



**CITY OF KIRKLAND**  
**Parks and Community Services**  
123 Fifth Avenue, Kirkland, WA 98033  
425-587-3300

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## MEMORANDUM

**To:** Kurt Triplett, City Manager

**From:** Lynn Zwaagstra, Director, Parks and Community Services (PCS)  
Hillary De La Cruz, Management Analyst, PCS  
Sarah Rock, Communications Program Specialist, PCS  
David Wolbrecht, Communications Program Manager, City Manager's Office  
Chris Peterson, Web & Multimedia Content Specialist, City Manager's Office

**Date:** February 26, 2024

**Subject:** Community Pool Survey and Feedback Results

## RECOMMENDATION:

It is recommended that the City Council receives a presentation about the post 2023 pool ballot measure community survey and qualitative feedback gathered since the February 6, 2024, Council meeting. This feedback will inform Council's discussion about whether to move forward with exploring a potential 2024 ballot measure and provide staff with direction for next steps as outlined in a separate memorandum.

## BACKGROUND DISCUSSION:

At the December 12, 2023, Council meeting, Council directed staff to complete a community survey to learn why Proposition 1 did not pass and understand what the community's priorities are for the future. Staff contracted with EMC Research to design the survey questions, with Council input. The final survey questions are in Attachment A.

## Representative Sample Community Survey Results

EMC Research conducted a representative sample community survey from February 8 to February 15, 2024. This survey was conducted using a random sample of 600 participants from a list of adults 18 and older in Kirkland and results are projectable to the entire population of the city. Of the 600 participants, 510 indicated that they are registered voters. Of the 600 participants, 79% reported having voted in the November 2023 election. Select highlights from the results are included below. Topline results for each question are in Attachment A and a report with cross-tabulations of their findings is in Attachment B.

Result highlights with reference to page number in report or topline results:

- 55% of registered voters and 55% of all respondents generally support a new measure (report pages 14 & 16)
- 52% of registered voters and 52% of all respondents support a 9-year levy lid lift (report page 17, topline page 5)

- 55% of registered voters and 56% of all respondents support a bond measure (report page 17, topline page 5)
- When considering location preference and whether support is contingent on the location preference, estimated maximum support for a measure falls below a majority with either location selection. 7% say they would not support the measure if the pool were located at Houghton. 3% say they would not support the measure if the pool were located at NKCC. The resulting “support” percentages for a 9-year levy lid lift: 49% at NKCC and 45% at Houghton (report pages 18 – 21)
- 64% of registered voters and 47% of all respondents said “my family can’t afford any more property tax increases right now” (report page 14, topline page 4)
- 49% of registered voters and 49% of all respondents said they would not support a tax measure to fund a new indoor community pool in the final agreement scale (report pages 22 - 23)
- 46% of registered voters and 45% of all respondents said that building an indoor community pool should be a priority of the City to meet the water recreation and exercise needs of community members of all ages and abilities (report pages 22 - 23)

### **Open-Link Community Survey Results**

The representative sample community survey was followed by an open-link version of the same survey hosted on the City’s website from February 15 to February 26, 2024. The open-link version of the survey was circulated to community members via the City’s website, the This Week in Kirkland email and podcast, the City’s social media accounts, a Press Release, the 2023 ballot newsletter, an email to the City’s Recreation email list, and direct emails to interest groups including, but not limited to, the Parks Funding Exploratory Committee, Kirkland Youth Council, Park Board, Human Services Commission, Senior Council, each neighborhood association, the Kirkland Parks and Community Foundation, and elementary school PTAs.

The open-link community survey included three additional comment boxes for people to share additional thoughts. Staff will share highlights from the open-link community survey results at the March 1, 2024, Council retreat as the data was still being collected at the time of writing this memorandum.

### **ADDITIONAL FEEDBACK EFFORTS:**

#### **Youth Council Feedback**

Staff met with 32 members of the Kirkland Youth Council (KYC) on Monday, February 12, 2024. City Manager Kurt Triplett provided a brief overview of Proposition 1 and facilitated a discussion. When asked to share why Proposition 1 failed, KYC members shared that it was very expensive and that it was a “forever tax.” Other reasons included mixed perceptions that the measure was just a pool and conversely that there were too many elements. Some shared that voters did not see the value of Proposition 1 and how it would benefit them personally.

When asked if Kirkland needs an indoor community pool, Youth Council members overwhelmingly agreed that Kirkland does need one. One KYC member mentioned that the current Juanita Aquatic Center is overscheduled with very little time for community use. Several KYC members shared that they were interested in community space and other indoor recreation space for activities such as basketball.

The discussion shifted to consider the future. Staff shared an example of the Snohomish Aquatic Center which has both a lap pool and warm water recreation pool along with event rooms. Youth Council members were excited and shared several ideas for programming a community pool. One KYC member shared that a community pool would provide employment opportunities for youth. There was strong agreement that City Council should continue to explore an indoor community pool. KYC members shared that they thought City Council should be deliberate and build a facility that allows for future expansion beyond aquatics. When asked where an indoor pool should be built, KYC members unanimously picked the former Houghton Park and Ride site over the North Kirkland Community Center location because it would allow for expansion.

### **Senior Council Feedback**

Staff met with 15 members of the Kirkland Senior Council on Tuesday, February 13, 2024. Senior Council members were asked to share about what they thought happened with Proposition 1 and provided the following insights:

- Many members perceived the levy lid lift as a “forever tax”.
- Members expressed confusion regarding how the levy lid lift would fund the project and what the levy lid lift meant for tax increases down the road.
- Many members of the council questioned why they would pay what they perceived as a significant increase in their taxes only to have to pay a membership or admission fee at the aquatic center itself.
- Multiple members thought adding additional funding for parks facilities and services to the ballot was overreaching and that the aquatic center project and overall scope needed “winnowing down”.
- Members felt they weren’t provided clear details regarding the programming of the center. They wanted to know how many swimming lessons would be taught and how many children would benefit. They also wanted to know what programming would specifically benefit older adults. They were unclear on how the center would actually be used or who would ultimately run it.
- Many members compared the project to other, existing pools in the area and asked why Kirkland needed to replicate what was already available.
- There was some discussion of how valuable the land at Houghton P&R would become and how selling it could be used to finance a project at the NKCC in a few years.
- Multiple members wanted the City to explain the reasoning for placing Prop 1 on the ballot at the same time so many other projects were looking for funding through ballot measures. A few members mentioned significant recent tax increases and that the addition of so many projects felt burdensome.

### **Community Feedback Sessions**

Three additional community feedback sessions are planned for the last week of February. The intent of these sessions is to understand the reasons community members supported or opposed the measure with each night focusing on a different perspective: people who opposed Parks Prop 1, people who supported Parks Prop 1, and people who were neutral on Parks Prop 1. Participants were primarily recruited using the same outreach methods as the open-link community survey and additionally inviting people who indicated in the community survey that they would be interested in providing further input at a feedback discussion.

Staff will share highlights from the feedback sessions in relationship to the community survey results at the March 1, 2024, Council retreat as the sessions were still being conducted at the time of writing this memorandum.

## **NEXT STEPS**

Staff have completed the initial feedback gathering to gain insight into community members' perspectives about 2023 Proposition 1 and potential next steps. City Council will use this feedback to inform their decisions about next steps at the March 1, 2024, Council retreat.

### **Attachments:**

Attachment A: Post-2023 Ballot Measure Survey Questions and Topline Results

Attachment B: Representative Sample Community Survey Results Report

**Survey of Residents 18+**  
**City of Kirkland**  
**Mixed-Mode Telephone/Email- and Text-to Web Survey**  
**Conducted February 8-15, 2024**  
**n=600; Margin of Error  $\pm 4.0$  percentage points**  
**EMC Research #24-9193**

***All numbers in this document represent percentage (%) values, unless otherwise noted.***  
***Please note that due to rounding, percentages may not add up to exactly 100%.***

Where applicable, results are compared with:

**Survey of Residents**  
**April 20-24, 2023**  
**n=400; MoE:  $\pm 4.9$**   
**EMC #23-8874**

**INTRO:** Hello, my name is \_\_\_\_\_, and I'm conducting a survey for \_\_\_\_\_ to find out how people feel about issues and priorities in Kirkland. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis.

- |    |   |     |
|----|---|-----|
| 1. | Do you live in Kirkland?  |     |
|    | Yes   | 100 |
|    | No  | -   |
|    | (Don't know/Refused)  | -   |
| 2. | Have you heard, read, or seen anything about proposals for new indoor swimming pools, parks, and recreation facilities in Kirkland? |     |
|    | Yes   | 72  |
|    | No  | 27  |
|    | (Don't know/Refused)  | 0   |

**(IF Q2 = 1, YES; n=455, ASK Q3)**

- |    |  |    |
|----|--|----|
| 3. | What have you heard, read, or seen? <b>(OPEN ENDED, RECORD VERBATIM)</b> |    |
|    | Prior voting/propositions/ballot measure                                 | 33 |
|    | New aquatic facility being developed/upgraded                            | 28 |
|    | Voted against proposition/failed initiative                              | 16 |
|    | Tax increase/levy  | 10 |
|    | Location   | 10 |
|    | Mailings/Flyers/Pamphlets  | 9  |
|    | Costly/Too expensive   | 8  |
|    | Articles/News articles   | 5  |
|    | It is needed/necessary   | 2  |
|    | Unnecessary spending/The budget  | 2  |
|    | Other  | 8  |
|    | None/Don't know/No opinion   | 1  |

**(RESUME ASKING EVERYONE)**

4. The next couple of questions are about a measure that was on the November 2023 ballot. Did you vote in the November 2023 election?

