



CITY OF KIRKLAND

City Manager's Office

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

www.ci.kirkland.wa.us

MEMORANDUM

To: Kirkland City Council

From: Tracy Burrows, Sr. Management Analyst

Date: March 9, 2006

Subject: Results of Community Survey

Elway Research Associates has prepared the attached report on citizen opinions of the city and city government services in Kirkland. The report documents the results of a citizen survey that was developed by a City Council subcommittee of Mayor Lauinger and Councilmembers Dave Asher and Jessica Greenway in coordination with staff and Elway Research Associates. The committee reviewed the overall themes of the survey with the full council and met twice with Stuart Elway to prepare the list of survey questions.

The random sample telephone survey was administered from February 9-12, 2006. Its respondents were 400 adult heads of household in Kirkland and the results have a 5% margin of error at the 95% confidence level.

The report summarizes key findings on pages 5-7. These findings show that residents overwhelmingly appreciate living in Kirkland. Respondents were positive about City government, though there was room for improvement. Their most pressing concerns relate to growth and traffic congestion. The report also includes a gap analysis that measures the City's performance in key service areas relative to the service's importance to residents of Kirkland. These results identify a number of services where performance rated lower than the citizen rating of the importance of the service or program, including zoning and land use and street maintenance.

Mr. Elway will present a comprehensive overview of the survey results at the City Council retreat.



City of Kirkland
**CITIZEN OPINIONS OF CITY,
CITY GOVERNMENT SERVICES**
February 2006

ER
ELWAY RESEARCH, INC.



City of Kirkland

**CITIZEN OPINIONS OF CITY,
CITY GOVERNMENT SERVICES
February 2006**

TABLE OF CONTENTS

1. Introduction	1
Methods.....	2
Respondent Profile	3
2. Key Findings	5
3. Summary.....	8
Residents Appreciate Living in Kirkland.....	8
Government Seen as Good, Not Great.....	8
Growth Control is a Clear Concern.....	9
Basic Services Most Important	11
Performance Mostly Matches Importance	13
City Services: Importance x Performance.....	14
Priorities Confirmed	17
Information/Communication.....	18
5. Discussion.....	22
6. Detailed Charts of Findings.....	23
APPENDIX.....	50
Questionnaire with data	
Crosstabulation Tables	



City of Kirkland

**CITIZEN OPINIONS OF CITY,
CITY GOVERNMENT SERVICES
February 2006**

INTRODUCTION

The City of Kirkland commissioned this survey to assess citizens' thoughts and opinions about the quality of life in Kirkland, priorities for the future and the level of satisfaction with the city government and City services.

Specifically, the following subjects were addressed:

- Respondents' general sense of Kirkland, including the best and least desirable aspects of living there.
- Overall ratings of city government, including its focus, effectiveness, and efficiency.
- The importance and performance of specific city services and facilities, along with questions as to which should be the priorities in the future.
- Questions about growth issues, such as household lot sizes, desires for more business/commercial activity, and growth management in general.
- A profile of contacts residents may have had with city government.
- Other communications/involvement subjects, including how residents get information about the city, how they prefer to be informed, and specific queries into the use of the city's website and municipal television channels.
- Demographic information, to allow cross-tab analysis, and a profile of the respondents' experience in Kirkland (years in residence and neighborhood.)

This report begins with a demographic profile, and brief key points. These are followed by a detailed written description of findings and analysis. At the end, all results are summarized in charts, and a full set of cross-tabulations is appended.

The survey was designed, conducted and analyzed by Elway Research, Inc., with extensive collaboration with Kirkland city officials.

METHODS

SAMPLE:	400 adult heads of household in Kirkland.
TECHNIQUE:	Telephone Survey
FIELD DATES:	Feb. 9 - 12, 2006
MARGIN OF ERROR:	±5% at the 95% confidence interval. That is, in theory, had all Kirkland heads of household been interviewed, there is a 95% chance the results would be within ±5% of the results in this survey.
DATA COLLECTION:	Calls were made during weekday evenings and weekend days. Trained, professional interviewers under supervision conducted all interviews. Up to four attempts were made to contact a head of household at each number in the sample before a substitute number was called. Questionnaires were edited for completeness, and a percentage of each interviewer's calls were re-called for verification.
OPEN-ENDED ITEMS	A number of the questions were open-ended, allowing the respondent to express answers in his/her own words. Responses to open-ended questions were recorded as close to verbatim as possible, then categorized and coded for analysis.

It must be kept in mind that survey research cannot predict the future. Although great care was employed in the design, execution and analysis of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.

RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. Presented here is a demographic profile of the 400 respondents in the survey.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

GENDER: 50% Male
50% Female

AGE: 10% 18-35
29% 36-50
35% 51-64
26% 65+

EMPLOYMENT STATUS: 21% Self employed business owner
12% Public Sector
33% Private Business
6% Not working right now
28% Retired

HOUSEHOLD: 6% Single with Kids
34% Couple with Kids
25% Single, No Kids
33% Couple, No Kids

ETHNICITY: 1% African American
3% Asian/Pacific Islander
1% American Indian/Native American
90% Caucasian
2% Hispanic/Latino
3% Other

RENT/OWN HOME: 9% Rent
90% Own

INCOME: 12% \$40,000 or Less
21% Over \$40,000 to \$75,000
14% Over \$75,000 to \$100,000
28% Over \$100,000
25% No Answer

Living in Kirkland

YEARS OF RESIDENCE:	3%	Less than one year
	15%	One to five years
	19%	Five to 10 years
	25%	10 to 20 years
	39%	More than 20 years

NEIGHBORHOOD:	1%	Everest
	2%	Lakeview
	3%	Moss Bay
	6%	Totem Lake
	6%	Highlands
	7%	South Rose Hill
	8%	Market
	8%	Bridle Trails
	10%	Norkirk
	10%	North Rose Hill
	10%	North Juanita
	10%	South Juanita
	14%	Houghton
	5%	Other
	2%	Don't Know

EMERGENCY PREPAREDNESS:¹	45%	Very Prepared
	37%	Somewhat Prepared
	10%	Somewhat Unprepared
	8%	Not at all Prepared

¹ Feel that their household is prepared to be self-sufficient for at least three days following a serious disaster.

KEY FINDINGS

- ◆ **Residents overwhelmingly appreciate living in Kirkland.**
 - 47% said it was an “excellent” place to live;
41% said it was “very good.”
- ◆ **They most value the location, water views, and feel.**
 - 12% said it was “close to everything,” 10% mentioned the water, and 7% said that the “atmosphere” was appealing.
- ◆ **Most were positive about City government, although there was considerable room for improvement.**
 - 60% said that the city was “mostly effective.”
Only 20% chose “very effective.”
 - 44% said that Kirkland was *as efficient* as other levels of government; 26% said “more efficient.”
 - 54% thought the city was doing a “good” job at keeping citizens informed, while only 10% chose “excellent.”
 - 45% said that the opportunities for involvement were “good;”
16% said “excellent.”
 - 43% characterized the growth management as “good;”
8% “excellent.”
- ◆ **Emergency and health services are most important, and were seen to be functioning well.**
 - Fire/emergency medical services, police services, and garbage collection received the highest average scores when respondents were asked to rate a list of services as to importance. Using a 0-4 scale, the services were rated 3.75, 3.66 and 3.49, respectively.
 - The same services were at or near the top when the services were rated again for city government performance (3.54, 3.32, and 3.46, respectively.)

- ◆ **Among the most important services, “street maintenance” had the largest discrepancy between importance and performance.**
 - “Street maintenance” ranked fourth in importance, with a 3.45 average score, yet received only a 2.91 for performance.
 - “Street maintenance” was also ranked third on the list of services that should receive more emphasis both “in the next two years” (15%) and “in the long term” (12%).

- ◆ **The most prevalent top-of-mind concerns centered on growth.**
 - When asked early in the survey to name “things that concern you” about living in Kirkland: 15% mentioned “traffic/congestion,” 14% “overcrowding/growth,” 8% “housing density,” and 6% “high rises/condos.”
 - Traffic, development, and condos were also the most prevalent complaints repeated at the end of the survey, when respondents were asked if there was anything else they would like to say.

- ◆ **Other evidence supports preference for more growth limits.**
 - “Zoning and land use” was rated near the bottom of the list of city services for performance (2.33 on a 0-4 scale).
 - “Zoning and land use” was also cited most often as the service which should get increased emphasis over the next two years (17%) and in the long run (18%).
 - Residents were likely to say that residential lot size should be increased, with less “coverage” (42%), or stay the same (39%). Few (12%) thought lots should be smaller or allow greater coverage.

- ◆ **Feelings mixed about the need to attract new businesses.**
 - Only 23% said there should be more commercial space and business activity in Kirkland; 60% said that the amount should stay the same; and 15% said “less.”
 - Nearly half (47%) could think of no new businesses they would like to see in the city.
 - However, 37% rated “attracting and keeping businesses” as “very important,” placing it in the middle of the importance ranking of services (average score 3.01 on the 0-4 scale).

- Since it scored as the second to last service in performance (2.31), “attracting and keeping businesses” had one of the largest gaps between importance and performance scores.
- “Attracting and keeping businesses” ranked second as the service to receive more emphasis both over the next two years (17%) and in the long run (14%).

◆ **The City’s communication is fairly satisfactory.**

- Almost half of respondents (45%) had some personal contact with a city department or employee over the past year; 77% of them were satisfied with the results.
- Most residents (66%) get their information about the city from the newspaper, and almost half (47%) preferred that method.
- More than half (56%) said they had visited the City website.
- The City website was the second most frequently volunteered source of information (24%) and among the most preferred sources (33%).
- This makes the website more popular than the Kirkland television stations, which had been watched by 40% at some point, and were mentioned by 16% (as a current source) and 17% (preferred source.)

◆ **More newsletters and mailings might be useful.**

- 35% said they would prefer to get information about the City from a newsletter, although only 8% currently do so.
- Another 35% said that they would prefer “mail,” which was left unspecified.
- Those who thought that the City was doing a “poor” or “only fair” job keeping citizens informed were most likely to recommend a newsletter (24%) or “mail” (24%) as an improvement.

SUMMARY



SUMMARY

RESIDENTS APPRECIATE LIVING IN KIRKLAND

Residents overwhelmingly rated Kirkland highly as a place to live. They felt safe in their neighborhoods, particularly during the day. The location of the city was central to their enjoyment, along with the city's general appearance and "feel":

88% rated Kirkland "excellent" (47%) or "good" (41%) as a place to live; Recent residents (less than 10 years) were particularly likely to rate Kirkland as "excellent" (55%).

89% felt "very safe" walking in their neighborhood during the day and 54% felt "very safe" at night (an additional 29% felt "somewhat safe" at night.)

12% liked Kirkland because it's "close to everything."

10% mentioned the "bays," "lakes," and/or "rivers."

7% said "the atmosphere" was what appealed to them.

4% - 5% commented on the overall size, the downtown, the pedestrian access, the parks/recreation, or the location in general.

GOVERNMENT SEEN AS GOOD, NOT GREAT

Relatively few respondents claimed to pay "a lot of attention" to city government. This indicates that their subsequent views on the city's functions may be based more on general impressions than on specifics:

- Only 15% said they pay "a lot of attention" to city government.
- An equal proportion paid "almost no attention" (15%).
- Most paid only "some" attention (39%) or "not very much" (31%).

Those who paid attention tended to include a large proportion of public sector employees:

27% of public employees said that they "pay a lot of attention" to city government, compared to

8% of private sector employees,

13% of the self-employed, and

17% of retirees.

That being said, the “grades” given to city government were favorable, if not excellent. A plurality of respondents chose a “high middle” grade for the city at various points in the survey:

- 60% rated City government was “mostly” effective (60%), with 20% saying “very” effective, 10% “ineffective,” and 10% no opinion.
- 44% said Kirkland’s government was about as efficient as other levels of government; 26% thought that Kirkland was “more efficient,” versus 15% who said “less.”
- 54% said Kirkland has done a “good” job at keeping citizens informed about what is happening. Only 10% chose “excellent,” while 25% thought that Kirkland was “only fair” at keeping citizens informed.
- 45% said it also does a “good” job in providing opportunities to be involved in decisions that affect city government. In this case, 16% said “excellent,” but 30% said “only fair” (22%) or “poor” (8%).

Public sector employees again stood out as most likely to think that Kirkland is more efficient than other levels of government (35%). This compares to only 22% of private sector employees.

When respondents were given only the option of approving or disapproving of the city’s actions, they tended to be positive:

- 73% chose the answer that Kirkland’s tax dollars were “well-spent,” versus 17% who said they were not (10% had no opinion).
- 53% said that the City is “focused on the right things” versus 21% who chose instead “too much time is spent on the wrong things” (the “wrong things” being usually “development”); 26% had no opinion.

GROWTH CONTROL IS A CLEAR CONCERN

When asked to name their greatest concerns, respondents’ comments primarily related to growth and/or density. Specific mentions included:

- “Traffic/congestion” (15%);
- “Overcrowding/growth” (14%);
- “Housing density” (8%); and
- “High rise/condos” (6%).

Notably, 18% of residents said they had no concerns about the way things were going in Kirkland.

Residents continued to cite issues related to growth and development at several points in the survey:

- Most (60%) wanted the number of businesses and commercial space to stay the same. Only a quarter wanted more businesses (23%), whereas 15% wanted fewer businesses.
- Most wanted residential lots to be either larger, with less coverage (42%), or to stay the same (39%). Few (12%) wanted to allow smaller residential lots and/or greater lot coverage.
- When asked at the end of the survey what else they might like to add, the three most prevalent comments concerned growth (6% said “less development,” 5% mentioned traffic problems, and 5% said “limit condos/development.”)

Almost half of respondents (47%) could think of no new businesses they wanted to see in Kirkland. For those who would welcome new business, the types most often mentioned were hardware/home improvement stores (13%), department stores (6%), clothing stores (6%), “retail” in general (6%), and restaurants (5%).

Alternatively, 6% thought that Kirkland already had too many restaurants. Twice that many said that there were too many art galleries (14%). Most residents (59%), however, did not think there were too many of any businesses.

Residents divided over city’s growth management record

When asked directly what kind of job Kirkland was doing in growth management, respondents were divided:

- 51% said “good” (43%) or “excellent” (8%); while
- 46% said “only fair” (29%) or “poor” (17%).

Respondents’ views of Kirkland’s growth management declined the longer they had lived in the city. For example, among those who had lived in the city 20 or more years:

- 55% termed the growth management “only fair” or “poor”, compared to
- 32% of residents who had moved to Kirkland within the last five years.

BASIC SERVICES MOST IMPORTANT

When respondents were read a detailed list of city services, several items scored as most important that had not been previously mentioned in the open-ended question asking for “things that concern you” about Kirkland. This indicates that these “basic services” – fire, emergency medical services, police, and garbage collection – may be taken for granted. They do not come to mind as a “concern.”

Top of mind “concerns,” e.g., growth/congestion/zoning, are viewed as not going as well currently. When addressed head-to-head, however, these are rated as less important than the basic/safety services.

The top ranked services in terms of importance to the household were:

- Fire and Emergency Medical Services (average rating 3.75 on the 0-4 scale; with 81% saying it was “very important”).
- Police Services (3.66; 74%).
- Garbage Collection (3.49; 59%).
- Street Maintenance (3.45; 57%).
- City Parks (3.33; 54%).

In the middle were several services that scored about a “three.” Around 40% of residents termed each of these “very important:”

- Environmental Stewardship (average 3.24; 43% said “very important”).
- Emergency Preparedness (3.23; 44%).
- Recycling Services (3.22; 46%).
- Zoning and Land Use (3.19; 46%).
- Sidewalks (3.06; 41%).
- Attracting and keeping businesses (3.01; 37%).

It is interesting that zoning falls in the middle of the “importance” list, given how many residents mentioned growth concerns. However, zoning, parks, and environmental stewardship are the highest-rated services that are not safety related.

