



Live Telephone Survey Results
City of Kirkland
May 2020

Methodology

- ▶ Live telephone survey of all registered voter households in the City of Kirkland
- ▶ Random sample of landlines and mobile phones
- ▶ Survey conducted April 21 - April 28, 2020
- ▶ 400 interviews; overall margin of error ± 4.9 percentage points
- ▶ Interviews were conducted by trained, professional interviewers
- ▶ Data was weighted to reflect key demographics and geographic proportions
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Phone	July 5-13, 2018	All registered voters	400	± 4.9 percentage points	18-6923

Please note that due to rounding, some percentages may not add up to exactly 100%.

▶ **Voters are highly optimistic about the direction of things in Kirkland**

- *Three-fourths of voters think things are going in the right direction, an almost 10 points increase compared to 2018 levels.*
- *While the Coronavirus pandemic is seen as the most pressing issue in the city, long-term problems like growth and traffic are cited almost as frequently as the Coronavirus.*

▶ **The City receives strong job ratings**

- *The City's overall job rating earns high marks, although positive intensity (excellent) is somewhat low.*
- *Providing firefighting, medical emergency and police services are rated very strongly. Three quarters give the City's Coronavirus response a positive rating.*
- *A majority rates the City's use of tax dollars positively.*
- *On all the items that were also tested in the 2018 survey, the City's job ratings have strengthened.*

▶ **Voter priorities align with their top-of-mind concerns**

- *Items related to Coronavirus response, mitigating impacts of growth and reducing traffic, and increasing housing affordability receive high priority ratings.*
- *Improving police and fire and EMS services and response times are not high priorities, as voters are satisfied with the job the City is currently doing on these items.*

Key Findings (Continued)

▶ **Majorities find the proposed bond measure and levy important**

- *Both the bond and the levy are found important by around two thirds of respondents initially, but the intensity is low.*
- *Additional cost and component information increases net importance of the measures only slightly.*
- *The percentage of those who find either of the measures “Very important” starts off at around 1-in-3, and does not increase after more information is provided.*

▶ **The importance of possible investments are close to one another**

- *Replenishing PPE stockpiles is the only item that is a significantly higher priority than the rest, with a high intensity.*
- *Building a fire training center is the lowest funding priority among all items tested.*
- *All the other items are received well, with strong majorities supporting each.*

▶ **There is no consensus on which possible revenue source is the best**

- *Within the two sets of revenue sources, increasing taxes (either in the form of sales or property taxes) and budget repurposing (reducing the budget of other government services and diverting money from the rainy day fund), the latter options are relatively preferred. Voters are split on whether it is a good or a bad idea to use either of these revenue sources.*

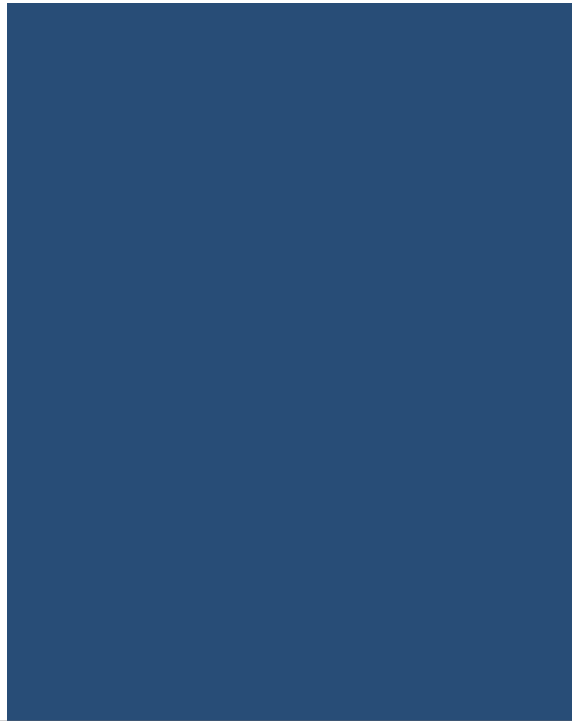


Issue Environment

Right Direction/Wrong Track

3-in-4 voters feel that things in Kirkland are going in the right direction.

Right direction
74%



Wrong track
14%



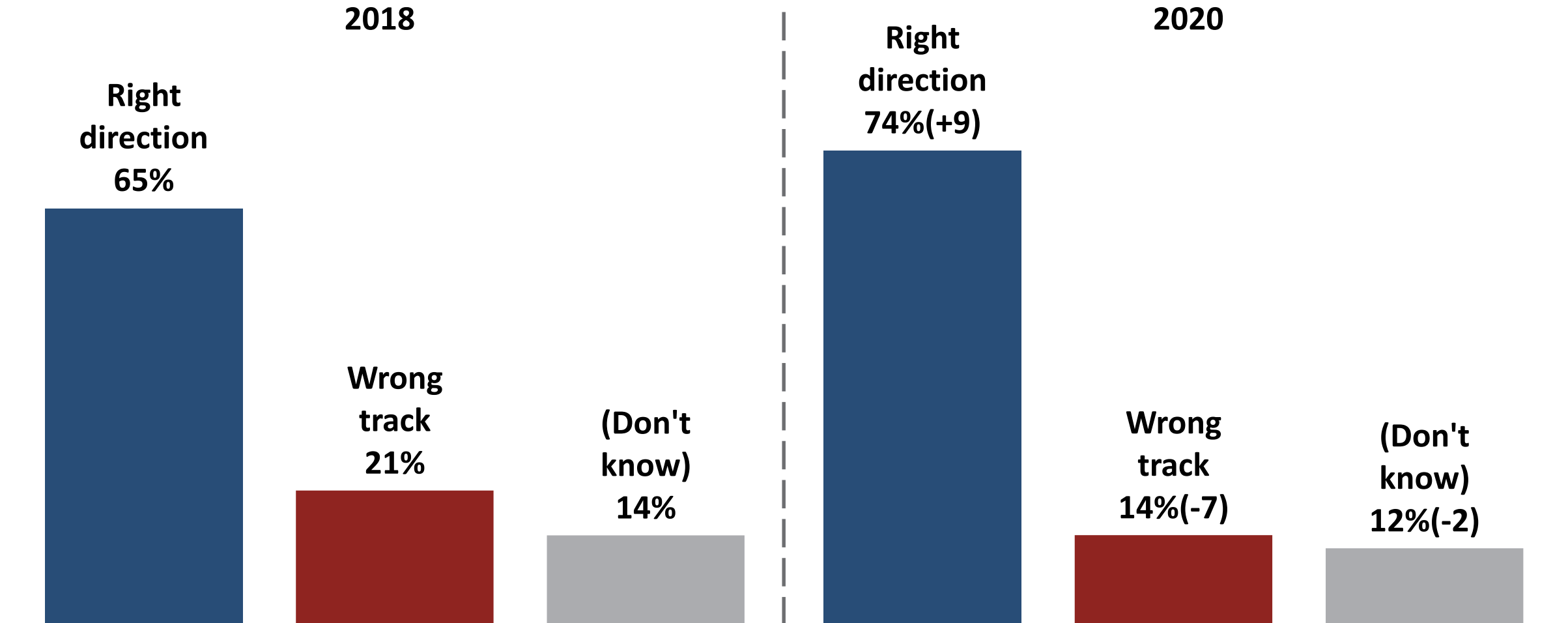
(Don't know)
12%



Q4. Do you feel that things in Kirkland are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction/Wrong Track Over Time

