

2044 Comprehensive Plan Update

Economic Development Element Community Survey Summary-1/18/2024

Introduction

From September 14 to December 31, 2023, the City of Kirkland conducted an online community survey to inform the update of the Economic Development Element chapter of the City of Kirkland Comprehensive Plan. This is a summary of the results and key themes from the Economic Development Element community survey.

The goals of the survey were to gather information from residents and businesses to help determine whether existing policies in the Economic Development Element reflect the needs of the community, or whether there are additional policies that should be incorporated into the Comprehensive Plan to address challenges and improve policy. Some topics the City wanted to explore include the kinds of services the City can provide to better support businesses; what changes are needed to the home occupation regulations in the Zoning Code to make regulations more flexible for home businesses; and is there support for allowing small neighborhood- oriented businesses in residential neighborhoods. The City also included many open-ended responses to further understand the interests of the community members that participated.

The Survey Monkey survey was open for 2.5 months and there were 257 total responses. The average time to complete the survey was 7.5 minutes and the completion rate was 77% of respondent's that started the survey.

Promotion of the survey included posting to 'This Week in Kirkland', email listservs specific to the business community, the K2044 Comprehensive Plan listserv mailing list, and other City newsletters at regular intervals throughout the survey period. The survey was also promoted during all in-person engagement and outreach events and focus groups meetings (including Youth Council and Senior Council meetings).

In fall of 2023, the City Manager's Office also conducted a separate survey for home- based businesses. See separate survey summary document for those results. Contact Christian Switzer, Special Projects Manager, at cswitzer@kirklandwa.gov for more information about that survey.

The following pages show responses to the all survey questions, including individual open responses to several of the questions.

Quick Facts and Demographics

	City of Kirkland	Economic Development Survey
Population	96,920	257 respondents (<1% total population)
Age (24 and under & 65 and over)	<24: 27.5% (24,348) >65: 13.6% (12,536)	<24: 1 response (<1% of survey responses) >65: 81 responses (32% of survey responses)
Non-White Population	28% (25,573)	~12% (30 responses) identified as non-white
Median Household Income	\$116,595	~18% (46 responses) identified a household income less than the Citywide median income

Survey Analysis & Key Themes

Below is a summary of the key themes that emerged from the survey results that may influence policy are described below.

Key Themes:

1. *An observation was that there was a lack of input from business owners who operated a physical location in Kirkland and a diversity in demographics (race, age, income, gender identity, renters) of business owners who responded.*
2. *The majority of respondents felt the City should play a supporting role in promoting economic development, but not necessarily lead and drive initiatives (that should be the role of private sector), or City should not be in the business of purchasing commercial property.*
3. *Infrastructure investment and maintenance (maintaining sidewalks and parking lots, providing adequate parking, accessible reliable transit), was a large priority for the majority of respondents, followed closely by streamlined permitting and flexible zoning.*
4. *Responses reflected general support for diversifying and expanding small commercial businesses into residential neighborhoods, such as corner stores, coffee shops, bakeries, however if they impact residential areas with noise, parking impacts etc. they would not support these uses in neighborhoods. Some responded that most residential neighborhoods have commercial uses located within walking distance of residential areas.*
5. *Affordable housing and high property taxes were the top challenges anticipated for the future.*

Opinions From Business Owners

City staff were hoping for a greater participation from larger business owners or business owners who operated retail or commercial locations in Kirkland. Staff did their best to use the existing resources to outreach to the business community. Out of the 251 respondents, only 40 noted themselves as business owners. Of those business owners, 18 noted the ease of starting a business in Kirkland as “neutral”, while 1 rated it as “very difficult” and 2 as “very easy”. The remaining respondents noted it as “easy” (8 respondents) or “difficult” (6 respondents). 208 respondents do not own a business.

For those respondents that operate a business in Kirkland (33 respondents total), 42% responded that they chose to operate in Kirkland due to proximity to the target market; 27% said because of the quality

of life (i.e., appealing lifestyle, amenities, and community); and 15 “other” responses, many of which stated that they chose to operate their business in Kirkland because they already lived here.

Top 3 Most Common Business Types from Survey Respondents:

1. 43% Professional Services (15 respondents)
2. 17% Education or Training (6 respondents)
3. 14% Healthcare (5 respondents)

Home Based Businesses

Of the respondents that noted they own a business, 80% said they operate their businesses from home (28 total respondents). When asked which existing home occupation regulations pose the greatest challenge to their businesses:

- On street parking requirements- 30% or 7 respondents said restrictions to on-street parking and traffic activity as the #1 challenge and 35% or 8 respondents selected this regulation as their #2 challenge.
- Limitations on daily visits- The other regulation that ranked the highest was limiting businesses to two visiting employees who are not residents at any given time. 22% or 5 respondents selected this as their #1 challenge and another 13% or 3 respondents selected this as their #2 challenge.
- Limitations on interior/exterior alterations- Other notable results include higher ranking of regulations restricting alterations to the interior or exterior of the dwelling, which 17% or 4 respondents selected as the #1 challenge.

In general, a majority of the home - based businesses expressed that the home occupation regulations didn't really apply to their business because it is so small, they have no employees, they met with clients virtually, or met in person outside the home.

