

# City of Kirkland

## 2018 Biennial Residents Survey on Citizen Opinions & Priorities



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# 1. Project Overview

## 1.1 Project Goal

To assess and track residents' attitudes and opinions about quality of life in Kirkland, priorities for the future and satisfaction with city government and its services. Specifically, the survey covered the following topic areas:

- Respondents' evaluation of Kirkland as a place to live, including what they like the most about the city and what concerns them, their satisfaction with the availability of goods and services in the City, attitudes about personal safety, and neighborhood infrastructure.
- Overall ratings of city government, and specific ratings on government priorities, financial management, communication with residents, and overall service delivery.
- Ratings of the overall importance and assessment of the City's performance across 20 City services and functions.
- Questions about household emergency preparedness.

## 1.2 Methodology

- Telephone survey of 512 registered voters in the City of Kirkland, including landline and cell phones.
- Overall margin of error of +/- 4.4 percentage points at the 95% confidence level.
- Interviewing took place between April 26<sup>th</sup> and May 4<sup>th</sup>, 2018.

*This survey is the seventh in a biennial series of citizen surveys commissioned by the City of Kirkland. The previous surveys (2006, 2008, and 2010) were conducted by Elway Research and the 2012, 2014 and 2016 surveys were conducted by EMC research.*

## 2. Key Findings

### *Kirkland as a Place to Live*

- *Most residents (82%) rate Kirkland as an excellent (39%) or very good (43%) place to live. Very few (6%) have a negative perception of quality of life in Kirkland.*
- *Overall satisfaction with Kirkland as a place to live is down slightly and the percentage of people who say Kirkland is an “excellent” place to live (39%) has returned to 2014 levels after a spike in 2016.*
- *Respondents cite a broad mix of aspects they like best about Kirkland, including parks, location, water/waterfront, community, safety, and schools.*
- *Growth and traffic/congestion-related mentions are among the most prominent top-of-mind concerns, followed by housing costs and taxes.*
- *Most residents (90%) are satisfied with the availability of goods and services in Kirkland but only 1-in-4 are “very satisfied.”*
- *Residents’ satisfaction with the availability of goods and services in Kirkland has increased to its highest point since 2012.*
- *Nearly all residents feel safe walking alone in their neighborhood during the day. Most residents also feel safe after dark but only a third (37%) say they feel “very safe” and 1-in-5 feel at least “somewhat unsafe” after dark.*
- *Overall safety ratings have remained largely consistent since 2012. Intensity ratings are lower among women and residents aged 65 or older.*
- *Most residents are satisfied with their neighborhood’s infrastructure. About one-fifth (19%) say they are dissatisfied, but negative intensity is low (5% “very dissatisfied”).*
- *There has been no significant change in infrastructure ratings since 2012.*

## Kirkland City Government

- *The City's overall job rating remains high (70% positive), although there is little intensity (13% "Excellent").*
- *The City also receives high marks for delivering services efficiently (69%).*
- *A majority give the City a positive rating for keeping citizens informed (57%).*
- *Ratings are lower for focusing on priorities that matter most (42%) and managing the public's money (37%), with higher proportions of residents unable to rate the City on these issues.*
- *Ratings for the overall job the City is doing, delivering services efficiently, and managing the public's money are unchanged. Ratings for keeping residents informed and focusing on the most important priorities have both declined slightly since 2016.*
- *Uncertainty and unfamiliarity are highest for the job the City does managing the public's money and focusing on priorities that matter most. About a third (30%) and a fifth (21%) of residents are unable to rate the City on those attributes, respectively.*
- *About six-in-ten residents consider themselves at least "somewhat informed" about Kirkland City government. After an increase from 2014 to 2016, the percentage who consider themselves informed has held steady.*
- *Residents report getting information about City government from a variety of sources, led by the Kirkland Reporter (19%), the City's newsletter (19%), and the City's webpage (12%). The share of mentions for the Reporter and the City's webpage have dropped since 2012.*

## City Services and Functions

- *Most services are seen as important (“4” or “5”) by a majority of residents. More than three-quarters consider Fire/EMS (94%), police (86%), maintaining streets (81%), managing traffic flow (78%), pedestrian safety (78%), protecting the environment (78%), and recycling/garbage (78%), and city parks (77%) to be important (4 or 5 out of 5).*
- *There have been no statistically significant shifts in priorities compared to 2016.*
- *Among individual performance ratings: Fire and EMS services (87% A or B), recycling (86%), police services (83%), and city parks (83%) remain the top-rated City services and functions. Affordable housing options for vulnerable residents and managing traffic flow are the lowest rated services.*
- *Most individual performance ratings are consistent with or slightly higher than in 2016, with the exception of providing services for people in need (-8.5% mean drop from 2016), managing traffic flow (-4.2%), and building permitting & inspection (-3.8%).*
- *Of the City services tested, most are rated at least comparably to their relative performance, with the exception of managing traffic flow (its performance mean was 72% of its importance mean), affordable housing options (72%), zoning and land use (83%), and services for people in need (85%). Conversely, community events (122%), support for arts (116%), and recreation programs (115%) are the biggest overperformers.*
- *Managing traffic flow remains one of the most important, but also one of the lowest rated items, resulting in the largest gap of any service. Although residents don’t prioritize affordable housing as highly as other services, it carries the second-largest gap between its importance and relative performance and is a key opportunity for improvement.*

## 3. Attitudes About Kirkland

### 3.1 Rating Kirkland as a Place to Live

#### Question(s) Analyzed

Q5. How would you rate Kirkland as a place to live? Would you say it is Excellent, Very good, satisfactory, only fair, or poor place to live?

#### Finding

- Most residents (82%) rate Kirkland as an excellent (39%) or very good (43%) place to live. Very few (6%) have a negative perception of quality of life in Kirkland.
- Overall satisfaction with Kirkland as a place to live is down slightly and the percentage of people who say Kirkland is an “excellent” place to live (39%) has returned to 2014 levels after a spike in 2016.

A vast majority of residents rated the city positively and another one-in-ten (12%) rated Kirkland as a satisfactory place to live. Negative ratings were low, with only 3% giving Kirkland a “poor” rating.

Figure 3-1 – Rating of Kirkland as a Place to Live Trend

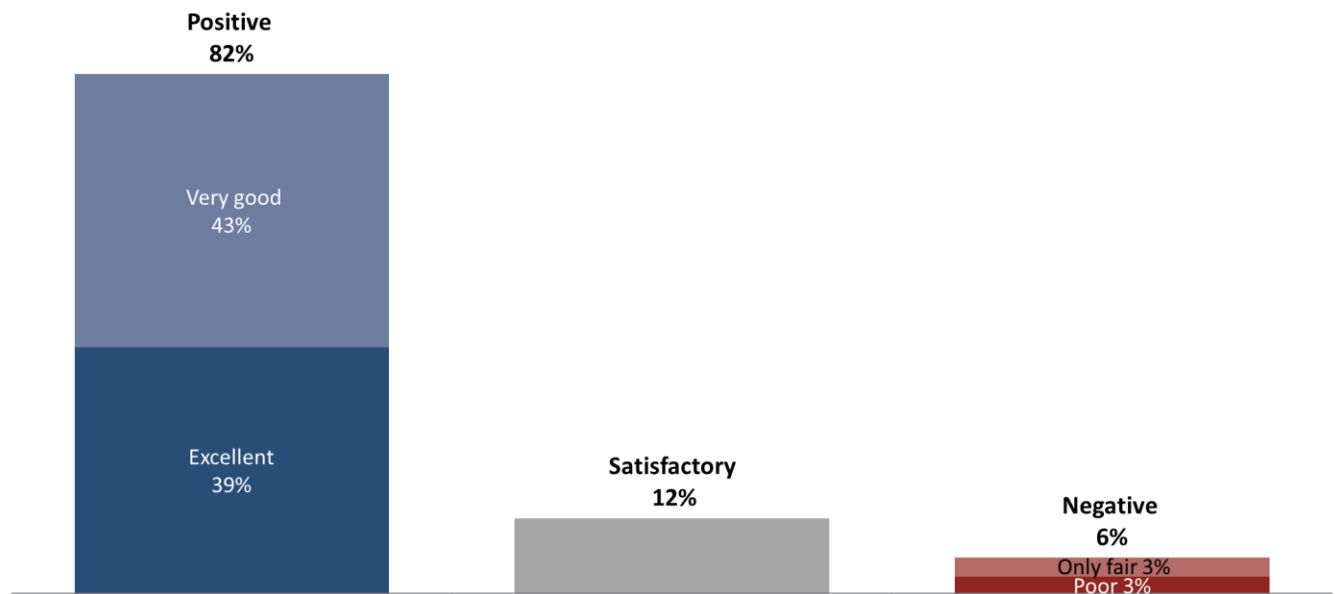
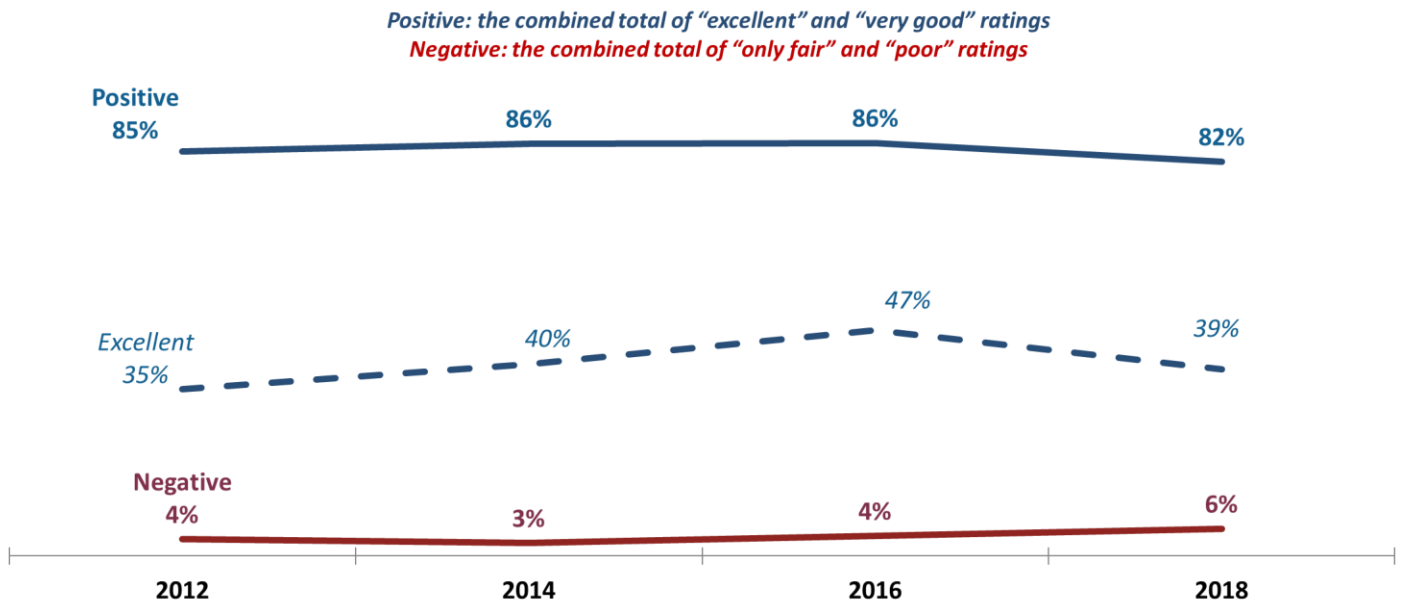


Figure 3-2 – Rating of Kirkland as a Place to Live Trend



Although overall satisfaction with Kirkland as a place to live is slightly lower than previous years, the intensity of satisfaction is still strong. Two-in-five rated it as “excellent” (39%), which is comparable to pre-2016 levels. Negative sentiment has remained negligible since tracking began in 2012.





Figure 3-4 – Top-of-Mind Positives Trend

	2014 (n=501)	2016 (n=502)	2018 (n=512)	Percentage Point Change ('16 to '18)
Location/Close to Amenities	41%	27%	29%	+2%
Water/Waterfront	6%	12%	15%	+3%
Small town feel/Community	20%	22%	11%	-11%
Safe/Quiet	8%	13%	10%	-3%
The People	4%	2%	9%	+7%
Parks	7%	6%	7%	+1%
Green space	4%	5%	7%	+2%
City government/Services available/Schools	--	--	5%	--
Other	8%	7%	5%	-2%
No/None/Nothing	2%	2%	2%	+0%
Don't Know	2%	4%	2%	-2%

Location/proximity to amenities remain the top-cited positive aspects of life in Kirkland, followed by mentions of the water and waterfront. While traditionally more prominently mentioned, Kirkland having a small town or community feel are halved since 2016.



Figure 3-6 – Top-of-Mind Concerns Trend

	2014 (n=501)	2016 (n=502)	2018 (n=512)	Percentage Point Change ('16 to '18)
Traffic	10%	15%	16%	+1%
Population Growth/Crowding	6%	6%	12%	+7%
Overdevelopment	16%	16%	9%	-6%
Housing	2%	4%	9%	+4%
Taxes/Spending	9%	5%	8%	+3%
Crime	2%	3%	6%	+3%
City Government	4%	6%	6%	-1%
Increased Prices	3%	4%	5%	+1%
Infrastructure	3%	3%	3%	+1%
School Funding	3%	1%	2%	+1%
Public Transportation	1%	5%	2%	-3%
Other	14%	9%	6%	-3%
No/None/Nothing	23%	22%	15%	-7%
Don't Know	3%	1%	2%	<+1%

Traffic-related concerns (16%) lead the list of negative top-of-mind aspects of living in Kirkland. General overdevelopment (9%) was less-frequently mentioned than last year, while similar growth-related issues like population growth and crowding (12%) and housing (9%) grew more prominent.

### 3.4 Satisfaction with The Availability of Goods & Services

#### Question(s) Analyzed

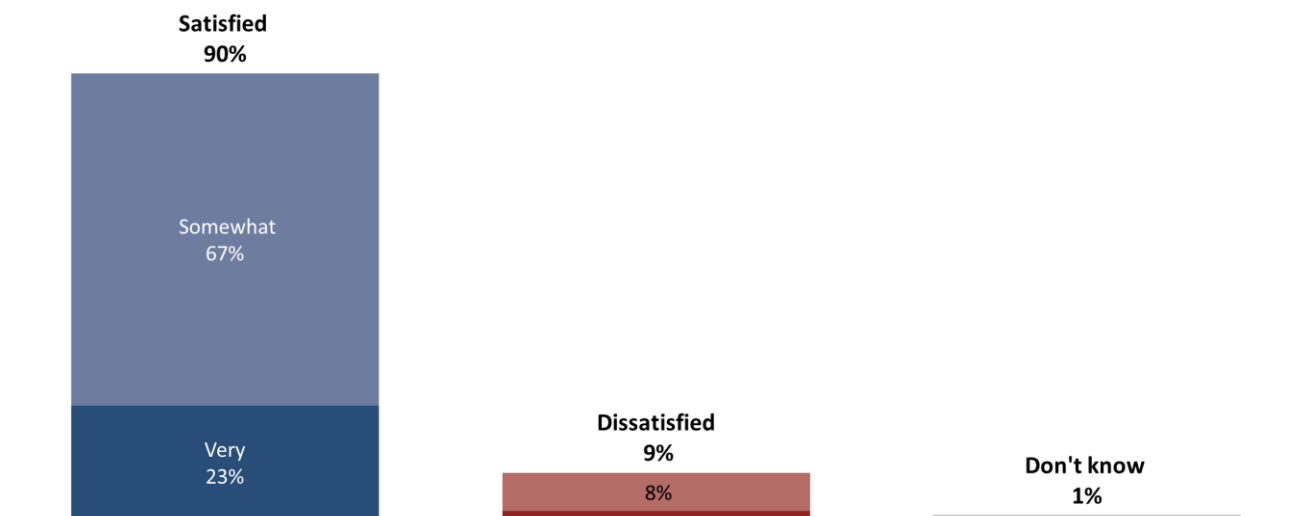
Q53. Thinking about the types of stores, goods and services available in Kirkland, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the availability of goods and services in Kirkland?

