



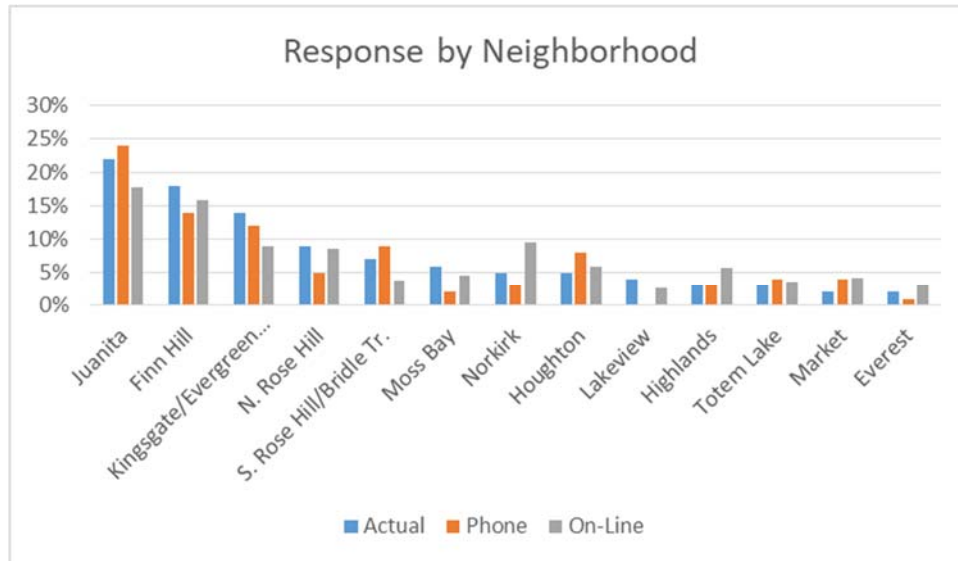
CITY OF KIRKLAND
City Manager's Office
123 Fifth Avenue, Kirkland, WA 98033 425.587.3001
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager
From: Marilynne Beard, Deputy City Manager
Date: June 29, 2018
Subject: RESULTS OF 2018 ON-LINE COMMUNITY SURVEY

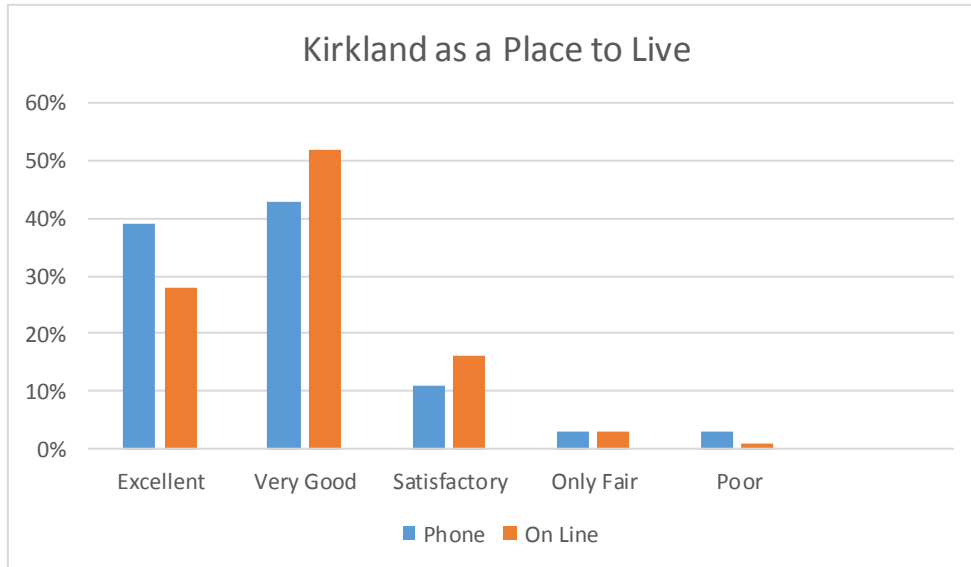
The on-line version of the community survey was available from May 7 through May 20. A total of 931 respondents participated in the on-line survey compared to the 512 random sample participants contacted by EMC Research for the phone survey. Both the results of the phone survey and the on-line survey will be posted to the City's web site. The purpose of this memo is to provide highlights of the on-line survey with a comparison of results to the phone survey. It should be noted that the on-line survey instrument calculates results differently in some cases than the EMC document. For the questions presented in this memo, scoring was adjusted for the on-line results to coincide with EMC's values. The results of the on-line survey posted to the website provided directly from Survey Monkey have not been changed and include written responses to all open-ended questions.

