



Human Services Commission Meeting

Date: February 26, 2019

Time: 7:00 p.m.

Place: Council Chambers, City Hall

The commission is directed by the City Council to advise the Parks and Community Services Department, City Manager, and City Council in leading the City's efforts to support a socially sustainable community through health and human services and programs that fulfill the basic needs of all people and enhance the quality of life in our city now and into the future.

AGENDA

	<u>Estimated Time</u>
1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES	5 minutes
a. January 22, 2019	
4. ITEMS FROM THE AUDIENCE	5 minutes
5. UNFINISHED BUSINESS	
a. Review final draft 2019-2020 Work Plan	10 minutes
6. NEW BUSINESS	
a. Kirkland Community Needs Overview	45 minutes
b. Panhandling Proposal	30 minutes
7. COMMUNICATIONS	25 minutes
a. Commissioner Reports	
b. Staff Reports and Announcements	
8. ADJOURNMENT	Estimated meeting completion: 9:00 p.m.

Upcoming Commission Activities:

March 26, 2019 – Regular Human Services Commission Meeting

April 16, 2019 – Special Joint Human Services Commission Meeting

April 23, 2019 – Regular Human Services Commission Meeting

Alternate Formats: Persons with disabilities may request materials in alternative formats. Persons with hearing impairments may access the Washington State Telecommunications Relay Service at 711.

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CITY OF KIRKLAND HUMAN SERVICES COMMISSION Minutes of Regular Meeting January 22, 2019

1. CALL TO ORDER

The November 22, 2019, Human Services Commission Regular Meeting was called to order at 7:05 p.m. by Commission Chair Kimberly Scott.

2. ROLL CALL

Commissioners present: Commission Chair Kimberly Scott, Commission Vice Chair Jonathan Stutz, Adam White, Dianne Bell, and Amy Falcone

Commissioner David Godfrey arrived at 8:34 p.m.

Commissioner Gildas Cheung attended via telephone; Commissioner Matthew Triplett joined via phone at 7:20

Staff present: Human Services Supervisor Leslie Miller, Director Lynn Zwaagstra arrived at 7:45

Recording Secretary: Senior Office Specialist Melissa Bartoletti

3. APPROVAL OF MINUTES

Commission Vice Chair Jonathan Stutz moved to approve the November 27th, 2018 minutes as presented. Commissioner Adam White seconded. Motion carried (Yes: 7, No: 0; Commissioner David Godfrey was absent).

4. ITEMS FROM THE AUDIENCE

No items.

5. NEW BUSINESS

To be mindful of our guest speakers, item C under Agenda number 6, New Business was brought forward on the agenda.

- a. City's ADA Civic Engagement Effort
Neighborhood Services Outreach Coordinator David Wolbrecht is one of the staff members leading the effort for the City. Human Resource Analyst Shawn Friang is the liaison support for the ADA Transition Plan and works with the interdepartmental ADA Team. Julie Stoltman with MacDonald Boyd & Associates is providing consultant services to the City for this public process. Park Board member Kelli Curtis was present to hear the presentation.

Commissioners provided feedback and additional names for the stakeholder list. The presenters will return to the Commission with more details with the engagement process.

6. UNFINISHED BUSINESS

- a. Debrief of Joint Study Session and Council Funding Decision
Human Services Supervisor Leslie Miller followed up on the discussion from the previous meeting. She reviewed the notes and verified next steps and options for Commissioners

7. NEW BUSINESS

- a. Review of 2017-2018 Work Plan
- b. Review draft 2019-2020 Work Plan
Human Services Supervisor Leslie Miller will make edits and present a final draft at a future meeting.

8. COMMUNICATIONS

- a. Commissioner Reports
Commissioner Jonathan Stutz had a meeting with Human Resource Director Chris Thomas to follow up with the Menchie's Incident. He also met separately with Councilmember Jon Pascal.
- b. Staff Reports and Announcements

8. ADJOURNMENT

Commissioner Adam White moved to adjourn. Commissioner Amy Falcone seconded. Motion carried (Yes: 8, No: 0). The meeting was adjourned at 9:00 p.m.



CITY OF KIRKLAND
Department of Parks & Community Services
123 5th Avenue, Kirkland, WA 98033 425.587.3300
www.kirklandwa.gov

MEMORANDUM

To: Human Services Commission

From: Lynn Zwaagstra, Director
Leslie R. Miller, Human Services Supervisor

Date: February 21, 2019

Subject: Final Review of 2019-2020 Work Plan

RECOMMENDATION

The Human Services Commission complete a final review of the 2019-2020 Work Plan.

BACKGROUND DISCUSSION

The Commission began their discussion regarding the work plans at its November 27, 2018 meeting, but tabled the completion of the discussion until its meeting on January 22, 2019. The 2019-2020 Work Plan was updated based upon Commission feedback in November and the Public Works, Parks and Human Services City Council Committee feedback in December.

Staff will guide the Commission through a final review of the 2019-2020 Work Plan.

Attachment A

2019-2020 Updated Work Plan

2019 – 2020 Human Services Commission Work Plan

Kirkland Comprehensive Plan Goal HS-5: Create a community in which all members have the ability to meet their basic physical, economic and social needs, and the opportunity to enhance their quality of life.

Comprehensive Plan Policy HS-5.1: Regularly assess local human service needs and provide leadership in the development of services to address newly identified needs.

Commission Objective	Commission Role	Timing
5.1.1: Review available data and information to assess current needs and trends.	Review data and receive information gathered by staff including relevant Census data, information provided by human services providers, available Eastside needs assessments, and other relevant sources. Review Kirkland's HHS Overview of Community Needs 2018.	Ongoing 2019 Q1
5.1.2: Identify and learn from agencies and subject matter experts.	Invite local service providers, school officials, and subject matter experts to share best practices and ongoing challenges with meeting community needs. Participate in organized site visits to select agencies as arranged by staff.	Ongoing
5.1.3: Seek and evaluate best practices in addressing the human services needs of individuals and families.	Review and evaluate best practices research to identify optimal service delivery models for Kirkland to emulate.	2019
5.1.4: Pursue and support programs that address the most pressing needs of Kirkland residents and that result in the most positive outcomes.	Provide to City Council a list of prioritized human services needs that the City might proactively support.	2019
5.1.5: Obtain and analyze outcomes of service provision from grantees to inform efficacy and future grant provision.	Provide feedback regarding the current outcome requirements for the Human Services Supervisor to take to the regional funders group.	2019 Q3

Comprehensive Plan Policy HS-5.2: Promote community awareness of human service needs, the resources available to meet those needs, and the gaps in services.

Commission Objective	Commission Role	Timing
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2019 – 2020 Human Services Commission Work Plan

5.2.1: Engage internal stakeholders.	Collaborate with the City's Youth and Senior Councils to identify and address community needs.	Ongoing
5.2.2: Connect with Kirkland residents who utilize human services to understand their needs.	Conduct a community engagement campaign.	2019
5.2.3: Study Community Member Panhandling Proposal.	Evaluate proposal and report back to the City Council.	2019 Q1
<i>Comprehensive Plan Policy HS-5.3: Provide funding for local nonprofit organizations serving the needs of Kirkland residents.</i>		
Commission Objective	Commission Role	Timing
5.3.1: Utilize the grant application process to recommend allocation of City funds to eligible human services agencies serving Kirkland residents.	Provide guidance to staff on application process for 2021-2022 funding and provide recommendations to City Council on distribution of allotted funds as well as a list of possible additional programs or services that are worthy of support by the City and other community organizations.	2020 Q 2, 3
5.3.2: Monitor agencies delivering services.	Review quarterly and annual reports to ensure that agencies are providing services to Eastside residents with positive outcomes.	Ongoing
5.3.3: Assess appropriate investment level for each of the 5 goal areas included in the Human Services Element of the Comprehensive Plan.	Utilize needs assessment data, presentations by community experts and the Commission's engagement campaign to recommend program priority areas to the City Council before the 2021-2022 application process begins.	2019
5.3.4: Assess appropriate investment level for programs addressing the homelessness epidemic.	Examine and recommend an appropriate investment level for homeless services, while balancing funding for the Kirkland shelter with other service providers.	2020
<i>Policy HS-5.5: Commit Community Development Block Grant Funds (CDBG) to affordable housing and house repairs for low- and moderate-income residents.</i>		
Commission Objective	Commission Role	Timing
5.5.1: Allocate CDBG funding to eligible programs and projects.	Provide recommendations to City Council for annual distribution of CDBG funding.	2019 Q 3 2020 Q 3
5.5.2: Monitor effectiveness of the agencies delivering services.	Review quarterly and annual reports to ensure that agencies are providing services to Eastside residents with positive outcomes.	Ongoing
<i>Comprehensive Plan Policy HS-5.6: Participate and provide leadership in local and regional human service efforts.</i>		
Commission Objective	Commission Role	Timing
5.6.1: Meet periodically with human services commissions from other Eastside cities.	Participate in joint meetings with human services commissions from other Eastside cities. Provide leadership by initiating discussions regarding working together to complete a regional needs assessment.	Ongoing
5.6.2: Represent Kirkland and the Eastside in the County.	Attend regional meetings to learn and represent.	Ongoing

2019 – 2020 Human Services Commission Work Plan

5.6.3: Ensure that King County initiatives, such as MIDD, Best Starts for Kids, Veterans and Human Services Levy are addressing the needs of Kirkland and the Eastside.	Examine funding opportunities associated with the County revenue sources to help the City leverage those dollars in its grant process or for other pertinent City services.	Ongoing
5.6.4: Advocate for strategic human services policies and funding at the State level.	Review key legislative proposals and provide recommended positions to the City Council.	2019 and 2020 Q1
5.6.5 Ensure that the City's Human Services Policies are updated to reflect changes within the community and City government.	Review Human Services Policies contained in the Comprehensive Plan and recommend changes and updates.	2019 Q1, Q2
<i>Kirkland Comprehensive Plan Goal HS-6: Encourage human services organizations to make their services physically accessible to all.</i>		
<i>Comprehensive Plan Policy HS 6.1: Encourage services to become accessible to all in the community by removing any barriers, including but not limited to architectural, cultural, language, communication, and location.</i>		
Commission Objective	Commission Role	Timing
6.1.1: Ensure that Kirkland is a place where all people can thrive.	Through the grant application process encourage and support human service providers to provide accessible services.	Ongoing
<i>Kirkland Comprehensive Plan Goal HS-1: Support diversity in City government and in the community by encouraging awareness, acknowledgment and sensitivity and by being inclusive of the entire populace.</i>		
<i>Comprehensive Plan Policy HS 1.1: Engage the diverse populations within Kirkland to create an inclusive community.</i>		
Commission Objective	Commission Role	Timing
1.1.1: Invite the community to come together to discuss and support the shared values of diversity and inclusion and identify additional actions that can be taken by the City and the community to help keep Kirkland a safe, welcoming and inclusive city for all people.	Support community and City of Kirkland actions to ensure a safe, welcoming and inclusive community and promote activities of the Inclusion Network. Identify and share best practices to make recommendations to the City Council. To meet this goal, partner with the Assistant City Manager and his team. Learn best practices for community outreach and partner with the team regarding ADA transition plan.	Ongoing 2019

2019 – 2020 Human Services Commission Work Plan

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Kirkland Comprehensive Plan Goal HS-2: Foster a City government and a community free of discrimination and committed to justice and social equity.

