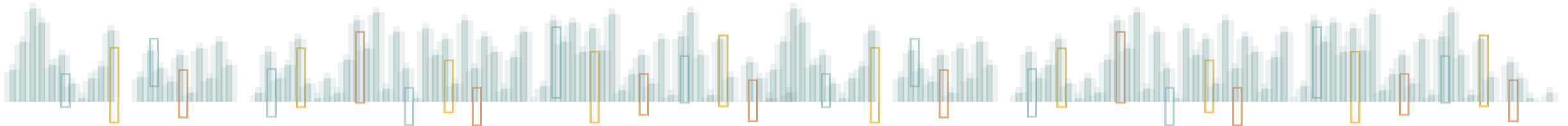




City of Kirkland Biennial Community Survey

May 2024



Research purpose

- Track Kirkland residents' attitudes and opinions about quality of life, service priorities, and satisfaction levels
- Understand how residents view Kirkland as a place to live, feelings about City services, and communication preferences
- Benchmark opinions over time



Methodology

- Hybrid phone and online survey of N=1,000 Kirkland residents
- Conducted May 1 to 13, 2024; 15 minutes to complete
- Quotas by age, gender, race, education, and income to ensure a representative sample
- Margin of error $\pm 3.1\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses



Key takeaways

People like living in Kirkland.

More than eight in ten residents say it is an excellent or good place to live. The small-town feel and access to nature are some of the features that residents like best.

Residents are generally happy with City services.

Strong majorities give the City positive marks for the job it is doing overall. Residents are especially satisfied with the services they rate the most important: emergency services, parks, pedestrian safety, and garbage/recycling.

These strong positives are consistent with prior surveys.

There were few major changes in opinion from the prior survey in 2022. Residents gave ratings that were similar to or higher than the ratings the City has received in past surveys.

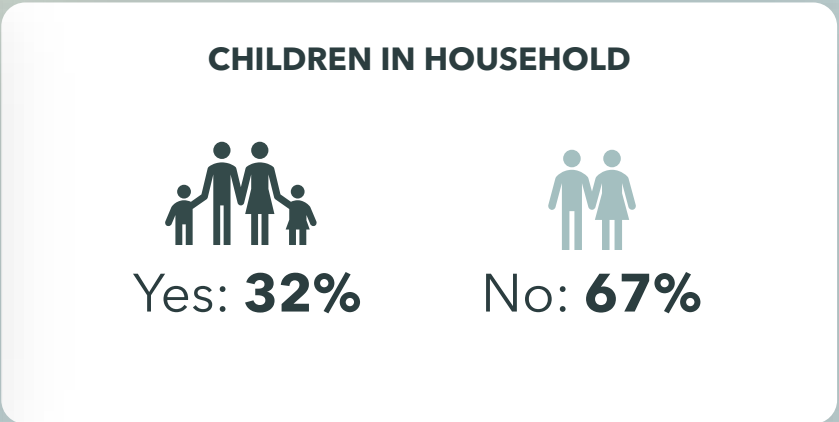
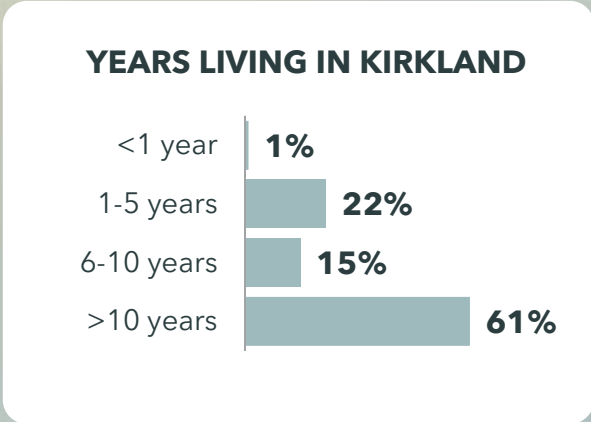
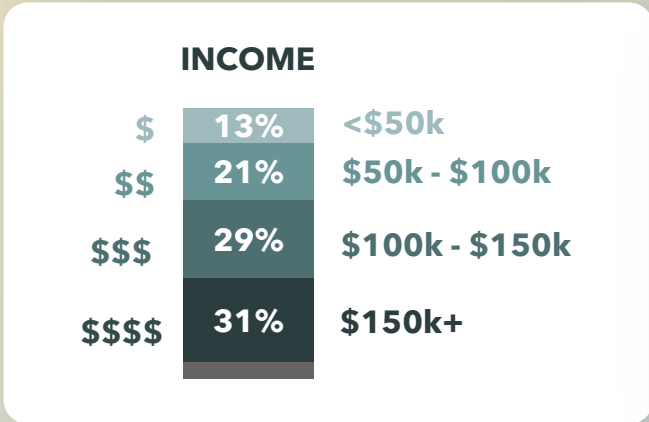
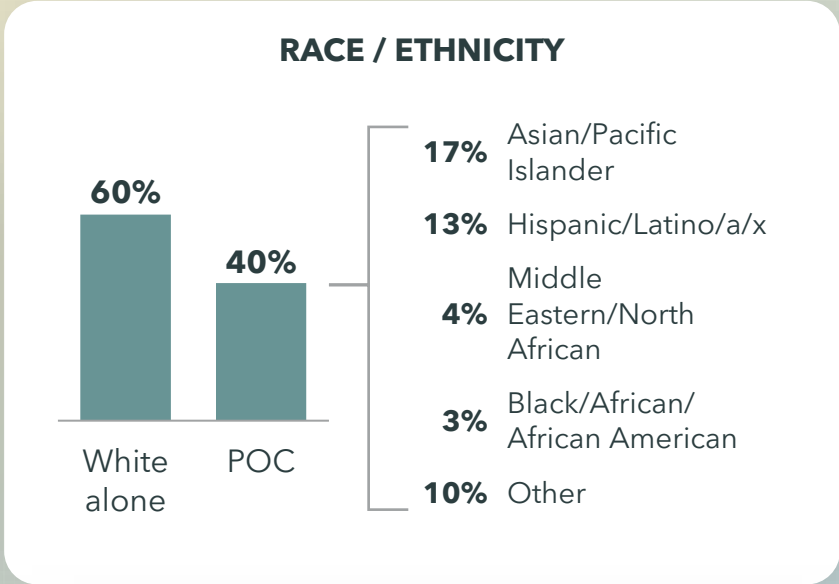
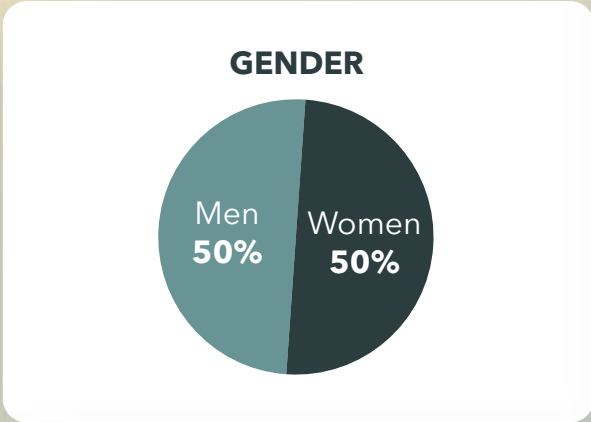
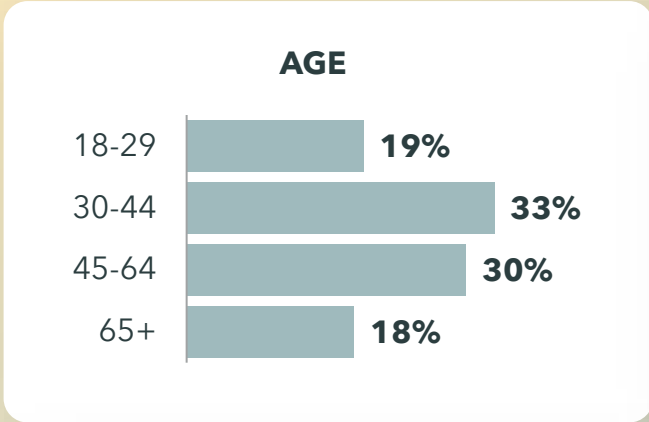
Growth is a major stressor.

Residents cite overdevelopment and traffic as their biggest areas of concern. They want the City to do something about these symptoms of growth, and some are not satisfied with the City's response.



Demographic breakdown of survey respondents

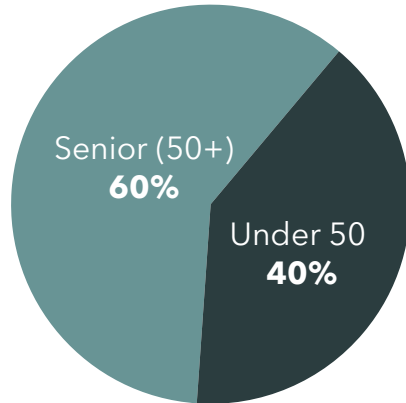
N=1000 Kirkland Residents



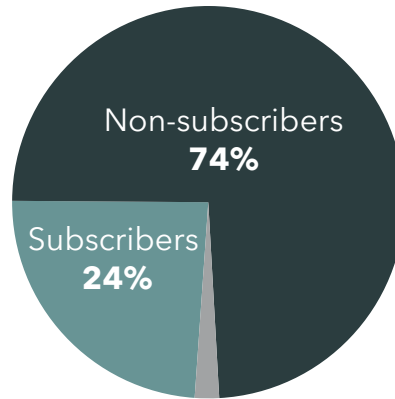
Demographic breakdown of survey respondents

N=1000 Kirkland Residents

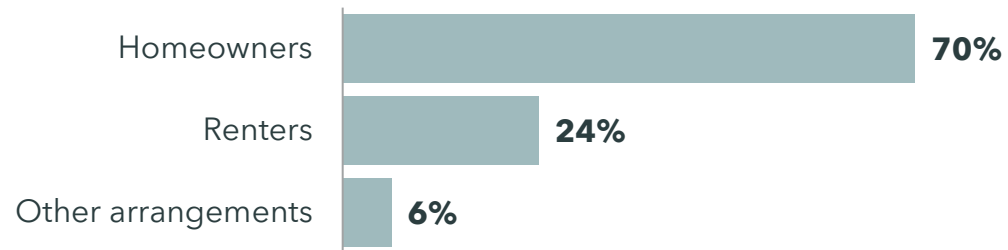
SENIORS/NON-SENIORS



This Week in Kirkland SUBSCRIBERS



RENTERS/HOMEOWNERS



NEIGHBORHOODS

- 25%** Juanita
- 14%** Finn Hill
- 14%** Kingsgate
- 6%** Central Houghton
- 6%** North Rose Hill
- 6%** Totem Lake
- 5%** Highlands
- 5%** Norkirk
- 4%** Everest
- 4%** South Rose Hill
- 4%** Bridle Trails
- 3%** Market
- 2%** Lakeview
- 2%** Moss Bay

General mood



Nearly every resident has a positive view of life in Kirkland.

How would you rate Kirkland as a place to live?



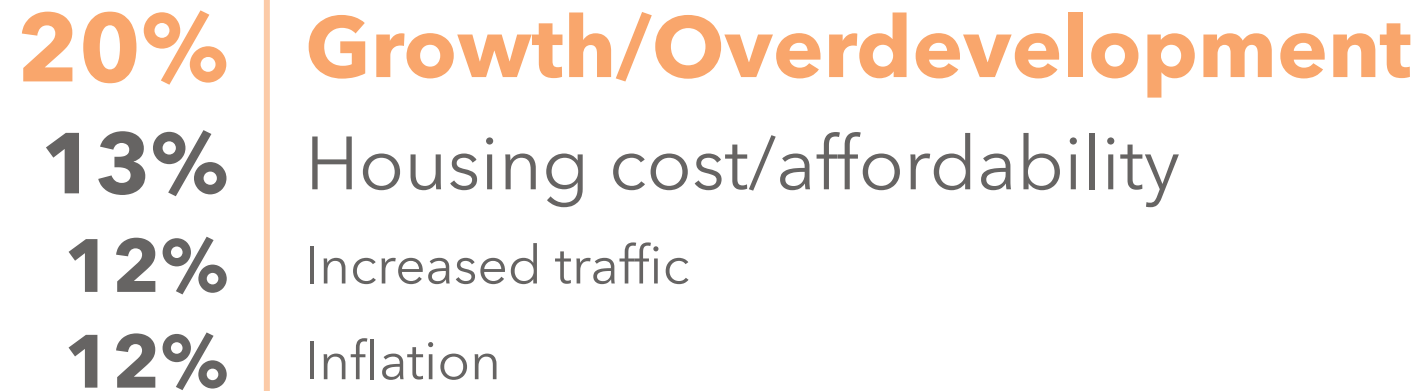
Residents value Kirkland's community feel, proximity to nature, and walkability.

What do you like best about living in Kirkland?

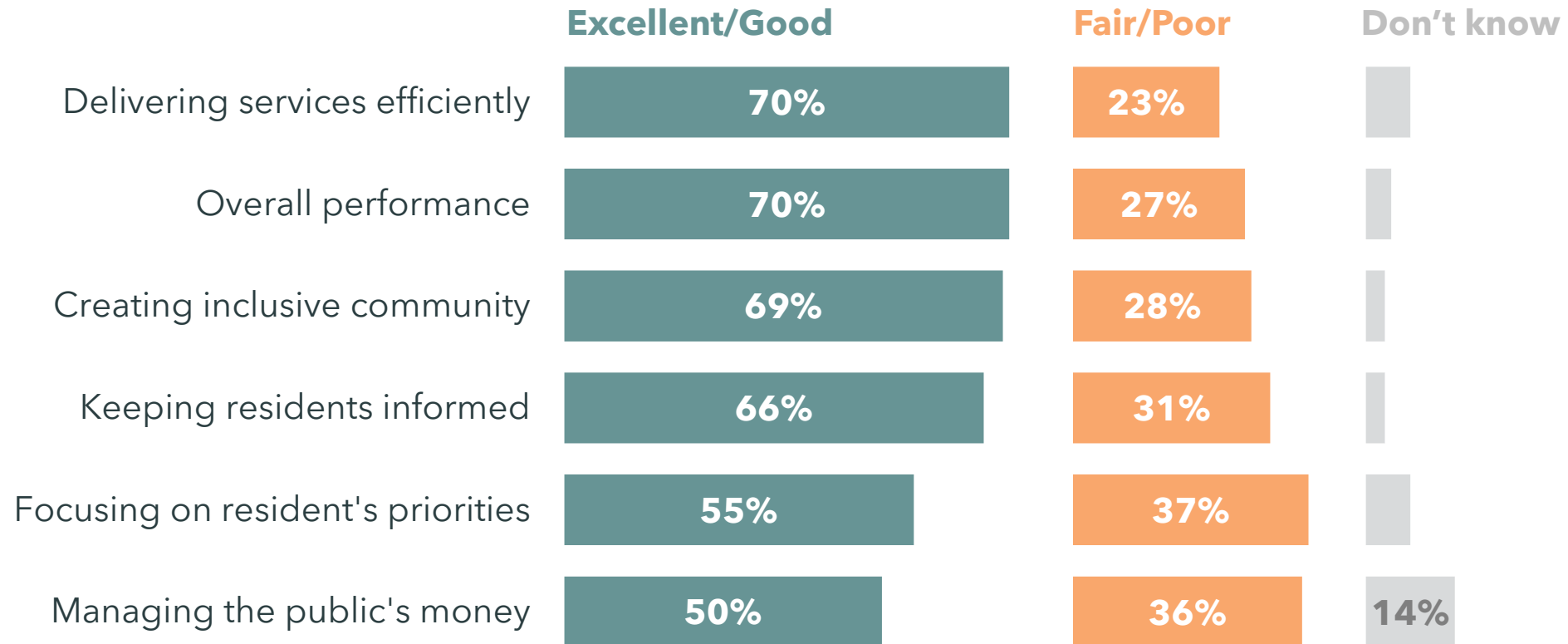


Residents' concerns focus on growth and overdevelopment.