Yes	79
No	21
(Don't know/Refused)	0

5. As you may know, there was a measure on the November 2023 ballot about funding to expand indoor swimming pools, parks and recreation facilities and programs in Kirkland. It was called Proposition 1 and it would have built an 86,000 square foot aquatic and recreation center on the former Houghton Park and Ride property, funded the operations of the aquatic and recreation center, and made additional park enhancements such as new year-round restrooms, sport courts, and trail networks in the city. Proposition 1 proposed funding these investments with a permanent levy lid lift of 28 cents per thousand dollars of assessed value, costing the average homeowner of a \$1 million home in Kirkland about \$280/year.

**(IF Q4=1, YES VOTED; n=486)** From what you remember, did you vote yes to approve or no to reject the measure, or did you not vote on it either way? **(IF Q4=2 OR 3, DID NOT VOTE/DK; n=114)** If you had voted in the November 2023 election, would you have voted yes to approve or no to reject the measure, or would you not have voted on it either way?

Yes to approve	32
No to reject	53
Did not vote/Would not have voted on the measure, either way	3
Don't know/Do not remember	9
Prefer not to respond	3

6. Regardless of whether or how you voted, what were the best reasons to **support** this measure?  
(OPEN ENDED, RECORD VERBATIM, RECORD UP TO TWO VERBATIM RESPONSES)

For the community/Kirkland	26
Recreation center/facility/Parks	19
Pool	17
For the kids/youth/family	10
Needed/Important	9
Access/Accessibility/Availability	8
Against measure (No taxes/Forever tax)	8
Against measure (General)	8
Against measure (Cost)	5
Indoor/Year-round	4
Against measure (No property taxes)	2
Other	5
None/Don't know/No opinion	12

7. And again, regardless of whether or how you voted, what were the best reasons to **oppose** this measure? (OPEN ENDED, RECORD VERBATIM, RECORD UP TO TWO VERBATIM RESPONSES)

Cost/Expense/Fees	37
More taxes/Tax increase	12
Taxes/Pay high taxes already	9
Oppose it/Wouldn't use it/Not important	9
Property tax	7
Permanent tax/Forever tax/The levy	6
Money mismanagement	5
Location/Not a big enough space	5
Size/Development/Growth	3
No new taxes	3
Cost of living	2
Other	9
None/Don't know/No opinion	9

8INT. As you may know, the measure on the November 2023 ballot did not pass. The City Council has heard from a variety of community members about their feelings on the measure. To better understand and balance the priorities of our community, the City is seeking more feedback about the measure and how it was presented to the community. Please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

SCALE:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DK/Ref)	Total Agree	Total Disagree
<b>(RANDOMIZE)</b>								
8.	The proposed measure was too expensive.							
	50	20	17	7	5	-	<b>71</b>	<b>12</b>
9.	The proposed measure was too complicated.							
	18	23	34	13	11	0	<b>41</b>	<b>25</b>
10.	I did not like that the measure would have created a permanent property tax.							
	64	15	9	7	5	0	<b>79</b>	<b>12</b>
11.	There are other priorities that Kirkland needs to address before expanding our parks, recreation, and aquatics facilities.							
	31	22	26	14	7	-	<b>53</b>	<b>21</b>
12.	Kirkland currently has enough pools and aquatic centers nearby and we do not need to build one with public dollars.							
	25	15	17	20	22	-	<b>40</b>	<b>43</b>
13.	The aquatic and recreation center should have been self-sufficient. User fees and entrance fees should have paid the full price of running the facility instead of having city taxpayer money subsidize operations.							
	39	28	12	13	8	-	<b>67</b>	<b>21</b>
14.	The aquatic and recreation center should have been placed at the North Kirkland Community Center Park on NE 124th St near 100th Ave NE.							
	16	16	47	7	12	0	<b>33</b>	<b>20</b>
15.	The measure should have had only the new indoor aquatic and recreation center and should not have included other parks investments.							
	22	23	30	12	13	1	<b>45</b>	<b>25</b>
16.	My family can't afford any more property tax increases right now.							
	47	17	16	12	8	-	<b>65</b>	<b>19</b>
17.	With so much uncertainty in the economy, now is not the time to raise property taxes.							
	50	19	13	12	6	-	<b>69</b>	<b>18</b>

**(END RANDOMIZE)**



SCALE:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DK/Ref)	Total Agree	Total Disagree
18.	<b>(ALWAYS ASK LAST)</b> I would support a new, smaller measure for an indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming that costs much less than the previous proposal.							
	25	30	17	8	20	-	55	28

19INT. Next, I'm going to share with you two potential options to fund a community pool for a future ballot measure. They would fund construction of a smaller community pool with annual property tax payments significantly lower than last November's measure.

**(ROTATE ORDER OF QUESTIONS 19 & 20)**

19.	<b>(IF FIRST:</b> Assume the proposal is for the construction of an approximately / <b>IF SECOND:</b> Now, assume the proposal is for the construction of an approximately) 40,000 square foot indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming, using a 9 year levy lid lift property tax measure which would cost the average homeowner in Kirkland 15 cents per thousand of assessed value, which is about \$150 each year. The property tax would expire after 9 years. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal?							
	Strongly Support						21	
	Somewhat Support						31	
	Somewhat Oppose						18	
	Strongly Oppose						29	
	(Don't know/Refused)						0	
	<b>Total Support</b>						<b>53</b>	
	<b>Total Oppose</b>						<b>47</b>	
20.	<b>(IF FIRST:</b> Assume the proposal is for the construction of an approximately / <b>IF SECOND:</b> Now, assume the proposal is for the construction of an approximately) 40,000 square foot indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming, using a 30 year bond property tax measure which would cost the average homeowner in Kirkland 6.6 cents per thousand of assessed value, which is about \$66 each year. The property tax would expire after 30 years. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal?							
	Strongly Support						23	
	Somewhat Support						33	
	Somewhat Oppose						17	
	Strongly Oppose						27	
	(Don't know/Refused)						1	
	<b>Total Support</b>						<b>56</b>	
	<b>Total Oppose</b>						<b>44</b>	

**(END ROTATE)**

	<u>2023</u>	<u>2024</u>
21. The City already owns two possible locations for the community pool. The first is the former Houghton Park & Ride at NE 70 <sup>th</sup> PL and I-405 in south central Kirkland. The second is at North Kirkland Community Center Park on NE 124 <sup>th</sup> St near 100 <sup>th</sup> Ave NE.		
Of these two locations, do you prefer one location over the other?		
Yes	62	60
No	37	39
(Don't know/Refused)	2	2

**(IF Q21 = 1; n=362, ASK Q22)**

22. Which location do you prefer?		
On the former Houghton Park & Ride site at NE 70th PL and I-405 in south central Kirkland	39	38
At North Kirkland Community Center Park on NE 124th St near 100th Ave NE	61	62
(Don't know/Refused)	-	0

**(IF Q22=1 OR 2; n=361, ASK Q23)**

23. And which of the following best matches how you feel about the community pool being built at the (IF Q22=1, Houghton Park & Ride IF Q22=2, North Kirkland Community Center Park) location? Do you feel that...	
Building it there is essential to my support	33
I would prefer that location, but I could live with it being built at the other location	49
I would support building it at either location	17
(Don't know/Refused)	1

**(RESUME ASKING EVERYONE)**

24INT. Please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

SCALE:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(DK/Ref)	Total Agree	Total Disagree
<b>(RANDOMIZE)</b>								
24.	Any new community pool should be accessible to all income levels and include free programs, discounted entrance fees, and scholarships.							
	48	22	16	6	9	0	<b>69</b>	<b>14</b>
25.	With thousands of families on waiting lists for swimming lessons, the City needs to build a community swimming pool so that every child can learn to swim.							
	33	21	17	11	17	-	<b>55</b>	<b>29</b>
26.	Building an indoor community pool should be a priority of the City to meet the water recreation and exercise needs of community members of all ages and abilities.							
	24	21	20	15	20	-	<b>45</b>	<b>35</b>
27.	I would prefer to fund general park improvements over adding a new community pool.							
	18	22	31	18	11	0	<b>39</b>	<b>29</b>
28.	I would not support a tax measure to fund a new indoor community pool.							
	36	13	16	14	21	-	<b>49</b>	<b>35</b>

**(END RANDOMIZE)**

29. If a new indoor community pool was built in Kirkland in the future, what would be the most important features or amenities for it to include? **(OPEN ENDED, RECORD VERBATIM, RECORD UP TO THREE VERBATIM RESPONSES)**

Swim lessons/classes	18
Accessibility/Disability/Inclusive	13
Lap swim/lanes	12
For kids/family	11
Low fees/Affordable	7
Bathrooms>Showers/Lockers	7
Don't build it	6
General pool	6
Size/Big enough	5
No taxes	5
All ages	4
Gym/Non-swimming facilities	3
Parking	3
Open swim	3
Water slides	2
Traffic/Roads	2
Diving board/Diving facilities	1
Other	11
None/Don't know/No opinion	13

**DEMOS.** My last questions are for statistical purposes only.

	<b><u>2023</u></b>	<b><u>2024</u></b>
30. Are you a registered voter?		
Yes		94
No		3
(Don't know/Refused)		2
31. What neighborhood do you live in?		
Bridle Trails	3	3
Central Houghton	6	7
Everest	3	1
Finn Hill	14	12
Highlands	3	3
Kingsgate/Evergreen Hill	11	13
Lakeview	2	2
Market	3	4
Moss Bay	7	5
Norkirk	5	5
<sup>1</sup> Juanita	20	21
North Rose Hill (North of NE 85TH)	7	5
South Rose Hill (South of NE 85TH)	4	6
Totem Lake	5	7
Other (Please specify)	5	2
(Don't know/Refused)	4	4
32. In what year were you born? <b>(YEARS CODED INTO RANGES)</b>		
18-29	15	16
30-39	23	21
40-49	19	17
50-64	24	25
65 or over	19	19
(Don't know/Refused)	<1	2
33. Do you have any children under 18 living in your household?		
Yes	31	33
No	65	62
(Don't Know/Refused)	4	5
34. <b>(ASK IF Q33=1; n=191)</b> Do you have any children under the age of 12 living in your household?		
Yes	65	73
No	34	26
(Don't Know/Refused)	1	1

<sup>1</sup> Note: In 2023, Juanita was split into North and South.