Comprehensive Plan Policy HS 2.1: Work to achieve a community where everyone is treated with respect and given equitable access to resources.

Commission Objective	Commission Role	Timing
<p>2.1.1: Ensure that the City's human services grants and policies further the goal of achieving a welcoming and equitable community for all residents.</p>	<p>Develop an equity lens to carry out this work for the City. This includes understanding the inequities in the community, the sources of these inequities and the best practices to address them.</p> <p>Develop expectations for grantee practices that ensure equitable distribution of services and outcomes for the residents of Kirkland.</p>	<p>Ongoing</p> <p>2019</p>
<p>2.1.2: Ensure that human services agencies are providing equitable access to resources</p>	<p>Utilize an equity lens during the grant application review process. Review applications with an eye for service delivery that ensures appropriate access for all people.</p>	<p>Ongoing</p>
<p>2.1.3: Develop a Parks & Community Services Department Diversity and Gender Equity Policy.</p>	<p>Assist the Human Services Supervisor with a new department diversity and gender equity policy.</p>	<p>2019</p>



CITY OF KIRKLAND
Department of Parks & Community Services
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MEMORANDUM

To: Human Services Commission

From: Lynn Zwaagstra, Director
Leslie R. Miller, Human Services Supervisor
Melissa Bartoletti, Senior Office Specialist

Date: February 21, 2019

Subject: Kirkland Community Needs Overview

RECOMMENDATION

The Human Services Commission review the attached "Overview of Community Needs December 2018" report and to use the questions at the end of this memo as a framework for discussion in anticipation of a regional 2021 Eastside Needs Assessment.

BACKGROUND DISCUSSION

When the City Council established the year-round Human Services Commission, one of the discussion items was whether the City needed to do a Kirkland-specific Community Needs Assessment to help guide the Commission's work. Both the [2017-2018 Human Services Commission Work Plan](#) and the [2019-20 Human Services Commission Work Plan](#) identified some level of needs assessment as a priority. This is listed under Comprehensive Plan Policy HS-5.1 Commission Objective 5.1.1: "Review available data and information to assess current needs and trends."

Initial efforts at assessing needs began in 2017 with a presentation from Hopelink, who presented their [Community Needs Assessment Report](#) for Hopelink's service area. Hopelink's service area overlaps Kirkland. Their report was completed by BERK Consulting, a firm specializing in strategic planning, assessment and data analytics. That same year the City of Issaquah conducted a [Community Needs Assessment](#) with Health Resources in Action as a part of their Healthy Community Initiative. At the [December 19, 2017 Meeting](#), the Human Services Commission received presentations from Meghan Altimore, Vice President, Community Services at Hopelink, and Martha Sassorossi, Human Services/Social Sustainability Coordinator at the City of Issaquah about each agency's report.

After receiving this information, discussion continued about the need to complete a Kirkland-specific assessment. While Kirkland data is important, a regional approach may also be beneficial. Numerous eastside cities already collaborate in the provision of human services and could cooperatively conduct a needs assessment for the region and also have data segmented by city. This synergistic approach is anticipated to occur in 2021.

As a bridge to a 2021 regional study, BERK Consulting was commissioned to extract Kirkland-specific data from the Hopelink study, supplemented with other information readily available to

present a preliminary Kirkland assessment. During the [January 15, 2019 City Council Meeting](#), the City Council received the "Overview of Community Needs December 2018" report prepared by BERK Consulting for the use of the Human Services Commission. This report is included in **Attachment A**.

Questions for Commission Discussion

1. How does the data in the "Overview of Community Needs December 2018" report shape the Commission's thinking on the needs of the Kirkland Community?
2. How will the data, as presented, inform Human Services related outreach plans?
3. How will this report influence the Commission's process or criteria for awarding Human Services grants?

Attachment A: Overview of Community Needs December 2018

**CITY OF KIRKLAND**

City Manager's Office

123 Fifth Avenue, Kirkland, WA 98033 425.587.3001

www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: Tracey Dunlap, Deputy City Manager
Lynn Zwaagstra, Parks and Community Services Director
Leslie Miller, Human Services Supervisor

Date: January 3, 2019

Subject: Kirkland Community Needs Overview

RECOMMENDATION:

City Council receives a report entitled "Overview of Community Needs December 2018" prepared by BERK Consulting for the use of the Human Services Commission.

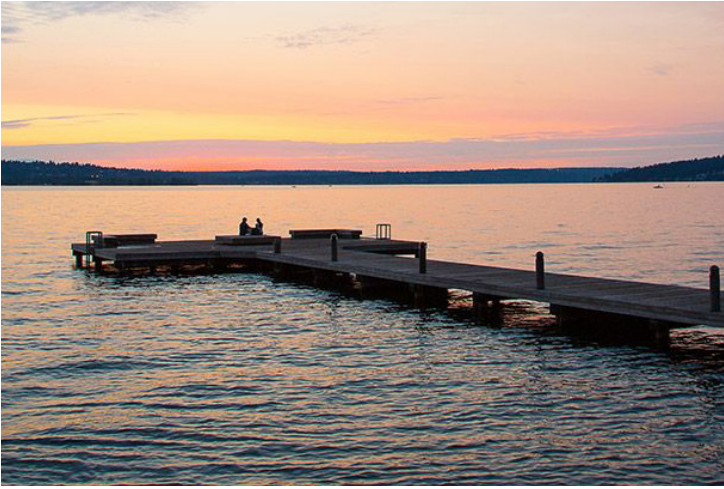
BACKGROUND DISCUSSION:

When the City Council established the year-round Human Services Commission, one of the discussion items was whether the City needed to do a Kirkland-specific Community Needs Assessment to help guide the Commission's work. In 2018, the cost of a full Community Needs Assessment was identified at an estimated \$80,000. Staff began to explore other options to obtain useful information at a lower cost, recognizing that the City and its regional partners are planning to commission a regional Community Needs Assessment with jurisdictional visibility based on the new census data available in 2022.

In 2017, Hopelink contracted with BERK Consulting to prepare a Community Needs Assessment Report for Hopelink's entire service area (the full report is available at this [link](#)). The purpose and context of that report was articulated as follows:

This Community Needs Assessment identifies strengths and needs in Hopelink's five Service Areas, as well as for King County overall. The Assessment will not only meet the requirements of the federal Community Services Block Grant Act but will also inform Hopelink's Strategic Planning process and overall program planning. Using the report, Hopelink can adjust their services based on the unique demographics and changing needs in each of their Service Areas.

The Hopelink service area includes the City of Kirkland, but Kirkland-specific information in that report is aggregated with Kenmore. In talking with Hopelink, they were able to provide a data extract of Kirkland-only information. Upon receipt of the information, staff contracted BERK to provide an overview of Community Needs in Kirkland based on selected Kirkland-specific data supplemented with other sources at their disposal. The cost of the focused needs assessment was \$10,000. The results of that overview are included as **Attachment A** and will be provided to the Human Services Commission for review and analysis. Staff believes that this overview provides support for the current priorities and gives the HSC additional information to evaluate and refine their process pending a more comprehensive evaluation after the 2020 census.



Overview of Community Needs - December 2018

City of Kirkland





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www.berkconsulting.com

Founded in 1988, we are an interdisciplinary strategy and analysis firm providing integrated, creative and analytically rigorous approaches to complex policy and planning decisions. Our team of strategic planners, policy and financial analysts, economists, cartographers, information designers and facilitators works together to bring new ideas, clarity, and robust frameworks to the development of analytically-based and action-oriented plans.

PROJECT TEAM

Ben Silver
Allegra Calder

CONTENTS

Introduction	2
Data Sources	2
Hopelink Service Area.....	2
Population Demographics	4
Racial and Ethnic Composition	5
Foreign-Born Population.....	7
Language Spoken at Home.....	7
Income & Poverty	9
Population in Poverty.....	9
Children in Poverty.....	11
Households and Housing Cost Burden	12
Household Type by Income.....	12
Cost Burden	14
Homelessness	14
Education.....	16
Adult Education Attainment.....	16
Graduation Rates.....	16
Health and Social Assistance	19
Population with Disabilities.....	19
Medicaid.....	20
Supplemental Nutrition Assistance Program (SNAP) Benefits	20
Food Insecurity	22
Conclusion.....	22

INTRODUCTION

This Overview of Community Needs reviews a selection of social, economic, and health indicators that describe the population of the City of Kirkland. It was prepared to support the City's Human Services Commission. The Commission advises the City in its efforts to support a socially sustainable community through health and human services programs that fulfill people's basic needs. The indicators included in this Overview align with the Commission's five goal areas:

1. Food to Eat and Roof Over Head
2. Supportive Relationships with Families, Neighborhoods, and Communities
3. A Safe Haven from All Forms of Violence and Abuse
4. Health Care to be as Physically and Mentally Fit as Possible
5. Education and Job Skills to Lead an Independent Life

Data shown is compared to the service area of Hopelink, a social services nonprofit agency serving North and East King County. King County is also used as a comparison geography when appropriate.

Data Sources

This report relies on the most current data available; however, there is a lag of up to several years between the time the data was collected and processed and the time of analysis for this report.