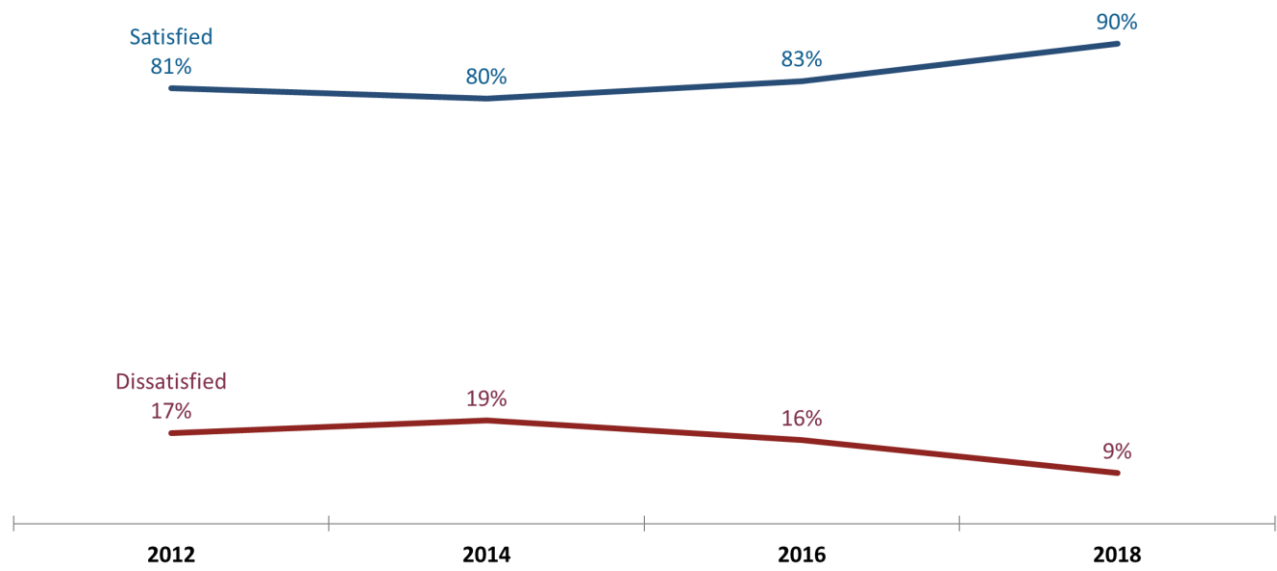
#### Findings

- *Most residents (90%) are satisfied with the availability of goods and services in Kirkland but only 1-in-4 are “very satisfied.”*
- *Residents’ satisfaction with the availability of goods and services in Kirkland has increased to its highest point since 2012.*

Although the sentiment towards Kirkland’s availability of goods and services is overwhelmingly high, ratings intensity is low, both positively and negatively. Among residents who are dissatisfied (9%) with life intensity, only 1% report being “very dissatisfied.”

Figure 3-7 – Satisfaction with Availability of Goods & Services



**Figure 3-8 – Satisfaction with Availability of Goods & Services Trend**

Satisfaction with the availability of goods and services in Kirkland has steadily increased, reaching a six-year high of 90% overall satisfaction in 2018. Conversely, dissatisfaction has fallen by half since 2014 (19%→9%).

### 3.5 Neighborhood Safety

#### Question(s) Analyzed

- Q54. 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?
- Q55. And how safe do you feel walking alone in your neighborhood after dark? Would you say very safe, safe, somewhat unsafe, or very unsafe?
- Q56. (If “very” or “somewhat unsafe”) Why do you feel unsafe?

#### Findings

- Nearly all residents feel safe walking alone in their neighborhood during the day. Most residents also feel safe after dark but only a third (37%) say they feel “very safe” and 1-in-5 feel at least “somewhat unsafe” after dark.
- Overall safety ratings have remained largely consistent since 2012. Intensity ratings are lower among women and 65 and older residents.

Additionally, only 4% report feeling “very unsafe” when walking around their neighborhood at night.

Figure 3-9 – Neighborhood Safety

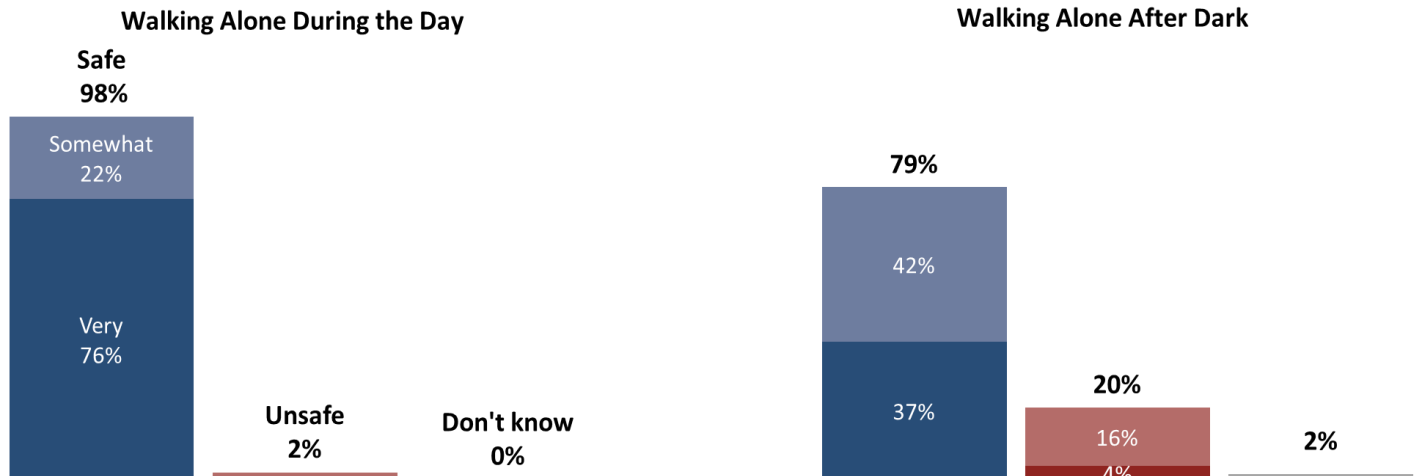


Figure 3-10 – Neighborhood Safety After Dark by Subgroups

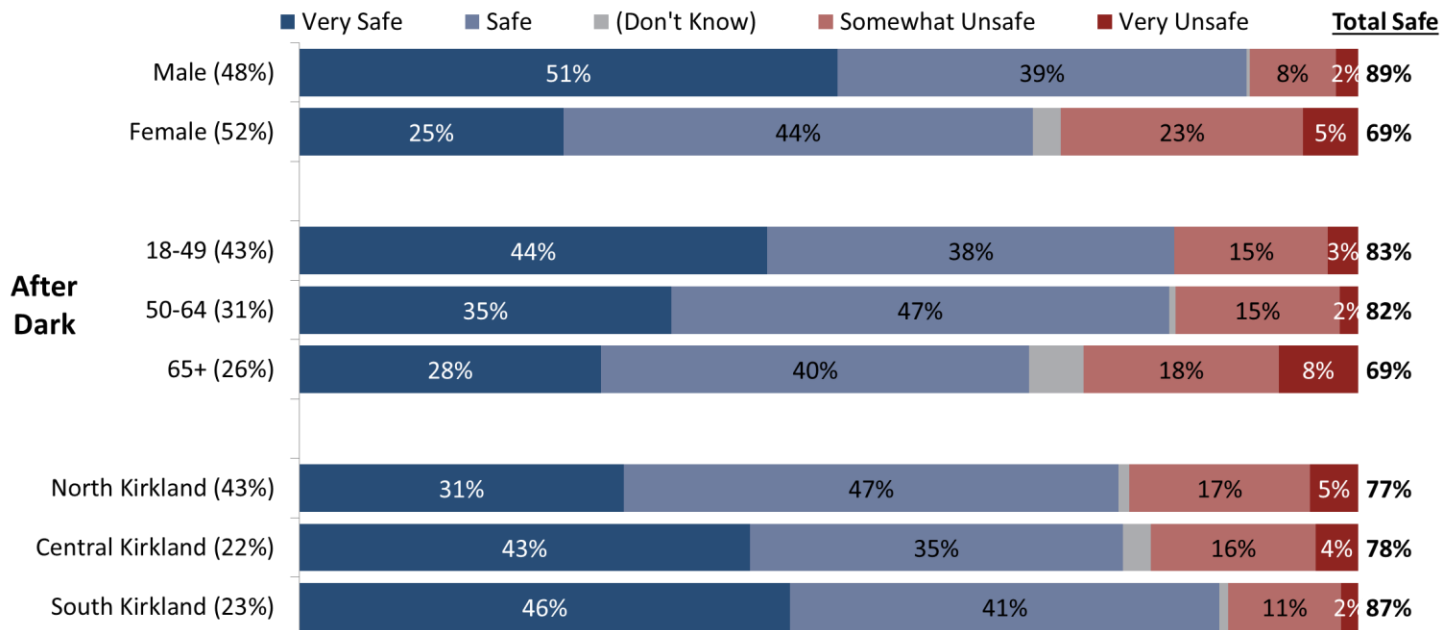
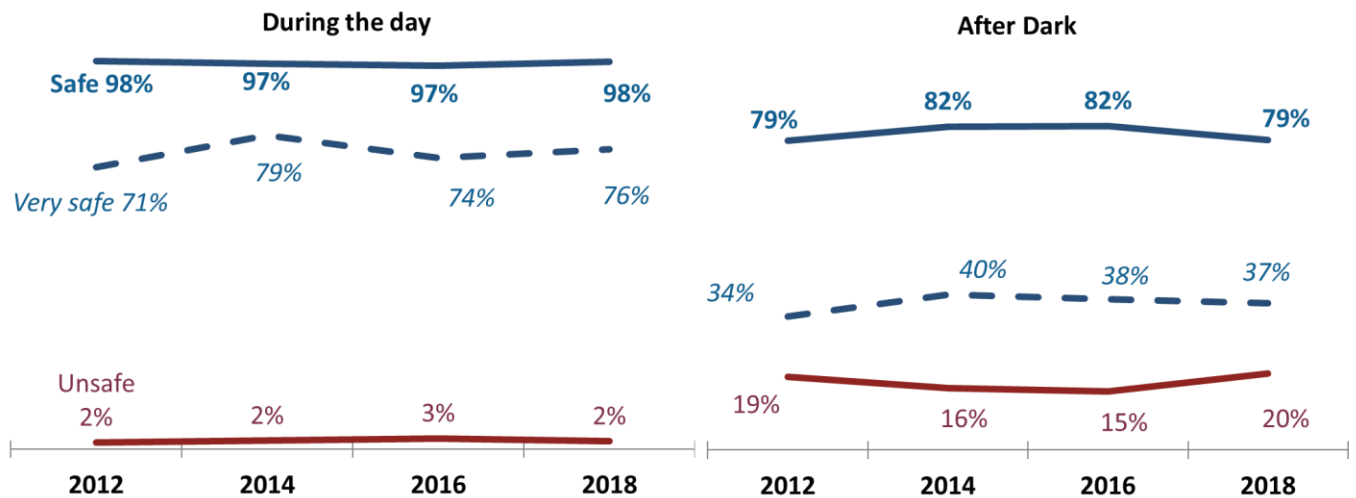


Figure 3-11 – Neighborhood Safety Trend

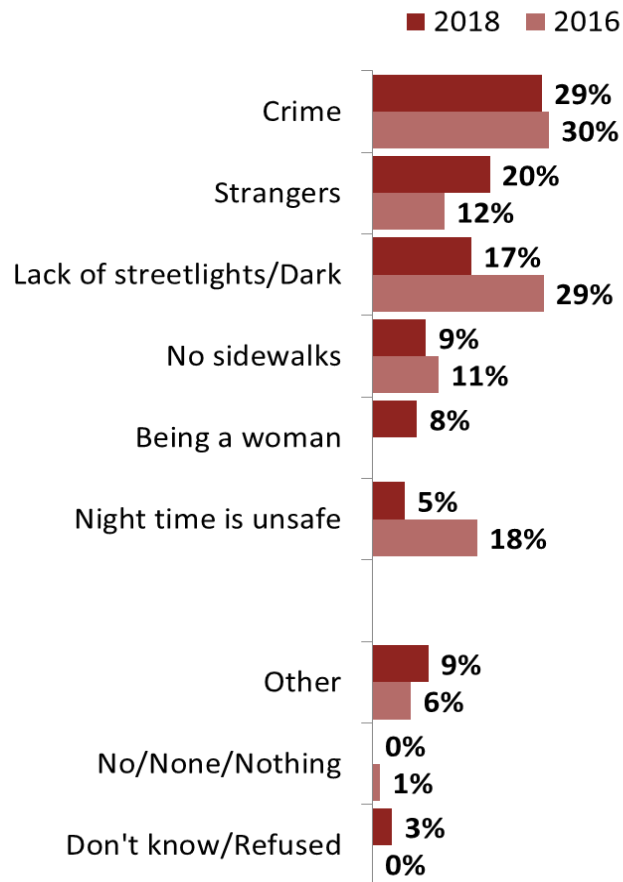




Crime” (29% mentioned) is the leading concern for those who feel unsafe walking alone. About 1-in-5 also mentioned “strangers” and “lack of streetlights,” though there were fewer mentions of the latter in 2018.

**Figure 3-12 – Neighborhood Safety Trend**

**Among respondents who feel “somewhat” or “very unsafe” walking alone during the day or night**  
**n=103; MoE= ±9.7%**



### 3.6 Satisfaction with Neighborhood Infrastructure

#### Question(s) Analyzed

Q57. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

#### Findings

- *Most residents are satisfied with their neighborhood's infrastructure. About one-fifth (19%) say they are dissatisfied, but negative intensity is low (5% "very dissatisfied").*
- *There has been no significant change in infrastructure satisfaction since 2012.*

Eight-in-ten (81%) residents continue to be satisfied with their neighborhood infrastructure, including streets, sidewalks, and roadside landscaping, including a third (32%) who are "very" satisfied.

