



CITY OF KIRKLAND
CITY MANAGER'S OFFICE
123 Fifth Avenue, Kirkland, WA 98033
425-587-3000

MEMORANDUM

To: Kurt Triplett, City Manager

From: David Wolbrecht, Communications Program Manager

Date: May 5, 2026

Subject: 2026 Kirkland Community Survey Results

RECOMMENDATION:

Staff recommends that the City Council receives the results of the biennial community survey at the Council May 29 financial retreat. Results were not completed by the memo publication date.

EXECUTIVE SUMMARY:

- The City's biennial community survey provides longitudinal data on resident satisfaction, quality of life, service priorities, and key performance indicators. The information is used to inform the City's budget and the Kirkland Quad, which is a quantitative mapping of various City services by importance and performance ratings.
- Following an RFP process, staff selected the firm ReconMR to conduct the 2026 survey using a randomly selected, address-based sample of Kirkland households, with a target of 1,000 completed surveys through mixed-mode web and phone completion.
- The random sampling survey results will be presented at the May 29, 2026 Council Retreat. A separate open-link version of the survey will be promoted afterward, with results of the open-link survey provided to Council at a later meeting.

BACKGROUND:

Since 2012, the City has conducted a community survey every other year to gauge resident satisfaction with City services and to help establish priorities for the City's biennial budget. The survey is the source of the data that constitutes the "Kirkland Quad," a quantitative mapping of various City services by importance and performance ratings. The most recent Kirkland Quad can be found on page 21 of the City's 2025-2026 Budget Document PDF.¹ Prior community survey reports can be found on the City's website.²

By keeping most of the questions consistent, the biennial survey provides longitudinal data for the

¹ <https://www.kirklandwa.gov/Government/Departments/Finance-and-Administration/Budget-Information/Budget-Documents>

² <https://www.kirklandwa.gov/Government/City-Managers-Office/Community-Survey>

various Quad topics as well as other key performance indicators for the City. These non-Quad topics include how City is doing overall, how well the City is managing the public's money, and how well the City is keeping residents informed, as well as other topics.

Following an RFP process, staff selected the firm ReconMR to conduct the 2026 survey. The ReconMR survey uses a randomly selected, address-based sample of Kirkland households, with a target of 1,000 completed surveys through mixed-mode web and phone completion. ReconMR's sampling frame draws from U.S. Postal Service mailing addresses, with phone numbers and demographic information appended where available. The survey instrument took approximately 10 to 15 minutes to complete and was programmed for mixed-mode web and phone completion. The survey instrument is available as Attachment 1.

The random sampling survey results will not be finalized until after publication of this memo. Instead, the survey results will be presented to Council at the May 29, 2026 Council Retreat. As in prior years, the City will be issuing the same community survey as an open-link survey after the completion of ReconMR's fielding. This open-link survey will be available to anyone and will be promoted through the City's standard communication channels. The open-link survey results will be provided to Council at a subsequent meeting.

DISCUSSION/ANALYSIS:

None.

NEXT STEPS:

None.

ATTACHMENTS:

Attachment 1 – Survey Instrument



KRK001 - City of Kirkland, WA Biennial Community Survey

INTROTEL Hello. This is _____ with **ReconMR**, calling on behalf of the **City of Kirkland**. We are conducting a survey to help the city improve services and would like to include the opinions of your household.

The information will be used to help Kirkland understand the current state of the city and plan for the future. Let me assure you that this is not a sales call. This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

[IF NECESSARY: Your phone number has been randomly chosen for this study.]

INTROWEB. Thank you for participating in this survey for the City of Kirkland. The city wants to hear from you about the current state of the city and how to best plan for the future. Your responses will help the city better meet community member needs and expectations, decide how to best use its resources, and set goals.

This study is being conducted for research purposes only, and all answers are only used in aggregate. The information you share through this survey will not be connected to any personally identifiable information.

Screeners questions

1. In what city do you live? **[Open]**

Response category	n=
Kirkland	1
Other [Terminate]	2

- 2.

May we please get your age? (You may enter '999' if you prefer not to say.)

---[enter age]

- 2a. **[ASK IF Q2 == REFUSED]** Which of the following categories does your age fall into?

Response category	n=
18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65 or older	6
[Don't read] I prefer not to say	99

3. How do you describe your gender?

Response category	n=
Man	1
Woman	2
Non-binary or gender non-conforming	3
Some other gender identity (Please tell us)	4
[Don't read] I prefer not to say	99

4. How long have you lived in Kirkland?

Response category	n=
Less than 1 year	1
1-5 years	2
6-10 years	3
More than 10 years	4

5. [ASK IF NEIGHBORHOOD UNKNOWN OR NOT ABS SAMPLE] Which neighborhood do you live in?

