



City of Kirkland Telephone Survey March 2014



Methodology

- ▶ Telephone Survey of 400 registered voters in the City of Kirkland
- ▶ March 5 – March 9, 2014
- ▶ Margin of Error \pm 4.9 percentage points
- ▶ Weighted to reflect Key demographics in the city of Kirkland
- ▶ Interviewing started trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ *Voters in Kirkland give high ratings for the parks and recreation system overall but 60% rate the availability of indoor recreation and swimming facilities as “only fair” or “poor”.*
- ▶ *Despite only moderate awareness (37%) of the potential Juanita High School pool closure, most (82%) favor building a Kirkland indoor community recreation and aquatic center to replace the Juanita High School pool and three quarters (75%) say they would support a bond measure for a new facility.*
- ▶ *When asked about potential components of a new facility, a teaching pool for learning how to swim and water safety, lap pool for general swimming, and a pool that can be used for High School competitions were seen as the most important priorities. Non pool related components like multi purpose rooms and community spaces were rated as lower priorities.*

Key Findings

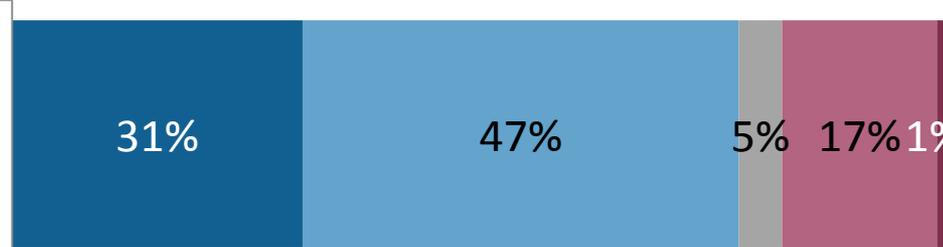
- ▶ *Of the three sites tested, North Kirkland community center on NE 120th Street was the top first and second choice followed closely by Juanita Beach Park on the North Side. Respondents list accessibility, location, cost, as the most important factors to consider when choosing a site.*
- ▶ *By a 55% to 41% margin residents prefer moving “forward alone with a new indoor pool facility to ensure it is built quickly and located in Kirkland even if it means city residents will have to fund the whole cost” over “finding other Cities to partner with and share in the costs even if it means building an indoor pool facility will take longer and the facility might be located outside of Kirkland”.*

Quality & Availability Ratings

Most (78%) give positive ratings overall for the quality of parks and recreation system, but half (48%) are concerned about the availability of indoor recreation facilities and 60% are concerned about indoor swimming facilities in Kirkland

■ Excellent ■ Good ■ Not Sure ■ Only fair ■ Poor

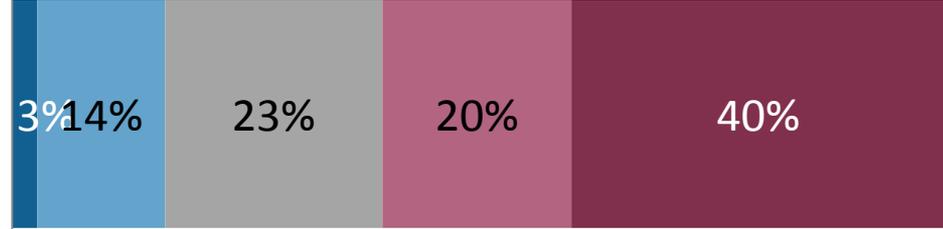
Q2. The overall quality of parks and recreation system in Kirkland



