



Live Telephone Survey of Residents
City of Kirkland
July 2018

Methodology

- ▶ Live telephone survey of Kirkland residents, including landlines and cell phones
- ▶ Interviews conducted by trained, professional interviewers
- ▶ Conducted July 5 – 13, 2018
- ▶ 400 total interviews; Margin of Error $\pm 4.9\%$ points at the 95% confidence interval
- ▶ Data was weighted to reflect key demographics and geographic proportions

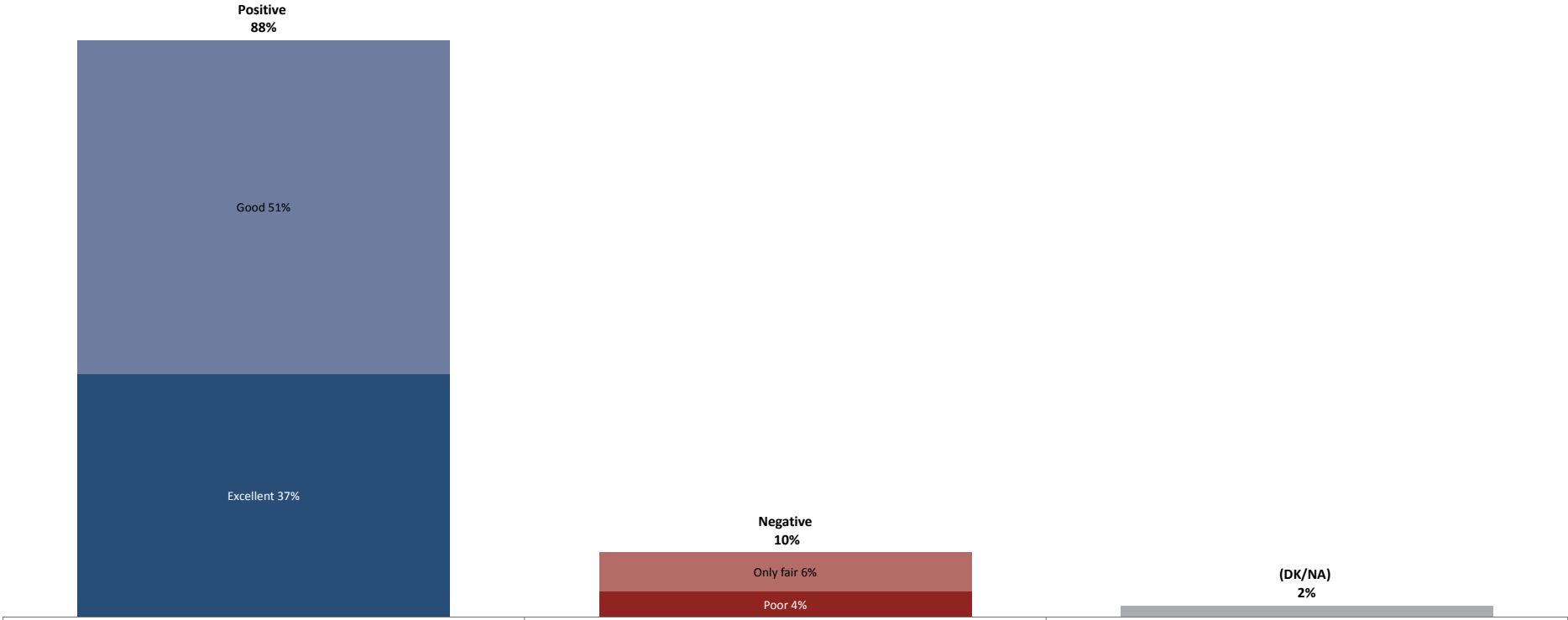


Issue Environment

Quality of Life in Kirkland



Nearly 9-in-10 residents rate Kirkland's quality of life as either good or excellent. Very few rate it negatively.