	<u>2023</u>	<u>2024</u>
35. <b>(IF RESPONDENT AGE&lt;65 OR Q32=REFUSED; n=472)</b> Are there any seniors age 65 or older living in your household?		
Yes	14	15
No	83	80
(Don't Know/Refused)	4	5
36. What is your gender?		
Man	50	49
Woman	50	50
Non-binary	<1	0
Self describe	-	-
(Don't know/Refused)	<1	0
37. Do you currently own the home or apartment where you live, do you rent, or do you have a different housing situation?		
Own/buying	66	68
Rent/lease	24	21
Different housing situation	5	5
(Don't Know/Refused)	4	6
38. What is the highest level of education you completed in school?		
Some grade school	1	1
Some high school	2	1
Graduated high school	5	4
Technical or Vocational school	4	4
Some college or Less than 4-year degree	14	19
Graduated college or 4-year degree (BA, BS, Bachelor's)	37	32
Graduate or Professional Degree (MA, MS, Master's, PhD, MBA, Doctorate)	33	33
(Don't know/Refused)	3	6
39. Do you consider yourself to be...		
Hispanic/Latino	6	6
Non-Hispanic White	64	69
Non-Hispanic African American/Black	1	1
Non-Hispanic Asian/Pacific Islander	13	14
Non-Hispanic Biracial/Multiracial	1	2
Non-Hispanic something else	2	2
(Don't know/Refused)	13	6

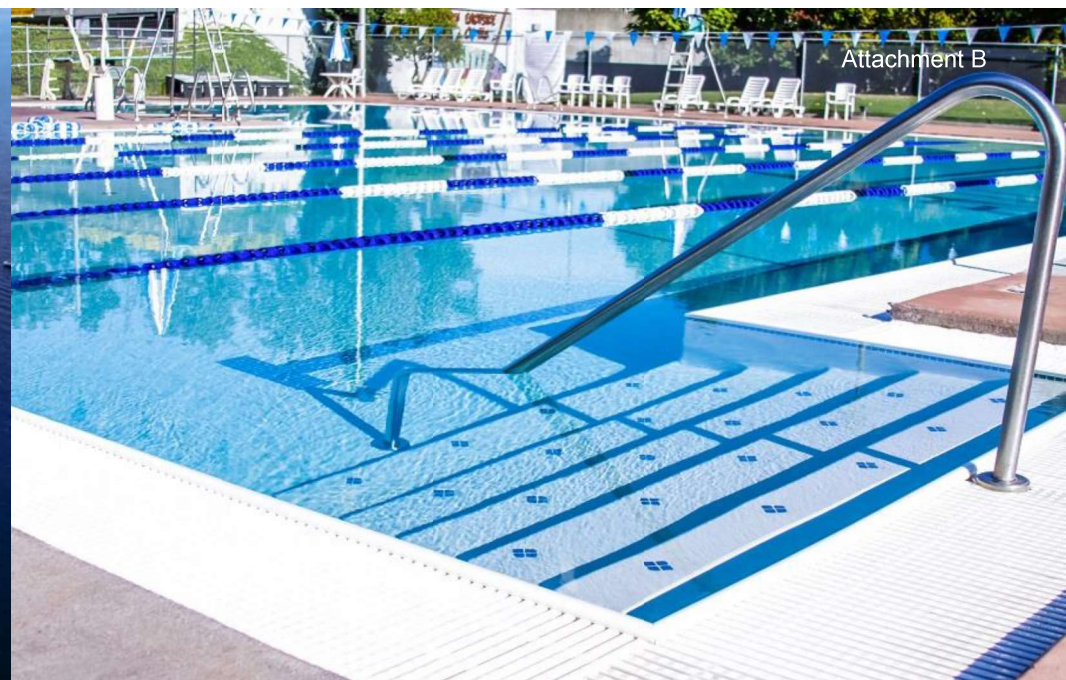
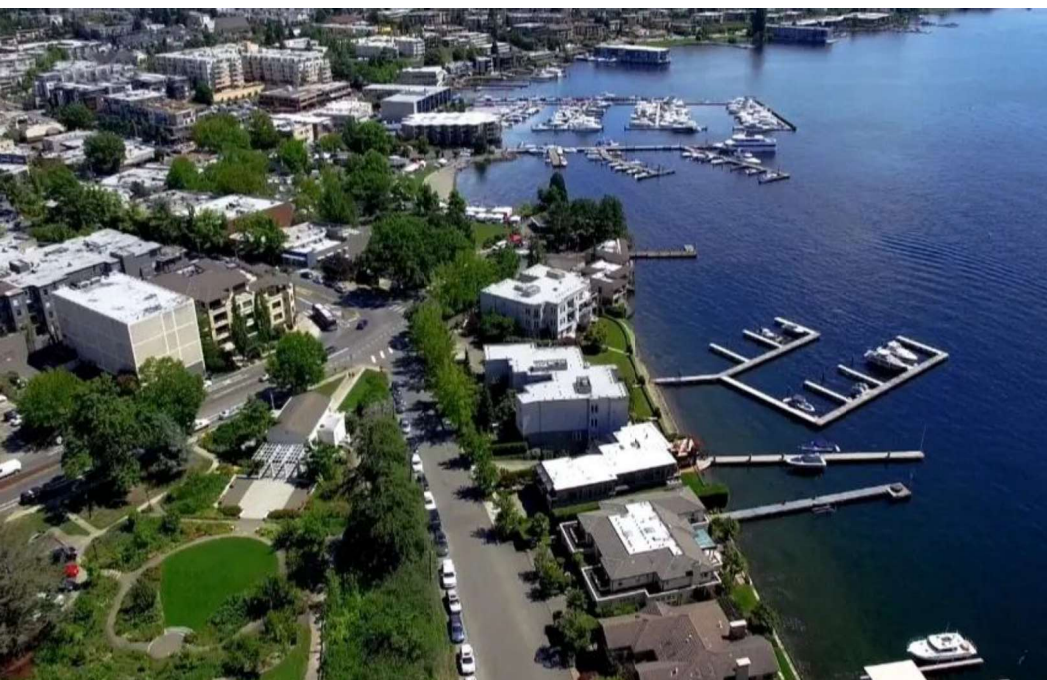
40. The City of Kirkland may conduct a couple of follow-up conversations with a couple dozen Kirkland community members in the near future.

Would you be interested in being considered for participation?

Yes, I am interested in participating	42
No, I am not interested in participating	58
(Don't know/Refused)	-

**Those are all the questions I have. Thank you for taking the time to participate in this survey. Your input will help inform the City of Kirkland as it works to provide and improve parks and recreation services throughout the community.**





City of Kirkland  
Aquatics Center Measure Survey  
*February 2024*





**Methodology**

# Typical Research Process Overview

1. Identify research questions and define the audience
2. Design the research
  - Methodology
  - Sampling
  - Research Instrument
3. Conduct the research by collecting the data
4. Analyze the data and develop recommendations
5. Apply the results to strategic decisions



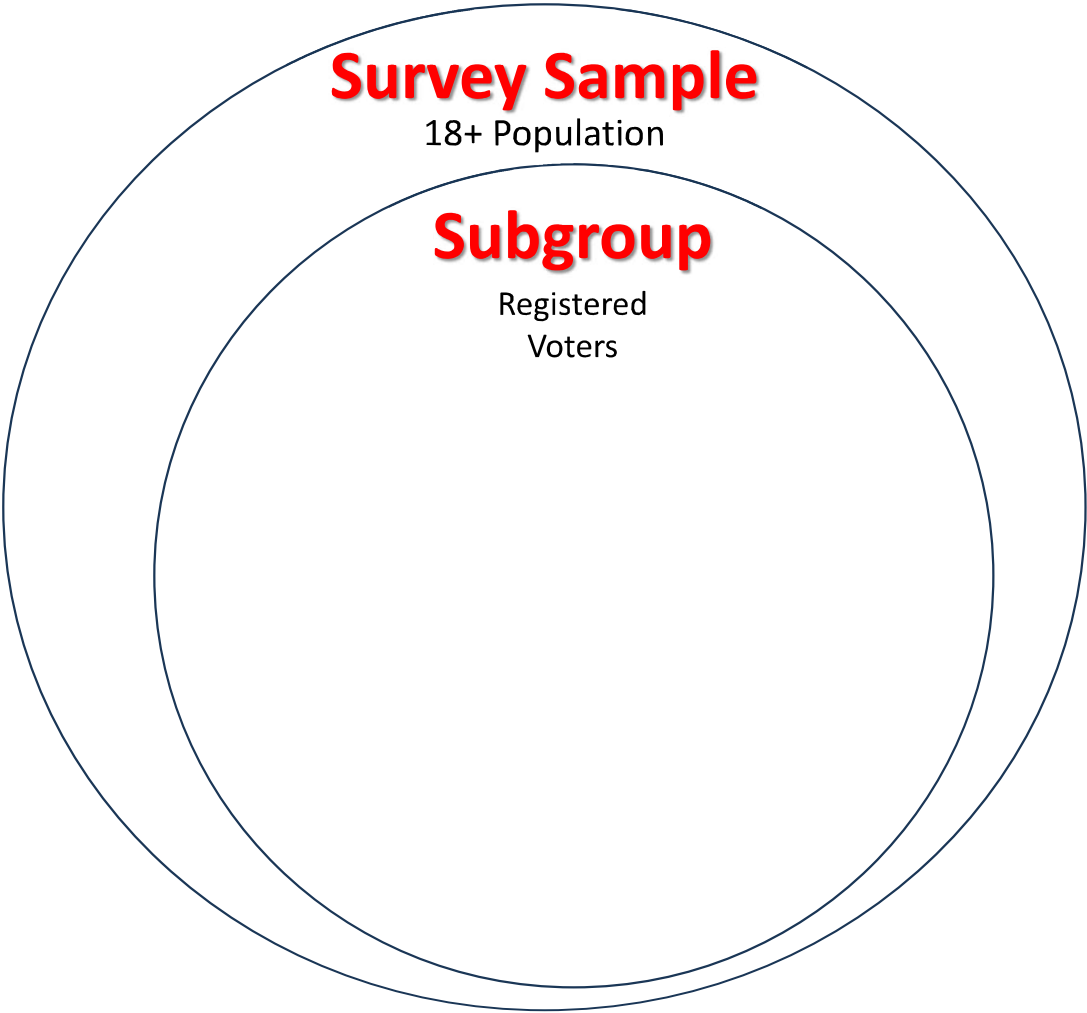
# Random Sampling

George Gallup said that doing a survey with a random sample was like tasting soup – if the soup is well stirred, you can get a good sense of the flavor in a spoonful, and you don't have to eat the whole pot.