Q3. The availability of indoor recreation facilities in Kirkland



Q4. The availability of indoor swimming in Kirkland



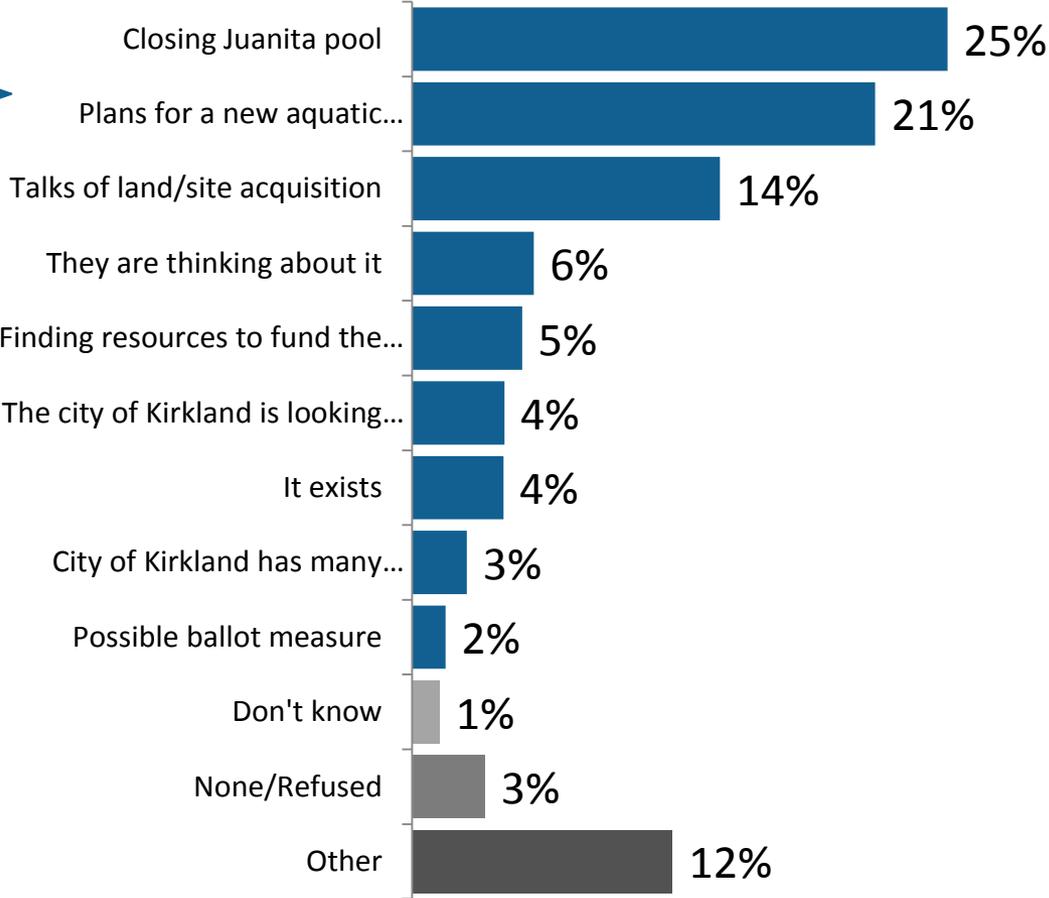
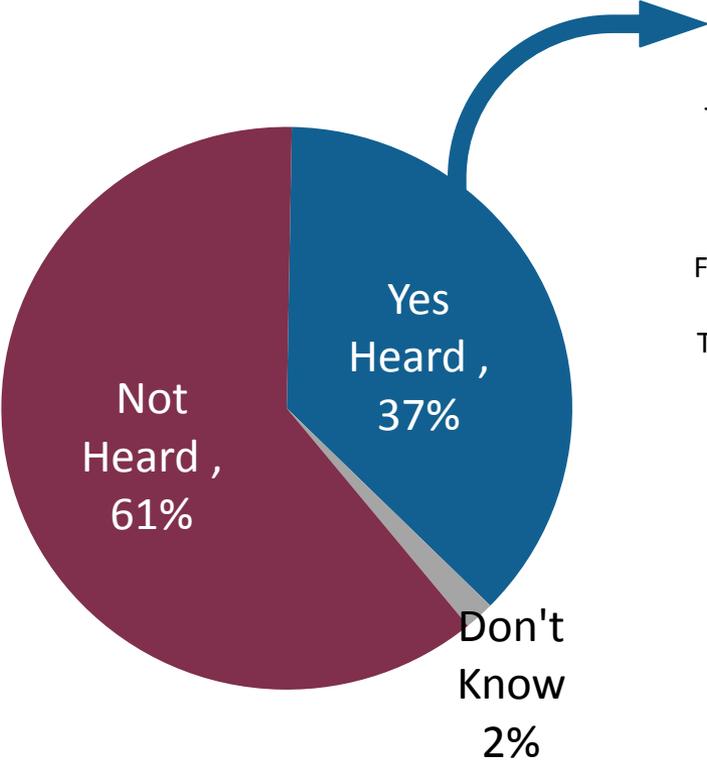
Q2-4 I'd like you to tell me how you think the City of Kirkland is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.



Awareness

Over a third have heard something about a Kirkland Recreation and Aquatic Center, and most are able to cite something specific indicting that this more than just general awareness.