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. The graph and table below show that the variance between population percentage and respondent percentage for the phone survey was generally closer than the on-line responses.



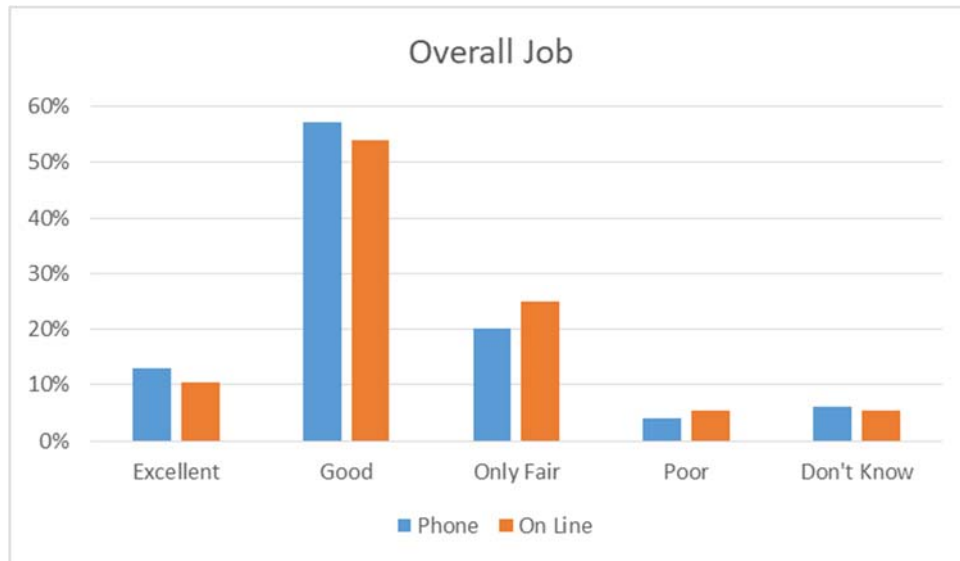
| | Actual | Phone | On-Line |
|--------------------------|--------|-------|---------|
| Juanita | 22% | 24% | 18% |
| Finn Hill | 18% | 14% | 16% |
| Kingsgate/Evergreen Hill | 14% | 12% | 9% |
| N. Rose Hill | 9% | 5% | 9% |
| S. Rose Hill/Bridle Tr. | 7% | 9% | 4% |
| Moss Bay | 6% | 2% | 5% |
| Norkirk | 5% | 3% | 10% |
| Houghton | 5% | 8% | 6% |
| Lakeview | 4% | 0% | 3% |
| Highlands | 3% | 3% | 6% |
| Totem Lake | 3% | 4% | 4% |
| Market | 2% | 4% | 4% |
| Everest | 2% | 1% | 3% |

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 slightly more negative bias toward “Very Good”.



| | Phone | On Line | Variance |
|--------------|-------|---------|----------|
| Excellent | 39% | 28% | 22% |
| Very Good | 43% | 52% | -21% |
| Satisfactory | 11% | 16% | -3% |
| Only Fair | 3% | 3% | -1% |
| Poor | 3% | 1% | 1% |

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



| | Phone | On Line | Variance |
|------------|-------|---------|----------|
| Excellent | 13% | 10% | 3% |
| Good | 57% | 54% | 3% |
| Only Fair | 20% | 25% | -4% |
| Poor | 4% | 5% | -3% |
| Don't Know | 6% | 5% | 1% |

On-line respondents gave the City slightly higher marks for managing the public's money than the phone survey. However, the number that responded "Don't Know" was highest for this question which suggests an opportunity for more public information on this topic.



