



CITY OF KIRKLAND
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MEMORANDUM

To: David Ramsay, City Manager
From: Erin Leonhart, Intergovernmental Relations Manager
Date: November 19, 2009
Subject: 2010 COMMUNITY SURVEY – PROPOSED QUESTIONS

RECOMMENDATION:

The Council Survey subcommittee and staff recommend City Council review and approve the proposed 2010 community survey.

BACKGROUND DISCUSSION:

At the October 6, 2009 City Council meeting the Council formed a subcommittee including Council members Jessica Greenway, Tom Hodgson and Bob Sternoff to work with staff to obtain a survey consultant and develop a community survey to be conducted in early 2010. In addition, the full Council discussed potential themes for the survey with a focus on performance measures related to Council Goals.

After review of two options, the subcommittee determined that continuing to work with Elway Research would ensure the 2010 community survey will provide the City with valuable and consistent citizen feedback. The subcommittee met once without the survey consultant and once with Elway Research to prepare the proposed survey.

The proposed survey is attached for Council review. It covers a range of questions about citizen attitudes toward living in Kirkland, their City Government and services, economic development, housing and land use, communication from the City and emergency preparedness. At the December 1st meeting, the City Council is being asked to review these questions and, if necessary, make changes before the survey is conducted by Elway Research in January. The random survey will include approximately 400 residents with proportionate representation from each of Kirkland's neighborhoods to enable comparison of results by neighborhood.

There are minimal proposed changes to the 2008 survey where the subcommittee incorporated questions related to Council Goals and revised or deleted questions that were no longer relevant. The major proposed revisions are as follows:

- Questions 10 & 11 – Delete "Downtown Parking" and replace with "Walking Paths"
- Question 12 – Add "Services for People in Need" (Human Services)
- Question 14 – Change to be a measure of satisfaction with available goods and services instead of an open-ended question
- Question 20 – Replace the question about the website with a question about social media
- Question 22 – Add more specificity about increasing taxes to provide the service/facility and remove the Police and Municipal Court Facility
- Question 24 – Reduce the list of emergency preparedness items and add a question about smoke detectors ((both to more adequately address Council Goals)

The survey results will be presented at the City Council Retreat on March 19, 2010.

ATTACHMENT

RESP.# _____

DATE: _____ PHONE #: (____) _____ - _____

INTERVIEWER: _____ STATION #: _____

VERIFIED BY: _____

START TIME: _____ END TIME: _____ NET : _____

SEX: Male...1 Female...2
CITY COUNCIL DISTRICT
ZIP CODE: 98 _____

Hello. I'm calling from Elway Research, an independent research firm here in Washington state. My name is _____. We are conducting a public opinion survey for the City of Kirkland about citizen priorities for Kirkland. You are one of only 400 persons - selected at random - who is being interviewed in the city. We are not selling anything – this survey will be used to help City Government plan for the future of Kirkland.

We are trying to keep our sample in balance, so my instructions are to talk to the [MALE / FEMALE] head of this household at this number.

- S1> Would that be you? Q1 ← YES
 OR> Is the [MALE / FEMALE] head of household at home? GO TO S2 ← NO
 S2> Then my instructions are to interview you. Q1 ← YES
 Are you the [MALE / FEMALE] head of the household? THANK & TERMINATE ← NO
 S3> Do you live inside the City Limits of Kirkland? Q1 ← YES
THANK & TERMINATE ← NO

1. First, how long have you lived in Kirkland?

- LESS THAN 1 yr...0
- 1 to 5 yrs...1
- 5 to 10 yrs...2
- 10 to 20 yrs...3
- MORE THAN 20 yrs...4
- DK/NA...9

2. In which neighborhood of Kirkland do you live? (CLARIFY. READ LIST IF NECESSARY.)

A Bridle Trails...01 (South) Rose Hill (south of NE 85 TH)...02	E Lakeview...09 Moss Bay...10
B Central Houghton [HOTE-un]...03 Everest...04	F Totem Lake...11 (North) Juanita (North of NE 124 th) ...12
C Norkirk...05 Highlands...06 Market...07	G (South) Juanita (South of NE 124 th)...13
D (North) Rose Hill (North of NE 85 TH)...08	Other: ..14 Don't Know..99

3. How would you rate Kirkland as a place to live? Would you say...

- Excellent...4
- Very Good...3
- Satisfactory...2
- Only Fair...1
- Poor...0
- [DK/NA...9]

4. What do you like best about living in Kirkland?

5. When you think about the way things are going in Kirkland, is there anything that concerns you? [What is that?]

6. These next questions are about Kirkland City Government. First, in general, how much attention would you say you pay to Kirkland City government? Would you say you pay...