When you think about the way things are going in Kirkland, what, if anything, concerns you ?

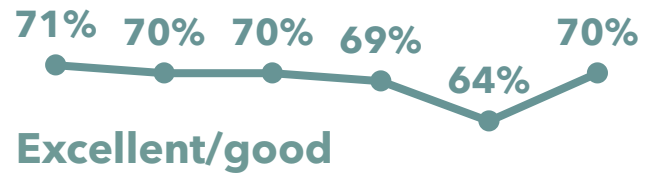


Strong majorities give the City high marks on delivering services.

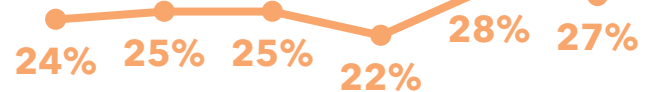


These positive ratings are on-trend or slightly higher compared to past surveys.

Overall performance

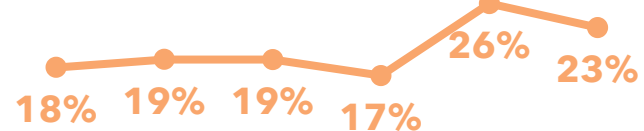


Fair/poor



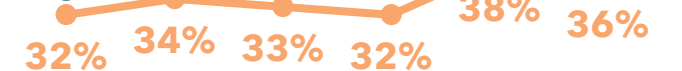
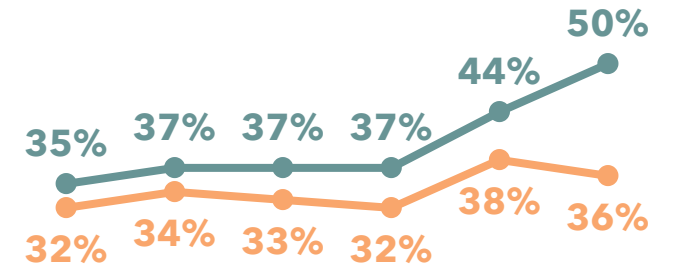
2014 2016 2018 2020 2022 2024

Delivering services efficiently



2014 2016 2018 2020 2022 2024

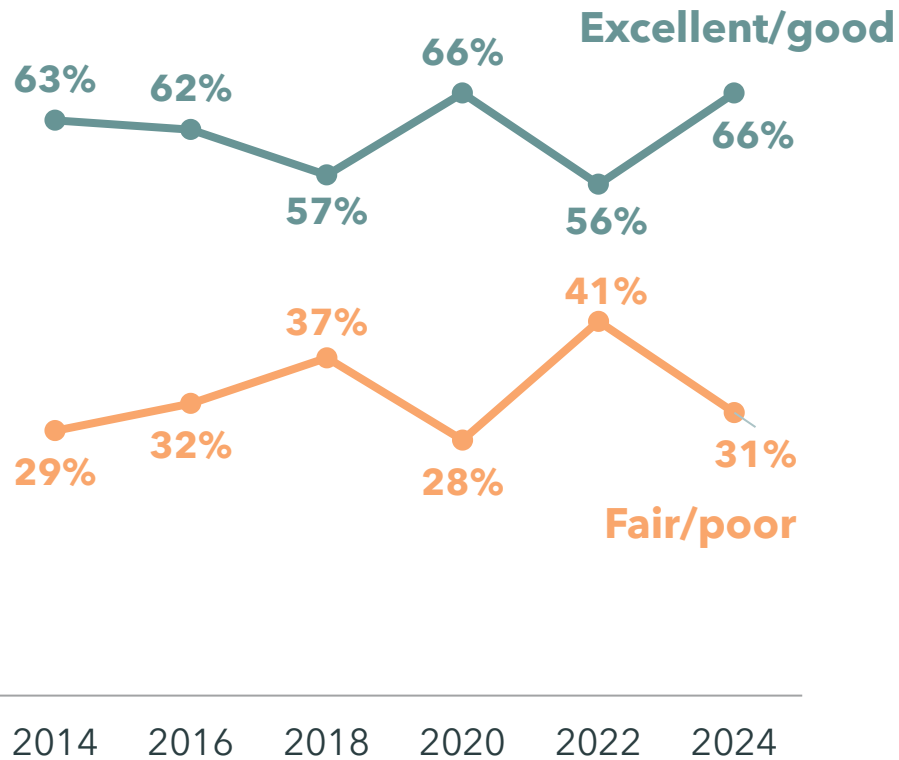
Managing public's money



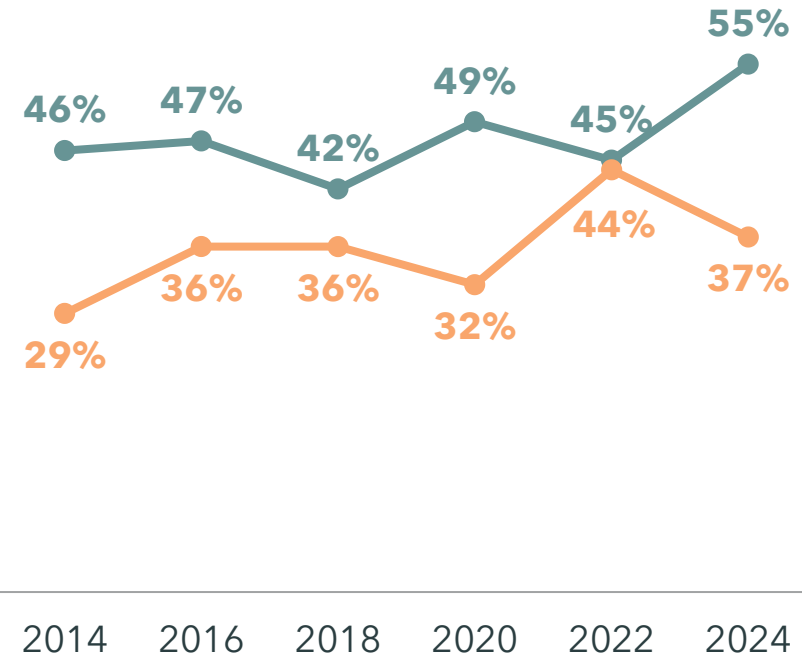
2014 2016 2018 2020 2022 2024

These positive ratings are on-trend or slightly higher compared to past surveys.

