



CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

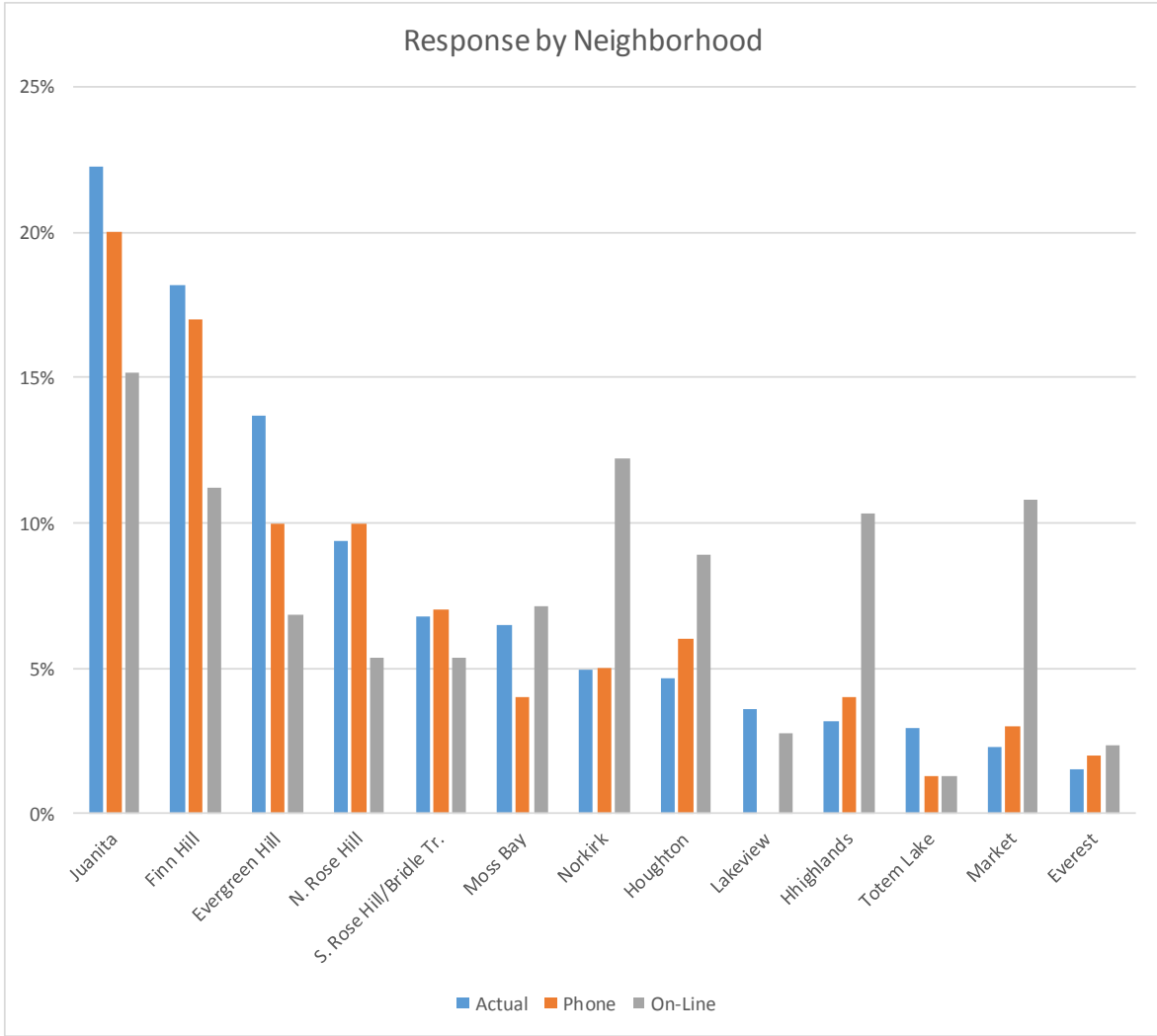
From: Marilynne Beard, Deputy City Manager