City's Role in Economic Development

When asked what role the City should play in promoting economic development, 57% or 112 respondents said the City should actively support and collaborate with businesses. The second highest role selected was that the City should provide a favorable regulatory environment and policies, which 53% or 103 respondents selected. Only 5% or 10 respondents said the City should have no role and that the private sector should lead.

Greatest Economic Challenge People Are Facing is Affordable Housing

When asked what the most pressing concerns people and their families are facing, 47% or 93 respondents selected housing affordability and 43% or 85 respondents selected other basic living costs such as utilities, bills, and commuting costs. In the “other” responses, high property taxes or other taxes were mentioned as a challenge in 25 of the 49 open responses.

Encouraging Equity and Diversity Within the Local Economy

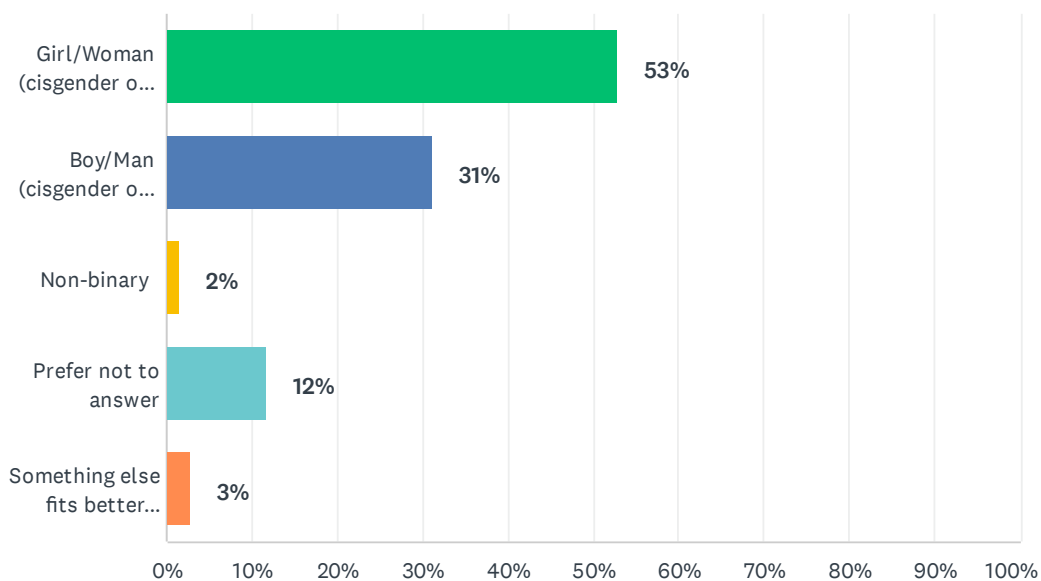
When asked what the City can do to create a more welcoming business culture for BIPOC, immigrant and refugee, LGBTQIA+, disabled, and women-owned businesses, 38% or 71 respondents selected

offering language assistance, mentorship programs, and resources for non-native English speakers. 32% or 60 respondents selected fostering partnerships with local cultural organizations to celebrate diversity through events and promotions. 21% or 39 respondents select “none of the above”. A few individual responses expressed that the City should have less focus on diversity, equity, and inclusion efforts.

Survey Results

Q1 To which gender identity do you mostly identify?