The following data sources were used:

- Center for Applied Research and Engagement Systems (CARES) Network – University of Missouri Extensions¹
- Office of Superintendent of Public Instruction (OSPI)
- U.S. Census: American Community Survey 5-year Estimates
- U.S. Department of Housing and Urban Development (HUD)
- Washington State Department of Commerce

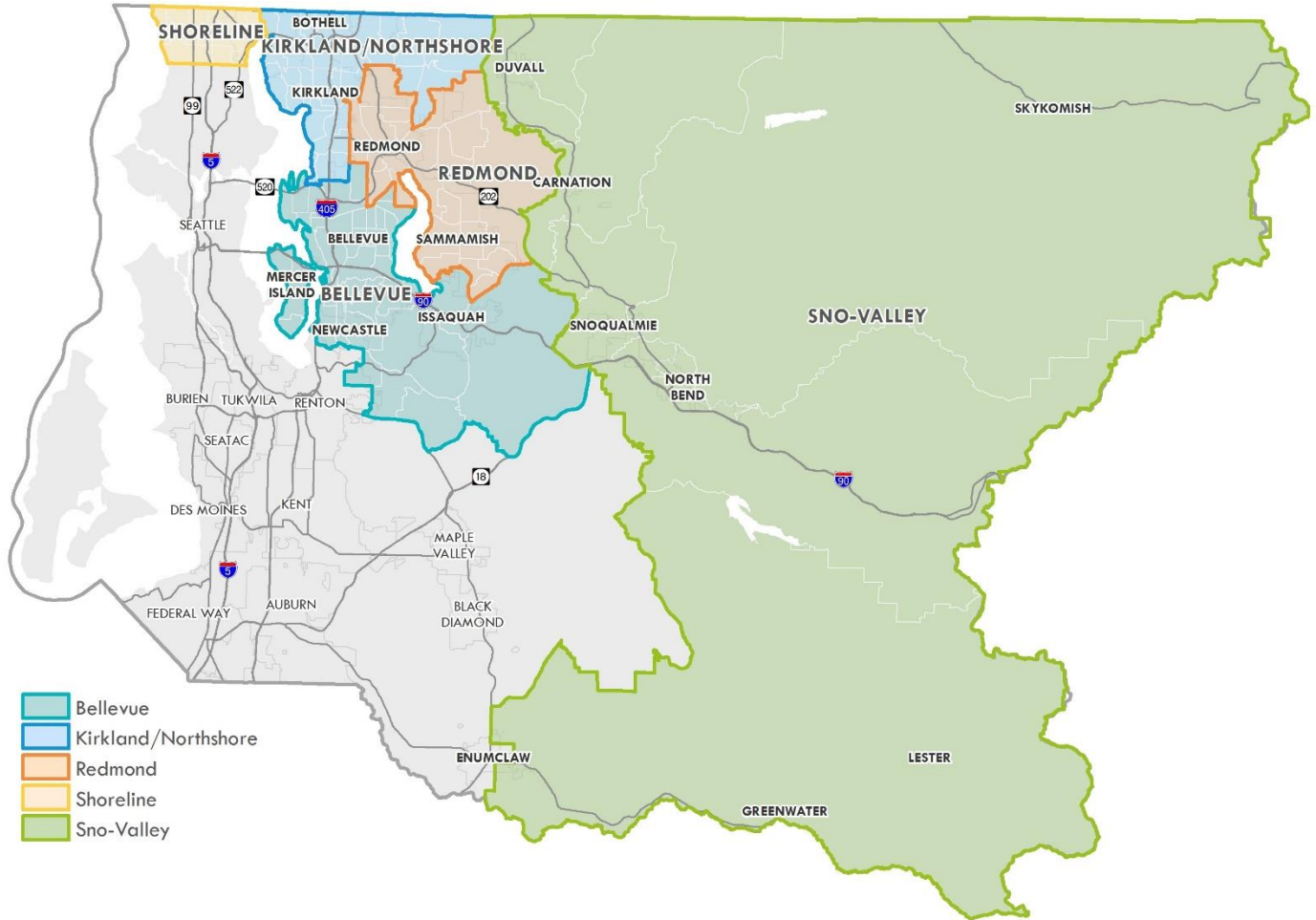
Hopelink Service Area

Hopelink serves homeless and low-income families, children, seniors, and people with disabilities in North and East King County.² The main cities within the service area are shown below. Exhibit 1 shows a map of Hopelink's service area and outlines the whole of King County.

¹ CARES uses a variety of data in their analysis, and sources are noted in the captions for the individual exhibits. Additionally, the data extracts provided to BERK by CARES will be shared directly with the City of Kirkland.

² For Hopelink's 2017 Community Assessment, BERK defined the Hopelink Service Area within King County. Their transportation services extend slightly into Snohomish County, however for this analysis, we compare only to their King County service area.

Exhibit 1. Hopelink Service Area - King County



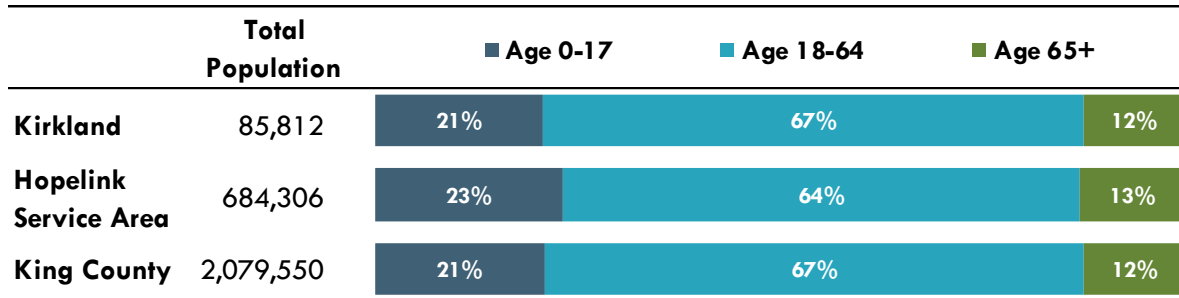
Source: Hopelink, 2017; BERK, 2017.

There are nearly 700,000 people in the service area, and Hopelink directly serves more than 60,000 people every year, one of the largest nonprofit organizations in the region. As Kirkland is part of the area served by Hopelink, analyzing metrics for Kirkland against the Hopelink Service Area is a way to contextualize need in Kirkland.

POPULATION DEMOGRAPHICS

Kirkland’s population as estimated by the U.S. Census in 2016 was 85,812.³ The age distribution across broad age groups in Kirkland is similar to the Hopelink Service Area and King County, as shown in Exhibit 2.

Exhibit 2. Population by Age, 2016

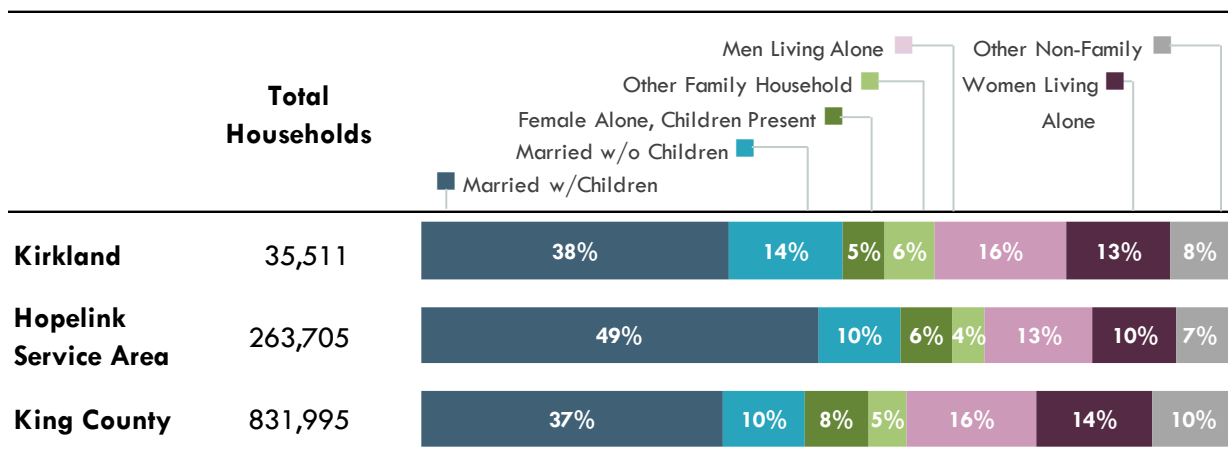


Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018.

- Kirkland and King County share the same age distribution between the broad age categories.
- Compared to the Hopelink Service Area, Kirkland has a slightly lower share of youth under 18 and a slightly greater share of people age 18 to 64.

Over 50% of households in Kirkland are married couples, with or without children, as shown in Exhibit 3.

Exhibit 3. Household Type, 2016



Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018.

- Kirkland has a smaller share of married couples with or without children than the Hopelink Services Area, 52% in Kirkland versus 59% in the Hopelink Service Area.

³ U.S. Census American Community Survey 5-year Estimates vary slightly from WA Office of Financial Management official estimates.

- Kirkland has more men and women living alone; combined, they make up 29% of households compared to 23% in the Hopelink Service Area.

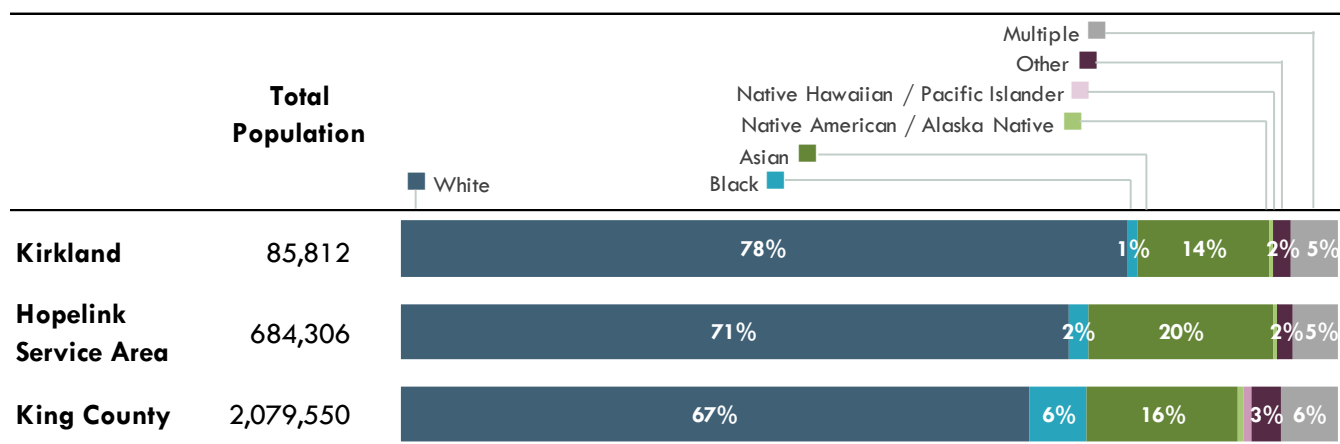
Racial and Ethnic Composition

This section describes the racial and ethnic composition of Kirkland, the Hopelink Service Area, and King County. Data sources track race and ethnicity differently: some combine race and ethnicity, while others track this information separately.