Keeping residents informed



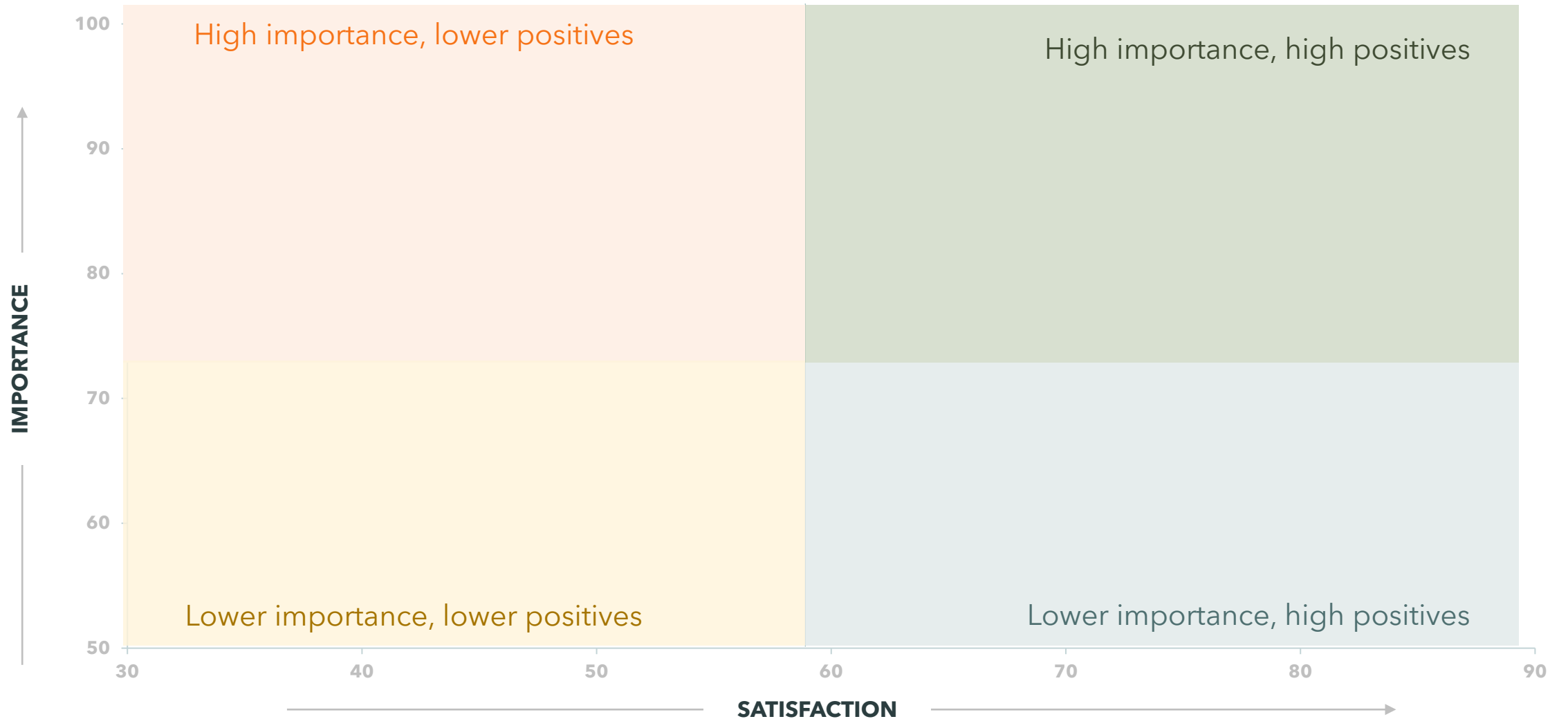
Focusing on priorities that matter most



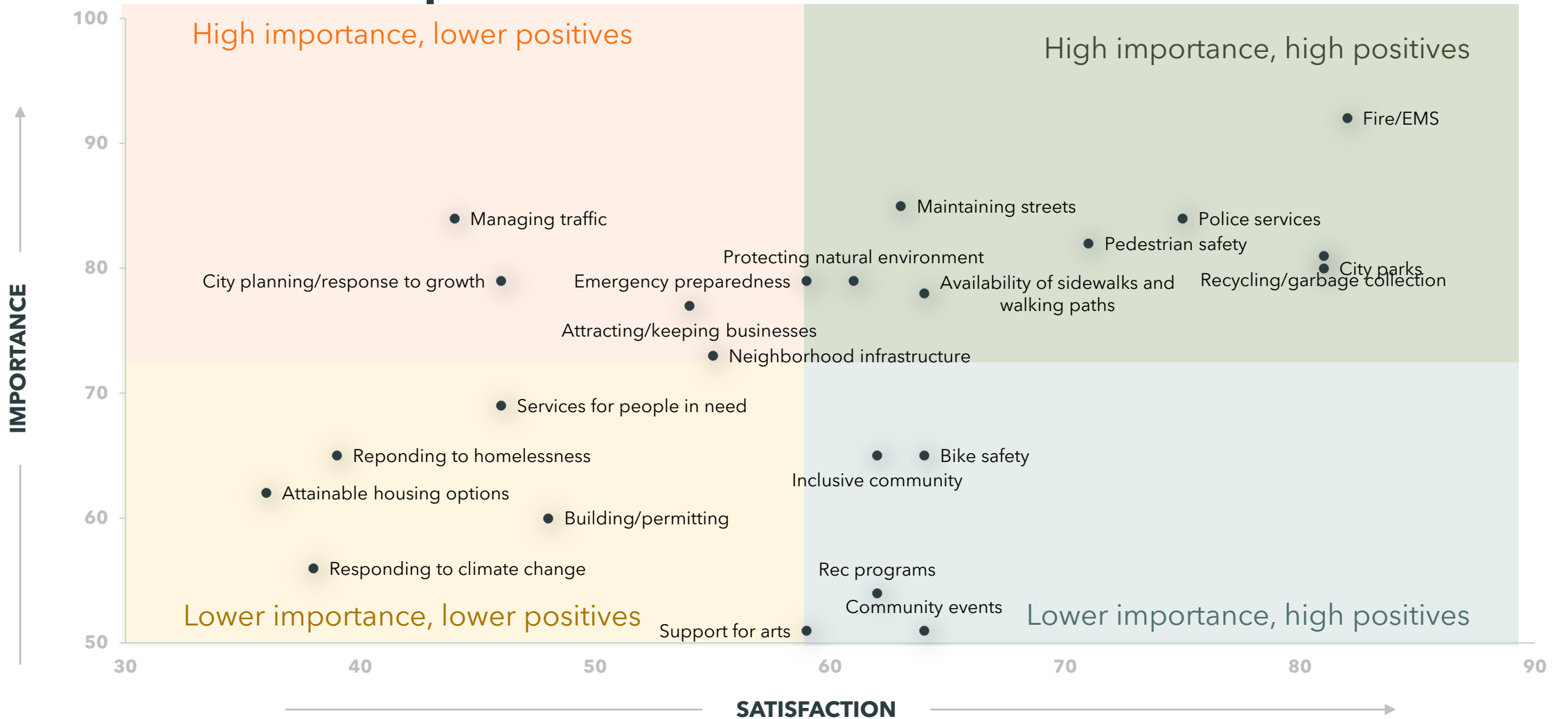
City services



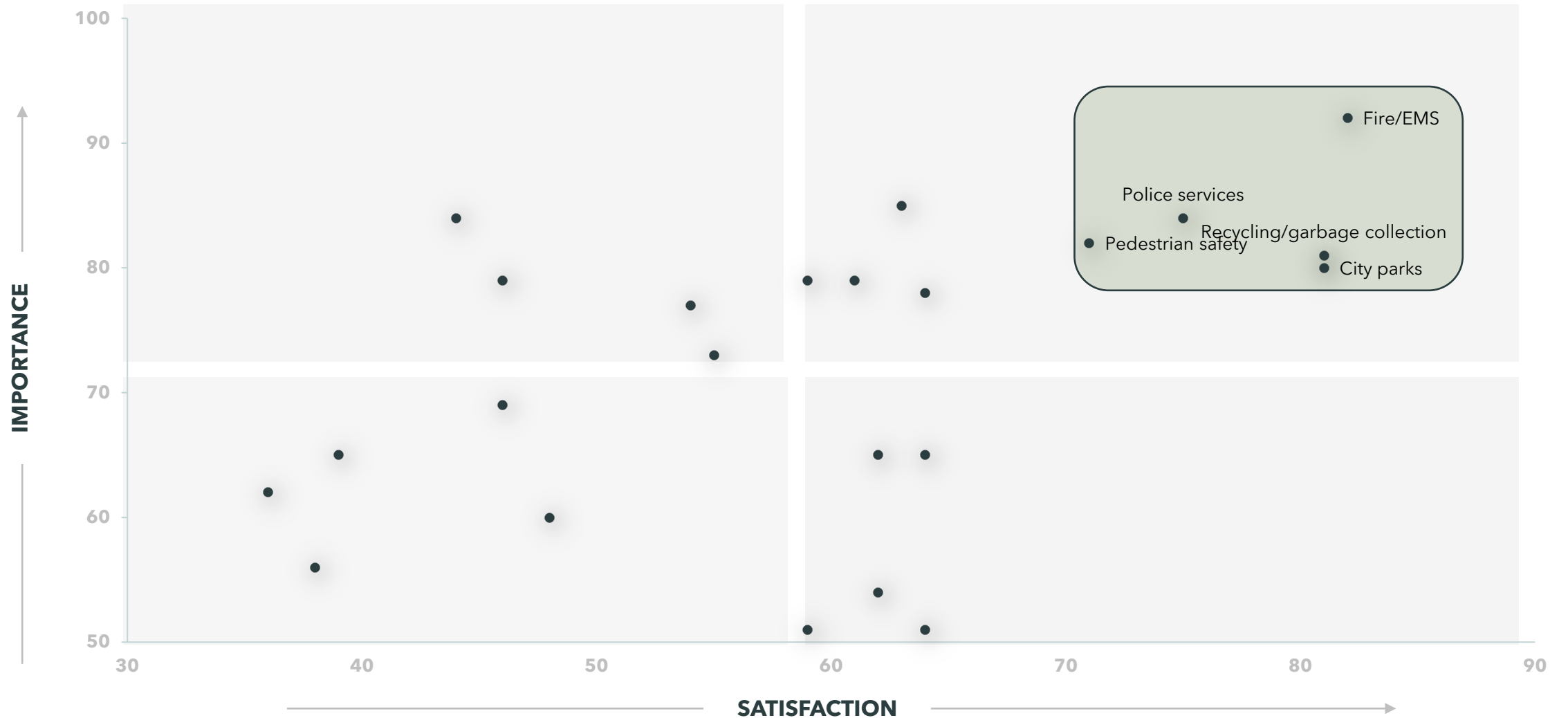
Service satisfaction vs. service priority



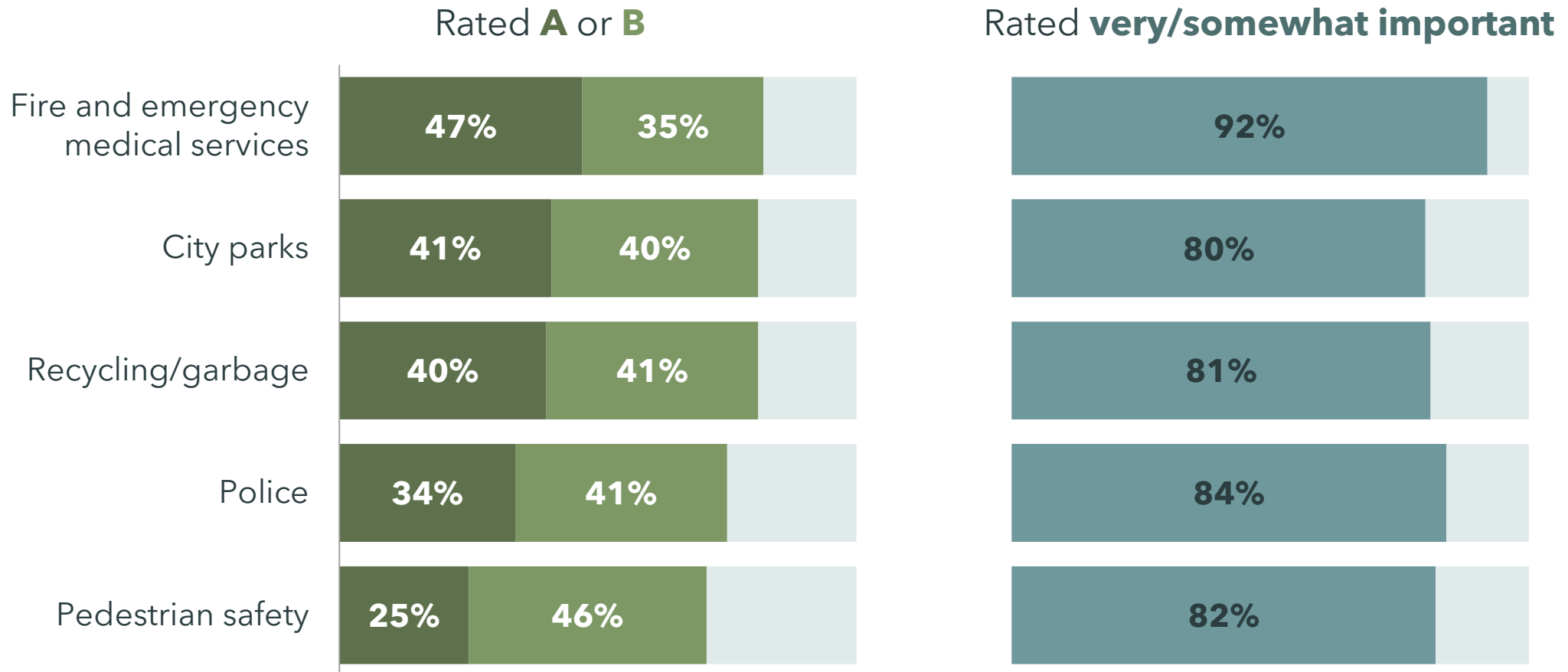
Overall, residents are satisfied with the services they deem most important.



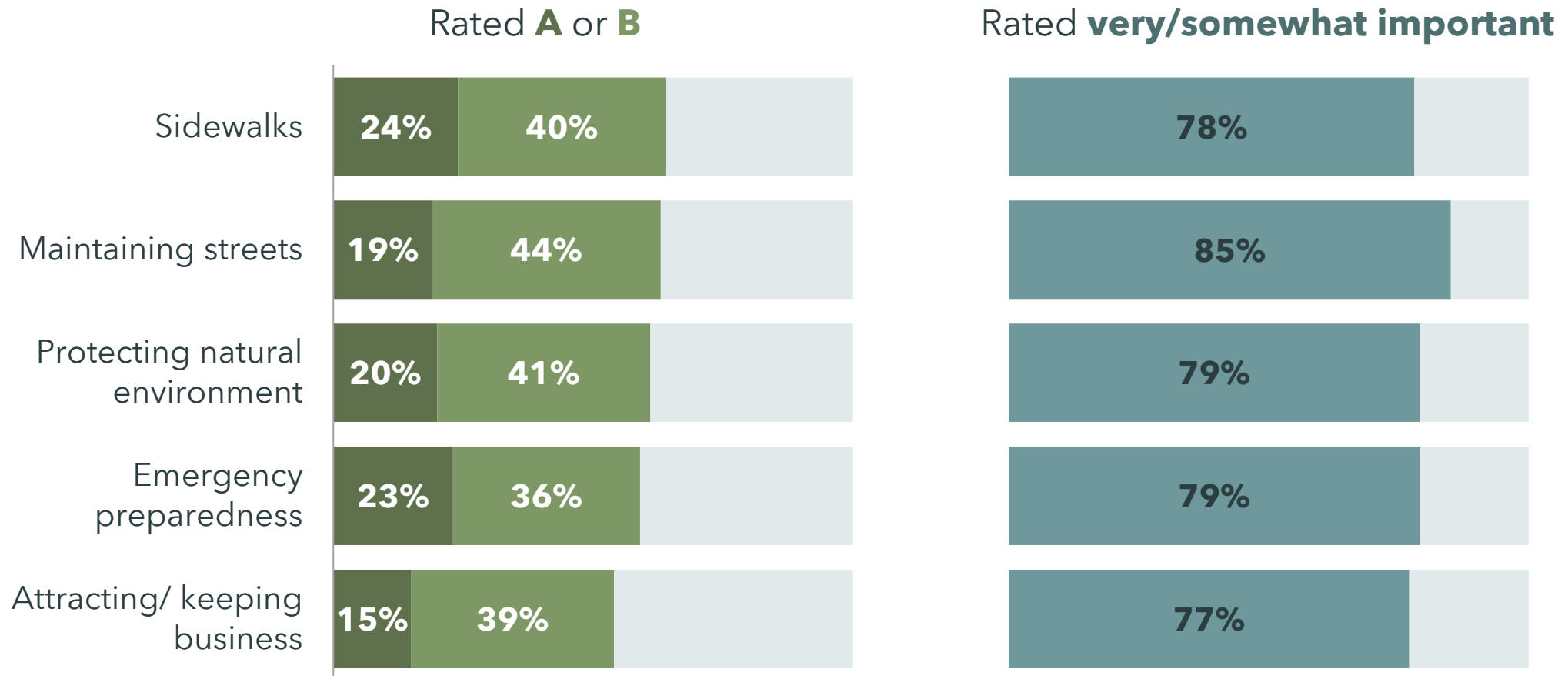
2. High importance, high satisfaction



Kirkland residents almost universally approve of the City's emergency services, parks, and waste removal.



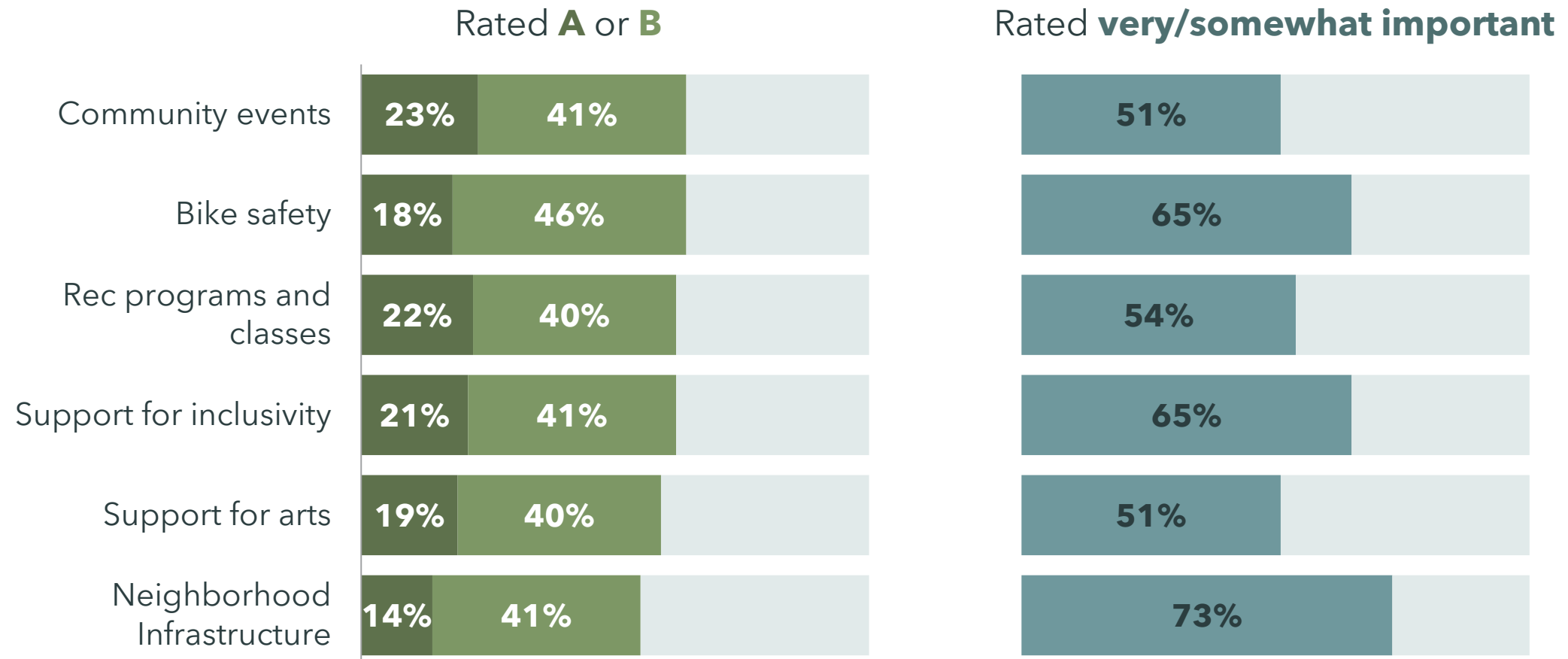
Strong majorities are also happy with the City's sidewalks, street maintenance and emergency preparedness.