Date: June 29, 2016

Subject: RESULTS OF ON-LINE COMMUNITY SURVEY

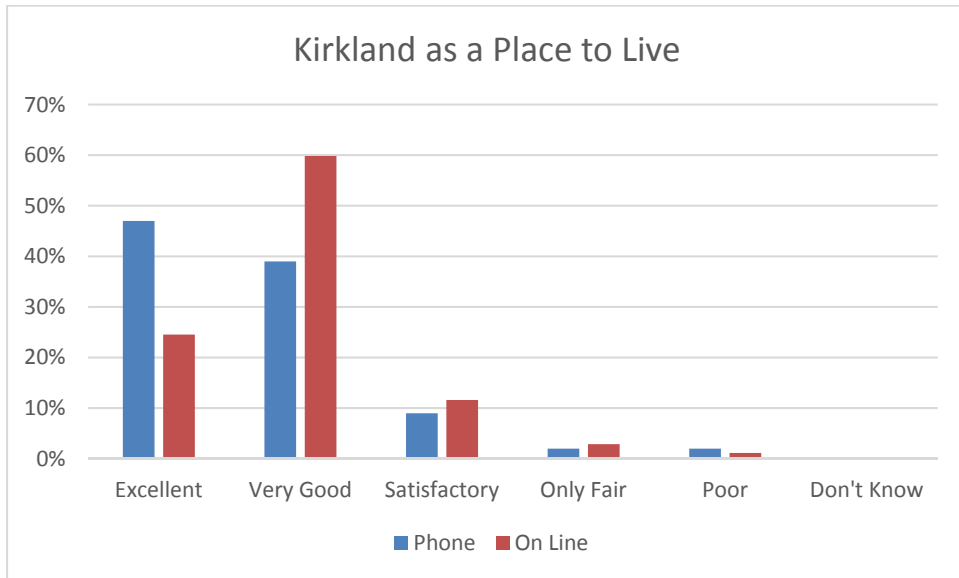
The on-line version of the community survey was available from the third week in May through June 1. A total of 699 participated in the on-line survey compared to the 502 random sample participants contact by EMC Research for the phone survey. Both the results of the phone survey and the on-line survey have been posted to the City's web site at http://www.kirklandwa.gov/depart/CMO/Reports/COK_Survey.htm. The purpose of this memo is to provide highlights of the on-line survey with a comparison of results to the phone survey.

The relative participation by neighborhood varied between the phone and on-line surveys. The phone survey attempted to roughly allocate responses based on the actual population of the neighborhoods. There was a lower correlation between actual neighborhood population and on-line survey responses since participants self-selected for the on-line survey. Responses from the Highlands, Norkirk and Market neighborhoods had the greatest variance between actual population and survey respondents. The graph and table on the following page show that the variance between population percentage and respondent percentage for the phone survey was generally closer than the on-line responses.



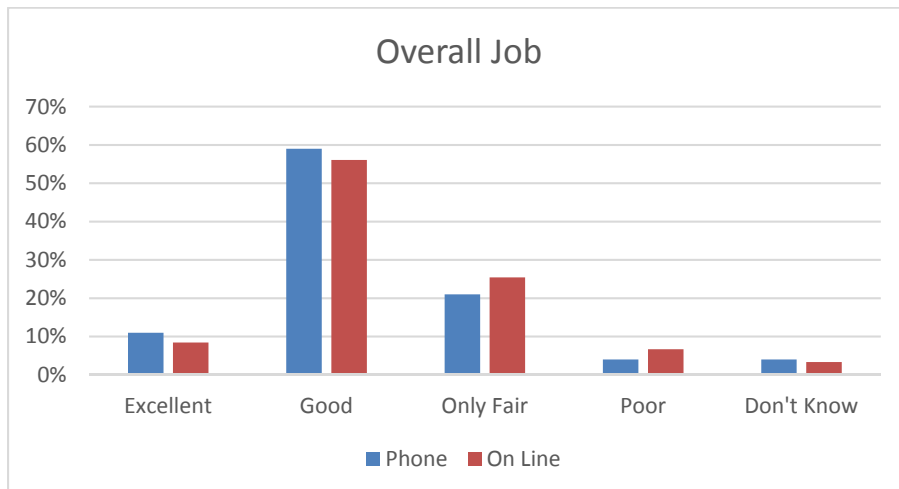
	Actual Population	Phone	On-Line
Juanita	22%	20%	15%
Finn Hill	18%	17%	11%
Evergreen Hill	14%	10%	7%
North Rose Hill	9%	10%	5%
South Rose Hill/Bridle Trails	7%	7%	5%
Moss Bay	6%	4%	7%
Norkirk	5%	5%	12%
Houghton	5%	6%	9%
Lakeview	4%	0%	3%
Highlands	3%	4%	10%
Totem Lake	3%	1%	1%
Market	2%	3%	11%
Everest	2%	2%	2%

