



City of Kirkland
Parks & Recreation Priority Survey
May 2023

Methodology

- ▶ Survey of residents in Kirkland, WA, conducted April 20-24, 2023, in English
- ▶ Methodology used mixed mode telephone and text/email-to-web:
 - Telephone interviews were conducted by trained, professional interviewers; landlines and mobile phones included
 - Email and text invitations were sent with link to web survey
- ▶ Conducted 400 interviews; overall margin of error ± 4.9 percentage points
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Title	Sample Size	Margin of Error	EMC #
Mixed mode web/phone	April 21-28, 2020	2020 Kirkland Survey	400	± 4.9 percentage points	20-7667

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



Issue Environment

Most Important Issues (Open-End)

(accepted up to two responses)



18% mention overdevelopment or growth



16% mention crime, safety, or drugs



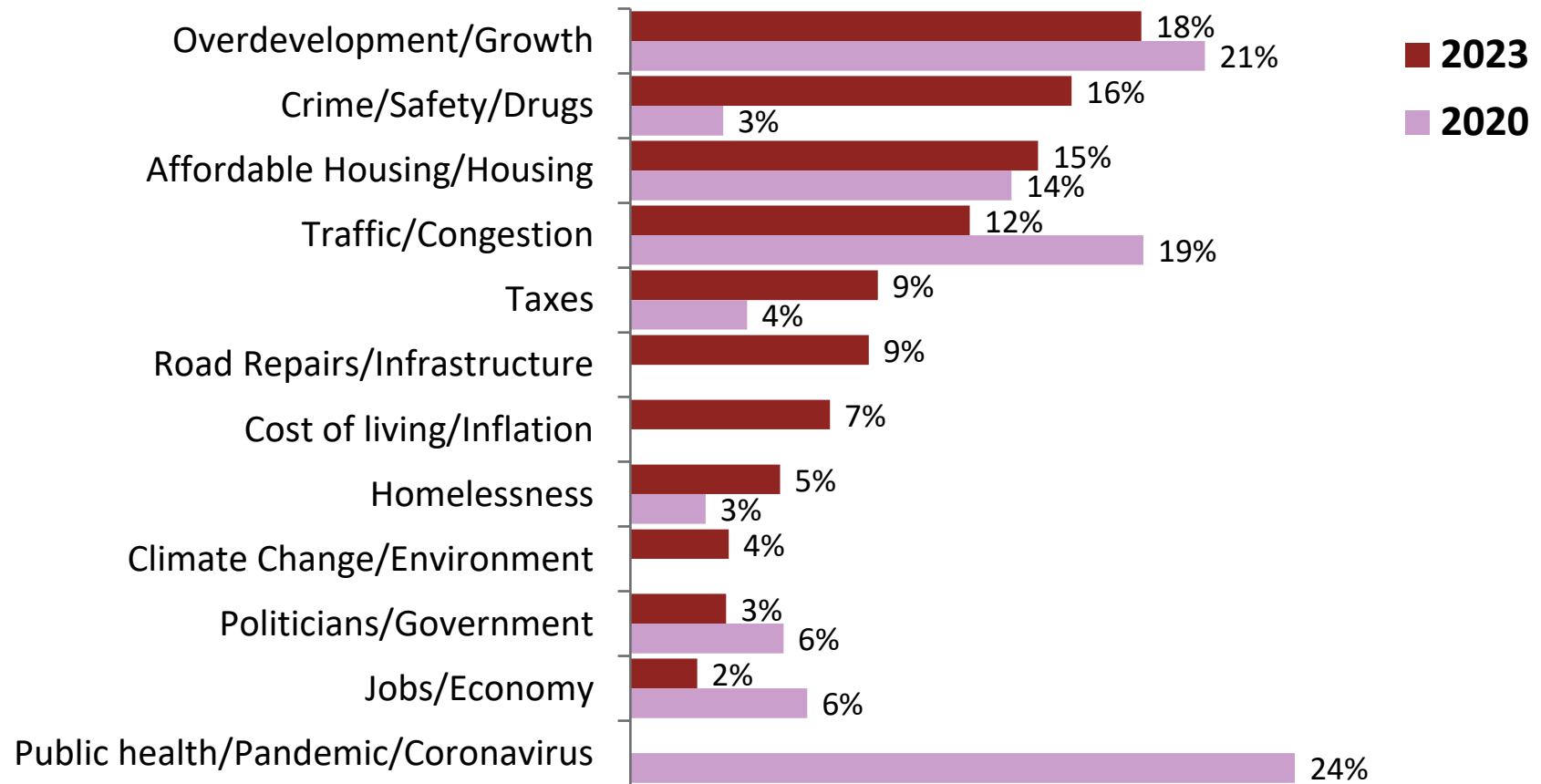
15% mention affordable housing or housing

Top-of-Mind Issues

Overdevelopment, crime, and affordable housing are top of mind concerns among Kirkland residents.

What do you think is the most important issue facing Kirkland today?