Answered: 257 Skipped: 0

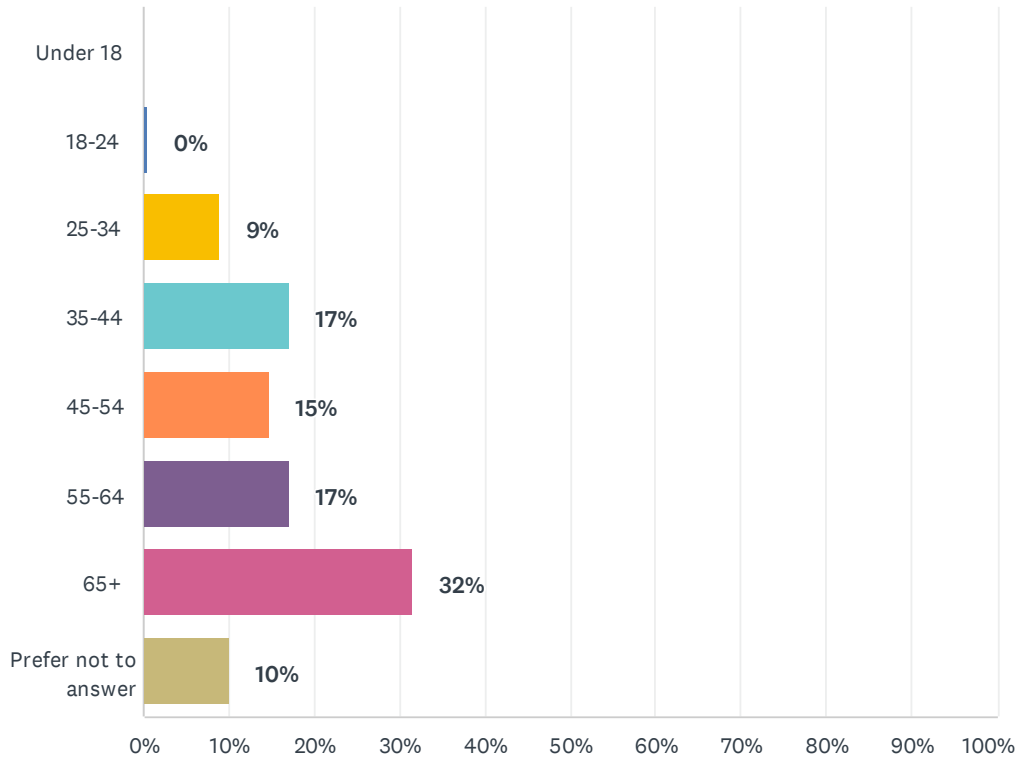


ANSWER CHOICES	RESPONSES	
Girl/Woman (cisgender or transgender)	53%	136
Boy/Man (cisgender or transgender)	31%	80
Non-binary	2%	4
Prefer not to answer	12%	30
Something else fits better (please specify)	3%	7
TOTAL		257

#	SOMETHING ELSE FITS BETTER (PLEASE SPECIFY)	DATE
1	Female	10/9/2023 4:57 PM
2	Natural born male. I don't "mostly identify"	10/4/2023 8:45 AM
3	Human	9/27/2023 9:02 PM
4	Woman, female	9/27/2023 12:54 AM
5	binary	9/26/2023 5:15 PM
6	This is ridiculous to ask. There are either male or female. Period.	9/21/2023 9:26 PM
7	Woman	9/19/2023 7:30 PM

Q2 What is your age?

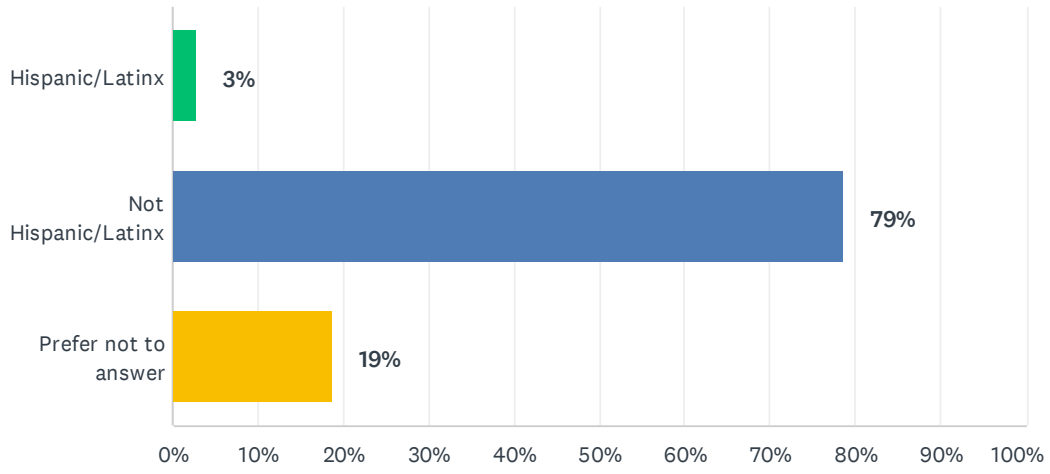
Answered: 257 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0%	0
18-24	0%	1
25-34	9%	23
35-44	17%	44
45-54	15%	38
55-64	17%	44
65+	32%	81
Prefer not to answer	10%	26
TOTAL		257

Q3 What is your ethnicity?

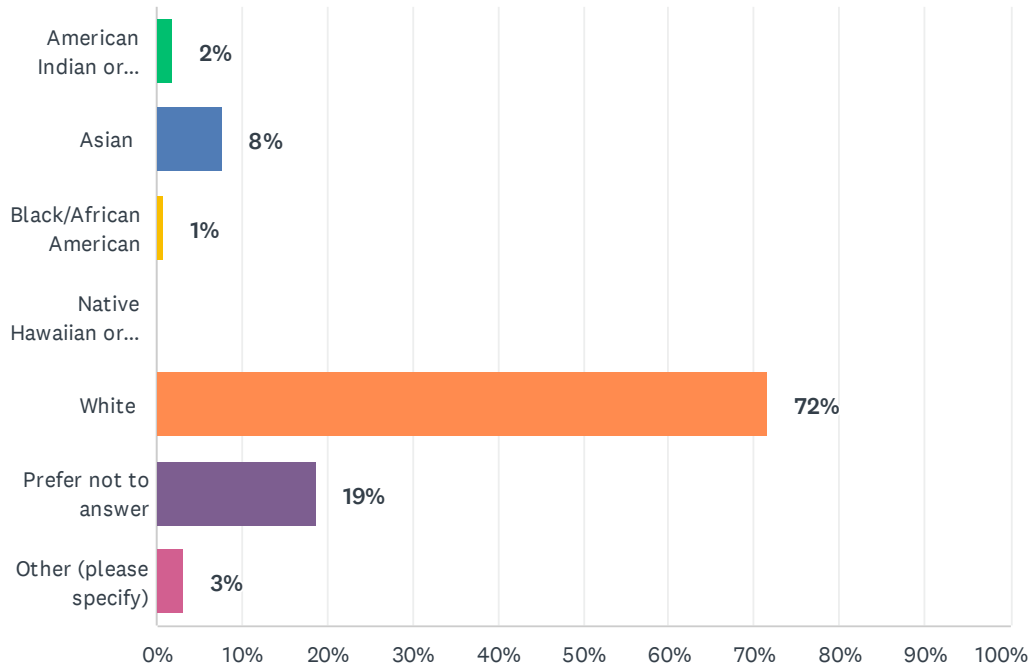
Answered: 257 Skipped: 0



ANSWER CHOICES	RESPONSES	
Hispanic/Latinx	3%	7
Not Hispanic/Latinx	79%	202
Prefer not to answer	19%	48
TOTAL		257

Q4 Do you consider yourself...(Select all that apply.)