The third tier of important services focused on recreation. (The exception may be “neighborhood services,” which was undefined in the survey.) These all averaged below a “three” in importance; though one-quarter of respondents termed each “very important,” which represents a significant number of people. The bottom-tier services were:

- Neighborhood Services (2.72 average rating; 19% said “very important”).
- Community Events (2.69; 21%).

- Recreation Programs and Classes (2.63; 24%).
- Arts (2.61; 24%).
- Bike Lanes (2.47 and 22%).

Women, Older Residents Show More Concern

Women gave slightly higher average importance scores than did men for almost all of the services. The exception was “street maintenance,” which was equally important to men and women.

Similarly, older residents tended to rate most services as more important than did younger respondents. This was true of arts, fire/EMS, police services, community events, zoning/land use, recycling, garbage collection, emergency preparedness, and even bike lanes.

The only services that were even slightly more important to younger residents than older were:

- “Attracting and keeping businesses” (an average importance rating of 3.11 from 18-50 year olds; 3.01 from those 51 to 64; and 2.83 among those 65 and older), and
- “Environmental stewardship (3.31, 3.21, and 3.17 respectively).

Street maintenance was equally important to all age groups.

Recreation Programs/Classes received high average importance scores from the middle age group and couples with children, two groups that overlap significantly. However, couples with or without kids both gave equally high importance ratings to parks:

- Recreation Programs/Classes were rated 2.73 in importance among 51 to 64-year-olds, compared to 2.60 among younger residents and 2.52 among those 65+.
- They scored a 2.87 among couples with children at home, 2.64 from childless couples, and 2.36 among singles.
- Parks were rated 3.46 by couples with children; 3.44 by couples without; and 3.11 by single residents.

PERFORMANCE MOSTLY MATCHES IMPORTANCE

Kirkland city government was generally seen as performing the most important services well, indicating general approval of city government priorities. When asked to “grade” Kirkland on the same list of services (“Like they do in school”, from “A” to “F”), the top grades went to:

- Fire and Emergency Medical Services (3.54 on average on the 4-0 scale, with 58% giving Kirkland an “A”).
- Garbage Collection (3.46; 58%).
- Police Services (3.32; 47%).

City parks also received a high grade (3.43; 52% said “A”) even though parks were of slightly less important.

Among the most important services, the lowest performance grade was given to “street maintenance,” which averaged a 2.91 (“B”). Only a quarter of residents (24%) gave Kirkland an “A” in street maintenance.

The middle tier of important services tended to receive “B” grades as well, including environmental stewardship (2.92), emergency preparedness (2.76), recycling services (3.24), and sidewalks (2.62).

The exception here was “zoning and land use”, which was in the mid-range of importance, yet received a “C” (2.33). This was one of the two lowest grades given. The other – “attracting and keeping businesses” – received a statistically equivalent 2.31 rating, or another “C.”

Performance grades were somewhat higher for the least important services. Average grades were around a “B” for:

- Recreation programs and classes (3.15 on the 4-0 scale),
- Arts (3.09).
- Community Events (3.07),
- Neighborhood services (2.80), and
- Bike lanes (2.69).

Women and Older Residents Also Rate Performance Higher

Women and seniors tended to rate performances higher than men and younger respondents, although not as consistently as they had in the importance scores. Women particularly gave higher marks to the City for Arts (3.25 vs. 2.92 from men); recreation programs/classes (3.22 vs. 3.07); emergency preparedness (2.83 vs. 2.70); community events (3.14 vs. 2.99); and environmental stewardship (2.96 vs. 2.98). Men gave street maintenance slightly higher marks than did women (2.96 vs. 2.87).

Residents age 65 or older most differed from those younger in terms of the performance ratings they gave to:

- Neighborhood services (2.96, compared to 2.80 from 51 to 64-year-olds, and 2.70 from those age 50 or younger),
- Bike lanes (2.89, 2.60, and 2.64),
- Sidewalks (2.92, 2.51, and 2.51),
- Zoning and land use (2.54, 2.25, and 2.26),
- Garbage collection (3.61, 3.48, and 3.35) and
- Emergency Preparedness (2.99, 2.86, and 2.50).

CITY SERVICES: IMPORTANCE x PERFORMANCE

This section examines the question of how well city government is doing on those services and programs deemed most important to citizens. Using quadrant analysis and gap analysis, city government's perceived performance in providing services is directly compared to ratings of the importance of those same services.

As noted, respondents were asked to rate each service twice:

- 1) Once for "how important" each service was to them (0-4 scale).
- 2) Again with a letter grade (A to F) for the city's performance in delivering that service.

Quadrant analysis and Gap analysis each combine these two ratings into a single measure.

Quadrant Analysis

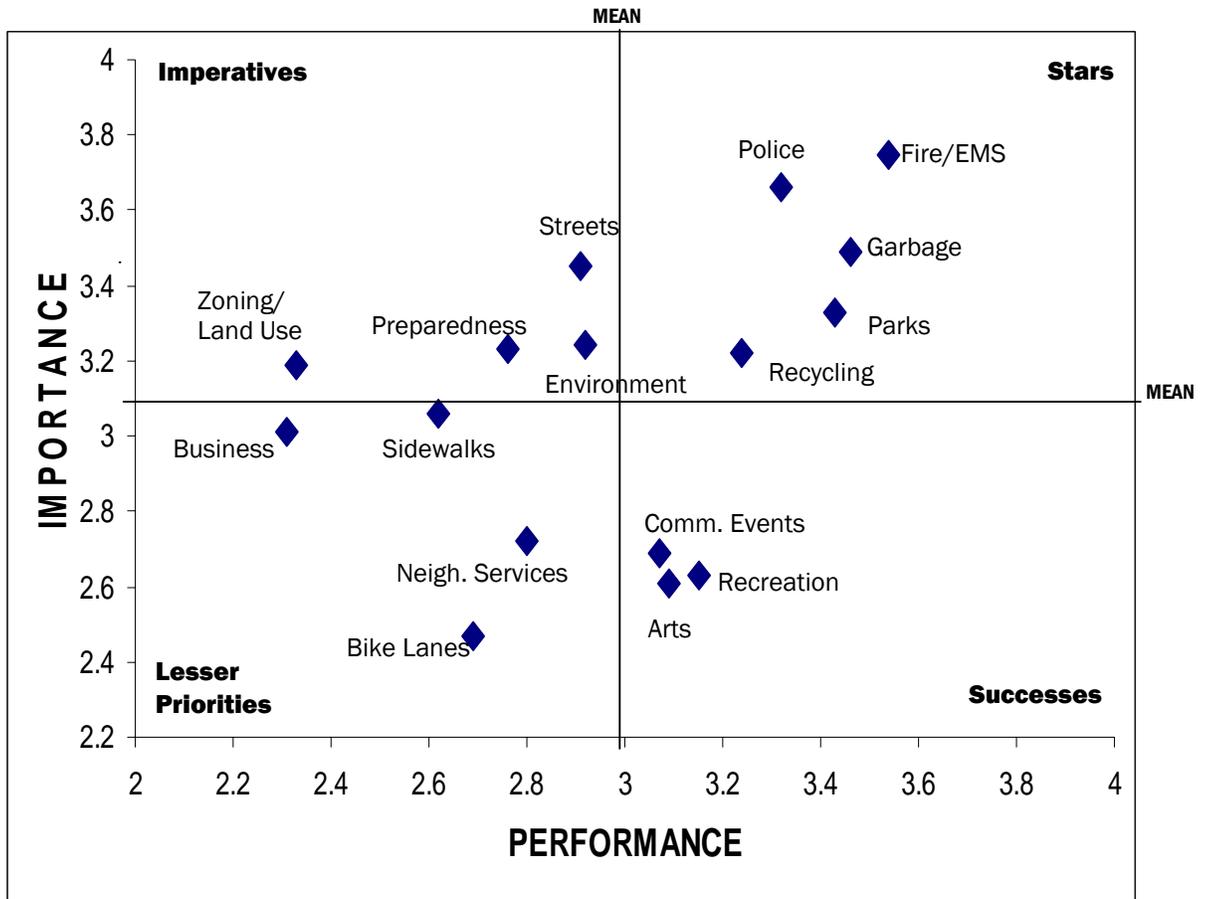
This technique plots each service on a chart that simultaneously indicates the importance and performance average scores. The chart clearly displays the relative position of each service on both dimensions: importance and performance.

The quadrants in the chart separate those services that rated highly in both importance and performance from those that rated low on both measures.

- The "Stars" are those services that received high scores in both importance and performance (Fire/EMS, police services, garbage collection, and, to a lesser extent, parks and recycling.)
- The "Imperatives" for Kirkland are services of above average importance but below average in performance – street maintenance, emergency preparedness, environmental stewardship, and zoning/land use. Sidewalks and business development could be in that category as well – they were just below the importance mean score.

- The bottom two quadrants were of lesser importance to residents. The “Successes” are those services that rated above average in performance, but below average in importance.
- “Lesser Priorities” received below average scores for both performance and importance. They are not high on citizens’ radar screens.

MEAN RATINGS: IMPORTANCE X PERFORMANCE



It is notable that the service rated most important (Fire/EMS) also received the highest performance rating. The city’s performance rating was above the mean for five of the nine items rated most important.

Gap Analysis

Gap analysis measures the distance between importance and performance scores for each service. The gap score for each service was derived by first calculating the difference between each respondent's rating of that service's *importance* and his/her rating of the city's *performance* in delivering that service. The "Gap Score" for each service is computed by taking the average of gap scores across all respondents.²

A positive Gap Score indicates the city's performance score is higher than the importance score. Conversely, a negative Gap Score indicates the city's performance was rated lower than the rating for importance of the service or program

Table 1
Performance – Importance = Gap Scores

	PERFORMANCE*	IMPORTANCE*	GAP SCORE
Fire / EMS	3.54	3.75	-0.22
Police	3.32	3.66	-0.35
Garbage	3.46	3.49	-0.02
Street Maintenance	2.91	3.45	-0.52
City Parks	3.43	3.33	+0.07
Environment	2.92	3.24	-0.29
Preparedness	2.76	3.23	-0.37
Recycling	3.24	3.22	+0.02
Zoning/Land Use	2.33	3.19	-0.85
Sidewalks	2.62	3.06	-0.44
Businesses	2.31	3.01	-0.69
Neighb'hd. Services	2.80	2.72	+0.06
Comm. Events	3.07	2.69	+0.36
Recreation	3.15	2.63	+0.42
Arts	3.09	2.61	+0.42
Bike Lanes	2.69	2.47	+0.16

*Cell entries are the average (mean) scores on the 0-4 scales.

² This score does not correspond exactly to the subtraction of the average of the performance score minus the average of the importance score because only those respondents who provided both importance and performance ratings for a service were included in the calculation of the gap score for that service.

Recreation and quality of life services, as already seen in the quadrant analysis, are being provided at a more than adequate level. The services with the greatest overage of performance scores versus importance were:

- Recreation Programs and Classes (+0.42),
- Arts (+0.42), and
- Community Events (+0.36).

The services where performance scores lagged the most below importance scores were:

- “Zoning and land use” (performance was behind importance by -0.85),
- Attracting and keeping businesses (-0.69), and
- Street Maintenance (-0.52).

Lesser gaps were computed for sidewalks (-0.44), emergency preparedness (-0.37), police services (-0.35), environmental stewardship (-0.29), and fire/emergency medical services (-0.22). Garbage collection and recycling were well matched by current performance (there was little or no “gap.”).

PRIORITIES CONFIRMED

The findings of the quadrant and gap analysis were supported when residents were asked which services should have more emphasis, both over the next two years, and in the “long run.” The top three services chosen were those that had showed the largest gap between importance and performance scores:

- Zoning and Land Use
(17% said more emphasis over the next two years;
18% “over the long run.”)
- Attracting and keeping businesses (17% and 14%).
- Street Maintenance (15% and 12%).

For a mid-range of services, 5-8% of residents thought more emphasis was needed, at least over the next two years. These were: police services (8%), emergency preparedness (7%), fire/EMS (6%), sidewalks (6%), parks (5%), and environmental stewardship (5%).

At the bottom of the list, again, were the recreation and quality of life services: only 1-3% of respondents thought community events, recreational programs/classes, bike lanes, and/or arts needed more emphasis, in either the short or long term.

Recycling and garbage collection were also extremely low on the list of services needing more emphasis; residents must be truly satisfied with their present status, as they are relatively high in importance. On the other hand, even though police services and fire/EMS are currently performing well according to respondents, some felt that even more emphasis was warranted.

INFORMATION/COMMUNICATIONS

Personal contact is usually satisfactory

Almost half of these heads of household (45%) reported having some contact with a City official or department within the past 12 months – either to seek information or lodge a complaint. See Table 2.

- The contact tended to be over the telephone (54% of contacts, equivalent to 24% of all households.)
- Many also had in-person contact with the city (34% of contacts, or 16% of all households).
- The police department was most likely to be the one contacted (28%; 13%).
- The great majority of respondents who had contact with the City were satisfied with the result (77%). This computes to more than one third (35%) of all household heads having a satisfactory personal experience with the City of Kirkland during the past year.
- On the other hand, 9% of the household heads experienced an unsatisfactory personal exchange with the City in the past year, which may be more than desired.

The sub-group most likely to have contacted the City was couples with children living at home. Among those calling, they were also most likely to be satisfied with the outcome:

59% of couples with children had contacted the city, and 88% of those couples were satisfied. This compares to 43% and 67% of couples without kids, and 33% and 68% of single residents.

There is no obvious reason for this difference among types of households; for the most part, couples with kids seemed to contact the same departments as others, with the exception of slightly more calls about garbage collection (8%, versus 1% - 3% among other households.)

Table 2
Contact With City Official

	Based on Those With Contact (n=180)	Based on Total (N=400)
Contacted City	100%	45%
Method		
Telephone	54%	24%
In Person	34	16
Internet/Email	10	5
Department		
Police	28%	13%
Public Works	6	3
Planning Dept.	6	3
Parks & Rec.	6	3
Building Dept.	6	3
Licenses/Permits	6	3
Satisfaction		
Satisfied	77%	
Dissatisfied	20%	

The number of contacts was not high enough to report reliable figures for satisfaction by to each department, but a few figures do stand out:

- Police Department contacts resulted in 74% satisfaction, equal to the overall average;
- The following departments resulted in above average satisfaction:
Utilities – 4 of 5 satisfied,
Licensing/permits – 8 of 10, and
Garbage collection – 7 of 8
- Street maintenance, with 1 of 5 contacts satisfied, was below average.

A Mix of Media Seems Necessary

As seen earlier, most residents thought that Kirkland has been doing a “good” (54%) or “excellent” (10%) job of keeping citizens informed. Those who said communication was “only fair” (25%) or “poor” (8%), tended to say that a better job could be done via:

- A newsletter (24% of those answering, equivalent to 8% of the total).
- “Mail” in general (24%/8%).
- “Informing people” in general (12%/4%).
- The website/Internet (9%/3%).
- Newspapers/Kirkland Courier (8%/3%).

Currently, two of three heads of household got their information about city government and city services from the newspaper. The top sources, when respondents were asked in their own words how they get information, were:

- Newspaper/Kirkland Courier (66%);
- Website/Internet (24%);
- Television/local Kirkland channel (16%);
- Word of mouth (9%);
- Newsletter (8%); and
- “Mail” (7%).

When asked to choose from a set list of ways to disseminate information about city programs and services, a newsletter was again most popular, along with the newspaper, other mailings, and the city website. They were suggested in the following proportions:

- 47% Newspaper;
- 35% City Newsletter;
- 35% Postcard of mailing; and
- 33% City website.

Fewer chose utility bill inserts (18%), the city cable TV channels (17%) and radio (7%).

Website Use More Prevalent Than Kirkland TV

We have just seen that, when choosing from several types of media, the city website outscored television channels. This held true when the two were probed directly:

- 40% of respondents said that they have watched KGOV Channel 12 an/or KLIFE Channel 75, while
- 56% have visited the website for the City of Kirkland.