■ Yes Heard ■ Don't Know ■ Not Heard

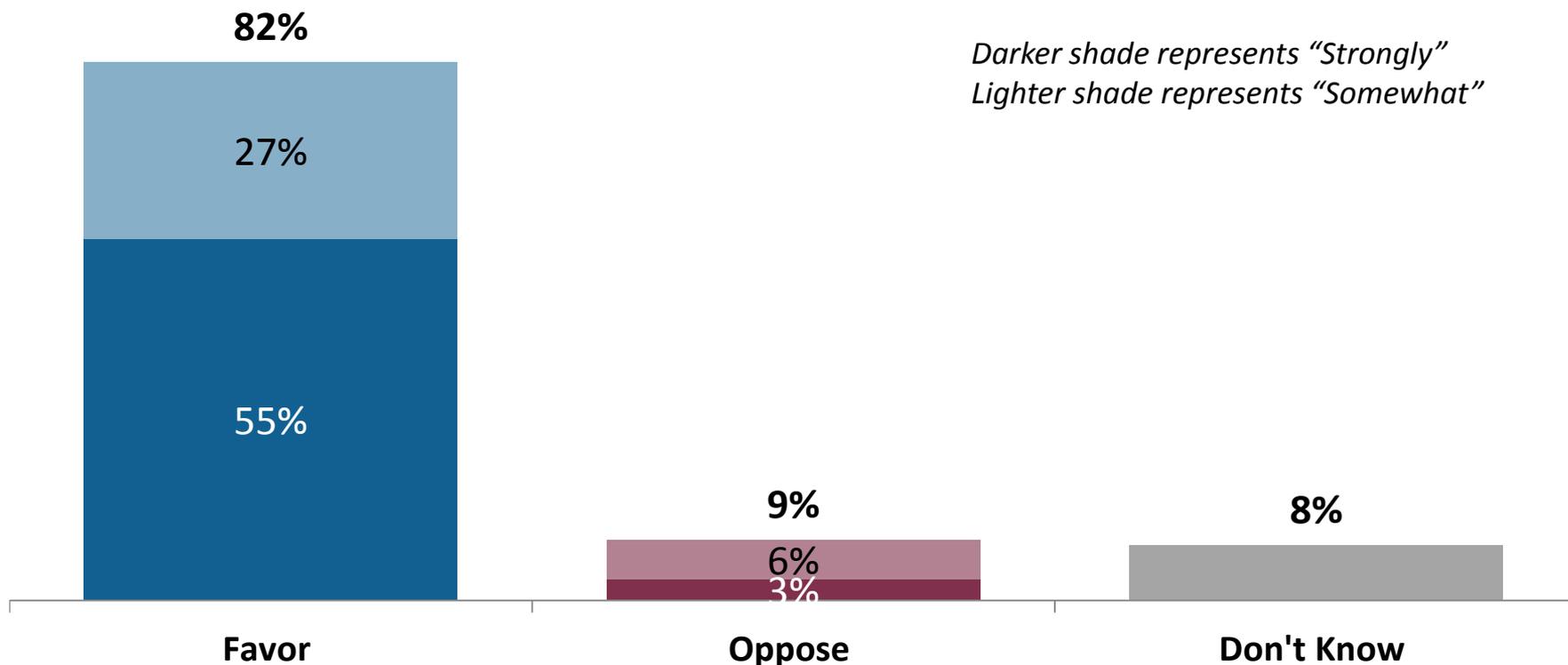


Q5. Have you heard anything recently about a Kirkland Recreation and Aquatic Center?
 Q6. What have you heard?