A Lot of Attention...4
 Some...3
 Not Very Much...2
 Almost No Attention ...1
 DK/NA...9

7. Three ways that people often measure how well an organization is running are effectiveness, efficiency, and accountability. Effectiveness means accomplishing what you are supposed to accomplish. Thinking about the City of Kirkland, how effective would you say city government is? That is, how well does it accomplish what it is supposed to? Would you say that the City of Kirkland is...

ROTATE TOP/BOTTOM

Very Effective...4
 Mostly Effective...3
 Mostly Ineffective...2
Very Ineffective...1
 DK/NA...9

8. How efficient would you say the City of Kirkland government is? That is, does it deliver valuable services at reasonable cost? Compared to other cities or other levels of government, do you think that the City of Kirkland is...

ROTATE TOP/BOTTOM

More efficient...4
 About the same...3
 Somewhat Less efficient...2
Much Less efficient...1
 DK/NA...9

9. How accountable would you say the City of Kirkland government is?. That is, does it answer to the public for its action? Would you say that Kirkland City Government is...

ROTATE TOP/BOTTOM

Very Accountable...4
 Somewhat...3
 Not Very Accountable...2
 Not At All Accountable...1
 [DK/NA...9]

10. I'm going to read you a list of services and facilities provided by the city. As I read each one, tell me how important that service is to you and your household. We'll use a scale from 0 to 4 where 4 means Very Important and 0 means Not Important to you. The first one is....

ROTATE	VERY	NOT	DK
1. Managing Traffic Flow	4.....3.....2.....1.....0		9
2. Street Maintenance.....	4.....3.....2.....1.....0		9
3. Recreation Programs and Classes	4.....3.....2.....1.....0		9
4. City Parks.....	4.....3.....2.....1.....0		9
5. Fire and Emergency Medical Services	4.....3.....2.....1.....0		9
6. Police Services	4.....3.....2.....1.....0		9
7. Neighborhood Services & Programs	4.....3.....2.....1.....0		9
8. Attracting and Keeping Businesses	4.....3.....2.....1.....0		9
9. Bike Lanes	4.....3.....2.....1.....0		9
10. Sidewalks	4.....3.....2.....1.....0		9
11. Arts.....	4.....3.....2.....1.....0		9
12. Community Events.....	4.....3.....2.....1.....0		9
13. Zoning and Land Use	4.....3.....2.....1.....0		9
14. Recycling Services.....	4.....3.....2.....1.....0		9
15. Garbage Collection	4.....3.....2.....1.....0		9
16. Emergency Preparedness.....	4.....3.....2.....1.....0		9
17. Environmental Stewardship.....	4.....3.....2.....1.....0		9
18. Walking paths	4.....3.....2.....1.....0		9

11. I am going to read through that list again, This time, I would like you to tell me how well you think the city is doing in that area. As I read each service, I'd like you to give it a letter grade, like they give in school. A for Excellent, B For Good, C for Satisfactory, D for Barely Passing, F for Failing.

ROTATE	A	B	C	D	F	DK
1. Managing Traffic Flow	4.....3.....2.....1.....0					9
2. Street Maintenance.....	4.....3.....2.....1.....0					9
3. Recreation Programs and Classes	4.....3.....2.....1.....0					9
4. City Parks.....	4.....3.....2.....1.....0					9
5. Fire and Emergency Medical Services	4.....3.....2.....1.....0					9
6. Police Services	4.....3.....2.....1.....0					9
7. Neighborhood Services & Programs	4.....3.....2.....1.....0					9
8. Attracting and Keeping Businesses	4.....3.....2.....1.....0					9
9. Bike Lanes	4.....3.....2.....1.....0					9
10. Sidewalks	4.....3.....2.....1.....0					9
11. Arts.....	4.....3.....2.....1.....0					9
12. Community Events.....	4.....3.....2.....1.....0					9
13. Zoning and Land Use.....	4.....3.....2.....1.....0					9
14. Recycling Services.....	4.....3.....2.....1.....0					9
15. Garbage Collection	4.....3.....2.....1.....0					9
16. Emergency Preparedness.....	4.....3.....2.....1.....0					9
17. Environmental Stewardship.....	4.....3.....2.....1.....0					9
18. Walking Paths	4.....3.....2.....1.....0					9

12. Thinking now about the next two years...If you had to choose just one of the areas we just talked about, which one of these services would you say the City of Kirkland should invest more resources in over the next two years?