When asked about how they rated Kirkland as a place to live, on-line respondents had similar total responses in the "Excellent" and "Very Good" ratings, with a more negative bias toward "Very Good".



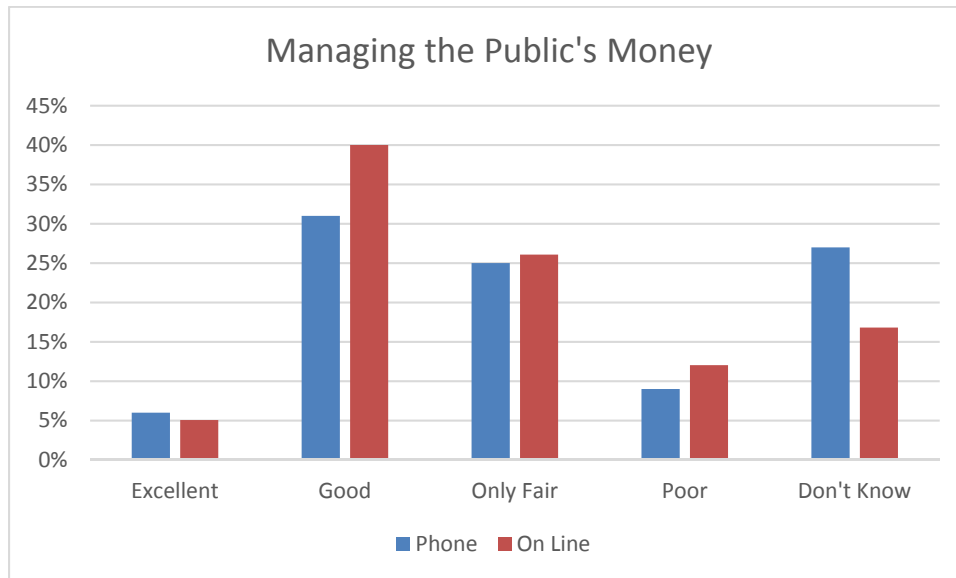
	Phone	On Line	Variance
Excellent	47%	25%	22%
Very Good	39%	60%	-21%
Satisfactory	9%	12%	-3%
Only Fair	2%	3%	-1%
Poor	2%	1%	1%
Don't Know	0%	0%	0%

Results for how the City is doing overall were almost identical between the phone and on-line surveys.



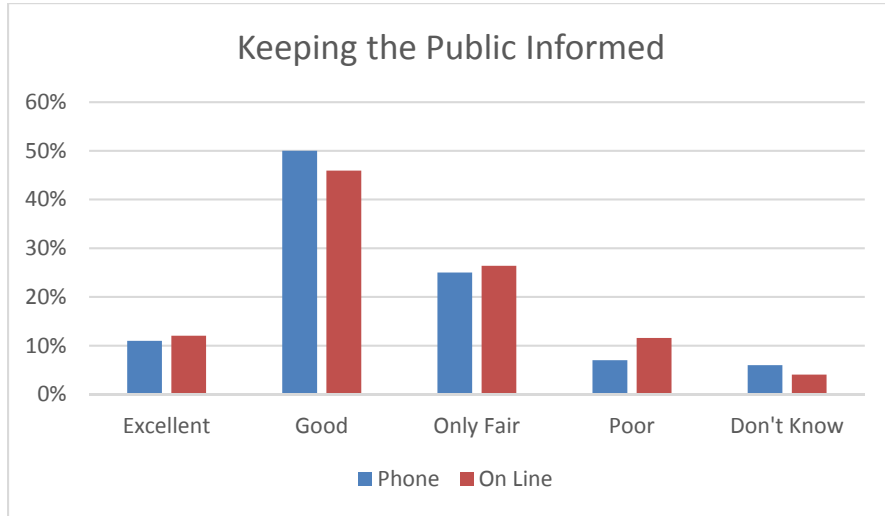
	Phone	On Line	Variance
Excellent	11%	8%	3%
Good	59%	56%	3%
Only Fair	21%	25%	-4%
Poor	4%	7%	-3%
Don't Know	4%	3%	1%

On-line respondents gave the City slightly higher marks for managing the public's money than the phone survey.