- ▶ Random: not unpredictable, a known and equal likelihood of selection.
- ▶ If sampling is random, responses will fall within a known margin of error.
- ▶ We achieve this through multiple components:
  - Reducing survey bias
  - Making multiple attempts to reach respondents
  - Replacing respondents with a random selection
  - Monitoring results against a known universe
  - Weighting final results when necessary

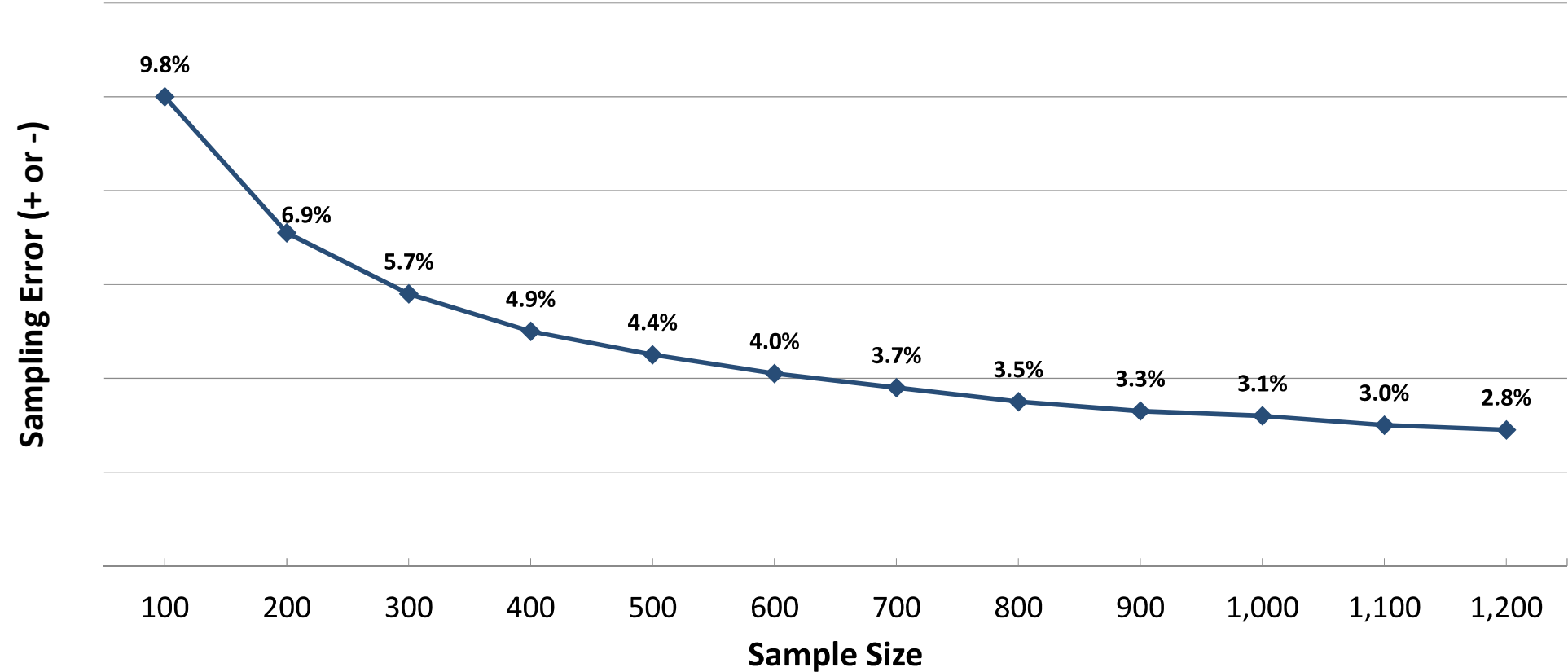


# Concentric Circles of Respondents: Example



Group	Number of Surveys (n)	% Total
Adult Population	600	100%
Registered Voters	510	85%

# Sample Size and Subgroup MoE



# Methodology Overview

- ▶ Survey of residents in Kirkland, WA, conducted February 8-15, 2024
- ▶ Multimodal telephone, email-to-web, and text-to-web survey:
  - Telephone interviews were conducted in English by trained, professional interviewers; landlines and mobile phones included
  - Email and text invitations were sent with link to web survey
  - Multiple attempts per respondent made
- ▶ Conducted 600 interviews; overall margin of error  $\pm 4.0$  percentage points
  - Among 600 overall interviews, 510 were among registered voters, with a voter margin of error of  $\pm 4.3$  points
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Telephone, Email- and Text-to-Web	April 20-24, 2023	18+ Residents in Kirkland	400	$\pm 4.9$ percentage points	23-8874

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

# Examples of Reducing Bias

- ▶ The introduction is intentionally generic; therefore if someone refuses they are not doing so based on the topic:

## PHONE:

**GREETING:** Hello, my name is \_\_\_\_\_, may I speak with **(NAME ON LIST)**?

**INTERVIEWER: NAME ON LIST ONLY**

**INTRO:** Hello, my name is \_\_\_\_\_, and I'm conducting a survey for \_\_\_\_\_ to find out how people feel about issues and priorities in Kirkland. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis.

## ONLINE:

Your opinions are important! Thank you for participating in this short survey about issues in Kirkland. Please try to answer every question even if you're not sure. If you need to, you may skip a question.

- ▶ Results include data from respondents who completed the entire survey, meaning results are not biased from respondents who did not complete the entire survey/quit partway.
- ▶ Throughout the survey, respondents are offered balanced scale options, a question order that releases a little bit of information at a time, randomized question order, and interviewers/web survey that offers the same clarification each time.

# Demographics

- Surveys conducted with a representative random sample of 18+ Kirkland residents, and then weighted when needed to match Census. An additional confirmation is found with comparing the 2023 election results to what people said in our survey

Demographic Variable		Census Data	Weighted Survey Results
Sex	Male	50%	50%
	Female	50%	50%
Age	18-29	19%	16%
	30-39	23%	21%
	40-49	18%	18%
	50-64	23%	25%
	65+	18%	20%
Ethnicity	Hispanic/Latino	6%	6%
	Non-Hispanic White	69%	69%
	Non-Hispanic Black/African American	1%	1%
	Non-Hispanic Asian/Pacific Islander	18%	14%
	Non-Hispanic Biracial/Multiracial/Else	5%	4%
	(Refused)	-	6%

Nov 2023 Vote	Actual Nov 2023: 41% Yes	Our Survey: 37% Yes
	Actual Nov 2023: 59% No	Our Survey: 63% No





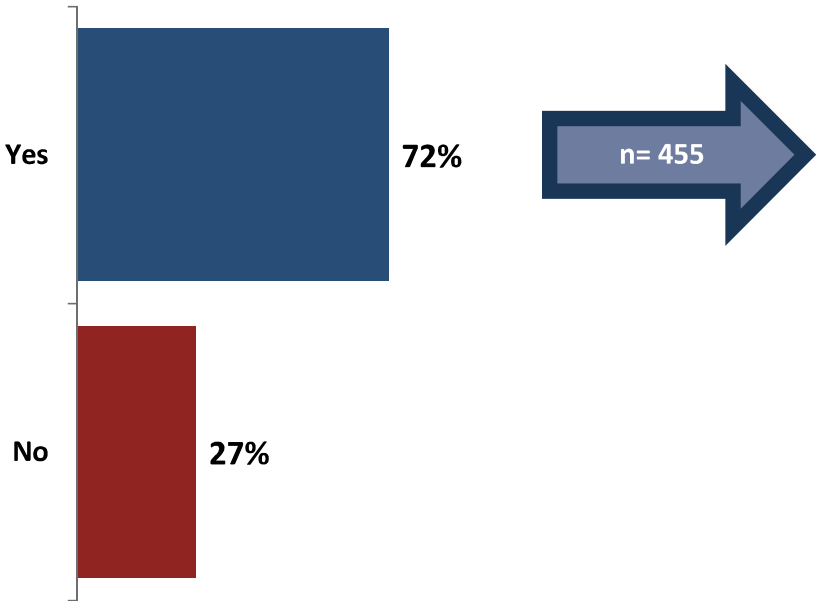
## **November 2023 Measure & Issue Environment**

# Recreation Facilities Awareness – All Respondents



Nearly three-quarters of respondents reported hearing anything about proposals for new indoor swimming pools, parks, and recreation facilities. Among those who have heard anything, a third noted hearing about the prior ballot measure.

Have you heard, read, or seen anything about proposals for new indoor swimming pools, parks, and recreation facilities in Kirkland?



What have you heard, read, or seen?

(Open ended question, verbatim responses coded into categories shown below.)