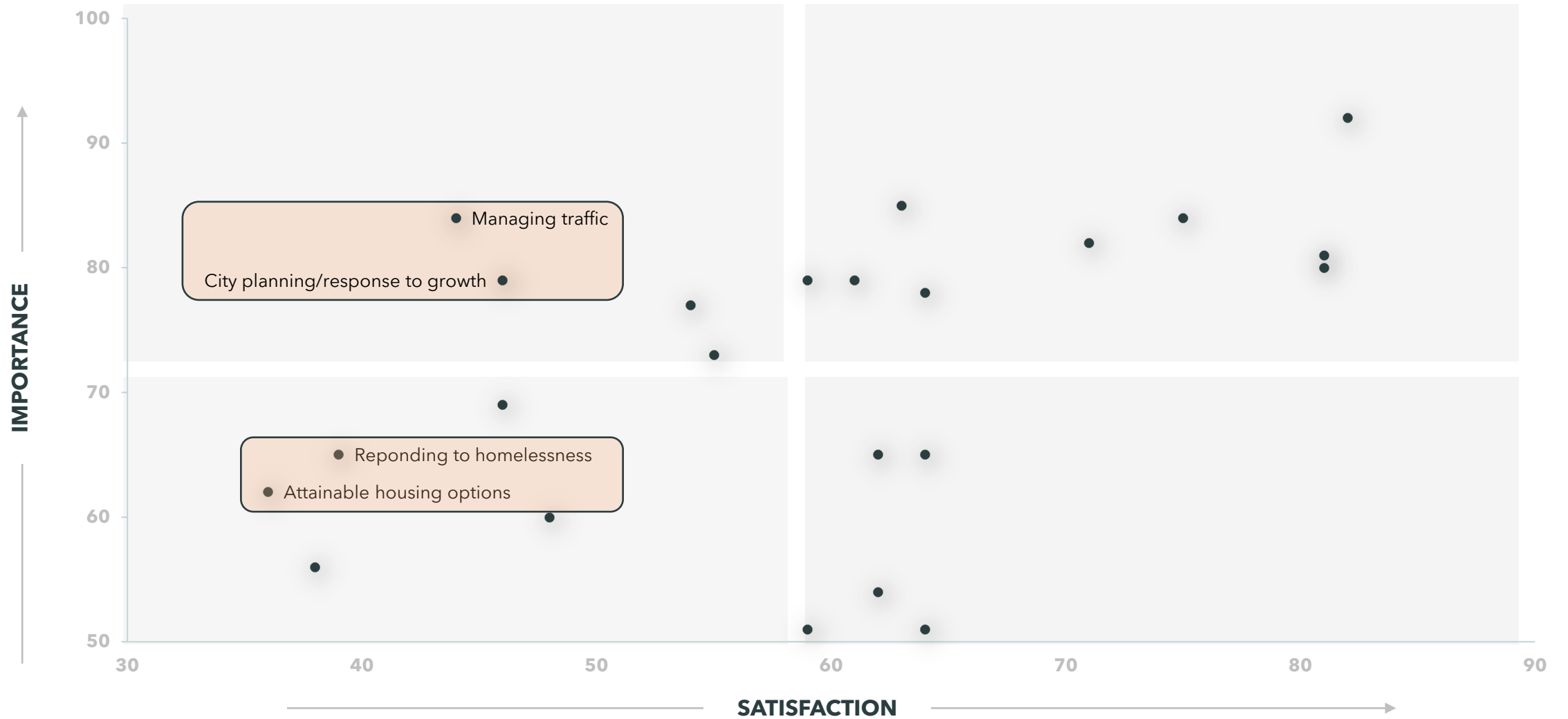
3. Lower priority, high satisfaction



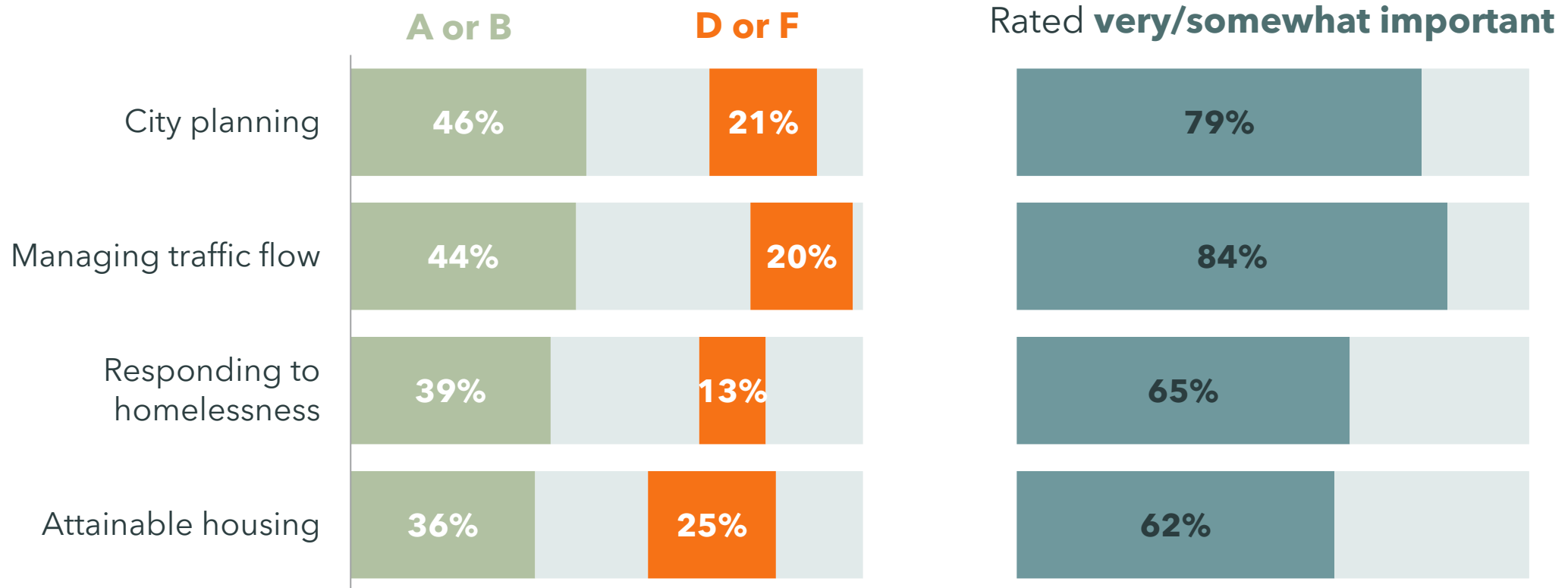
Arts, recreation, and community events are less of a priority, but residents are fairly satisfied with these services.



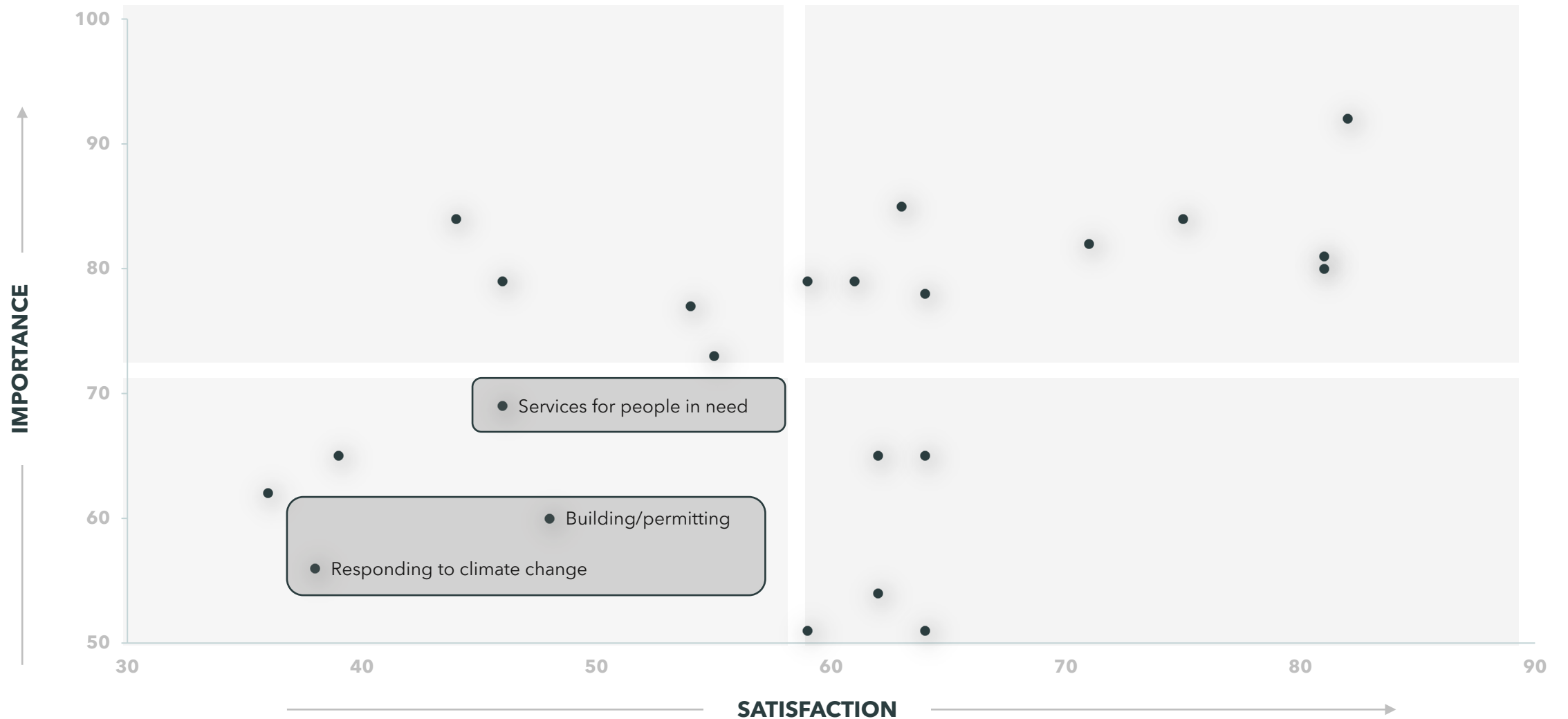
4. Relatively high negatives



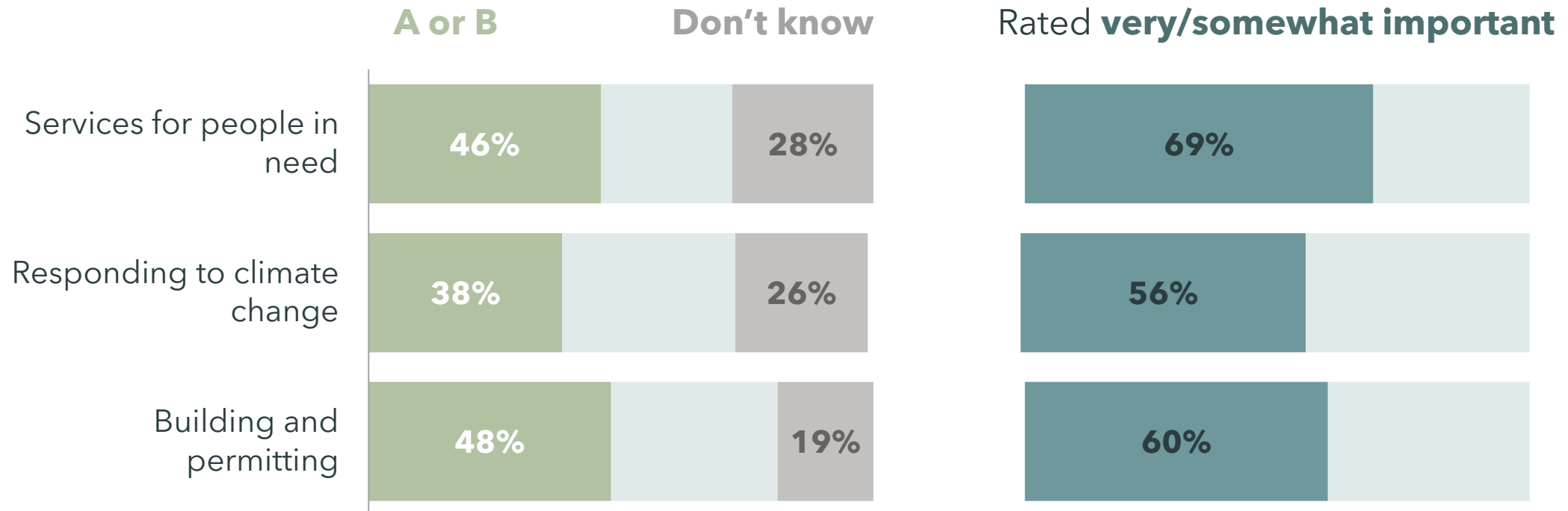
Planning for growth and traffic management are highly relevant to residents and have some of the highest negatives.



5. High "don't know" responses

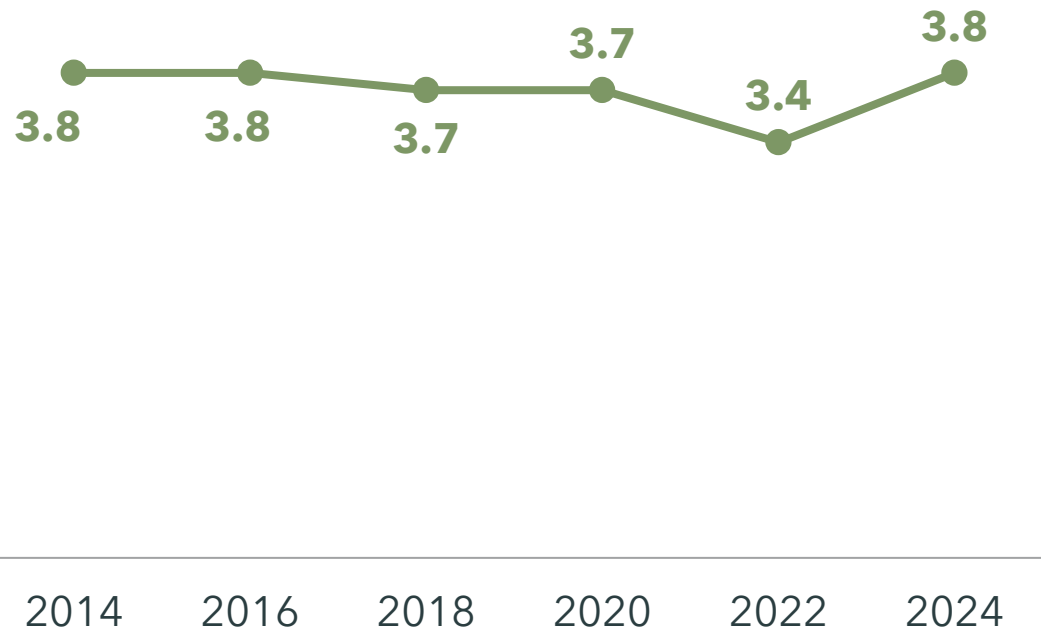


There may be opportunities to educate residents about City services for people in need and climate change response.

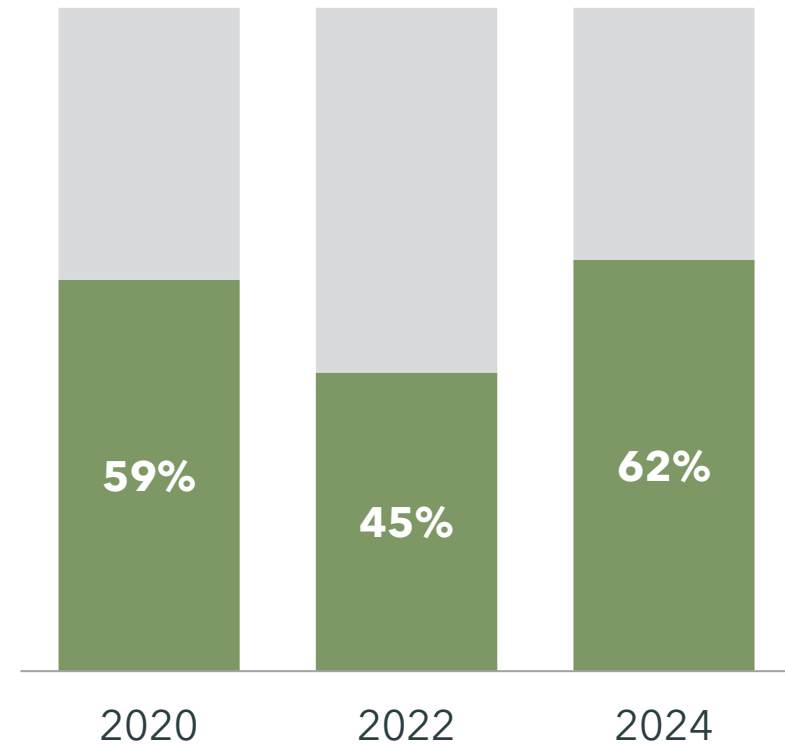


After a decrease in the 2022 survey, positive ratings have rebounded across services.