Figure 3-13 – Satisfaction with Neighborhood Infrastructure

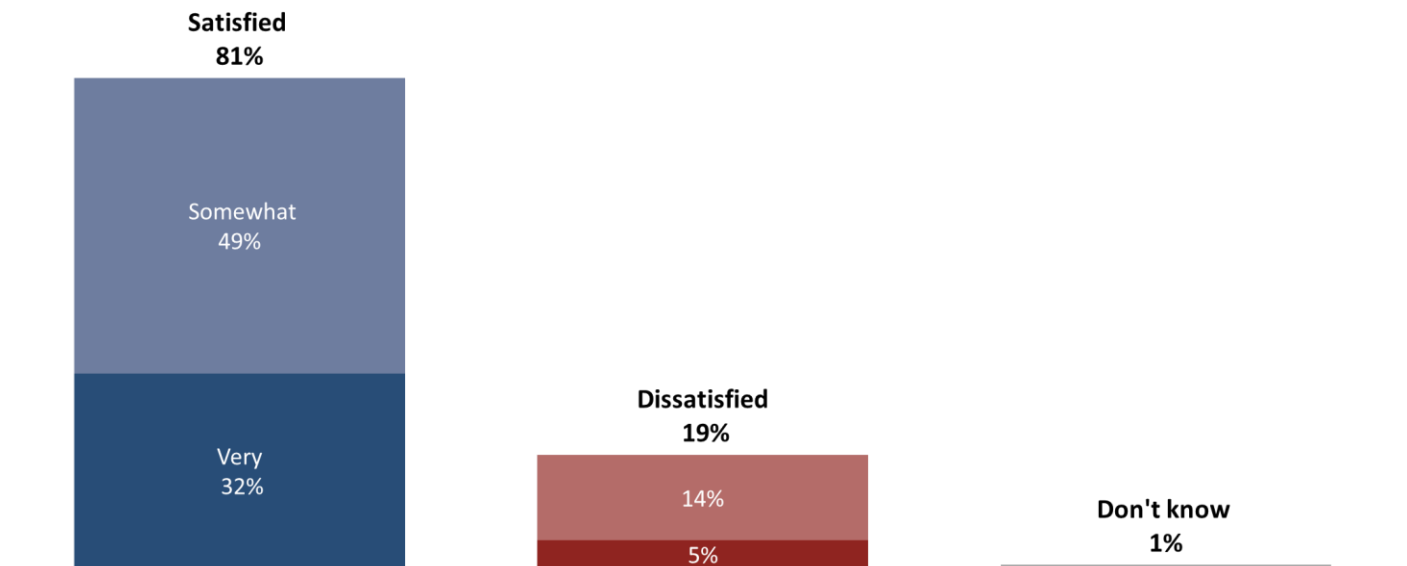
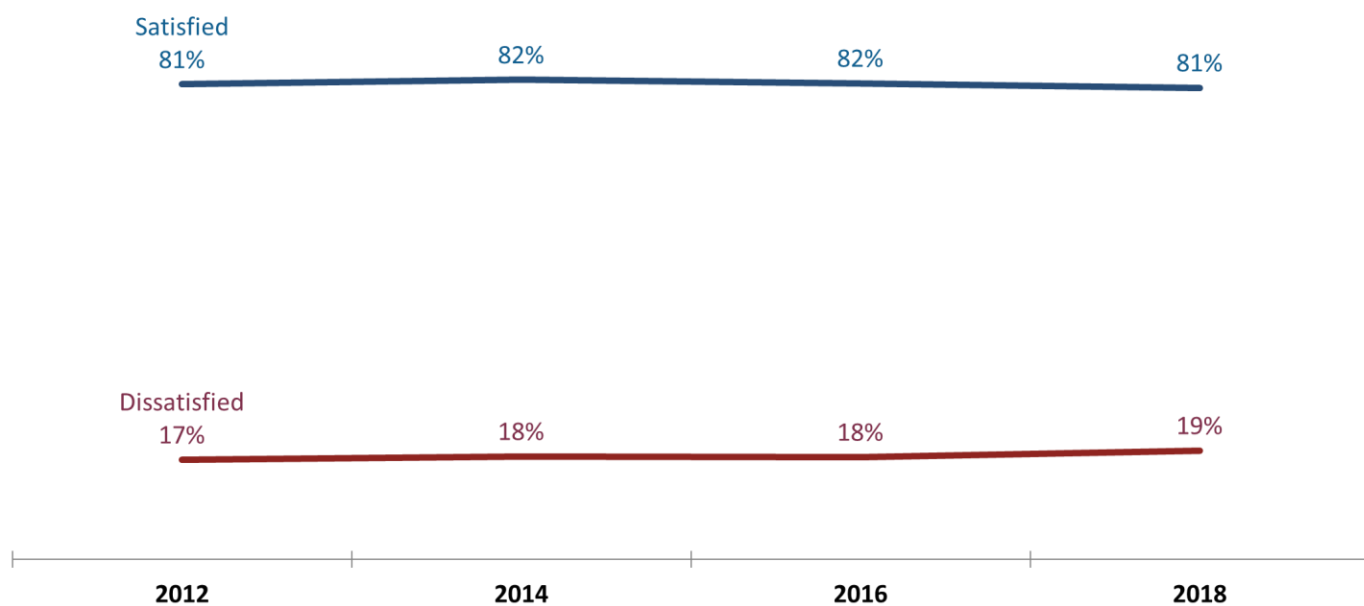


Figure 3-14 – Satisfaction with Neighborhood Infrastructure Trend



## 4. Kirkland City Government

### 4.1 Kirkland Job Ratings

#### Question(s) Analyzed

Please tell me how you think Kirkland City government is doing in each of the following areas.

Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

Q8. the job the City doing overall

Q9. the job the City is doing managing the public's money

Q10. the job the City does keeping citizens informed

Q11. the job the City does delivering services efficiently

Q12. the job the City does focusing on the priorities that matter most to residents?

#### Findings

- *The City's overall job rating remains high (70% positive), although there is little intensity (13% "Excellent").*
- *The City also receives high marks (69%) for delivering services efficiently.*
- *A majority (57%) give the City a positive rating for keeping citizens informed.*
- *Ratings are lower for focusing on priorities that matter most (42%) and managing the public's money (37%), with higher proportions of residents unable to rate the City on these issues.*
- *Ratings for the overall job the City is doing, delivering services efficiently, and managing the public's money are unchanged. Ratings for keeping residents informed and focusing on the most important priorities have both declined somewhat since 2016.*
- *Uncertainty and unfamiliarity are highest for the job the City does managing the public's money and focusing on priorities that matter most. About a third (30%) and a fifth (21%) of residents are unable to rate the City on those attributes, respectively.*

Over two-thirds (70%) of residents give the City an “Excellent” or “Good” rating for the job it is doing overall. Although a quarter (25%) give the City a lower job rating, the intensity of negative sentiment is low -- very few (4%) rate it as “poor.”

The City also gets very strong marks for delivering services efficiently. Seven-in-ten (69%) give the City a positive rating on this attribute, with negligible intensity on the negative side (3% “Poor”).

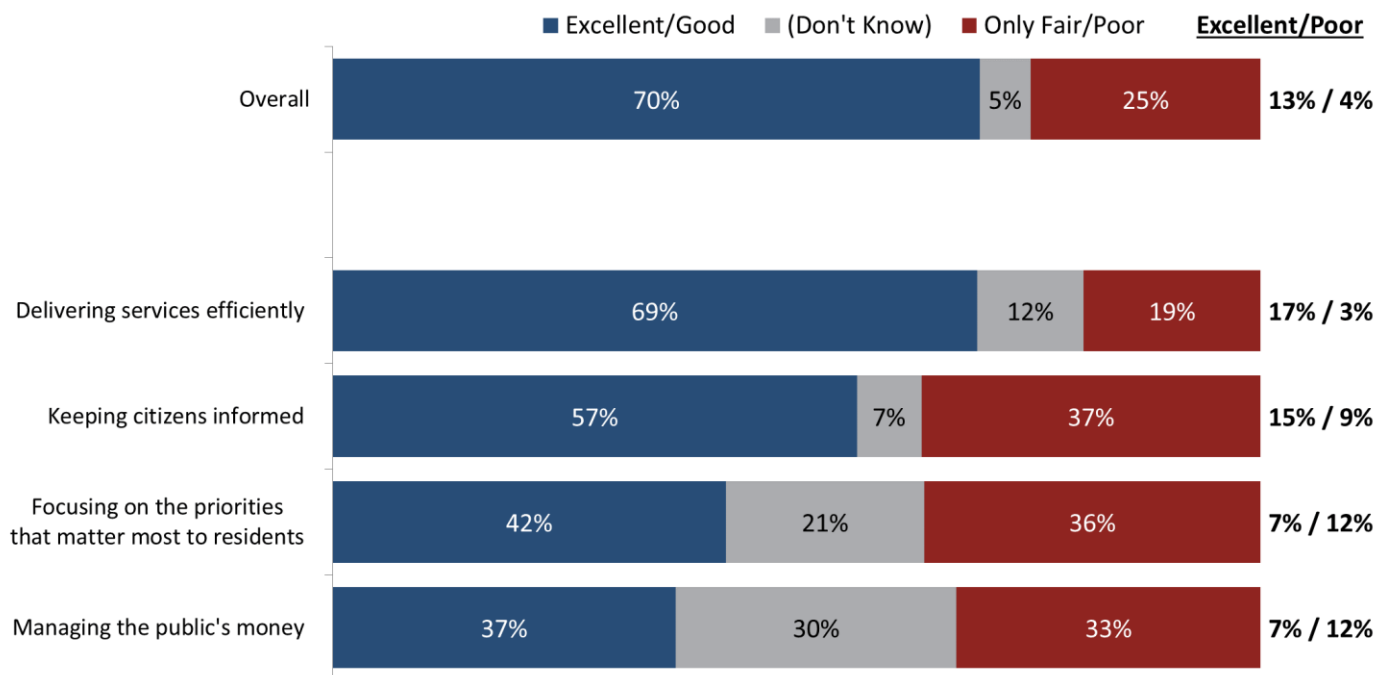
The majority of residents (57% “Excellent” or “Good”) give the City a positive rating for the job it is doing keeping citizens informed. About a third (37%) give the City a negative rating for this attribute but only a few (9%) say it is doing a “Poor” job.

Regarding the City’s performance on focusing on the priorities that matter most to residents, about one-fourth (42% “Excellent” or “Good”) give the City a positive rating, while 36% of residents rate the City as doing either an “Only fair” or “Poor” job.

Similarly, when asked about the City’s performance on managing the public’s money, the residents are split over the City’s performance, with over a third (37%) giving a positive rating while 33% gives a negative rating.

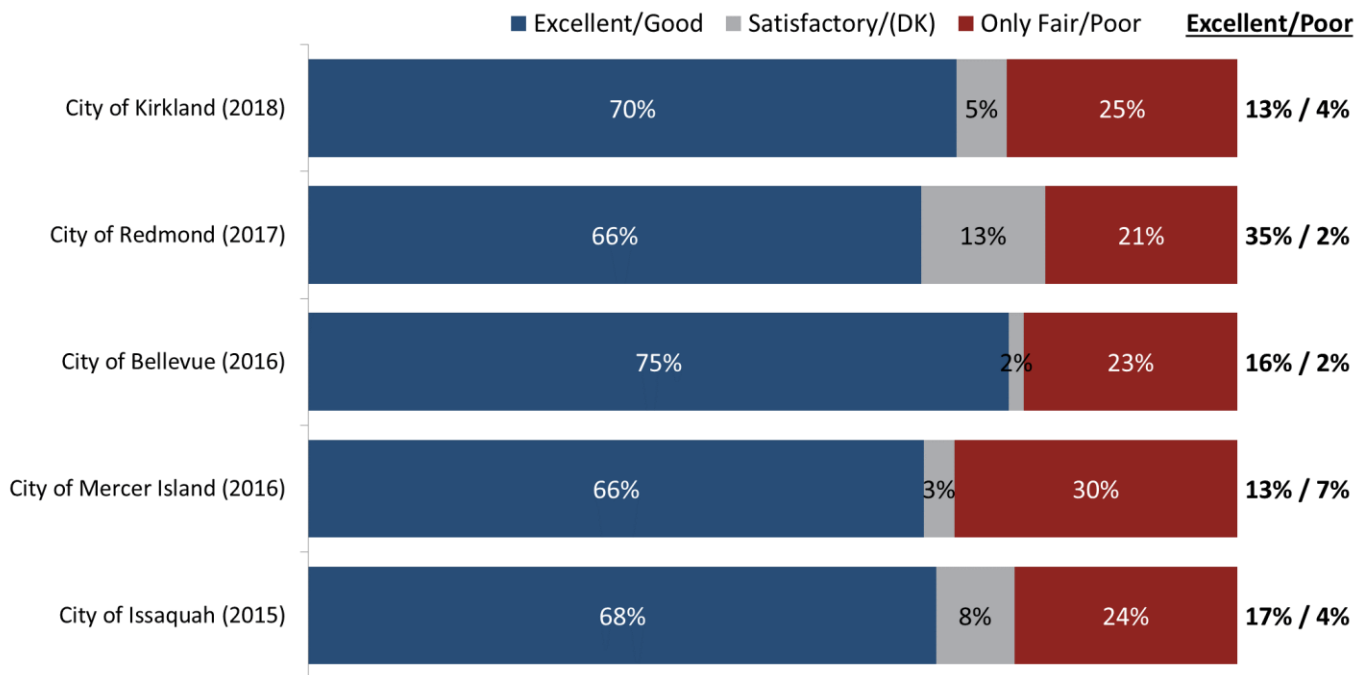
There is greater uncertainty and unawareness surrounding the job the City is doing focusing on priorities that matter most and managing the public’s money. One-in-five (21%) are not sure how to rate the City on its job focusing on the priorities that matter most to residents; even a higher proportion (30%) is not sure how to rate the City’s job managing the public’s money.

**Figure 4-1 – City of Kirkland Job Ratings**



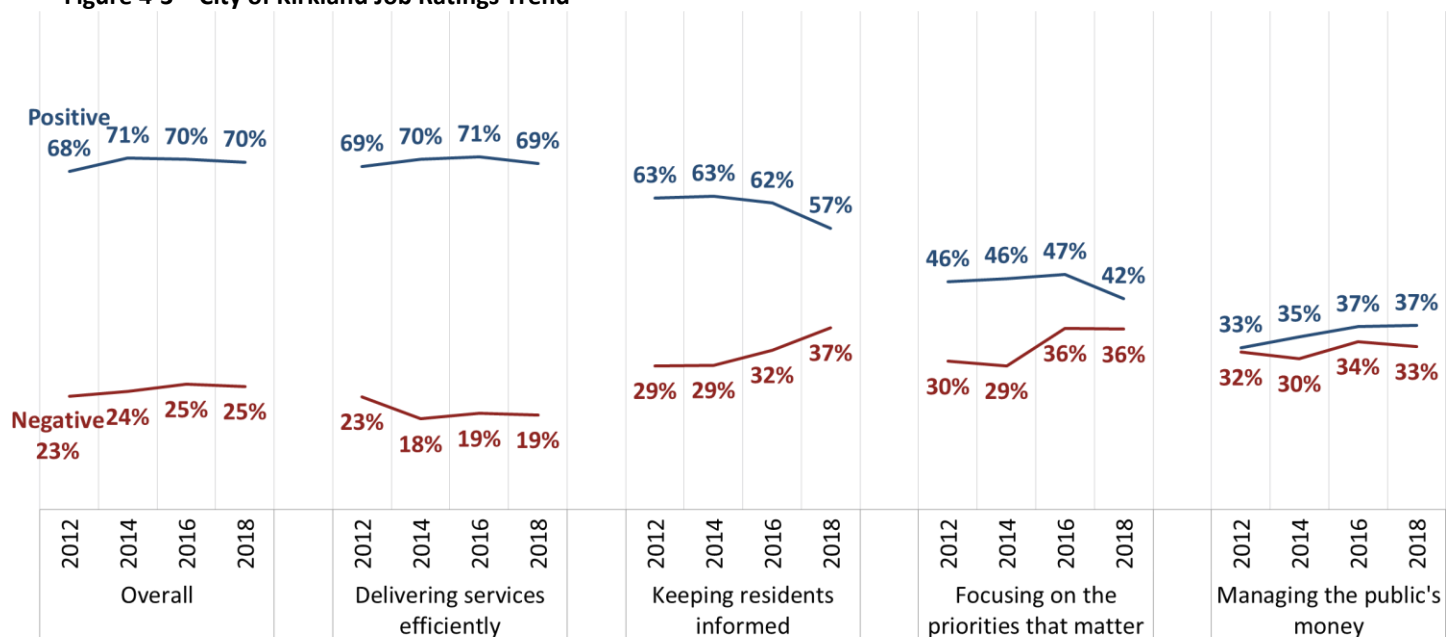
Overall, Kirkland's City job performance is rated comparably to other Eastside cities, which generally earn positive marks from two thirds or more of their residents.

**Figure 4-2 – Overall Job Ratings: Comparison to Other Cities**



City job ratings remain consistent with previous years overall, in delivering services efficiently, and managing the public's money. Neither of these job ratings have changed significantly since 2012. There has been some slight erosion in ratings for the job the City does keeping residents informed and focusing on the priorities that matter most. There may be some opportunities to increase and expand outreach efforts to focus on the specific projects and policies Kirkland is implementing to directly address these priorities.

**Figure 4-3 – City of Kirkland Job Ratings Trend**



## 4.2 Information Level & Information Sources

### Question(s) Analyzed

Please tell me how you think Kirkland City government is doing in each of the following areas.

Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

Q66. 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?