Use of the website understandably increased with household income. By income bracket, experience with the website was:

31% among those under \$40,000,

52% for those earning \$40-75,000,

68% within \$75- 100,000 households, and

70% among those with household incomes of \$100,000 or more.

Those who watched the Kirkland TV channels tended to do so once (26%) or twice (23%) a month, or even less often (30%). They were most likely to have watched city council meetings (58% of those who had seen the channels, equivalent to 23% of all households).

Increased Involvement Also Needs Communication

Better communication was frequently mentioned as key to providing more citizen involvement in the city. Among those 128 respondents who said that Kirkland was doing a “poor” or “only fair” job of providing opportunities for involvement, when asked how the city could better keep citizens involved, the most frequent suggestions were:

- “Inform people” (in general) – 17%.
- “Listen to people” – 13%.

Others mentioned specific avenues for communication, including mail (11%), the newsletter (8%), town meetings/ groups (8%), and newspapers/ Kirkland Courier (7%).

DISCUSSION

It is encouraging that residents are as happy as they are with Kirkland, enjoying the combination of convenience, appearance, and life-style. They are also generally satisfied with the city government. There is room for improvement, however, in how many residents think of the city government as “excellent.”

Although about half said they pay some attention to city government, few follow it closely. Attention is especially low among those not employed in the public sector themselves. This suggests that opinions about Kirkland government are based largely on such factors as the general media, word of mouth, or citizen’s most recent direct contact with a city official.

The City does well at what are considered some of the most important services that impact everyone; fire, EMS, police, recycling, parks, and garbage. Street maintenance is a clear opportunity: this service is important to all categories of citizens, exhibits one of the greatest “gaps” between importance and performance, and appears high on the list of services needing the most future emphasis.

Concerns about growth and development are also illuminated by this survey. Residents enjoy the character of the town the way it is, and lament the congestion and change of atmosphere that may come with further development. This issue appeared consistently, both when respondents were allowed to express concerns in their own words, and when they were rating current performance and future emphases.

Residents’ attitudes toward business development are mixed, perhaps because the survey frequently addresses “attracting *and keeping* businesses.” Perhaps residents do not want to lose businesses and convenience, and would appreciate a couple of different types of stores, but they do not want to change the tone of the town with industry or malls.

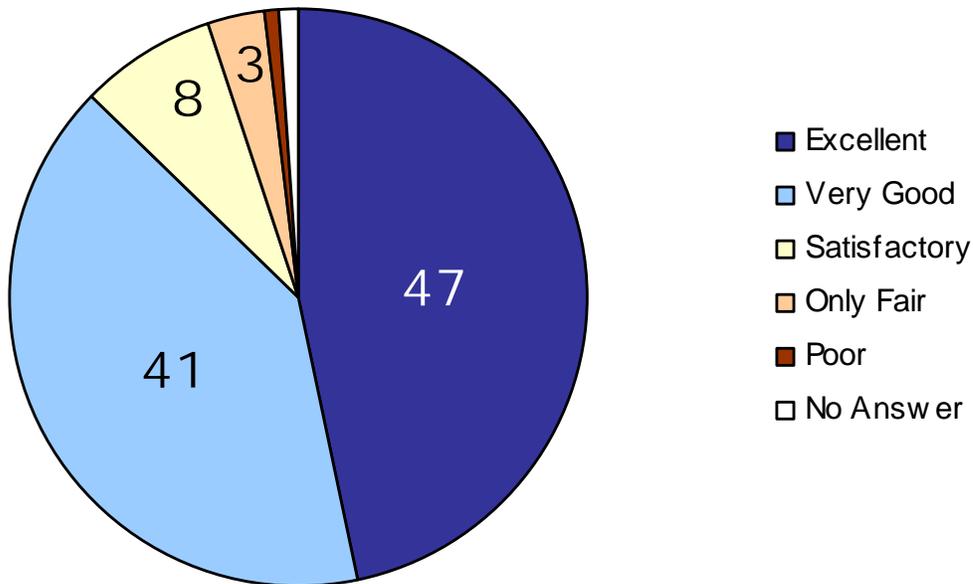
Finally, the City is doing well at communicating with citizens, with personal contacts being particularly satisfactory. Because different residents respond to and notice different media, important messages require a mix of newspaper coverage, inclusion on the website, and direct mail.



FINDINGS

Residents Like Life in Kirkland

Q2: How would you rate Kirkland as a place to live? Would you say...



Most Likely to say Excellent (47%)

- Kirkland resident for less than 10 years (55%)
- Age 65+ (54%).

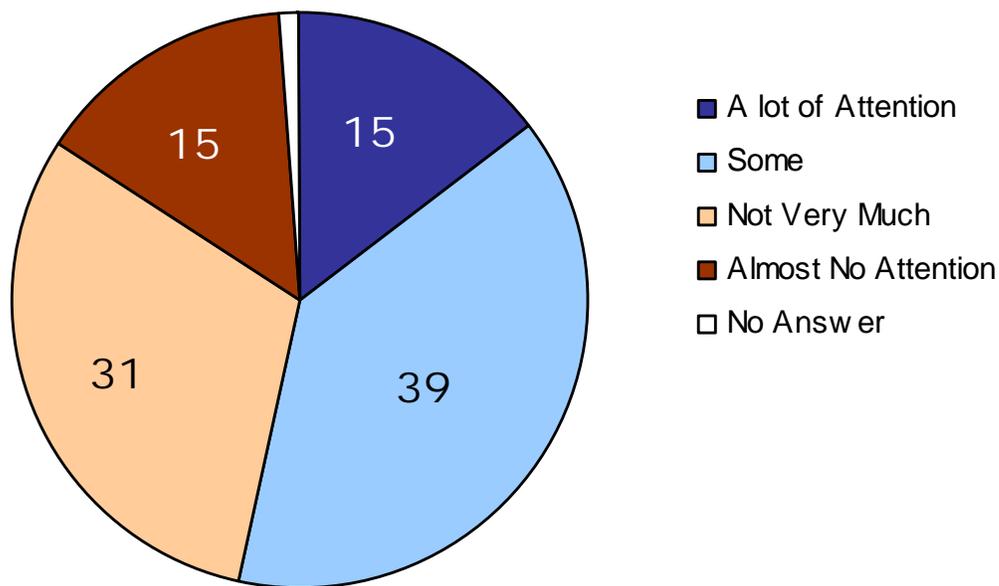
Most Likely to say Very Good (41%)*

- Annual income \$40-100,000 (47%).

*No one most likely to say Satisfactory, Only Fair, or Poor.

Attention to City Government is Limited

Q5: 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...



Most Likely to say A Lot of Attention (15%)

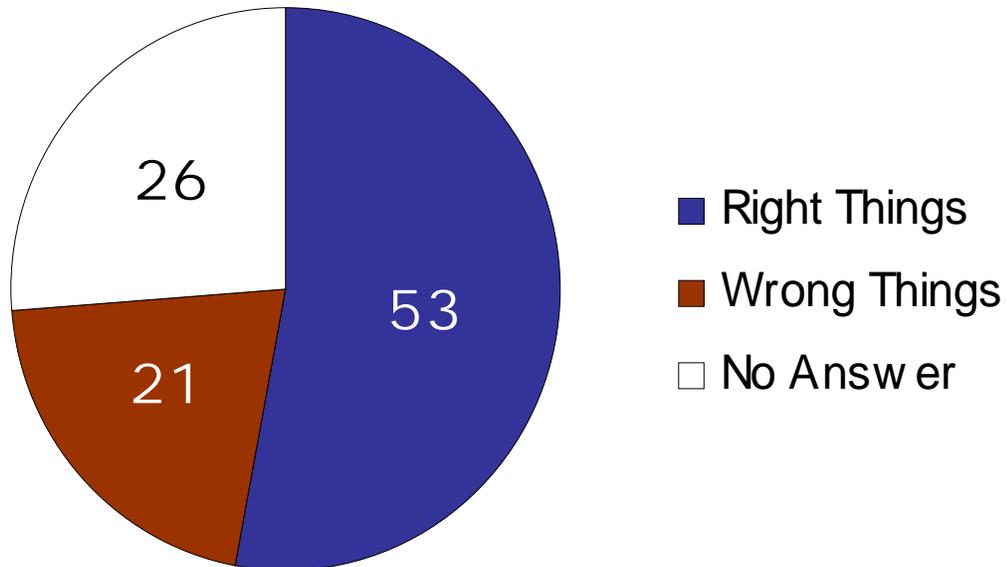
- Public sector employees (27%).

Most Likely to say No Attention (15%)

- Kirkland resident for less than 5 years (23%);
- Annual income \$40-75,000 (22%).

Focus is Right for Half of Residents

Q6: First, in your opinion, is the City of Kirkland focused on the right things? Or does it spend too much time on things it should not be doing?



Most Likely to say Right Things (53%)

- Kirkland resident for less than 5 years (61%);
- Annual income over \$100,000 (60%);
- Couple with no children at home (60%);
- Age 65+ (59%).

Most Likely to say Wrong Things (21%)

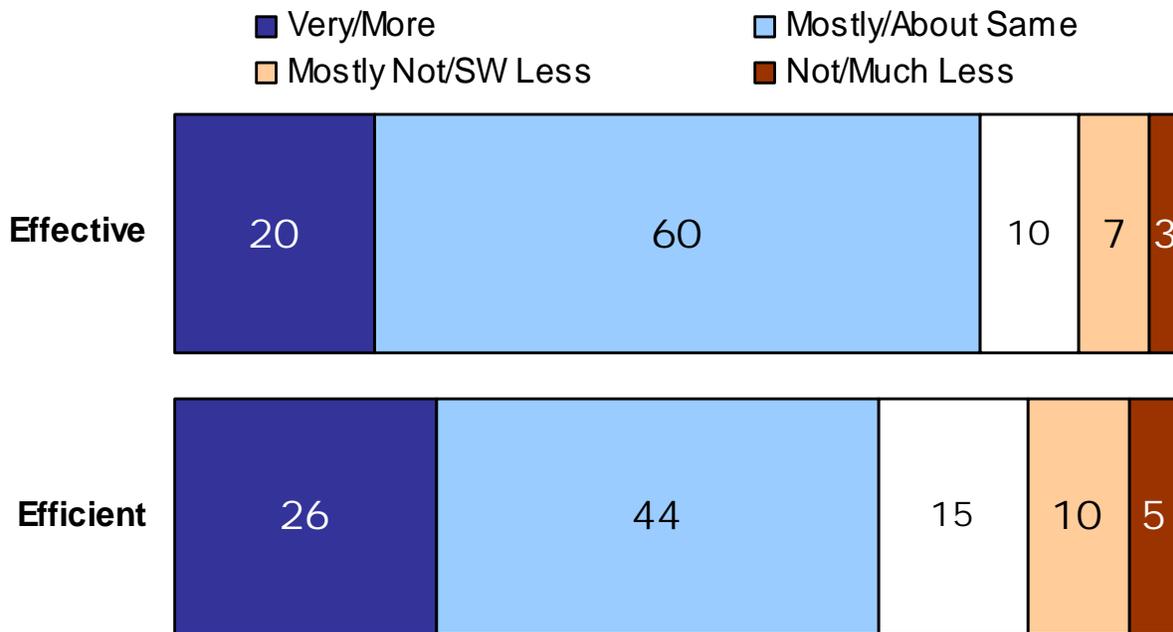
- Kirkland resident for more than 20 years (29%);
- Self employed (28%);
- Age 51-64 (27%).

City Effectiveness and Efficiency

Good, Not Great

Q7: 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 the City of Kirkland, would you say that it is effective? That is, how well does it accomplish what it is supposed to? Would you say that the City of Kirkland is...

Q8: Would you say that the City of Kirkland 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 the City of Kirkland is...



Most Likely to say Very Effective (20%)

- Age 65+ (31%);
- Kirkland resident for more than 20 years (26%);

Most Likely to say More Efficient (26%)

- Public sector employees (35%);
- Annual income under \$40,000 (33%);
- Kirkland resident for 10-20 years (33%);
- Age 51-64 (32%).

Importance & Performance of City Services

Respondents were asked to rate each service twice:

- 1) Once for its importance to them on a 5-point scale; Importance measured as “how important” a service is to a respondent.
- 2) They were also asked to give the city a letter grade for its performance in delivering that service (A to F).

Subtracting each individual respondent's importance rating from his/her performance “grade” yields a “gap” score which indicates the distance and direction of the difference between importance and performance ratings. The overall "Gap Score" for each service is the average of gap scores across all respondents. This score does not correspond directly to the subtraction of the average of the performance score minus the average of the importance score because only those respondents who provided importance and performance ratings for individual services were included in the calculation of the gap score for that service.

IMPORTANCE

Q9: 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.

PERFORMANCE

Q10: I'm going to read through this 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.

GAP

The distance between each individual respondent's rating of the importance of a service and the rating for the city's performance in delivering that service. The “Gap Score” for a service is the average of the gaps across all respondents.