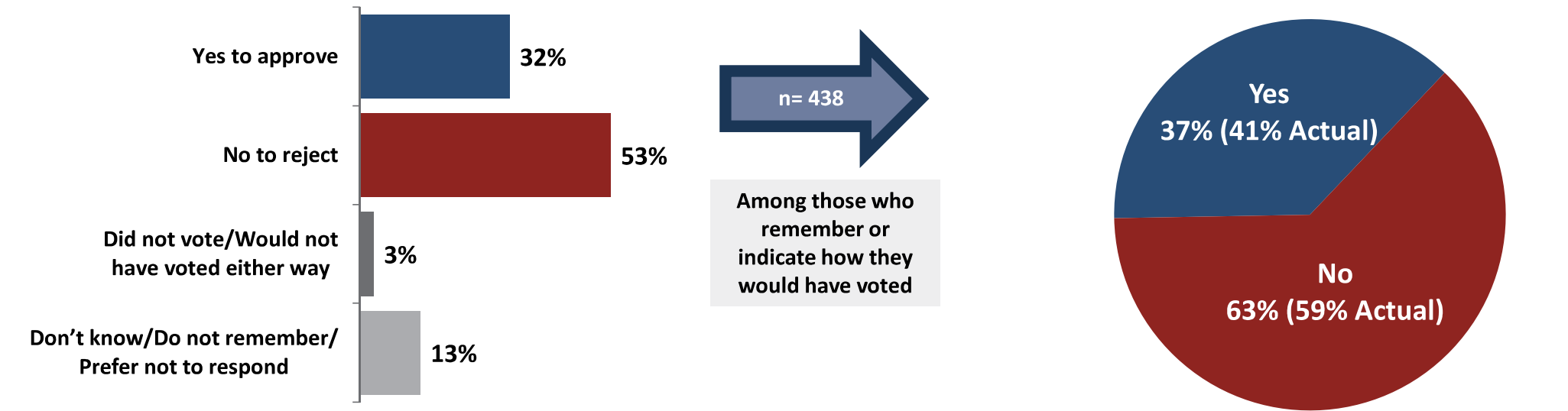
Prior voting/propositions/ballot measure	33%
New aquatic facility being developed/upgraded	28%
Voted against proposition/failed initiative	16%
Tax increase/levy	10%
Location	10%
Mailings/Flyers/Pamphlets	9%
Costly/Too expensive	8%
Articles/News articles	5%

# Support For Nov. 2023 Measure – Registered Voters



*Self-reported support among registered voters for the 2023 measure, asked among both those who did and did not vote in November 2023, was similar to actual election results.*

*As you may know, there was a measure on the November 2023 ballot about funding to expand indoor swimming pools, parks and recreation facilities and programs in Kirkland. It was called Proposition 1 and it would have built an 86,000 square foot aquatic and recreation center on the former Houghton Park and Ride property, funded the operations of the aquatic and recreation center, and made additional park enhancements such as new year-round restrooms, sport courts, and trail networks in the city. Proposition 1 proposed funding these investments with a permanent levy lid lift of 28 cents per thousand dollars of assessed value, costing the average homeowner of a \$1 million dollar home in Kirkland about \$280/year.*



Q5. (IF Q4=YES VOTED NOV 2023; n=486) From what you remember, did you vote yes to approve or no to reject the measure, or did you not vote on it either way? (IF Q4= DID NOT VOTE/DK; n=114) If you had voted in the November 2023 election, would you have voted yes to approve or no to reject the measure?

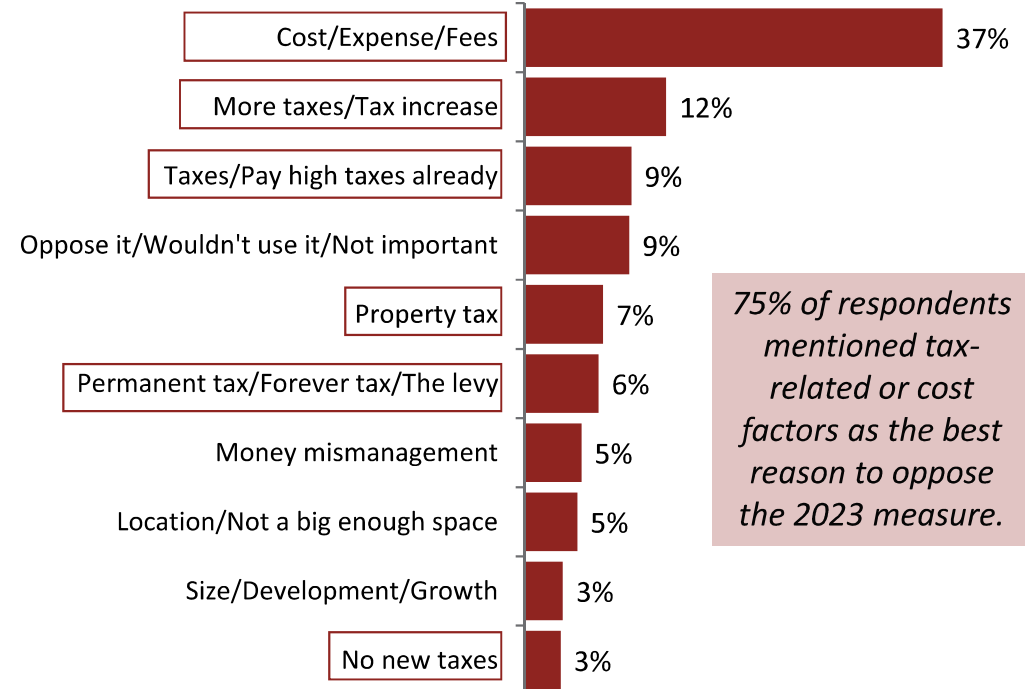
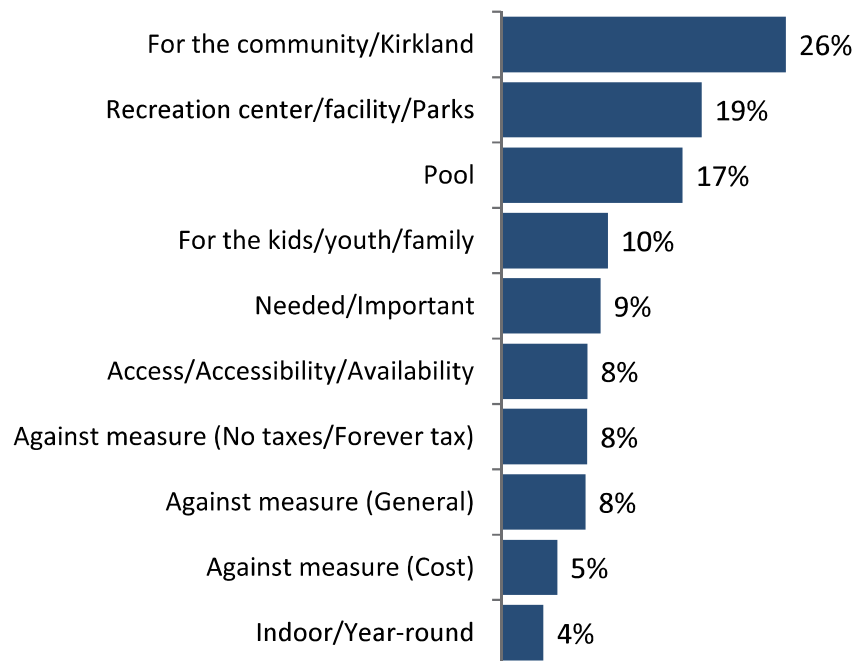
# Top-of-Mind Reasons to Support/Oppose – All Respondents

*A quarter of respondents stated that the best reason to support the measure was for the Kirkland community, while three-quarters mentioned a tax- or cost-related factor as the best reason to oppose it.*

*Regardless of whether or how you voted, what are the best reasons to **support** this measure?*

*And again, regardless of whether or how you voted, what are the best reasons to **oppose** this measure?*

*(Open ended question; Verbatim responses coded into categories shown below; Up to two responses accepted)*



*75% of respondents mentioned tax-related or cost factors as the best reason to oppose the 2023 measure.*

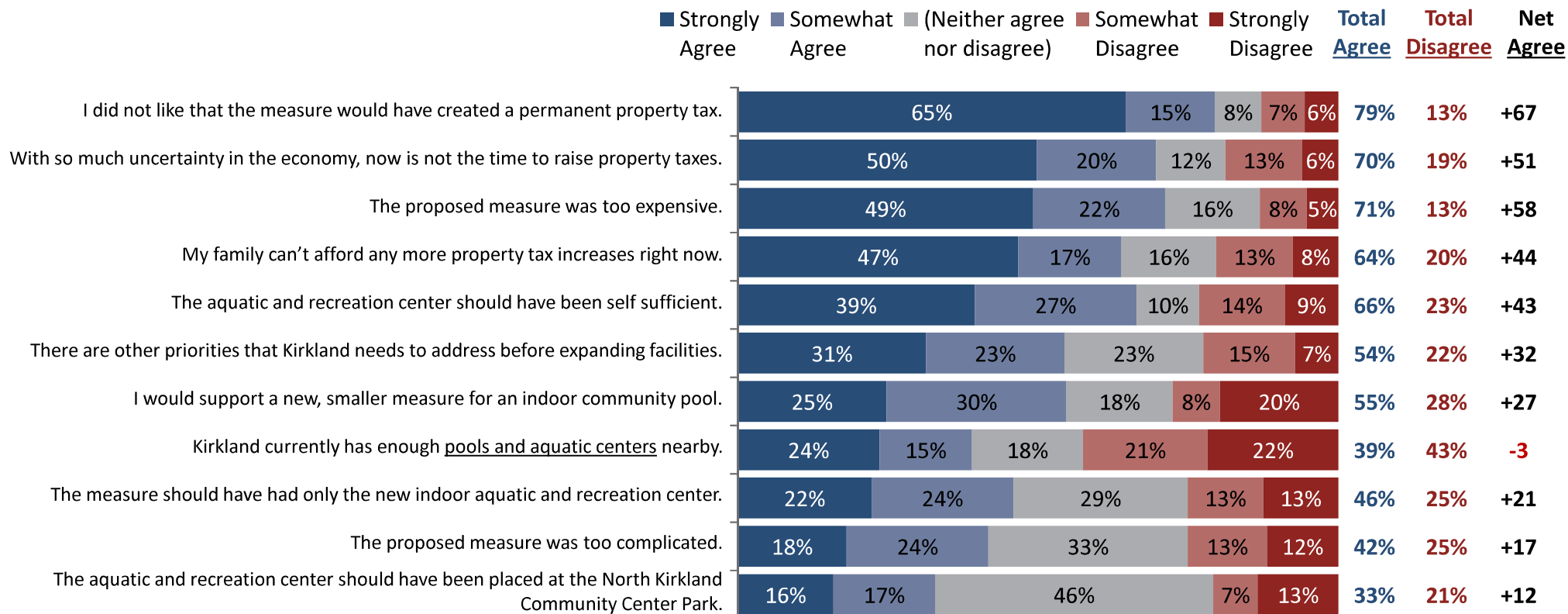
\*Only showing responses above 2%

Q6-Q7.