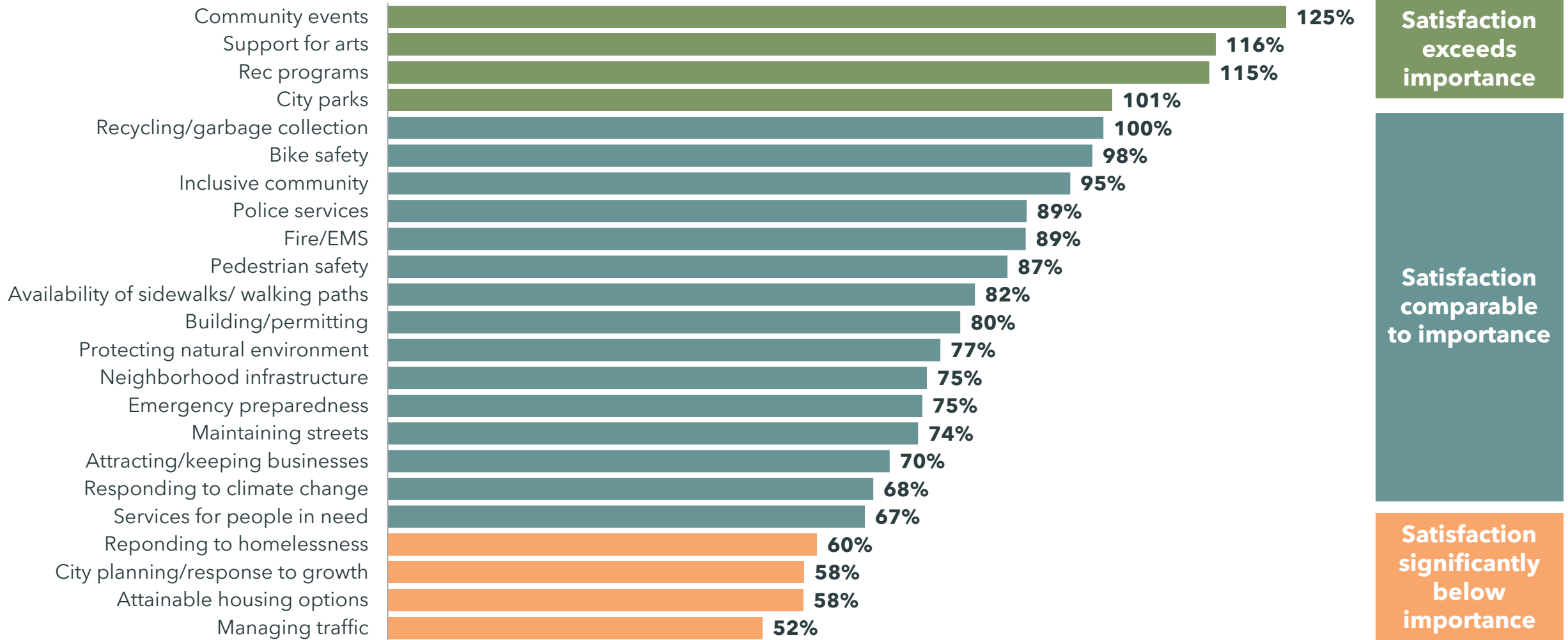
Average service rating (1-5 scale)



Average % rating A or B



Satisfaction as % of importance



Public safety-related services saw the largest increases from 2022-2024.

Service Items	2012	2014	2016	2018	2020	2022	2024	Difference '22 to '24
Fire/EMS	4.4	4.5	4.4	4.5	4.3	4	4.4	+.4
City parks	4	4.2	4.2	4.2	4.1	3.9	4.2	+.3
Recycling/Garbage	4.3	4.3	4.3	4.3	4.2	3.8	4.2	+.4
Rec programs	3.8	4	3.9	4	3.9	3.6	3.9	+.3
Police	4.1	4.2	4.2	4.3	3.9	3.6	4.1	+.5
Pedestrian safety	4	4	3.9	4	3.9	3.6	3.9	+.3
Community events	3.8	3.9	3.9	3.9	3.8	3.6	3.9	+.3
Protecting natural environment	3.8	3.9	3.9	3.8	3.9	3.5	3.7	+.2
Support for arts	3.8	3.9	3.8	3.9	3.8	3.5	3.9	+.4
Sidewalk availability	3.7	3.8	3.7	3.8	3.8	3.5	3.8	+.3
Bike safety	3.7	3.6	3.7	3.7	3.8	3.5	3.9	+.4
Emergency preparedness	3.7	3.7	3.8	3.8	3.8	3.4	4.0	+.6

Showing average ratings: 5=Excellent  1=Failing

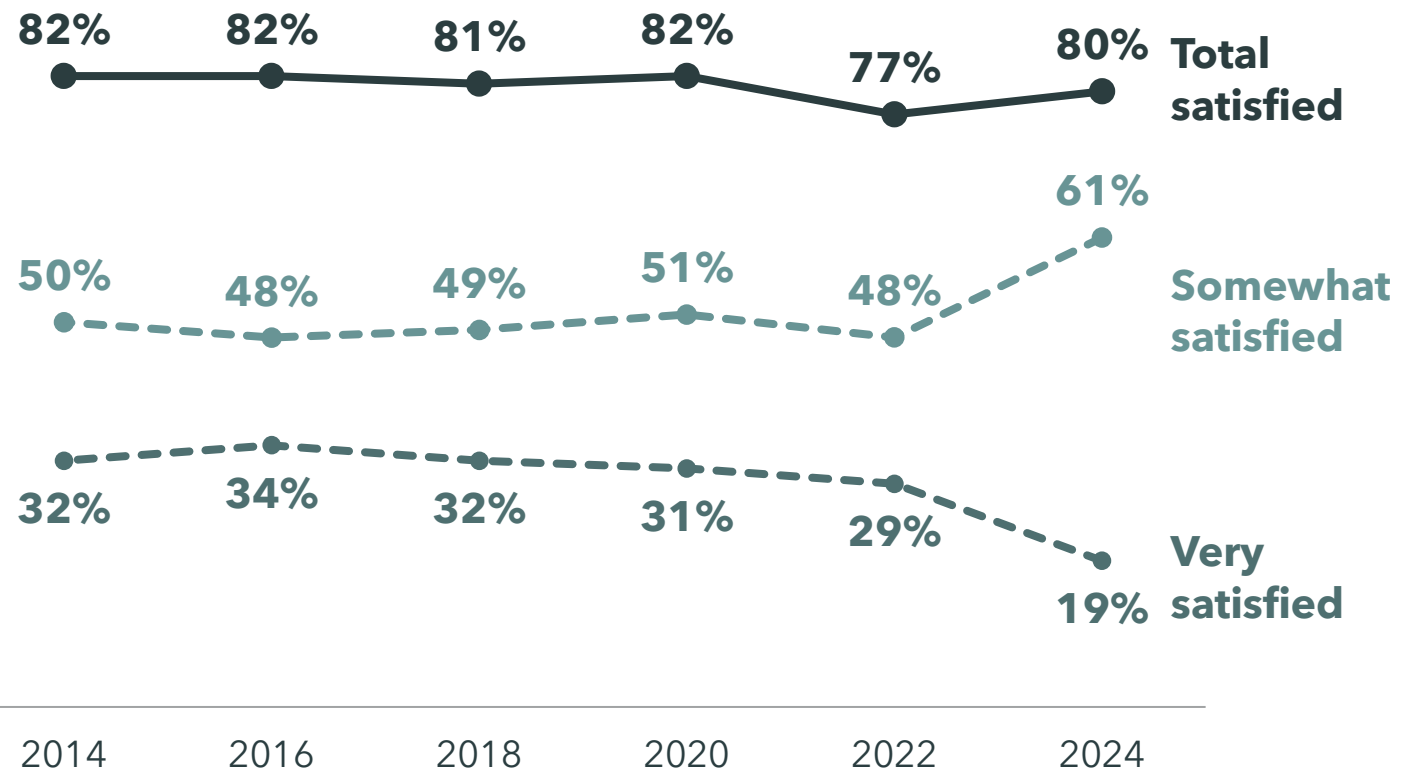
Inclusivity, infrastructure, and services for people in need also saw relatively large increases from the previous survey.

Service Items	2012	2014	2016	2018	2020	2022	2024	Difference '22 to '24
Inclusivity	--	3.5	3.4	3.9	+0.5
Maintaining streets	3.6	3.6	3.6	3.7	3.7	3.3	3.7	+0.4
Attracting/ keeping businesses	3.3	3.5	3.5	3.6	3.5	3.3	3.6	+0.3
Neighborhood infrastructure	3.6	3.7	3.6	3.6	3.6	3.2	3.7	+0.5
Services for people in need	3.6	3.6	3.6	3.3	3.4	3.2	3.7	+0.5
Building permitting	3.4	3.2	3.4	3.1	3.5	+0.4
City planning	3.2	3.2	3.2	3.1	3.2	2.9	3.3	+0.4
Managing traffic	3.5	3.2	3.2	3	3.2	2.9	3.3	+0.4
Affordable housing	2.6	3.7	2.7	3.1	+0.4

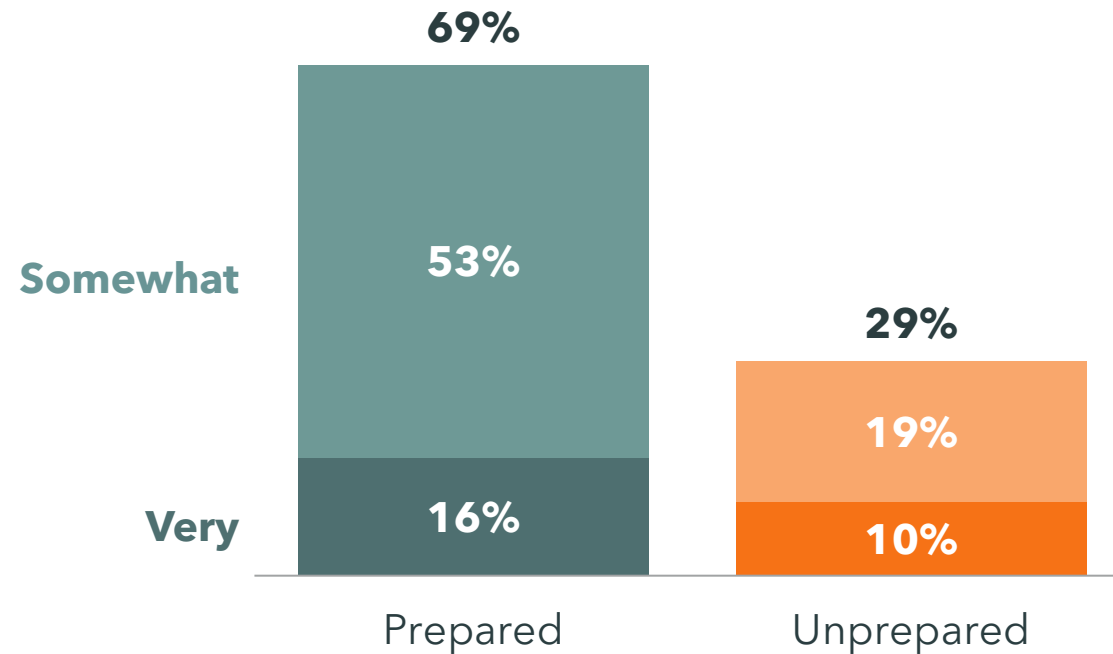
Public safety



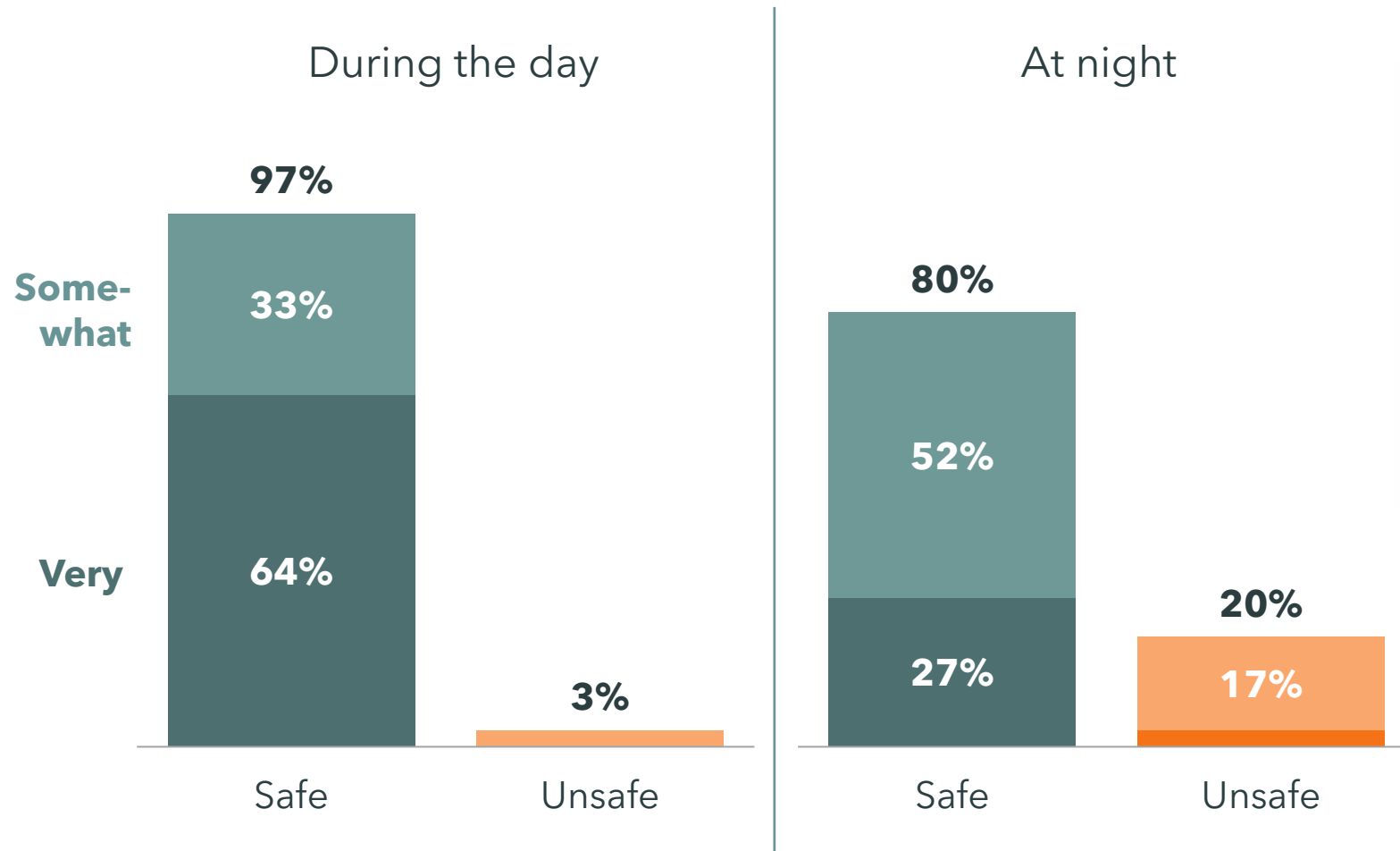
Most residents are satisfied with the infrastructure in their neighborhood. Fewer feel “very” satisfied compared to previous surveys.



More than two-thirds of residents report that they feel prepared for an emergency.