Support for Community Recreation & Aquatic Facility

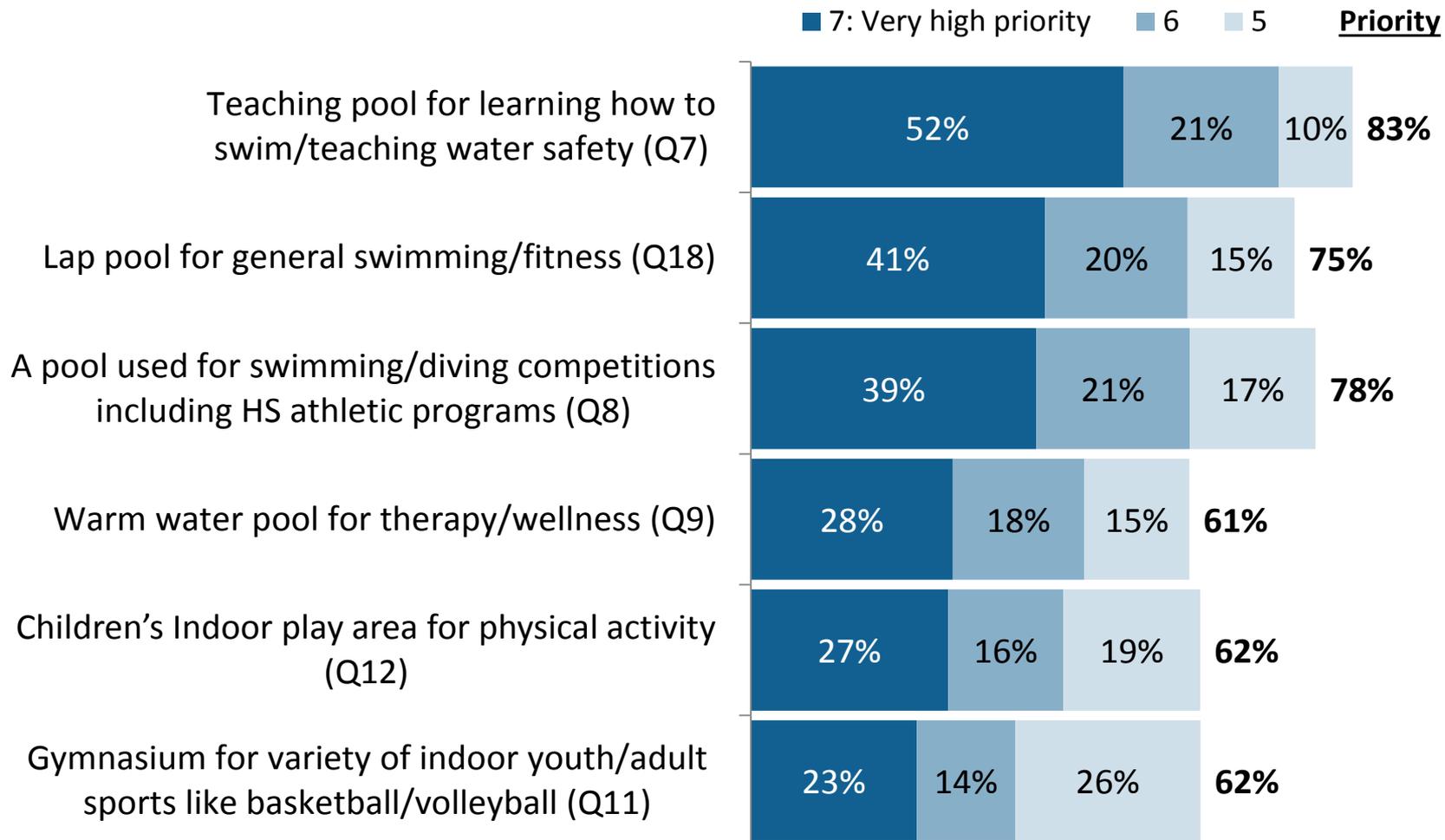
Most (82%) favor building a Kirkland indoor community recreation and aquatic center . A majority (55%) strongly support building a new facility. Fewer than one-in-ten are opposed.



Q7a. As you may know, Juanita High School may be undergoing a large renovation or replacement and to complete construction the school district will need to close the indoor pool at the school as soon as 2017. This is the only publically available indoor pool in Kirkland and supports the activities of a number of aquatic sports clubs, public exercise time, and lifeguard training and water safety classes and swim lessons. Knowing this would you say you strongly favor, somewhat favor, somewhat oppose, or strongly oppose building a Kirkland indoor community recreation and aquatic center to replace the Juanita High School Aquatics facility when it closes?

Priorities for New Facility

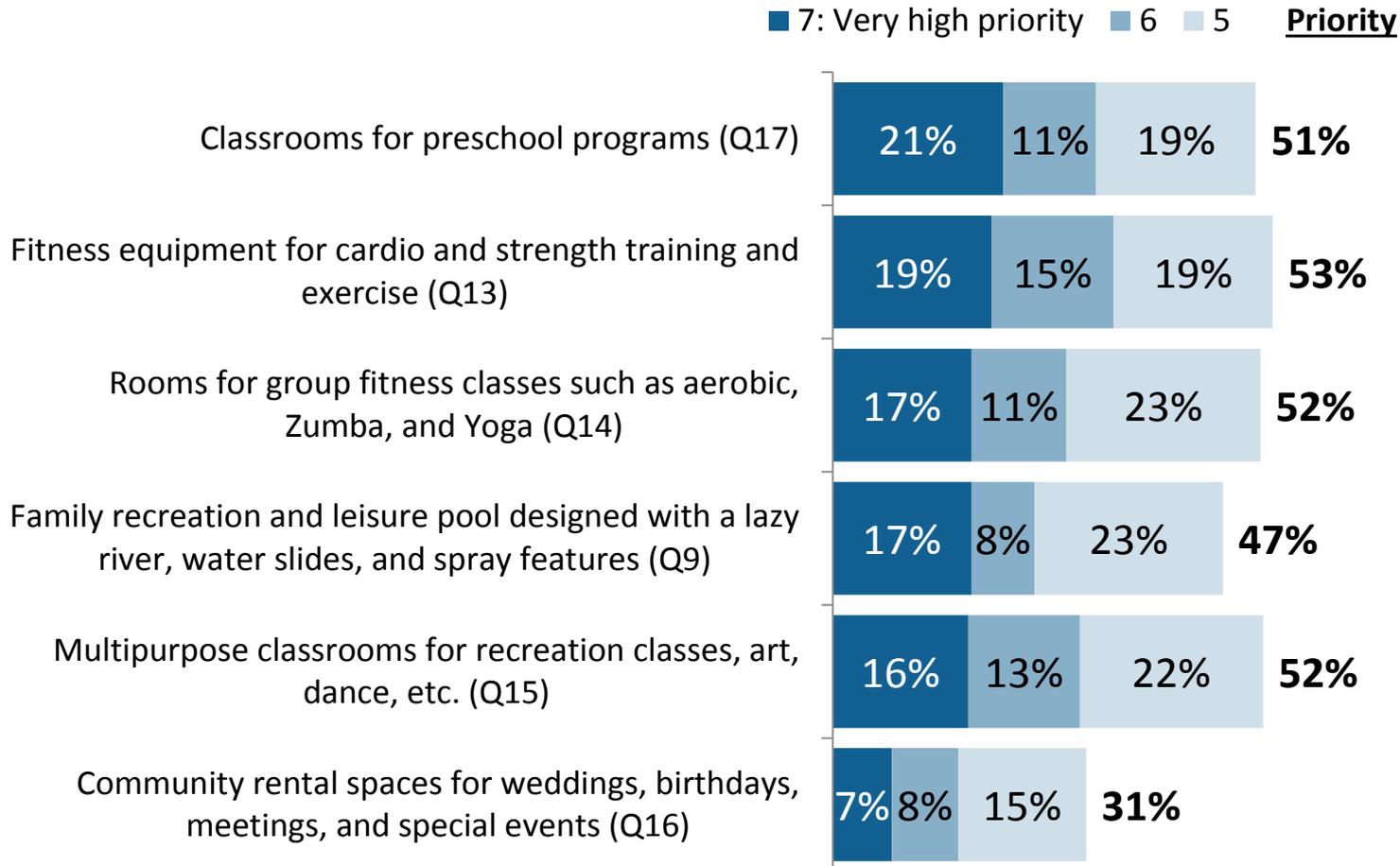
Top priorities are a teaching pool, lap pool, and a pool for High School competitions