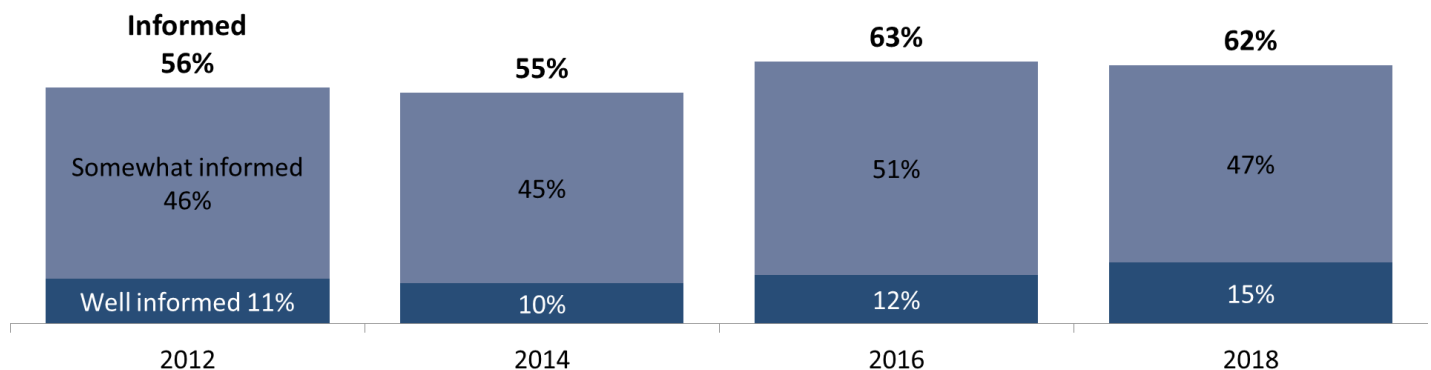
Q67. What is your primary source of information for finding out what is going on with Kirkland City government?

### Findings

- *About six-in-ten residents consider themselves at least “somewhat informed” about Kirkland City government. After an increase from 2014 to 2016, the percentage who consider themselves informed has held steady.*
- *Residents report getting information about City government from a variety of sources, led by the Kirkland Reporter (19%), the City’s newsletter (19%), and the City’s webpage (12%). The share of mentions for the Reporter and the City’s webpage have dropped since 2012.*

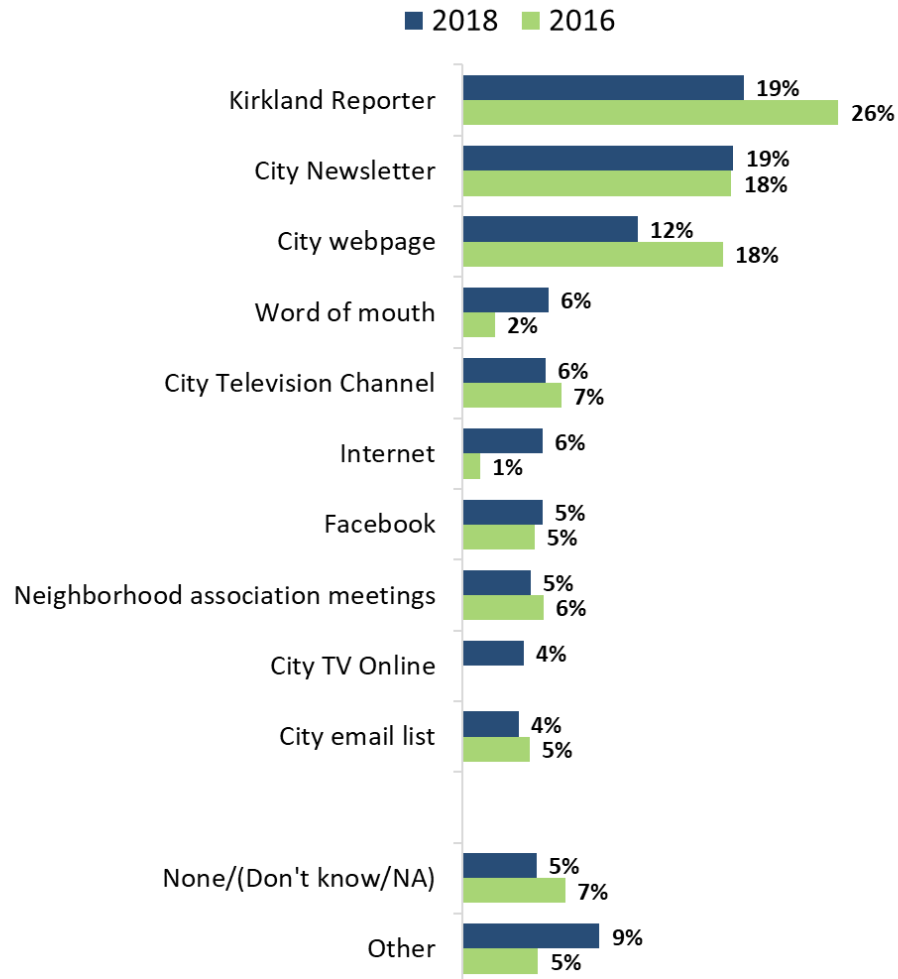
Although a majority (62%) of residents consider themselves somewhat informed about Kirkland City government, there is little intensity behind this confidence. Only 15% of residents consider themselves “well informed” about Kirkland City Government, but it is at all time high since 2012.

Figure 4-4 – Information Level



The Kirkland Reporter and the City newsletter remain the main sources of information about Kirkland, but the share of Kirkland Reporter has dropped from 2016 (26%→19%), same with the City webpage (18%→12%). Word of mouth (2%→6%) and the Internet (1%→6%) saw increases in mentions as information sources about Kirkland.

Figure 4-5 – Information Sources Trend





## 5. City Services and Functions

### 5.1 Importance

#### Question(s) Analyzed

Q13-32. I'm going to read you a list of services and functions provided by the city. For each one, please tell me how important that city function is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

#### Findings

- Most services are seen as important ("4" or "5") by a majority of residents. More than three-quarters consider Fire/EMS (94%), police (86%), maintaining streets (81%), managing traffic flow (78%), pedestrian safety (78%), protecting the environment (78%), and recycling/garbage (78%), and city parks (77%) to be important (4 or 5 out of 5).
- There have been no statistically significant shifts in priorities compared to 2016.

Essential, core services such as EMS, police, pedestrian safety, and traffic flow continue to be seen as the City's most important services and functions for residents. There were few significant changes in resident priorities from 2016 – building, permitting, and inspection (+0.13 mean importance increase from 2016), zoning and land use (+0.10), and recycling and garbage collection (+0.10) grew the most, although each of those shifts are relatively minimal.

Figure 5-1 – Mean Importance Ratings

	Mean Importance Ratings	Raw Change from 2016	Total 4+5	DK %
Fire and emergency medical services	4.68	+0.02	94%	1%
Police services	4.43	+0.02	86%	1%
Pedestrian safety	4.23	-0.01	78%	1%
Managing traffic flow	4.22	+0.05	78%	1%
Protecting our natural environment	4.19	+0.04	78%	1%
Recycling and garbage collection	4.18	+0.10	78%	0%
Maintaining streets	4.17	+0.03	81%	0%
City parks	4.16	+0.03	77%	1%
Emergency preparedness	4.12	+0.02	73%	3%
Availability of sidewalks and walking paths	3.94	-0.09	67%	1%
Services for people in need	3.87	-0.11	66%	5%
Attracting and keeping businesses in Kirkland	3.82	-0.06	63%	2%
Zoning and land use	3.77	+0.10	59%	4%
Support for neighborhoods	3.77	-0.05	59%	7%
Building, permitting and inspection	3.62	+0.13	53%	6%
Affordable housing options for vulnerable residents*	3.62	--	57%	3%
Bike safety	3.54	-0.01	52%	2%
Recreation programs and classes	3.48	-0.01	49%	3%
Support for arts in the community	3.37	-0.06	46%	2%
Community events	3.21	-0.01	39%	2%

\* New item added to 2018 survey.

In 2018, “ensuring affordable housing options for seniors, low income and working class residents” was added to the list of services and functions tested. It rounded out the bottom five items in importance.

**Figure 5-2 – Mean Importance Ratings Trend**

Service Item	2012	2014	2016	2018	Raw Change ('16-'18)	% Change ('16-'18)
<b>ALL SERVICES/FUNCTIONS</b>	<b>3.95</b>	<b>3.97</b>	<b>3.93</b>	<b>3.92</b>	<b>-0.01</b>	<b>-0.3%</b>
Fire and emergency medical services	4.68	4.68	4.66	4.68	+0.02	+0.4%
Police services	4.40	4.37	4.41	4.43	+0.02	+0.4%
Pedestrian safety	4.22	4.26	4.24	4.23	-0.01	-0.2%
Managing traffic flow	4.01	4.14	4.17	4.22	+0.05	+1.1%
Protecting our natural environment	4.10	4.22	4.15	4.19	+0.04	+0.9%
Recycling and garbage collection	4.27	4.16	4.08	4.18	+0.10	+2.5%
Maintaining streets	4.21	4.18	4.14	4.17	+0.03	+0.8%
City parks	4.14	4.21	4.21	4.16	-0.05	-1.3%
Emergency preparedness	4.16	4.05	4.10	4.12	+0.02	+0.5%
Availability of sidewalks and walking paths	3.94	3.94	4.03	3.94	-0.09	-2.1%
Services for people in need	3.96	4.00	3.98	3.87	-0.11	-2.8%
Attracting and keeping businesses in Kirkland	4.13	3.96	3.88	3.82	-0.06	-1.7%
Zoning and land use	3.76	3.79	3.67	3.77	+0.10	+2.8%
Support for neighborhoods	3.69	3.74	3.82	3.77	-0.05	-1.3%
Building, permitting and inspection	-	-	3.49	3.62	+0.13	+3.8%
Affordable housing options for vulnerable residents	--	--	-	3.62	N/A	N/A
Bike safety	3.45	3.61	3.55	3.54	-0.01	-0.3%
Recreation programs and classes	3.44	3.47	3.46	3.48	+0.02	+0.4%
Support for arts in the community	3.31	3.35	3.43	3.37	-0.06	-1.7%
Community events	3.17	3.25	3.23	3.21	-0.02	-0.7%

## 5.2 Performance

### Question(s) Analyzed

Q33-52. Using the same list, 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.

### Findings

- *Fire and EMS services (87% A or B), recycling (86%), police services (83%), and city parks (83%) remain the top-rated City services. Affordable housing options for vulnerable residents and managing traffic flow are the lowest rated services.*
- *Most individual performance ratings are consistent with or slightly higher than in 2016, with the exception of providing services for people in need (-8.5% mean drop from 2016), managing traffic flow (-4.2%), and building permitting & inspection (-3.8%).*

Most of the essential City services and functions tested are also rated as high performers relative to their high priority levels, with EMS, police, and pedestrian safety all receiving strong marks. Managing traffic flow is among the lowest-performing functions (3.02 mean performance rating, 35% total A+B grade rating), as is affordable housing options (2.60; 16%), which are complicated by being heavily influenced by external factors (i.e. population growth), which may extend beyond City's ability to directly control them.

Figure 5-3 – Mean Performance Ratings

	Mean Performance Ratings	Raw Change from 2016	Total A+B	DK %
Fire and emergency medical services	4.49	+0.12	87%	7%
Recycling and garbage collection	4.32	+0.02	86%	1%
Police services	4.28	+0.13	83%	4%
City parks	4.24	+0.13	83%	2%
Recreation programs and classes	4.01	+0.10	65%	14%
Pedestrian safety	3.98	+0.06	73%	3%
Support for arts in the community	3.90	+0.08	64%	10%
Community events	3.90	+0.02	63%	10%
Emergency preparedness	3.81	+0.04	52%	22%
Availability of sidewalks and walking paths	3.80	+0.09	64%	2%
Protecting our natural environment	3.80	-0.07	64%	5%
Bike safety	3.66	-0.00	54%	10%
Maintaining streets	3.65	+0.01	62%	1%
Support for neighborhoods	3.62	-0.02	49%	14%
Attracting and keeping businesses in Kirkland	3.58	+0.12	51%	12%
Services for people in need	3.28	-0.31	30%	30%
Building, permitting and inspection	3.24	-0.13	34%	26%
Zoning and land use	3.14	-0.07	33%	17%
Managing traffic flow	3.02	-0.13	35%	2%
Affordable housing options for vulnerable residents*	2.60	--	16%	23%

\* New item added to 2018 survey.

There has been relatively little change in most performance ratings since 2012. Services for people with need saw the greatest decline among the City services and functions tested.

**Figure 5-4 – Mean Performance Ratings Trend**

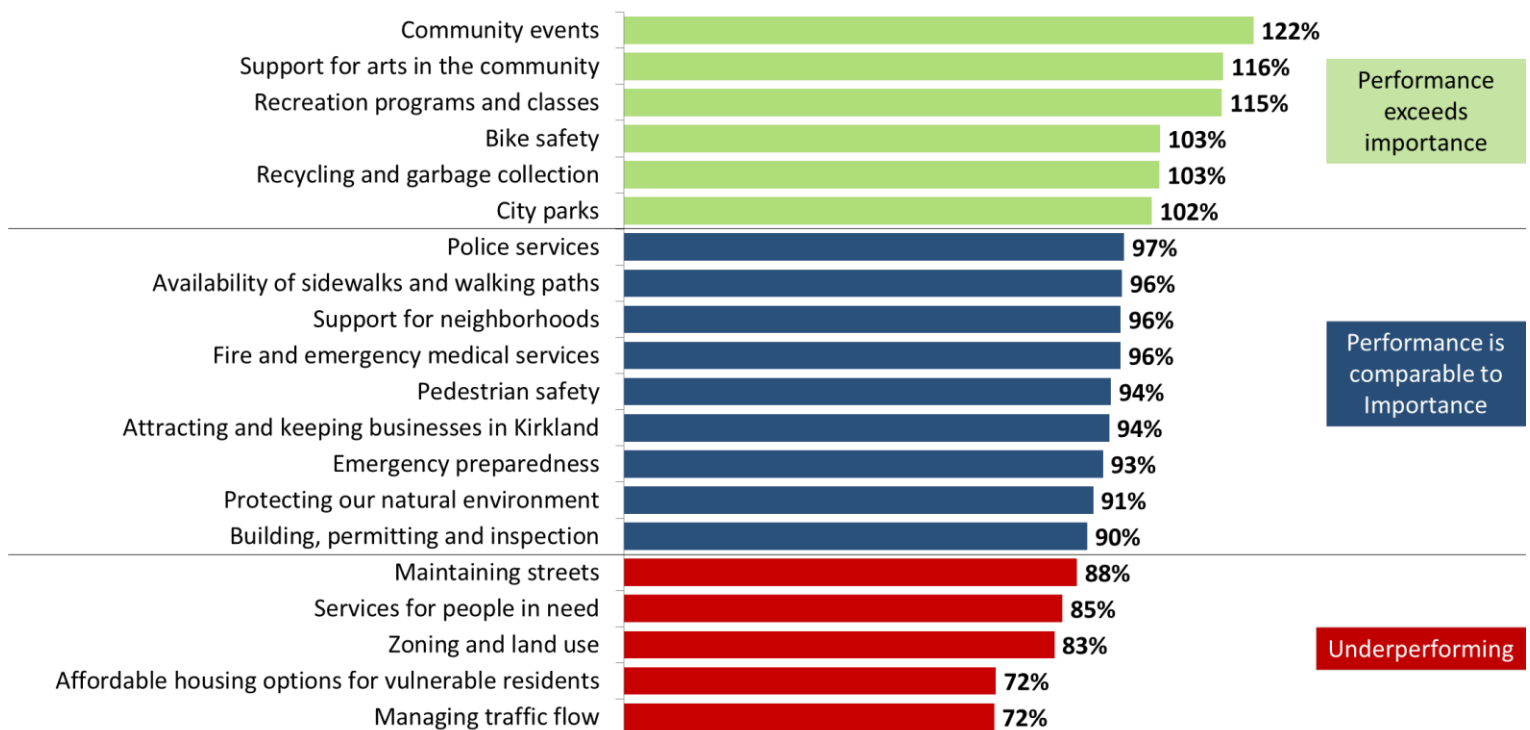
Service Item (Mean ratings: A=5; F=1)	2012	2014	2016	2018	Raw Change ('16-'18)	% Change ('16-'18)
<b>ALL SERVICES/FUNCTIONS</b>	<b>3.76</b>	<b>3.81</b>	<b>3.77</b>	<b>3.72</b>	<b>-0.05</b>	<b>-0.3%</b>
Fire and emergency medical services	4.36	4.45	4.37	4.49	+0.12	+2.7%
Recycling and garbage collection	4.27	4.32	4.30	4.32	+0.02	+0.4%
Police services	4.12	4.19	4.15	4.28	+0.13	+3.1%
City parks	4.04	4.21	4.20	4.24	+0.03	+0.8%
Recreation programs and classes	3.84	4.03	3.91	4.01	+0.10	+2.6%
Pedestrian safety	3.98	3.95	3.92	3.98	+0.06	+1.5%
Support for arts in the community	3.81	3.86	3.83	3.90	+0.08	+2.0%
Community events	3.79	3.89	3.88	3.90	+0.02	+0.5%
Emergency preparedness	3.70	3.73	3.78	3.81	+0.04	+1.0%
Availability of sidewalks and walking paths	3.69	3.75	3.71	3.80	+0.09	+2.3%
Protecting our natural environment	3.81	3.89	3.87	3.80	-0.07	-1.9%
Bike safety	3.65	3.60	3.67	3.66	-	-0.1%
Maintaining streets	3.58	3.62	3.64	3.65	+0.01	+0.3%
Support for neighborhoods	3.56	3.67	3.64	3.62	-0.02	-0.7%
Attracting and keeping businesses in Kirkland	3.26	3.47	3.45	3.58	+0.12	+3.5%
Services for people in need	3.64	3.58	3.58	3.28	-0.31	-8.5%
Building, permitting and inspection	--	--	3.37	3.24	-0.13	-3.8%
Zoning and land use	3.20	3.19	3.20	3.14	-0.07	-2.0%
Managing traffic flow	3.48	3.17	3.15	3.02	-0.13	-4.2%
Affordable housing options for vulnerable residents	--	--	--	2.60	N/A	N/A