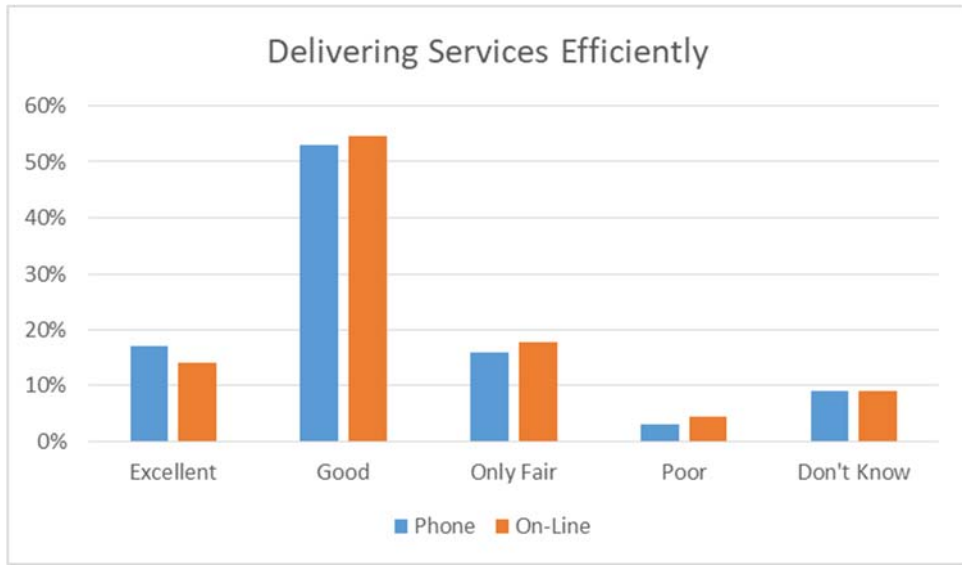
| | Phone | On Line | Variance |
|------------|-------|---------|----------|
| Excellent | 7% | 8% | 1% |
| Good | 30% | 35% | -9% |
| Only Fair | 21% | 23% | -1% |
| Poor | 12% | 10% | -3% |
| Don't Know | 26% | 24% | 10% |

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.



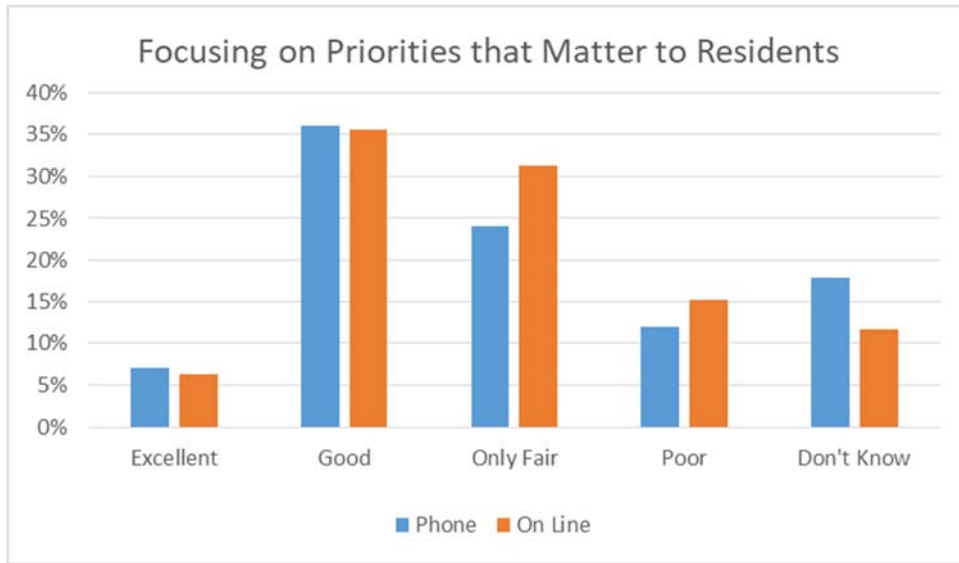
| | Phone | On Line | Variance |
|------------|-------|---------|----------|
| Excellent | 15% | 18% | -1% |
| Good | 42% | 45% | 4% |
| Only Fair | 28% | 24% | -1% |
| Poor | 9% | 9% | -5% |
| Don't Know | 6% | 3% | 2% |