Answered: 257 Skipped: 0

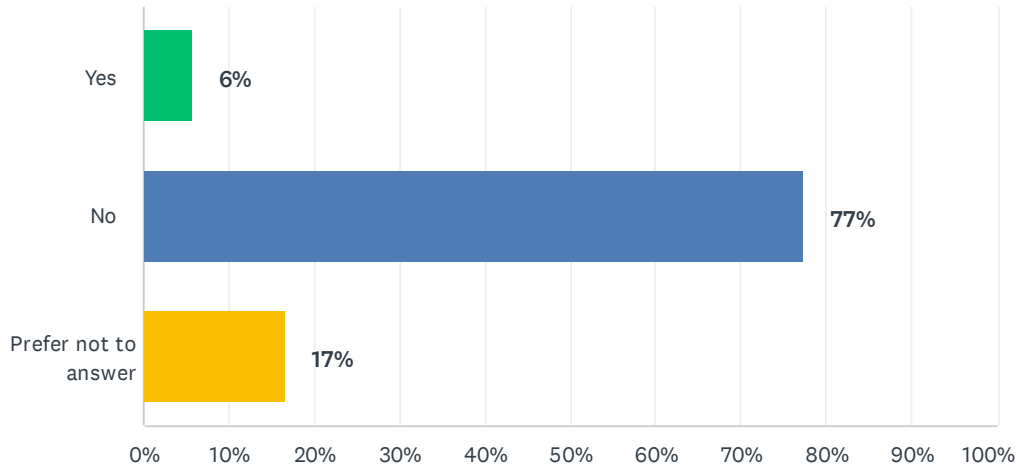


ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	2%	5
Asian	8%	20
Black/African American	1%	2
Native Hawaiian or other Pacific Islander	0%	0
White	72%	184
Prefer not to answer	19%	48
Other (please specify)	3%	8
Total Respondents: 257		

#	OTHER (PLEASE SPECIFY)	DATE
1	Caucasian	12/21/2023 3:45 PM
2	Middle Eastern	12/18/2023 5:20 PM
3	Mixed	12/15/2023 3:37 PM
4	Human	10/9/2023 4:57 PM
5	American Mutt	9/28/2023 7:37 PM
6	Multiracial	9/27/2023 9:02 PM
7	Viking	9/27/2023 5:50 PM

Q5 Are you part of the LGBTQIA+ community?

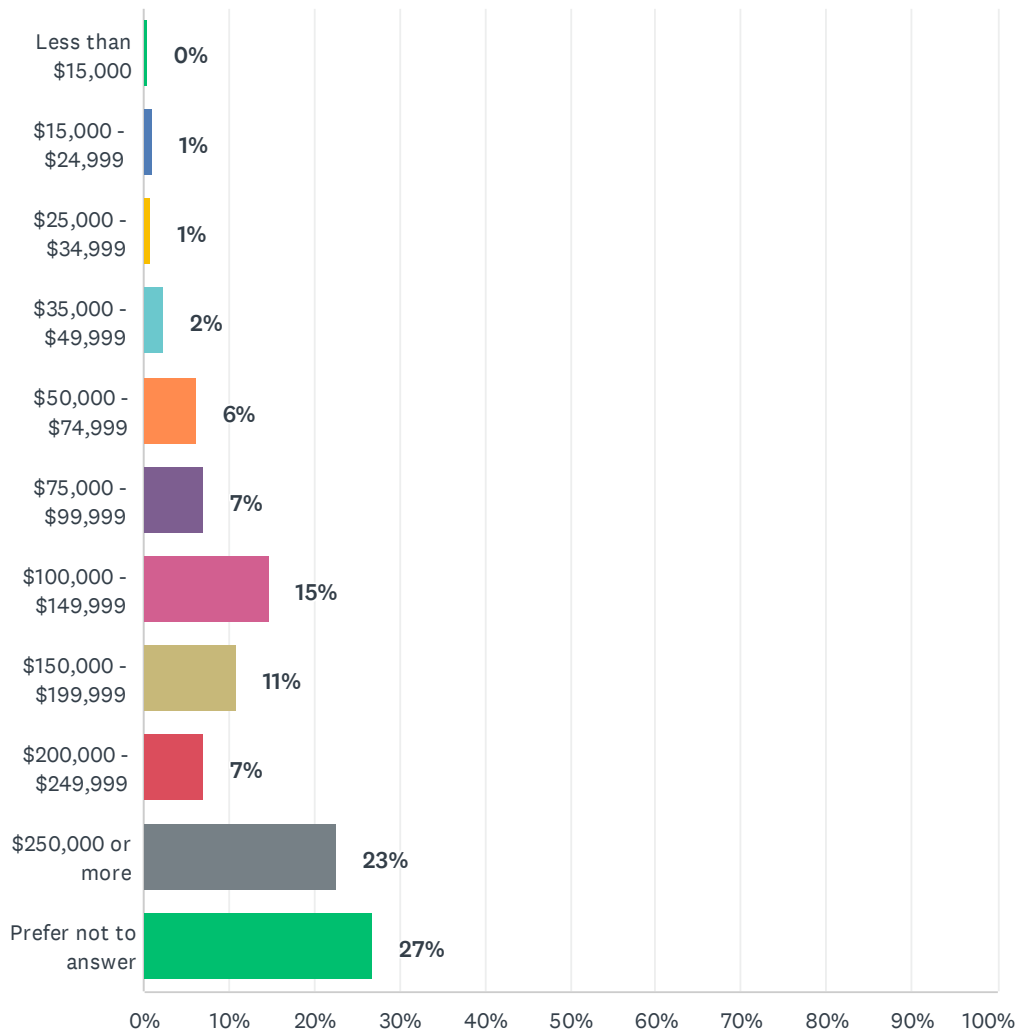
Answered: 257 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	6%	15
No	77%	199
Prefer not to answer	17%	43
TOTAL		257