This report separates race and ethnicity in two exhibits, Exhibit 4 and Exhibit 5. However, later in the document, there are exhibits which show race and ethnicity on the same chart. It is important to note that the Hispanic or Latino population figures shown in Exhibit 5 refer to Hispanic or Latino people of any race.

Exhibit 4 shows the racial breakdown of Kirkland and the comparison geographies.

Exhibit 4. Population by Race, 2016



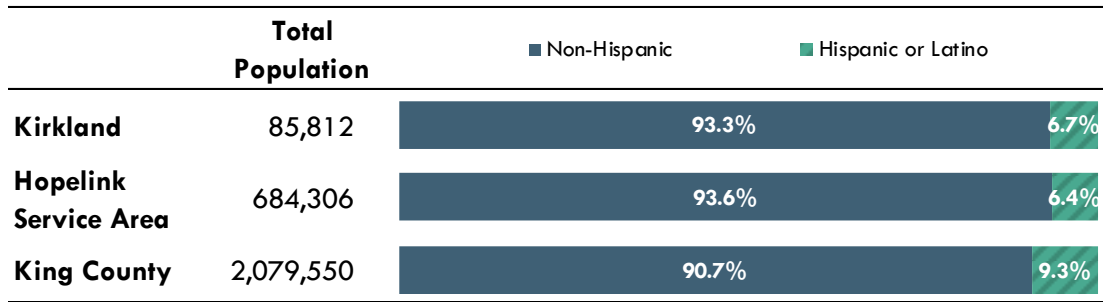
Note: This data shows race, but it does not indicate the Hispanic/Non-Hispanic population, which is considered an ethnicity by the U.S. Census Bureau and tracked separately.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- Kirkland’s population is predominantly White, at 78%, followed by 14% Asian and 5% Multiracial.
- Hopelink’s Service Area is also majority White, at 71%, followed by 20% Asian and 5% Multiracial.
- Kirkland is less racially diverse than both the Hopelink Service Area and King County.

Exhibit 5 shows the Hispanic or Latino population in Kirkland and the comparison geographies.

Exhibit 5. Hispanic or Latino Population, 2016

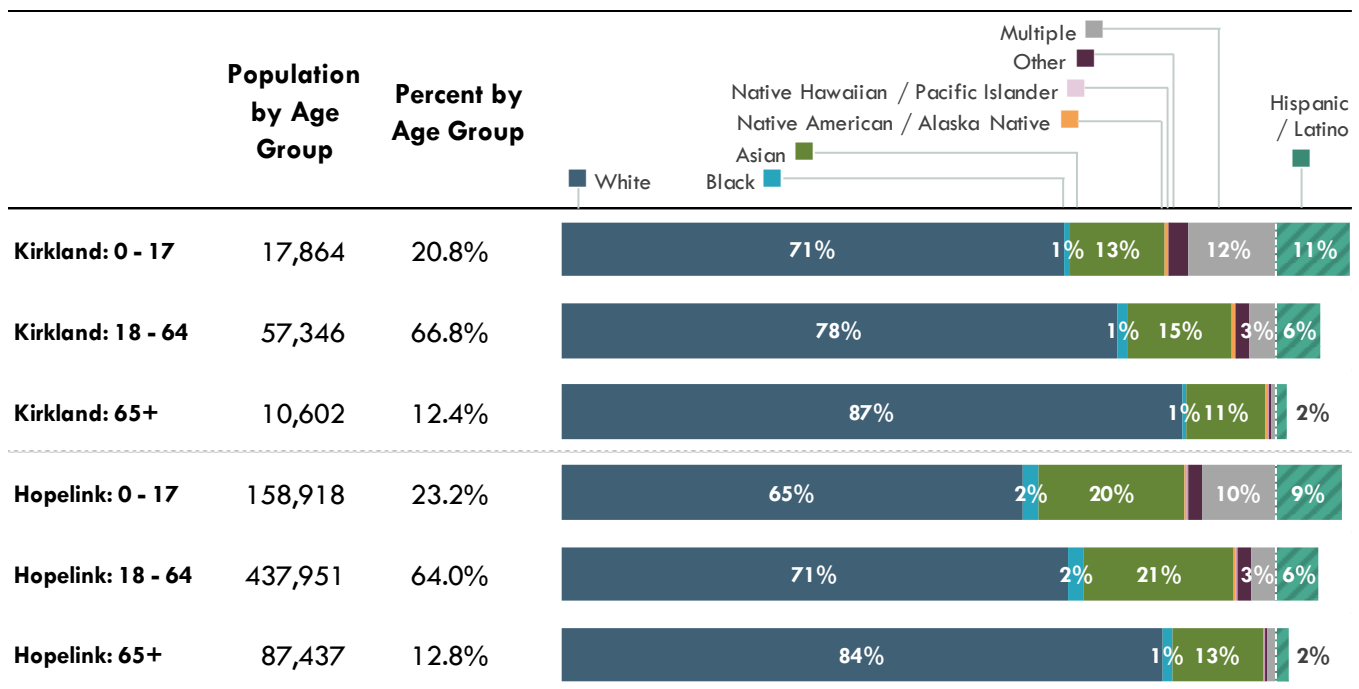


Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- Both Kirkland and the Hopelink Service Area have a similar share of Hispanic and Latino people, at roughly 6.5%.
- King County has a higher share of Hispanic and Latino people, at 9.3%.

Exhibit 6 shows the breakdown of race and ethnicity across different age groups: children under 18, adults age 18 to 64, and seniors age 65 or older. Like many places in our region and country, the older population is generally more White, while the younger population is more racially and ethnically diverse.

Exhibit 6. Race and Ethnicity by Age Group, 2016



Note: The data above show Hispanic/Latino people of any race and are a subset of the other racial composition data. Therefore they are displayed differently.

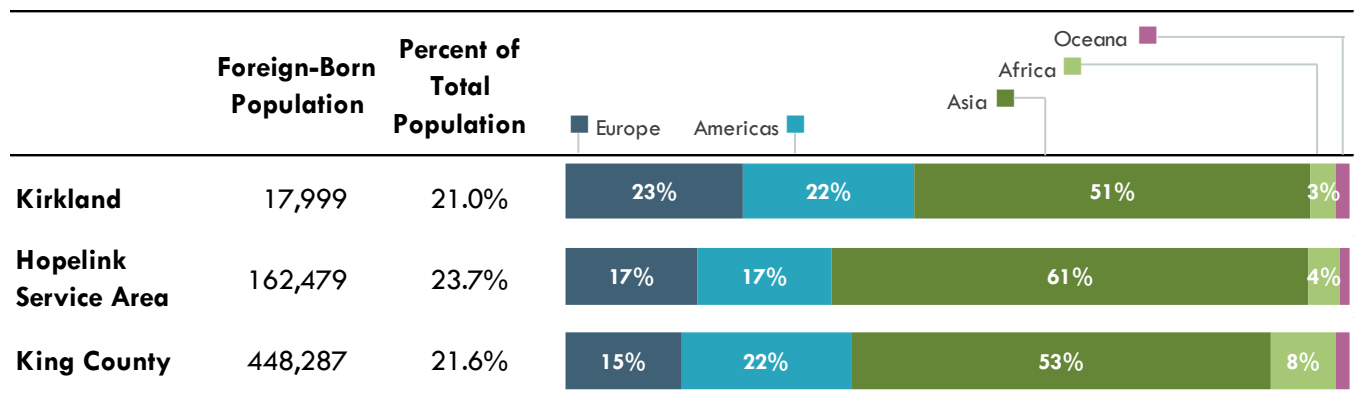
Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- Across all age groups, Hopelink’s Service Area has a smaller share of White people than Kirkland, however that difference becomes smaller in the older age groups.
- Kirkland’s Asian population is similar across the different age groups, while the shares of people identifying as Multiracial is greater in children under age 18.
- The Hispanic/Latino population is larger in the younger age groups, especially among children under age 18.

Foreign-Born Population

There are limited data sources that provide estimates for the number of immigrants residing in specific geographic areas, hence showing detailed information on migrant or immigrant populations is difficult. However, the U.S. Census collects information on the foreign-born population. Exhibit 7 shows the breakdown of the foreign-born population by broad geographic regions.

Exhibit 7. Foreign-Born Population, 2016



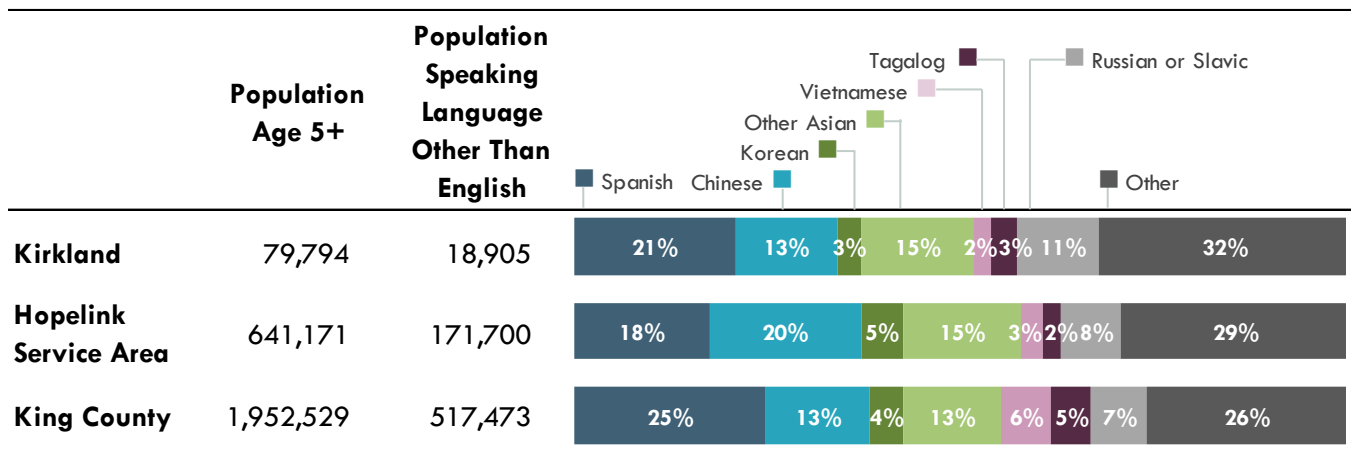
Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018.