# Agree/Disagree Statements – Registered Voters



*The most-agreed-with statements center around property taxes and cost of the past measure, showing that cost sensitivity likely played a major role in November 2023.*



Q8-Q18. Please tell me whether you agree or disagree with each of the following statements.



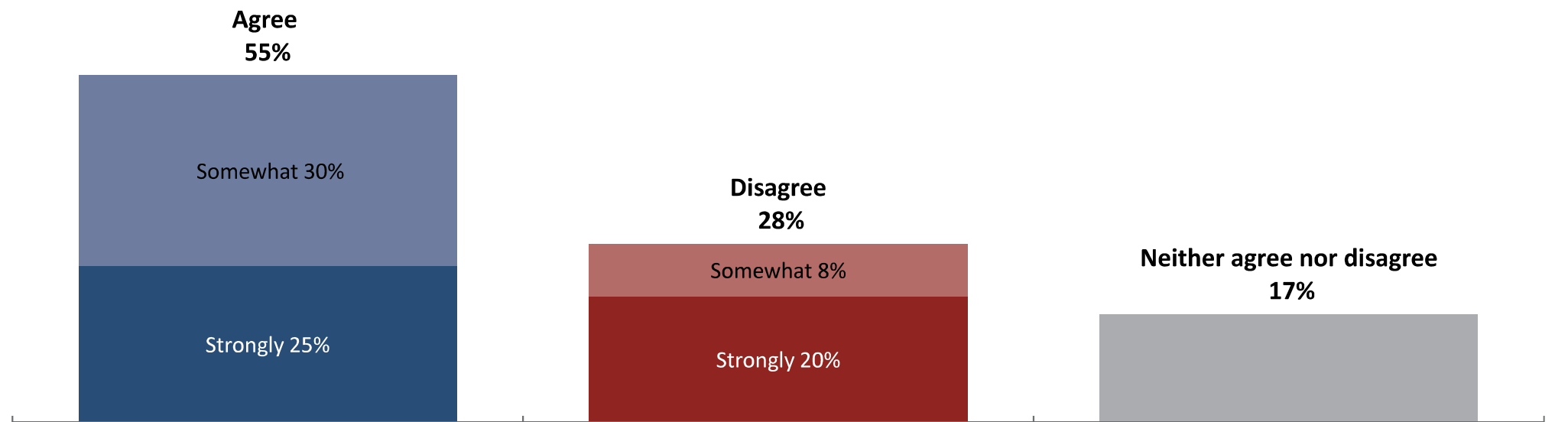
**New Measure**

# Support For a New Measure – All Residents



*Just over half of residents say they would support a new, smaller measure; but this description does not include a specific cost. It only states it is “much less than the previous proposal”.*

I would support a new, smaller measure for an indoor community pool with a both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming that costs much less than the previous proposal.



Q18. Please tell me whether you agree or disagree with each of the following statements.

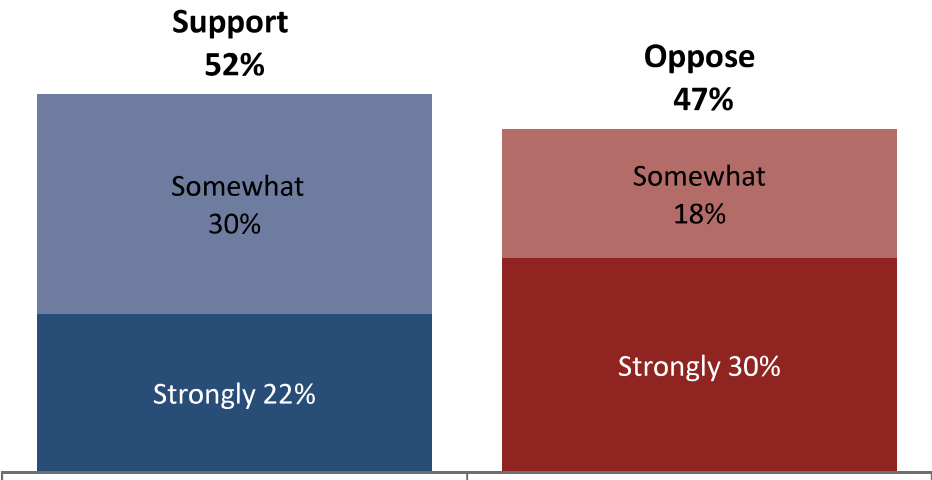
# Potential Bond Measure Comparison – Registered Voters



When we narrow to voters, a levy and a bond both get a majority; but only the levy reaches approval territory.

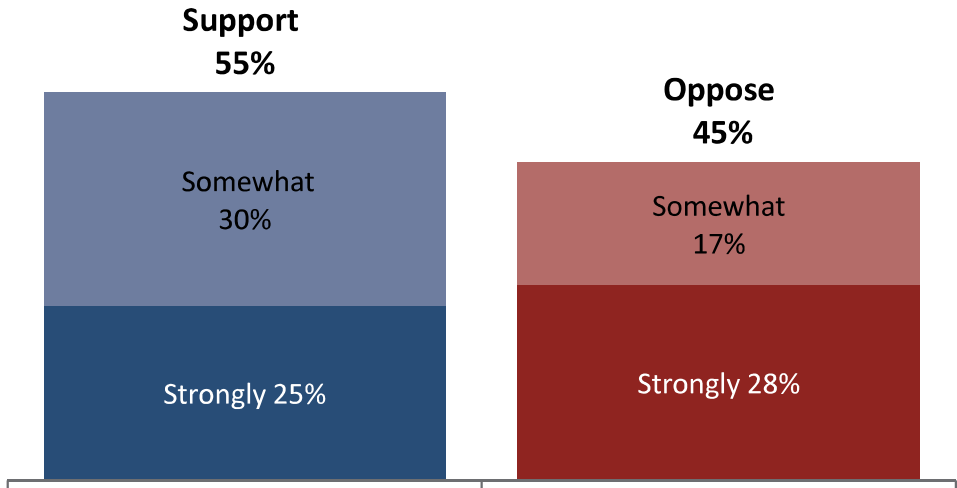
## Levy Lid Lift

Assume the proposal is for the construction of an approximately 40,000 square foot indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming, *using a 9 year levy lid lift property tax measure which would cost the average homeowner in Kirkland 15 cents per thousand of assessed value, which is about \$150 each year. The property tax would expire after 9 years.* Would you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal?



## Bond Measure

Assume the proposal is for the construction of an approximately 40,000 square foot indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming, *using a 30 year bond property tax measure which would cost the average homeowner in Kirkland 6.6 cents per thousand of assessed value, which is about \$66 each year.* The property tax would expire after 30 years. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal?



\*Note: Order of questions were evenly rotated Q19-Q20.

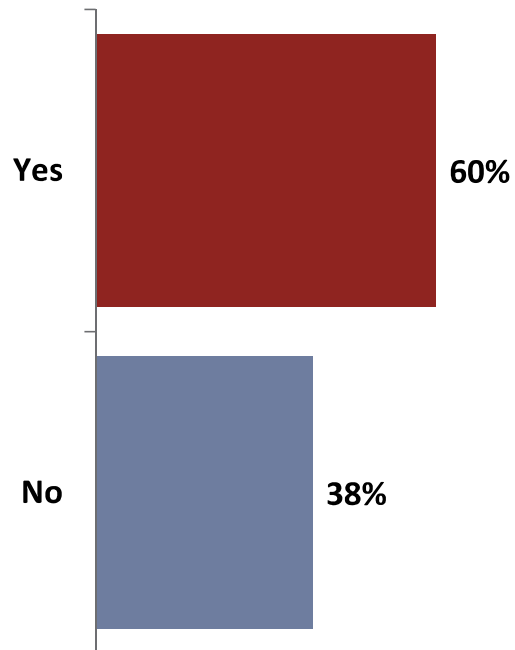


# Location Preference – Registered Voters

*Of the sixty percent of voters who prefer one location over the other, there is a clear preference for the North Kirkland Community Center Park location.*

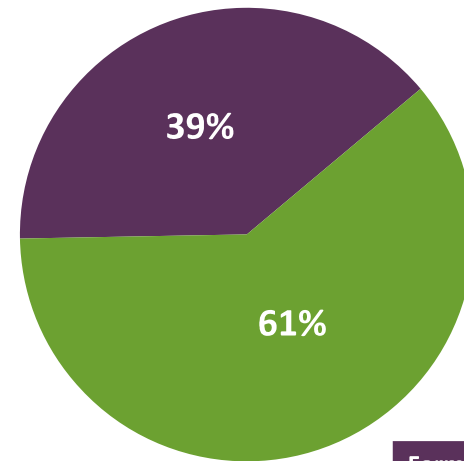
*The City already owns two possible locations for the community pool. The first is the former Houghton Park & Ride at NE 70th PL and I-405 in south central Kirkland. The second is at North Kirkland Community Center Park on NE 124th St near 100th Ave NE.*

