**3.76**
O. Recycling and Garbage Collection							
2014	1%	4%	15%	37%	43%	--	**4.16**
2012	1%	2%	13%	36%	48%	--	**4.27**
P. Emergency Preparedness							
2014	1%	3%	22%	31%	38%	4%	**4.05**
2012	2%	3%	18%	28%	46%	3%	**4.16**
Q. Protecting our natural environment							
2014	2%	3%	15%	32%	48%	<1%	**4.22**
2012	4%	2%	17%	34%	42%	1%	**4.10**
R. Services for People in Need							
2014	2%	5%	18%	35%	35%	5%	**4.00**
2012	3%	5%	19%	33%	35%	5%	**3.96**

[END RANDOMIZE]

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

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

	A- Excellent	B- Above Average	C- Average	D- Below Average	F- Failing	Don't Know	Grade
[RANDOMIZE]							
A. Managing Traffic Flow							
2014	6%	32%	39%	14%	6%	3%	**2.17**
2012	9%	46%	29%	9%	4%	3%	**2.48**
B. Maintaining streets							
2014	16%	45%	27%	9%	3%	2%	**2.62**
2012	13%	42%	34%	7%	2%	2%	**2.58**
C. Recreation Programs and Classes							
2014	24%	41%	19%	1%	<1%	15%	**3.03**
2012	17%	39%	16%	5%	1%	21%	**2.84**
D. City Parks							
2014	39%	43%	13%	2%	1%	3%	**3.21**
2012	28%	47%	16%	3%	1%	5%	**3.04**
E. Fire and Emergency Medical Services							
2014	51%	31%	6%	1%	<1%	10%	**3.45**
2012	47%	31%	8%	2%	1%	11%	**3.36**
F. Police Services							
2014	40%	36%	12%	3%	1%	7%	**3.19**
2012	39%	35%	11%	4%	3%	7%	**3.12**
G. Support for Neighborhoods							
2014	12%	39%	25%	5%	1%	18%	**2.67**
2012	11%	31%	28%	4%	3%	23%	**2.56**
H. Attracting and Keeping Businesses in Kirkland							
2014	10%	34%	29%	7%	4%	14%	**2.47**
2012	10%	27%	28%	14%	5%	17%	**2.26**
I. Pedestrian safety							
2014	29%	40%	20%	6%	1%	5%	**2.95**
2012	27%	44%	18%	4%	1%	6%	**2.98**
J. Bike safety							
2014	29%	40%	20%	6%	1%	5%	**2.95**
2012	27%	44%	18%	4%	1%	6%	**2.65**
K. Availability of Sidewalks and Walking Paths							
2014	22%	41%	25%	9%	1%	3%	**2.75**
2012	14%	47%	26%	6%	2%	4%	**2.69**
L. Support for Arts in the community							
2014	18%	43%	19%	4%	1%	15%	**2.86**
2012	17%	38%	22%	5%	1%	17%	**2.81**

	A- Excellent	B- Above Average	C- Average	D- Below Average	F- Failing	Don't Know	Grade
M. Community Events							
2014	20%	43%	23%	3%	1%	10%	**2.89**
2012	16%	41%	25%	4%	1%	15%	**2.79**
N. Zoning and Land Use							
2014	6%	28%	28%	12%	6%	20%	**2.19**
2012	4%	26%	25%	9%	6%	29%	**2.20**
O. Recycling and Garbage Collection							
2014	49%	36%	10%	3%	1%	2%	**3.32**
2012	45%	39%	10%	2%	2%	2%	**3.27**
P. Emergency Preparedness							
2014	14%	27%	21%	4%	1%	33%	**2.73**
2012	14%	29%	18%	5%	2%	32%	**2.70**
Q. Protecting our natural environment							
2014	19%	47%	21%	2%	1%	10%	**2.89**
2012	17%	43%	21%	4%	2%	13%	**2.81**
R. Services for People in Need							
2014	7%	30%	25%	4%	1%	34%	**2.58**
2012	9%	28%	20%	4%	1%	38%	**2.64**

[END RANDOMIZE)

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

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

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

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

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

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

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

18. (**IF UNSAFE)** Why do you feel unsafe? (*n=79, MoE= ±11%)* **[ACCPET TWO RESPONSES-DO NOT PROBE]**

Lack of streetlights/Dark	35%
Crime	26%
Night time is unsafe	14%
Strangers	12%
No sidewalks	7%
Other	7%

(RESUME ASKING EVERYONE)

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

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

20. How familiar would you say you are with transit plans for the Cross Kirkland Corridor - very familiar, somewhat familiar, not that familiar, or not at all familiar?

Very Familiar	10%
Somewhat Familiar	31%
Not that Familiar	25%
Not at all Familiar	32%
Don't Know/Refused	1%

21. As you may know, the Cross Kirkland Corridor was recently acquired by the City and provides a connection from the South Kirkland Park and Ride to Totem Lake. Along with bike and pedestrian trails, the City is planning to make the corridor ready for potential future light rail or bus rapid transit to connect residents from South Kirkland to Totem Lake and link Kirkland to light rail and other transit in Bellevue and Seattle. Right now the City is considering two options for transit in the corridor:

Please tell me which option you prefer?
[ROTATE]

[Option 1:] Design the Cross Kirkland corridor for future high capacity transit, but wait for some years into the future until Sound Transit is ready to build and operate transit services as part of its regional investments.

OR

[Option 2:] Provide interim transit service on the Cross Kirkland corridor as soon as possible, funded by the City and other partners.

[END ROTATE]

(IF UNDECIDED/NOT SURE) Well which option do you lean towards?

Option 1	49%
(Lean option 1)	8%
Option 2	27%
(Lean option 2)	2%
Neither	5%
Both	1%
Don't know	7%

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

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

[END RANDOMIZE]

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

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

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

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

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

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

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

29. Which of the following best describes your household?

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

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

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

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

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

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

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

33. Do you have a cell phone or not?

Yes	92%	92%
No	7%	6%
Refused	1%	2%

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

34. How much do you rely on your cell phone? Would you say you rely on your cell phone… *(n=458, MoE=±4.6%)* **[READ RESPONSES]**

All the time – it's your only phone	37%	33%
A great deal – it's your primary phone	28%	30%
Some – you use it occasionally	18%	22%
Very little – you mostly have it for emergencies	16%	14%
Don't know	<1%	
Refused	1%	

35. And for statistical purposes only, what year were you born? [**RECORD YEAR - VALID RANGE: 1900-1996: TERMINATE >= 1992)** IF "NA" ==> "Would you say you are age…" **[READ RESPONESES IN Q4]**

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

18 to 24	4%	6%
25 to 34	18%	16%
35 to 44	18%	18%
45 to 59	31%	31%
60 to 74	20%	29%
75+	10%	

THANK YOU!