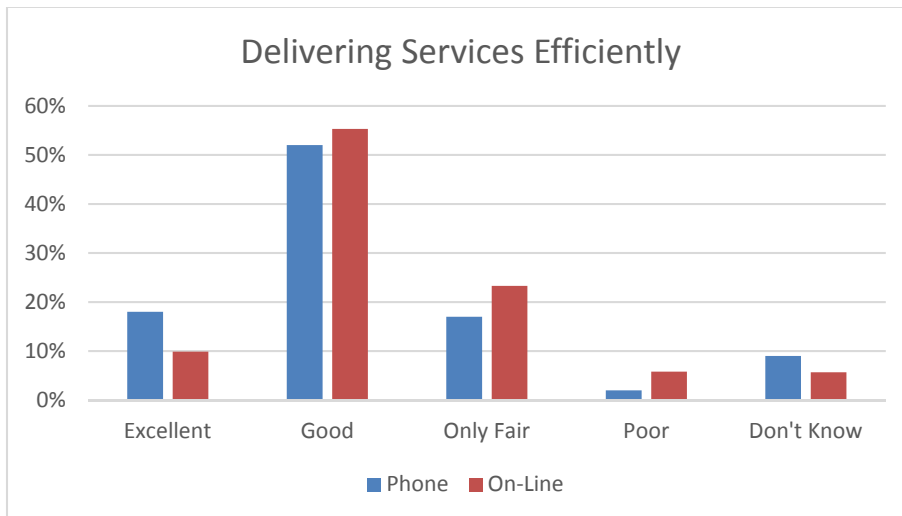


	Phone	On Line	Variance
Excellent	6%	5%	1%
Good	31%	40%	-9%
Only Fair	25%	26%	-1%
Poor	9%	12%	-3%
Don't Know	27%	17%	10%

How well the City does keeping people informed scored similarly between the phone and on-line survey as did the ratings of providing services efficiently.

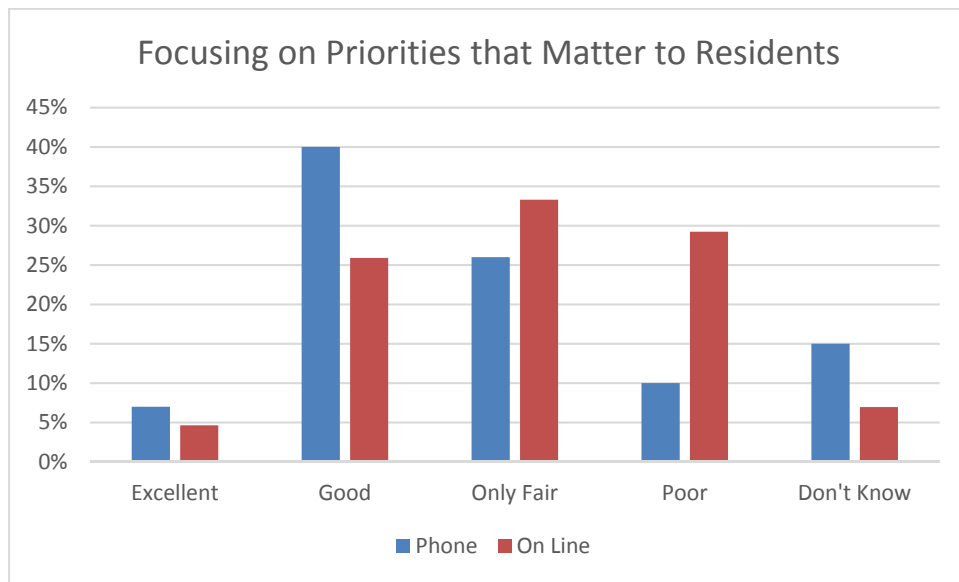


	Phone	On Line	Variance
Excellent	11%	12%	-1%
Good	50%	46%	4%
Only Fair	25%	26%	-1%
Poor	7%	12%	-5%
Don't Know	6%	4%	2%