*Of these two locations, do you prefer one location over the other?*



n= 309

*Which location do you prefer?*



Former Houghton Park &  
Ride Site

North Kirkland  
Community Center Park

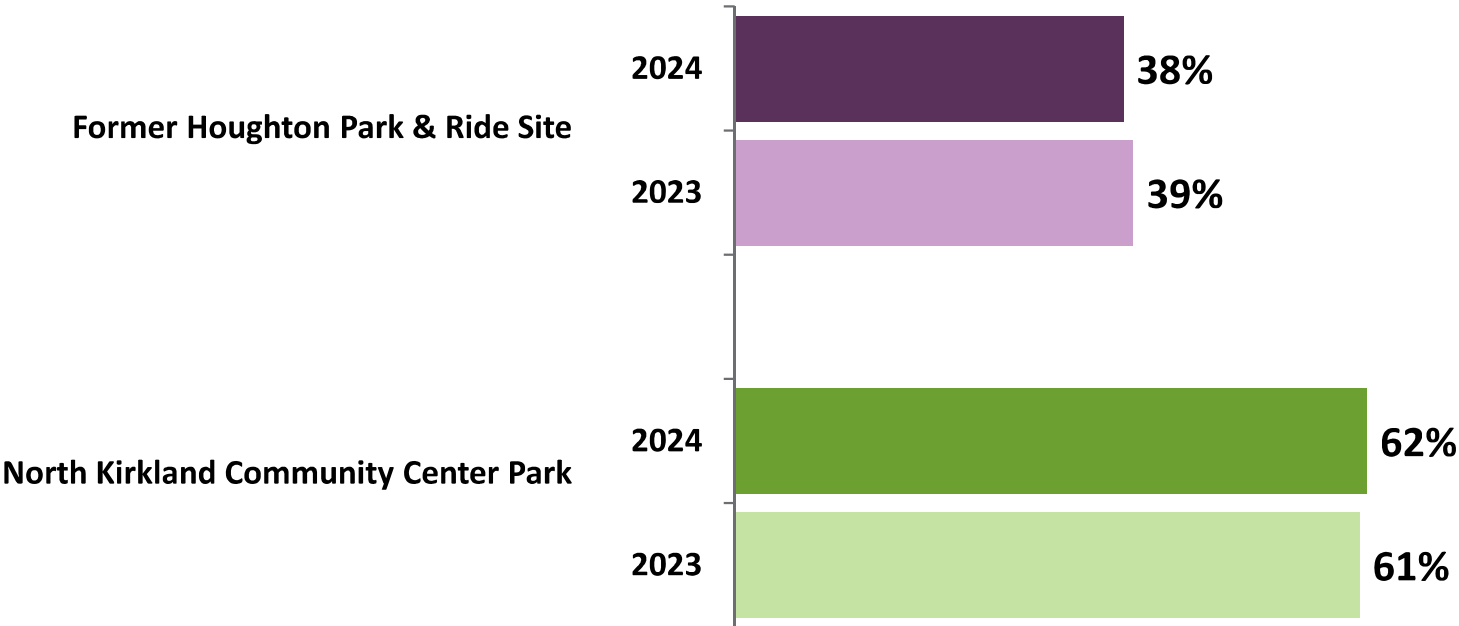
# Location Preference Over Time – All Respondents



*Location preference has held very stable since 2023, with over six-in-ten respondents who have a location preference preferring the North Kirkland Community Center Park location in both 2023 and 2024 polling.*

## Which location do you prefer?

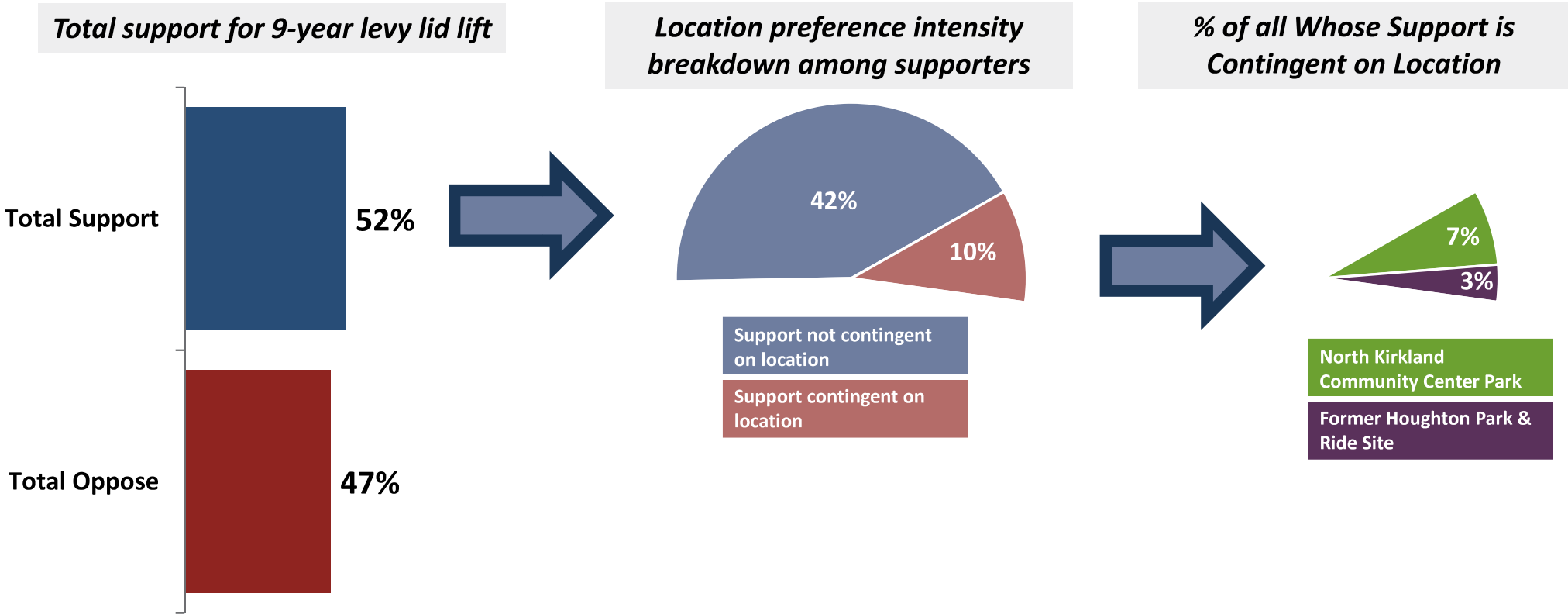
*\*Asked among those who said they had a location preference in Q21  
2023 n=256; 2024 n=362*



# Support for Levy Based on Location – Registered Voters



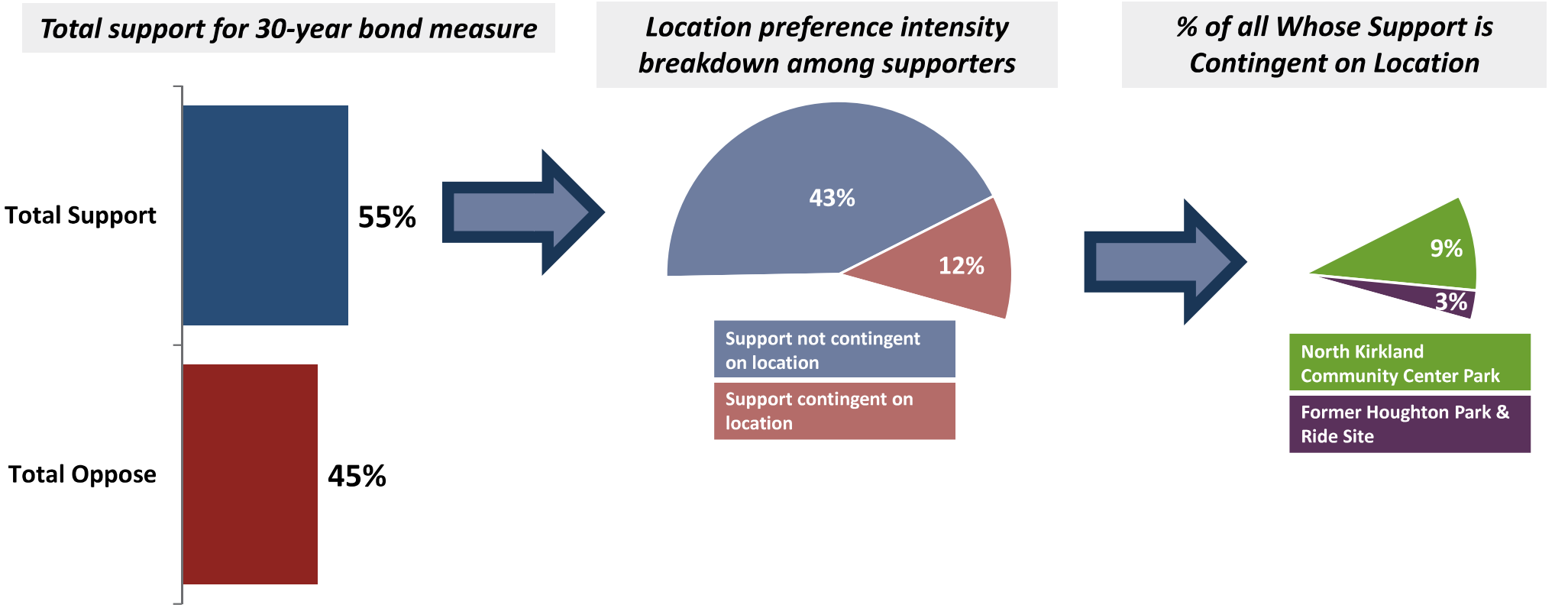
*Digging deeper, the challenge for a levy becomes clear. A majority support it initially, but when location preference is taken into account, the measure falls below a majority with either location selection (49% at NKCC / 45% at Houghton).*