### 5.3 Importance vs. Performance – Gap Analysis

#### Findings

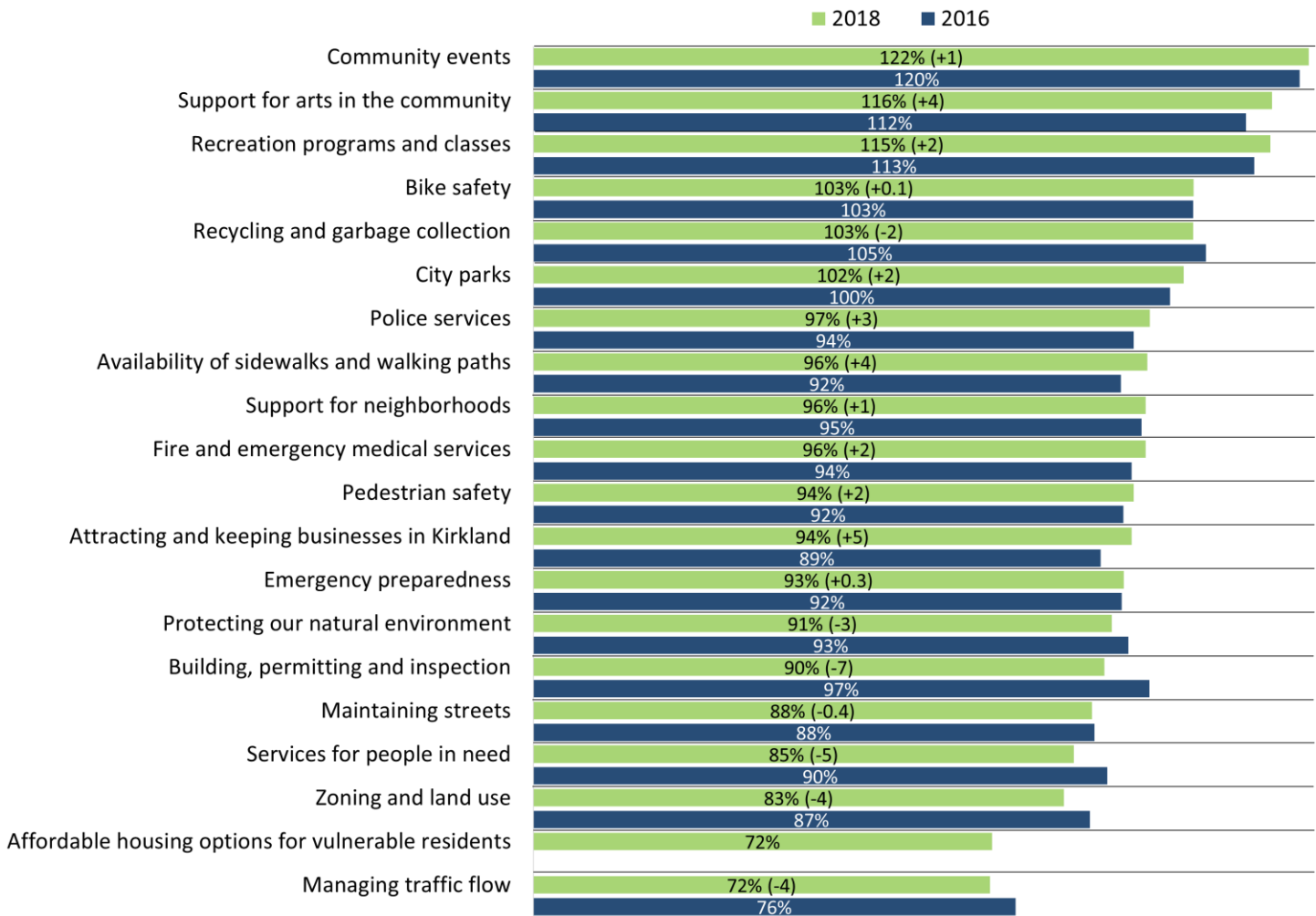
- *Of the City services tested, most are rated at least comparably to their relative performance, with the exception of managing traffic flow (its performance mean was 72% of its importance mean), affordable housing options (72%), zoning and land use (83%), and services for people in need (85%). Conversely, community events (122%), support for arts (116%), and recreation programs (115%) are the biggest overperformers.*
- *Managing traffic flow remains one of the most important, but also one of the lowest rated items, resulting in the largest gap of any service. Although residents don't prioritize affordable housing as highly as other services, it carries the second-largest gap between its importance and relative performance and is a key opportunity for improvement.*

Figure 5-5 – Gap Analysis: Performance vs. Importance



Overall, there has not been much change in the relative importance/performance positioning for most of the services and functions tested. Between 2016 and 2018, the performance-to-importance gap worsened slightly for building, permitting, and inspection (-7 percentage points), services for people in need (-5), zoning and land use (-4), and managing traffic flow (-4). However, the performance-to-importance ratio also slightly improved for attracting/keeping businesses in Kirkland (+5), the availability of sidewalks and walking paths (+4), and support for arts in the community (+4).

**Figure 5-6 – Gap Analysis: Performance vs. Importance Trend**



## 5.4 Importance vs. Performance – Quadrant Analysis

Plotting the importance and performance on a quadrant chart allows items to be categorized in the following ways:

- 1) **High Importance, Low Performance** (top-left quadrant) – Services falling into this category should be viewed as opportunities for improvement. These are the items that residents feel are very important but the City could be doing a better job delivering. Improving the services in this quadrant are likely to have the greatest impact on improving citizens' overall favorability of the City of the items tested.
- 2) **Importance & Performance Comparable** (bottom-left and top-right quadrants) – Services in these two categories may be rated differently by residents; but in both scenarios, City performance for these services matches the importance that the residents attribute to them.
- 3) **Low Importance, High Performance** (bottom-right quadrant) – This quadrant represents services that citizens think the City is doing ver7 well with but are believed to be less important. While items in this quadrant can be considered successes with certain niche groups, for most citizens, they are not major drivers of overall satisfaction with the City.

The diagonal line overlaying the chart represents where the ideal performance should be relative to the level of importance. Services falling on or near this line are performing optimally compared to how citizens value them. Items significantly left of the line may be potentially valuable improvement opportunities while items far right of the line may result in wasted resources if given too much focus.