Q7-18. The City is examining ideas for replacing this pool and would like to know about your priorities for a potential new facility. For each of the following, please tell me how high a priority that item is for you. Use a scale of 1 to 7, where 1 means you feel that item should be a very low priority and 7 means that you feel that item should be a very high priority.

Priorities for New Facility – Cont.

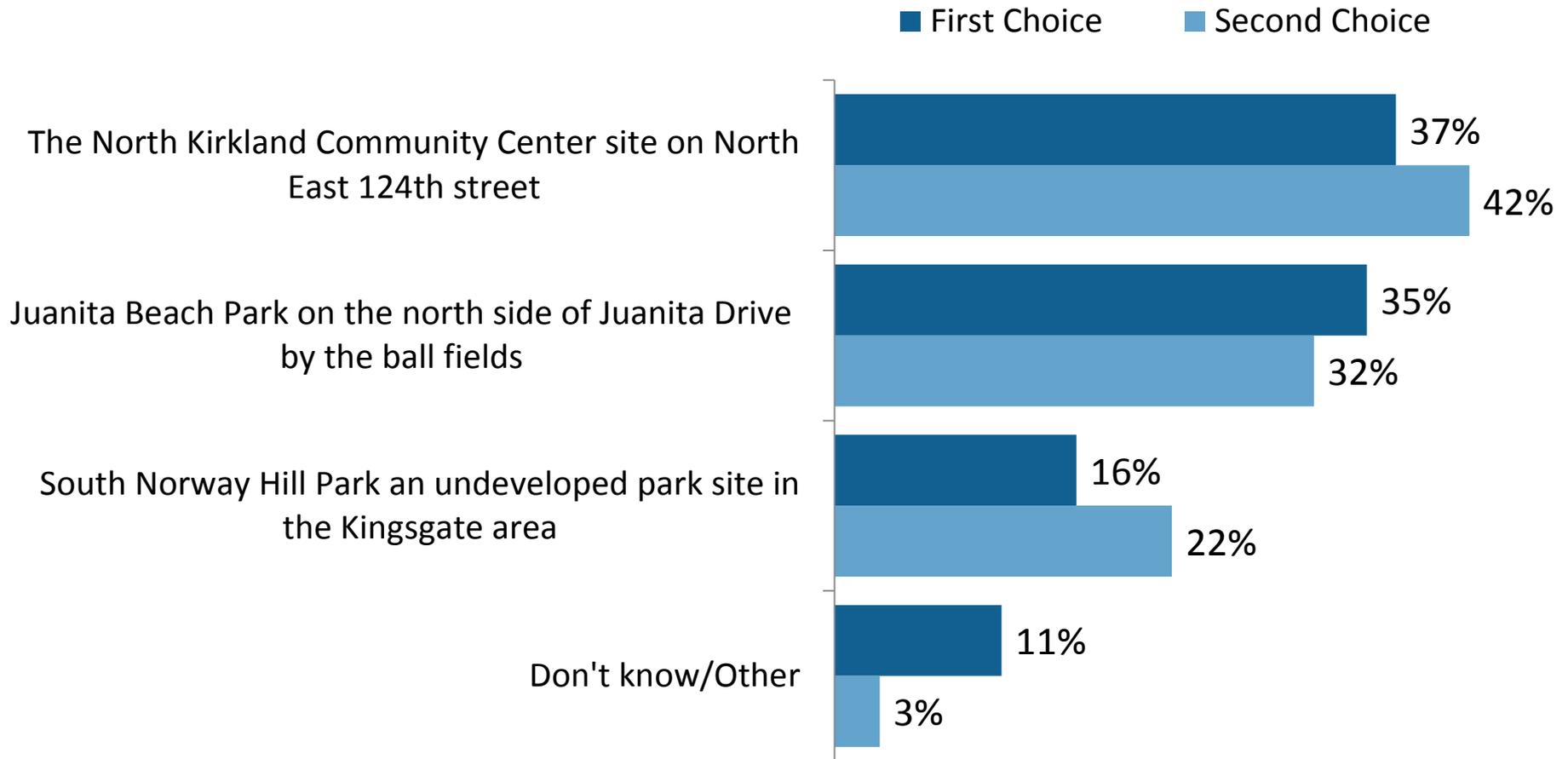
Non - pool related components are a much lower priority.