PERFORMANCE

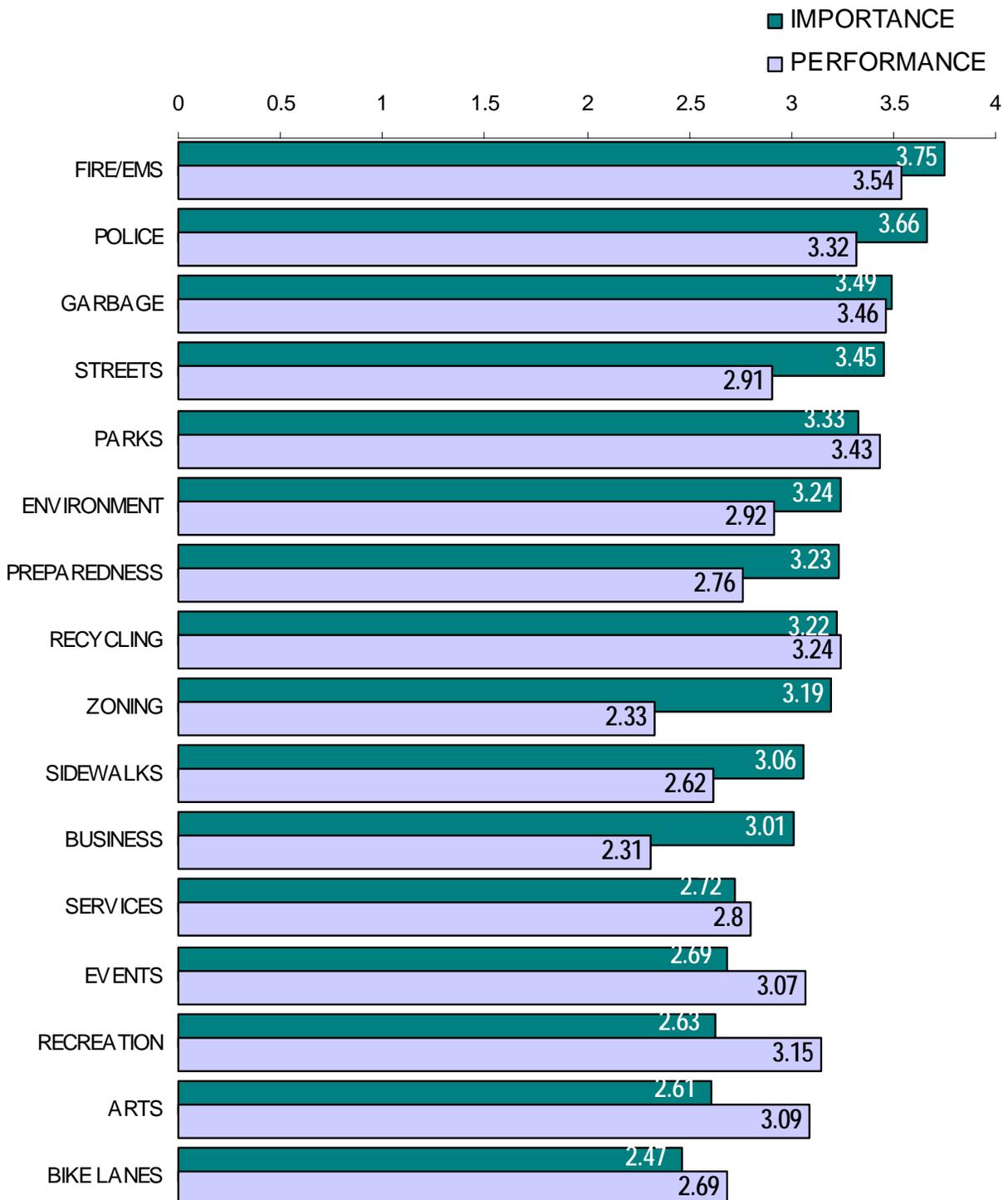
MINUS

IMPORTANCE

=

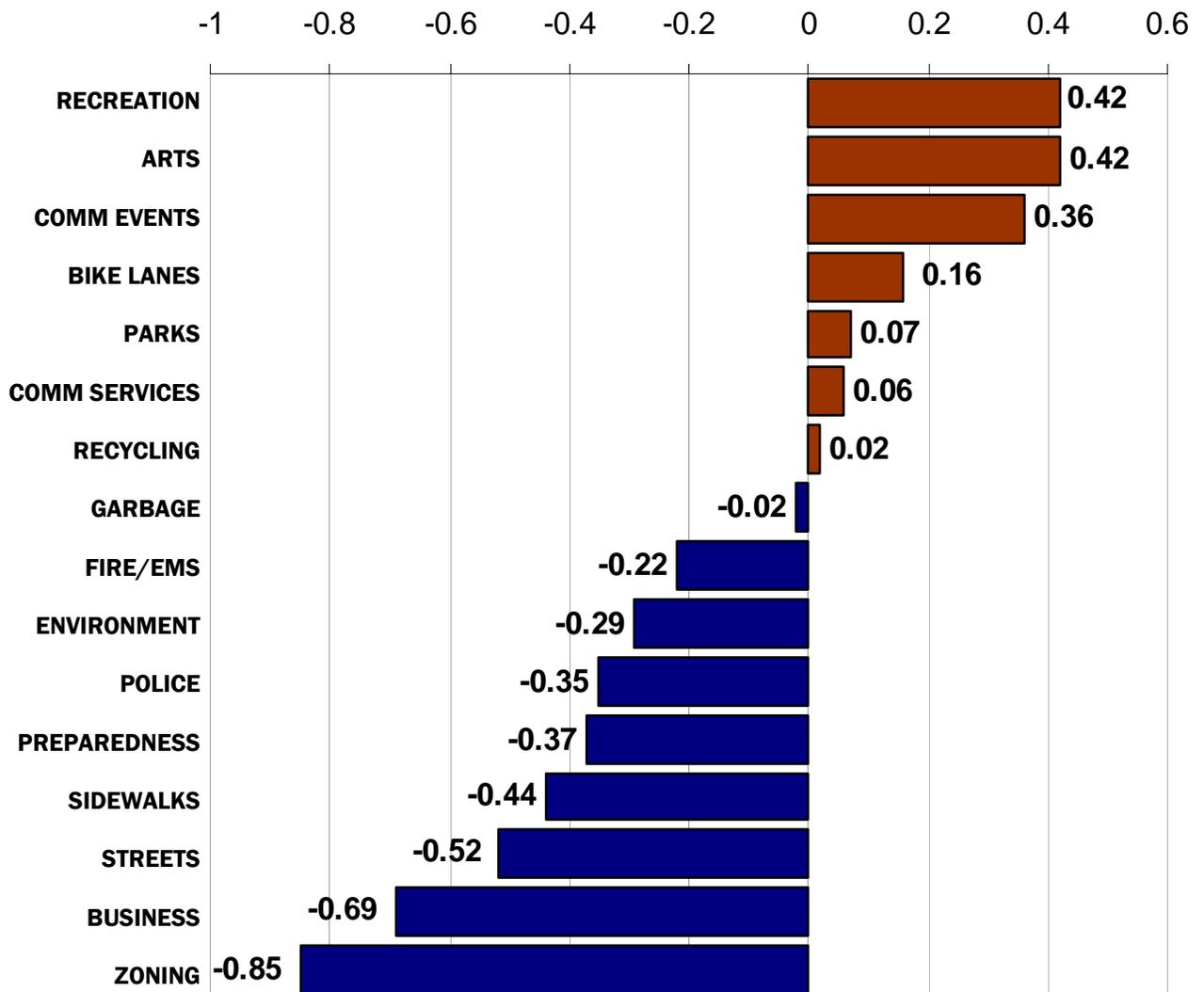
GAP

Importance and Performance Well-Matched for Individual Services



Zoning, Business, and Streets Have Greatest “Gap” Between Importance and Performance

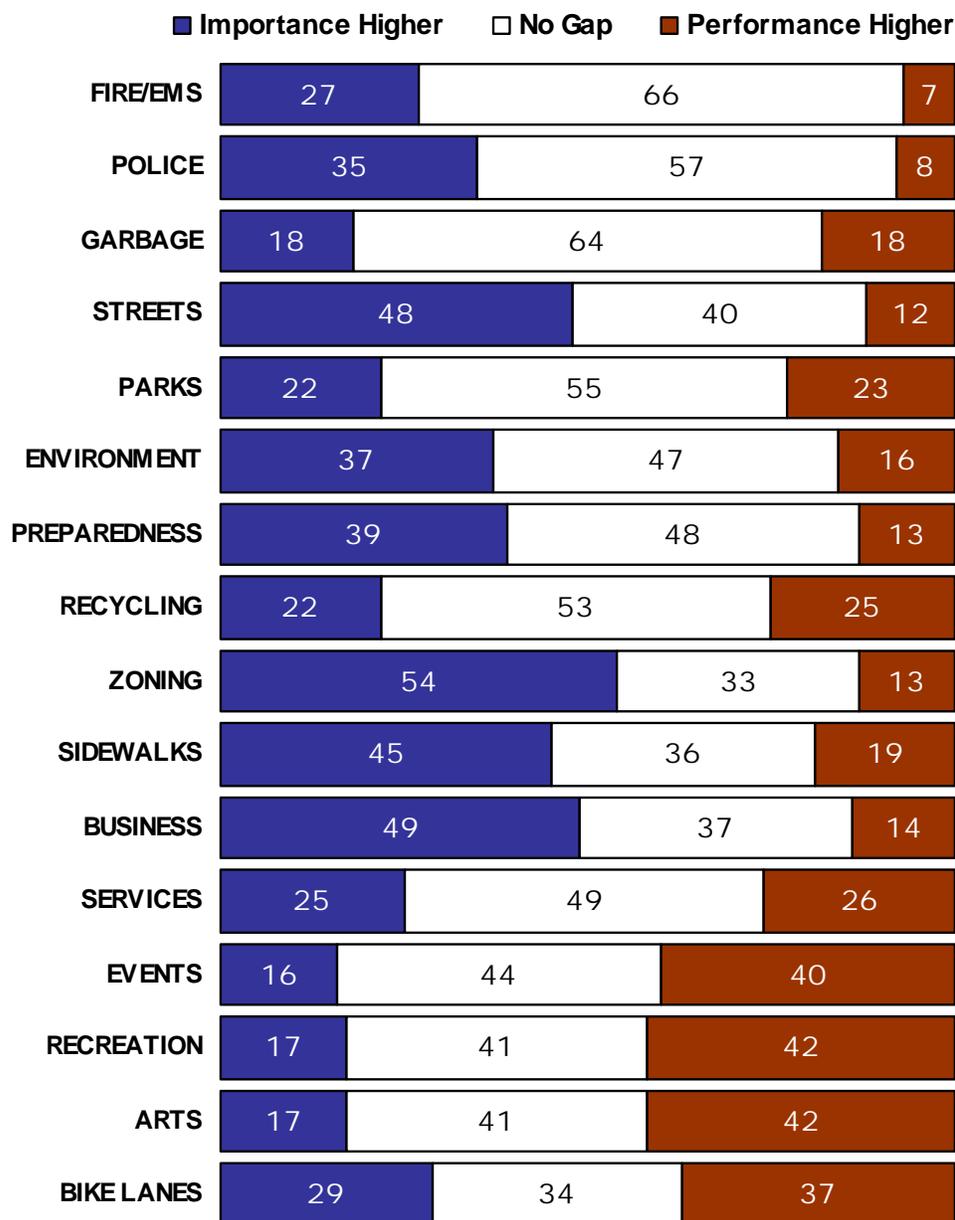
A *positive* “Gap Score” indicates the city’s performance rating is higher than the importance rating for that service, on average. Conversely, a *negative* Gap Score indicates the city’s performance was usually rated lower than the rating for importance of the service.



Proportions of Respondents with Positive/Negative Rating Gaps

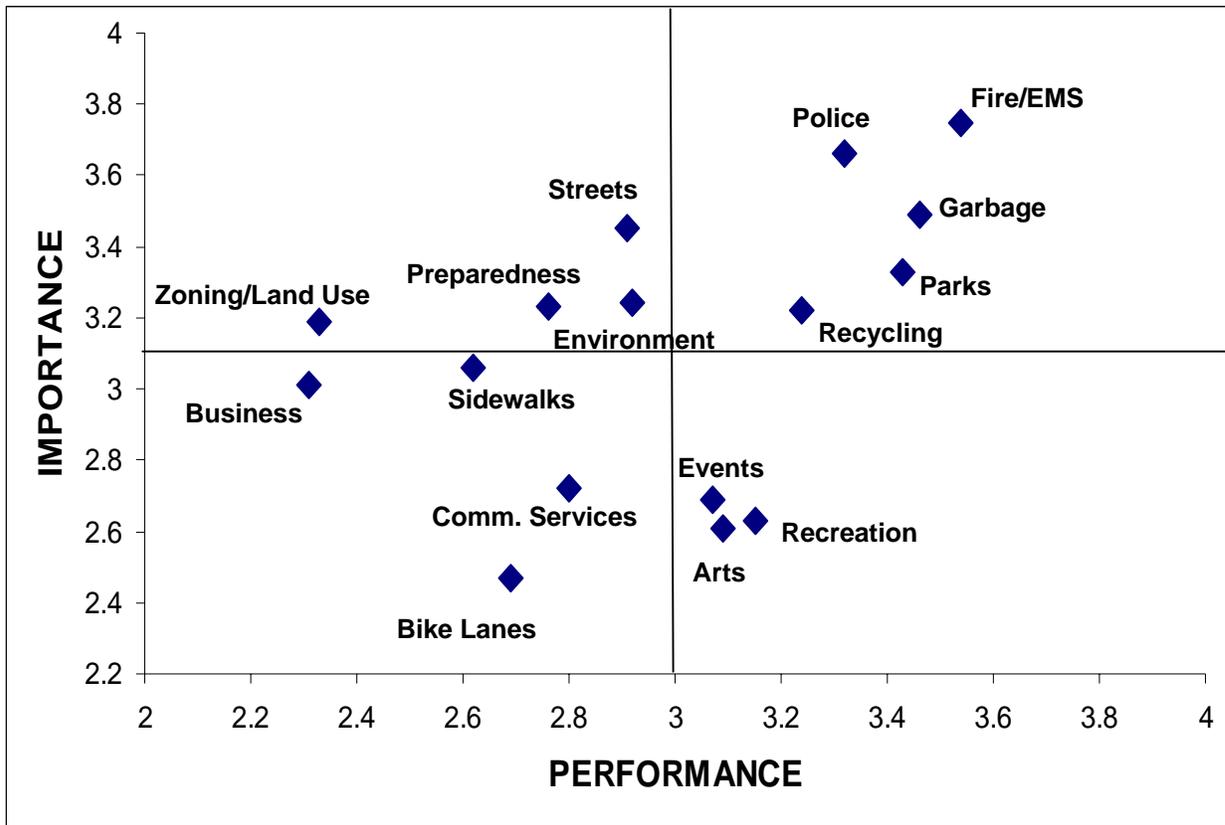
This chart presents a more detailed look at the Gap Analysis data. It displays the proportion of individual respondents who indicated gaps between importance and performance.

READING THE CHART: For example “Streets” had an Importance average rating of 3.45 and a Performance average rating on 2.91 (Chart 28) and a Gap Score of -0.52 (Chart 29). This chart shows that, for Streets, 45% of respondents rated Importance higher than Performance and 12% rated Performance higher. 40% of respondents gave Importance and Performance the same rating.



Relative Importance, Performance: Quadrant Analysis

This chart plots the average scores for both Importance and Performance for each of the sixteen categories included in this survey. Respondents were asked to rate each service on a 0-4 scale. The scales are truncated here for clarity, since none of the categories scored lower than 2.00 on either scale.



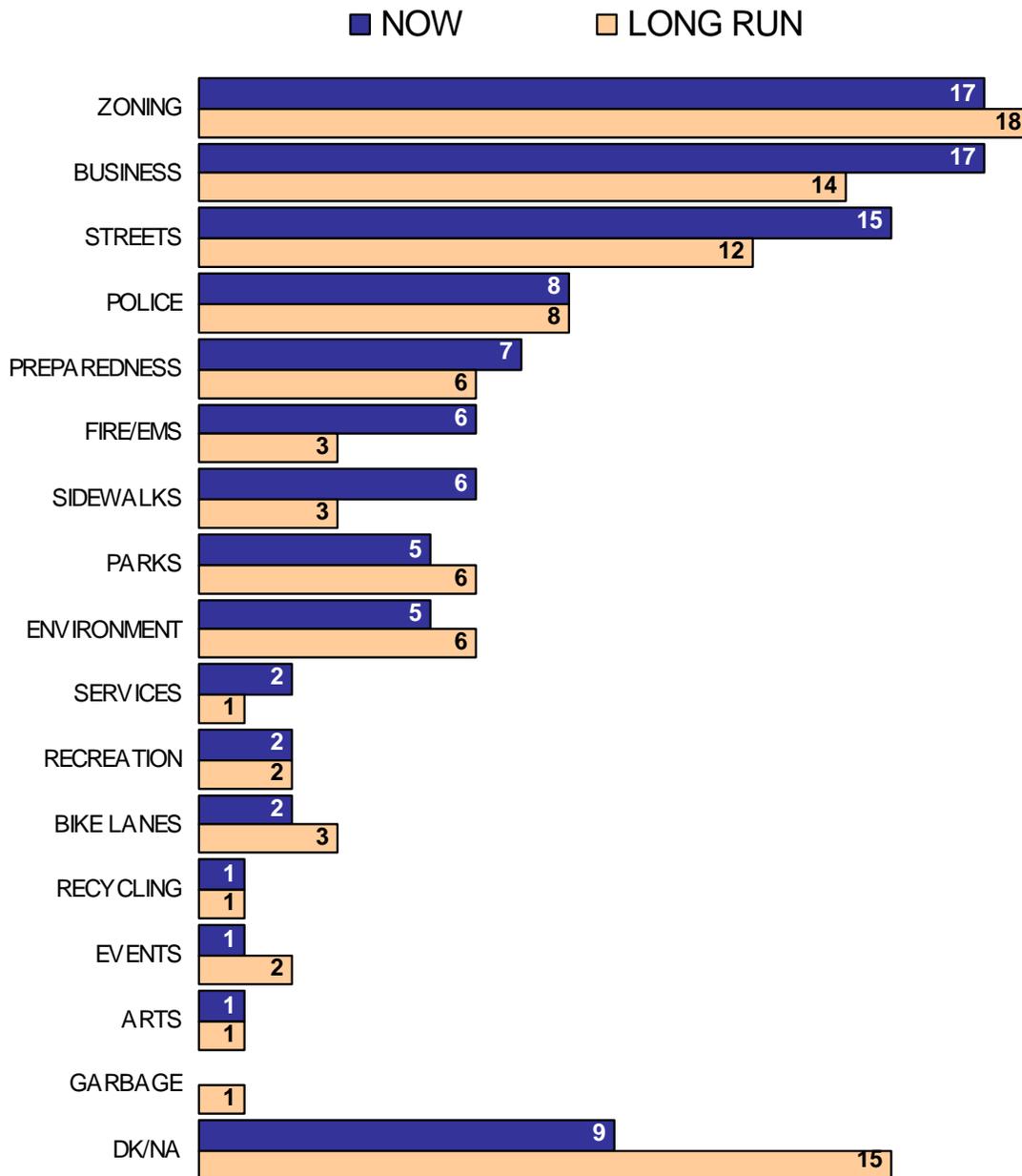
READING THE CHART: Each marker \diamond indicates the position of a service category on both the Importance Scale and the Performance Scale. For example, "Fire/EMS" scored highest on the Importance scale (3.75), and the Performance scale (3.54)

Zoning, Businesses and Streets Preferred for Future Emphasis

Q11: Thinking now about the next two years...If you had to choose just one, which one of these services would you say the City of Kirkland should put the most emphasis on over the next two years?