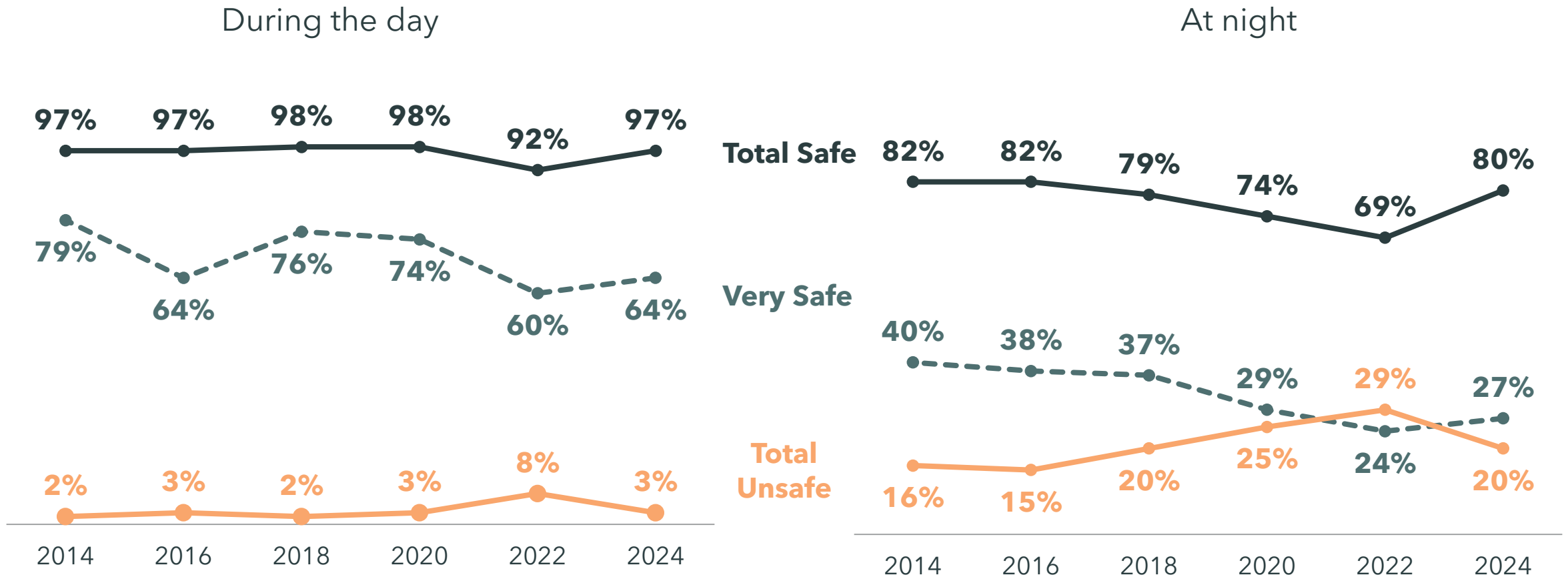
Most feel safe walking in their neighborhood.



Top reasons to feel unsafe:

- Not enough lighting
- Crime/violence
- Unhoused people/wanderers

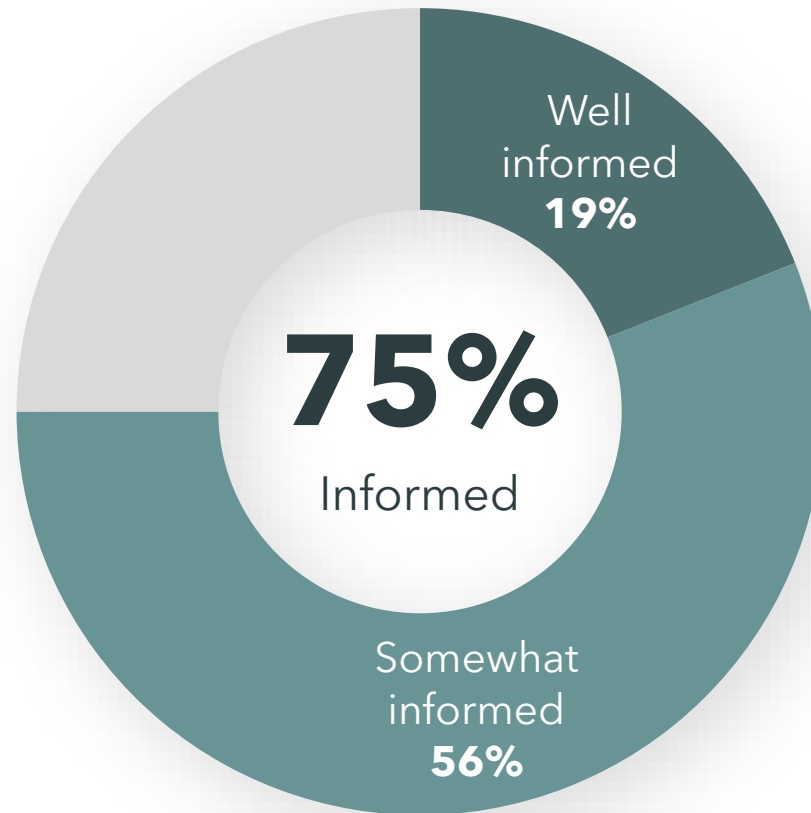
While the feeling of overall safety remains very high, residents increasingly report feeling only somewhat safe rather than very safe.



Communications



Most residents consider themselves somewhat informed about City government.



About a quarter are subscribed to *This Week in Kirkland*. Most who are not get their news online.



Top sources other than City newsletter/podcast for non-subscribers

27%	Social media
24%	Online/Website
19%	Word of mouth
17%	Flyers/Mail
13%	News/Newspapers

Priority Audience - Key Takeaways



Seniors (Age 50 and over) | n=398

Seniors in Kirkland are more likely to own homes, but also more likely to have annual income between \$25,000 and \$50,000.

Outside of these income differences, the income distribution of seniors was similar to that of non-seniors.

Seniors are less satisfied with city services than non-seniors.

Only 59% of seniors rate the overall job the city is doing as excellent or good compared to 77% among those under age 50.

Walkability and a small-town feel are seniors' favorite parts about living in Kirkland.

Seniors are significantly more likely to rate walkability/proximity or small-town feel as their favorite part about living in Kirkland.

Growth and its symptoms appear to drive seniors' lower ratings.

Growth, traffic, and public safety are top concerns among seniors. Police services are the only priority area that seniors rated more important than non-seniors.

People of Color | n=400

People of Color (POC) are not a monolith; the data collected for this survey for folks who identified as one of many Communities of Color represent many distinct communities. The data are aggregated to try to better understand the overarching patterns and differences that we know are sometimes present in survey research and to use adequate sample sizes for quality analysis.

We observe very few statistical differences by race and ethnicity across the survey.

For most service priorities--both for importance and satisfaction-- People of Color and folks who identify only as white rate the City similarly.

Hispanic and Latino Kirkland residents feel informed.

Nearly 75% of Hispanic/Latino residents say the City does a good job of keeping residents informed compared to only 64% among white residents, 63% among Asian communities, and 69% among other Communities of Color .

Communities of Color feel better about growth than other residents .

Overall, POC rate the City's response to growth and average of 3.4 compared to 3.2 among residents who identify as white alone. Hispanic/Latino residents give the city a 3.6 average, and Asian residents rate the City's response to growth 3.5.

Renters | n=239

Renters in Kirkland are younger, have lower incomes, and are newer to the community.

Those who rent in Kirkland are more likely to be ages 18-29, have incomes under \$50,000, and to have lived in Kirkland for 5 years or less.

Cost is the top issue for renters in Kirkland.

Non-homeowners were more than twice as likely to rate the general “cost of living” as their top concern and renters (18%) were much more likely to specifically call out the cost of housing as their top concern compared to homeowners (11%).

Homeowners and renters rate satisfaction with priority service areas similarly.

While renters do rate some top priority areas relatively less important (managing traffic and police) their satisfaction with City services is not statistically different from owners.

Renters are less likely to subscribe to *This Week in Kirkland*.

Only 19% of renters surveyed are subscribed to ***This Week in Kirkland*** compared to 26% of homeowners. Among renters who are not subscribed, they are more likely to get info from social media 35% compared to their home-owning counterparts (26%)

This Week in Kirkland non-subscribers | n=740

Subscription levels are the same across time and space in Kirkland.

We observe no differences in subscription levels across neighborhoods or time in Kirkland.

Subscribers are more likely to say the City manages money well and keeps them informed.

Among subscribers, 57% say Kirkland manages the public's money well, compared to 48% among non-subscribers. Similarly, 77% of subscribers say the City does a good job of keeping residents informed compared to 63% of non-subscribers.

Non-subscribers report higher satisfaction with the job the city does attracting business.

However, subscribers are more satisfied in more priority areas including: Arts, EMS, Police, and Homelessness Services.

Social media is the best place to find new subscribers.

Among those who don't subscribe more than half get their information about Kirkland from social media (27%) or another online source (24%).

Community Engagement Survey



Key Service Area Differences: Statistically Valid vs Community Engagement Survey

On average, community engagement respondents are older and have higher incomes.

72% of the community engagement sample is age 45 or older compared to only 48% of the statistically valid sample. 43% have annual household incomes of over \$150,000 compared to only 31% in the statistically valid survey.

They report lower levels of satisfaction compared to the statistically valid sample.

Among the community engagement sample about half of respondents rate the city's overall performance as excellent or good, compared to 7 in 10 of the statistically valid sample.

Crime and public safety are a much higher concern for the community engagement sample.

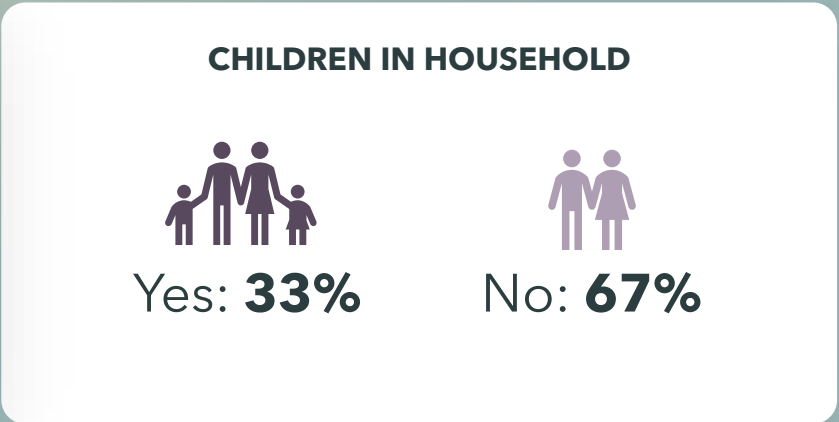
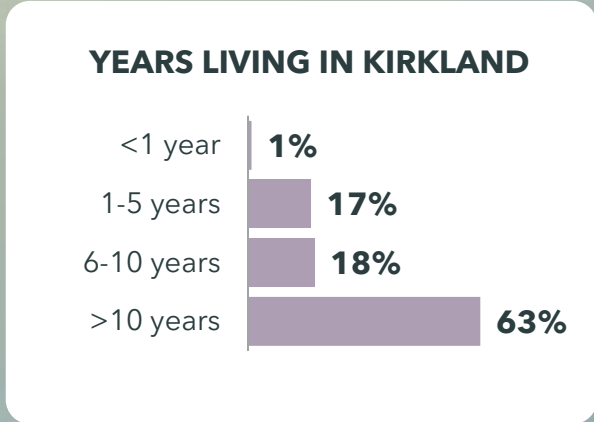
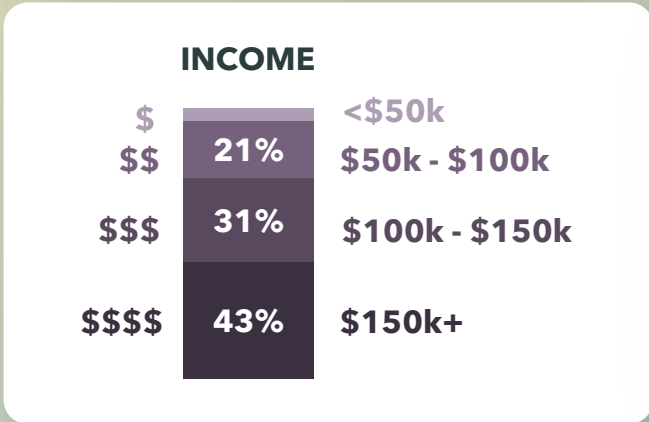
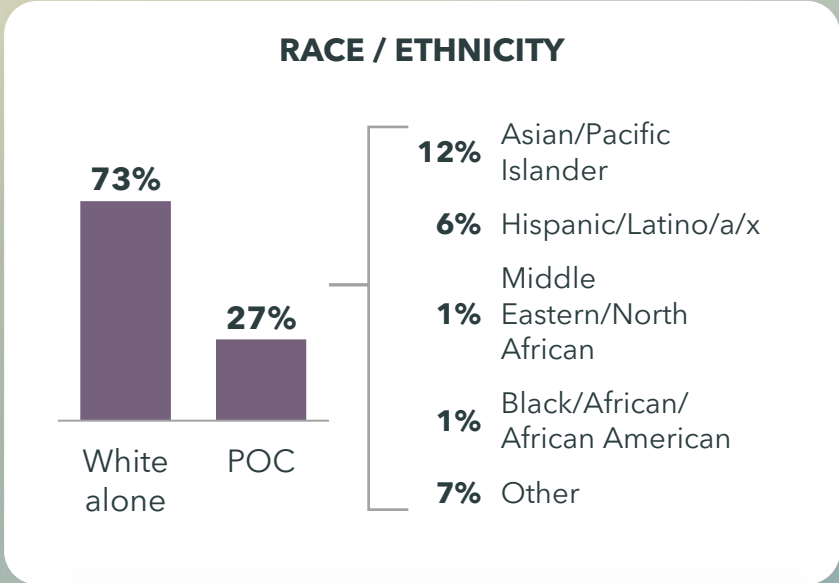
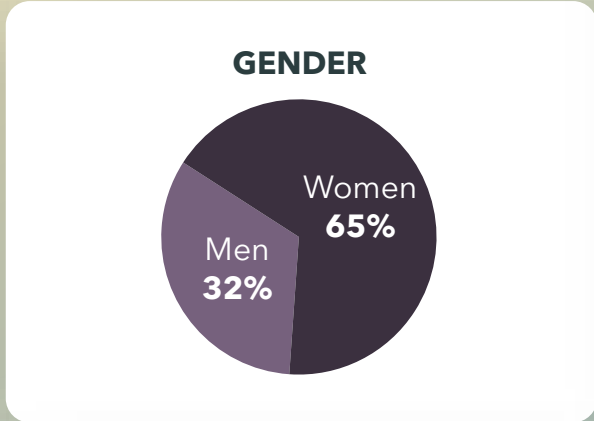
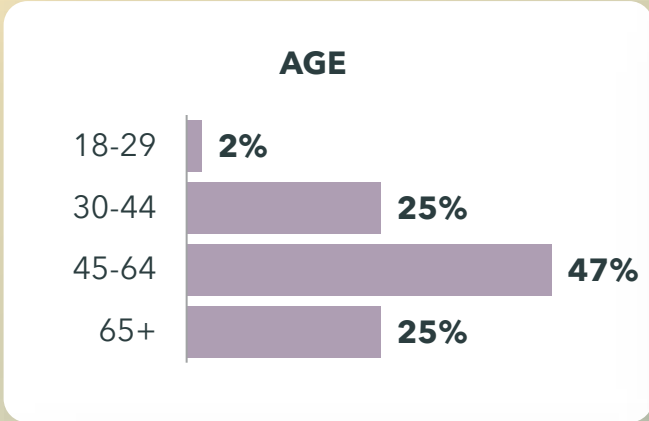
Nearly two in ten community engagement respondents say they are concerned about public safety in Kirkland compared to less than one in ten of the statistically valid survey respondents.

Growth and overdevelopment are the most significant concerns for both groups.

While this is the top concern across both samples; 33% of the community engagement group identified this as most important compared to only 20% of the statistically valid folks.