	Phone	On-Line	Variance
Excellent	18%	10%	8%
Good	52%	55%	-3%
Only Fair	17%	23%	-6%
Poor	2%	6%	-4%
Don't Know	9%	6%	3%

When asked whether the City was focusing on priorities that matter most to residents, on-line respondents gave much lower ratings than phone survey respondents.



	Phone	On Line	Variance
Excellent	7%	5%	2%
Good	40%	26%	14%
Only Fair	26%	33%	-7%
Poor	10%	29%	-19%
Don't Know	15%	7%	8%

Responses regarding services areas were very similar when considering the importance of each service with very little variation in any category. When considering the level of performance, on-line respondents were more negative when compared to importance and when compared to the phone survey.

Importance				
	Phone	On Line	Variance	Percent Variance
			Better/(Worse)	Better/(Worse)
Managing Traffic Flow	4.17	4.24	(0.02)	0%
Maintaining Streets	4.14	4.08	0.01	0%
Recreation Programs and Classes	3.46	2.74	0.26	8%
City Parks	4.21	3.92	0.07	2%
Fire and Emergency Medical Services	4.66	4.51	0.03	1%
Police Services	4.41	4.40	0.00	0%
Support for Neighborhoods	3.82	3.41	0.12	3%
Attracting and Keeping Businesses in Kirkland	3.88	3.57	0.09	2%
Pedestrian Safety	4.24	4.14	0.02	1%
Bike Safety	3.55	3.63	(0.02)	-1%
Availability of Sidewalks and Walking Paths	4.03	4.03	-	0%
Support for Arts in the Community	3.43	2.67	0.28	8%
Community Events	3.23	2.83	0.14	4%
Zoning and Land Use	3.67	3.88	(0.05)	-1%
Recycling and Garbage Collection	4.08	3.66	0.11	3%
Emergency Preparedness	4.10	3.73	0.10	2%
Protecting Our Natural Environment	4.15	3.93	0.06	1%
Services for People in Need	3.98	3.42	0.16	4%
Building, Permitting and Inspection	3.49	3.38	0.03	1%

Performance				
	Phone	On Line	Point Variance	Percent Variance
			Better/(Worse)	Better/(Worse)
Managing Traffic Flow	3.15	2.64	(0.51)	-16%
Maintaining Streets	3.64	3.22	(0.42)	-12%
Recreation Programs and Classes	3.91	3.65	(0.26)	-7%
City Parks	4.20	3.91	(0.29)	-7%
Fire and Emergency Medical Services	4.37	4.00	(0.37)	-8%
Police Services	4.15	3.85	(0.30)	-7%
Support for Neighborhoods	3.64	3.23	(0.41)	-11%
Attracting and Keeping Businesses in Kirkland	3.45	2.95	(0.50)	-14%
Pedestrian Safety	3.92	3.29	(0.63)	-16%
Bike Safety	3.67	3.17	(0.50)	-14%
Availability of Sidewalks and Walking Paths	3.71	3.05	(0.66)	-18%
Support for Arts in the Community	3.83	3.57	(0.26)	-7%
Community Events	3.88	3.63	(0.25)	-6%
Zoning and Land Use	3.20	2.67	(0.53)	-17%
Recycling and Garbage Collection	4.30	3.74	(0.56)	-13%
Emergency Preparedness	3.78	3.53	(0.25)	-7%
Protecting Our Natural Environment	3.87	3.35	(0.52)	-13%
Services for People in Need	3.58	3.14	(0.44)	-12%
Building, Permitting and Inspection	3.37	2.94	(0.43)	-13%