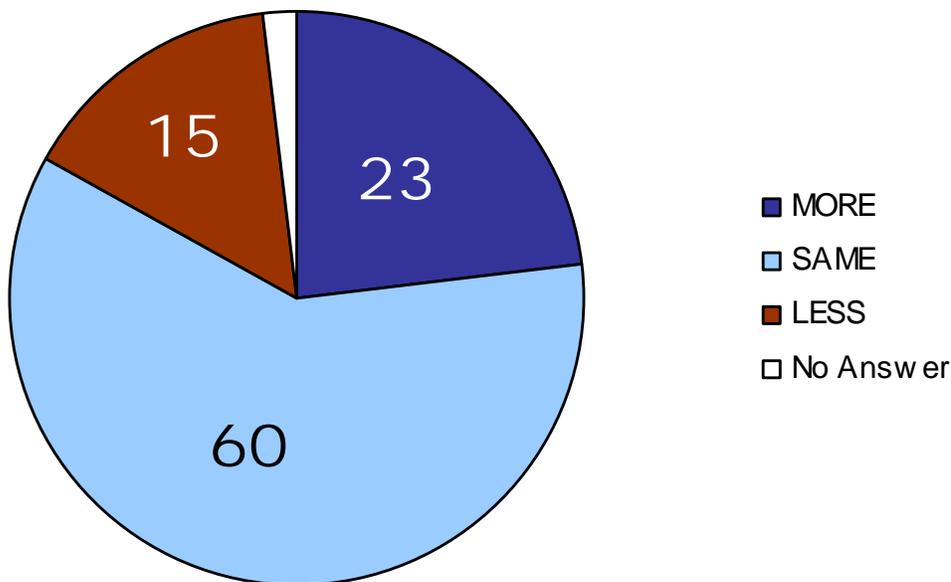
I'll read the list again, they are:

Q11A: Which would you say should have the most emphasis over the long run?



Majority Want No Increase of Commercial Space/Business Activity

Q12: 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?



Most Likely to say More (23%)

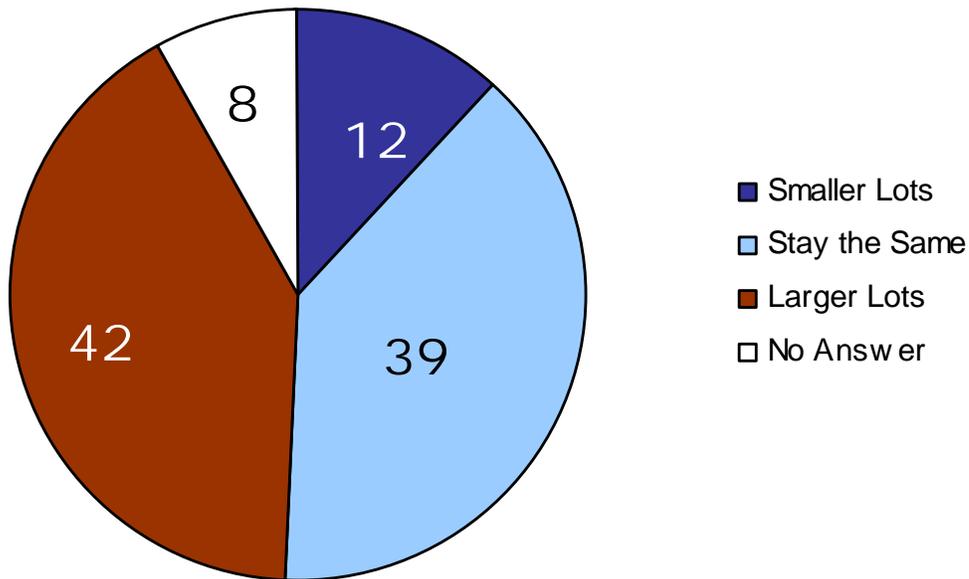
- Self employed (31%).

Most Likely to say Less (15%)

- Annual income under \$75,000 (23%);
- Kirkland resident for more than 20 years (21%).

Few Support Smaller Lots

Q15: 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:



Most Likely to say Smaller Lots (12%)

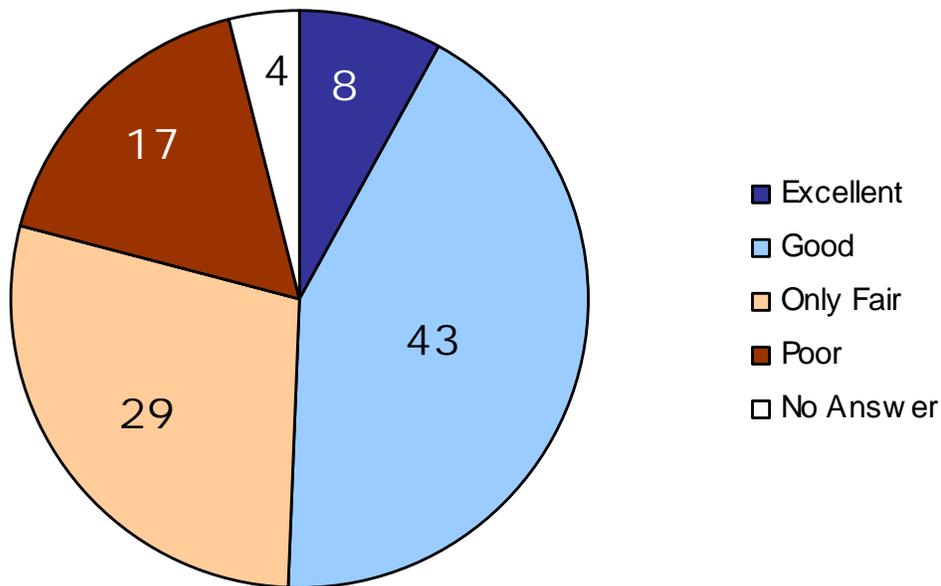
- Kirkland resident for 5-10 years (19%);
- Self employed (19%);
- Annual income over \$100,000 (18%).

Most Likely to say Larger Lots (42%)

- Kirkland resident for more than 20 years (49%).

City “Good” at Growth Management

Q16: Overall, how would you rate the job the City of Kirkland is doing at managing growth?



Most Likely to say Excellent/Good (51%)

- Kirkland resident for less than 10 years (60%).

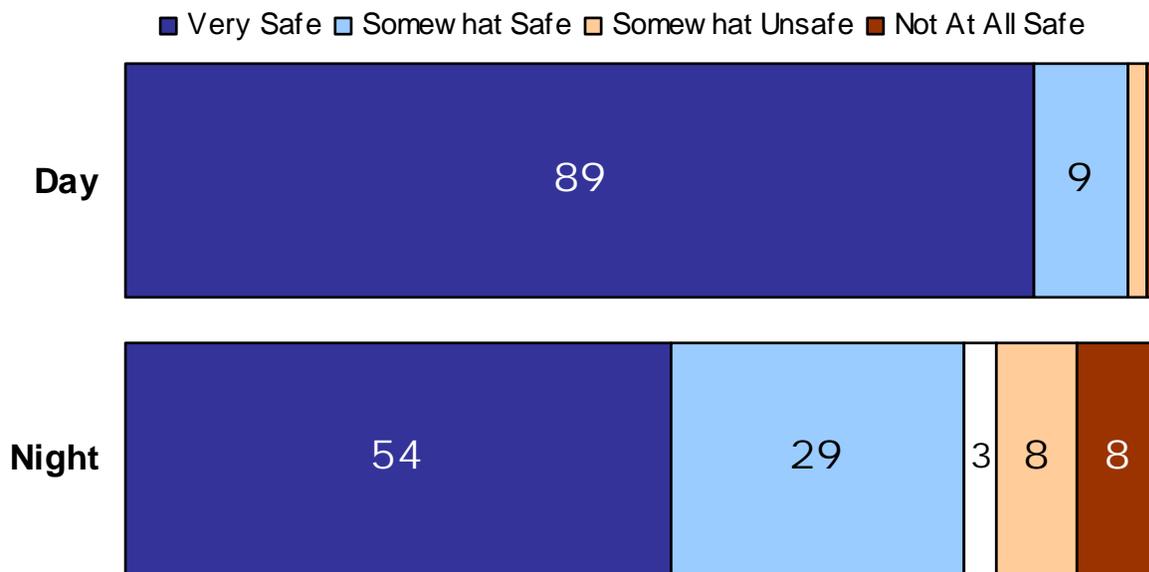
Most Likely to say Only Fair/Poor (46%)

- Kirkland resident for more than 20 years (55%).

Majority Feel Safe Day and Night

Q17: Let's talk briefly about your neighborhood. In general, how safe do you feel walking alone in your neighborhood during the day?

Q18: In general, how safe do you feel walking alone in your neighborhood at night?



Most Likely to say Very Safe in the Day (89%)

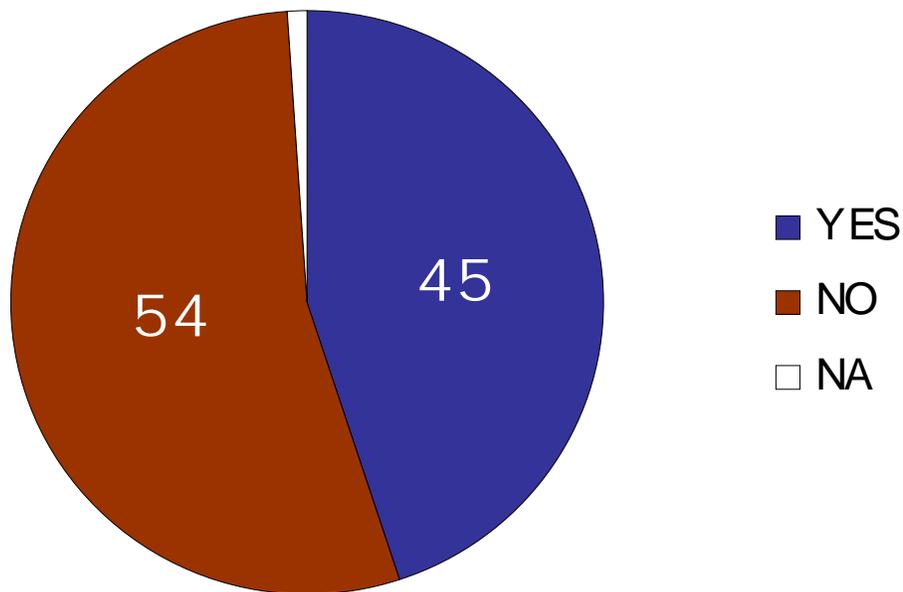
- Annual income over \$75,000 (95%).

Most Likely to say Very Safe in the Night (54%)

- Men (69%);
- Private sector employees (63%);
- Age 51-64 (61%);
- Annual income over \$75,000 (61%).

Almost Half Have Had Personal Contact With the City

Q19: During the past 12 months, have you contacted any City Official or City Department to seek service or information, or to make a complaint?



Most Likely to say Yes (45%)

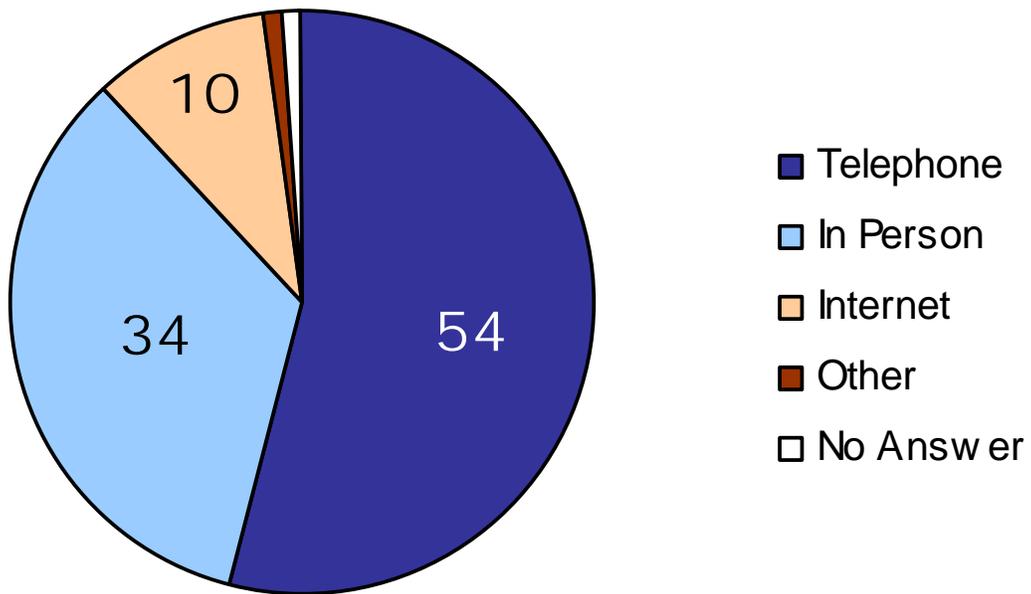
- Couple with children at home (59%);
- Self employed (53%);
- Annual income more than \$100,000 (52%);
- Kirkland resident for less than 5 years (51%);
- Age 18-50 (51%).

Most Likely to say No (54%)

- Annual income less than \$40,000 (67%);
- Single people (66%);
- Age 65+ (63%).