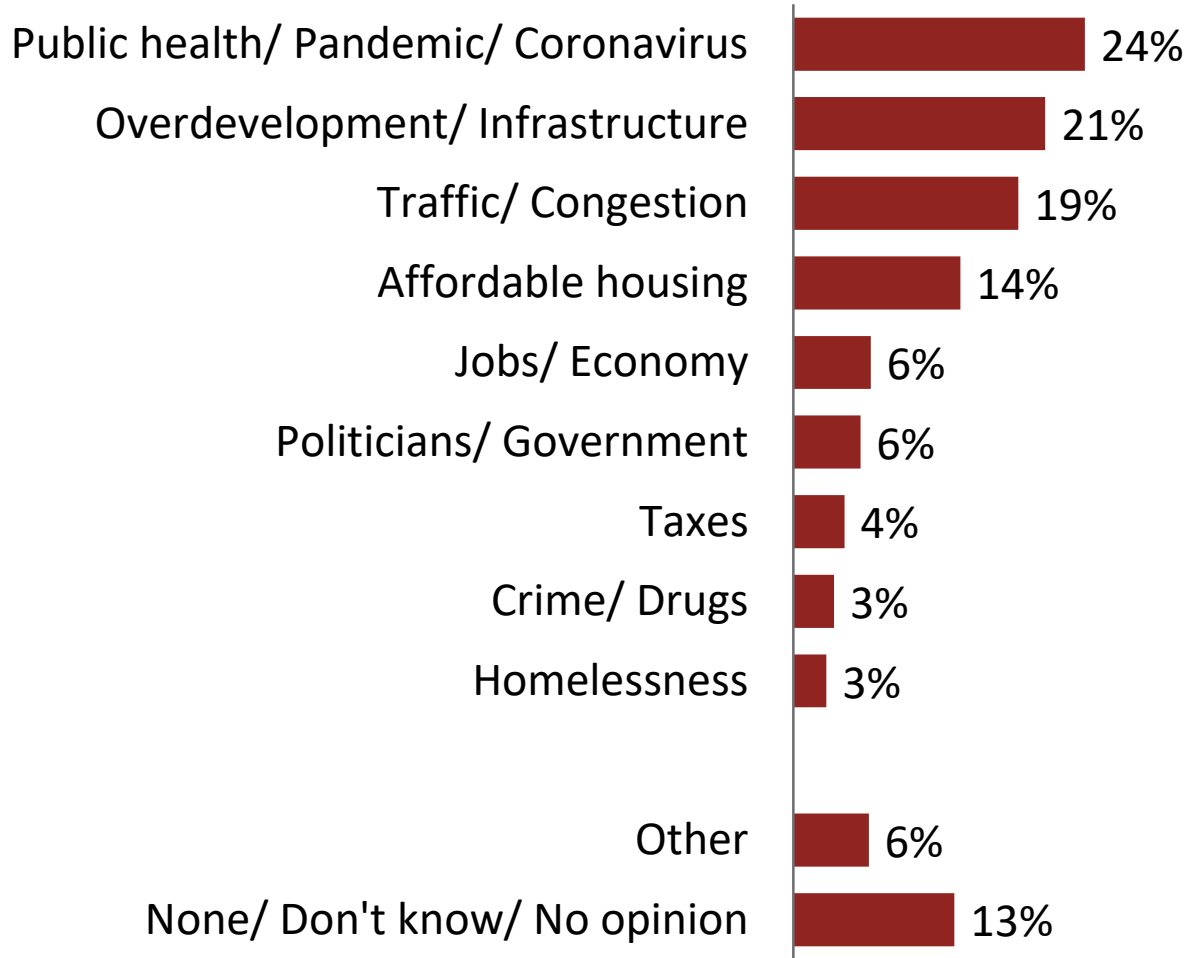
Optimism about the direction of things in Kirkland has strengthened over the last two years.



Q4. Do you feel that things in Kirkland are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

