



CITY OF KIRKLAND

City Manager's Office

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MEMORANDUM

To: Dave Ramsay, City Manager

From: Lynn Stokesbary, Assistant City Manager

Date: December 1, 2005

Subject: Community Survey

RECOMMENDATION:

The Council subcommittee and staff recommend City Council review of the attached draft community survey.

BACKGROUND DISCUSSION:

At the October 18 City Council meeting the Council formed a subcommittee including Councilmembers Dave Asher, Jessica Greenway, and Jim Lauinger to work with staff and Elway Research to develop a community survey that will be conducted in early 2006. The subcommittee reviewed themes for the survey with the full Council on November 15 and met twice with Elway Research to prepare the list of proposed questions for the survey.

Attached is a draft survey for Council review which contains over 35 questions. 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, emergency preparedness, and opportunities to be involved in decisions. At the December 13 meeting, the City Council is being asked to review these questions and make any changes before the survey is conducted by Elway Research in January or February. The random survey will include 500 residents and is funded in the 2005-2006 Budget. The survey results will be ready for review at the City Council Retreat on March 24-25.

RESP.# _____

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

INTERVIEWER: _____ STATION #: _____

VERIFIED BY: _____

START TIME: _____ END TIME: _____ NET : _____

SEX: Male...1 Female...2

VOTE PROPENSITY 0....1....2....3....4

CITY COUNCIL DISTRICT

ZIP CODE: 9 8 _____

Hello. My name is _____. I'm calling from Elway Research, an independent research firm here in Washington state. We are conducting a public opinion survey for the City of Kirkland. about citizen priorities for Kirkland. You are one of only 500 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 make decisions about the city budget.

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. How would you rate Kirkland as a place to live? Would you say...
- Excellent...4
- Very Good...3
- Satisfactory...2
- Only Fair...2
- Poor...0
- [DK/NA...9]

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

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

5. 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...1
 Some...2
 Not Very Much...3
 Almost No Attention ...4
 DK/NA...9

6. First, in your opinion, is Kirkland City Government focused on the right things? Or does it spend too much time on things it should not be doing?

RIGHT THINGS...1
 TOO MUCH TIME OF WRONG THINGS...2
 [DK/NA]...9

6.1. IF WRONG THINGS, What would you say is an example of that?

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

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

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

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

9. 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	<u>VERY</u>	<u>NOT</u>	<u>DK</u>
1. Street Maintenance.....	4.....3.....2.....1.....0		9
2. Recreation Programs and Classes	4.....3.....2.....1.....0		9
3. City Parks.....	4.....3.....2.....1.....0		9
4. Fire and Emergency Medical Services	4.....3.....2.....1.....0		9
5. Police Services	4.....3.....2.....1.....0		9
6. Neighborhood Services.....	4.....3.....2.....1.....0		9
7. Attracting and Keeping Businesses	4.....3.....2.....1.....0		9
8. Bike Lanes	4.....3.....2.....1.....0		9
9. Sidewalks	4.....3.....2.....1.....0		9
10. Arts.....	4.....3.....2.....1.....0		9
11. Community Events.....	4.....3.....2.....1.....0		9
12. Zoning and Land Use	4.....3.....2.....1.....0		9
13. Recycling Services.....	4.....3.....2.....1.....0		9
14. Garbage Collection	4.....3.....2.....1.....0		9
15. Emergency Preparedness.....	4.....3.....2.....1.....0		9

10. 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	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK</u>
1. Street Maintenance.....	4.....3.....2.....1.....0					9
2. Recreation Programs and Classes	4.....3.....2.....1.....0					9
3. City Parks.....	4.....3.....2.....1.....0					9
4. Fire and Emergency Medical Services	4.....3.....2.....1.....0					9
5. Police Services	4.....3.....2.....1.....0					9
6. Neighborhood Services.....	4.....3.....2.....1.....0					9
7. Attracting and Keeping Businesses	4.....3.....2.....1.....0					9
8. Bike Lanes	4.....3.....2.....1.....0					9
9. Sidewalks	4.....3.....2.....1.....0					9
10. Arts.....	4.....3.....2.....1.....0					9
11. Community Events.....	4.....3.....2.....1.....0					9
12. Zoning and Land Use.....	4.....3.....2.....1.....0					9
13. Recycling Services.....	4.....3.....2.....1.....0					9
14. Garbage Collection	4.....3.....2.....1.....0					9
15. Emergency Preparedness	4.....3.....2.....1.....0					9

11. Thinking now about the next two years...If you had to choose just one, which one of these services would you say Kirkland City Government should put the most emphasis over the next two years? I'll read the list again, they are:
[READ AND ROTATE LIST]

11.1. Which would you say should have the most emphasis over the long run?

	<u>Q6</u>	<u>6.1</u>	<u>6.2</u>
	NOW	LONG	LOW
Street Maintenance.....	1	1	1
Recreation Programs and Classes ..	2	2	2
City Parks.....	3	3	3
Fire Services	4	4	4
Police Services.....	5	5	5
Neighborhood Services.....	6	6	6
Attracting & Keeping Businesses	7	7	7
Bike Lanes	8	8	8
Sidewalks	9	9	9
Arts.....	10	10	10
Community Events	11	11	11
Zoning and Land use	12	12	12
Recycling.....	13	13	13
Garbage Collection	14	14	14
Emergency Preparedness.....	15	15	15
DK / NA	99	99	99

12. 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

13. Are there any kinds of businesses or stores you would like to see more of in Kirkland?

14. Are there kinds of businesses or stores you think there are too many of already?

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, are the rules governing housing construction in Kirkland:

Too Strict...1
About Right...2
Too Lenient...3
[DK/NA]...9

15.1. IF TOO LENIENT: Which of the following do you think is the biggest problem:

The Type Of Housing Being Built...1
The Number Of Housing Units Being Built...2

[BOTH]...3

[DK/NA]...9

16. Overall, how would you rate the job the City of Kirkland is doing at managing growth? Would you say...

Excellent...1

Good...2

Only Fair...3

Poor...4

[DK/NA]...9

17. Lets talk briefly about your neighborhood. In general, how safe do you feel walking alone in your neighborhood during the day?