(Open ended question; Verbatim responses coded into categories shown below; Up to two responses accepted)



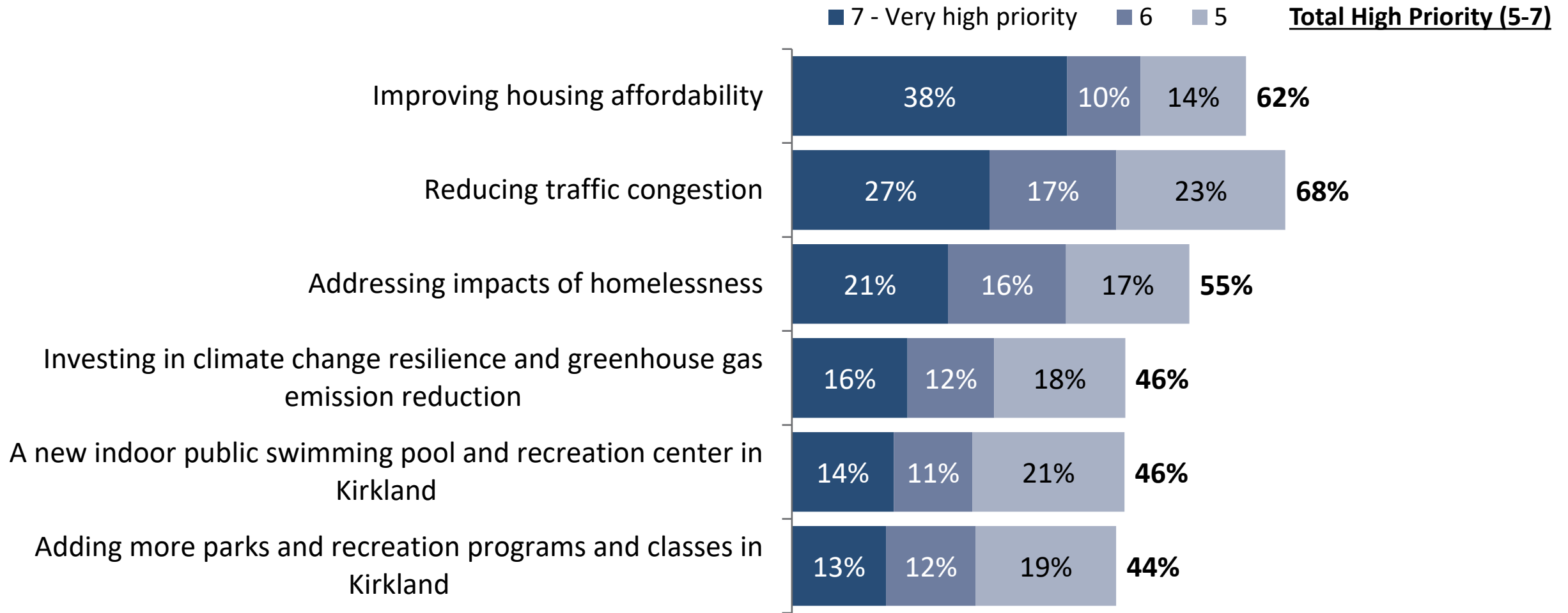
Comparing Top-of-Mind Concerns

Kirkland residents' top-of-mind concerns are comparable to Redmond in their focus on affordability and addressing growth and overdevelopment. Public safety concerns are similar to Bellevue residents, while homelessness and crime are much more prevalent concerns in Seattle.

	Seattle 2022	Bellevue 2022	Redmond 2023	Kirkland 2023
Affordable Housing/Cost of living/Taxes	16%	20%	25%	31%
Overdevelopment/Growth	1%	7%	25%	18%
Crime/Safety/Drugs	28%	16%	7%	16%
Traffic/Congestion	1%	13%	13%	12%
Road Repairs/Infrastructure	1%	3%	9%	9%
Homelessness	36%	17%	4%	5%
Climate Change/Environment	-	4%	-	4%

Issue Priorities

Improving housing affordability, reducing traffic, and addressing homelessness are top priorities among Kirkland residents. The two recreation items are a priority for less than a majority of residents.



Q3-Q8. I'd like to read you a list of potential investments the City of Kirkland could make in the next few years. Please rate each one using a scale of 1 to 7, where 1 means you feel that item should be a very low priority and 7 means that you feel that item should be a very high priority for Kirkland to invest in.



Potential Measures

Initial Proposal Importance

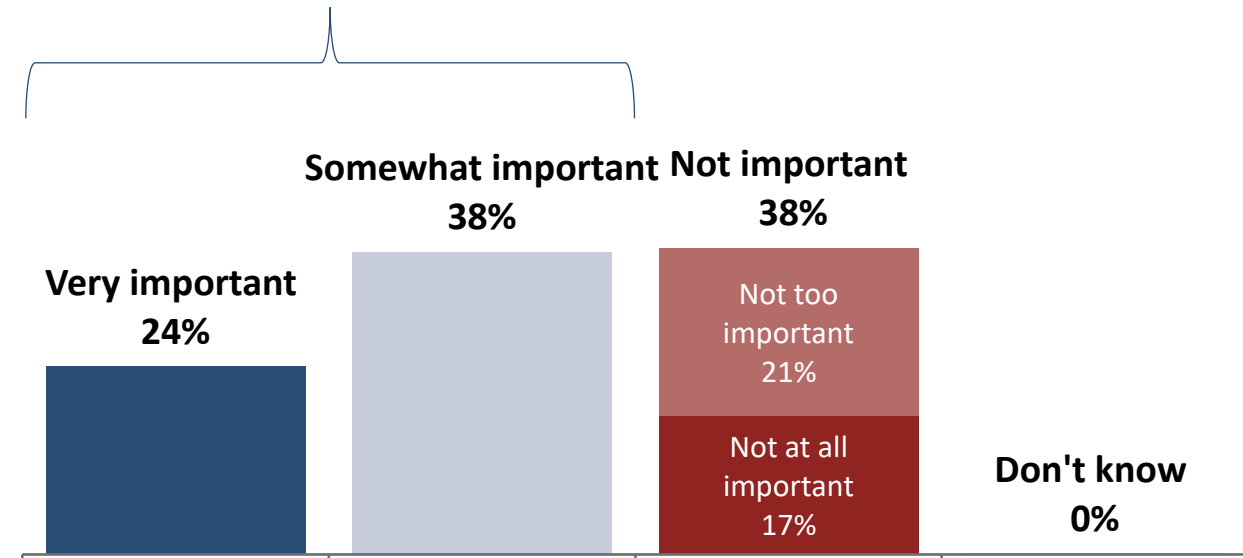
While the proposal is seen as important to a majority (61%), this is split between a smaller share who say it is “very important” (24%) and a larger share who are lukewarm on the proposal (38% “Somewhat Important”).