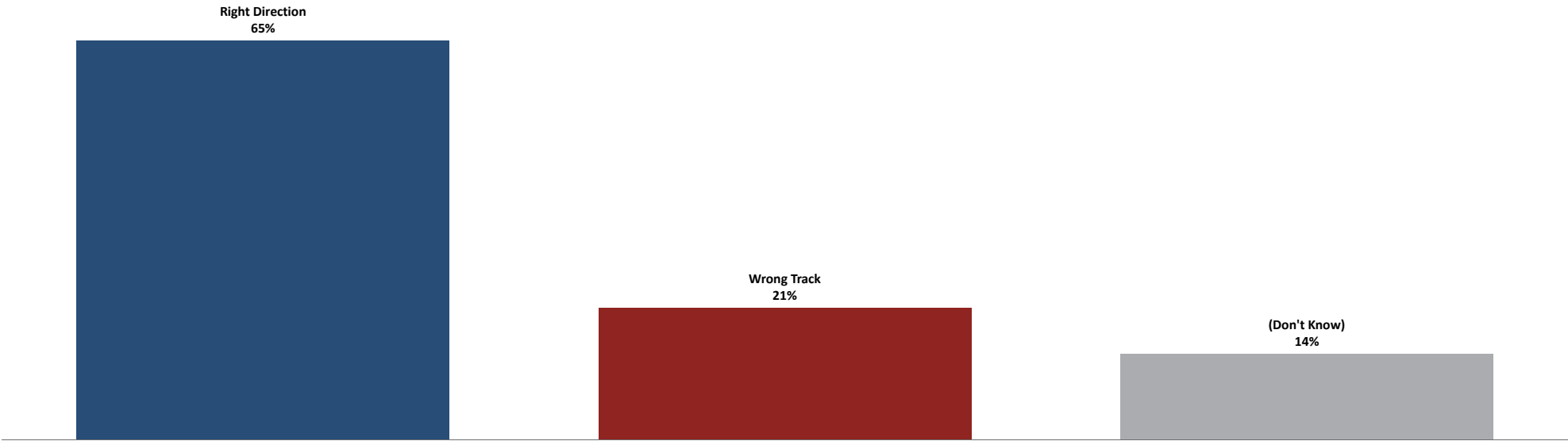


Q6. I'd like you to rate the job the City of Kirkland is doing on a variety of issues. Using a scale of excellent, good, only fair, or poor, please rate each of the following: ... The overall quality of life in the City of Kirkland.

Right Direction/Wrong Track



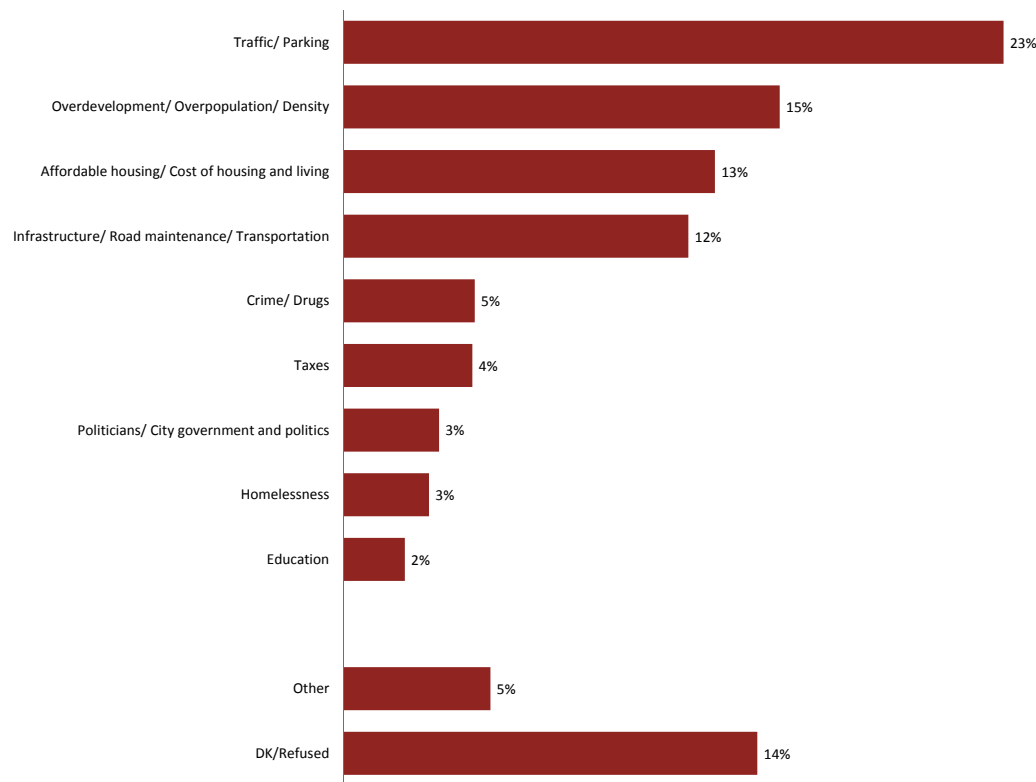
Two thirds of residents believe things in Kirkland are going in the right direction compared to 1-in-5 who say things are off on the wrong track.