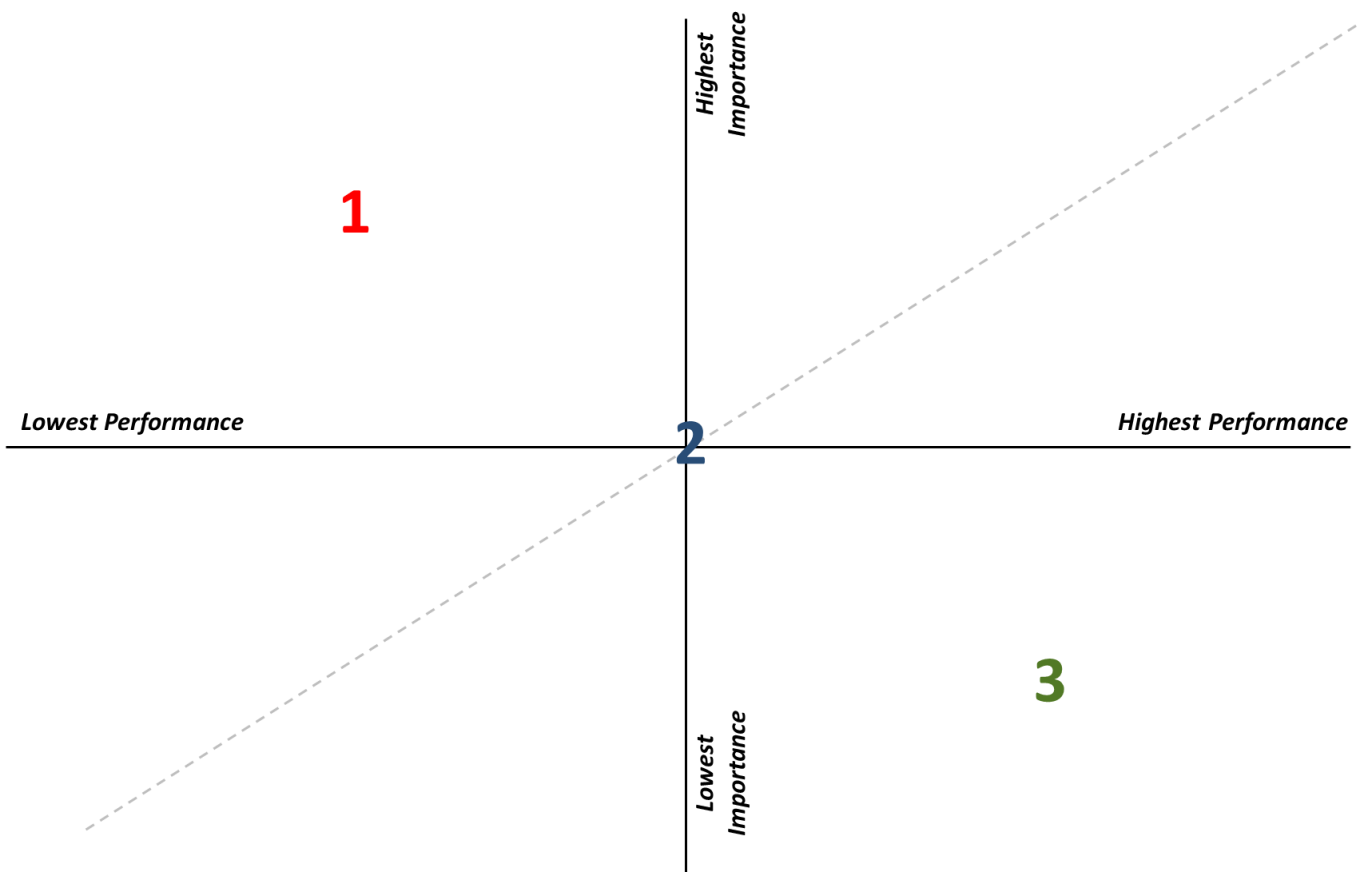


Figure 5-6 – Overall Performance vs. Importance Quadrant Chart

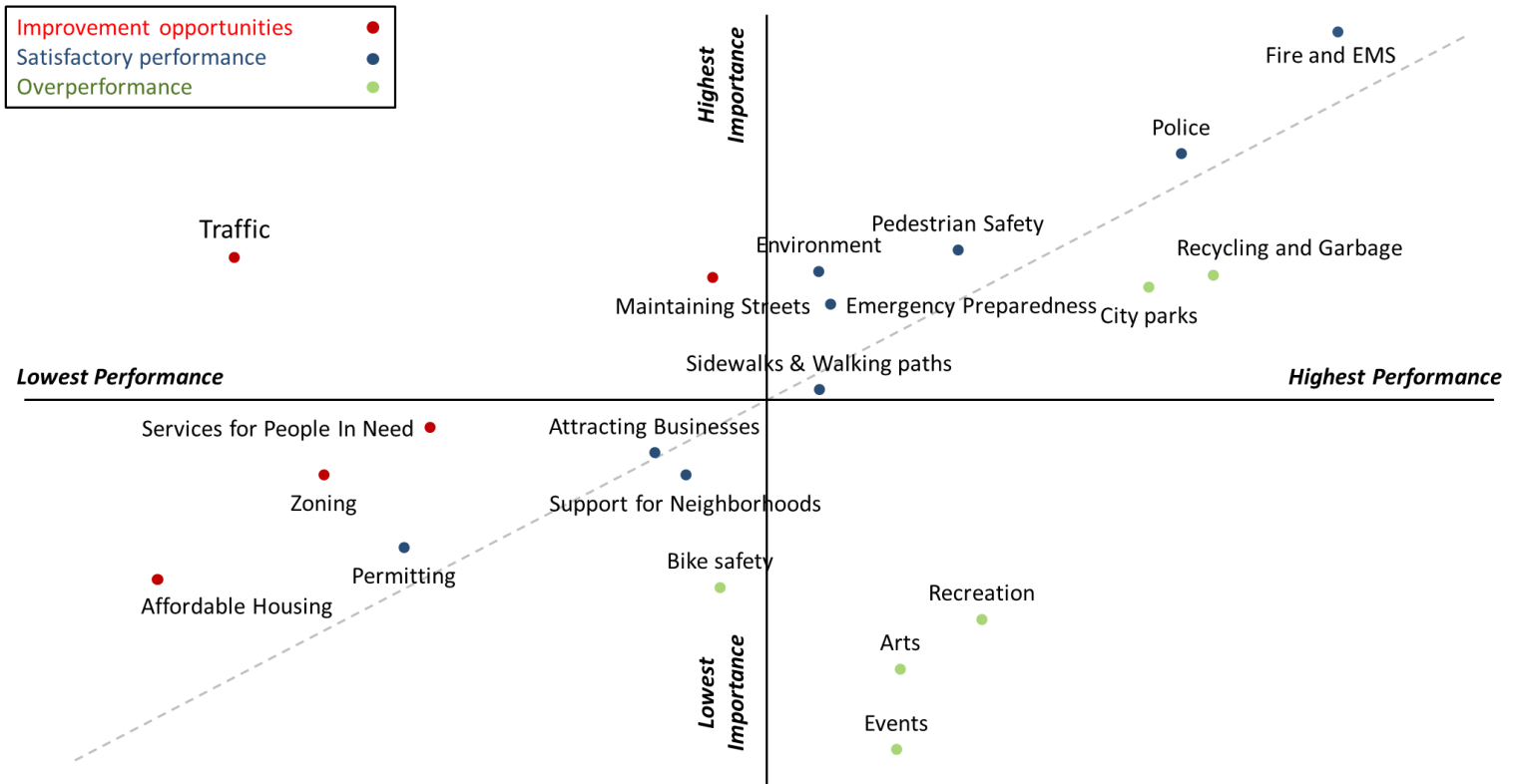
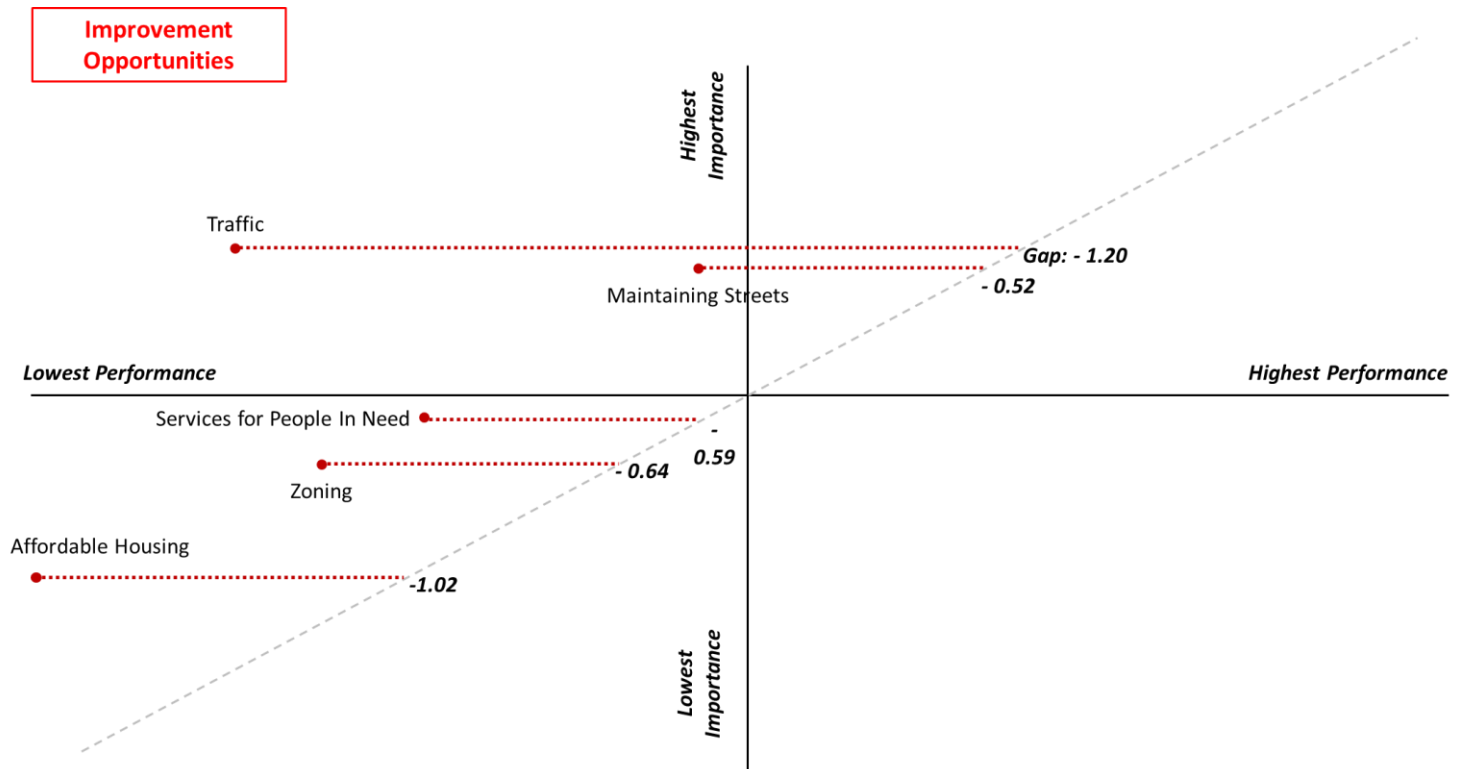


Figure 5-6 – Performance vs. Importance Improvement Opportunities Quadrant Chart





## 6. Other Topics

### 6.1 Measures Taken to Prepare

#### Question(s) Analyzed

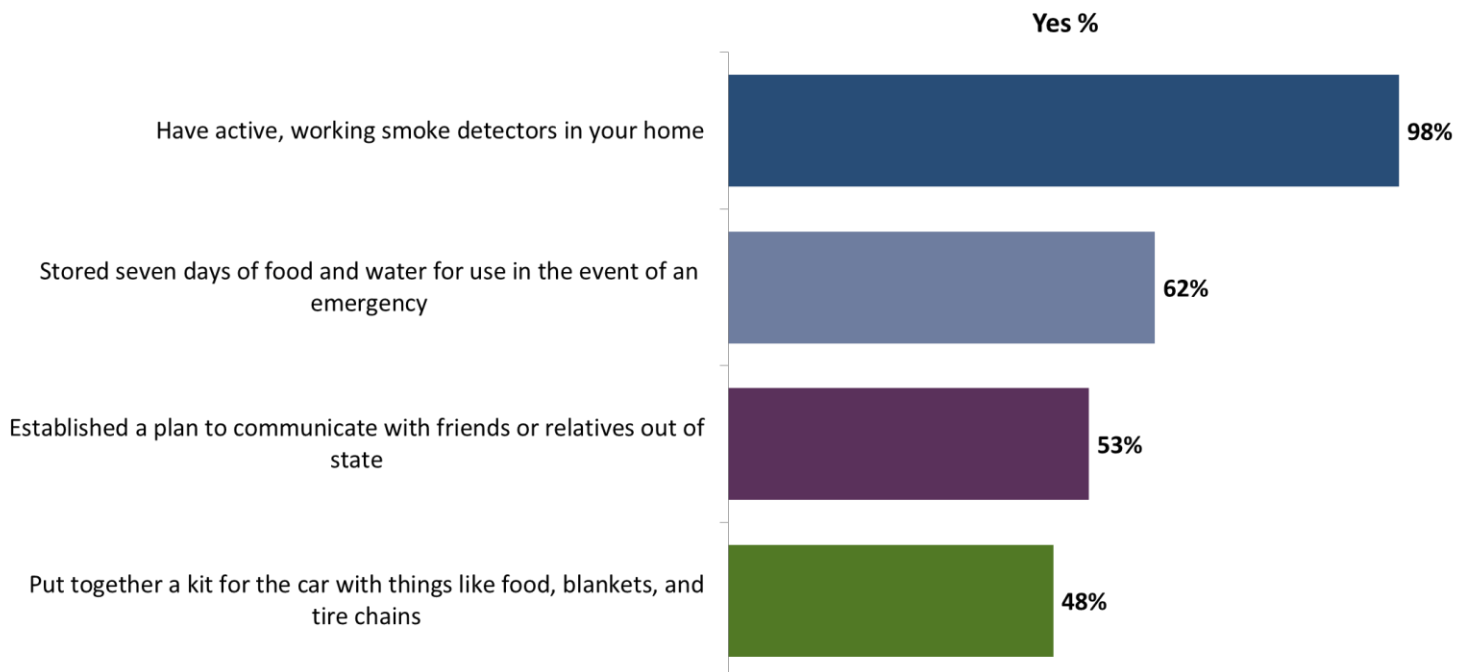
The following are things that some people have done to prepare their household for disasters or emergencies. Please tell me which of the following you have done at your home...

- Q58. Stored seven days of food and water for use in the event of an emergency?
- Q59. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains?
- Q60. Established a plan to communicate with friends or relatives out of state?
- Q61. Put active, working smoke detectors in your home?

#### Findings

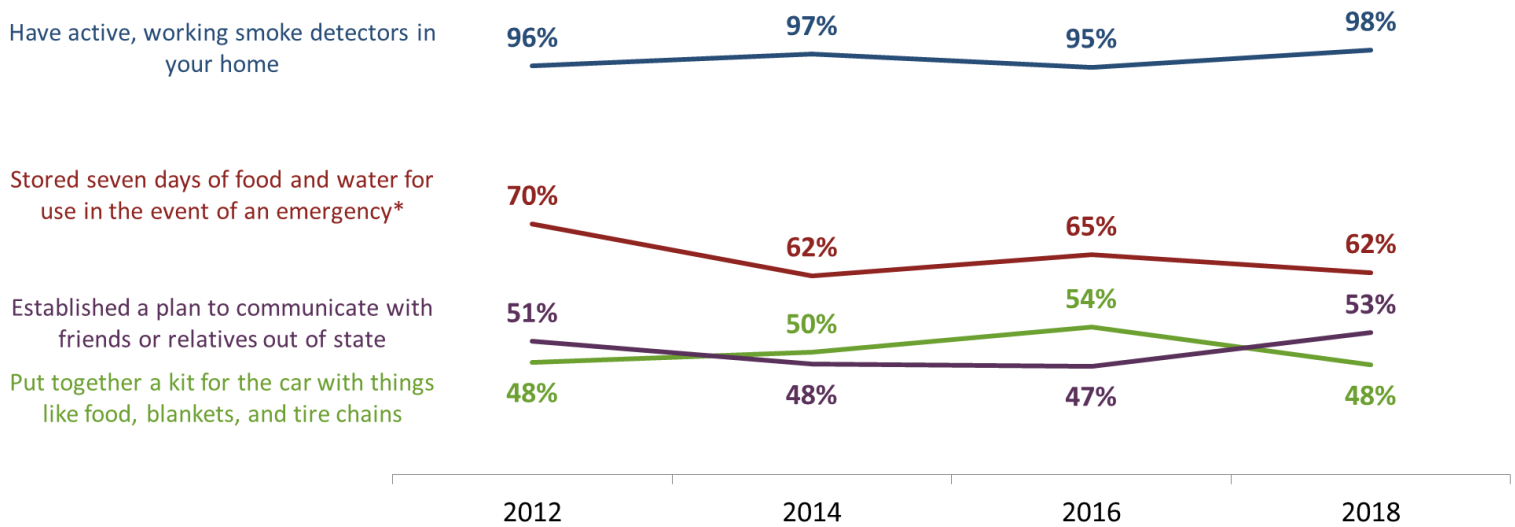
- Nearly everyone (98%) reports having working smoke detectors and almost two thirds have seven days stored food and water. About half report having a communications plan (53%, up from 47%) and a car emergency kit (48%, down from 54%).

Figure 6-1 – Emergency Preparedness Measures Taken



Most residents (98%) report having working smoke alarms, which has remained consistent since 2012. In 2018, a majority (62%) of residents report having up to seven days of food and water for use in the event of an emergency. Half (53%) say they have a plan to communicate with friends or relatives out of state in case of emergency, the highest since 2012. Half (48%) of residents also report having a kit for the car with emergency supplies, which has returned to 2012 levels.

**Figure 6-2 – Emergency Preparedness Measures Taken Trend**



\* The wording of the question was changed from "3 days of food and water" in previous years to "7 days of food and water" this year.

## 6.2 Potential Investments

### Question(s) Analyzed

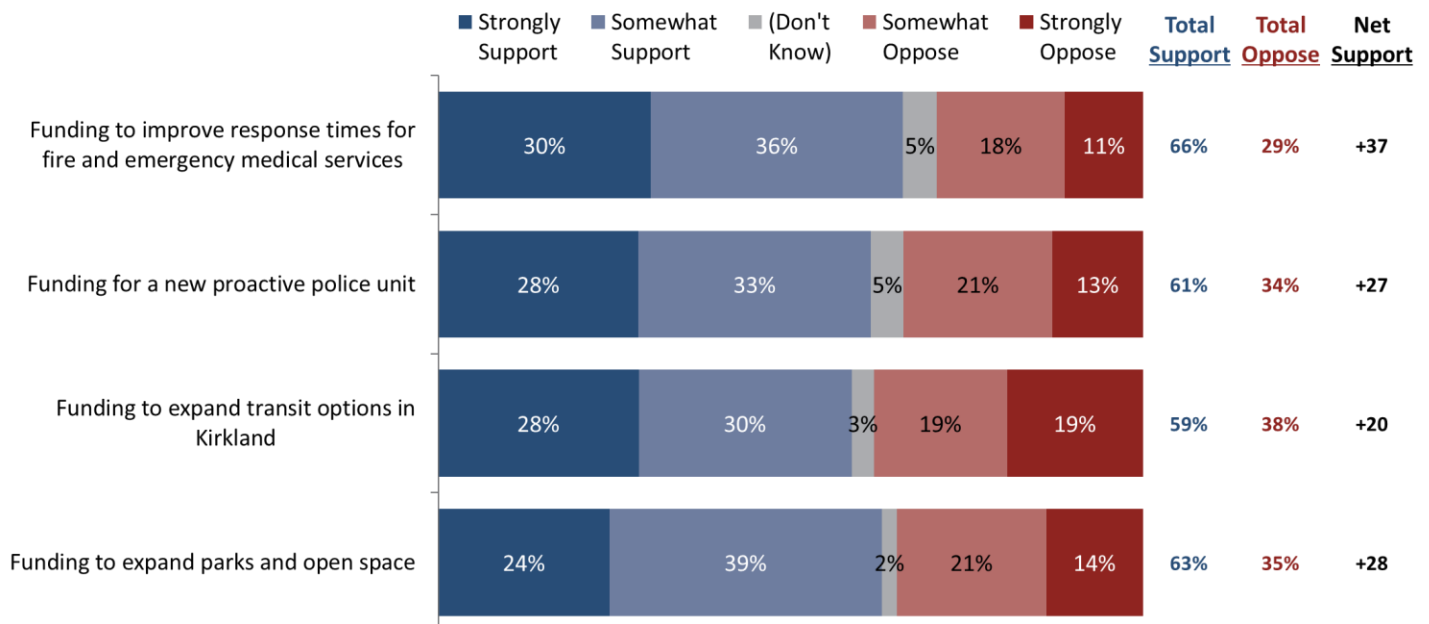
Next I am going to read a list of services that some Kirkland citizens feel need to be improved. Each of these would require a tax or fee increase to provide the necessary funding. As I read each one, tell me whether you would support or oppose increasing local taxes or fees for that purpose. Tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

- Q62. Funding for a new proactive police unit that would combat illegal drugs, burglaries, shoplifting and car prowls
- Q63. Funding to improve response times for fire and emergency medical services by hiring more firefighters and related emergency medical services personnel
- Q64. Funding to expand parks and open space
- Q65. Funding to expand transit options in Kirkland

### Findings

- All four potential funding increases – fire/EMS, parks, police, and transit – receive majority support; however, intensity of support (“strongly support”) is low, and because these were not actual ballot tests with specific tax increase amounts, they reflect general funding priorities rather than potential support at the ballot box.

Figure 6-3 – Potential Investment Areas



## 7. Demographics

### 7.1 Neighborhood

#### Question(s) Analyzed

Q4. What neighborhood do you live in?