This does not reflect how this question might perform on a ballot as the survey universe is residents.

In general, do you think this proposal is...?

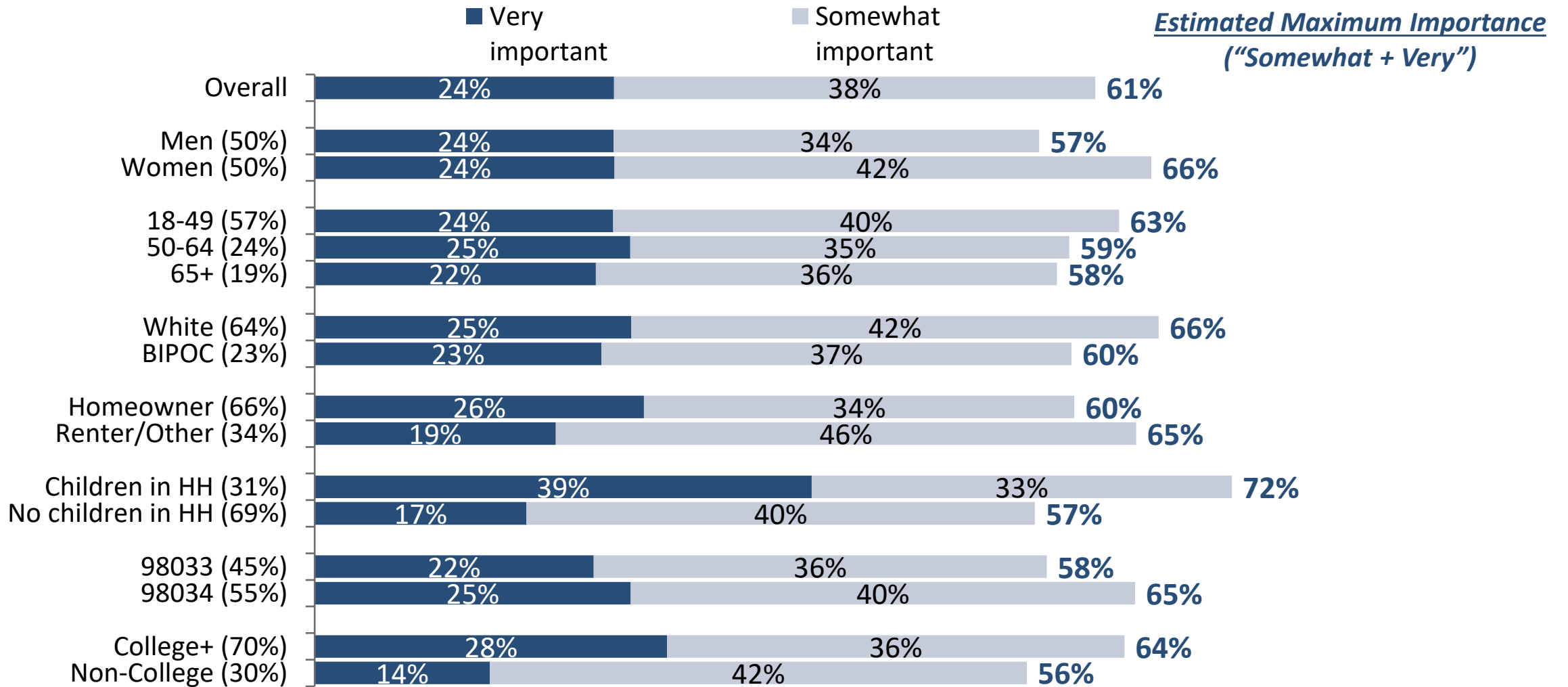
*Estimated
Maximum
Importance 61%*

The City of Kirkland is considering a proposal to fund a new aquatics, recreation and community center, and improvements to the parks and recreation system. The proposal would fund new public facilities and programs including recreation and lap pools, a multi-court gym, wellness and fitness classes, a community gathering space, expanded youth programs, extended hours at lifeguarded beaches, more year-round park restrooms, new sport courts, and the purchase of green space in northwest Kirkland to develop Green Loop trail segments. This proposal would increase the City’s regular levy permanently by approximately twenty-three and a half cents per \$1,000 assessed value for collection beginning in 2024.



Initial Importance - Subgroups

There are some significant subgroup differences on importance. Particularly noticeable is the differences by whether or not there are children in the household, gender, education level, and geography.