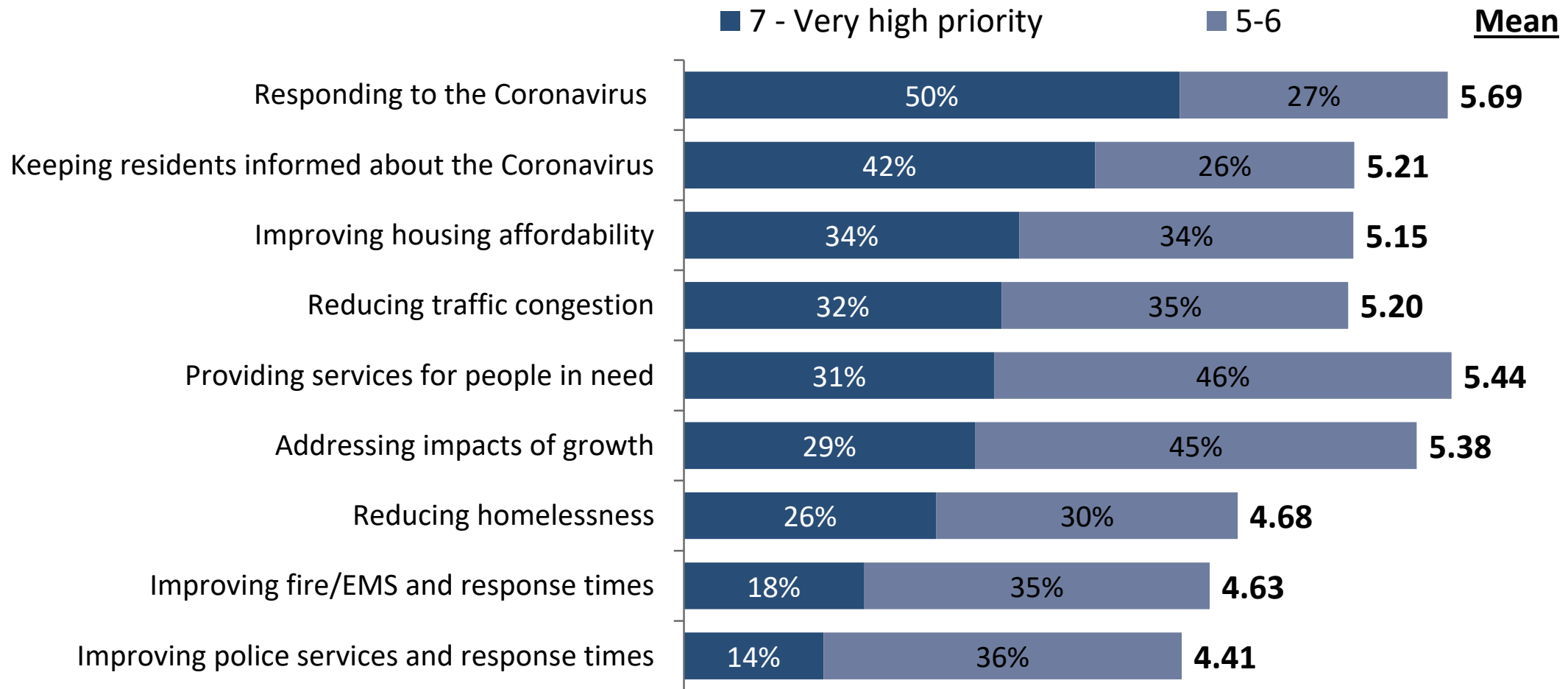
Top-of-Mind Issues

A quarter cite COVID-19-related issues as the leading top-of-the-mind concern. One-fifth cite overdevelopment and related infrastructure issues or traffic as the most important problems in Kirkland.



Issue Priorities

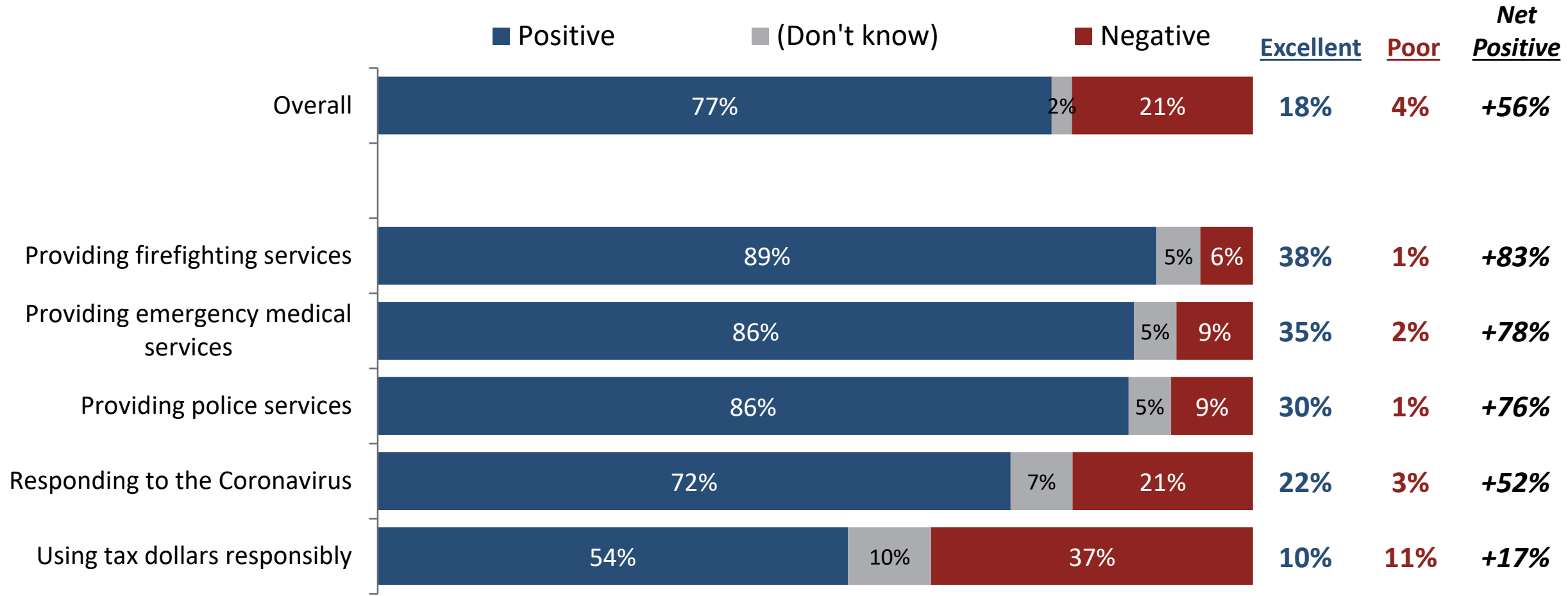
Responding to the Coronavirus is seen as the top issue the City should be tackling. Improving police and fire and EMS services and response times are lower priorities, arguably because voters are satisfied with the City's current performance on those.



Q6-Q14. Recognizing the unique situation we are experiencing, I would like to ask you about a variety of potential issues facing Kirkland, both current and long term. Please rate each one using a scale of 1 to 7, where 1 means you feel that issue should be a very low priority and 7 means that you feel that item should be a very high priority...

City Job Ratings

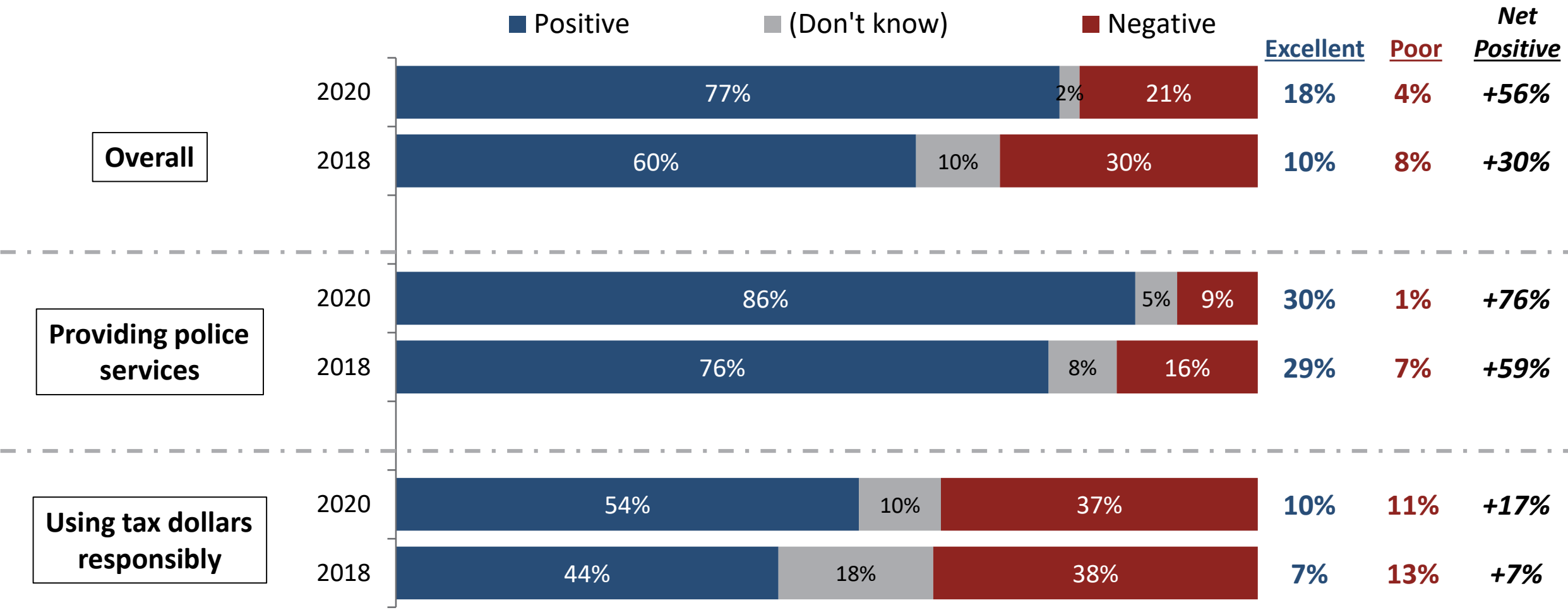
City's job ratings are strong, with over three quarters giving the City a positive overall job rating. Providing firefighting, medical and police services are rated exceptionally. Majorities give the City high marks for its response to the Coronavirus and using tax payer dollars responsibly but with low positive intensity.