Demographic breakdown of community engagement respondents

N= 362 Kirkland Community Members

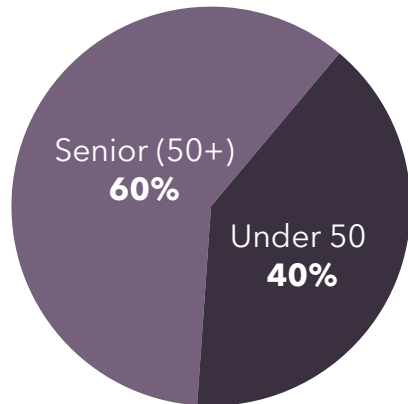


Demographic breakdown of community engagement

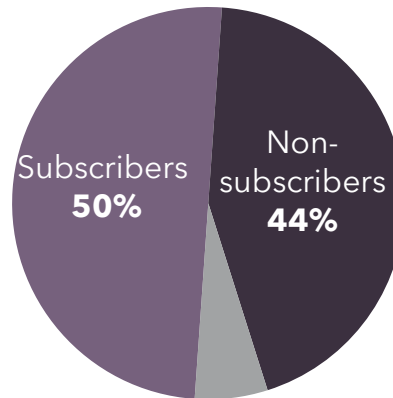
Respondents continued

N=362 Kirkland Community Members

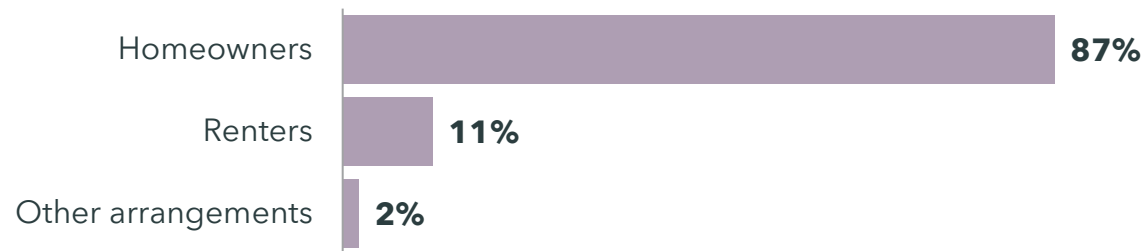
SENIORS/NON-SENIORS



This Week in Kirkland SUBSCRIBERS



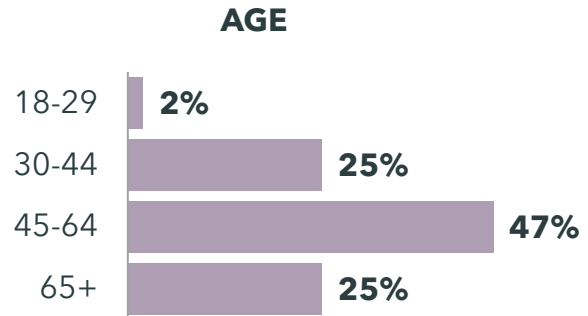
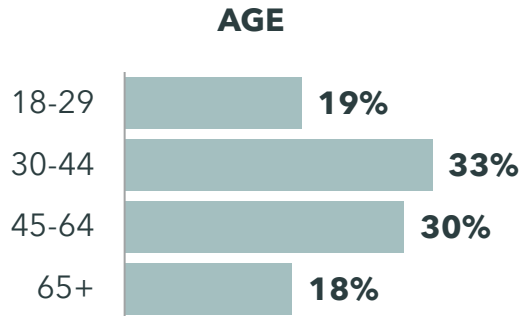
RENTERS/HOMEOWNERS



NEIGHBORHOODS

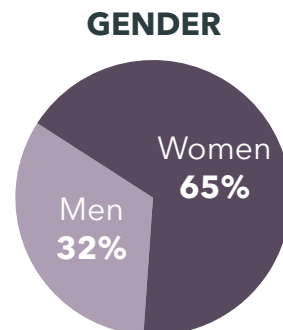
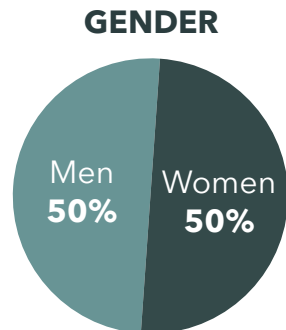
- 16%** Juanita
- 16%** Market
- 10%** Central Houghton
- 10%** Moss Bay
- 10%** Finn Hill
- 8%** Kingsgate
- 7%** Norkirk
- 4%** Highlands
- 4%** North Rose Hill
- 4%** South Rose Hill
- 4%** Lakeview
- 3%** Totem Lake
- 2%** Bridle Trails
- 1%** Everest

The community engagement sample was older and had a higher percentage of white people and women.

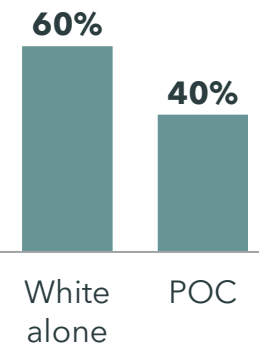


Statistically valid survey

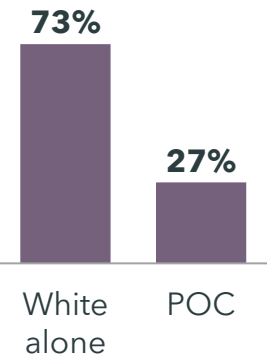
Community engagement survey



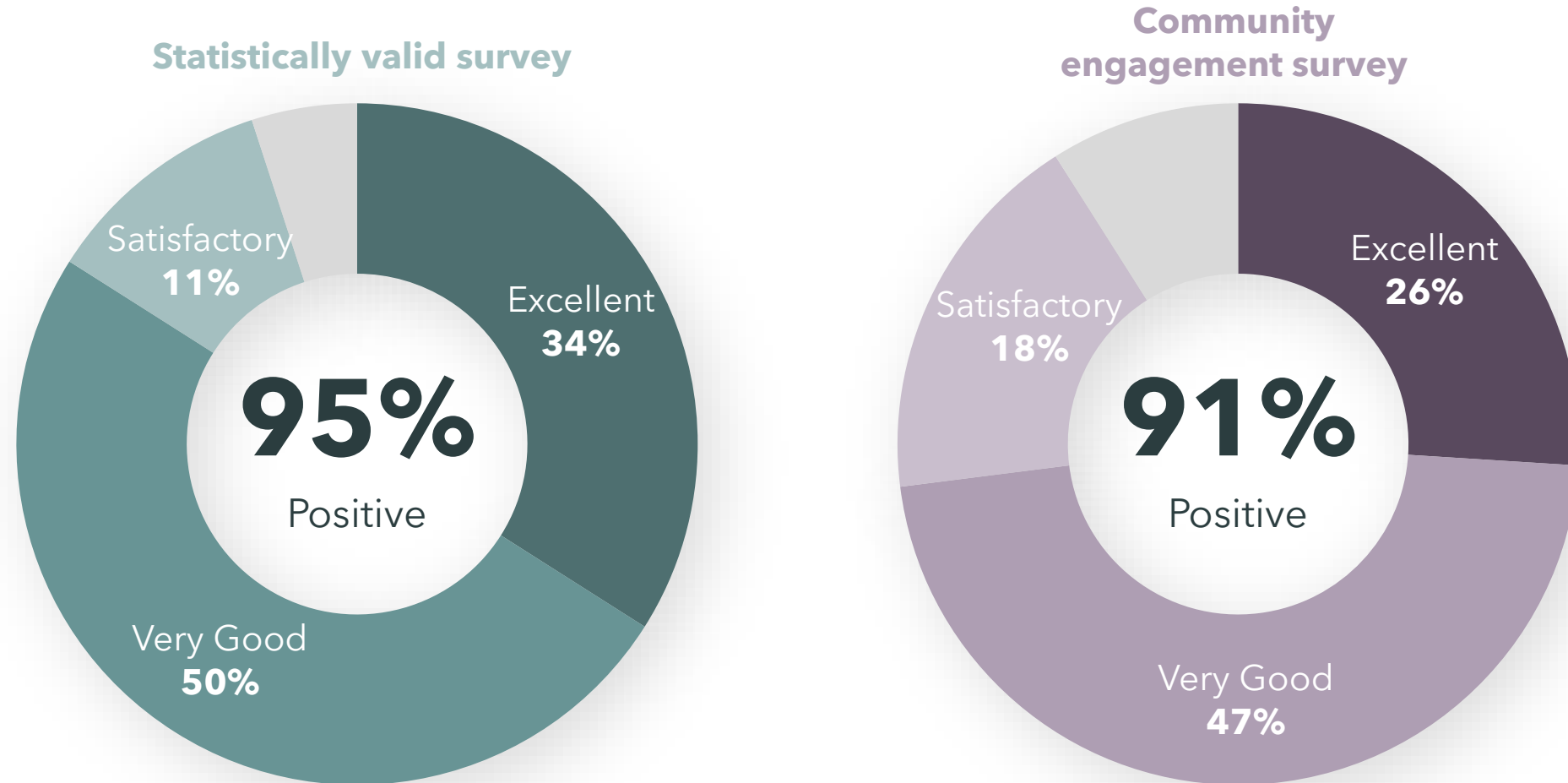
RACE / ETHNICITY



RACE / ETHNICITY



Community engagement survey respondents have a slightly lower satisfaction level with life in Kirkland than residents overall.



Community engagement survey respondents value Kirkland's nature, the community feel, and low crime.

What do you like best about living in Kirkland?

Statistically valid survey

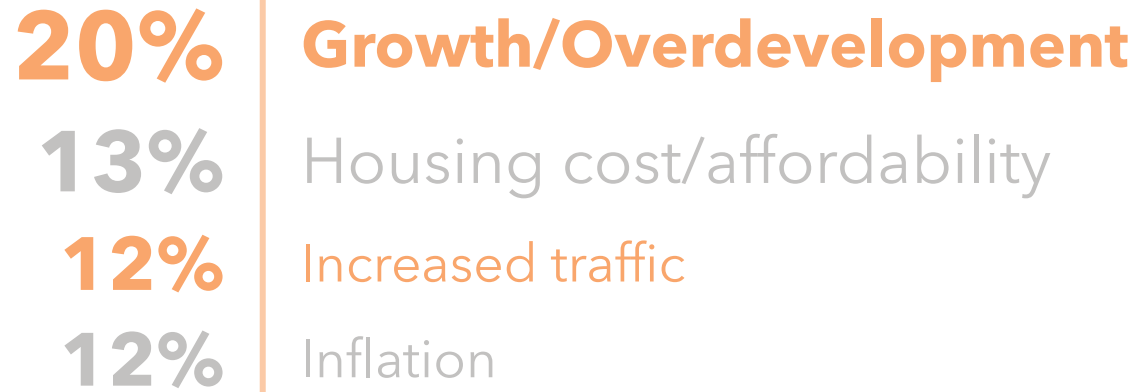
19%	Community
18%	Parks/Nature
18%	Proximity/Walkability
14%	Safe/Low crime
12%	Access to water
11%	Downtown/Shopping/Dining

Community engagement survey

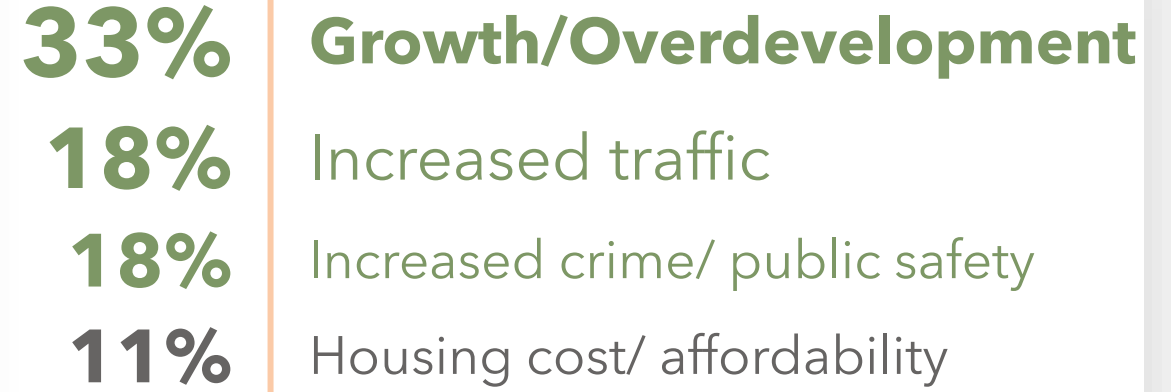
29%	Parks/Nature
21%	Community
20%	Safe/ Low crime
17%	Access to water
15%	Downtown/Shopping/Dining
14%	Proximity/ Walkability

Community engagement survey respondents are relatively more concerned with overdevelopment, traffic, and public safety compared to the overall community.

When you think about the way things are going in Kirkland, what, if anything, concerns you ?



Statistically valid survey

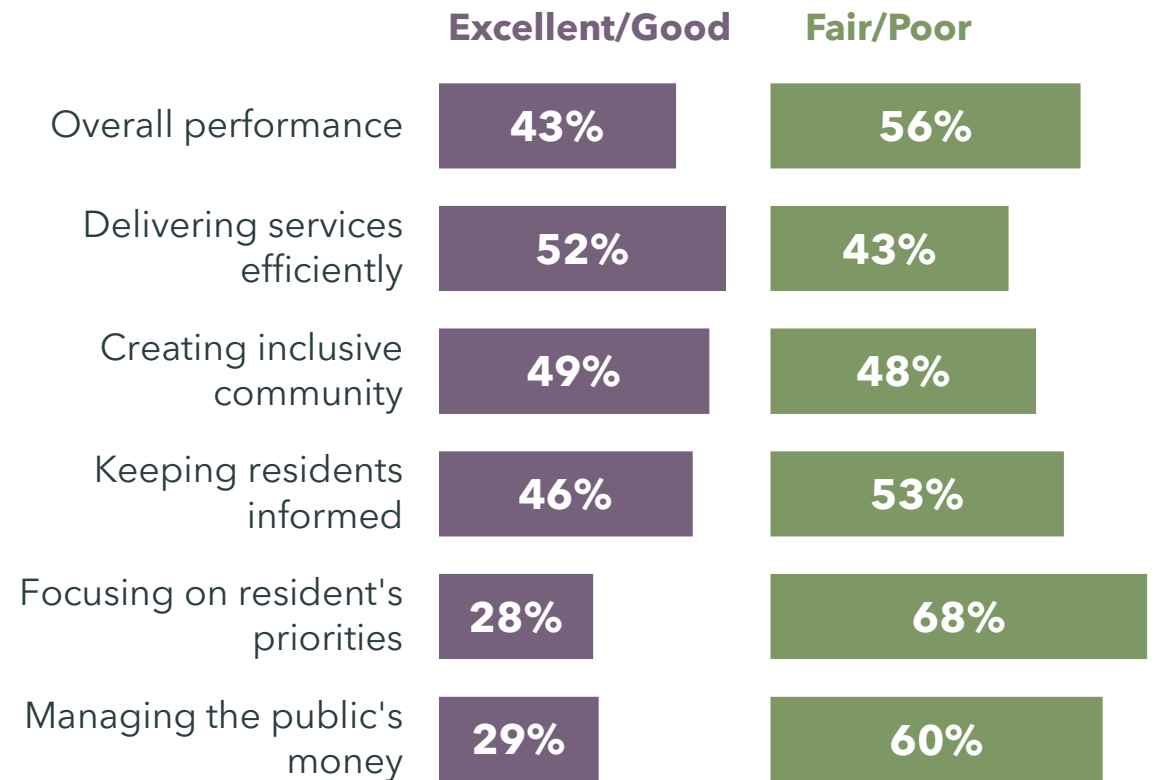


Community engagement survey

Across categories, community engagement respondents give lower marks to the City regarding service delivery.