Response category	n=
Central Houghton	1
Everest	2
Finn Hill	3
Highlands	4
Juanita	5
Kingsgate	6
Lakeview	7
Market	8
Moss Bay	9
Norkirk	10
North Rose Hill	11
South Rose Hill	12
Bridle Trails	13
Totem Lake	14

Big Picture

6. How would you rate Kirkland as a place to live?

Response category	n=
Poor	1
Fair	2
Satisfactory	3
Very good	4
Excellent	5
[Don't read] Don't know	98

7. What do you like best about living in Kirkland? **[Open]**

8. When you think about the way things are going in Kirkland, what, if anything, concerns you? **[Open]**

Using a scale of excellent, good, only fair, or poor, please tell me how you think Kirkland City government is doing in each of the following areas. **[randomize order]**

Response category	Poor	Fair	Good	Excellent	Don't know
9. The job the City is doing overall	1	2	3	4	98
10. The job the City is doing managing the public's money	1	2	3	4	98
11. The job the City does keeping residents informed	1	2	3	4	98
12. The job the City does delivering services efficiently	1	2	3	4	98
13. The job the City does focusing on the priorities that matter most to residents	1	2	3	4	98
14. The job the City is doing creating a community where you feel like you belong	1	2	3	4	98

City Service Priorities

Next, I'm going to read you a list of services and functions provided by the City or each one please tell me how important that city function is to you and your household. Use a scale of one to five, where one means not at all important and five means it is extremely important. **[Randomize order]**

Response category	1: Not at all import	2	3	4	5: Extremely important	Don't know
15. Managing traffic flow	1	2	3	4	5	98
16. Maintaining streets	1	2	3	4	5	98
17. Recreation programs and classes	1	2	3	4	5	98
18. City parks	1	2	3	4	5	98
19. Fire and emergency medical services	1	2	3	4	5	98
20. Police services	1	2	3	4	5	98
21. Support for neighborhood infrastructure	1	2	3	4	5	98
22. Attracting and keeping businesses in Kirkland	1	2	3	4	5	98
23. Pedestrian safety	1	2	3	4	5	98
24. Bike safety	1	2	3	4	5	98
25. Availability of sidewalks and walking paths	1	2	3	4	5	98
26. Support for arts in the community	1	2	3	4	5	98
27. Community events	1	2	3	4	5	98
28. City planning and response to growth	1	2	3	4	5	98
29. Recycling and garbage collection	1	2	3	4	5	98
30. Emergency preparedness	1	2	3	4	5	98
31. Protecting our natural environment	1	2	3	4	5	98
32. Services for people in need	1	2	3	4	5	98
33. Building, permitting and inspection	1	2	3	4	5	98
34. Ensuring attainable housing options for all income levels, including fixed incomes.	1	2	3	4	5	98
35. Support for an inclusive and welcoming community	1	2	3	4	5	98
36. Responding to climate change	1	2	3	4	5	98
37. Responding to homelessness	1	2	3	4	5	98

City Service Ratings

I am going to read you **[for online: From]** the same list again, and this time, please tell me how well you think the City is doing in each area. Use an A through F grading scale where A means Excellent, B means Above Average, C is Average, D is Below Average, and F is Failing. **(Randomize)**

Response category	F: Failing	D	C	B	A: Excellent	Don't know
38. Managing traffic flow	1	2	3	4	5	98
39. Maintaining streets	1	2	3	4	5	98
40. Recreation programs and classes	1	2	3	4	5	98
41. City parks	1	2	3	4	5	98
42. Fire and emergency medical services	1	2	3	4	5	98
43. Police services	1	2	3	4	5	98
44. Support for neighborhood infrastructure	1	2	3	4	5	98
45. Attracting and keeping businesses in Kirkland	1	2	3	4	5	98
46. Pedestrian safety	1	2	3	4	5	98
47. Bike safety	1	2	3	4	5	98
48. Availability of sidewalks and walking paths	1	2	3	4	5	98
49. Support for arts in the community	1	2	3	4	5	98
50. Community events	1	2	3	4	5	98
51. City planning and response to growth	1	2	3	4	5	98
52. Recycling and garbage collection	1	2	3	4	5	98
53. Emergency preparedness	1	2	3	4	5	98
54. Protecting our natural environment	1	2	3	4	5	98
55. Services for people in need	1	2	3	4	5	98
56. Building, permitting and inspection	1	2	3	4	5	98
57. Ensuring attainable housing options for all income levels, including fixed incomes.	1	2	3	4	5	98
58. Support for an inclusive and welcoming community	1	2	3	4	5	98
59. Responding to climate change	1	2	3	4	5	98
60. Responding to homelessness	1	2	3	4	5	98

Community Safety

61. Some people have taken actions to prepare for emergencies and disasters, such as making a plan, putting together a kit with food, water, and first aid supplies for their home and car, and getting to know their neighbors. How prepared do you feel you are today for a major emergency or disaster?