Q6 What is your household income?

Answered: 257 Skipped: 0

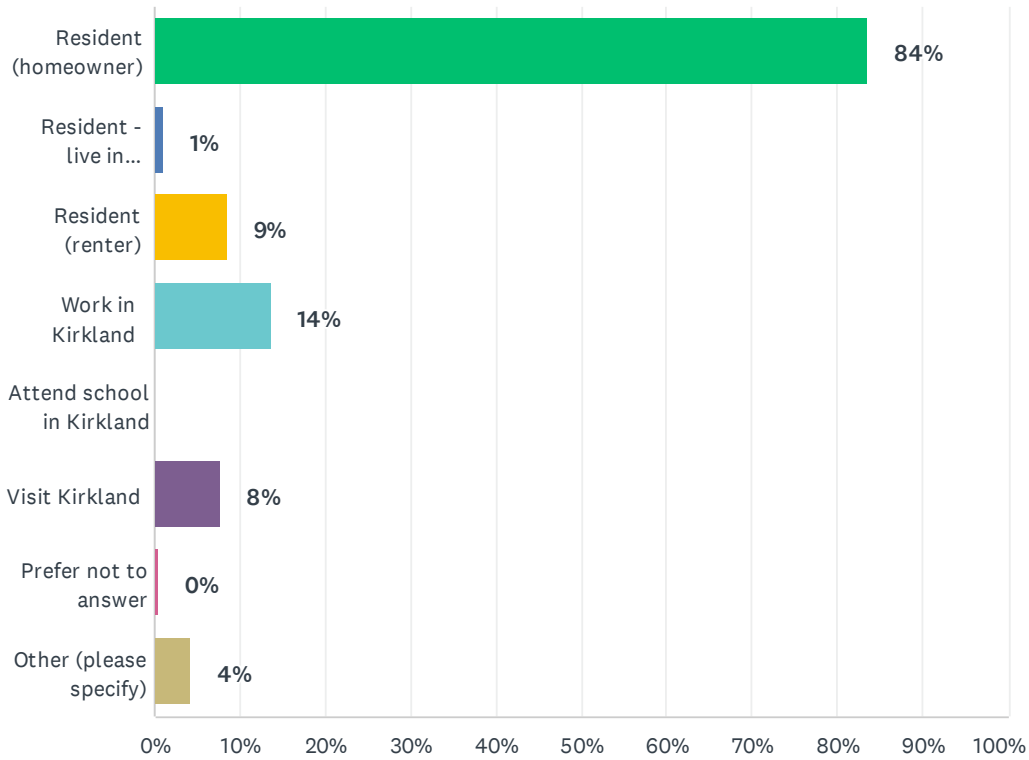


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ANSWER CHOICES	RESPONSES	
Less than \$15,000	0%	1
\$15,000 - \$24,999	1%	3
\$25,000 - \$34,999	1%	2
\$35,000 - \$49,999	2%	6
\$50,000 - \$74,999	6%	16
\$75,000 - \$99,999	7%	18
\$100,000 - \$149,999	15%	38
\$150,000 - \$199,999	11%	28
\$200,000 - \$249,999	7%	18
\$250,000 or more	23%	58
Prefer not to answer	27%	69
TOTAL		257

Q7 Relationship to Kirkland (Select all that apply)

Answered: 257 Skipped: 0



ANSWER CHOICES	RESPONSES	
Resident (homeowner)	84%	215
Resident - live in Kirkland with a parent or guardian (non-renter)	1%	3
Resident (renter)	9%	22
Work in Kirkland	14%	35
Attend school in Kirkland	0%	0
Visit Kirkland	8%	20
Prefer not to answer	0%	1
Other (please specify)	4%	11
Total Respondents: 257		