Q15-Q20. I'd like you to rate the job the City of Kirkland is doing on a variety of issues. Using a scale of excellent, good, only fair, or poor, please rate each of the following:

City Job Ratings – Over Time

City's overall job rating, as well as its rating for providing police services and using tax dollars responsibly saw significant increases since 2018.



Q15-Q20. I'd like you to rate the job the City of Kirkland is doing on a variety of issues. Using a scale of excellent, good, only fair, or poor, please rate each of the following:



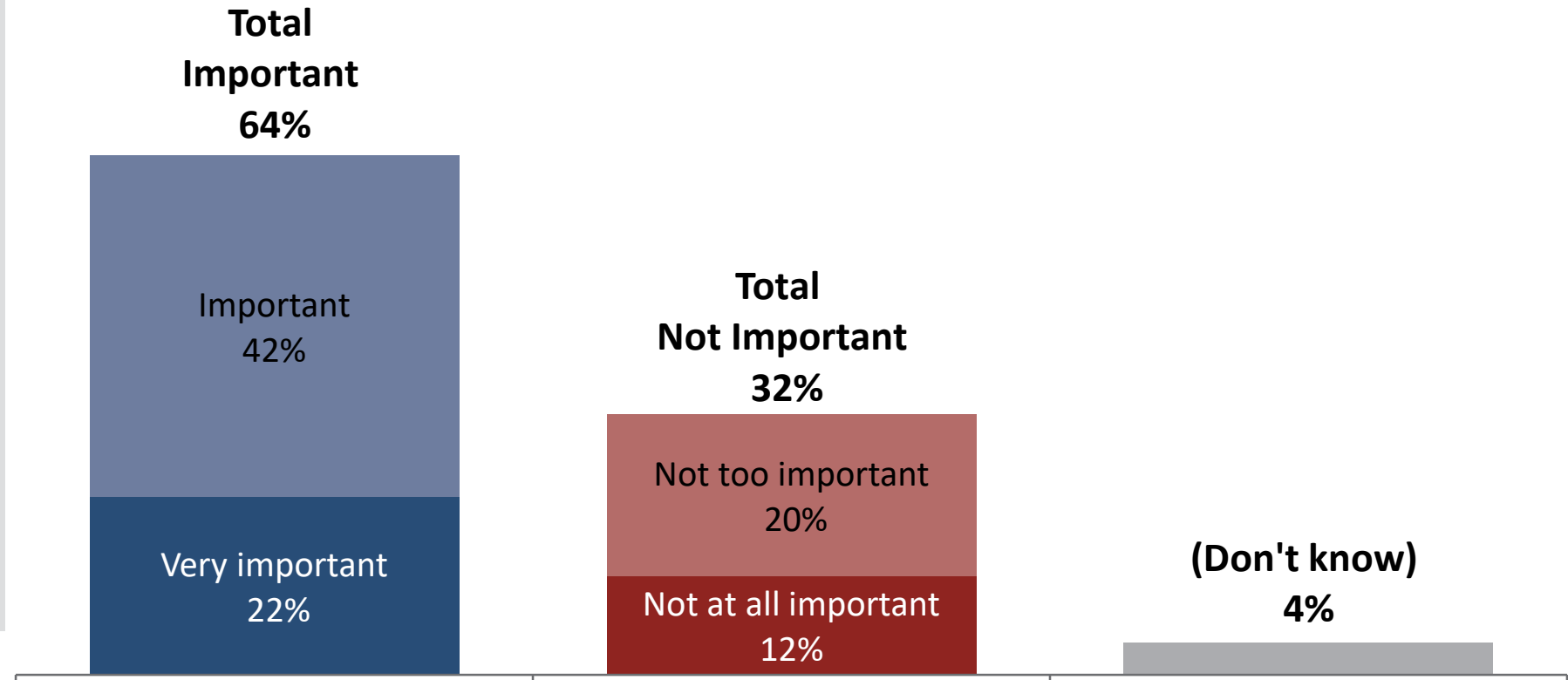
Potential Measures

Initial Ask: Fire Services Bond

Nearly two-thirds of voters consider the potential bond to fund fire service improvements important, including 1-in-5 who rate it as very important.

A potential \$60,000,000, 30-year bond measure to fund capital improvements for Kirkland's fire services. If approved, this measure would fund the construction of a new fire station near Totem Lake and a new training center to improve fire and emergency response times. The measure would also fund seismic renovations of the existing Forbes Creek, Houghton, and North Rose Hill fire stations to improve firefighter health and safety. This measure would be funded by an estimated property tax of \$0.105 per \$1,000 of assessed valuation.

Do you personally think this potential measure is very important, important, not too important, or not at all important?