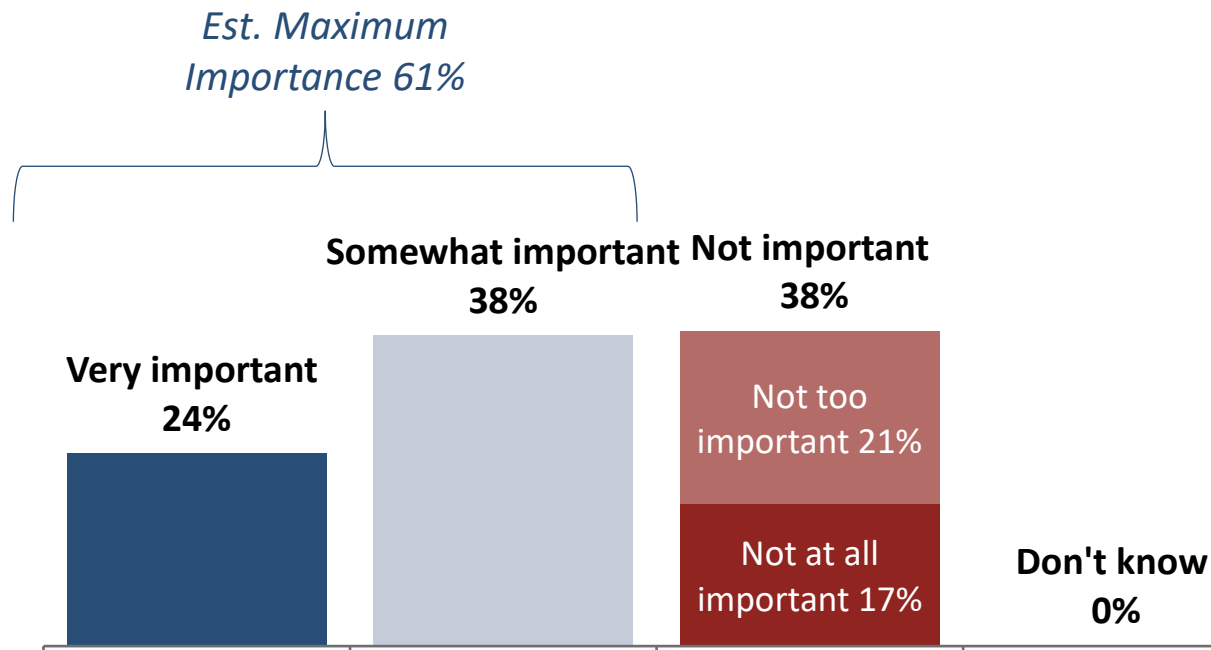


Importance After Additional Cost Details

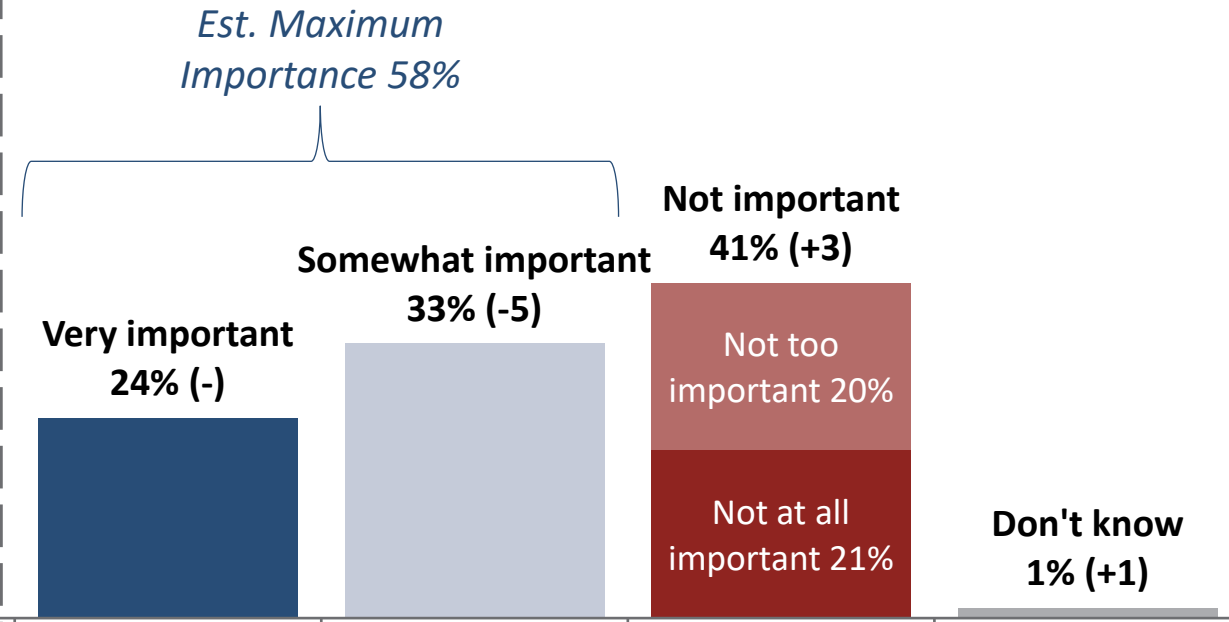
The additional cost details have a minimal impact on share of residents who consider the proposal "very important." However, the share of those in the middle ("somewhat important") erodes slightly, and switches to "Not at all important". In addition, perceived importance drops to a slim majority in a few subgroups like Age 50+ (54%), homeowners (53%), and those without children in their household (53%).