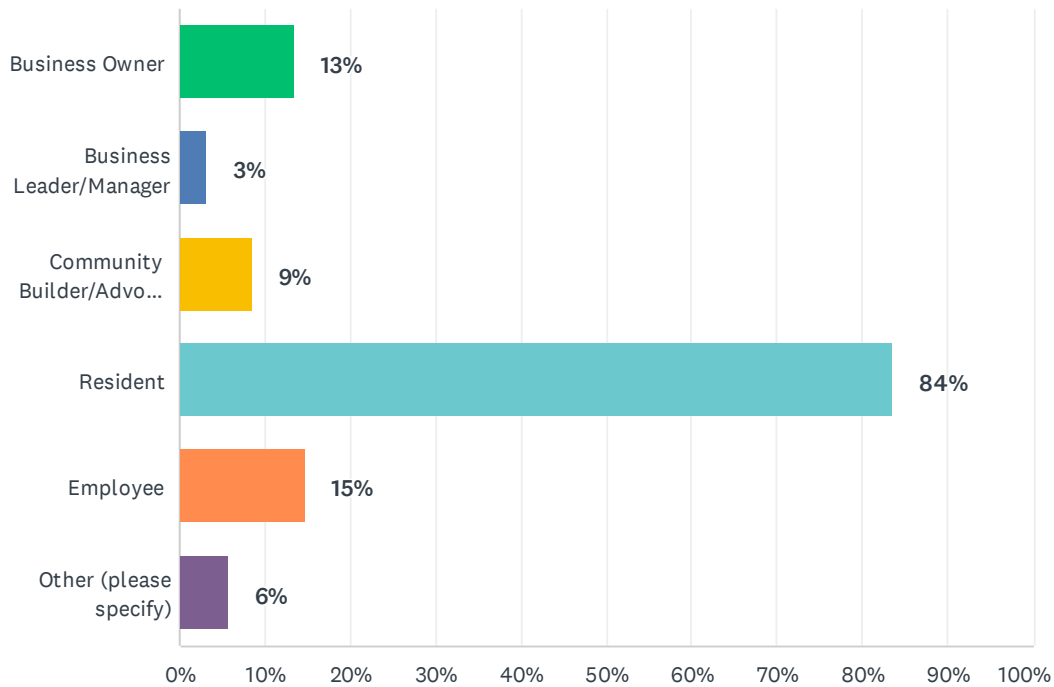
#	OTHER (PLEASE SPECIFY)	DATE
1	Bothell resident	12/21/2023 1:49 AM
2	Retired teacher in Lake Washington School District	12/19/2023 6:31 AM
3	Landlord	12/18/2023 8:29 PM
4	Parent of kids who go to Lwsd schools in Kirkland	12/14/2023 6:13 PM

Economic Development Public Survey

5	Retired	12/14/2023 5:58 PM
6	Representing PorchLight, men's shelter for the Eastside	10/31/2023 10:33 AM
7	Children in Kirkland schools, spouse employed in Kirkland	10/5/2023 8:44 PM
8	Business Owner	10/4/2023 10:28 AM
9	And work	9/28/2023 1:13 PM
10	Own a business in Kirkland	9/26/2023 7:51 PM
11	business owner	9/26/2023 2:27 PM

Q8 What is your role in the business community? (Select all that apply)

Answered: 245 Skipped: 12



ANSWER CHOICES	RESPONSES
Business Owner	13% 33
Business Leader/Manager	3% 8
Community Builder/Advocate	9% 21
Resident	84% 205
Employee	15% 36
Other (please specify)	6% 14
Total Respondents: 245	

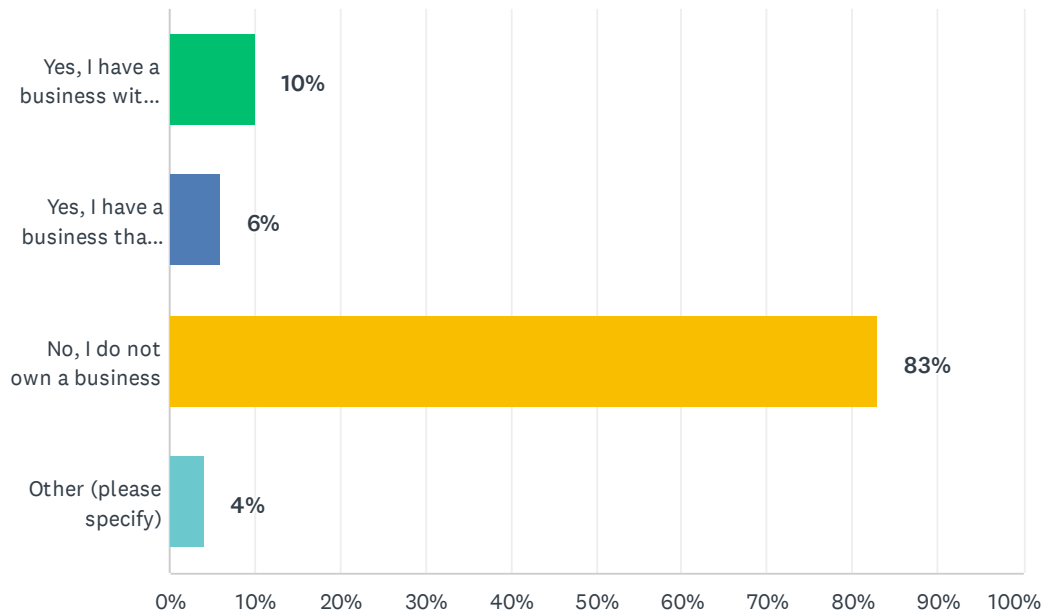
#	OTHER (PLEASE SPECIFY)	DATE
1	Retired	12/22/2023 7:56 AM
2	Visitor	12/21/2023 1:50 AM
3	Self employed	12/19/2023 12:32 AM
4	Retired	12/18/2023 4:22 PM
5	None of the above. Patron, I guess?	12/15/2023 10:42 AM
6	Retired	12/14/2023 7:05 PM
7	visitor	12/14/2023 5:11 PM
8	Retired business owner	10/7/2023 1:08 PM