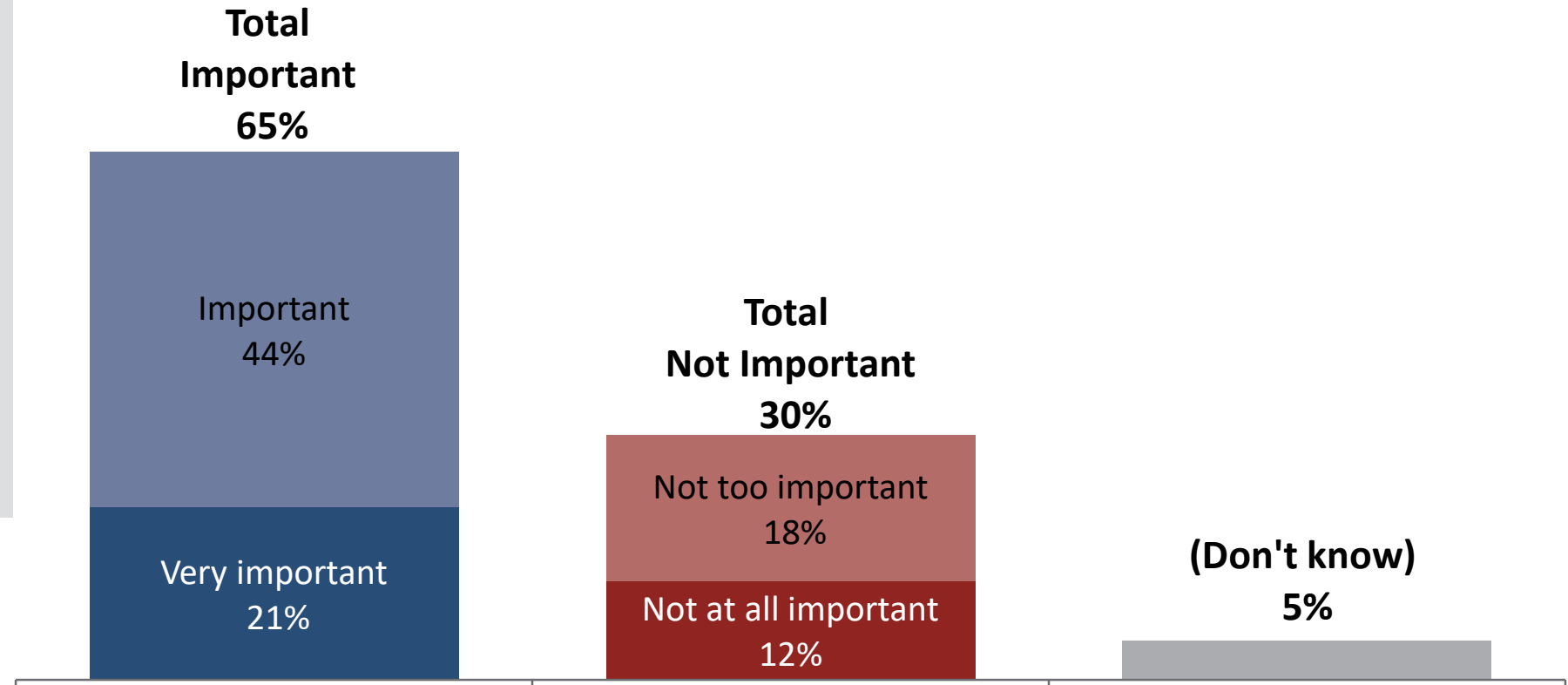


Initial Ask: Fire and EMS Staff Levy

The potential levy to fund additional fire and EMS staff is seen as important as the bond measure, with comparable intensity.

A potential \$4,400,000 per year levy to fund the hiring of additional fire and emergency medical staff. If approved, this levy would fund the hiring of twenty-four new firefighters who are also trained as emergency medical technicians to fully staff Fire Station 24 in North Juanita and improve response times throughout the city for both fire and medical 911 calls. This measure would be funded by an estimated property tax of \$0.14 per \$1,000 of assessed valuation.

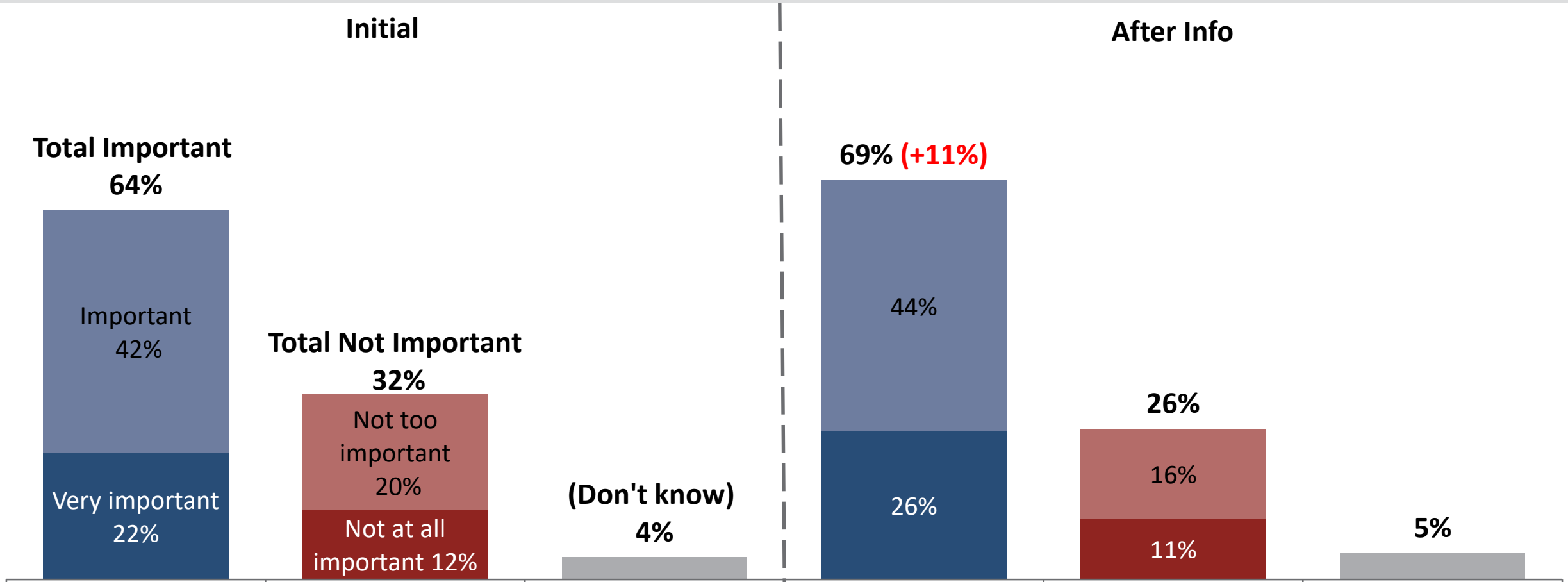
Do you personally think this potential measure is very important, important, not too important, or not at all important?



Informed Ask: Fire Services Bond

Additional cost information leads to an 11-points increase in the net importance of the fire services bond measure.

If approved, the bond measure to build a new fire station in Totem Lake and fund seismic renovations and other safety and capacity upgrades would cost the owner of a \$730,000 home an estimated \$0.105 per \$1,000 of assessed valuation, which amounts to a about \$6.50 a month or roughly \$77 per year.



Q23. After hearing this, do you think a 30-year bond measure ... is very important, important, not too important, or not at all important?

Informed Ask: Fire and EMS Staff Levy

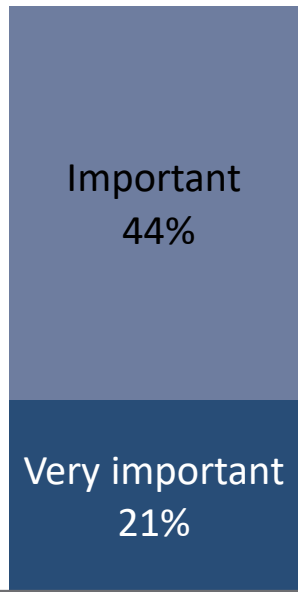
Additional cost information does little to increase the importance of fire and EMS staff levy.