This proposal would cost the owner of \$1.2M home, the median in Kirkland, ~\$290 per year. Would you say you this proposal is...

Initial Importance

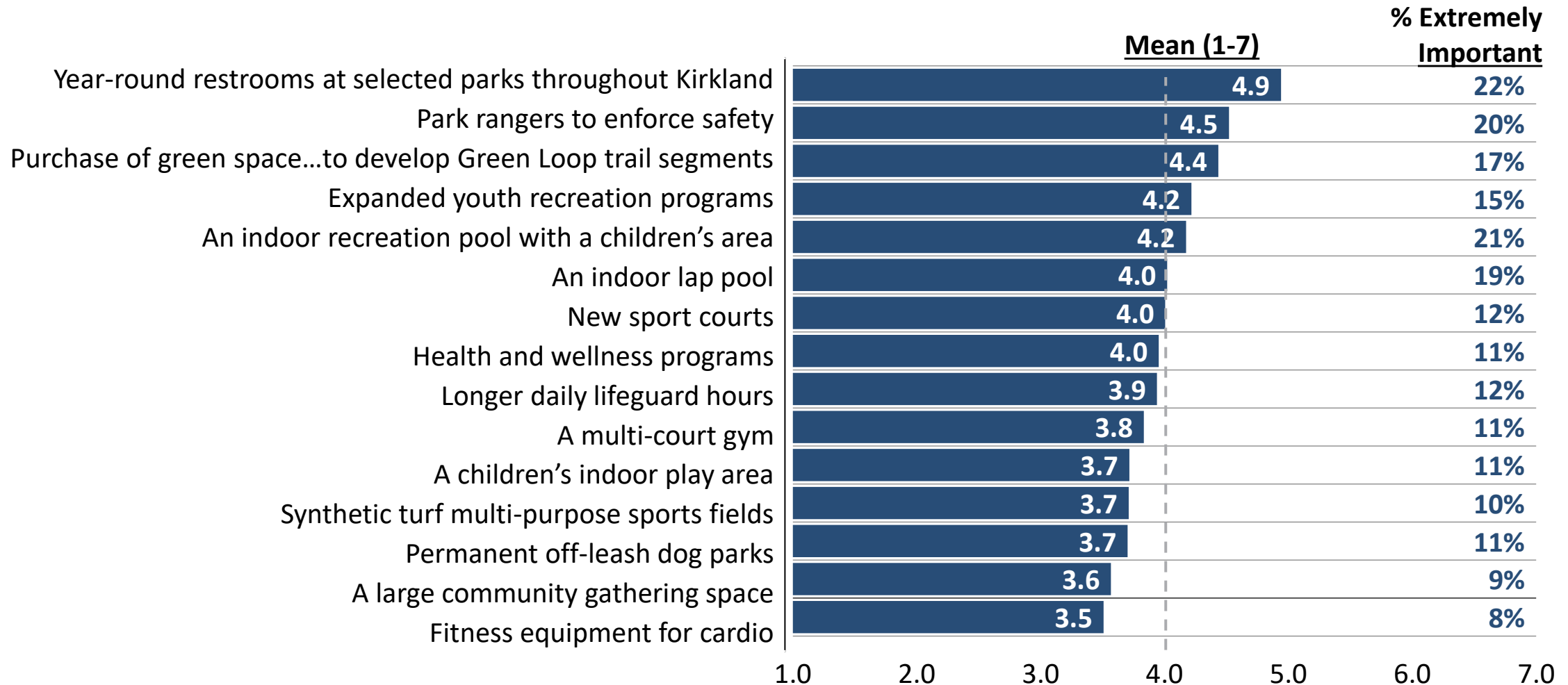


After Cost Info



Proposal Component Priorities

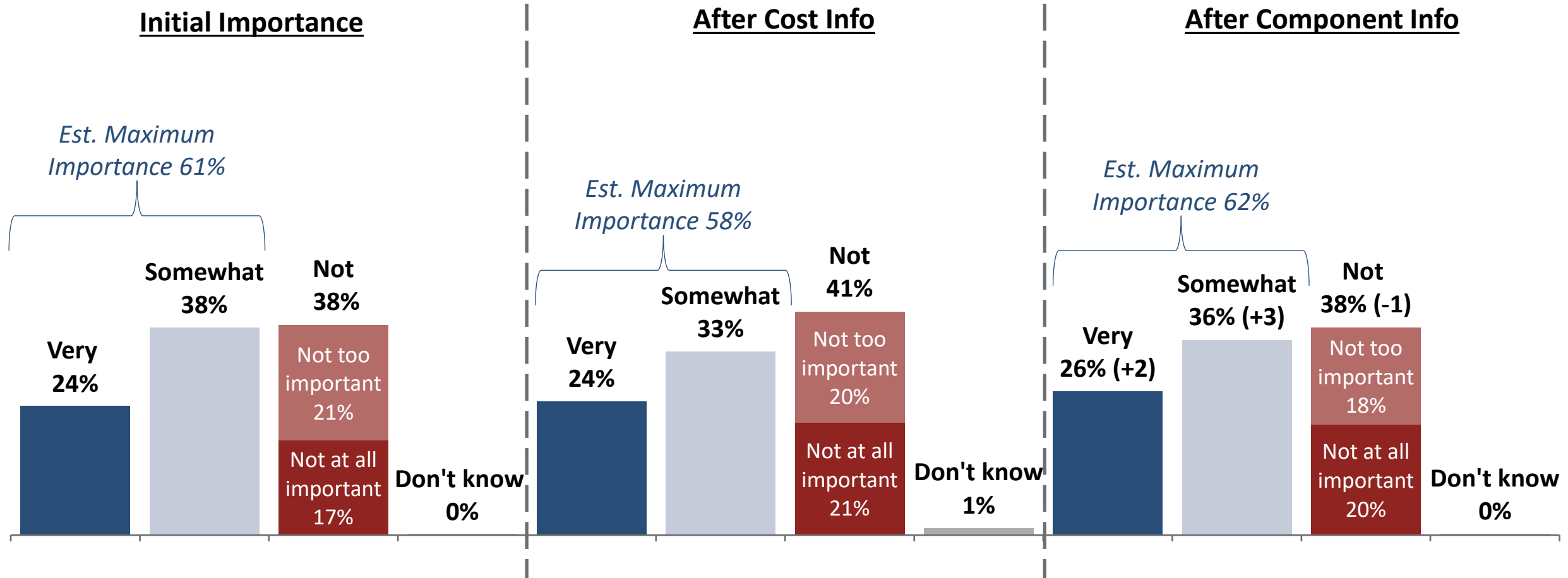
The top-rated components tested are year-round restrooms, park rangers, and the purchase of green space. Only 7 of the 15 items reach the median (4) on this importance scale; the top rated item is “extremely important” to less than a quarter (22%).