Respondents generally believe the City is delivering services efficiently in both the phone survey and the on-line survey.



| | Phone | On-Line | Variance |
|------------|-------|---------|----------|
| Excellent | 17% | 14% | 8% |
| Good | 53% | 55% | -3% |
| Only Fair | 16% | 18% | -6% |
| Poor | 3% | 4% | -4% |
| Don't Know | 9% | 9% | 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% | 6% | 1% |
| Good | 36% | 36% | 0% |
| Only Fair | 24% | 31% | -7% |
| Poor | 12% | 15% | -3% |
| Don't Know | 18% | 12% | 6% |

The tables on the following page compare how respondents rated the importance and performance for each service area. Generally speaking, on-line respondents were “harder graders” than the random sample respondents which is similar to past comparisons

Importance

| | Phone | On Line | Variance | Percent Variance |
|---|-------|---------|----------------|------------------|
| | | | Better/(Worse) | Better/(Worse) |
| Managing Traffic Flow | 4.22 | 4.43 | 0.21 | 5% |
| Maintaining Streets | 4.17 | 4.13 | (0.04) | -1% |
| Recreation Programs and Classes | 3.48 | 2.95 | (0.53) | -15% |
| City Parks | 4.16 | 4.07 | (0.09) | -2% |
| Fire and Emergency Medical Services | 4.68 | 4.57 | (0.11) | -2% |
| Police Services | 4.43 | 4.41 | (0.02) | 0% |
| Support for Neighborhoods | 3.77 | 3.60 | (0.17) | -5% |
| Attracting and Keeping Businesses in Kirkland | 3.82 | 3.70 | (0.12) | -3% |
| Pedestrian Safety | 4.23 | 4.17 | (0.06) | -1% |
| Bike Safety | 3.54 | 3.33 | (0.21) | -6% |
| Availability of Sidewalks and Walking Paths | 3.94 | 3.97 | 0.03 | 1% |
| Support for Arts in the Community | 3.37 | 2.87 | (0.50) | -15% |
| Community Events | 3.21 | 2.88 | (0.33) | -10% |
| Zoning and Land Use | 3.77 | 3.99 | 0.22 | 6% |
| Recycling and Garbage Collection | 4.18 | 3.94 | (0.24) | -6% |
| Emergency Preparedness | 4.12 | 3.93 | (0.19) | -5% |
| Protecting Our Natural Environment | 4.19 | 4.13 | (0.06) | -1% |
| Services for People in Need | 3.87 | 3.50 | (0.37) | -10% |
| Building, Permitting and Inspection | 3.62 | 3.53 | (0.09) | -2% |
| Providing Affordable Housing Options | 3.62 | 3.40 | (0.22) | -6% |