Q7-18. The City is examining ideas for replacing this pool and would like to know about your priorities for a potential new facility. For each of the following, please tell me how high a priority that item is for you. Use a scale of 1 to 7, where 1 means you feel that item should be a very low priority and 7 means that you feel that item should be a very high priority. You can use any number from 1 to 7.

Location Preference

Slightly higher preference for Kirkland Community Center location. S. Norway Hill park is least preferred option.



Q20-21. Regardless of how you feel about a new facility with an indoor pool, if it were being built in Kirkland, which location would be your **first choice**? And which location would be your **second choice**?

Important Factors for Siting Facility

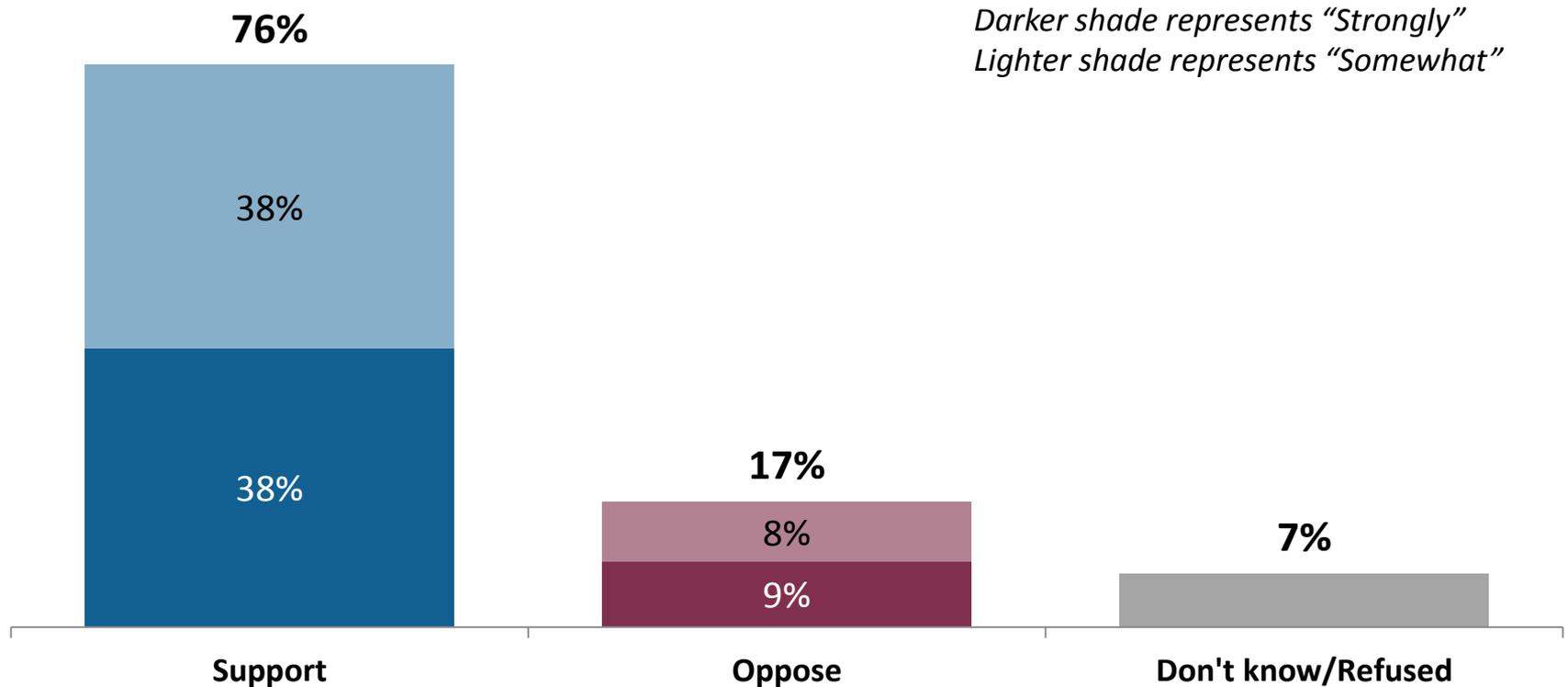
Accessibility, cost, and location are the top factors for consideration in siting a facility