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9	Advocate for city climate action	9/30/2023 1:58 PM
10	Customer	9/29/2023 11:16 PM
11	Commercial property owner	9/28/2023 6:57 PM
12	Land owner	9/27/2023 12:54 AM
13	Retired business owner	9/26/2023 12:48 PM
14	interested in owning a business in Kirkland	9/14/2023 8:27 AM

Q9 Do you own a business in Kirkland (Select all that apply)

Answered: 251 Skipped: 6

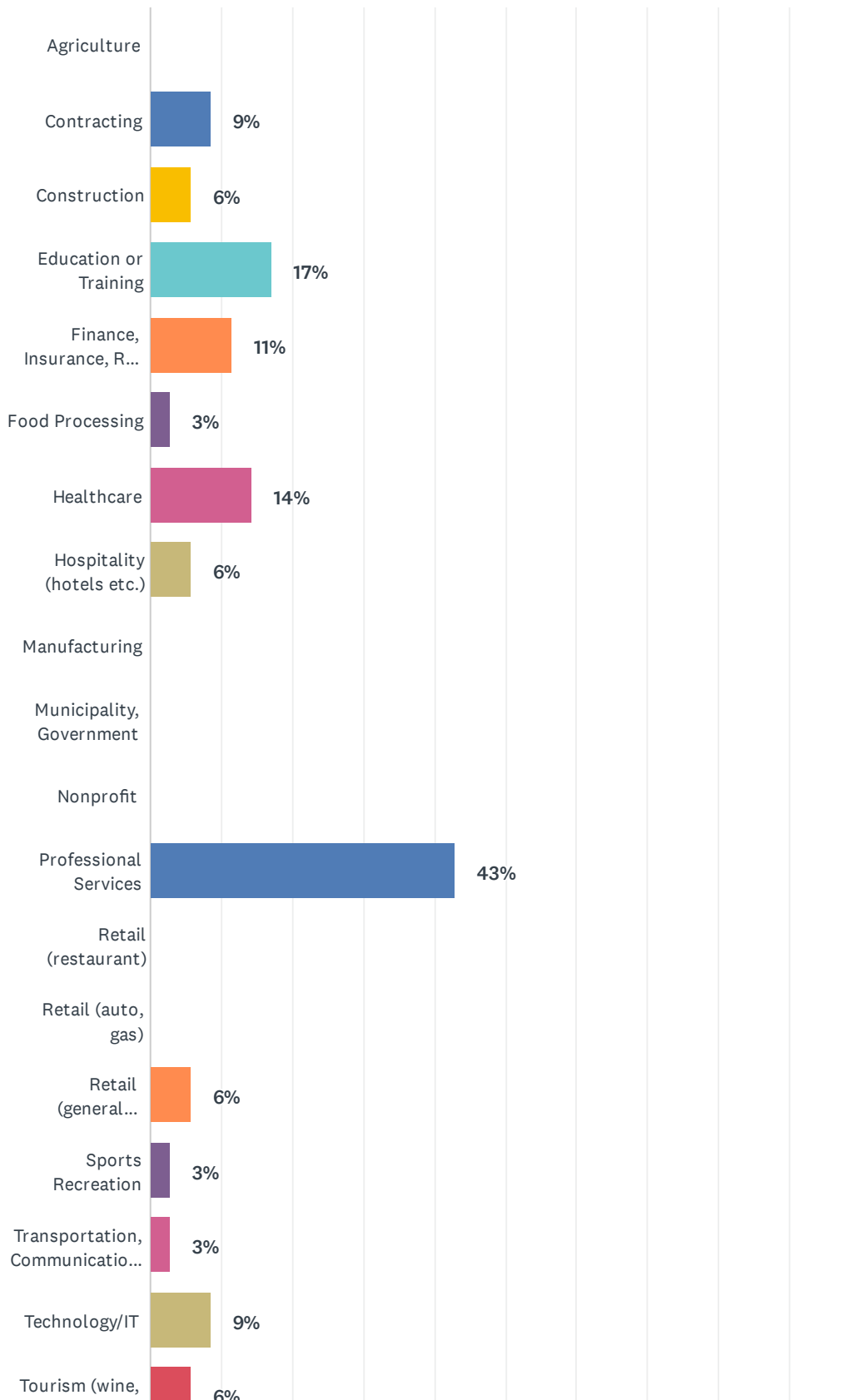


ANSWER CHOICES	RESPONSES	
Yes, I have a business with a physical location in Kirkland	10%	25
Yes, I have a business that provides services in Kirkland	6%	15
No, I do not own a business	83%	208
Other (please specify)	4%	10
Total Respondents: 251		