Q4. Do you feel that things in Kirkland are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Top-of-Mind Issues

About a quarter of respondents cite traffic and parking as the leading top-of-mind issues facing the City, followed by 1-in-10 listing overdevelopment, affordable housing, and infrastructure concerns. A handful mention community safety issues like crime/drugs and homelessness.

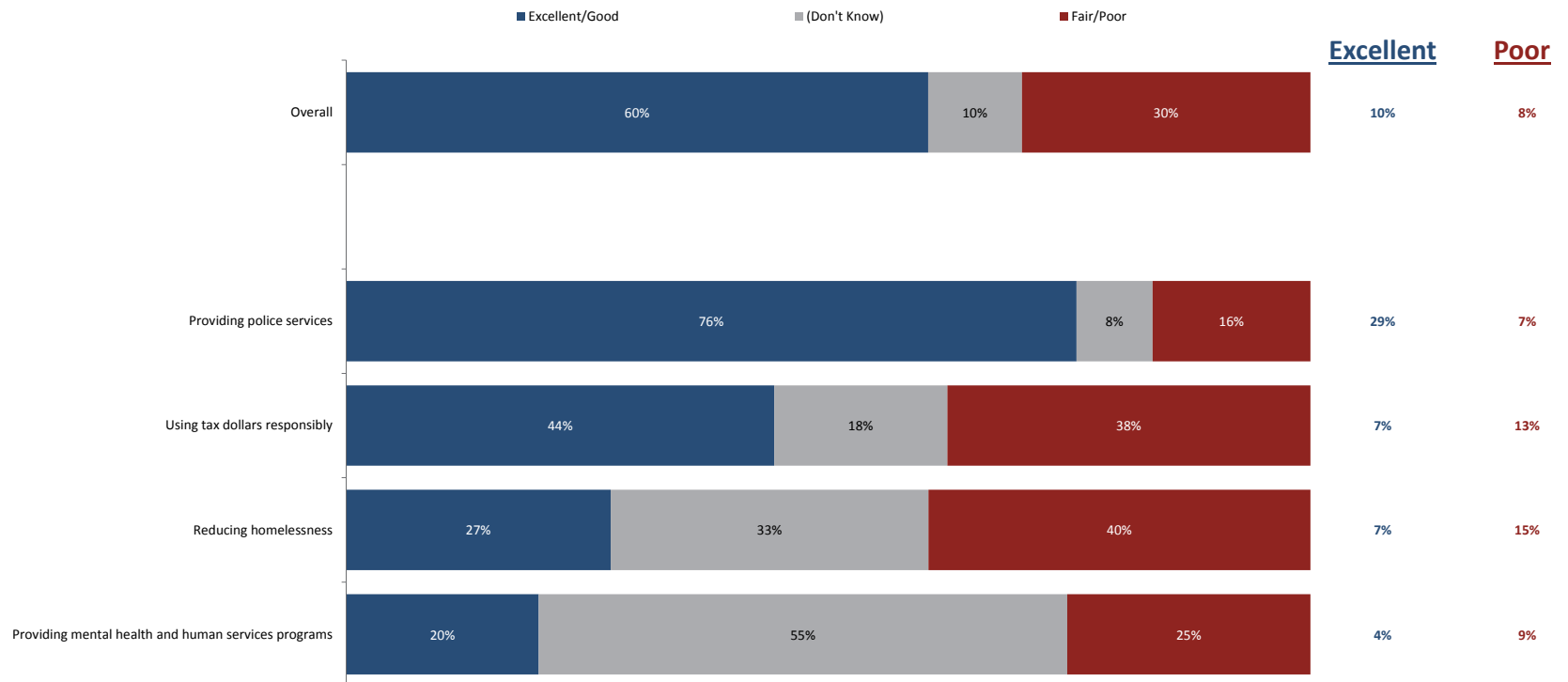


Q5. What issue facing the City of Kirkland do you feel most needs to be addressed over the next two years?

City Job Ratings



About 3-in-5 residents rate the City favorably, albeit with low intensity – only 1-in-10 say “Excellent.” Three-quarters rate the City favorably for providing police services but opinions are mixed on the job the City does managing tax dollars