# Support for Bond Based on Location – Registered Voters

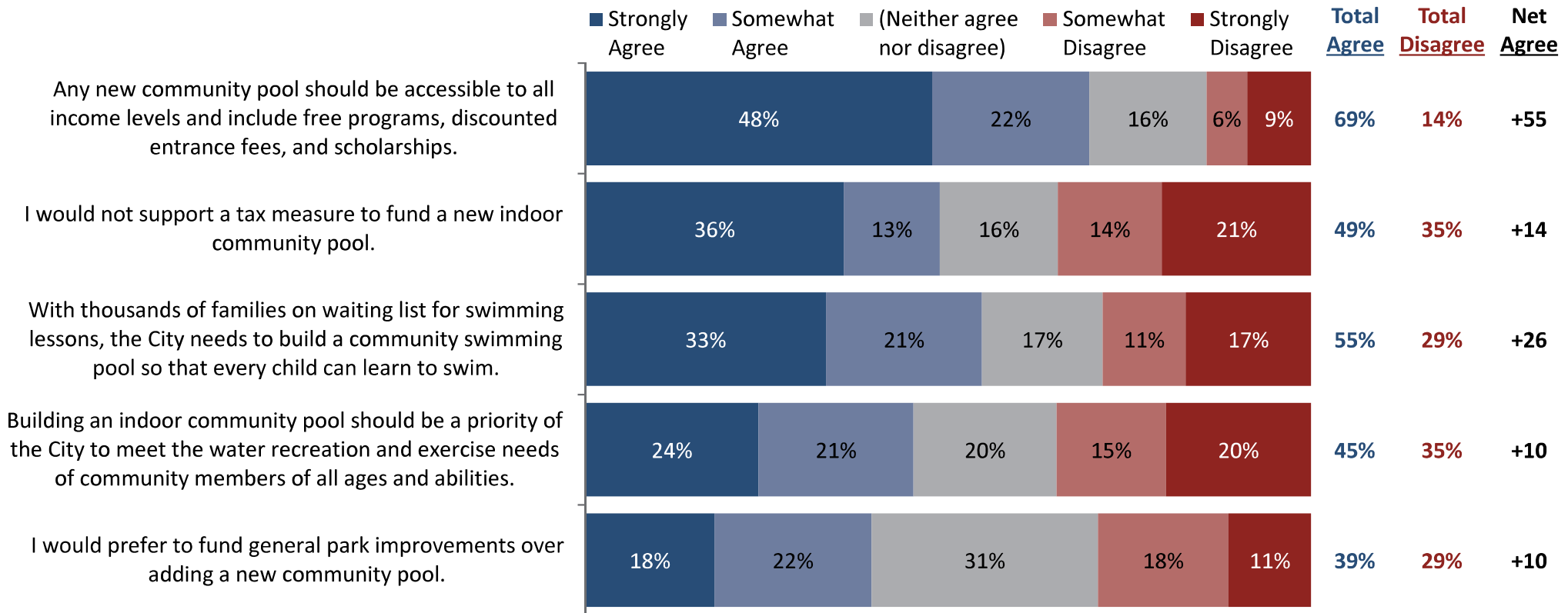


*Digging deeper, it is clear that a bond is not feasible. Initial support fails to meet the sixty percent passage threshold, and when location preference is taken into account, support is even lower (52% at NKCC / 46% at Houghton).*



# Agree/Disagree Statements – All Respondents

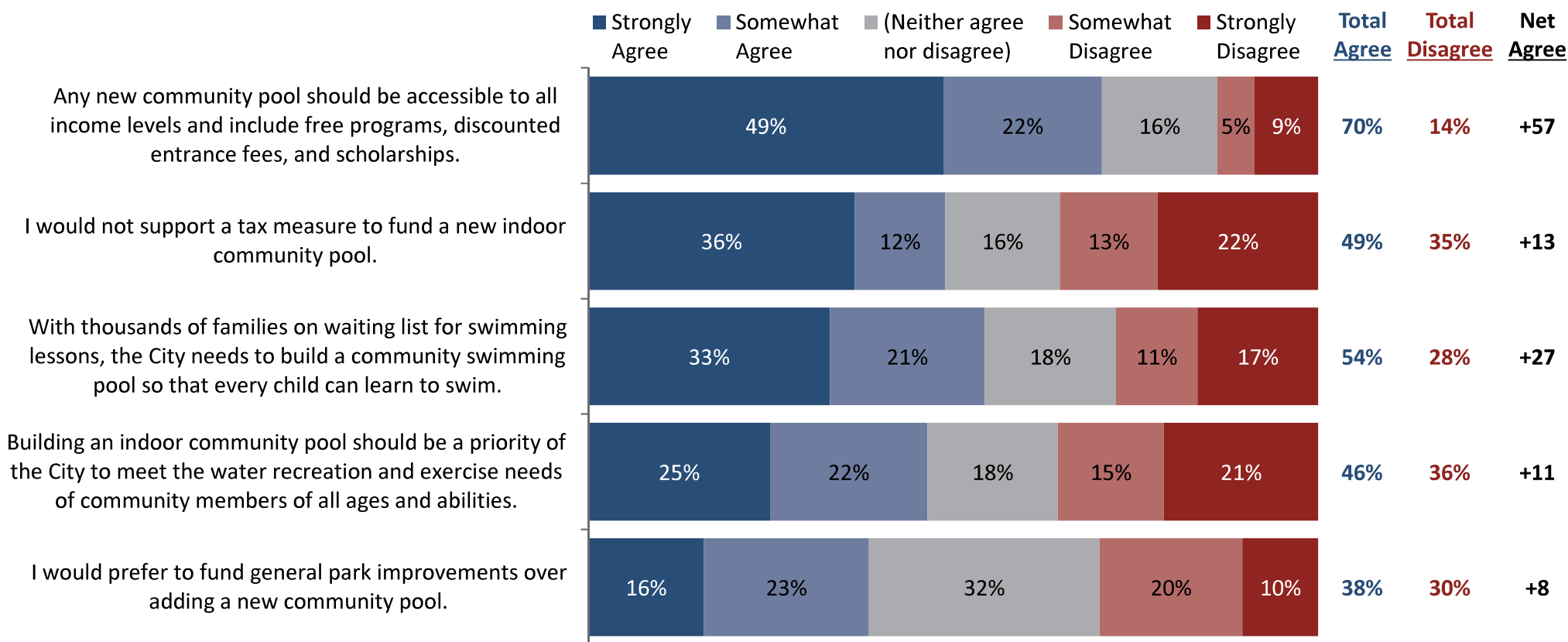
*Nearly half of respondents agreed that they would not support a tax measure to fund a new indoor community pool; agreement does reach a majority based on waiting list information, but this only matches the high of 55% “general support”.*



Q24-Q28. Please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

# Agree/Disagree Statements – Registered Voters

*Similarly, nearly half of voters agreed that they would not support a tax measure to fund a new indoor community pool.*



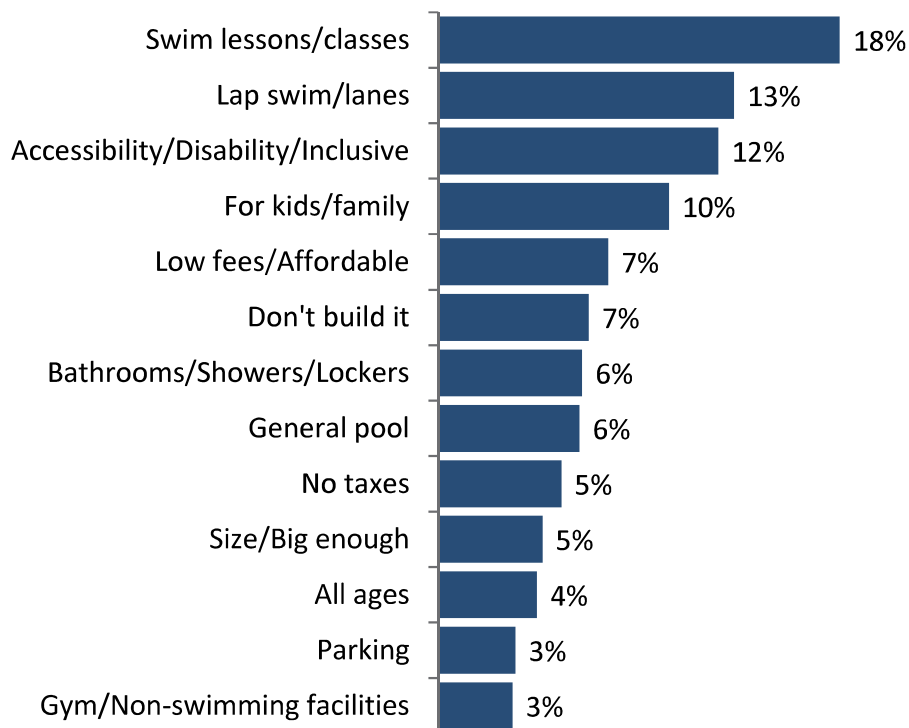
Q24-Q28. Please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

# Top-of-Mind Amenities to Include – Registered Voters

*Swim lessons/classes was the most-mentioned amenity voters think should be included in a new community pool.*

***If a new indoor community pool was built in Kirkland in the future, what would be the most important features or amenities for it to include?***

*(Open ended question; Verbatim responses coded into categories shown below; Accept up to three responses)*



\*Only showing responses above 2%  
Q29.

# Key Findings

- ▶ Tax/cost sensitivity is the overwhelming reason in open ended answers (75%), and in a series of tested statements, that people gave for opposing the 2023 measure.
  - Opposition to a generic tax measure for a new pool is a majority (49%).
- ▶ A majority of voters (55%) support a smaller bond and a levy (52%), but the location decision that will be required pushes voter support below 50%.
- ▶ A large majority says that if built, a new pool should be accessible to all (70%), and a majority (54%) also say the swim lesson waiting list is a good reason to build a new pool.
  - At the same time, less than a majority (46%) say that building an indoor community pool should be a priority of the City to meet the water recreation and exercise needs of community members of all ages and abilities.
- ▶ Ultimately, the City is caught between a majority that generically say they would support a new smaller measure, and the slimmer plurality that would actually support the measure when cost and location are known.





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