Q23. Thinking about the city's decision making process, what 2 or 3 factors do you think are most important to consider in selecting a site for a new facility?

Support for Funding

Three quarters (76%) say they would support a bond to fund a new facility

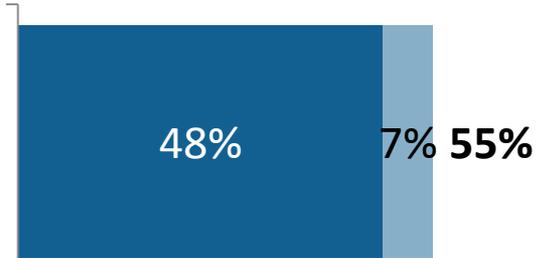


Q24. The City of Kirkland would need to present a bond measure to voters in order to fund a new facility to replace the Juanita High School pool. In general, would you Strongly Support, Somewhat Support, Somewhat Oppose or Strongly Oppose a bond measure for a Kirkland indoor community recreation and aquatic center?

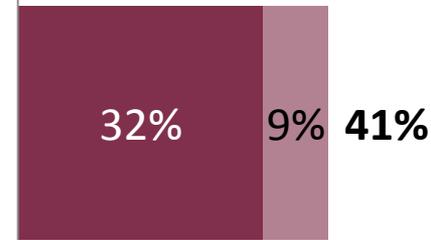
Moving Forward

By a 14 point margin (55% to 41%) residents prefer moving forward alone over finding other cities to partner with.

[Some/Other] people say the City should move forward alone with a new indoor pool facility to ensure it is built quickly and is located in Kirkland even if it means city residents will have to fund the whole cost.



[Other/Some] people say we should find other Cities to partner with and share in the costs even if it means building an indoor pool facility will take longer and the facility might be located outside of Kirkland.



Undecided/Refused **4%**

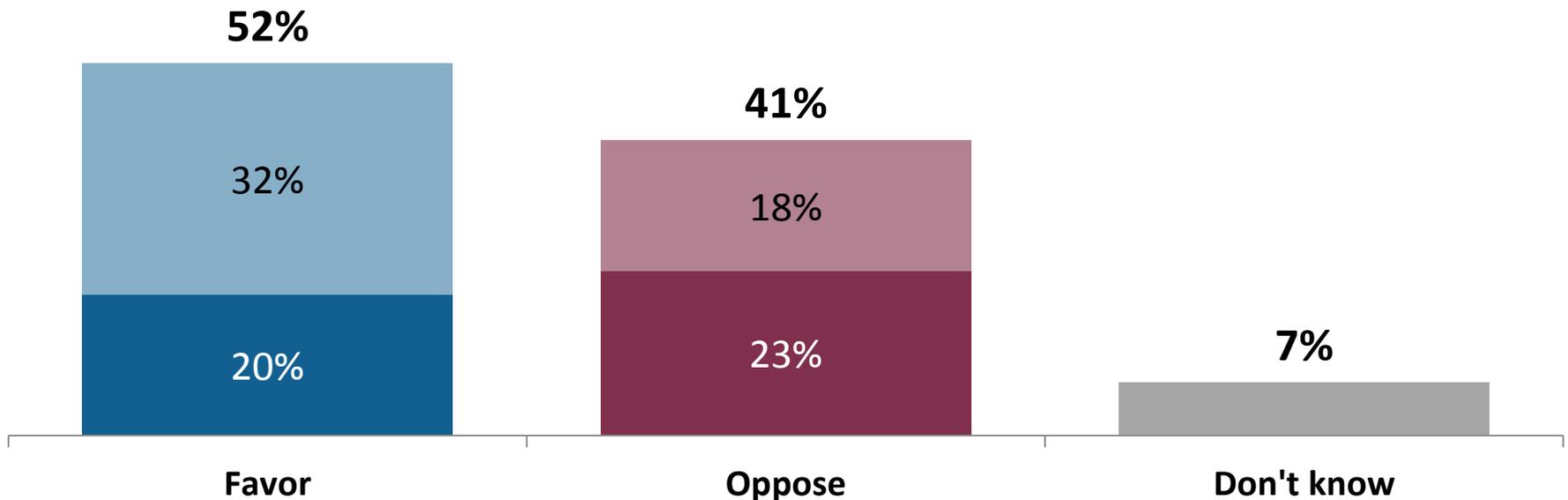
*Darker shade represents "Strongly"
Lighter shade represents "Lean"*

Q26. Which of the following statements is closer to your opinion even if neither one is exactly right. Which statement is closer to your opinion?