responsibly, reducing homelessness, and providing mental health and human services. Uncertainty is especially high for the latter two, where half of residents are unsure how well the City provides mental health and human services and a third can’t rate how well the City is doing reducing homelessness.



Q7-11. I'd like you to rate the job the City of Kirkland is doing on a variety of issues. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

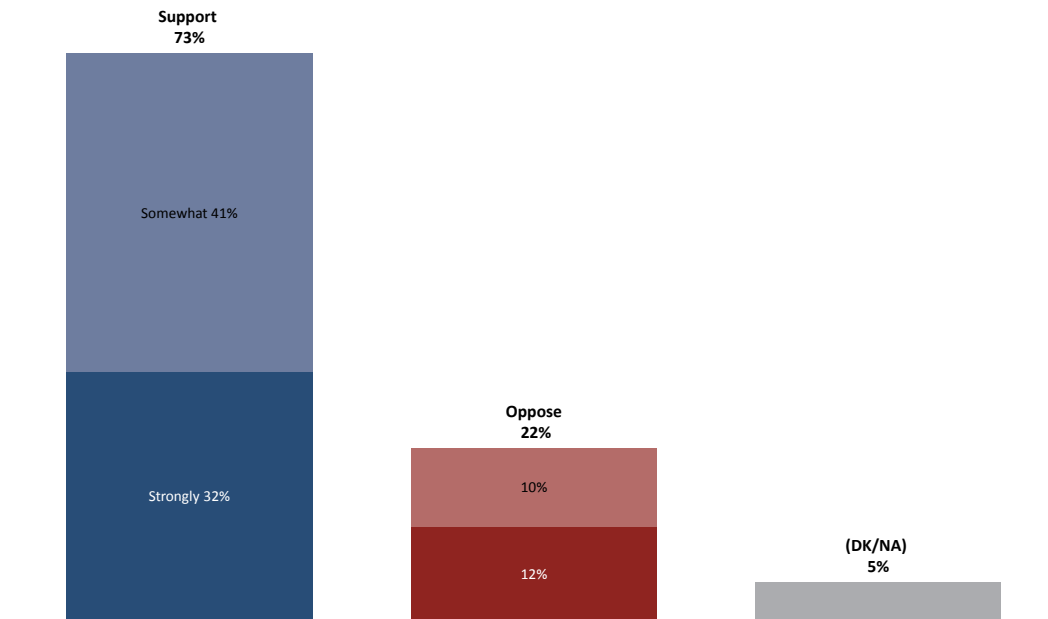


Support for Proposal

Initial Support for Investments

Nearly three-quarters of residents at least somewhat support the proposed mix of community safety investments. Although relatively few (1-in-5) oppose the proposed investments but positive intensity is also relatively low, with a third saying they strongly support them.