Performance

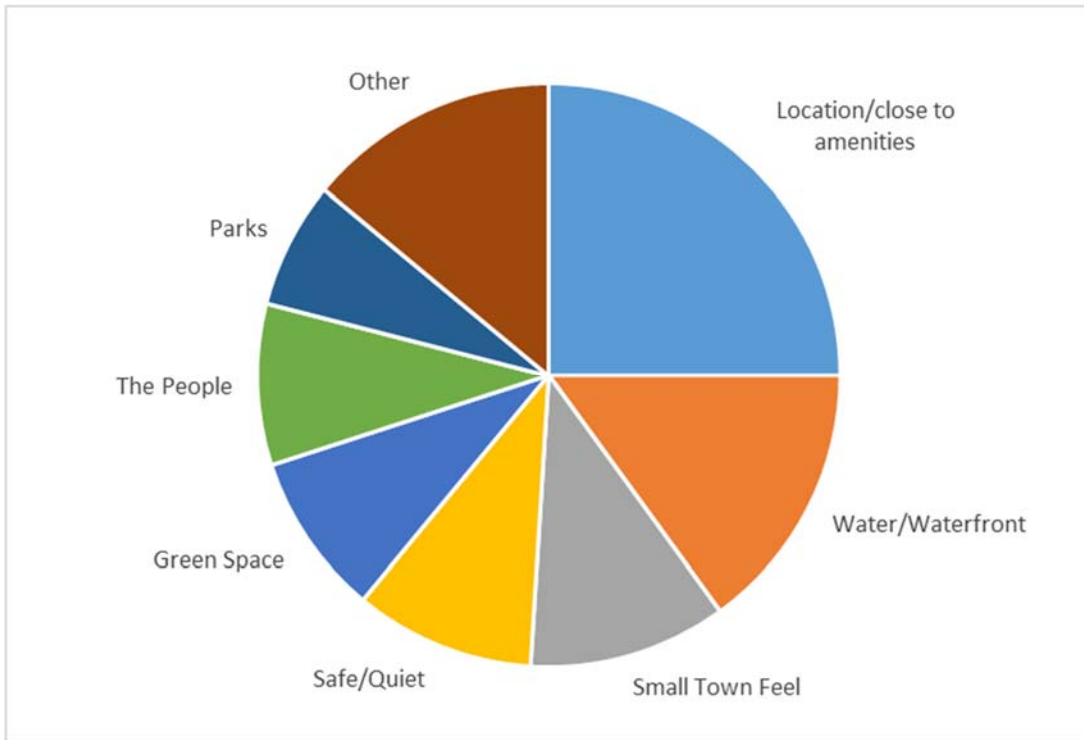
| | Phone | On Line | Point Variance | Percent Variance |
|---|-------|---------|----------------|------------------|
| | | | Better/(Worse) | Better/(Worse) |
| Managing Traffic Flow | 3.02 | 2.39 | (0.63) | -21% |
| Maintaining Streets | 3.65 | 3.21 | (0.44) | -12% |
| Recreation Programs and Classes | 4.01 | 3.64 | (0.37) | -9% |
| City Parks | 4.24 | 3.98 | (0.26) | -6% |
| Fire and Emergency Medical Services | 4.49 | 4.03 | (0.46) | -10% |
| Police Services | 4.28 | 3.82 | (0.46) | -11% |
| Support for Neighborhoods | 3.62 | 3.33 | (0.29) | -8% |
| Attracting and Keeping Businesses in Kirkland | 3.58 | 3.15 | (0.43) | -12% |
| Pedestrian Safety | 3.98 | 3.44 | (0.54) | -14% |
| Bike Safety | 3.66 | 3.32 | (0.34) | -9% |
| Availability of Sidewalks and Walking Paths | 3.80 | 3.25 | (0.55) | -14% |
| Support for Arts in the Community | 3.90 | 3.60 | (0.30) | -8% |
| Community Events | 3.90 | 3.41 | (0.49) | -13% |
| Zoning and Land Use | 3.14 | 2.69 | (0.45) | -14% |
| Recycling and Garbage Collection | 4.32 | 3.93 | (0.39) | -9% |
| Emergency Preparedness | 3.81 | 3.52 | (0.29) | -8% |
| Protecting Our Natural Environment | 3.80 | 3.34 | (0.46) | -12% |
| Services for People in Need | 3.28 | 3.01 | (0.27) | -8% |
| Building, Permitting and Inspection | 3.24 | 3.01 | (0.23) | -7% |
| Providing Affordable Housing Options | 2.60 | 2.40 | (0.20) | -8% |

Two open-ended questions were also posed.

- 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?

What do you like best about living in Kirkland?