If approved, the levy to fund the hiring of more firefighters who are also emergency medical technicians would cost the owner of a \$730,000 home an estimated \$0.14 per \$1,000 of assessed valuation, which amounts to just under \$8.50 per month or about \$102 per year.

Initial

After Info

Total Important
65%



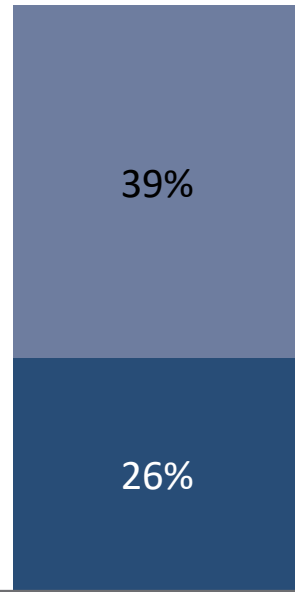
Total Not Important
30%



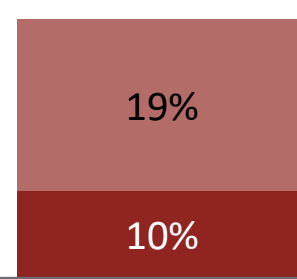
(Don't know)
5%



65% (+1%)



29%



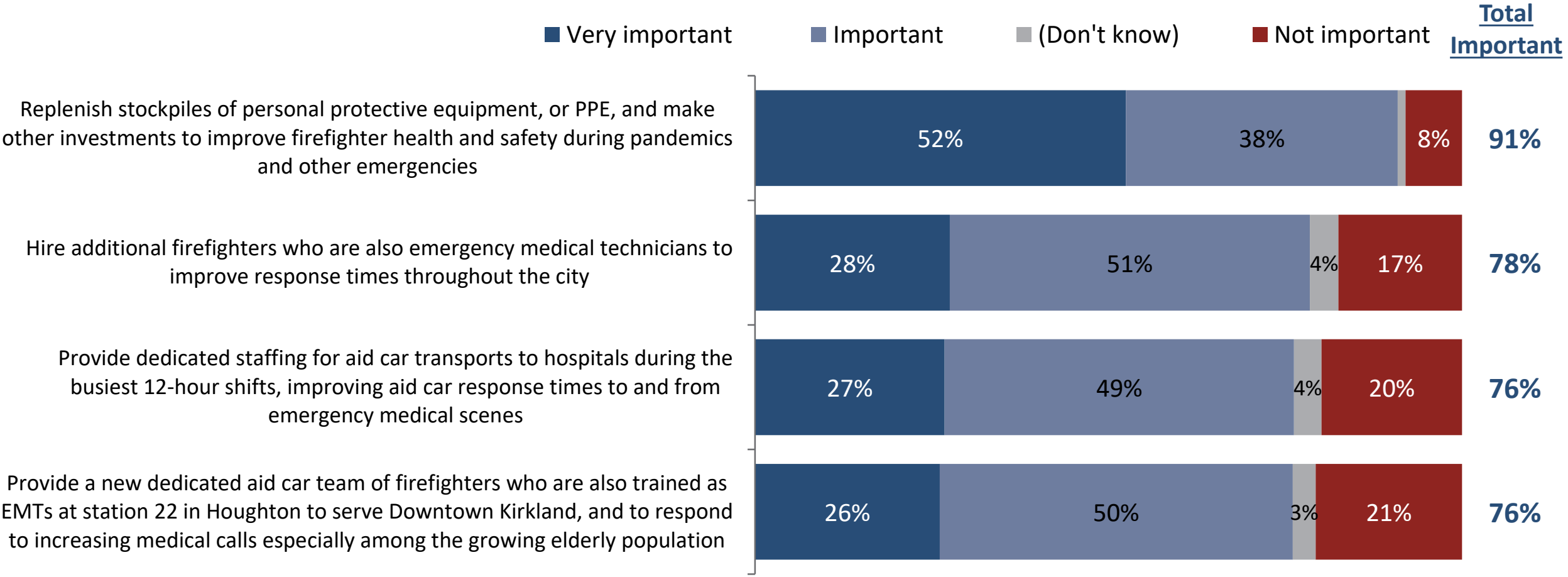
6%



Q24. After hearing this, do you think a levy ... is very important, important, not too important, or not at all important?

Funding Priorities (Top Tier)

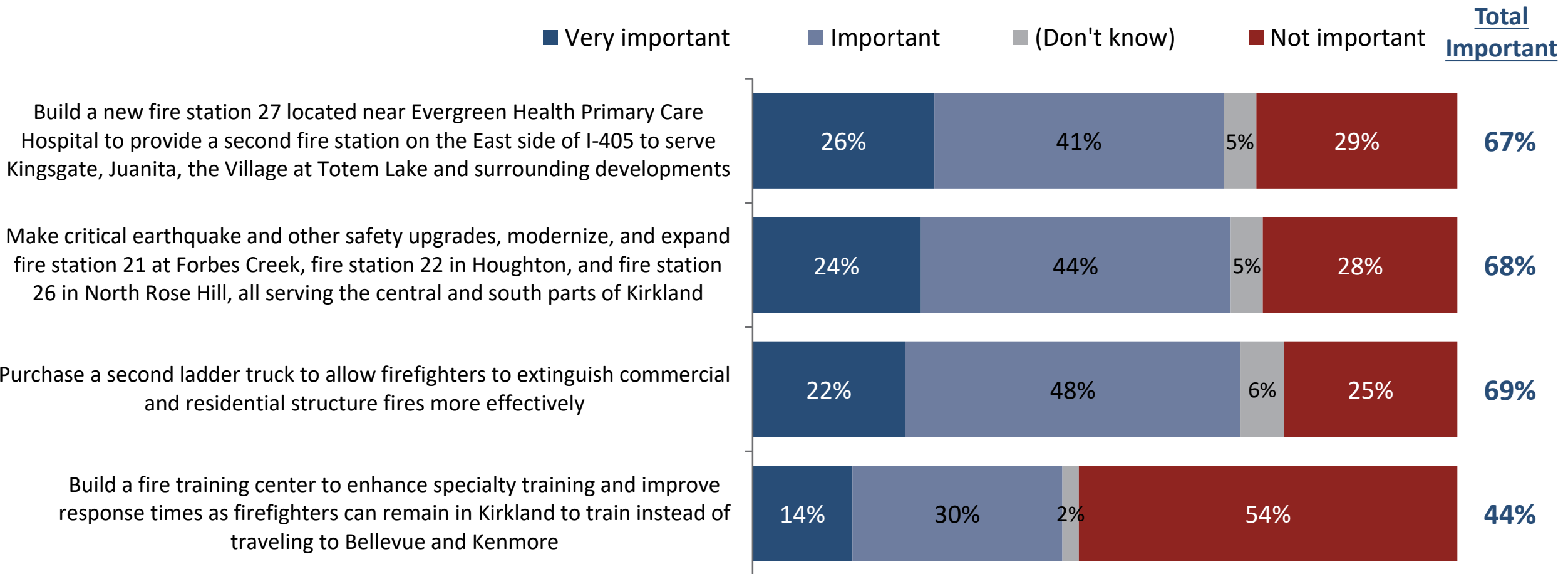
Replenishing PPE stockpiles is the top funding priority with over half of respondents saying it is very important. Hiring additional firefighters, and providing aid car staff during busiest shifts and at Station 22 are all equally important.