Q12-Q26. Next is a series of items which could be included in the proposal...please rate how important that item is using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Importance After Component Priorities

The additional component details do not have a significant impact on the share of respondents indicating the proposal is "very" important.



Q9./Q11./Q27. Given what you've heard about the parks and recreation facility and program proposal that would increase the City's regular levy permanently by approximately 23.5 cents per \$1,000 assessed value and would cost the owner of \$1.2 Million dollar home, the median valued home in Kirkland, approximately \$290 per year, would you say the proposal is...?

Location Preference

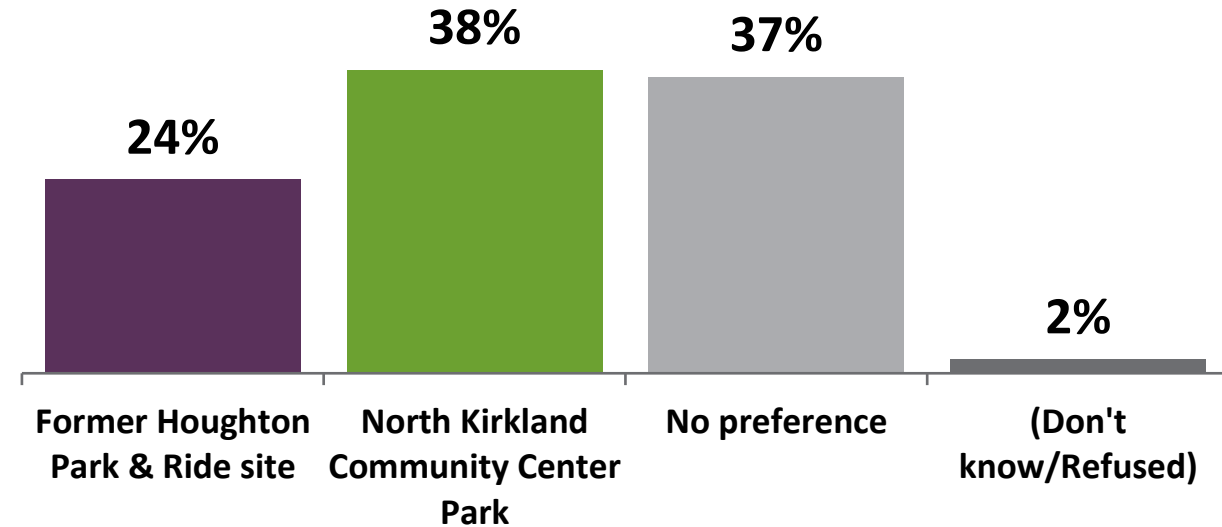
Of those who have a preference for the location of the proposed facility, most prefer the North Kirkland community center park (38%) for the location of the proposed new facility. Nearly as many (37%) have no location preference between the two.

Combined Preference

There are two possible locations for the new aquatics, recreation, and community center. The first is on the former Houghton Park & Ride site at NE 70th PL and I-405 in south central Kirkland, and the second is at North Kirkland Community Center Park on NE 124th St near 100th Ave NE.