Statistically valid survey



Community engagement survey

Community engagement respondents rate most service areas the same or lower importance than the general population. Police, parks, and neighborhood infrastructure are the exceptions.

Service Items	Statistically Valid	Community Engagement	Difference
Fire/EMS	4.6	4.7	+0.1
City parks	4.2	4.4	+0.2
Recycling/Garbage	4.2	4.0	-0.2
Rec programs	3.6	3.2	-0.4
Police	4.3	4.6	+0.3
Pedestrian safety	4.3	4.3	No difference
Community events	3.5	3.3	-0.2
Protecting natural environment	4.2	4.2	No difference
Support for arts	3.4	3.1	-0.3
Sidewalk availability	4.2	4.1	-0.1
Bike safety	3.8	3.6	-0.2

Service Items	Statistically Valid	Community Engagement	Difference
Emergency preparedness	4.2	4.1	-0.1
Inclusivity	3.8	3.3	-0.5
Maintaining streets	4.3	4.4	+0.1
Attracting/ keeping businesses	4.1	4.1	No difference
Neighborhood infrastructure	4.0	4.2	+0.2
Services for people in need	3.9	3.4	-0.5
Building permitting	3.8	3.8	No difference
City planning/growth	4.2	4.3	+0.1
Managing traffic	4.3	4.4	+0.1
Affordable housing	3.7	3.2	-0.5
Homelessness	3.8	3.4	-0.4

Tables show average importance ratings: 5=Very important —————> 1=Not at all important

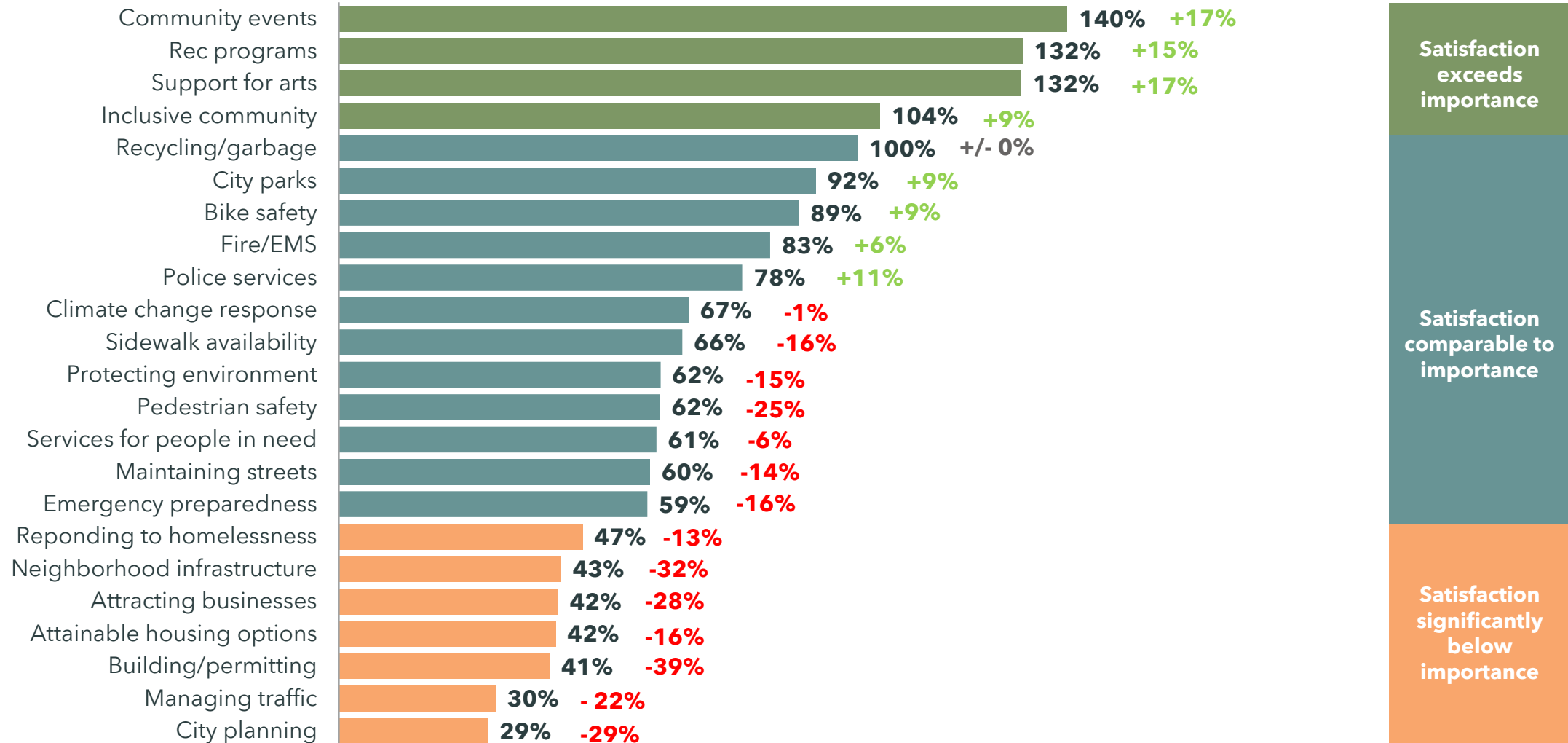
When asked about satisfaction, community engagement respondents rate the City lower than the statistically valid respondents in nearly every service area.

Service Items	Statistically Valid	Community Engagement	Difference
Fire/EMS	4.4	4.3	-.1
City parks	4.2	4.1	-.1
Recycling/Garbage	4.2	4.1	-.1
Rec programs	3.9	3.9	No difference
Police	4.1	3.9	-.2
Pedestrian safety	3.9	3.5	-.4
Community events	3.9	3.8	-.1
Protecting natural environment	3.5	3.3	-.2
Support for arts	3.9	3.8	-.1
Sidewalk availability	3.8	3.5	-.3
Bike safety	3.9	3.5	-.4

Service Items	Statistically Valid	Community Engagement	Difference
Emergency preparedness	4.0	3.8	-.2
Inclusivity	3.9	3.7	-.2
Maintaining streets	3.7	3.4	-.3
Attracting/ keeping businesses	3.6	3.1	-.5
Neighborhood infrastructure	3.7	3.1	-.6
Services for people in need	3.7	3.4	-.3
Building permitting	3.5	2.9	-.6
City planning/growth	3.3	2.6	-.7
Managing traffic	3.3	2.6	-.7
Affordable housing	3.1	2.7	-.4
Homelessness	3.4	3.0	-.4

Tables show average satisfaction ratings:
5=Excellent → 1=Failing

Satisfaction as % of importance - community engagement sample



Key Service Area Differences: Statistically Valid vs Community Engagement Survey

Community engagement respondents are more likely to have strong opinions.

Those who opted to participate in the community engagement survey were more likely to be satisfied in service areas they rated low in importance and less satisfied in areas of high importance.

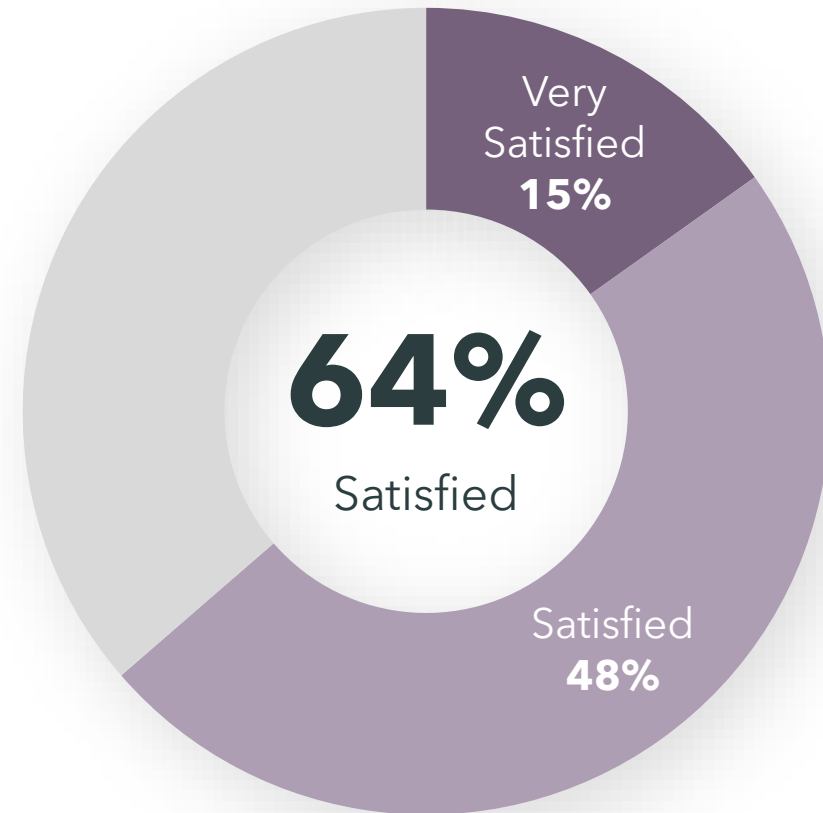
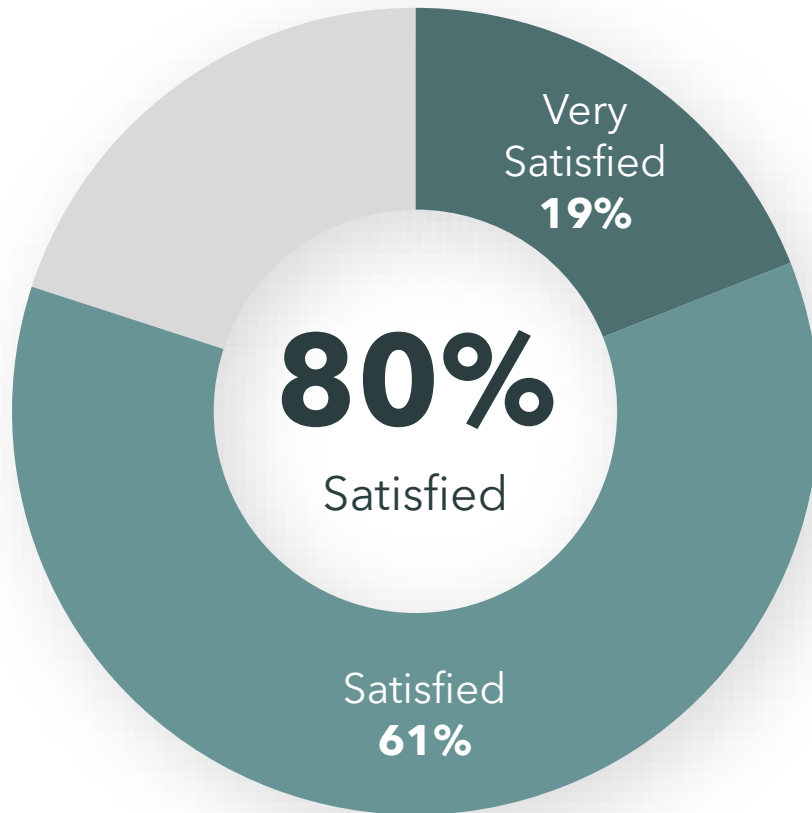
Compared to the statistically valid sample, importance is lower and satisfaction is much lower.

Satisfaction as a percentage of importance is similar between the two groups in some service categories despite lower levels of satisfaction because community engagement respondents consistently rated categories less important. Lower satisfaction as a percentage of importance is driven by much lower satisfaction scores.

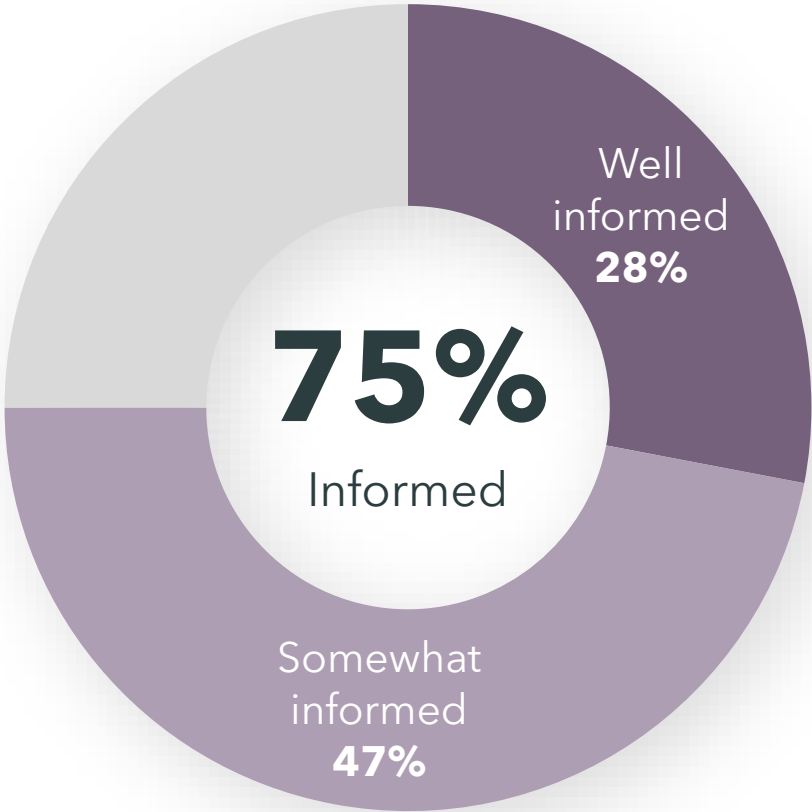
Growth -related topics are of particular concern to the community engagement sample.

While overall satisfaction is lower across service areas for the community engagement sample, the largest differences are for city planning/growth (-.7), managing traffic (-.7), building permitting (-.6), and neighborhood infrastructure (-.6).

Most community engagement respondents are satisfied with the infrastructure in their neighborhood, although less than the original survey respondents.



Most community engagement respondents consider themselves at least somewhat informed about City government.



Half of community engagement respondents are subscribed to *This Week in Kirkland*. Others generally get their news virtually.



Top sources other than City newsletter/podcast for non-subscribers



Final Analysis: Community Engagement Sample

Community engagement samples often represent the loudest community members.

Pairing a statistically valid survey with a community engagement track allows leaders to understand if the issues they hear about most often are the issues that matter the most across the community. Often, those who participate in the community engagement version of the research have gone out of their way to hear feedback and maybe folks leaders already hear from.

Growth is clearly a stressor, particularly for those who are most engaged.

Issues related to growth and development in Kirkland are top concerns for both the statistically valid sample and the community engagement sample, but the magnitude of the concern is much larger for those in the community engagement sample. They are also more likely to say public safety is an issue compared to the general population in Kirkland.

Feeling unheard and concern for funds are common themes.

Community engagement respondents rated the City much lower on “responding to resident s’ priorities” and “managing the public’s money.” These respondents value opportunities to engage with leaders around budgeting and priorities.



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