- Of the foreign-born population in Kirkland, just over 50% are from Asia, with another 23% from Europe, and 22% from the Americas which is predominantly Latin America.
- The Hopelink Service Area has a higher percentage of its foreign-born population from Asia at 61%, while Europe and the Americas each make up 17% of the foreign-born population.
- Kirkland and the Hopelink Service Area have a similar share of their foreign-born populations from Africa, at 3-4%.

Language Spoken at Home

Another key metric in understanding diversity within the community is language spoken at home. As shown in Exhibit 8, there are a variety of languages spoken by those who speak a language other than English at home.

Exhibit 8. Language Breakdown of Population Age Five and Older Speaking a Language Other Than English at Home, 2016



Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018.

- In Kirkland and the comparison geographies, Spanish is the most common single language spoken other than English, with 21% of non-English speakers using Spanish in Kirkland, 18% in the Hopelink Service Area, and 25% in King County.
- Asian language speakers comprise over 30% of non-English speakers in Kirkland, and over 40% in the Hopelink Service Area.
- Almost one-third of non-English speakers in Kirkland speak a language categorized as Other, which is largely composed of African languages. Previously, the U.S. Census estimates included more detail on African languages. Recently, they began suppressing this data at smaller geographies, and no longer publish it to protect the confidentiality of people who speak these languages. The only currently available estimates of specific African languages are summarized for all of King County. Unfortunately, these estimates are based on a survey of a small sample of the overall population and have a very high margin of error. Therefore, they are not provided in this assessment.

Exhibit 9 shows the population breakdowns of those who have limited English proficiency. This indicator reports the number and percentage of the population aged 5 and older who speak a language other than English at home and have limited English proficiency, which is defined as speaking English less than "very well."

Exhibit 9. Population with Limited English Proficiency, 2016

	Population Age 5+	Population Age 5+ with Limited English Proficiency	Percent Population Age 5+ with Limited English Proficiency
Kirkland	79,794	5,982	7.5%
Hopelink Service Area	641,171	58,124	9.1%
King County	1,952,529	204,760	10.5%

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018

- Kirkland has a slightly lower percentage of residents with limited English proficiency than the Hopelink Service Area, at 7.5% and 9.1% respectively, with King County at 10.5%

INCOME & POVERTY

Income is a critical factor for understanding need within Kirkland. Exhibit 10 shows median household income for Kirkland and the comparison geographies. Median income means half of the population is below this dollar figure (half is above), and it is likely the portion of the population with greater need.

Exhibit 10. Median Household Income, 2016

	Total Households	Median Household Income
Kirkland	35,511	\$95,939
Hopelink Service Area	263,705	\$106,815
King County	831,995	\$78,800

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018

- The Hopelink Service Area has a higher median income than Kirkland by over \$10,000, while King County has a significantly lower median income than both Kirkland and the Hopelink Service Area.
- Within the Hopelink Service Area, the Redmond sub-service area has the highest median income, followed by the Bellevue sub-service area. These areas contribute to the high overall median income across the total service area.

Population in Poverty

A useful metric for understanding income disparity is the population living in poverty, defined by the Federal Poverty Level (FPL). FPL is calculated for a family unit, and the threshold varies depending on the number of family members. The official poverty definition uses income before taxes and does not include capital gains or non-cash benefits like public assistance, Medicaid, and public housing subsidies. The FPL is updated annually for inflation using the Consumer Price Index, but does not vary geographically. In 2016, the most current year for the data, the threshold ranged from an income of \$11,880 for one person to \$40,890 for a family of eight. For that year, the FPL for a family of four was \$24,300.

Exhibit 11 shows the population in poverty in Kirkland and the comparison geographies.

Exhibit 11. Population in Poverty, 2016

	Total Population*	Population in Poverty	Percent Population in Poverty
Kirkland	84,733	5,717	6.8%
Hopelink Service Area	680,301	41,435	6.1%
King County	2,050,328	219,317	10.7%

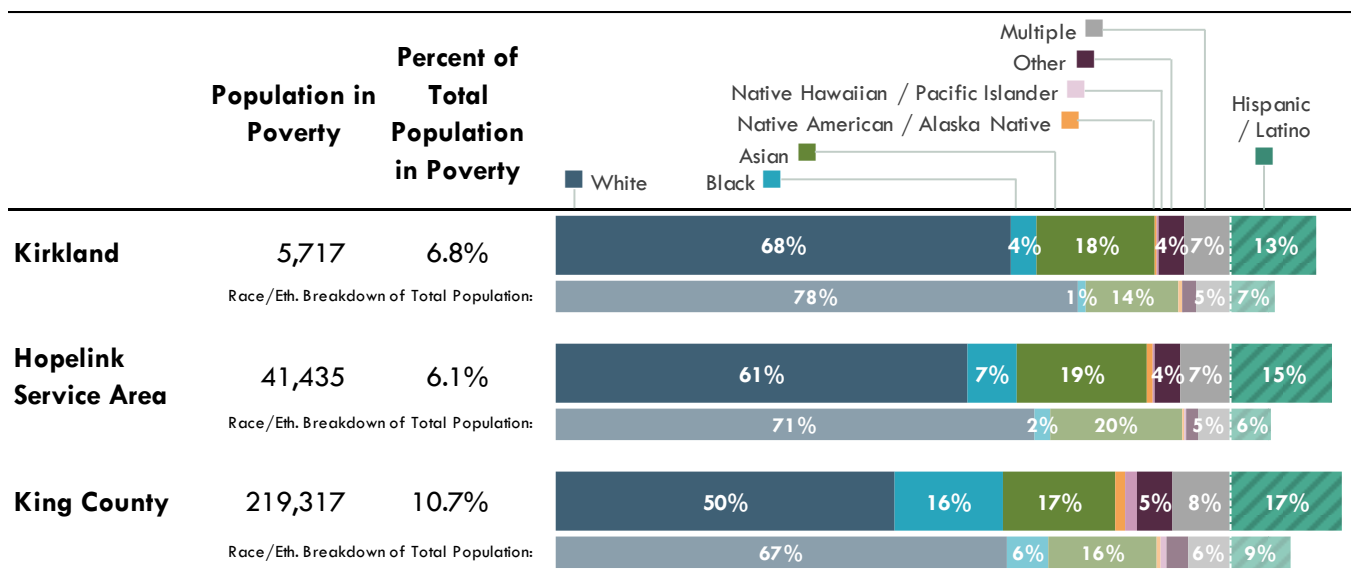
Note: *This represents the total population for which poverty status is determined.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- There are nearly 6,000 individuals in poverty in Kirkland, 6.8% of its population. Rates of poverty are similar between Kirkland and the Hopelink Service Area.
- Both Kirkland and the Hopelink Service Area have lower rates of poverty than King County.

Poverty in the region by race and ethnicity is shown below in Exhibit 12.

Exhibit 12. Population in Poverty by Race and Ethnicity, 2016



Note: *This represents the total population for which poverty status is determined. The data above show Hispanic/Latino people of any race and are a subset of the other racial composition data. Therefore they are displayed differently.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- In Kirkland, 68% of those in poverty are White, compared to 61% in the Hopelink Service Area and 50% in King County as a whole.
- 18% of people in poverty in Kirkland are Asian, which is a similar percentage as in the Hopelink Service area and in King County.
- Hispanic and Latino people of any race make up 13% of those in poverty in Kirkland, compared to 15% in the Hopelink Service Area, and 17% in all of King County.
- The Black population makes up a larger share of those in poverty in the Hopelink Service Area (7%) than in Kirkland (4%).

To better understand the prevalence of poverty among different racial and ethnic groups, Exhibit 13 shows the percent and count of each respective group in poverty. This is to show how high rates of poverty within a small population can affect a low number of people and likewise low rates of poverty for a large population can affect a high number of people.

Exhibit 13. Share and Number of Respective Racial or Ethnic Group in Poverty, 2016

	White	Black	Asian	Native American / Alaska Native	Native Hawaiian / Pacific Islander	Some Other Race	Multiple Races	Hispanic or Latino Population
Kirkland	5.8% (3,865)	20.7% (215)	8.4% (1,006)	5.4% (18)	6.0% (5)	13.4% (223)	9.2% (385)	12.6% (729)
Hopelink Service Area	5.2% (25,301)	20.5% (3,014)	5.9% (7,999)	17.0% (398)	6.9% (89)	14.1% (1,594)	9.5% (3,040)	14.3% (6,251)
King County	7.9% (110,121)	27.5% (35,185)	11.1% (36,746)	22.4% (3,269)	21.3% (3,458)	18.4% (11,994)	14.7% (18,544)	18.8% (36,470)

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- Across all geographies, the Black population has the highest share of people in poverty. While Kirkland has a small share of Black people at around ~1%, one-fifth of the Black population in Kirkland is in poverty.
- The White population in Kirkland has the highest number of people in poverty at 3,865 (consistent with their high share of the overall population), yet one of the lowest poverty rates of any racial or ethnic group.
- Between Kirkland and the Hopelink Service Area, rates of poverty within racial and ethnic groups are similar, except the Native American and Alaska Native population. In the Hopelink Service Area, 17% of Native American and Alaska Natives are in poverty, whereas in Kirkland only 5.4% are in poverty. This is a notable difference, despite being a relatively low count of people.

Children in Poverty

Exhibit 14 shows the share of children under age 18 in poverty.

Exhibit 14. Children Under 18 in Poverty, 2016

	Total Population Under 18*	Population Under 18 in Poverty	Percent Under 18 in Poverty
Kirkland	17,406	1,133	6.5%
Hopelink Service Area	157,338	9,808	6.2%
King County	428,613	55,635	13.0%

Note: *This represents the total population for which poverty status is determined.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- Kirkland has roughly 1,100 children under 18 in poverty, 6.5% of its population under age 18, a similar share as the Hopelink Service Area.

Another metric for understanding children in need is free and reduced-price lunch eligibility, shown below in Exhibit 15. Students are eligible for free or reduced-price lunch based on family income criteria established by the U.S. Department of Agriculture (USDA). While the specific income requirements depend upon the size of the family and are generally adjusted each year, children from families with incomes at or below 130% of the FPL are eligible for free meals, and those from families with incomes between 130% and 185% of the FPL are eligible for reduced-price meals.

Exhibit 15. Free and Reduced-Price Lunch Eligibility, 2016

	Total Students	Number Free/Reduced Price Lunch Eligible	Percent Free/Reduced Price Lunch Eligible
Kirkland	19,716	3,356	17.0%
Hopelink Service Area	108,620	16,346	15.1%
King County	279,131	97,453	34.9%

Source: National Center for Education Statistics, NCES, 2015-16; BERK, 2018

- Kirkland has slightly greater shares of students eligible for free or reduced-price lunch compared to the Hopelink Service Area, at 17% of total students in Kirkland compared to 15.1% in the Hopelink Service Area.
- Over one-third (34.9%) of students in King County are eligible for free and reduced-price lunch. Compared to King County, Kirkland has a much lower share of total students who are eligible for free or reduced-price lunch.