Figure 7-1 – Responses by Neighborhood Trend

	2012	2014	2016	2018
Bridle Trails	4%	5%	5%	4%
Central Houghton	8%	6%	6%	8%
Everest	<1%	2%	2%	1%
Finn Hill	14%	16%	17%	14%
Highlands	2%	3%	4%	3%
Kingsgate/ Evergreen Hill	9%	14%	11%	12%
Lakeview	--	--	--	<1%
Market	3%	5%	3%	4%
Moss Bay	3%	3%	4%	2%
Norkirk	4%	5%	5%	3%
North Juanita	15%	19%	14%	17%
North Rose	7%	6%	10%	5%
South Juanita	8%	1%	6%	7%
South Rose	6%	3%	2%	5%
Totem Lake	5%	2%	2%	4%
Other	4%	9%	8%	9%
Don't know/NA	4%	1%	1%	2%

## 7.2 Demographics

Figure 7-2 – Respondent Demographics

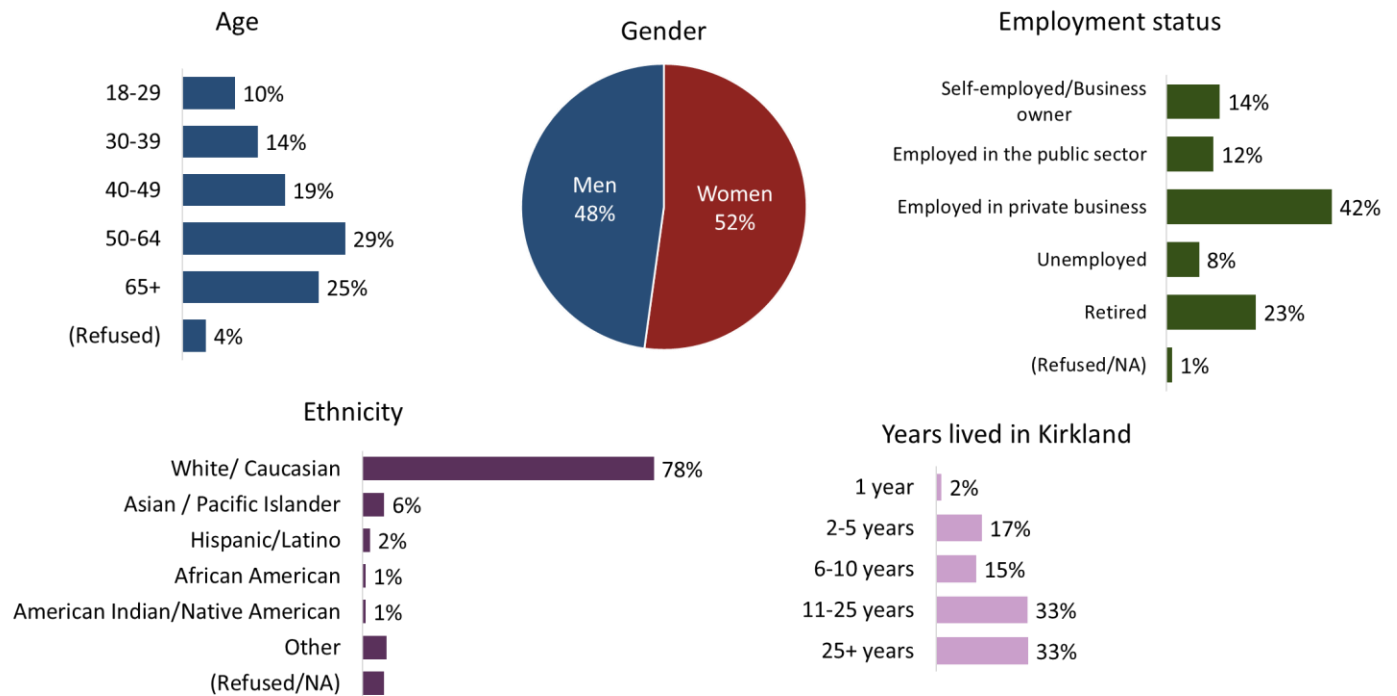
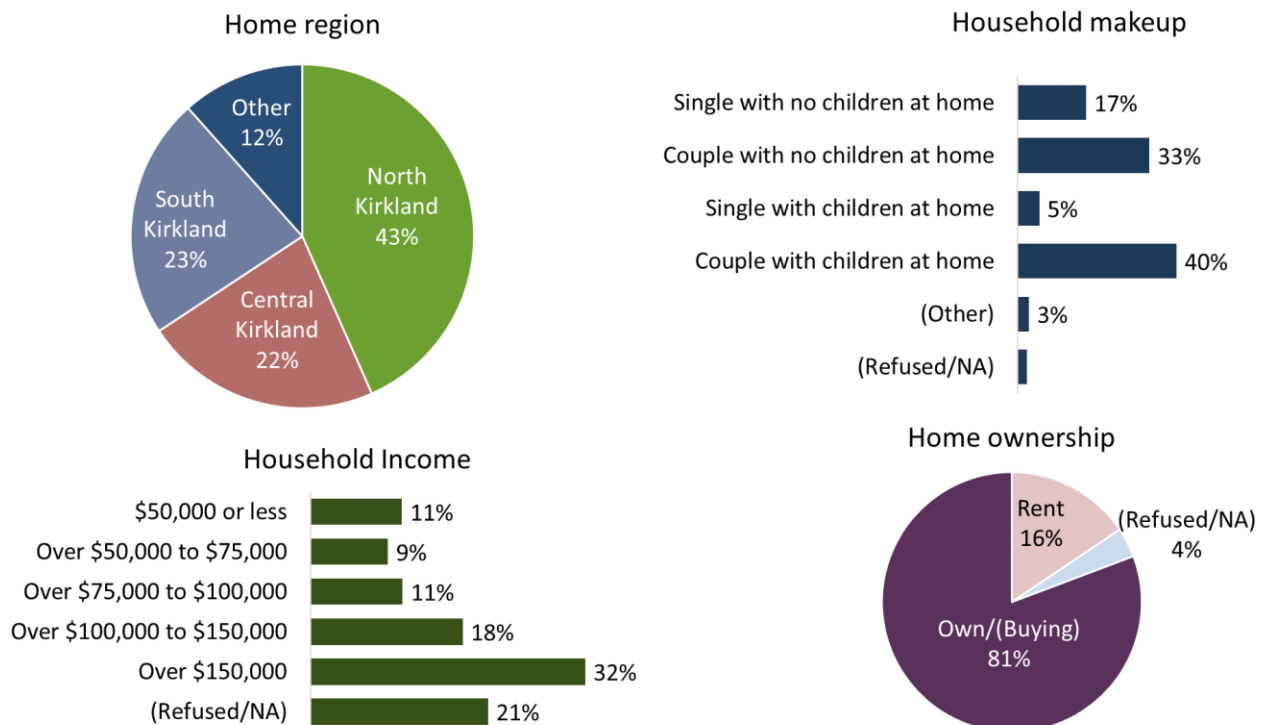


Figure 7-3 – Household Demographics



## 8. Topline Results

Live Telephone Survey of Kirkland Residents  
 City of Kirkland  
 Conducted April 26 - May 4, 2018  
 n=512; Margin of Error  $\pm 4.3$  percentage points  
 EMC Research #18-6718

*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:

April 25 <sup>th</sup> – May 2 <sup>nd</sup> , 2016	n=502	MoE = $\pm 4.4$	EMC #16-5961
April 6 <sup>th</sup> -11 <sup>th</sup> , 2014	n=501	MoE = $\pm 4.4$	EMC #14-5106
January 30 <sup>th</sup> - February 2 <sup>nd</sup>	n=500	MoE = $\pm 4.4$	EMC #12-4567

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

**[MUST SPEAK TO NAME ON LIST]**

Hello, my name is \_\_\_\_\_, and I'm conducting a survey for the City of Kirkland to find out how people in your area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

	2018	2016	2014	2012
6. Do you live in Kirkland?				
Yes → <b>CONTINUE</b>	100%	100%	100%	100%
No → <b>TERMINATE</b>	--	--	--	--
(Don't know/NA) → <b>TERMINATE</b>	--	--	--	--
7. Gender <b>[RECORD BY OBSERVATION]</b>				
Male	48%	48%	48%	48%
Female	52%	52%	52%	52%
8. How many years have you lived in Kirkland? <b>[IF LESS THAN 12 MONTHS RECORD AS 1 YEAR, IF RANGE GIVEN, ASK FOR AN APPROXIMATION]</b>				
1 year	2%	4%	4%	--
2-5 years	17%	18%	19%	--
6-10 years	15%	15%	18%	--
11-25 years	33%	39%	35%	--
25+ years	33%	23%	24%	--
(Don't know/NA)	0%	4%	4%	--

	2018	2016	2014	2012
9. What neighborhood do you live in? [READ LIST IF NECESSARY]				
Bridle Trails	4%	5%	5%	4%
Central Houghton	8%	6%	6%	8%
Everest	1%	2%	2%	<1%
Finn Hill	14%	17%	16%	14%
Highlands	3%	4%	3%	2%
Kingsgate/ Evergreen Hill	12%	11%	14%	9%
Lakeview	0%	--	--	--
Market	4%	3%	5%	3%
Moss Bay	2%	4%	3%	3%
Norkirk	3%	5%	5%	4%
North Juanita	17%	14%	19%	15%
North Rose	5%	10%	6%	7%
South Juanita	7%	6%	1%	8%
South Rose	5%	2%	3%	6%
Totem Lake	4%	2%	2%	5%
Other	9%	8%	9%	4%
(Don't know/NA)	2%	1%	1%	4%
10. How would you rate Kirkland as a place to live? Would you say it is an excellent, very good, satisfactory, only fair, or a poor place to live?				
Excellent	39%	47%	40%	35%
Very Good	43%	39%	46%	50%
Satisfactory	11%	9%	11%	11%
Only Fair	3%	2%	2%	3%
Poor	3%	2%	1%	1%
(Don't know/NA)	--	--	--	1%

	2018	2016	2014	2012
11. What do you like best about living in Kirkland?				
Location/Close to Amenities	29%	27%	41%	--
Water/Water front	15%	12%	6%	--
Small town feel/Community	11%	22%	20%	--
Safe/Quiet	10%	11%	8%	--
The People	9%	2%	4%	--
Parks	7%	6%	7%	--
Green space	7%	5%	4%	--
City government/ Services available/ Schools	5%	2%	0%	--
Other	5%	7%	7%	--
No/None/Nothing	2%	2%	2%	--
Don't Know	2%	4%	2%	--
12. When you think about the way things are going in Kirkland, what, if anything, concerns you?				
Traffic	16%	15%	10%	--
Population Growth/Crowds	12%	6%	6%	--
Over development	9%	16%	16%	--
Housing	9%	4%	2%	--
Taxes/Spending	8%	5%	9%	--
Crime	6%	3%	2%	--
City Government	6%	6%	4%	--
Increased Prices	5%	4%	3%	--
Infrastructure	3%	3%	3%	--
School Funding	2%	1%	3%	--
Public Transportation	2%	5%	1%	--
Lack of small businesses	1%	2%	1%	--
Parking	1%	1%	2%	--
Jobs	--	0%	1%	--
Police presence	--	1%	3%	--
Building Maintenance	--	0%	2%	--
Other	4%	5%	5%	--
No/None/Nothing	15%	22%	23%	--
Don't Know/Refuse	2%	1%	3%	--



8INT. Please tell me how you think Kirkland City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

	Excellent	Good	Only Fair	Poor	(Don't know)	(NA)	Positive	Negative
<b>[RANDOMIZE]</b>								
13. the job the City is doing overall								
2018	13%	57%	20%	4%	5%	1%	70%	25%
2016	11%	59%	21%	4%	4%	1%	70%	25%
2014	9%	62%	21%	3%	5%	1%	71%	24%
2012	10%	58%	18%	5%	9%	--	68%	23%
14. the job the City is doing managing the public's money								
2018	7%	30%	21%	12%	26%	4%	37%	33%
2016	6%	31%	25%	9%	27%	2%	37%	34%
2014	5%	30%	24%	7%	32%	3%	35%	30%
2012	5%	28%	24%	8%	34%	2%	33%	32%
15. the job the City does keeping residents informed								
2018	15%	42%	28%	9%	6%	1%	57%	37%
2016	11%	50%	25%	7%	6%	1%	62%	32%
2014	13%	50%	23%	6%	7%	1%	63%	29%
2012	12%	50%	22%	7%	8%	1%	63%	29%
16. the job the City does delivering services efficiently								
2018	17%	53%	16%	3%	9%	2%	69%	19%
2016	18%	52%	17%	2%	9%	1%	71%	19%
2014	13%	57%	15%	3%	11%	1%	70%	18%
2012	16%	53%	17%	5%	8%	1%	69%	23%
17. the job the City does focusing on the priorities that matter most to residents								
2018	7%	36%	24%	12%	18%	3%	42%	36%
2016	7%	40%	26%	10%	15%	1%	47%	36%
2014	6%	40%	22%	7%	23%	1%	46%	29%
2012	5%	41%	20%	9%	21%	3%	46%	30%

**[END RANDOMIZE]**

18INT. I'm going to read you a list of services and functions provided by the city. For each one, please tell me how important that city function is to you and your household. Use a scale of 1 to 5, where 1 means that it is "not at all important" and 5 means it is "extremely important."

	1	2	3	4	5	(Don't know)	Mean
	Not at all Important		Extremely Important				
[RANDOMIZE]							
18.	Managing traffic flow						
2018	4%	5%	12%	23%	55%	1%	4.22
2016	3%	4%	14%	30%	48%	<1%	4.17
2014	2%	3%	17%	35%	43%	<1%	4.14
2012	3%	5%	18%	38%	36%	<1%	4.01
19.	Maintaining streets						
2018	2%	4%	12%	38%	44%	0%	4.17
2016	1%	2%	16%	43%	38%	<1%	4.14
2014	1%	2%	17%	36%	43%	--	4.18
2012	1%	2%	15%	39%	43%	--	4.21
20.	Recreation programs and classes						
2018	5%	9%	34%	31%	18%	3%	3.48
2016	5%	11%	31%	31%	17%	4%	3.46
2014	5%	12%	30%	33%	18%	2%	3.47
2012	8%	10%	30%	32%	18%	1%	3.44
21.	City parks						
2018	2%	3%	17%	31%	46%	1%	4.16
2016	1%	2%	12%	42%	41%	1%	4.21
2014	1%	3%	14%	35%	46%	<1%	4.21
2012	2%	2%	18%	35%	43%	1%	4.14
22.	Fire and emergency medical services						
2018	1%	1%	4%	17%	76%	1%	4.68
2016	1%	<1%	4%	23%	72%	1%	4.66
2014	1%	1%	4%	19%	75%	1%	4.68
2012	1%	<1%	5%	16%	77%	<1%	4.68
23.	Police services						
2018	1%	2%	10%	26%	60%	1%	4.43
2016	2%	2%	10%	26%	60%	1%	4.41
2014	2%	2%	9%	31%	56%	--	4.37
2012	2%	3%	9%	24%	61%	1%	4.40

	1	2	3	4	5	(Don't know)	Mean
	Not at all Important			Extremely Important			
24. Support for neighborhoods							
2018	3%	6%	25%	34%	24%	7%	3.77
2016	2%	6%	25%	35%	26%	6%	3.82
2014	2%	8%	27%	33%	25%	4%	3.74
2012	4%	9%	21%	36%	23%	6%	3.69
25. Attracting and keeping businesses in Kirkland							
2018	4%	7%	25%	33%	31%	2%	3.82
2016	4%	6%	23%	33%	33%	2%	3.88
2014	3%	5%	19%	34%	37%	2%	3.96
2012	4%	3%	15%	32%	45%	1%	4.13
26. Pedestrian safety							
2018	2%	4%	15%	26%	52%	1%	4.23
2016	2%	3%	15%	28%	51%	<1%	4.24
2014	2%	4%	13%	32%	50%	<1%	4.26
2012	3%	4%	11%	32%	50%	<1%	4.22
27. Bike safety							
2018	9%	10%	26%	24%	29%	2%	3.54
2016	9%	11%	23%	27%	28%	3%	3.55
2014	8%	9%	25%	29%	28%	2%	3.61
2012	11%	11%	23%	27%	26%	2%	3.45
28. Availability of sidewalks and walking paths							
2018	3%	7%	22%	27%	40%	1%	3.94
2016	3%	5%	17%	36%	38%	1%	4.03
2014	2%	6%	20%	37%	34%	<1%	3.94
2012	3%	7%	19%	36%	36%	<1%	3.94
29. Support for arts in the community							
2018	8%	12%	31%	28%	18%	2%	3.37
2016	4%	13%	33%	31%	17%	2%	3.43
2014	8%	13%	32%	28%	18%	1%	3.35
2012	8%	14%	32%	30%	15%	1%	3.31
30. Community events							
2018	7%	16%	37%	28%	11%	2%	3.21
2016	5%	16%	37%	29%	10%	3%	3.23
2014	7%	14%	36%	28%	12%	1%	3.25
2012	10%	14%	36%	32%	9%	<1%	3.17

	1	2	3	4	5	(Don't know)	Mean
	Not at all Important			Extremely Important			
31. Zoning and land use							
2018	5%	8%	24%	27%	33%	4%	3.77
2016	7%	7%	24%	32%	26%	4%	3.67
2014	5%	6%	25%	29%	31%	4%	3.79
2012	3%	6%	28%	29%	28%	6%	3.76
32. Recycling and garbage collection							
2018	2%	3%	17%	31%	47%	0%	4.18
2016	2%	4%	18%	35%	41%	--	4.08
2014	1%	4%	15%	37%	43%	--	4.16
2012	1%	2%	13%	36%	48%	--	4.27
33. Emergency preparedness							
2018	1%	4%	19%	31%	41%	3%	4.12
2016	2%	5%	15%	35%	40%	3%	4.10
2014	1%	3%	22%	31%	38%	4%	4.05
2012	2%	3%	18%	28%	46%	3%	4.16
34. Protecting our natural environment							
2018	2%	4%	16%	29%	49%	1%	4.19
2016	3%	3%	13%	36%	43%	1%	4.15
2014	2%	3%	15%	32%	48%	<1%	4.22
2012	4%	2%	17%	34%	42%	1%	4.10
35. Services for people in need							
2018	5%	6%	18%	34%	32%	5%	3.87
2016	2%	4%	20%	33%	33%	7%	3.98
2014	2%	5%	18%	35%	35%	5%	4.00
2012	3%	5%	19%	33%	35%	5%	3.96
36. Building, permitting and inspection							
2018	5%	9%	27%	29%	24%	6%	3.62
2016	6%	9%	30%	27%	19%	8%	3.49
37. Ensuring affordable housing options for seniors, low income and working class residents							
2018	10%	10%	20%	25%	32%	3%	3.62

[END RANDOMIZE]

38INT. Using the same list, 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.

