



## **CITY OF KIRKLAND**

**City Manager's Office**

**123 Fifth Avenue, Kirkland, WA 98033 425.587.3001**

**[www.ci.kirkland.wa.us](http://www.ci.kirkland.wa.us)**

---

### **MEMORANDUM**

**To:** Dave Ramsay, City Manager

**From:** Lynn Stokesbary, Assistant City Manager

**Date:** November 7, 2005

**Subject:** Community Survey

On Wednesday November 2, the Council subcommittee of Dave Asher, Jessica Greenway, and Jim Lauinger met with Stuart Elway (Elway Research), and staff to begin the development of the 2006 Community Survey. The subcommittee is considering several themes to guide the development of the survey and would like to discuss those with the full Council on November 15. The list of recommended themes is attached. Based on that discussion and review with the Council, the subcommittee will meet again on November 21 to work with Stuart Elway to develop the questionnaire. A draft questionnaire will be ready for Council review on December 13 and, if needed on January 3. The survey would be conducted in January and results ready in plenty of time for discussion at the City Council Retreat in March.

**DRAFT  
ATTACHMENT A**

The overall goal of the survey is to check in with citizens about their level of satisfaction with living in Kirkland and with Kirkland City Government. We want to get some specific information from respondents and also give them an opportunity to tell us about things they are concerned about. The following themes have been identified by the Council subcommittee to guide the development of the survey.

- What do our citizens think about living in Kirkland and why? What are the things they like about living in Kirkland; what are the problems or areas of dissatisfaction? Are there problems that citizens would like the City to address? (There will be open-ended questions to allow for as broad a range as people want to mention).
- How well are we doing with communication and outreach to citizens?
  - Are we doing a good job of informing citizens about issues of importance?
  - Are we giving citizens the opportunity to help shape decisions that affect their lives?
  - How do our citizens get information about what is happening in Kirkland?
- Do citizens believe that the portion of their tax dollars that go to Kirkland are being well spent by Kirkland City Government?
- Citizen priorities. This part of the survey will be designed to allow respondents to tell us how they prioritize a list of what City provided services are and how the city is performing in each area.
- The City of Kirkland participates in the national performance measurement effort to gain accurate and comparable data about the quality and efficiency of local service delivery. Questions will be developed to obtain citizen ratings of those city services chosen by a regional group of cities, such as road conditions, safety in neighborhoods after dark, and residential recycling services.
- Other topics such as economic development, growth, and transportation may be separately addressed as questions or within the framework of City priorities.