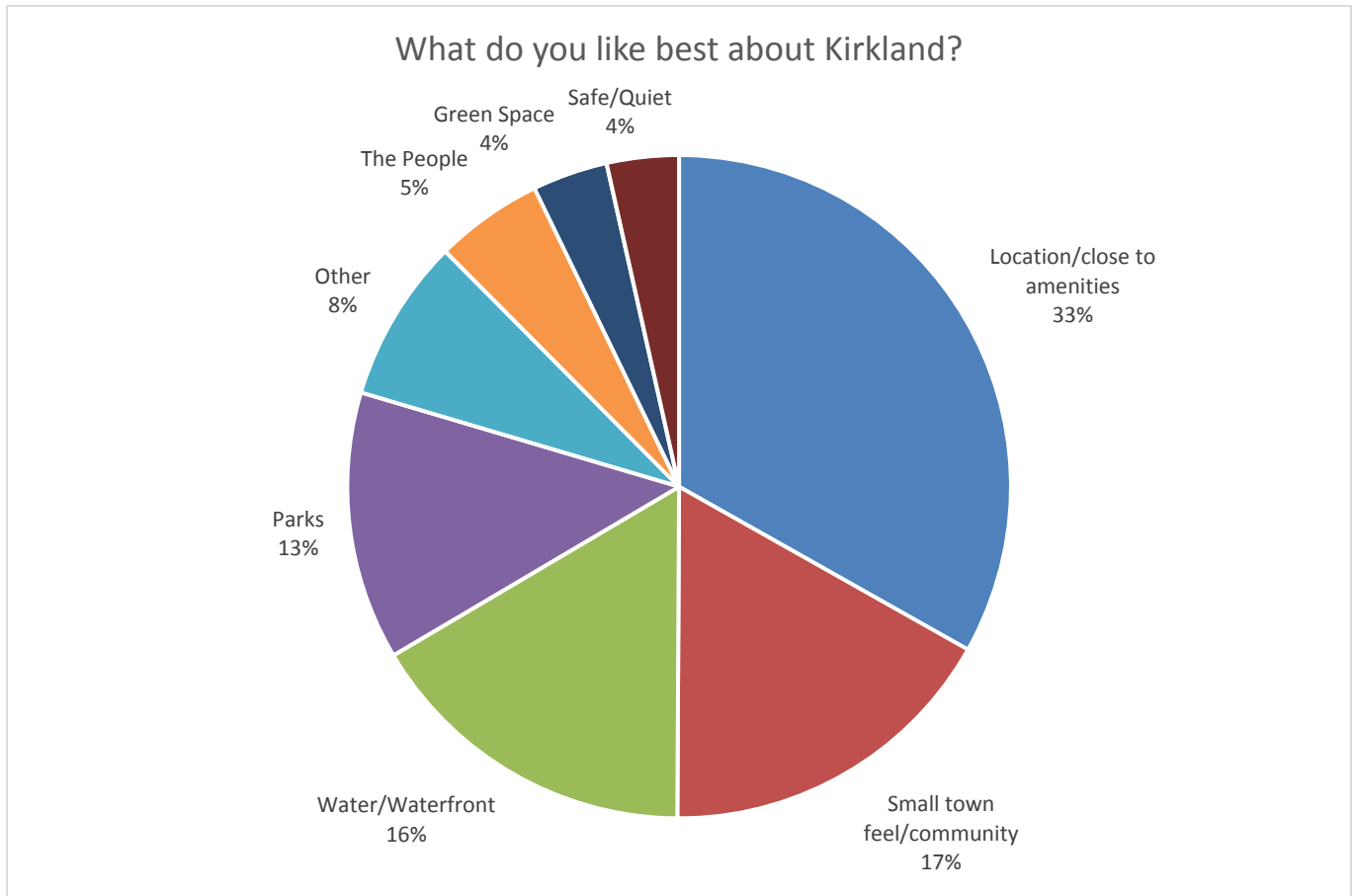
Generally speaking, on-line respondents were “harder graders” than the random sample respondents which is similar to past comparisons. On-line respondents may be motivated by a particular issue to participate in the survey.

Two open-ended questions were also analyzed.

- What do you like best about living in Kirkland?
- When you think about the way things are going in Kirkland, what if anything concerns you?