“This proposal would fund enhanced police services and firearm safety investments in Kirkland. It includes 5 additional full-time police officers, focused on illegal drugs, car prowls, burglaries, mail theft, and shoplifting; 4 additional full-time school resource officers in middle schools; 1 full-time mental health professional to help address 911 calls with mental health complications; annual funding to expand mental health and human services programs focusing on domestic violence and suicide prevention; new funding for gun safety training and subsidies for safe gun storage; and funds to expand existing programs aimed at reducing homelessness. This proposal would cost \$1.8 million each year.”

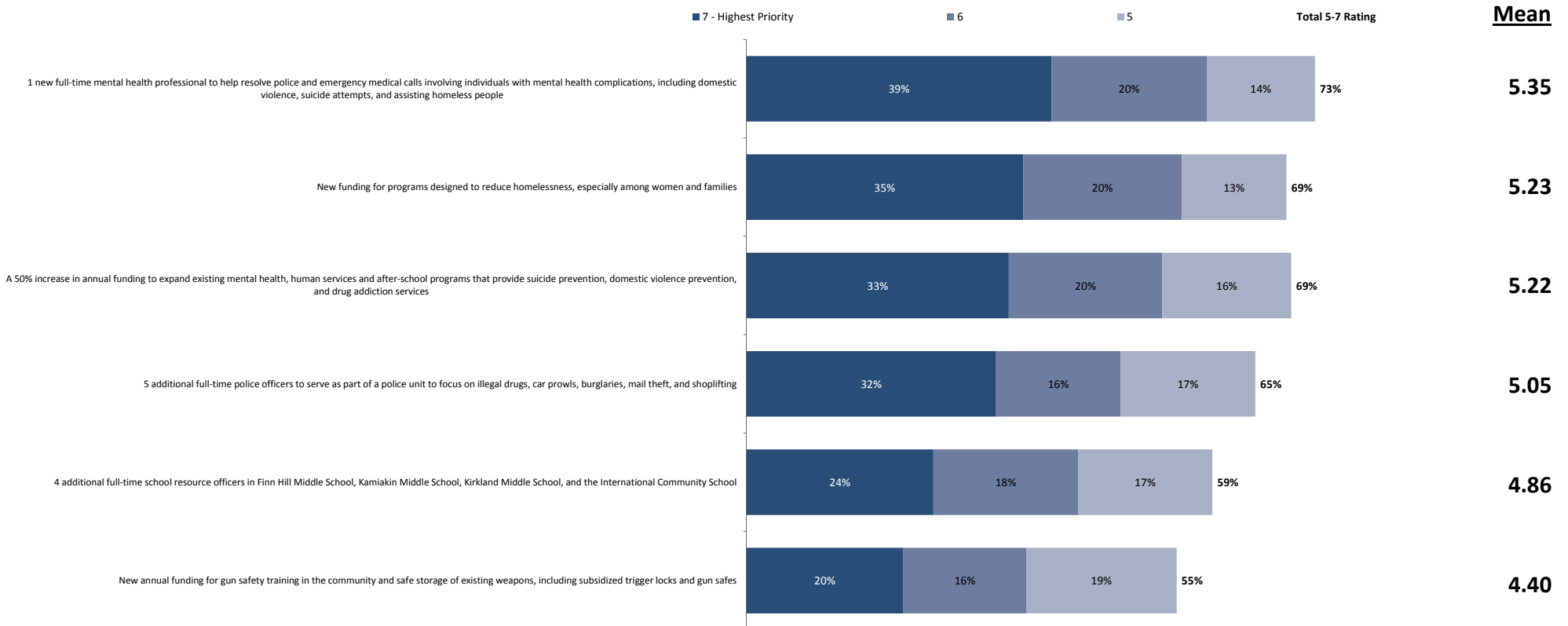


Q13. In general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this proposal?

Investment Priority



Of the potential investments tested, residents rated a mental health professional to assist police and EMS, additional homelessness program funding, and increased funding for mental health, human services, and after school programs as the highest priorities. Although a majority of residents rated each investment at least a 5 out of 7, intensity was lowest for gun safety training/subsidies, and additional SROs.



Q14-19. I'm going to read you a list of potential public safety investments. For each one, please tell me how high a priority that potential investment is for you, using a scale of 1 to 7, where 1 means it is the lowest priority and 7 means it is the highest priority.