Peter Kirk Pool

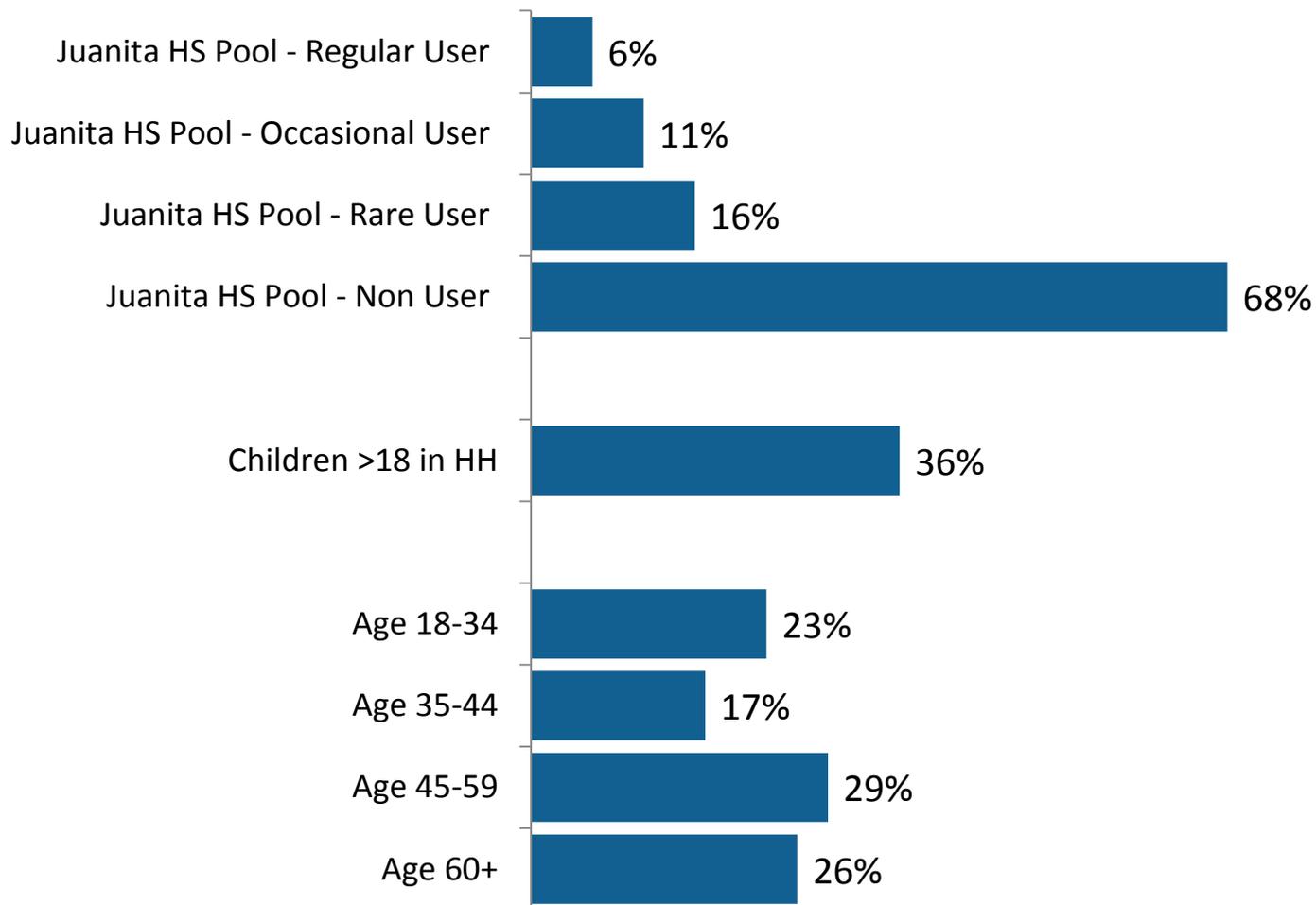
A narrow majority (52%) favor a temporary favor a temporary structure over Peter Kirk Pool while the new facility is built, but 4-in-10 are opposed.

*Darker shade represents "Strongly"
Lighter shade represents "Somewhat"*



Q27. Some people say a new indoor pool facility will be a great addition to Kirkland but we need something sooner and that we should build a temporary structure over Peter Kirk Pool now so our high school swimmers have a place to use while a new aquatic facility is being planned and built.

Survey Demographics



Contact



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