HOUSEHOLDS AND HOUSING COST BURDEN

Household Type by Income

The U.S. Department of Housing and Urban Development (HUD) calculates area median income (AMI) for King County. In 2017, AMI was \$96,000 for a four-person household. The data in this section is presented relative to HUD AMI. The data is prepared by HUD's Consolidated Housing Affordability Strategy (CHAS) program, based on ACS data, and gives a more accurate depiction of various household attributes than is available using only the ACS data.

HUD Income Levels:

- Extremely Low-Income: Under 30% of AMI
- Very Low-Income: 30-50% of AMI
- Low Income: 50-80% of AMI
- Moderate Income: 80-100% of AMI
- Above Median Income: Over 100% of AMI

Exhibit 16 shows the household income breakdown by household type, estimated for the year 2015, as well as descriptions for the HUD designated household types (household types are mutually exclusive).

In each household category, there are high numbers of households above King County AMI, which is consistent with the jobs available and the general demographics of east and north King County.

Exhibit 16. Household Type by Income Level, Kirkland Only, 2015

Household Type	Extremely Low-Income ($\leq 30\%$ AMI)	Very Low-Income (30-50% AMI)	Low-Income (50-80% AMI)	Moderate Income (80-100% AMI)	Above Median Income ($>100\%$ AMI)	All Households
Elderly Family	235 (6%)	330 (8%)	605 (16%)	400 (10%)	2,320 (60%)	3,890
Elderly Living Alone	1,065 (31%)	720 (21%)	530 (15%)	225 (6%)	930 (27%)	3,470
Large Family	95 (5%)	145 (8%)	120 (7%)	135 (8%)	1,240 (71%)	1,735
Small Family	755 (5%)	1,110 (7%)	1,210 (7%)	1,210 (7%)	12,255 (74%)	16,540
Other	1,005 (10%)	1,075 (11%)	1,305 (13%)	900 (9%)	5,455 (56%)	9,740
Total	3,155 (9%)	3,380 (10%)	3,770 (11%)	2,870 (8%)	22,200 (63%)	35,375

Household Type Description

Elderly Family	2 persons, either or both age 62 or over
Elderly Living Alone	Age 62+, living alone
Large Family	Families with 5 or more members
Small Family	Families with 2-4 members (excluding elderly families)
Other	Non-family, non-elderly households

Note: The percent breakdowns shown above are the percent of all households in the respective household type. For example, 6% of elderly family in the extremely low-income category refers to 6% of all elderly families, not all extremely low-income households.

Source: U.S. Dept. of Housing and Urban Development, Consolidated Housing Affordability Strategy, 2011-2015; BERK, 2018.

- Overall, most Kirkland households (60%) have an income above King County AMI.
- There are large numbers of lower income households in the elderly living alone category. Many people in this group are retired, living on a fixed income, and may or may not have additional retirement savings to help cover housing costs. Unrelated to housing, there is mounting evidence that seniors living alone may experience social isolation and loneliness.⁴

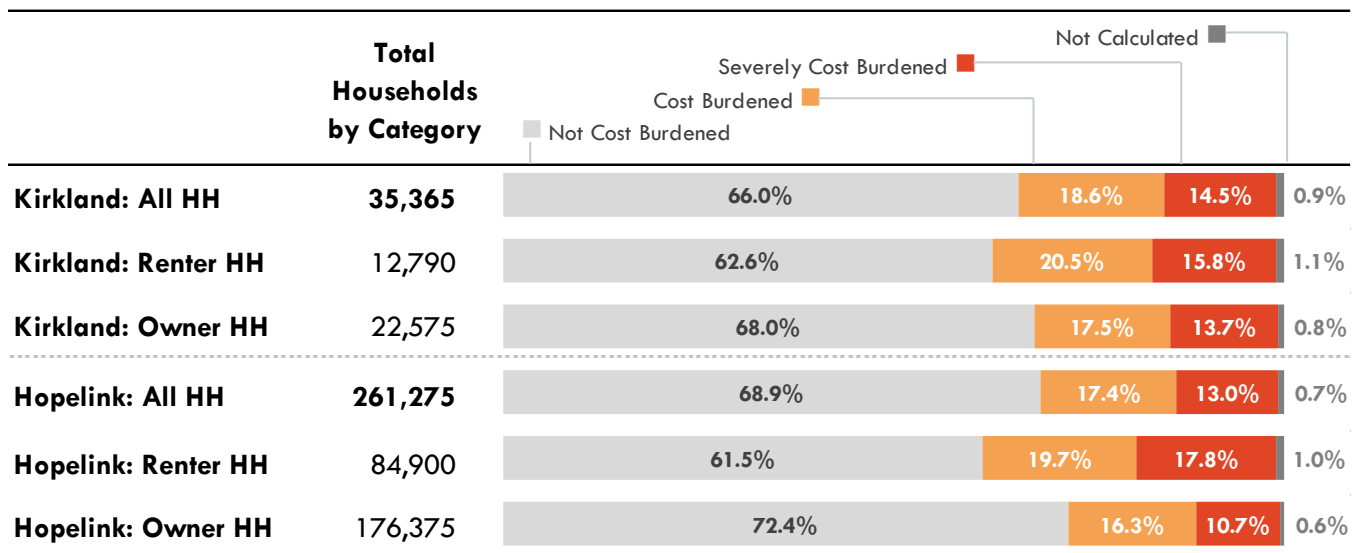
⁴ See for example, Inns, David. How to Combat Loneliness and Isolation as We Age, Forbes, August 10, 2017. Available at: <https://www.forbes.com/sites/nextavenue/2017/08/10/how-to-combat-loneliness-and-isolation-as-we-age/#10d7911b3025> (accessed December 11, 2018).

Cost Burden

HUD deems housing to be affordable if a household spends no more than 30% of their gross income on housing costs (rent plus basic utilities or gross monthly owner costs). Households are cost burdened if they pay more than 30% of their income towards housing costs. Households paying more than 50% of their income towards housing costs are considered severely cost burdened, leaving that much less income for other basic needs expenses.

HUD publishes cost burden estimates based on data from the ACS 5-year Estimates. The latest survey period for which data is available is 2011 to 2015. This means that cost burden estimates reflect income and housing costs as reported by a sample of residents in Kirkland and the Hopelink Service Area during a rolling monthly survey between January 2011 and December 2015. This period includes the last bit of the downturn in the housing market and the post-recession recovery. Housing costs have increased during the past few years, a fact to consider when interpreting cost burden data from HUD.

Exhibit 17. Housing Cost Burden by Tenure, 2015



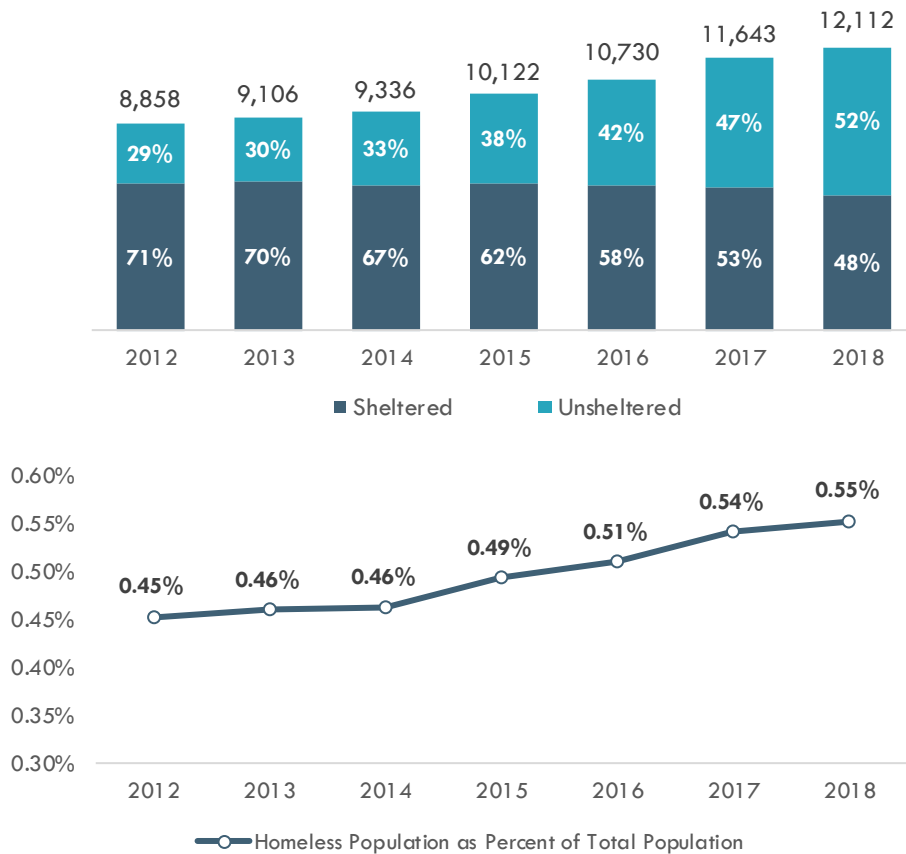
Source: U.S. Dept. of Housing and Urban Development, Consolidated Housing Affordability Strategy, 2011-2015; BERK, 2018.

- Over 30% of households in Kirkland are cost burdened, and 14.5% are severely cost burdened. This is slightly greater than households in the Hopelink Service Area.
- In both geographies, more renter households are cost burdened than owner households, which follows the idea that renter households are generally lower income as high home prices in the region are a barrier to ownership.

Homelessness

While there is not reliable data specific to Kirkland regarding homelessness, we know homelessness in the region is growing (see Exhibit 18). All Home, the Seattle/King County Continuum of Care, conducts an annual point-in-time (PIT) homeless count. The PIT offers a snapshot of the number of people experiencing homelessness in emergency shelters, transitional housing, those sleeping outside and in other places not meant for human habitation. Even with the assistance of homeless providers and advocates, as a non-intrusive, visual count of homeless individuals that occurs on one night, the PIT likely undercounts homeless individuals.

Exhibit 18. Homeless Individuals in King County, 2012-2018



Source: Washington State Department of Commerce & Continuum of Care, 2012-2018; BERK, 2018.

As shown above, homelessness is on the rise, and specifically, unsheltered homelessness. It is on the rise not just in terms of total number of individual experiencing homelessness, but also as a percent of the total population in King County. Exhibit 19 highlights regions of interest to the Kirkland area.