Q25-Q32. Next I'm going to read you a list of potential investments which could be included in the City of Kirkland's ballot measures. After each one, please tell me if that investment is very important, important, not too important, or not at all important to you.

Funding Priorities (Second Tier)

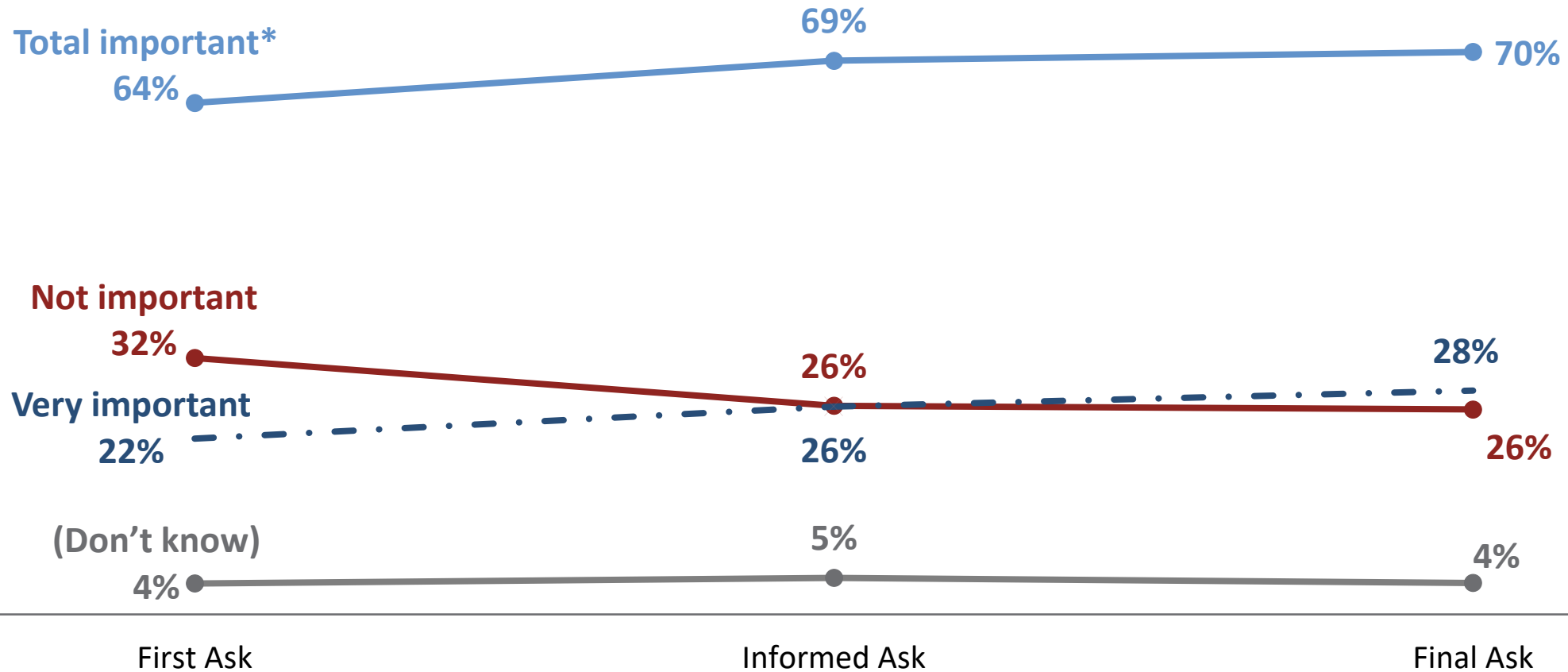
Building a fire training center is the lowest funding priority among all items tested.



Q25-Q32. Next I'm going to read you a list of potential investments which could be included in the City of Kirkland's ballot measures. After each one, please tell me if that investment is very important, important, not too important, or not at all important to you.

Final Progression: Fire Services Bond

After an initial increase following additional cost information, the perceived importance of the capital bond measure remains steady following descriptions of the measure's components.

