



CITY OF KIRKLAND

City Manager's Office

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

www.ci.kirkland.wa.us

MEMORANDUM

To: Dave Ramsay, City Manager

From: Tammy McCorkle, Local Government Management Fellow
Tracy Burrows, Intergovernmental Relations Manager

Date: February 05, 2008

Subject: Community Survey

RECOMMENDATION:

The Council subcommittee and staff recommend City Council review and approve the attached 2008 community survey.

BACKGROUND DISCUSSION:

At the September 18th City Council meeting the Council formed a subcommittee including Council members Dave Asher, Jessica Greenway, and Bob Sternoff to work with staff to obtain a survey consultant and develop a community survey to be conducted in early 2008. In addition, the full Council reviewed and discussed potential themes for the survey at the September 18th meeting.

The subcommittee has worked with Elway Research to ensure the 2008 community survey will provide the City with valuable citizen feedback and will allow the City to compare data over time. The subcommittee worked to incorporate questions related to residential development, support for funding community improvements, and emergency preparedness as discussed by council. The subcommittee met twice without the survey consultant and twice with Elway Research to prepare the proposed survey and conducted additional work via e-mail.

Attached is a proposed survey for Council review which contains more than 30 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, and emergency preparedness. At the February 5th meeting, the City Council is being asked to review these questions and if necessary make changes before the survey is conducted by Elway Research in mid-February. The random survey will include 422 residents with proportionate representation from each of Kirkland's neighborhoods to enable comparison of results by neighborhood. The survey results will be presented at the City Council Retreat on March 28-29.

RESP.# _____

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

INTERVIEWER: _____ STATION #: _____

VERIFIED BY: _____

START TIME: _____ END TIME: _____ NET : _____

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

Hello. I'm calling from Elway Research, an independent research firm here in Washington state. My name is ____ We are conducting a public opinion survey for the City of Kirkland about citizen priorities for Kirkland. You are one of only 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...0
- 1 to 5 yrs...1
- 5 to 10 yrs...2
- 10 to 20 yrs...3
- MORE THAN 20 yrs...4
- DK/NA...9

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

- | | |
|--|--|
| Bridle Trails...1 | Lakeview...7 |
| Everest...2 | Market...8 |
| Highlands...3 | Moss Bay...9 |
| Houghton...4 | Norkirk...10 |
| (North) Juanita (North of NE 124 th)...5 | (North) Rose Hill (North of NE 85 th)...11 |
| (South) Juanita (South of NE 124 th)...6 | (South) Rose Hill (South of NE 85 th)...12 |
| | Totem Lake...13 |
| | Other: ..14 |
| | Don't Know...99 |

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

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

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

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

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

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

7. First, in your opinion, is the 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 ON WRONG THINGS...2
 [DK/NA]...9

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

- 7.2. IF RIGHT THINGS: What would you say is an example of that?
-

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

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

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

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

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

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

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

12. 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>E</u>	<u>DK</u>
1. Managing Traffic Flow	4.....3.....2.....1.....0					9
2. Street Maintenance.....	4.....3.....2.....1.....0					9
3. Recreation Programs and Classes	4.....3.....2.....1.....0					9
4. City Parks.....	4.....3.....2.....1.....0					9
5. Fire and Emergency Medical Services	4.....3.....2.....1.....0					9
6. Police Services	4.....3.....2.....1.....0					9
7. Neighborhood Services & Programs	4.....3.....2.....1.....0					9
8. Attracting and Keeping Businesses	4.....3.....2.....1.....0					9
9. Bike Lanes	4.....3.....2.....1.....0					9
10. Sidewalks	4.....3.....2.....1.....0					9
11. Arts.....	4.....3.....2.....1.....0					9
12. Community Events.....	4.....3.....2.....1.....0					9
13. Zoning and Land Use.....	4.....3.....2.....1.....0					9
14. Recycling Services.....	4.....3.....2.....1.....0					9
15. Garbage Collection	4.....3.....2.....1.....0					9
16. Emergency Preparedness.....	4.....3.....2.....1.....0					9
17. Environmental Stewardship.....	4.....3.....2.....1.....0					9
18. Downtown parking.....	4.....3.....2.....1.....0					9

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

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

[READ LIST IF NECESSARY]	<u>Q13</u> <u>MORE</u>	<u>13.1</u> <u>LESS</u>
Managing Traffic Flow	00	00
Street Maintenance	01	01
Recreation Programs and Classes	02	02
City Parks	03	03
Fire and Emergency Medical Services....	04	04
Police Services	05	05
Neighborhood Services & Programs	06	06
Attracting & Keeping Businesses.....	07	07
Bike Lanes	08	08
Sidewalks	09	09
Arts.....	10	10
Community Events.....	11	11
Zoning and Land use.....	12	12
Recycling Services	13	13
Garbage Collection	14	14
Emergency Preparedness.....	15	15
Environmental Stewardship.....	16	16
Downtown Parking.....	17	17
DK / NA.....	99	99

14. 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

15. Are there some types of retail stores or services missing in Kirkland so that you have to travel out of Kirkland to do shopping?
[IF YES, what types of retail stores or services are these?]

16. In neighborhoods, zoning laws cover things like how close together houses can be, and how much of a lot can be taken up with a house and how much must be left for yard. In your opinion, should the rules governing housing construction in Kirkland:

Be changed to allow for smaller lots and greater lot coverage...1
Stay the same as they are now...2
Be changed to require larger lots and less lot coverage ...3
[DK/NA]...9

17. Overall, how would you rate the job the City of Kirkland is doing at managing residential development? Would you say...

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

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

- Very Safe...1
- Safe...2
- Somewhat Unsafe...4
- Very Unsafe...5
- DK/NA...9

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

- Very Safe...1
- Safe...2
- Somewhat Unsafe...4
- Very Unsafe...5
- DK/NA...9

20. 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...1
- Good...2
- Only Fair...3
- Poor...4
- DK/NA...9

21. Have you visited the Website for the City of Kirkland?

[IF YES: When was your most recent visit to the city website?

- WITHIN THE PAST MONTH...1
- WITHIN THE PAST SIX MONTHS...2
- MORE THAN SIX MONTHS AGO...3
- NEVER...4

22. 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]

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

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

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

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

[ROTATE 1 - 7 CIRCLE ALL THAT APPLY]

- 1. Taken classes, such as first aid, CPR, or disaster preparation class 1
- 2. Purchased home fire extinguishers 2
- 3. Strapped down water heaters, bookcases, or other objects have been in case of earthquakes 3
- 4. Stored 3 days of food and water for use in the event of an emergency 4
- 5. Stored Extra clothes and blankets for ready use in the event of an emergency 5
- 6. Put together a kit for the car, with things like food, a flashlight, blankets, tire chains, etc. 6
- 7. Established a plan to communicate with friends or relatives out of state..... 7
- 8. Have you made any other preparations I did not ask about? 8

25.1. IF OTHER: What else have you done?

26. I have just a couple of last questions for our statistical analysis. Which the following best describes you at this time? Are you. . .

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

27. 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]

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

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

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

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

30. 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...1
- Over \$40,000 to \$75,000...2
- Over \$75,000 to \$100,000...3
- Over \$100,000...4
- [DO NOT READ: NO ANSWER]...9

Thank you very much. You have been very helpful.