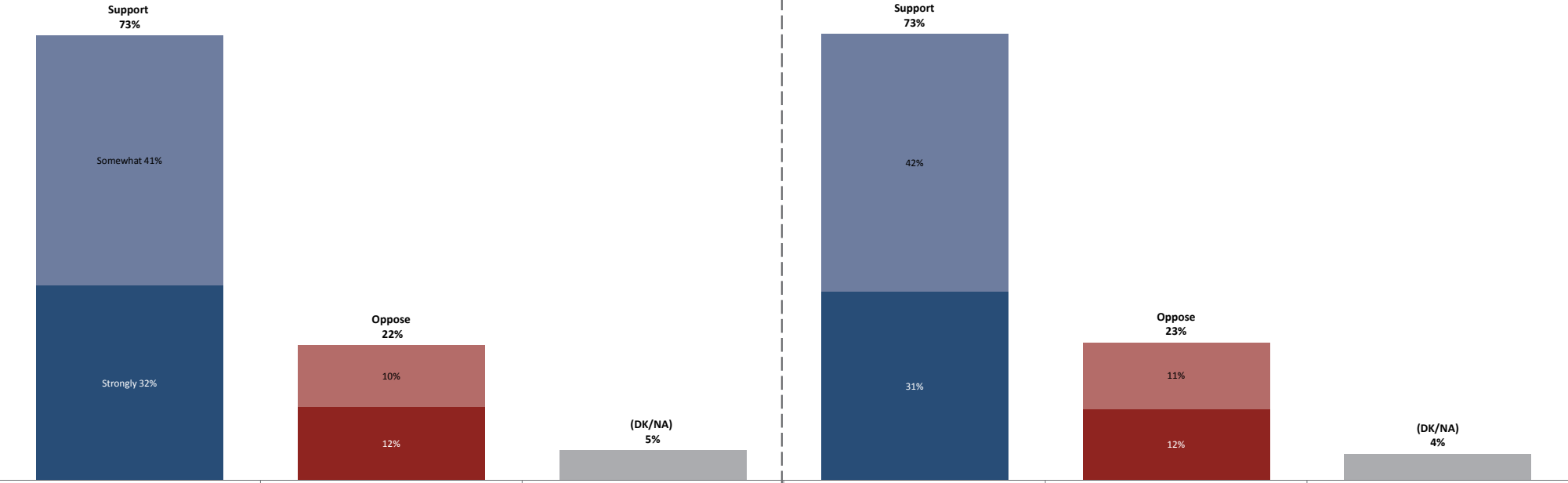
Support for Proposal After Components Info



Support for the proposed community safety concept is unchanged with additional context for each of the included investments.