Most Contacts by Phone

Q19A: The last time you contacted a city official, was your most recent contact...[n=180]*

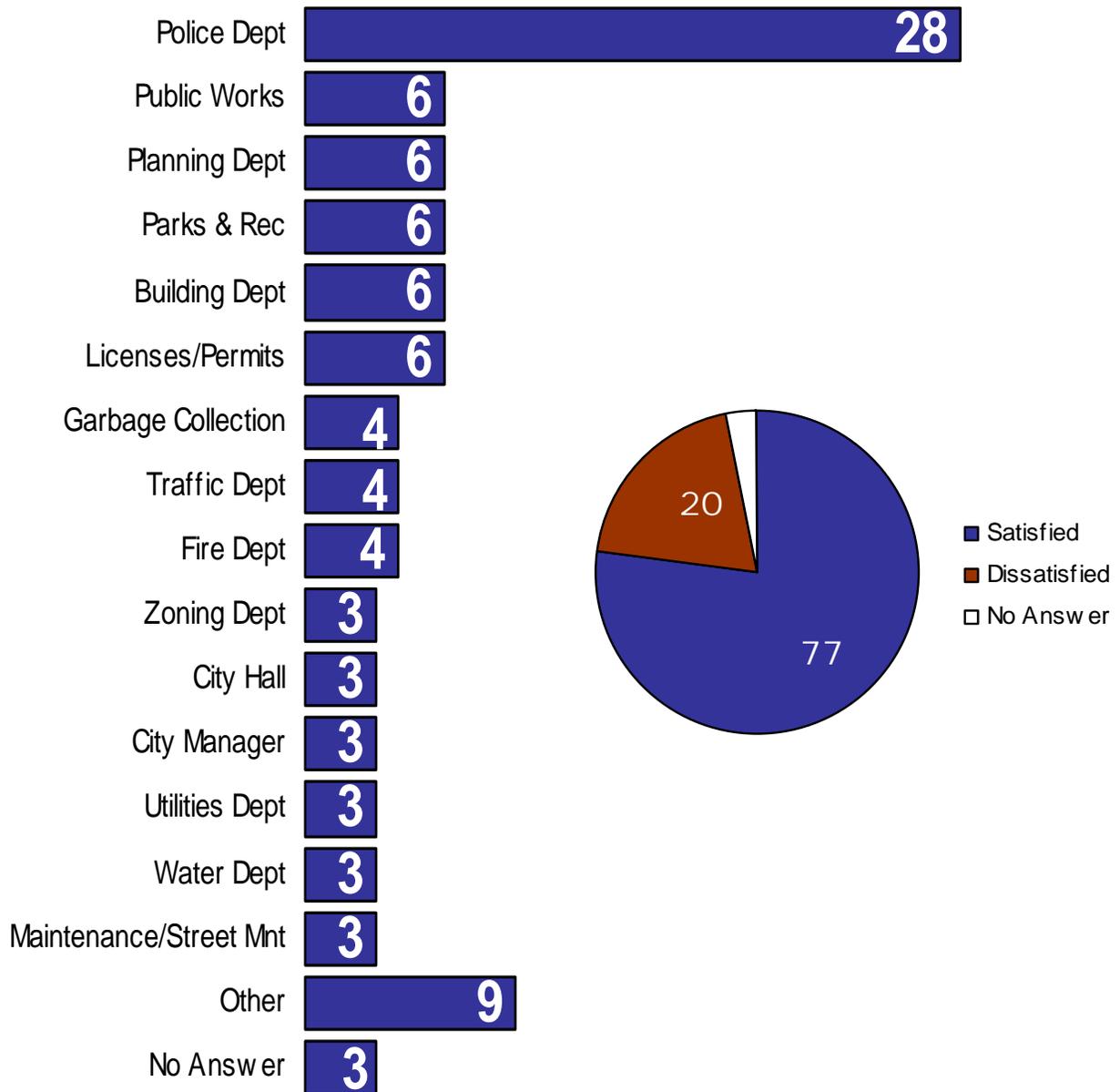


*The number of cases is too small to discover who is most likely to give an answer.

Police Had Most Contacts; Three-Quarters Overall Satisfied

Q19B: What department did you contact?

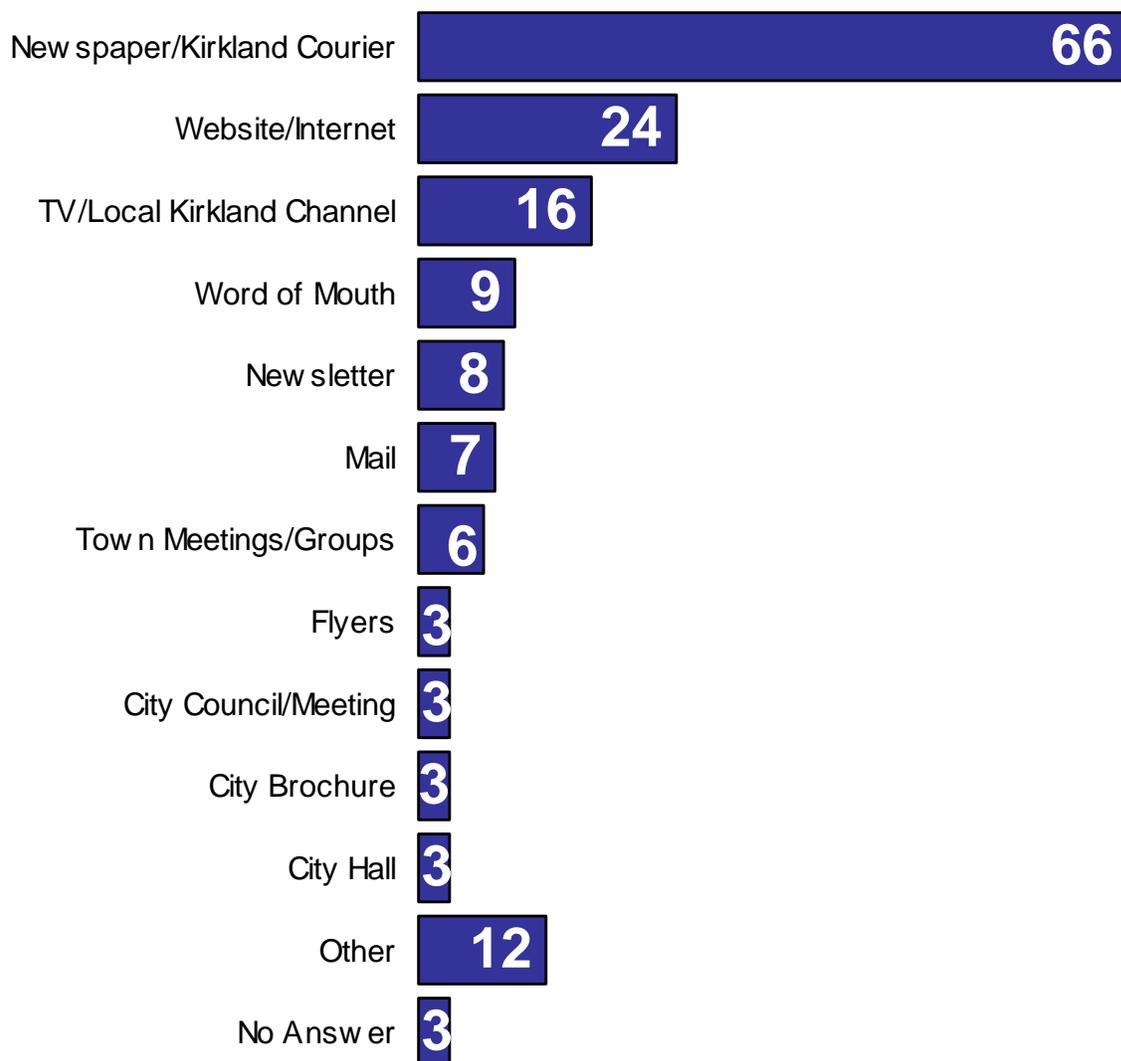
Q19C: Were you generally satisfied or dissatisfied with the response you got? [n=180]*



*The number of cases is too small to discover who is most likely to give an answer.

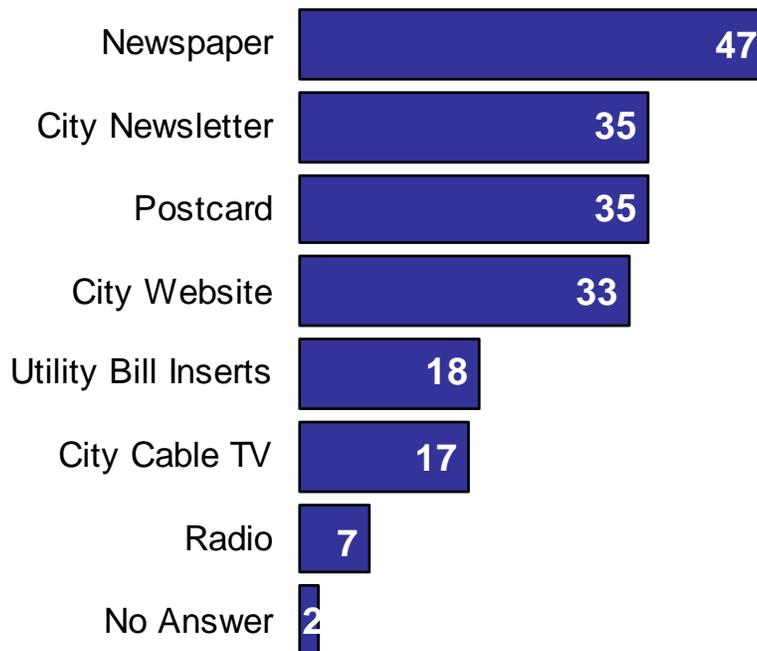
Newspaper Prevalent Source of Information

Q20: 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?



Newspaper, Mail, and Website Thought to be Effective

Q21: 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]



Most Likely to say Newspaper (47%)

- Annual income less than \$40,000 (61%);
- Age 65+ (57%);
- Kirkland resident for more than 20 years (57%).

Most Likely to say Newsletter (35%)

- Kirkland resident for 10-20 years (43%);
- Annual income less than \$40,000 (41%).

Preferred Media Source Varies by Demographics

Q21: 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]

Most Likely to say...

Postcard (35%)

- Annual income more than \$100,000 (46%);
- Private sector employees (45%);
- Kirkland resident for 5-10 years (45%).

City Website (33%)

- Public sector employees (47%);
- Kirkland resident for less than 5 years (45%);
- Age 18-50 (45%);
- Annual income \$75-100,000 (44%);
- Couple with children at home (43%);
- Private sector employees (41%).

Utility Bill Inserts (18%)

- Kirkland resident for more than 20 years (27%);
- Age 51-64 (25%);
- Public sector employees (25%);

City Cable TV Channel (17%)

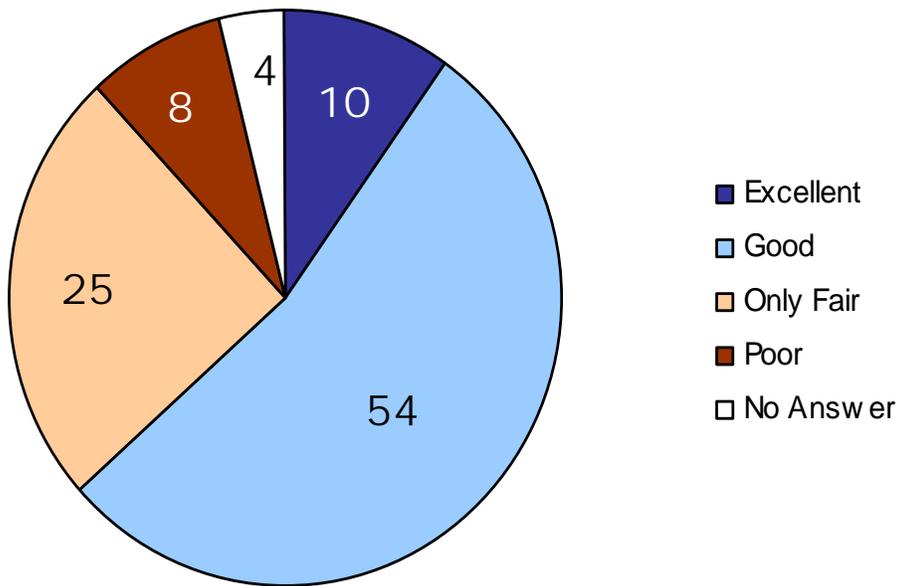
- No one most likely.

Radio (7%)

- No one most likely.

Kirkland Good at Keeping Citizens Informed

Q22: 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?



Most Likely to say Excellent/Good (64%)

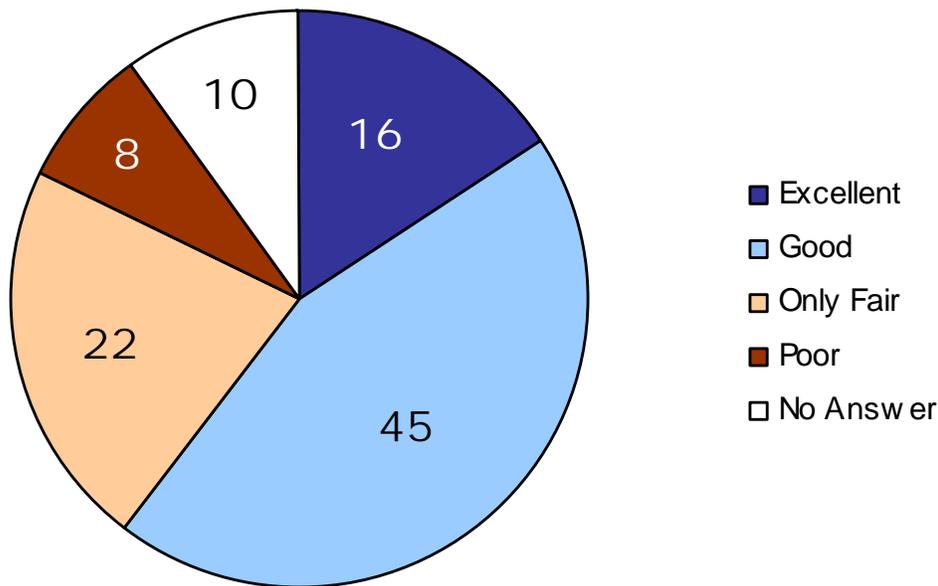
- Annual income less than \$40,000 (71%);

Most Likely to say Only Fair/Poor (33%)

- Annual income more than \$75,000 (41%);
- Public sector employees (39%);

Kirkland “Good” at Providing Opportunities for Involvement

Q24: 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 the City of Kirkland does at that?



Most Likely to say Excellent/Good (61%)

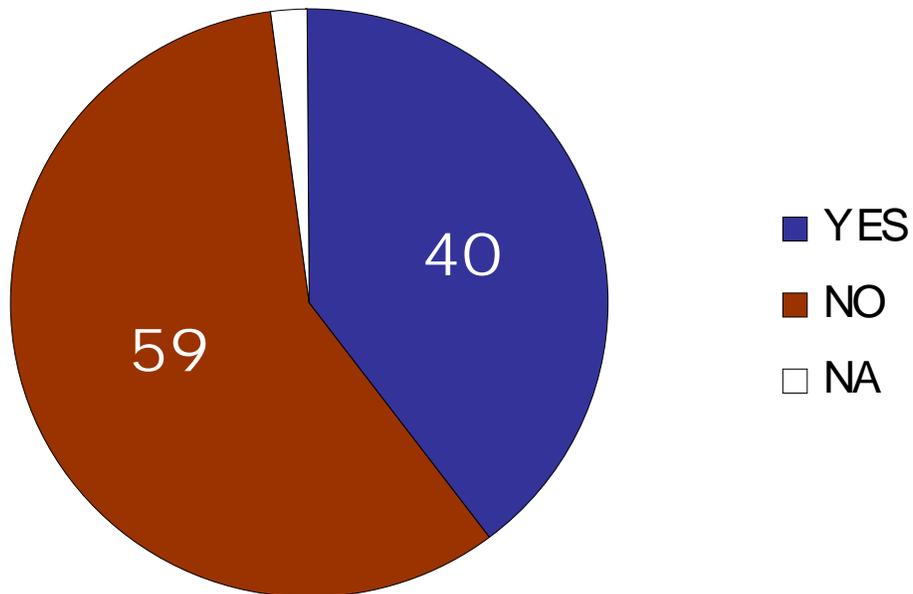
- Kirkland resident for 10-20 years (70%);
- Annual income \$75-100,000 (67%);

Most Likely to say Only Fair/Poor (30%)

- Kirkland resident for more than 20 years (37%).

4 in 10 Have Watched City Television Programs

Q26: Have you ever watched a City meeting or City Program on the City Cable Channels, KGOV Channel 21 or KLIFE Channel 75?