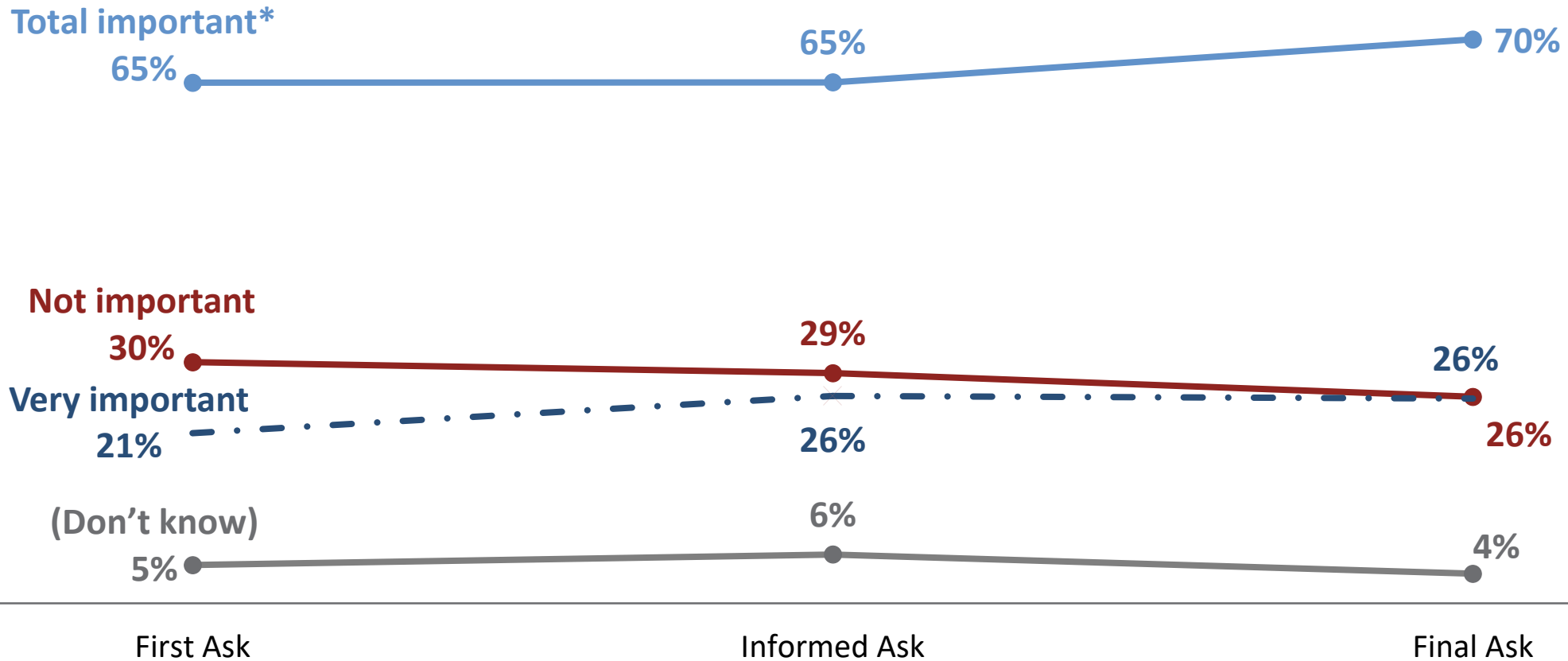


* "Very important" and "Important" combined.

Q33. Now I would like to ask you again about both public safety measures. Given everything you have heard ... do you think a 30-year bond measure ... is very important, important, not too important, or not at all important?

Final Progression: Fire and EMS Staff Levy

The fire and EMS staff levy's priority level strengthens following additional information about the measure's components.

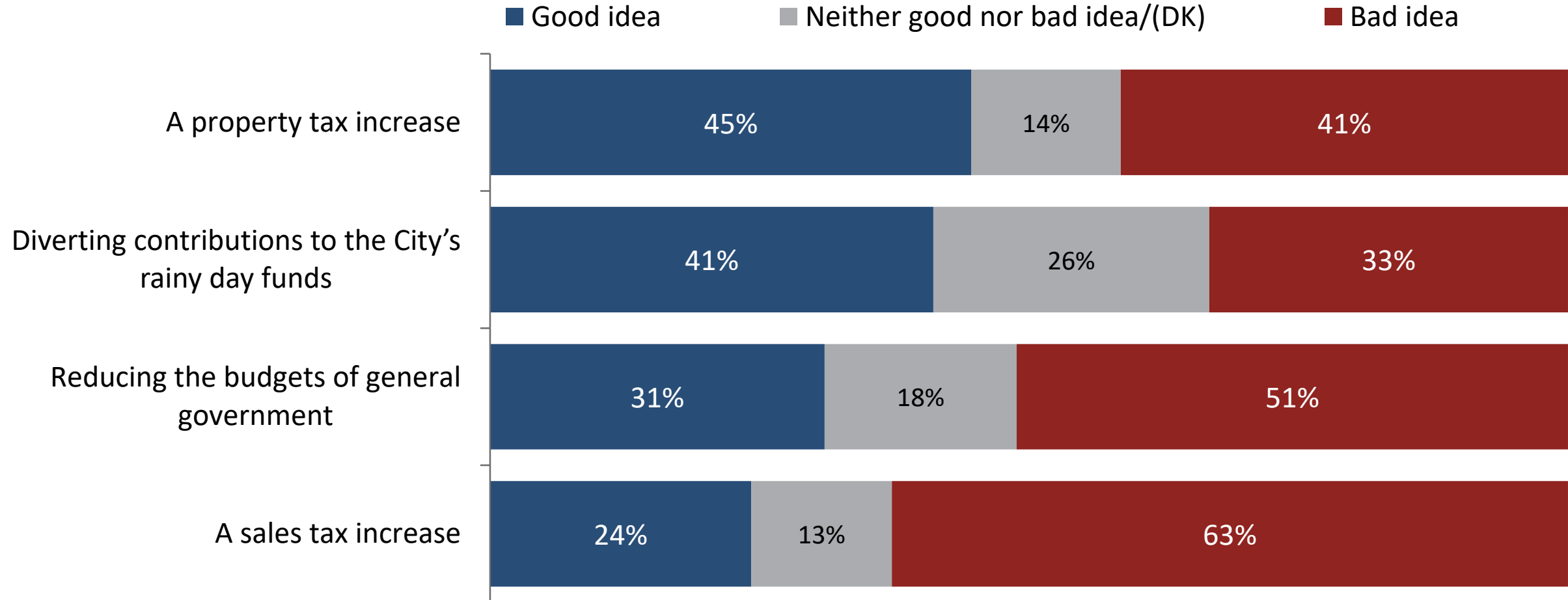


* "Very important" and "Important" combined.

Q34. Now I would like to ask you again about both public safety measures. Given everything you have heard ... do you think a levy ... is very important, important, not too important, or not at all important?

Funding Mechanisms

Sentiments are split on the prospect of a property tax increase or diverting contributions to the City's rainy day funds. A majority believe cutting budgets for other services and increasing the sales tax are bad ideas.



Q35-Q38. There are a number of different types of revenue sources which could be used for funding the fire and emergency medical services investments and fire station projects. For each of the following, please tell me if using that revenue source to fund fire and emergency medical services investments and fire station projects is a good idea or a bad idea.

Findings Summary

- ▶ *Kirkland’s public opinion environment is largely positive; voters are highly optimistic about the direction of things in Kirkland. The City earns high marks, overall, and across various aspects of its governance. Those sentiments have strengthened compared to two years ago.*
- ▶ *COVID-19 and public health-related issues are leading concerns but voters also haven't forgotten about their usual priorities, including overdevelopment, traffic, and affordability.*
- ▶ *Comparatively, Fire and Emergency Medical Services are not necessarily top-of-mind improvement priorities, which may be partially informed by how strongly people perceive the City in delivering them.*
- ▶ *On their own, nearly two thirds consider the proposed Fire and EMS measures to be investment priorities but with relatively lower intensity. About a quarter view each as “very important.”*
- ▶ *Most of the proposed bond and levy components are seen as important, albeit with relatively low urgency. Priorities are strongest for personal protective equipment and other personnel health and safety investments. People consider a local training center to be a relatively low priority.*
- ▶ *These measures – and particularly the levy’s personnel safety components – are viewed as priorities amid the pandemic, even if the proposed investments are not directly related to other top-of-mind concerns. Going forward, it will be important to monitor external factors, including other potential measures and shifts in economic priorities, which could impact the perceived urgency of the proposed Fire and EMS investments.*



Demographics

Resident Demographics



77% Homeowners
19% Renter

16% Age 18-29	51% Male	77% White
19% Age 30-39	49% Female	5% Latinx
18% Age 40-49		9% Asian
27% Age 50-64		9% Other ethnicity
19% Age 65+		



24% of households have 65+ members
76% of households have no 65+ members



22% Live in State Legislative District 1
48% Live in State Legislative District 45
30% Live in State Legislative District 48



34% Have children <18 in household
66% Have no children in household



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