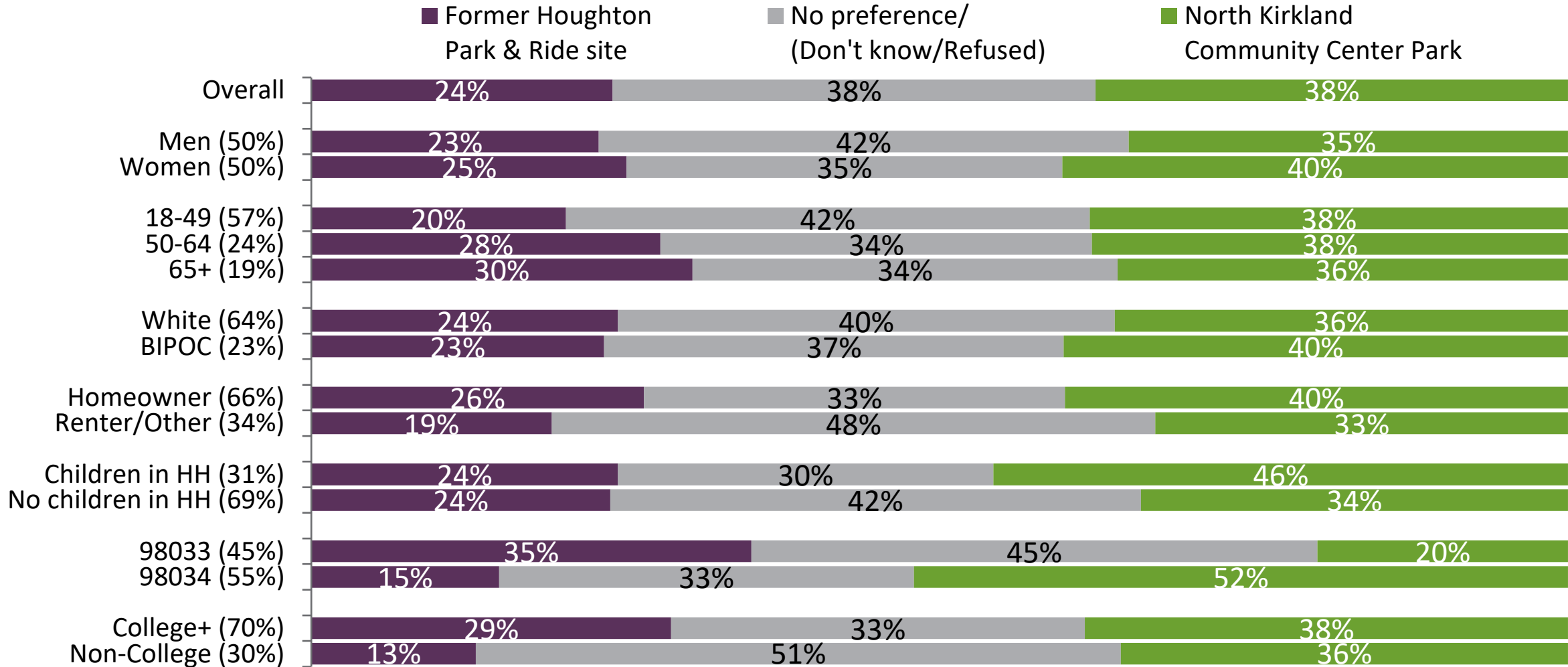
Of these two locations, do you prefer one location over the other?

IF YES: Which location do you prefer? (n=256)



Location Preference - Subgroups

Generally, North Kirkland Community center is preferred by a plurality over the former park and ride station, with the exception of residents living in the 98033 zip code.



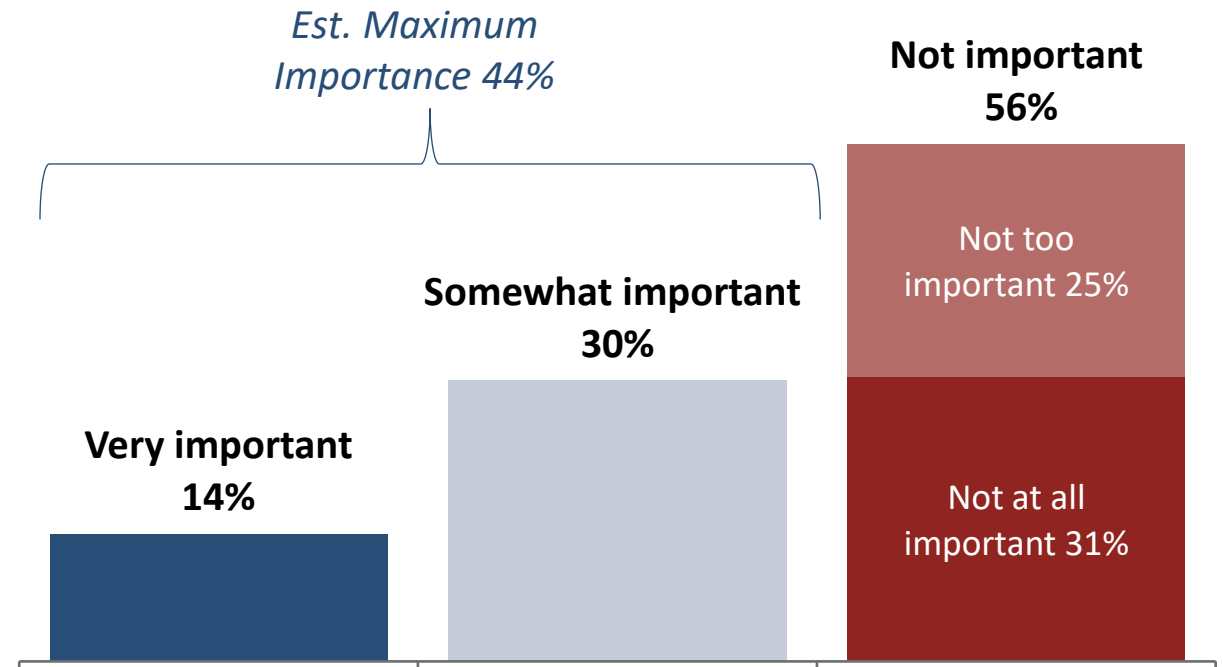
Q28/29. Of these two locations, do you prefer one location over the other?
 IF YES: Which location do you prefer? (n=256)

Two Facility Importance

A majority say the two-facility proposal is not important; only 14% say it is “Very important”.