12.1. Which one would you say should have less resources invested in over the next 2 years?

[READ LIST IF NECESSARY]	<u>Q13</u> <u>MORE</u>	<u>13.1</u> <u>LESS</u>
Managing Traffic Flow	00	00
Street Maintenance	01	01
Recreation Programs and Classes	02	02
City Parks	03	03
Fire and Emergency Medical Services	04	04
Police Services	05	05
Neighborhood Services & Programs	06	06
Attracting & Keeping Businesses	07	07
Bike Lanes	08	08
Sidewalks	09	09
Arts	10	10
Community Events	11	11
Zoning and Land use	12	12
Recycling Services	13	13
Garbage Collection	14	14
Emergency Preparedness	15	15
Environmental Stewardship	16	16
Downtown Parking	17	17
Services for People in Need	18	18
[DO NOT READ] DK / NA	99	99

13. Like most cities in King County, Kirkland is growing and developing. As you know, zoning and other rules for new development govern growth and development in a city – things like the amount of and types of businesses and housing, and where they can be located.

In your opinion, should there be more commercial space and business activity in Kirkland? Less? Or about the same as there is now?

MORE...1 SAME...2 LESS...3
[DK/NA]...9

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

ROTATE TOP/BOTTOM

Very satisfied with the availability of goods and services in Kirkland...1
Satisfied...2
Dissatisfied...3
Very dissatisfied with the availability of goods and services in Kirkland...4
[DK/NA...9]

[IF YES, what types of retail stores or services are these?]

15. In neighborhoods, zoning laws cover things like how close together houses can be, and how much of a lot can be taken up with a house and how much must be left for yard. In your opinion, should the rules governing housing construction in Kirkland:
- Be changed to allow for smaller lots and greater lot coverage...1
 - Stay the same as they are now...2
 - Be changed to require larger lots and less lot coverage ...3
 - [DK/NA]...9
16. Overall, how would you rate the job the City of Kirkland is doing at managing residential development? Would you say...
- Excellent...4
 - Good...3
 - Only Fair...2
 - Poor...1
 - [DK/NA]...9
17. Let's talk briefly about your neighborhood. In general, how safe do you feel walking alone in your neighborhood during the day?
- Very Safe...4
 - Safe...3
 - Somewhat Unsafe...2
 - Very Unsafe...1
 - DK/NA...9
18. In general, how safe do you feel walking alone in your neighborhood after dark?
- Very Safe...1
 - Safe...2
 - Somewhat Unsafe...4
 - Very Unsafe...5
 - DK/NA...9
19. In terms of keeping citizens informed about what is happening in city government -- How good a job do you think the City of Kirkland does at that? Would you say...
- Excellent...4
 - Good...3
 - Only Fair...2
 - Poor...1
 - DK/NA...9
20. Which of the following – if any – do you use?
- Twitter...1
 - Facebook...2
 - Myspace...3
 - Linked-In...4
21. Thinking now about all the things we have talked about, as a citizen of Kirkland, do you think that your tax dollars are being well spent here? Or not?
- WELL SPENT...1
 - NOT...2
 - [DK/NA]...9

22. Next I am going to read a list of potential new facilities or services that some Kirkland citizens feel are needed. Each of these could require a property tax increase to provide the necessary funding. As I read each one, tell me whether you would support or oppose increasing local taxes for that purpose. Tell me whether you Support, Strongly Support, Oppose or Strongly Oppose each one. The first one is...

ROTATE	<u>STRG</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>STRG</u>	<u>DK/NA</u>	
1. Maintain existing parks.....	3	2	1	0		9
2. Put sidewalks on school walk routes and other places where there are pedestrian safety concerns.....	3	2	1	0		9
3. Build an indoor Recreation Center	3	2	1	0		9

23. 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...

[ROTATE CIRCLE ALL THAT APPLY]

- 1. Stored 3 days of food and water for use in the event of an emergency1
- 2. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains. ...2
- 3. Established a plan to communicate with friends or relatives out of state.....3
- 4. Have active, working smoke detectors in your home4

24. I have just a few last questions for our statistical analysis. How old are you?	18-35...1
	36-50...2
	51-64...3
	65+...4
	[NA...9]

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

- Self employed or a business owner...1
- Employed In The Public Sector, Like a Governmental Agency or Educational Institution...2
- Employed In Private Business...3
- Not Working Right Now...4
- Retired...5
- [NA...9]

26. Which of the following best describes your household:

- Single with no children at home...1
- Couple with no children at home...2
- Single with children at home...3
- Couple with children at home...4
- [NA...9]

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

- African American...1
- Asian / Pacific Islander...2
- American Indian / Native American...3
- Caucasian...4
- Hispanic / Latino...5
- Other...6
- [DK/NA...9]

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

- OWN...1
- RENT....2
- DK/NA...9

29. 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 this year.

- ROTATE TOP/BOTTOM
- \$50,000 or less...1
- Over \$50,000 to \$75,000...2
- Over \$75,000 to \$100,000...3
- \$100,000 to \$150,000...4
- Over \$150,000...5

Thank you . You have been very helpful

[DO NOT READ: NO ANSWER]...9