Most Likely to say Yes (40%)

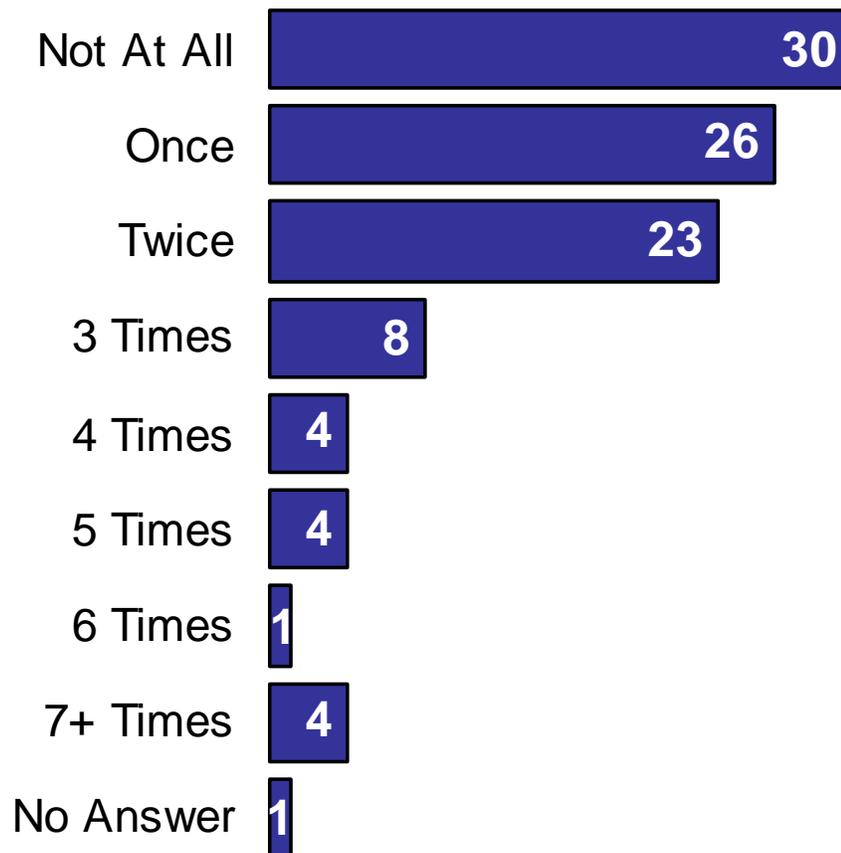
- No one most likely.

Most Likely to say No (59%)

- Kirkland resident for less than 5 years (70%);
- Annual income \$40-75,000 (69%);

Half Have Watched Local Channels Once or Twice in Last Month

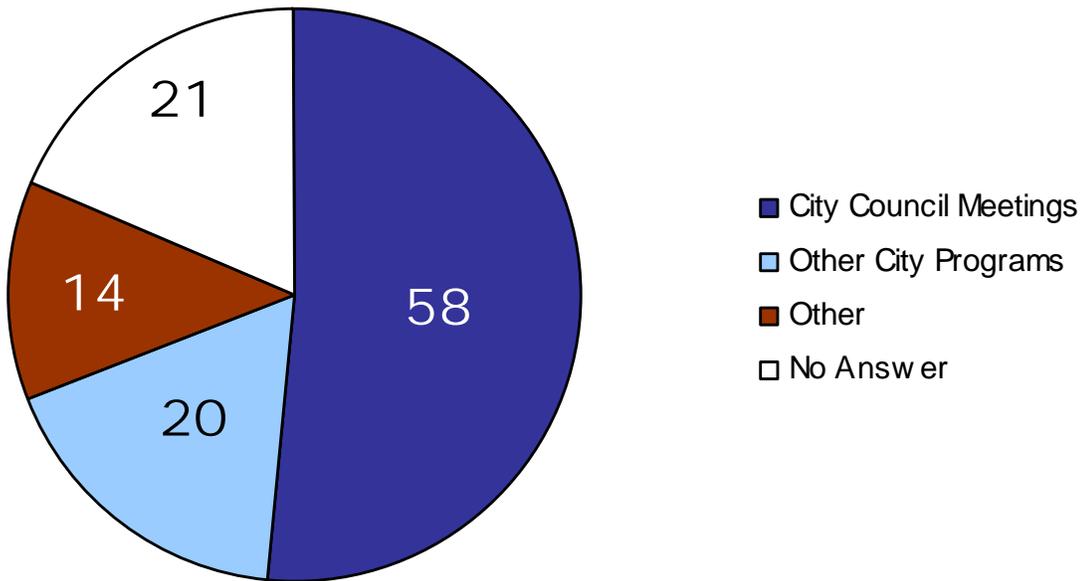
Q26A: In the last month, how many times would you say you have watched programming on KGOV or KLIFE? [n=159]*



*The number of cases is too small to discover who is most likely to give an answer.

City Council Meetings Most Popular Local Channel Content

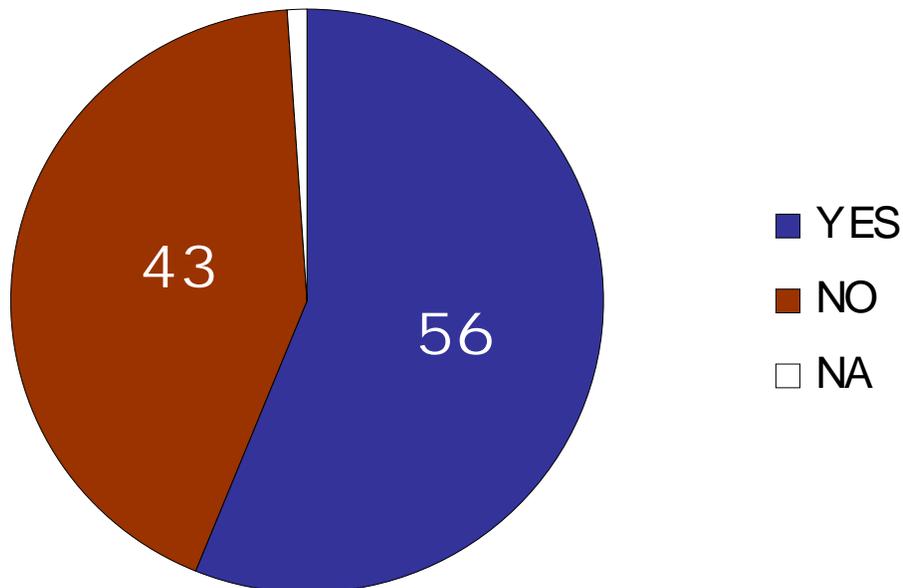
Q26B: Do you recall what programs you watched?



*The number of cases is too small to discover who is most likely to give an answer.

Majority Have Used City Website, Especially Among High Incomes

Q27: Have you ever visited the Website for the City of Kirkland?



Most Likely to say Yes (56%)

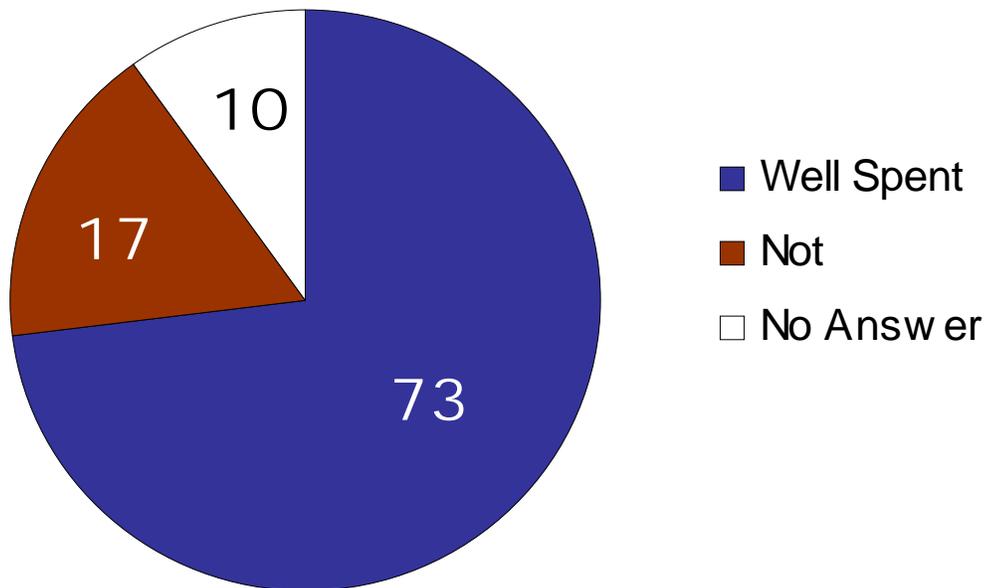
- Couple with children at home (74%);
- Annual income more than \$75,000 (70%);
- Private sector employees (70%);
- Age 64 or under (69%);
- Kirkland resident for 10-20 years (66%).

Most Likely to say No (43%)

- Age 65+ (80%);
- Annual income less than \$40,000 (65%);
- Retired people (62%);
- Single people (59%);
- Kirkland resident for more than 20 years (53%).

Most Consider City Tax Dollars Well-Spent

Q28: 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?



Most Likely to say Well Spent (73%)

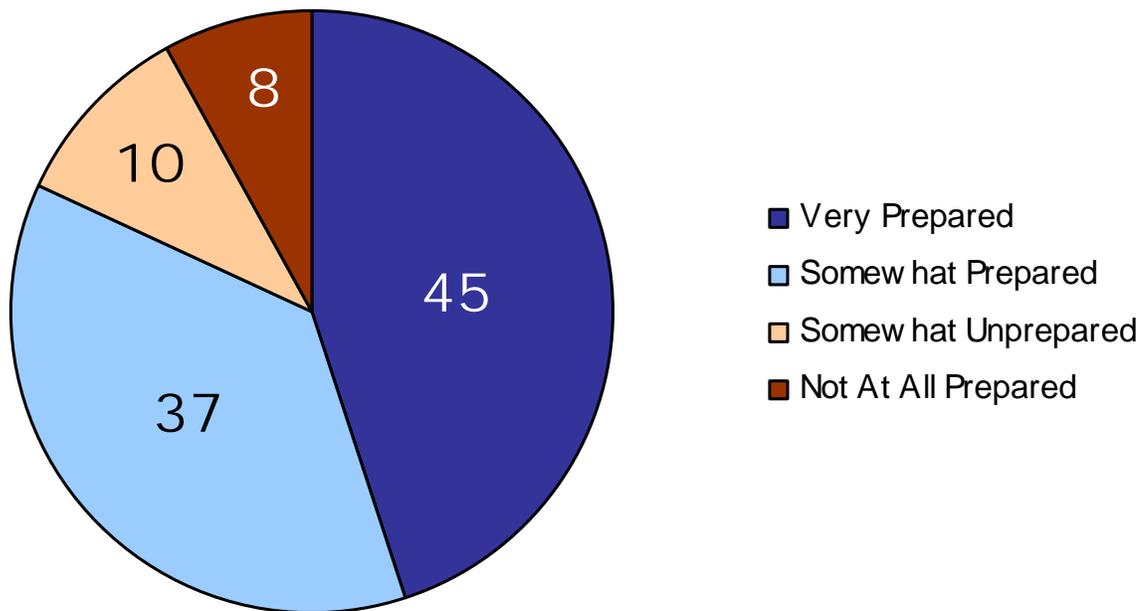
- Public sector employees (82%);
- Kirkland resident for less than 10 years (82%);
- Couple with children at home (80%);
- Private sector employees (79%);
- Annual income \$75-100,000 (79%).

Most Likely to say Not Well Spent (17%)

- No one most likely.

Most Feel at Least “Somewhat Prepared” for Disasters

Q33: 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?



Most Likely to say Very Prepared (45%)

- Annual income less than \$40,000 (51%);
- Self employed (51%);

Most Likely to say Not Prepared (8%)

- Kirkland resident for less than 5 years (14%);

QUESTIONNAIRE

WITH DATA



City of Kirkland Citizen Survey

TOPLINE DATA

This summary presents response frequency distributions for the survey of residents of Kirkland on behalf of the City of Kirkland.

Telephone interviews were completed with 400 heads of household between February 9-12, 2006. The overall margin of sampling error is $\pm 5\%$ at the 95% level of confidence. That means, in theory, there is a 95% probability that the results of this survey are within $\pm 5\%$ of the results that would have been obtained by interviewing all heads of household in the designated area..

The data are presented here in the same order the questions were asked in the interview. The figures in bold type are percentages of respondents who gave each answer. Percentages may not add to 100% due to rounding.

SEX: Male...**50** Female...**50**

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 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 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...**3**
1 to 5 yrs...**15**
5 to 10 yrs...**19**
10 to 20 yrs...**25**
MORE THAN 20 yrs...**39**
DK/NA...**0**

2. How would you rate Kirkland as a place to live? Would you say...
- Excellent...47
 - Very Good...41
 - Satisfactory...8
 - Only Fair...3
 - Poor...1
 - [DK/NA...1]

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

PLEASE SEE AT END

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

PLEASE SEE AT END

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...15
 Some...39
 Not Very Much...31
 Almost No Attention ...15
 DK/NA...1

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

RIGHT THINGS...53
 TOO MUCH TIME ON WRONG THINGS...21
 [DK/NA]...26

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

PLEASE SEE AT END

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 the City of Kirkland, would you say that it is effective? 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...20
 Mostly Effective...60
 Mostly Ineffective...7
Very Ineffective...3
 DK/NA...10

8. Would you say that the City of Kirkland 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 the City of Kirkland is...

ROTATE TOP/BOTTOM
 More efficient...**26**
 About the same...**44**
 Somewhat Less efficient...**10**
Much Less efficient...**5**
 DK/NA...**15**

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>	<u>MEAN</u>
1. Street Maintenance	57..... 34..... 7	2	1	1 3.45
2. Recreation Programs and Classes	24..... 34..... 26	8	6	3 2.63
3. City Parks	54..... 32..... 10	2	2	0 3.33
4. Fire and Emergency Medical Services .	81..... 14..... 4	0	1	1 3.75
5. Police Services	74..... 19..... 4	1	1	1 3.66
6. Neighborhood Services	19..... 35..... 27	4	3	13 2.72
7. Attracting and Keeping Businesses	37..... 34..... 18	3	4	4 3.01
8. Bike Lanes.....	22..... 29..... 30	10	8	2 2.47
9. Sidewalks.....	41..... 34..... 17	5	3	1 3.06
10. Arts	24..... 32..... 29	9	5	2 2.61
11. Community Events	21..... 40..... 27	8	3	1 2.69
12. Zoning and Land Use.....	46..... 32..... 15	3	3	3 3.19
13. Recycling Services	46..... 35..... 14	1	3	2 3.22
14. Garbage Collection.....	59..... 33..... 7	1	1	1 3.49
15. Emergency Preparedness.....	44..... 34..... 12	3	2	6 3.23
16. Environmental Stewardship	43..... 37..... 12	2	1	5 3.24

- 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>	<u>MEAN</u>
1. Street Maintenance	24	48	23	3	1	2	2.91
2. Recreation Programs and Classes	33	41	15	2	1	9	3.15
3. City Parks	52	39	7	2	0	2	3.43
4. Fire and Emergency Medical Services .	58	30	4	1	1	8	3.54
5. Police Services	47	36	10	2	1	5	3.32
6. Neighborhood Services	15	39	20	4	1	23	2.80
7. Attracting and Keeping Businesses	11	34	29	12	7	8	2.31
8. Bike Lanes.....	20	37	27	8	2	6	2.69
9. Sidewalks	19	40	27	9	4	1	2.62
10. Arts	35	40	16	4	1	6	3.09
11. Community Events	31	46	14	4	1	5	3.07
12. Zoning and Land Use	12	33	28	12	7	9	2.33
13. Recycling Services	45	37	12	4	1	2	3.24
14. Garbage Collection.....	58	32	7	2	1	1	3.46
15. Emergency Preparedness.....	19	30	19	5	3	25	2.76
16. Environmental Stewardship	23	42	18	5	1	12	2.92

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

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

[READ AND ROTATE LIST]	<u>Q11</u> NOW	<u>11.1</u> LONG
Street Maintenance.....	15	12
Recreation Programs and Classes	2	2
City Parks.....	5	6
Fire Services	6	3
Police Services	8	8
Neighborhood Services.....	2	1
Attracting & Keeping Businesses.....	17	14
Bike Lanes	2	3
Sidewalks.....	6	3
Arts.....	1	1
Community Events.....	1	2
Zoning and Land use	17	18
Recycling	1	1
Garbage Collection	0	1
Emergency Preparedness	7	6
Environmental Stewardship	5	6
DK / NA.....	9	15

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...**23** SAME...**60** LESS...**15**
[DK/NA]...**2**

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

_____ PLEASE SEE AT END _____

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

_____ PLEASE SEE AT END _____

- 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...**12**

Stay the same as they are now...**39**

Be changed to require larger lots and less lot coverage ...**42**

[DK/NA]...**8**

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

Excellent...**8**

Good...**43**

Only Fair...**29**

Poor...**17**

[DK/NA]...**4**

- 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...**89**

Somewhat Safe...**9**

Somewhat Unsafe...**2**

Not At All Safe...**1**

DK/NA...**0**

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

Very Safe...**54**

Somewhat Safe...**29**

Somewhat Unsafe...**8**

Not At All Safe...**8**

DK/NA...**3**

- 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...**45** NO...**54**

NA...**1**

- 19.1. [IF YES]** The last time you contacted a city official, was your most recent contact...[n=180]

In Person...**34**

By Telephone...**54**

Via The Internet...**10**

By Some Other Means...**1**

[DK/NA]...**1**

19.2. What department did you contact?

PLEASE SEE AT END

19.3. Were you generally satisfied or dissatisfied with the response you got?
[n=180]

SATISFIED...77

DISSATISFIED...20

[DK/NA]...3

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?