Exhibit 19. Homeless Point in Time Count by Region, 2017-2018

	<i>Unsheltered</i>	
	2017	2018
East County	319	393
Hopelink (rough estimate)	461	781
All County	5,485	6,320

Source: Washington State Department of Commerce & Continuum of Care, 2012-2018; BERK, 2018.

- East County, which includes Kirkland, as well as all cities east of Lake Washington and north of I-90, saw a 23% increase in unsheltered homelessness, 74 people, between 2017 and 2018.
- The rough estimate of the Hopelink Service area saw a nearly 70% increase in unsheltered homelessness between 2017 and 2018, equal to 321 people.
- Both East County and the Hopelink Service Area saw larger increases as compared to King County, which saw a 15% increase over the same period.

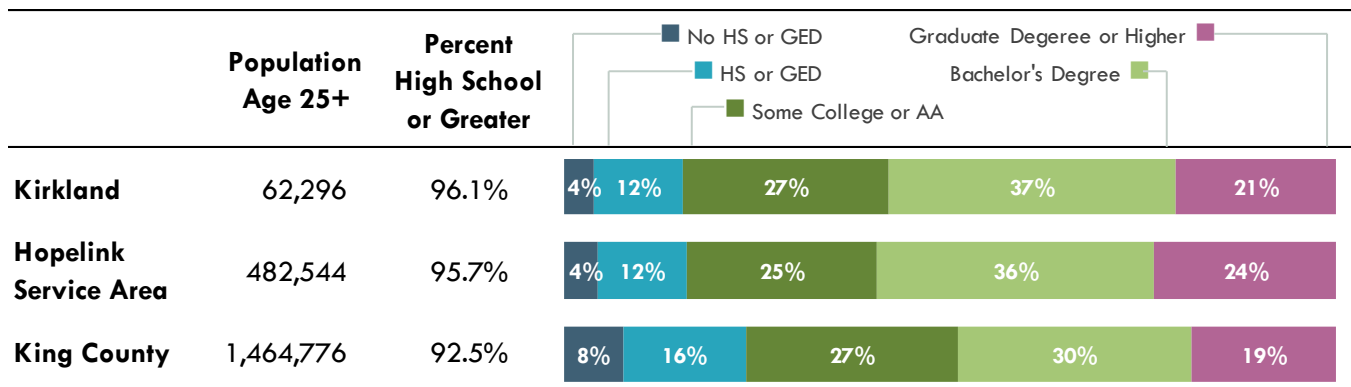
EDUCATION

Adult Education Attainment

Parent educational attainment, particularly the mother's, is positively linked with a child's educational experience, attainment, and achievement. Parents with higher levels of education are more likely to raise children who are prepared to enter school and are more likely to reach higher levels of educational attainment.⁵

Exhibit 20 shows the highest education attainment for adults aged 25 and older for Kirkland and the comparison geographies.

Exhibit 20. Education Attainment of Population Age 25 or Older, 2016



Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018.

- Kirkland is highly educated. Only 4% of its adult population did not receive their high school diploma or GED, and 58% of its population has a bachelor's degree or higher.
- Kirkland is very similar to the Hopelink Service Area, within a couple percent in each category. The Hopelink Service Area has a slightly higher share of residents with graduate degrees or higher.

Graduation Rates

Attrition from school has many causes, including non-academic factors such as housing instability or personal safety. Students who leave school early often have difficulty making the transition to other productive adulthood activities such as training and employment. Exhibit 21 shows estimated graduation rates for the 2015-2016 school year.

⁵ Aud, S., Fox, M. A., & Kewal-Ramani, A. (2010). Status and Trends in the Education. National Center for Education Statistics.

Exhibit 21. Estimated Graduation Rates, 2015-2016











	Total Student Cohort	Estimated Number of Diplomas Issued	Cohort Graduation Rate
Kirkland	397	328	82.6%
Hopelink Service Area	7,004	5,784	82.6%
King County	19,043	15,889	83.4%

Note: This is an estimation using custom analysis by the CARES Engagement Network and is based on school district data rather than Kirkland specific data.

Source: U.S. Department of Education, ED Facts, 2015-2016; CARES, 2015-2016; BERK, 2018.

Because the data above does not show significant variation across the comparison geographies, Exhibit 22 shows the cohort dropout rates for 2015-2016 across school districts in the entire Hopelink Service Area. While it is difficult to break out Kirkland specifically from school district level data, showing how the Lake Washington School District compares to the rest of the school districts in the region is a helpful indicator.

Exhibit 22 Hopelink Service Area School District Cohort Dropout Rates, School Year 2015-2016

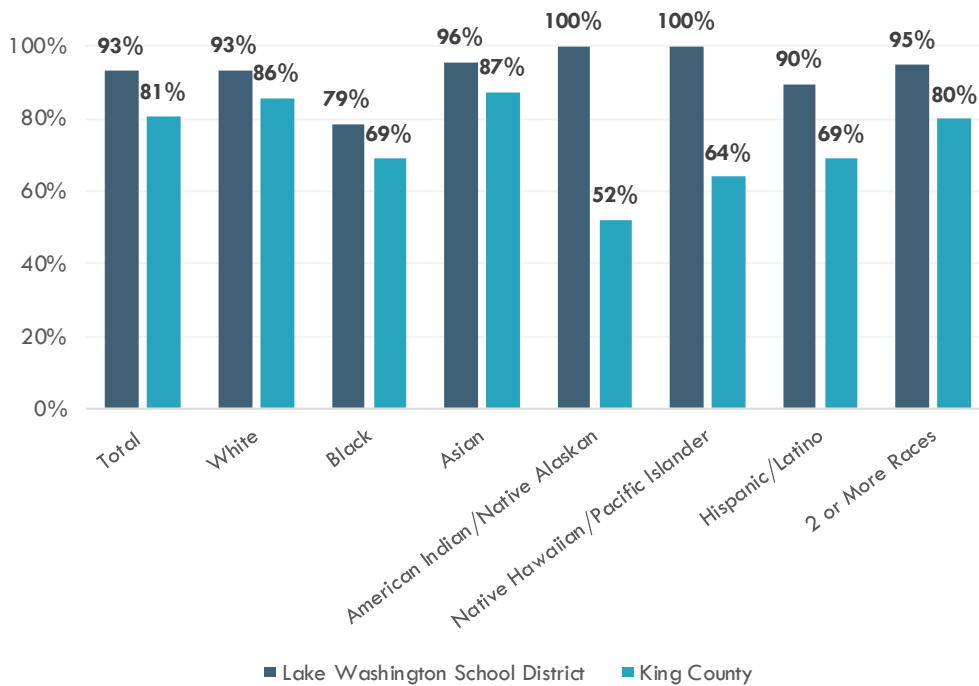
	Cohort Dropout Count (5 years)	Cohort Dropout Rate (5 Years)	
King County	2,565	13%	
Lake Washington	62	4%	
Bellevue	57	4%	
Issaquah	78	6%	
Mercer Island	9	3%	
Northshore	69	4%	
Shoreline	53	9%	
Enumclaw	40	12%	
Riverview	16	6%	
Snoqualmie Valley	21	5%	

Source: OSPI, 2015-2016; BERK, 2018

- Lake Washington School District has one of the lowest cohort dropout rates of any school district in the Hopelink Service Area, at 4%.
- Both Northshore and Bellevue School Districts, which border Lake Washington School District, also have cohort dropout rates of 4%.
- King County has a dropout rate of 13%, significantly higher than school districts in the Kirkland area alone.

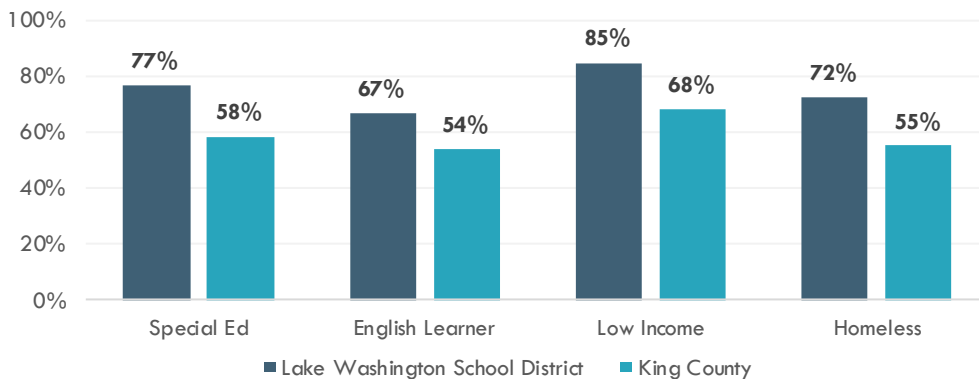
More recent data is available for the Lake Washington School District, including a breakdown of graduation rates by race and ethnicity, as well as graduation rates between different student populations. Exhibit 23 shows graduation rates by race and ethnicity in Lake Washington School District compared to all of King County. Exhibit 24 shows graduation rates by special student group populations in the same geographies.

Exhibit 23. Adjusted 4-Year Graduation Rates by Race/Ethnicity, School Year 2016-2017



Source: OSPI, 2017; BERK, 2018.

Exhibit 24. Adjusted 4-Year Graduation Rates by Student Population Type, School Year 2016-2017



Source: OSPI, 2017; BERK, 2018.

- Black students in the district have significantly lower graduation rates than other racial and ethnic groups, at 79%. White students graduate at a rate of 93%, Asian students at a rate or 96%, and Hispanic/Latino at a rate of 90%.