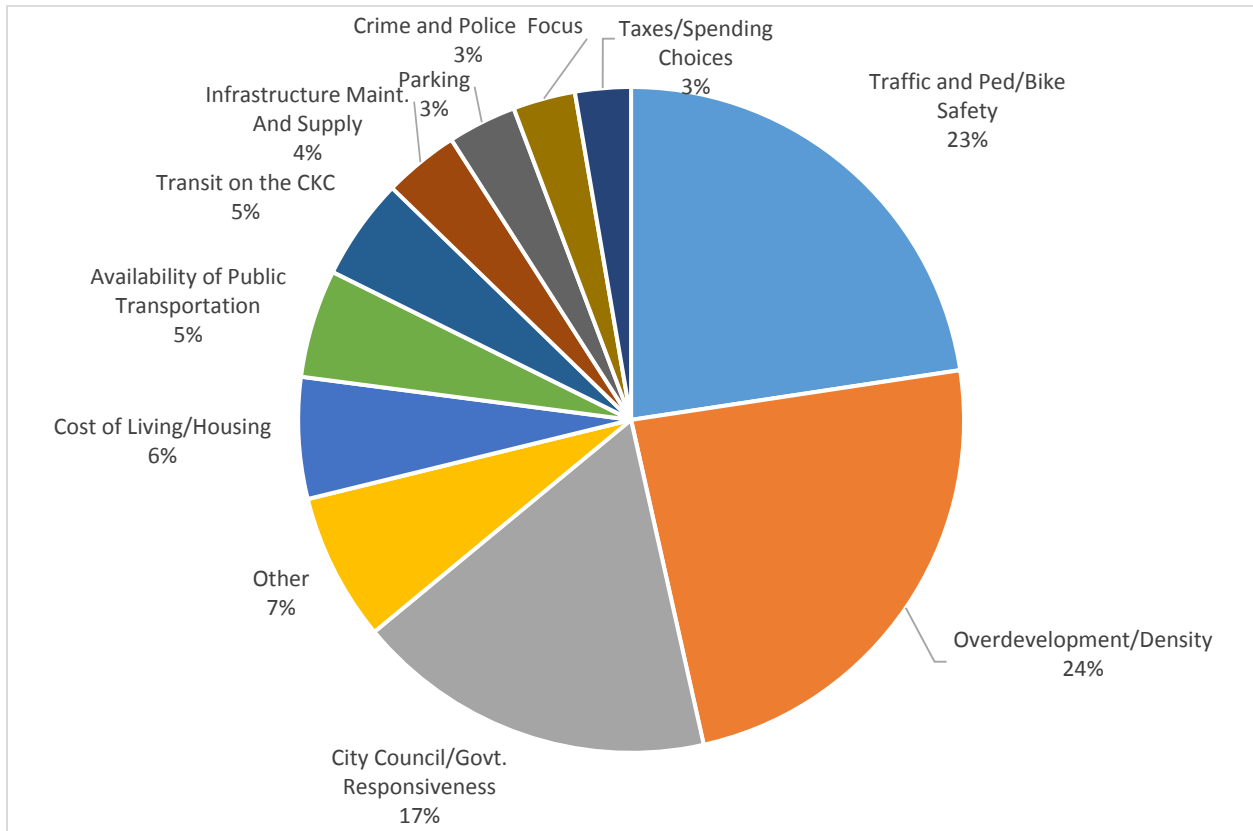
A number of responses listed multiple concerns. In those cases, the first or primary concern was considered as the response or was considered as “Other.” Overall responses were similar to those in the phone survey, albeit somewhat more specific which is consistent with the self-selected nature of the sample.

What do you like best about living in Kirkland?



Topic	# of Responses
Location/close to amenities	208
Small town feel/community	106
Water/Waterfront	103
Parks	82
Other	50
The People	33
Green Space	23
Safe/Quiet	22

What Concerns you most?



Topic	# of responses
Traffic and Ped/Bike Safety	142
Overdevelopment/Density	150
City Council/Govt. Responsiveness	110
Other	45
Cost of Living/Housing	37
Availability of Public Transportation	33
Transit on the CKC	31
Infrastructure Maint. And Supply	23
Parking	21
Crime and Police Focus	19
Taxes/Spending Choices	17

A complete set of results including all comments is posted on the City's website along with this memo.