Initial

**After
Components
Info**

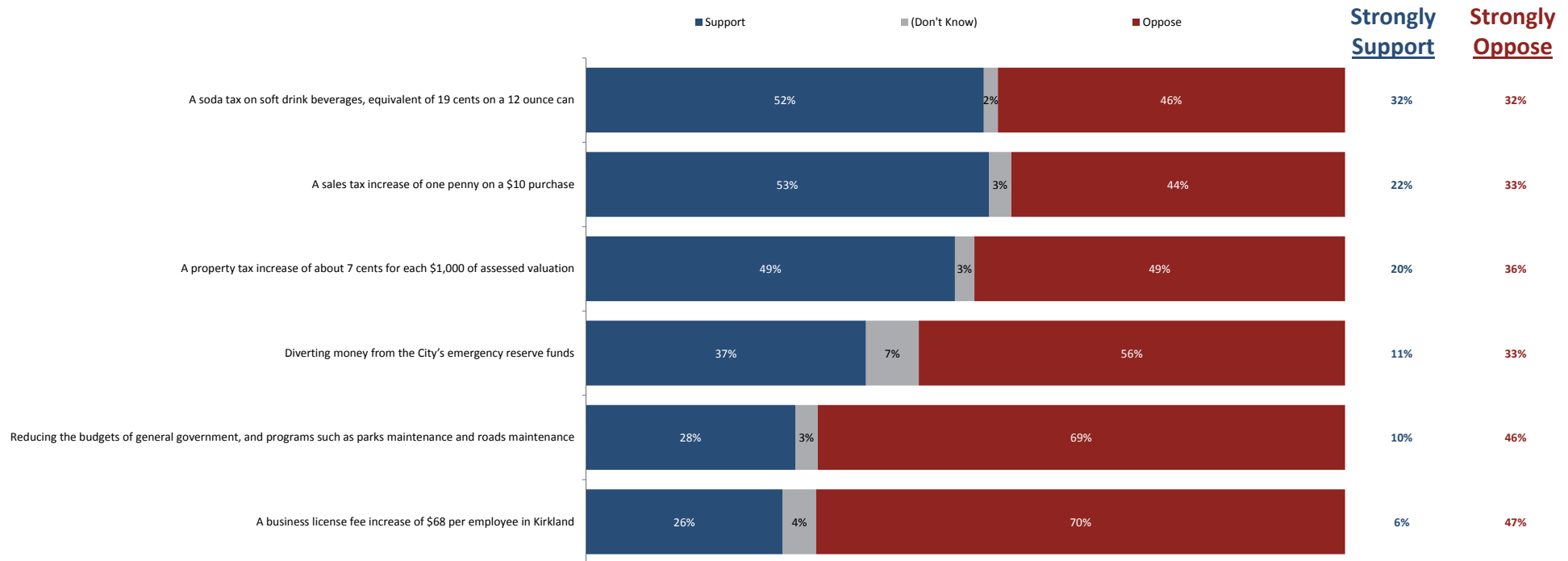


Q20. Once again, I'm going to ask you about a potential proposal for funding public safety investments in Kirkland later this year. ... In general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this proposal?

Support for Funding Sources



Although residents are largely split in their reactions to each funding mechanism, about half would prefer funding investments via a sales tax, soda tax, and property tax over diverting money from the rainy day fund or other programs. The business license fee increase is the least popular of all of the potential sources tested.



Q22-27. The proposal I described earlier would cost approximately \$1.8 million each year. There is a number of different ways those investments could be funded, either by diverting funds from existing sources or by raising new tax revenue."

For each of the following, say whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose using that revenue source to fund enhanced public safety investments.

Summary of Findings

- ▶ ***Nearly 9-in-10 residents rate Kirkland's quality of life as either good or excellent. Very few rate it negatively.***
- ▶ ***About a quarter of respondents cite traffic and parking as the leading top-of-mind issues facing the City.***
 - About 1-in-10 list overdevelopment, affordable housing, and infrastructure concerns as the most pressing top-of-mind concerns.
 - A handful of residents mention community safety issues like crime/drugs and homelessness.
- ▶ ***About 3-in-5 residents rate the City favorably, albeit with low intensity – only 1-in-10 say "Excellent."***
 - Three-quarters rate the City favorably for providing police services.
 - Opinions are mixed on the job the City does managing tax dollars responsibly, reducing homelessness, and providing mental health and human services.
 - Over half of residents are unsure how well the City provides mental health and human services and a third can't rate how well the City is doing reducing homelessness.

Summary of Findings

- ▶ ***Nearly three-quarters of residents at least somewhat support the proposed mix of community safety investments.***
 - Relatively few (1-in-5) residents oppose the proposed investments.
 - Positive intensity is also lower, with a third saying they strongly support the proposed concept.

- ▶ ***Of the potential investments tested, residents rated a mental health professional to assist police and EMS, additional homelessness program funding, and increased funding for mental health, human services, and after school programs as the highest priorities.***
 - Although a majority of residents rated each investment at least a 5 out of 7 – with 7 being the highest priority – intensity was lowest for gun safety training/subsidies, and additional SROs.

- ▶ ***Although residents are largely split in their reactions to each funding mechanism, about half would prefer funding investments via a sales tax, soda tax, and property tax over diverting money from the rainy day fund or other programs or higher business license fees.***



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