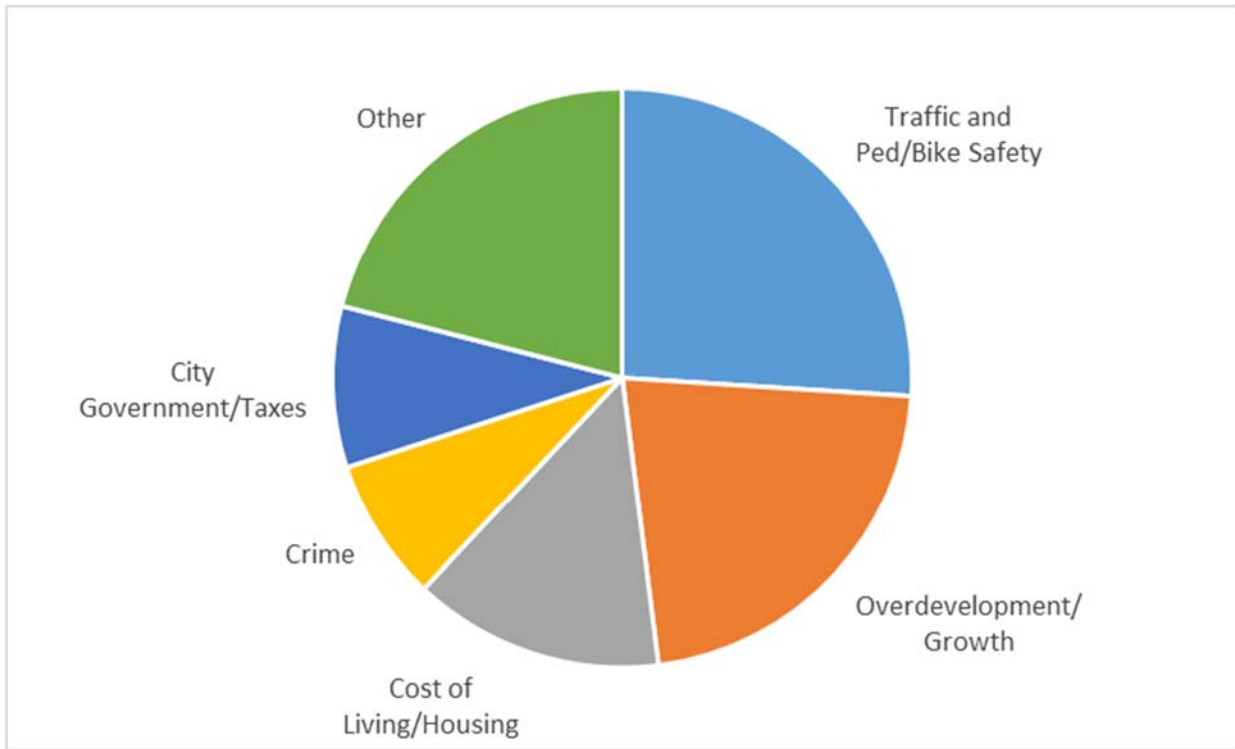
On-Line Response



| Topic | % Responses |
|-----------------------------|-------------|
| Location/close to amenities | 25% |
| Water/Waterfront | 15% |
| Small Town Feel | 11% |
| Safe/Quiet | 10% |
| Green Space | 9% |
| The People | 9% |
| Parks | 7% |
| Other | 14% |

What Concerns you most?