The City is also considering a different proposal to build two complementary facilities, including an aquatics-focused facility at the Houghton Park and Ride and a recreation-focused facility to replace the current North Kirkland Community Center. This proposal would include the same parks and recreation system enhancements described earlier. The two-facility proposal would increase the City’s regular levy permanently by approximately thirty-two cents per \$1,000 assessed value and would cost the owner of \$1.2 Million dollar home, the median valued home in Kirkland, approximately three hundred ninety-five dollars per year.

Knowing this, would you say this two-facility proposal is...?

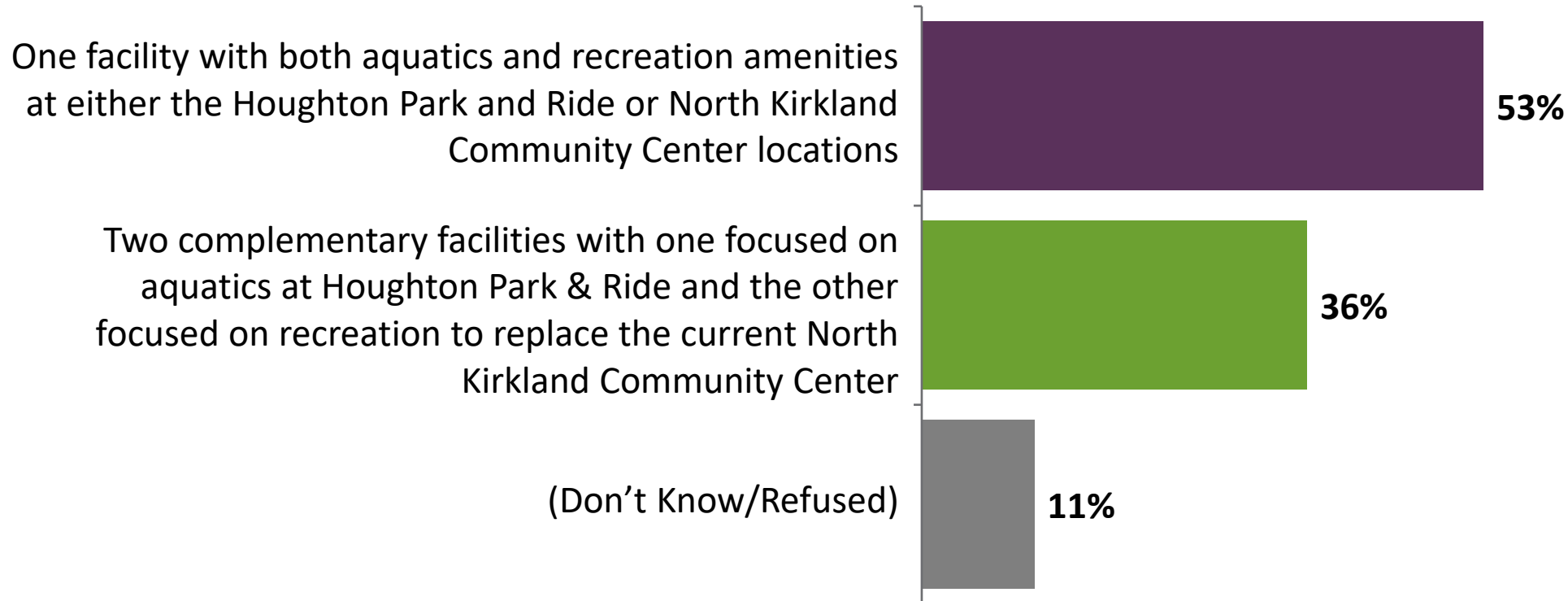


Q30. Knowing this, would you say this two-facility proposal is very important, somewhat important, not too important, or not at all important?

One or Two Facility Preference

Just over half of the respondents choose one facility with both aquatics and recreation amenities when forced to choose between the one or two facility proposals.

Of the two options, do you prefer one facility that has aquatics and recreation facilities at either the Houghton Park and Ride or the North Kirkland Community center, or to build two facilities with one focused on aquatics at Houghton Park and Ride and the other recreation facilities at the North Kirkland Community Center?





Conclusions

Conclusions

- ▶ A new aquatics/community center and parks & recreation programs are not among the top priorities for Kirkland residents.
 - Overdevelopment, housing affordability, crime, and reducing traffic congestion are all more important priorities.
- ▶ At the same time, a majority believe a new aquatics and community center and parks & rec improvements are generally important. However, there is little intensity in this opinion; the plurality of those saying the proposal is important say it is only “somewhat important” (38%).
- ▶ Increasing the availability of activities for youth and family and expanded access to parks are the leading reasons people think the proposal is important.
 - However, the reasons the proposal is not important are more concentrated, and are led by cost concerns, people saying there are more important priorities, and that there are already enough recreation opportunities available.
- ▶ Cost information about the proposal decreases importance levels by 8 points, clearly outside of the margin of error. The group that thinks this proposal is “not important” reaches 41% at this point.
- ▶ The highest-priority components are more year-round restrooms, more park rangers, expanding green space for trail development, and expanded youth programs. However, there is again little intensity in how important these items are; only half of the items reach or exceed the median of importance.
- ▶ A plurality residents prefer the North Kirkland location, but an equal percentage have no location preference.
- ▶ A majority (53%) do prefer a single facility versus a third (36%) who prefer two facilities.



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