PLEASE SEE AT END

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...18

City Website...33

City Cable TV Channels...17

City Newsletter...35

Radio...7

Postcard or Mailing...35

Newspaper...47

[DK/NA]...2

22. 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...10

Good...54

Only Fair...25

Poor...8

DK/NA...4

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

PLEASE SEE AT END

- 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 the City of Kirkland does at that? Would you say...

Excellent...16
 Good...45
 Only Fair...22
 Poor...8
 DK/NA...10

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

PLEASE SEE AT END

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

YES...40 NO...59
 NA...2

- 26.1. IF YES:** In the last month, how many times would you say you have watched programming on KGOV or KLIFE? [n=159] [DK/NA=1%]

0.....1.....2.....3.....4.....5.....6.....7+
 30....26....23....8....4....4....1.....4

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

[CIRCLE ALL THAT APPLY]

City Council Meetings...58
 other City Programs, such as Currently Kirkland...20
 Other...14
 [DK/NA]...21

- 27.** Have you ever visited the Website for the City of Kirkland?

YES...56 NO...43
 DK/NA...1

- 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...73 NOT...17
 [DK/NA...10]

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

PLEASE SEE AT END

30. i have just a few last questions for our statistical analysis. How old are you?

18-35...**10**

36-50...**29**

51-64...**35**

65+...**26**

[NA...1]

31. Which of these the following best describes you at this time? Are you. . .

Self employed or a business owner...**21**

Employed In The Public Sector, Like a Governmental Agency or Educational Institution...**12**

Employed In Private Business...**33**

Not Working Right Now...**6**

Retired...**28**

[NA...1]

32. Which of the following best describes your household:

Single with no children at home...**25**

Couple with no children at home...**33**

Single with children at home...**6**

Couple with children at home...**34**

[NA...2]

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...**45**

Somewhat prepared...**37**

Somewhat unprepared...**10**

Not at all prepared...**8**

[DK/NA]...**0**

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

African American...**1**

Asian / Pacific Islander...**3**

American Indian / Native American...**1**

Caucasian...**90**

Hispanic / Latino...**2**

Other...**3**

[DK/NA...1]

Q3 LIKE BEST ABOUT KIRKAND

Value Label	Frequency	Percent
Close to Everything	49	12.3
Bay/Lakes/Rivers	38	9.5
Atmosphere	28	7.0
Small	22	5.5
Downtown	19	4.8
Pedestrian Friendly	18	4.5
Parks & Rec	17	4.3
Location	17	4.3
Close to Home/Work	14	3.5
Nice Area/Neighborhood	14	3.5
Friendly People	13	3.3
Scenic Beauty	13	3.3
Quiet/Peaceful	12	3.0
Shopping	12	3.0
Sense of Community	10	2.5
Near to Seattle/City	9	2.3
Clean	8	2.0
Born Here	6	1.5
Family/Friends Here	6	1.5
Cultural (Museums)	5	1.3
Schools/Edu	5	1.3
Safe/No Crime	5	1.3
Freeway Access	5	1.3
Housing	4	1.0
Open Space	4	1.0
Amenities	3	.8
Variety Things To Do	3	.8
Nearby Recreation	3	.8
Size	3	.8
Not Too Big	3	.8
Quality of Life	3	.8
Public Library	2	.5
Comfortable	2	.5
Transportation Convnt	2	.5
Traffic Not Bad	2	.5
Climate	2	.5
Health Care	1	.3
Govt Doing Things	1	.3
Lifestyle	1	.3
Diversity	1	.3
Physical Surrounding	1	.3
Other Phys Environment	1	.3
Everything	6	1.5
Nothing	3	.8
DK/NA	4	1.0

Q4 CONCERNS ABOUT WAY THINGS ARE GOING IN KIRKLAND

Value Label	Frequency	Percent
Traffic Congestion	58	14.5
Overcrowding/Growth	56	14.0
Housing Density	31	7.8
High Rises/Condos	23	5.8
Downtown Development	14	3.5
Lack Economic Activity	13	3.3
Housing Costs/Prices	10	2.5
Parking	10	2.5
Taxes	10	2.5
High Cost of Living	9	2.3
Construction Delays	9	2.3
Population Density	8	2.0
Police Corruption	6	1.5
Small Twn Feel Disaprng	6	1.5
No Shopping	5	1.3
Mass Transit	5	1.3
Money Handled Poorly	5	1.3
City Planning	4	1.0
Street/Sidewalks	4	1.0
Tree Policy	3	.8
Crime	3	.8
Too Big	3	.8
Speed Bumps	3	.8
Land Use Restriction	2	.5
No Info Provided to	2	.5
City Government	2	.5
City Appearance	2	.5
Lack of Amenities	1	.3
Cultural Atmosphere	1	.3
Schools Are Poor	1	.3
Other City Govt	1	.3
Corruption	1	.3
Emerg Response Slow	1	.3
Other Traffic	1	.3
Disrespectful People	1	.3
Not Enough Parks	1	.3
Nothing	73	18.3
Other	4	1.0
DK/NA	8	2.0

Q6A CITY SPENDS TOO MUCH FOCUS ON WRONG THINGS, FOR EXAMPLE:

(n=85 who said city was focused on wrong things)

Value Label	Frequency	Percent
Less Development	17	20.0
Reduce Bureaucracy	7	8.2
Less Favoritism for Dvlprs	6	7.1
Traffic Problems	6	7.1
Land Use Restrct Too Strct	4	4.7
Spending Concerns	4	4.7
More Citizen Input	3	3.5
Oppose Tree Ordinance	3	3.5
Limit Condos/Devlpmt	3	3.5
More Biz Friendly/Dev	2	2.4
Don't Restore Unfamiliar	2	2.4
Enforce Speed Limit	1	1.2
Need City Planning I	1	1.2
Need Transp Improvem	1	1.2
Road Improvements/Frway	1	1.2
Zoning Concerns	1	1.2
Need City Communication	1	1.2
No Tax Raising	1	1.2
More Police Downtown	1	1.2
Need Parking Improve	1	1.2
Homeless/Tent City Prob	1	1.2
100th Anniv Mentions	1	1.2
Totem Lake Mall Concern	1	1.2
Other	2	2.4
DK/NA	14	16.5

Q13 LIKE TO SEE MORE OF...

Category label	Count	Pct of Cases
Hardware/Home Imp Stores	53	13.3
Department Stores	25	6.3
Clothing Stores	25	6.3
Retail Stores	21	5.3
Restaurants	21	5.3
Small Stores	20	5.0
Chain Stores	17	4.3
Grocery Stores	15	3.8
Malls	12	3.0
Boutiques/Specialty	10	2.5
Drugstores/Pharmacies	9	2.3
Gourmet Food Stores	8	2.0
Service Industry	6	1.5
Electronics Stores	6	1.5
Recreation/Sporting Goods Stores	5	1.3
Light Industry	5	1.3
Art Galleries/Stores	4	1.0
Furniture/Appliance Stores	4	1.0
Office Buildings	4	1.0
Affordable/Discount Stores	4	1.0
Family Oriented Stores	4	1.0
Expensive Stores	4	1.0
Parking Lots	4	1.0
Book Stores	4	1.0
Hobby/Craft Stores	4	1.0
Downtown Biz/Stores	3	.8
Large/Major Stores	3	.8
Music Stores	3	.8
High Tech Business	3	.8
Bakeries	3	.8
Starbucks/Cafes	2	.5
Hotels	2	.5
Auto Repair Shops	1	.3
Gyms/Spas	1	.3
Convenience Stores	1	.3
Banks/Financial	1	.3
Antique Stores	1	.3
Thrift Stores	1	.3
Movie Rental Stores	1	.3
Pet Stores	1	.3
Medical Offices	1	.3
Everything	1	.3
Nothing	174	43.5
DK/NA	13	3.3

Q14 KIRKLAND HAS TOO MANY...

Category label	Count	Pct of Cases
Art Galleries/Stores	57	14.3
Restaurants	24	6.0
Boutiques/Specialty	14	3.5
Starbucks/Cafes	12	3.0
Real Estate Agencies	9	2.3
Bars/Taverns	8	2.0
Hair/Beauty/Nail Salons	8	2.0
Car Dealerships	8	2.0
Banks/Financial	6	1.5
Furniture/Appliance Stores	4	1.0
Malls	4	1.0
Expensive Stores	4	1.0
Clothing Stores	3	.8
Grocery Stores	3	.8
Chain Stores	3	.8
Department Stores	1	.3
Retail Stores	1	.3
Large/Major Stores	1	.3
Apartments	1	.3
Electronics Stores	1	.3
Auto Repair Shops	1	.3
Convenience Stores	1	.3
Service Industry	1	.3
Drugstores/Pharmacies	1	.3
Gourmet Food Stores	1	.3
Gas Stations	1	.3
Hotels	1	.3
Everything	1	.3
Nothing	234	58.5
DK/NA	18	4.5

Q19B DEPARTMENT CONTACTED

(n=180 who had contacted a city dept)

Value Label	Frequency	Percent
Police Dept	50	27.8
Public Works	11	6.1
Planning Dept	10	5.6
Parks & Rec	10	5.6
Building Dept	10	5.6
Licenses/Permits	10	5.6
Garbage Collection	8	4.4
Traffic Dept	7	3.9
Fire Dept	7	3.9
Zoning Dept	6	3.3
City Hall	5	2.8
City Manager	5	2.8
Utilities Dept	5	2.8
Water Dept	5	2.8
Maintenance/Street Mnt	5	2.8
Tree/Arborist Dept	3	1.7
Sewer Dept	2	1.1
Transportation Plann	2	1.1
IT Dept	2	1.1
Employment Dept	2	1.1
Land Use Dept	2	1.1
School District	1	.6
Mayors Office	1	.6
Finance Dept	1	.6
Narcotics Division	1	.6
Engineering Dept	1	.6
Senior Citizens Dept	1	.6
Animal Control	1	.6
DK/NA	6	3.3

Q20 SOURCES OF INFORMATION ABOUT KIRKLAND
--

Category label	Count	Pct of Cases
Newspaper/K Courier	263	65.8
Website/Internet	94	23.5
TV/Local Kirkland Channel	63	15.8
Word of Mouth	35	8.8
Newsletter	32	8.0
Mail	27	6.8
Town Meetings/Groups	23	5.8
Flyers	13	3.3
City Council/Meeting	12	3.0
City Brochure	10	2.5
City Hall	10	2.5
Radio	6	1.5
EMail	6	1.5
Community Leaders	6	1.5
Library	5	1.3
Volunteers/Door to Door	3	.8
Inserts	2	.5
PSA/Advertising	2	.5
Bridle Trails Club	2	.5
Voting	2	.5
Homeowners Association	2	.5
Listen To People	1	.3
In Utility Bills	1	.3
Telephone Call	1	.3
Police/Fire Depts	1	.3
Billboards/Signs	1	.3
Nothing	4	1.0
Other	1	.3
DK/NA	12	3.0

Q23 WAYS TO DO BETTER AT KEEPING CITIZENS INFORMED

(n=130 who rated City as doing "only fair" or "poor" at keeping citizens informed)

Category label	Count	Pct of Cases
Newsletter	31	23.8
Mail	31	23.8
Inform People (General)	16	12.3
Website/Internet	11	8.5
Newspaper/K Courier	10	7.7
TV/Local Kirkland Channel	6	4.6
Flyers	6	4.6
In Utility Bills	5	3.8
Town Meetings/Groups	3	2.3
EMail	3	2.3
Participation Opportunities	3	2.3
Meeting Notification	3	2.3
Listen To People	2	1.5
Be More Honest	2	1.5
Voting	2	1.5
City Hall	2	1.5
Hire Public Info Officer	2	1.5
Billboards/Signs	2	1.5
City Council/Meeting	1	.8
PSA/Advertising	1	.8
Inserts	1	.8
Telephone Call	1	.8
Events Participation	1	.8
Radio	1	.8
Be Responsive to Inquiries	1	.8
Nothing	1	.8
DK/NA	22	16.9

Q25 WAYS TO DO BETTER KEEPING CITIZENS INVOLVED
--

(n=128 who rated City as doing "only fair" or "poor" at providing opportunities for citizens to be involved)

Category label	Count	Pct of Cases
Inform People (General)	20	16.7
Listen To People	16	13.3
Mail	13	10.8
Newsletter	9	7.5
Town Meetings/Groups	9	7.5
Newspaper/K Courier	8	6.7
Participation Opportunities	8	6.7
Volunteers/Door to Door	6	5.0
Inserts	6	5.0
TV/Local Kirkland Channel	4	3.3
PSA/Advertising	4	3.3
Website/Internet	3	2.5
EMail	3	2.5
Flyers	3	2.5
Meeting Notification	3	2.5
Be Responsive to Inquiries	3	2.5
Up Front About Decisions	2	1.7
Voting	2	1.7
City Council/Meeting	2	1.7
Events Participation	2	1.7
Radio	1	.8
Be More Honest	1	.8
City Brochure	1	.8
Telephone Call	1	.8
Suggestion Box	1	.8
Nothing	2	1.7
DK/NA	20	16.7

Q29 ANYTHING ELSE YOU'D LIKE TO SAY

Category label	Count	Pct of Cases
General Positive/Like It	34	8.5
Less Development	23	5.8
Traffic Problems	20	5.0
Limit Condos/Devlpmt	19	4.8
More Biz Friendly/Develpmt	12	3.0
Need Sidewalks	11	2.8
Revamp Park/Trail/Railroad	6	1.5
Enforce Speed Limit	5	1.3
Term Limits City Council	5	1.3
Spending Concerns	5	1.3
Need City Planning Info	5	1.3
No Tax Raising	5	1.3
Retain Atmosphere/Uniqueness	5	1.3
Need Parking Improvements	4	1.0
More Citizen Input	4	1.0
Lakefront Planning Needed	4	1.0
High Cost of Living	4	1.0
Zoning Concerns	4	1.0
Edu/More Cultural Classes	4	1.0
Less Favoritism for Developers	4	1.0
Need Bike Lanes	3	.8
Need Transp Improvements	3	.8
Reduce Crime	3	.8
Too Many Police	3	.8
Traffic Lights Need More	3	.8
Road Improvements/Freeway Access	2	.5
Fireworks Comments	2	.5
Oppose Tree Ordinance	2	.5
Need City Communication/Info	2	.5
Reduce Bureaucracy	2	.5
Better Banner Event Ads	2	.5
General Negative/Dislike It	2	.5
Control Roadside Stands	1	.3
Disaster Preparedness Plan	1	.3
Need Welcome Wagon	1	.3
Need Sewer Repair	1	.3
Homeless/Tent City Problems	1	.3
Cable Provider Mentions	1	.3
Open Sport Field Times	1	.3
Program/Svc Info Needed	1	.3
Dog Area Info Needed	1	.3
Totem Lake Mall Concerns	1	.3
Police Corruption Exists	1	.3
Land Use Restrct Too Strict	1	.3
Need Activities for Youths	1	.3
No/Nothing	1	.3
Other	3	.8
DK/NA	226	56.5