	<b>A Excellent</b>	<b>B Above Average</b>	<b>C Average</b>	<b>D Below Average</b>	<b>F Failing</b>	<b>Don't Know</b>	<b>Grade</b>
<b>[RANDOMIZE]</b>							
38. Managing traffic flow							
2018	8%	27%	34%	16%	13%	2%	<b>3.02</b>
2016	6%	32%	37%	14%	8%	2%	<b>3.15</b>
2014	6%	32%	39%	14%	6%	3%	<b>3.17</b>
2012	9%	46%	29%	9%	4%	3%	<b>3.48</b>
39. Maintaining streets							
2018	17%	44%	27%	8%	3%	1%	<b>3.65</b>
2016	16%	43%	30%	7%	2%	1%	<b>3.64</b>
2014	16%	45%	27%	9%	3%	2%	<b>3.62</b>
2012	13%	42%	34%	7%	2%	2%	<b>3.58</b>
40. Recreation programs and classes							
2018	25%	40%	19%	2%	0%	14%	<b>4.01</b>
2016	22%	36%	21%	2%	1%	18%	<b>3.91</b>
2014	24%	41%	19%	1%	<1%	15%	<b>4.03</b>
2012	17%	39%	16%	5%	1%	21%	<b>3.84</b>
41. City parks							
2018	41%	43%	13%	1%	0%	2%	<b>4.24</b>
2016	39%	42%	13%	1%	1%	4%	<b>4.20</b>
2014	39%	43%	13%	2%	1%	3%	<b>4.21</b>
2012	28%	47%	16%	3%	1%	5%	<b>4.04</b>
42. Fire and emergency medical services							
2018	54%	33%	5%	1%	0%	7%	<b>4.49</b>
2016	48%	36%	7%	2%	1%	6%	<b>4.37</b>
2014	51%	31%	6%	1%	<1%	10%	<b>4.45</b>
2012	47%	31%	8%	2%	1%	11%	<b>4.36</b>
43. Police services							
2018	43%	39%	10%	2%	1%	4%	<b>4.28</b>
2016	40%	38%	12%	3%	3%	4%	<b>4.15</b>
2014	40%	36%	12%	3%	1%	7%	<b>4.19</b>
2012	40%	35%	11%	4%	3%	7%	<b>4.12</b>

	<b>A</b> <b>Excellent</b>	<b>B</b> <b>Above</b> <b>Average</b>	<b>C</b> <b>Average</b>	<b>D</b> <b>Below</b> <b>Average</b>	<b>F</b> <b>Failing</b>	<b>Don't</b> <b>Know</b>	<b>Grade</b>
44. Support for neighborhoods							
2018	13%	36%	31%	6%	1%	14%	3.62
2016	12%	39%	29%	4%	2%	14%	3.64
2014	12%	39%	25%	5%	1%	18%	3.67
2012	11%	31%	28%	4%	3%	23%	3.56
45. Attracting and keeping businesses in Kirkland							
2018	14%	37%	27%	6%	4%	12%	3.58
2016	12%	34%	28%	7%	5%	13%	3.45
2014	10%	34%	29%	7%	4%	14%	3.47
2012	10%	27%	28%	14%	5%	17%	3.26
46. Pedestrian safety							
2018	27%	46%	19%	4%	1%	3%	3.98
2016	26%	45%	21%	4%	1%	3%	3.92
2014	29%	40%	20%	6%	1%	5%	3.95
2012	27%	44%	18%	4%	1%	6%	3.98
47. Bike safety							
2018	15%	39%	28%	5%	2%	10%	3.66
2016	13%	43%	31%	4%	1%	8%	3.67
2014	11%	39%	29%	5%	2%	14%	3.60
2012	13%	38%	25%	7%	2%	16%	3.65
48. Availability of sidewalks and walking paths							
2018	22%	42%	26%	6%	1%	2%	3.80
2016	17%	45%	26%	7%	2%	2%	3.71
2014	22%	41%	25%	9%	1%	3%	3.75
2012	14%	47%	27%	6%	2%	4%	3.69
49. Support for arts in the community							
2018	20%	43%	23%	2%	0%	10%	3.90
2016	18%	43%	20%	4%	2%	14%	3.83
2014	18%	43%	19%	4%	1%	15%	3.86
2012	17%	38%	22%	5%	1%	17%	3.81
50. Community events							
2018	23%	41%	22%	4%	0%	10%	3.90
2016	19%	44%	22%	2%	1%	12%	3.88
2014	20%	43%	23%	3%	1%	10%	3.89
2012	16%	41%	25%	4%	1%	14%	3.79

	<b>A</b> <b>Excellent</b>	<b>B</b> <b>Above</b> <b>Average</b>	<b>C</b> <b>Average</b>	<b>D</b> <b>Below</b> <b>Average</b>	<b>F</b> <b>Failing</b>	<b>Don't</b> <b>Know</b>	<b>Grade</b>
51. Zoning and land use							
2018	6%	27%	31%	11%	8%	17%	3.14
2016	6%	29%	28%	10%	7%	19%	3.20
2014	6%	28%	28%	12%	6%	20%	3.19
2012	4%	26%	25%	9%	6%	29%	3.20
52. Recycling and garbage collection							
2018	48%	38%	11%	2%	0%	1%	4.32
2016	46%	39%	11%	2%	1%	1%	4.30
2014	49%	36%	10%	3%	1%	2%	4.32
2012	45%	39%	10%	2%	2%	2%	4.27
53. Emergency preparedness							
2018	17%	35%	21%	3%	1%	22%	3.81
2016	18%	31%	24%	3%	2%	22%	3.78
2014	14%	27%	21%	4%	1%	33%	3.73
2012	14%	29%	18%	5%	2%	32%	3.70
54. Protecting our natural environment							
2018	19%	46%	25%	3%	2%	5%	3.80
2016	20%	49%	19%	3%	2%	7%	3.87
2014	19%	47%	21%	2%	1%	10%	3.89
2012	17%	43%	21%	4%	2%	13%	3.81
55. Services for people in need							
2018	4%	26%	29%	9%	3%	30%	3.28
2016	9%	27%	28%	2%	2%	32%	3.58
2014	7%	30%	25%	4%	1%	34%	3.58
2012	9%	28%	20%	4%	1%	38%	3.64
56. Building, permitting and inspection							
2018	9%	25%	22%	10%	8%	26%	3.24
2016	8%	26%	27%	5%	5%	28%	3.37
57. Ensuring affordable housing options for seniors, low income and working class residents							
2018	4%	12%	25%	21%	15%	23%	2.60

[END RANDOMIZE]

	2018	2016	2014	2012
58. Thinking about the types of stores, goods and services available in Kirkland, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the availability of goods and services in Kirkland?				
Very satisfied	23%	22%	21%	21%
Satisfied	67%	61%	59%	60%
Dissatisfied	8%	14%	17%	14%
Very dissatisfied	2%	2%	3%	3%
(Don't Know/NA)	1%	2%	1%	2%
59. 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?				
Very safe	76%	74%	79%	71%
Safe	22%	23%	18%	27%
Somewhat Unsafe	2%	2%	2%	1%
Very unsafe	0%	1%	<1%	<1%
(Don't Know/NA)	0%	<1%	<1%	<1%
60. And how safe do you feel walking alone in your neighborhood after dark? Would you say very safe, safe, somewhat unsafe, or very unsafe?				
Very safe	37%	38%	40%	34%
Safe	42%	44%	43%	45%
Somewhat Unsafe	16%	12%	14%	16%
Very unsafe	4%	3%	2%	4%
(Don't Know/NA)	2%	3%	2%	2%

**[IF Q55=3 or 4 ASK FOLLOW UP Q56]**

61. <b>(IF UNSAFE) Why do you feel unsafe? (OPEN END, n=100; ±9.8)</b>			
Crime	29%	30%	26%
Strangers	20%	12%	12%
Lack of streetlights/Dark	17%	29%	35%
No sidewalks	9%	11%	7%
Being a woman	8%	--	--
Night time is unsafe	5%	18%	14%
Other/Nothing	9%	8%	7%
Don't Know	3%	--	--

**(RESUME ASKING EVERYONE)**



	2018	2016	2014	2012
62. In general, how satisfied are you with your neighborhood's infrastructure such as streets and sidewalks, and roadside landscaping? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?				
Very satisfied	32%	34%	32%	27%
Satisfied	49%	47%	50%	55%
Dissatisfied	14%	14%	13%	14%
Very dissatisfied	5%	3%	5%	4%
(Don't Know/NA)	1%	34%	32%	27%

63INT. The following are things that some people have done to prepare their household for disasters or emergencies. Please tell me which of the following you have done at your home...

	Yes	No	(Don't Know)
<b>[RANDOMIZE]</b>			
63. Stored seven days of food and water for use in the event of an emergency?			
2018	62%	36%	2%
2016	65%	34%	1%
2014	62%	37%	1%
2012	70%	29%	1%
64. Put together a kit for the car, with things like food, flashlights, blankets, and tire chains?			
2018	48%	50%	2%
2016	54%	45%	1%
2014	50%	50%	1%
2012	48%	52%	<1%
65. Established a plan to communicate with friends or relatives out of state?			
2018	53%	46%	1%
2016	47%	50%	2%
2014	48%	50%	2%
2012	51%	47%	2%
66. Put active, working smoke detectors in your home?			
2018	98%	1%	1%
2016	95%	4%	1%
2014	97%	2%	<1%
2012	96%	4%	1%

**[END RANDOMIZE]**

67INT. Next I am going to read a list of services that some Kirkland citizens feel need to be improved. Each of these would require a tax or fee increase to provide the necessary funding. As I read each one, tell me whether you would support or oppose increasing local taxes or fees for that purpose. Tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose each one.

SCALE:	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	(DK/Refused)	Total Support	Total Oppose
<b>(RANDOMIZE)</b>							
67.	Funding for a new proactive police unit that would combat illegal drugs, burglaries, shoplifting and car prowls						
	28%	33%	21%	13%	5%	<b>61%</b>	<b>34%</b>
68.	Funding to improve response times for fire and emergency medical services by hiring more firefighters and related emergency medical services personnel						
	30%	36%	18%	11%	5%	<b>66%</b>	<b>29%</b>
69.	Funding to expand parks and open space						
	24%	39%	21%	14%	2%	<b>63%</b>	<b>35%</b>
70.	Funding to expand transit options in Kirkland						
	28%	30%	19%	19%	3%	<b>59%</b>	<b>38%</b>

**[END RANDOMIZE]**

		2018	2016	2014	2012
71.	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?				
	Well informed	15%	12%	10%	11%
	Somewhat informed	47%	51%	45%	46%
	Not very informed	37%	36%	45%	43%
	(Don't Know/NA)	1%	1%	<1%	--

	2018	2016	2014	2012
72. What is your primary source of information for finding out what is going on with Kirkland City government? <b>[DO NOT READ LIST]</b>				
Kirkland Reporter	19%	26%	31%	31%
City Newsletter	19%	18%	16%	16%
City webpage	12%	18%	13%	10%
Word of mouth	6%	2%	--	6%
City Television Channel	6%	7%	5%	6%
Internet	6%	1%	--	--
Facebook	5%	5%	2%	1%
Neighborhood association meetings	6%	6%	5%	5%
City TV Online	4%	--	--	--
City email list	4%	5%	3%	6%
Nextdoor	1%	--	--	--
Twitter	1%	0%	1%	1%
Local Blogs	1%	3%	2%	3%
None	5%	3%	4%	5%
(Don't know/NA)	0%	4%	4%	4%
Other	6%	2%	14%	3%

Finally, I'd like to ask you a few questions for statistical purposes only.

73. Which of the following best describes you at this time? Are you. . . <b>[READ LIST]</b>				
Self-employed or a business owner	14%	14%	15%	17%
Employed in the public sector, like a governmental agency or educational institution	12%	12%	13%	10%
Employed in private business	42%	42%	41%	36%
Not working right now	8%	9%	10%	14%
Retired	23%	21%	20%	21%
(Don't know/NA)	1%	2%	1%	2%
74. Which of the following best describes your household? <b>[READ LIST]</b>				
Single with no children at home	17%	22%	23%	26%
Couple with no children at home	33%	29%	35%	29%
Single with children at home	5%	6%	4%	7%
Couple with children at home	40%	37%	35%	33%
Other	3%	2%	2%	1%
(Don't know/NA)	2%	3%	2%	3%

	2018	2016	2014	2012
75. Which of the following best describes your race or ethnic background? <b>[READ LIST]</b>				
African American	1%	1%	1%	1%
Asian / Pacific Islander	6%	6%	4%	4%
American Indian / Native American	1%	1%	1%	<1%
Caucasian	78%	82%	85%	85%
Hispanic / Latino	2%	2%	1%	2%
Other	6%	5%	4%	3%
(Don't know/NA)	6%	3%	4%	4%
76. Do you own or rent the place in which you live?				
Own/(Buying)	81%	80%	82%	76%
Rent	16%	18%	15%	20%
(Don't know/NA)	4%	1%	3%	4%
77. I am going to list five broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for twenty seventeen. <b>[READ LIST]</b>				
\$50,000 or less	11%	10%	14%	22%
Over \$50,000 to \$75,000	9%	12%	16%	14%
Over \$75,000 to \$100,000	11%	14%	14%	13%
\$100,000 to \$150,000	18%	13%	16%	21%
Over \$150,000	32%	24%	20%	12%
(Don't know/NA)	21%	27%	21%	18%
78. In what year were you born?				
18-29	10%	11%	11%	--
30-39	14%	19%	24%	--
40-49	19%	19%	19%	--
50-64	31%	29%	27%	--
65+/Blank	26%	22%	19%	--

	2018	2016	2014	2012
79. And finally are there any topics we did not cover that are important to you? <b>(OPEN END)</b>				
Affordable Housing/ Affordability	15%	6%	--	--
City services (police, fire, etc.)	10%	9%	--	--
Over development	10%			
Education	9%	12%	--	--
Infrastructure	9%	13%	--	--
Parks / Recreation	6%	7%	--	--
Public transportation	6%	12%	--	--
Traffic	5%	6%	--	--
Government officials	5%	6%	--	--
Homelessness	2%	3%	--	--
Plastic bag policy	0%	3%	--	--
Other	9%	15%	--	--
Don't know/ Nothing/ None	1%	2%	--	--
Refuse	13%	9%	--	--

**THANK YOU!**