Response category	n=
Very unprepared	1
Somewhat unprepared	2
Somewhat prepared	3
Very prepared	4
[Don't read] Don't know	98

62. In general, how safe do you feel walking alone in your neighborhood during the day? Would you say very safe, safe, somewhat unsafe, or very unsafe?

Response category	n=
Very unsafe	1
Somewhat unsafe	2
Safe	3
Very safe	4
[Don't read] Don't know	98

63. In general, how safe do you feel walking alone in your neighborhood after dark? Would you say very safe, safe, somewhat unsafe, or very unsafe?

Response category	n=
Very unsafe	1
Somewhat unsafe	2
Safe	3
Very safe	4
[Don't read] Don't know	98

64. **[IF EITHER Q65 OR Q66= 1 || 2]** Why do you feel unsafe? **[Open ended]**

65. In general, how satisfied are you with your neighborhood's streets, sidewalks, parks, and roadside landscaping?

Response category	n=
Very dissatisfied	1
Dissatisfied	2
Satisfied	3
Very Satisfied	4
[Don't read] Don't know	98

Communications

66. The City has invested in expanded outreach efforts, including ‘The Kirklander’ printed newsletter mailed to every household and Conversations with the Council events. In general, how well-informed would you say you are about Kirkland City government? Would you say you are well informed, somewhat informed, or not very informed?

Response category	n=
Not very informed	1
Somewhat informed	2
Well informed	3
[Don't read] Don't know	98

67. Are you subscribed to the This Week in Kirkland email newsletter or podcast?

Response category	n=
Yes	1
No	0
[Don't read] I prefer not to say	99

68. **[If Q70=0 || 99]** What is your primary source of information for finding out what is going on with Kirkland City government? **[Open ended]**

FINAL QUESTIONS

69. Which of the following best describes your race or ethnicity? *You may choose more than one.* **[Allow for multiple responses]**

Response category	n=
African	1
Asian/Pacific Islander	2
Black/African American	3
Hispanic/Latino/a/x	4
Middle Eastern/North African	5
Native American/American Indian	6
White/Caucasian	7
Other	8
Don't know	98
[Don't read] I prefer not to say	99

70. Do you rent or own your home?

Response category	n=
Rent	1
Own	2
I have a different arrangement	3
[Don't read] I prefer not to say	99

71. Which category best describes your gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response category	n=
Less than \$25,000	1
\$25,000 to less than \$50,000	2
\$50,000 to less than \$75,000	3
\$75,000 to less than \$100,000	4
\$100,000 to less than \$150,000	5
\$150,000 to less than \$200,000	6
\$200,000 to less than \$300,000	7
\$300,000 to less than \$500,000	8
\$500,000 or more	9
[Don't read] I prefer not to say	99

72. Do any children under age 18 live in your home?

Response category	n=
Yes	1
No	0
[Don't read] I prefer not to say	99

73. **[If Q2=1 || 2 || 3]** Are there any adults age 65 or older living in your home?

Response category	n=
Yes	1
No	0
[Don't read] I prefer not to say	99

74. Do you or anyone in your household speak any languages other than English? (Select all that apply)

Response category	n=
Yes, I speak a language other than English	1
Yes, someone else in my household speaks a language other than English	2
No, no one speaks a language other than English	3
Prefer not to answer	4
[Don't read] I prefer not to say	99

75. **[ASK IF Q74 != “No, no one speaks a language other than English]** What language(s) do you speak at home? (Select all that apply.)

Response category	n=
Cantonese/Chinese/Mandarin	1
English	2
French (including Patois, Cajun)	3
Hindi	4
Japanese	5
Korean	6
Persian	7
Russian	8
Spanish or Spanish Creole	9
Tagalog	10
Vietnamese	11
Other Asian languages	12
Other Indic languages	13
Other Indo-European languages	14
Something else (Please tell us)	15
[Don’t read] I prefer not to say	99

76. **[ASK IF Q74 == “Yes, I speak a language other than English | | Survey is conducted in a language other than English]** How well do you speak English? Would you say...

Response category	n=
Not at all	1
Not well	2
Well	3
Very well	4
[Don’t read] I prefer not to say	99

77. **[ask only of ABS respondents]** Would you be willing to help the City of Kirkland by agreeing to participate in follow-up research pertaining to this survey?

Response category	n=
Yes	1
No	0
[Don’t read] I prefer not to say	99

78. **[ask only if q74 == yes]** Please provide an email address where we can contact you for future research.

_____ ENTER EMAIL ADDRESS
_____ CONFIRM EMAIL ADDRESS

79. As a final question, is there any topic we did not cover in this survey that is important to you? **[Open ended]**



These questions were asked on behalf of the City of Kirkland. The City values your opinion and thanks you for your participation. Results will be available on the City's website in June.