On-line Response

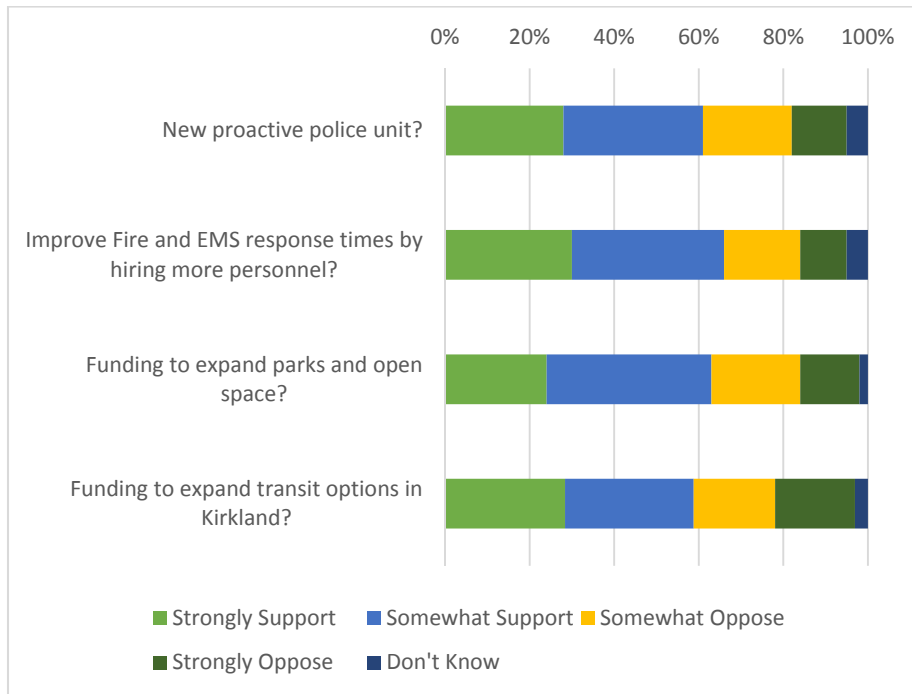


| Topic | % Responses |
|-----------------------------|-------------|
| Traffic and Ped/Bike Safety | 26% |
| Overdevelopment/Growth | 22% |
| Cost of Living/Housing | 14% |
| Crime | 8% |
| City Government/Taxes | 9% |
| Other | 21% |

The general topic areas for what respondents liked about Kirkland and what they were concerned were very similar, although there were differences in the level of intensity by topic area. In both cases, traffic, growth and the cost of living are top-of-mind concerns.

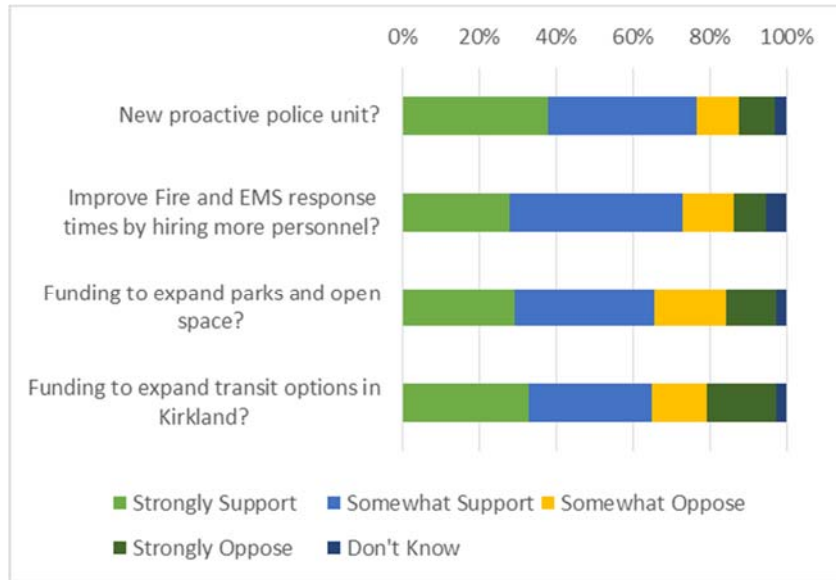
Respondents were also asked to indicate their level of support for a possible tax increase to fund selected City services (“Would you support or oppose increasing local taxes or fees to improve the following services?”).

Phone Survey



| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know |
|---|------------------|------------------|-----------------|-----------------|------------|
| New proactive police unit? | 28% | 33% | 21% | 13% | 5% |
| Improve Fire and EMS response times by hiring more personnel? | 30% | 36% | 18% | 11% | 5% |
| Funding to expand parks and open space? | 24% | 39% | 21% | 14% | 2% |
| Funding to expand transit options in Kirkland? | 28% | 30% | 19% | 19% | 3% |

On-Line Survey



| | Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose | Don't Know |
|---|------------------|------------------|-----------------|-----------------|------------|
| New proactive police unit? | 38% | 39% | 11% | 9% | 3% |
| Improve Fire and EMS response times by hiring more personnel? | 28% | 45% | 13% | 8% | 5% |
| Funding to expand parks and open space? | 29% | 36% | 19% | 13% | 3% |
| Funding to expand transit options in Kirkland? | 33% | 32% | 14% | 18% | 3% |

On-line respondents were more likely to support a tax increase for service enhancements than their phone survey counterparts. Together, the Strongly Support and Somewhat Support came in at 77% for a proactive police unit and 73% for improved fire and EMS response times.