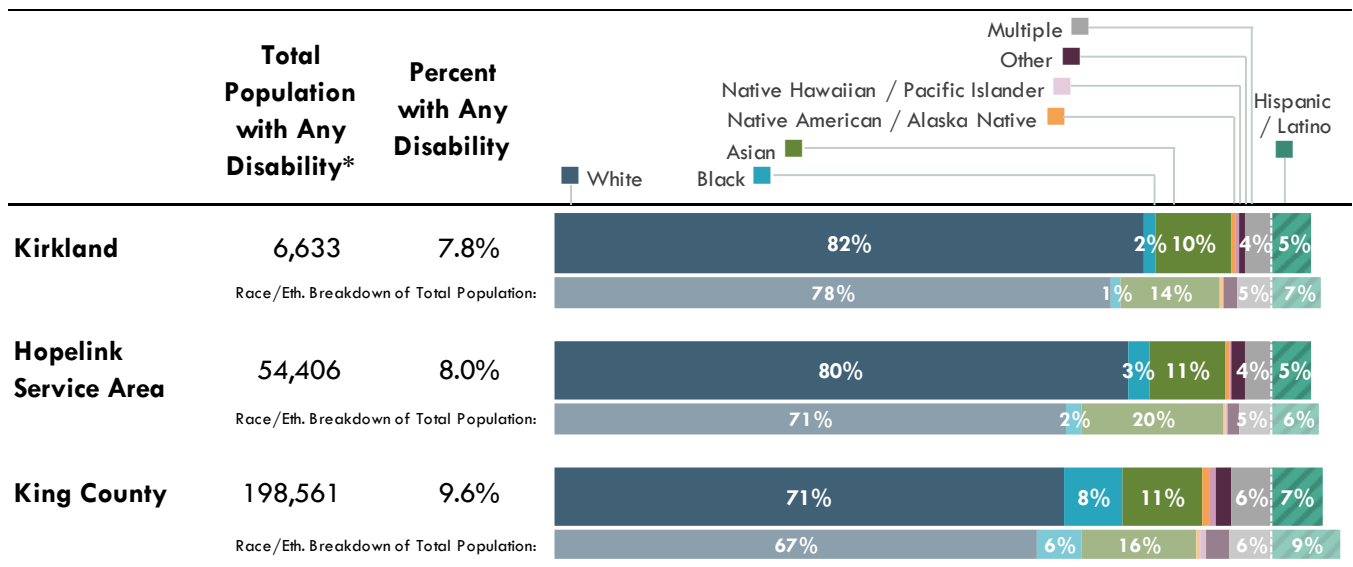
- Special education, English learners, and homeless students all have lower rates of graduation than the total rate, in both the district and King County.
- Across all groups, Lake Washington graduation rates are higher than for King County, and total graduation rates are 12% higher in the district than countywide.

HEALTH AND SOCIAL ASSISTANCE

Population with Disabilities

Exhibit 25 shows the breakdown of disabilities by race and ethnicity. While this indicator shows generally which groups are more affected by disabilities, take caution when interpreting the data. The data includes all disabilities ranging from legal blindness, to ADHD, to Alzheimer’s disease and dementia. Below the disability breakdown is the racial and ethnic breakdown of the total population of that given area. This shows whether a given race or ethnic group is over or under represented in the share of those with any disability.

Exhibit 25. Population with Any Disability by Race and Ethnicity, 2016



Note: *This represents the total population for which disability status is determined. The data above show Hispanic/Latino people of any race and are a subset of the other racial composition data. Therefore they are displayed differently.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

- Overall, Kirkland has similar rates of disabilities as compared to the Hopelink Service Area, both at about 8% of the population and lower than King County at 9.6%.
- In Kirkland, the population with disabilities is predominantly White at 82%, followed by 10% Asian, and 4% Multiracial. Hispanics and Latinos of any race make up 5% of the disabled population. These are similar ratios as compared to the Hopelink Service Area.
- In all areas, Whites and Blacks are overrepresented among those with any disability relative to their respective shares of the population. This is likely because the population age 65 and older are more prone to disabilities and are predominantly white.

Medicaid

Exhibit 26 reports the percentage of the population with insurance enrolled in Medicaid (or other means-tested public health insurance). This indicator is relevant because it assesses vulnerable populations that are more likely to have multiple health access, health status, and social support needs.

Exhibit 26. Population Receiving Medicaid, 2016

	Total Population*	Population with Any Health Insurance	Population Receiving Medicaid	Percent of Insured Population Receiving Medicaid
Kirkland	85,495	80,099	6,550	8.18%
Hopelink Service Area	682,008	642,834	51,575	8.02%
King County	2,066,068	1,894,459	284,281	15.01%

Note: *This represents the total population for which insurance status is determined.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; CARES, 2018; BERK, 2018.

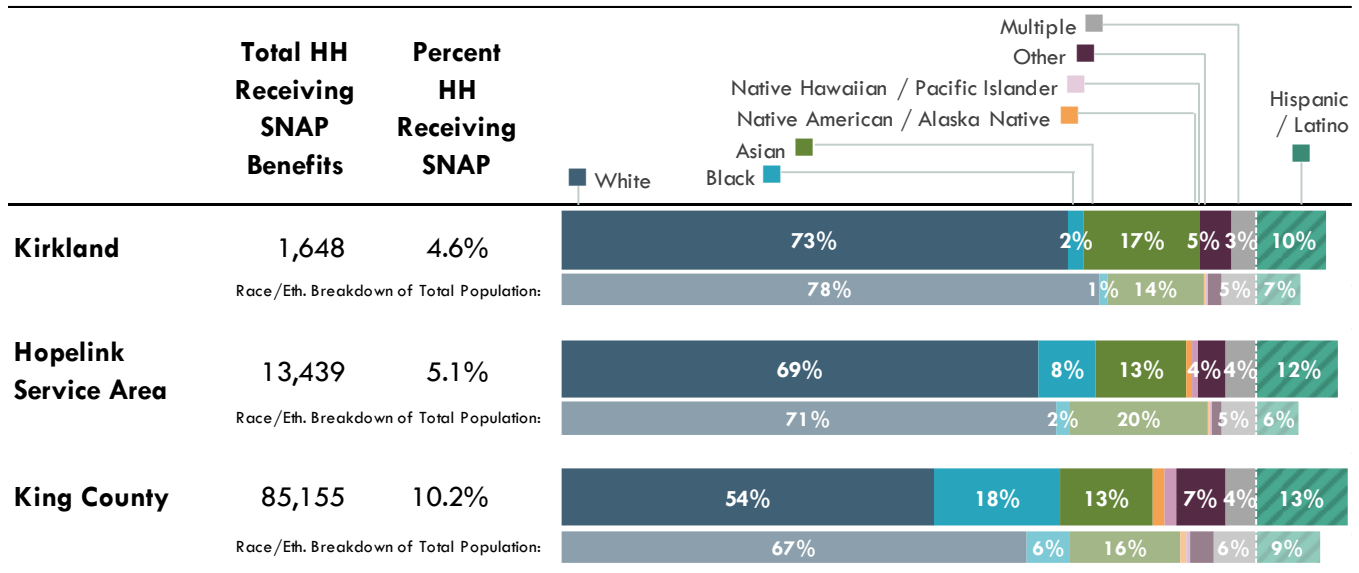
- Kirkland has a similar share of its population receiving Medicaid benefits as compared to the Hopelink Service Area, at just over 8%.
- Compared to King County at 15%, Kirkland has a smaller share of its population receiving Medicaid benefits.
- The population receiving Medicaid is higher than the population in poverty (5,717 shown in Exhibit 11) which is expected as the program income cutoff is 133% of FPL.
- Looking at the total population and the population with insurance, there are about 5,400 individuals without any health insurance.

Supplemental Nutrition Assistance Program (SNAP) Benefits

The Supplemental Nutrition Assistance Program (SNAP), formerly known as Food Stamps, provides food-purchasing assistance for low-income people. The federal program is administered by the U.S. Department of Agriculture.

Exhibit 27 shows the count and percent of households receiving SNAP benefits, as well as the breakdown by race and ethnicity.

Exhibit 27. Households Receiving SNAP Benefits by Race and Ethnicity, 2016



Note: The data above show Hispanic/Latino people of any race and are a subset of the other racial composition data. Therefore they are displayed differently.

Source: U.S. Census, American Community Survey, 5-yr Estimates, 2012-2016; BERK, 2018.

- Kirkland has 1,648 households receiving SNAP benefits, 4.6% of all households, while the Hopelink Service Area has 13,439 households receiving SNAP benefits, 5.1% of all households.
- Compared to the Hopelink Service Area, Kirkland has a higher share of White SNAP recipients. 73% of SNAP recipients are White households. However, as Kirkland’s population is 78% White, people of color are over represented in SNAP participation compared to their share of total population.
- Compared to the racial and ethnic breakdown of its total population, people of color in King County are also overrepresented among SNAP recipients.

Food Insecurity

Exhibit 28 reports the percentage of the population with low food access. Low food access is defined as living more than ½ mile from the nearest supermarket, supercenter, or large grocery store. This data is calculated by census tract, therefore the total population noted below represents the total population of all census tracts inside of or intersecting Kirkland. This is higher than the actual population of Kirkland.

Exhibit 28. Population with Low Food Access, 2015

	Total Population*	Population with Low Food Access	Percent with Low Food Access
Kirkland	97,574	7,271	7.5%
Hopelink Service Area	635,710	153,093	24.1%
King County	1,931,249	321,787	16.7%

Source: USDA Food Atlas, 2011-2015; CARES, 2018; BERK, 2018.

- Kirkland has far lower rates of low food access within its population as compared to the Hopelink Service Area, with 7.5% of the Kirkland population and 24.1% of the Hopelink Service Area population experiencing low food access respectively. This is not unexpected as the Hopelink Service area includes some rural areas.

CONCLUSION

This overview of community needs illustrates that on all measures, Kirkland has better rates and outcomes than for King County. That said, it also shows that the city has populations in need city and though the numbers are relatively low in some cases, it does not mean that assistance or support are unwarranted. In its role as funder, facilitator, and coordinator, the Commission can begin to prioritize the needs highlighted in this Overview and work with partners to address them.



CITY OF KIRKLAND
Department of Parks & Community Services
123 5th Avenue, Kirkland, WA 98033 425.587.3300
www.kirklandwa.gov

MEMORANDUM

To: Human Services Commission

From: Lynn Zwaagstra, Director
Leslie R. Miller, Human Services Supervisor
Regi Schubiger, Program Coordinator

Date: February 21, 2019

Subject: Have a Heart-Give Smart Proposal

RECOMMENDATION

The Human Services Commission hear a presentation about the Have a Heart – Give Smart Campaign and provide a recommendation to the City Council.

BACKGROUND DISCUSSION

A city resident requested that the City Council consider adopting the Have a Heart—Give Smart campaign to address panhandling. In particular, the resident highlighted the NE 116th St offramp at northbound 405 and the NE 124th St offramp at southbound 405 as areas of high panhandling activity. The Council referred the matter to the Human Services Commission, requesting a recommendation.

The Downtown Association and Metropolitan Improvement District launched a campaign over a decade ago in Seattle. Here is a link to the website <http://givesmartseattle.com/>.

The Human Services Commission will need to consider the campaign in light of the City's ongoing effort to offer a safe, welcoming and inclusive community to all. City Council is seeking to hear an analysis of the campaign, pros and cons, and a recommendation on whether or not to pursue such a campaign. If this campaign is recommended, additional research and information may be needed to create a proposal for how it could be implemented.