Very Safe...1

Somewhat Safe...2

Somewhat Unsafe...3

Not At All Safe...4

DK/NA...9

18. In general, how safe do you feel walking alone in your neighborhood at night?

Very Safe...1

Somewhat Safe...2

Somewhat Unsafe...3

Not At All Safe...4

DK/NA...9

19. During the past 12 months, have you contacted any City Official or City Department to seek service or information, or to make a complaint?

YES...1 NO...2

NA...9

19.1. The last time you contacted a city official, was your most recent contact...

In Person...1

By Telephone...2

Via The Internet...3

By Some Other Means...4

[DK/NA]...9

19.2. What department did you contact?

19.3. Were you generally satisfied or dissatisfied with the response you got?

SATISFIED...1

DISSATISFIED...2

[DK/NA]...9

INFORMATION / COMMUNICATIONS

20. We are interested in how people get information about City Government here in Kirkland. What are your sources of information for learning about what is happening with city government and city services in the City of Kirkland?

21. When it comes to getting information about the programs and services offered by the City, which of the following would be an effective way to get you that information? [circle all that apply]

- Utility Bill inserts...1
- City Web Site...2
- City Cable TV Channels...3
- City Newsletter...4
- Radio...5
- Postcard or mailing...6
- Newspaper...7
- [DK/NA]...9

22. In terms of keeping citizens informed about what is happening in city government -- How good a job do you think Kirkland City Government does at that ? Would you say...

- SKIP TO QX ← Excellent...1
- SKIP TO QX ← Good...2
- Only Fair...3
- Poor...4
- SKIP TO QX ← DK/NA...9

23. IF ONLY FAIR OR POOR: In your opinion, what are some ways Kirkland City Government could do a better job of keeping citizens informed?

24. How would you rate the city’s performance in providing residents the opportunity to be involved in decisions that affect city government? How good a job do you think Kirkland City Government does at that ? Would you say...

- Excellent...1
- Good...2
- Only Fair...3
- Poor...4
- DK/NA...9

25. IF ONLY FAIR OR POOR: In your opinion, what are some ways Kirkland City Government could do a better job of keeping citizens involved?

26. Have you ever watched a City meeting or City Program on the City Cable Channels, KGOV Channel 21 or KLIFE Channel 75?"

- YES...1 NO...2 NA...9

26.1. IF YES: In the last month, how many times would you say have you watched programming on KGOV or KLIFE?

- 0...1...2...3...4...5...6...7+

26.2. Do you recall what programs you watched? Did you watch ...

[CIRCLE ALL THAT APPLY]

City Council Meetings...1

other City Programs, such as Currently Kirkland...2

Other...3

[DK/NA]...9”

27. Have you ever visited the Website for Kirkland City Government?

YES...1

NO...2

DK/NA...9

28. 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]

29. Is there anything else you would like to say about Kirkland that we have not asked about?

30. 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]

31. Which of these 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...2

Not Working Right Now...3

Retired...5

[NA...9]

32. 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]

33. Do you feel your household is prepared to be self-sufficient for at least three days following a serious disaster, when 911 emergency responders – police, fire, and medical personnel – may not be available? Would you say you are:

Very prepared...1

Somewhat prepared...2

Somewhat unprepared...3

Not at all prepared...4

[DK/NA]...9

34. Which of the following best describes your race or ethnic background?
- African American...1
 - Asian / Pacific Islander...2
 - American Indian / Native American...3
 - Caucasian...5
 - Hispanic / Latino...4
 - Other...6
 - [DK/NA...9]

35. In which neighborhood of Kirkland do you live? (CLARIFY. READ LIST IF NECESSARY.)
- | | |
|---|---|
| Bridle Trails...6 | Lakeview...3 |
| Central...5 | Market...4 |
| Everest...1 | Moss Bay...3 |
| Highlands...5 | Norkirk...8 |
| Houghton...11 | (North) Rose Hill (North of NE 85 th)..13 |
| (North) Juanita (North of NE 124 th)...11 | (South) Rose Hill (South of NE 85 th)...7 |
| (South) Juanita (South of NE 124 th)...12 | Totem Lake...6 |
| Other: Kingsgate, Downtown Kirkland, Lake WA, Forbes Lake, Conifer Ridge, ..5 | |
| Don't Know...5 | |

36. Do you own or rent the place in which you live? OWN...87 RENT....12
DK/NA 2

37. 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 |
| | \$40,000 or less...16 |
| | Over \$40,000 to \$75,000...25 |
| | Over \$75,000 to \$100,000...14 |
| | <u>Over \$100,000...16</u> |
| | [DO NOT READ: NO ANSWER]...29 |