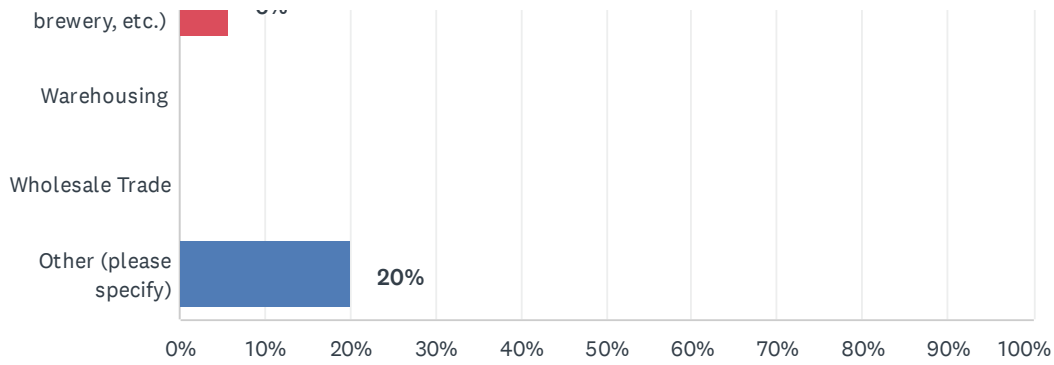
#	OTHER (PLEASE SPECIFY)	DATE
1	Author	12/19/2023 12:32 AM
2	I own and operate a freelance business. I can provide services in Kirkland and anywhere else.	12/15/2023 8:21 AM
3	Own one rental house in Kirkland (only rental we own)	12/14/2023 4:15 PM
4	Own business outside of kirkland	10/2/2023 11:15 AM
5	Don't own and operate a business in Kirkland	9/28/2023 7:38 PM
6	I did for 4 year	9/28/2023 1:14 PM
7	My business is in my home	9/27/2023 4:59 PM
8	I have a business in Kirkland that provides services around the world	9/27/2023 3:44 PM
9	Business owner in Kirkland for 30 years	9/25/2023 5:57 PM
10	I own a business	9/19/2023 7:31 PM

Q10 Which category best describes your business (check all that apply):

Answered: 35 Skipped: 222



Economic Development Public Survey



ANSWER CHOICES	RESPONSES	
Agriculture	0%	0
Contracting	9%	3
Construction	6%	2
Education or Training	17%	6
Finance, Insurance, Real Estate	11%	4
Food Processing	3%	1
Healthcare	14%	5
Hospitality (hotels etc.)	6%	2
Manufacturing	0%	0
Municipality, Government	0%	0
Nonprofit	0%	0
Professional Services	43%	15
Retail (restaurant)	0%	0
Retail (auto, gas)	0%	0
Retail (general merchandise)	6%	2
Sports Recreation	3%	1
Transportation, Communication, Utilities	3%	1
Technology/IT	9%	3
Tourism (wine, brewery, etc.)	6%	2
Warehousing	0%	0
Wholesale Trade	0%	0
Other (please specify)	20%	7
Total Respondents: 35		

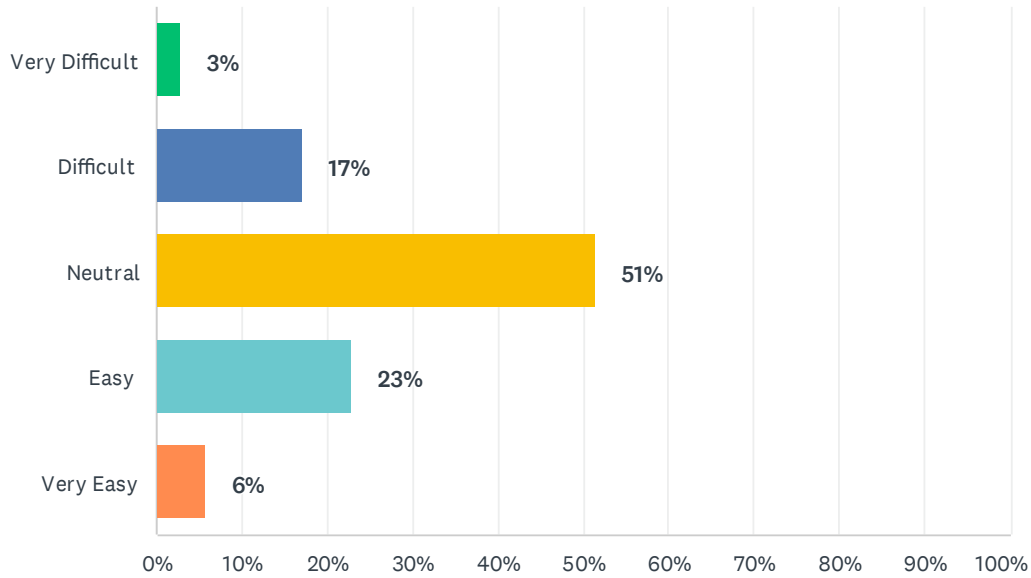
#	OTHER (PLEASE SPECIFY)	DATE
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1	Diversity Equity Inclusion and Accessibility resources	11/1/2023 4:40 PM
2	Arts and Culture	10/4/2023 10:31 AM
3	E-commerce	9/27/2023 9:05 PM
4	Editor and Spiritual Director	9/27/2023 5:55 PM
5	I am an art teacher and professional artist	9/27/2023 5:00 PM
6	Architect	9/27/2023 3:52 PM
7	Translation	9/18/2023 12:38 AM

Q11 How would you rate the ease of starting a business in Kirkland?

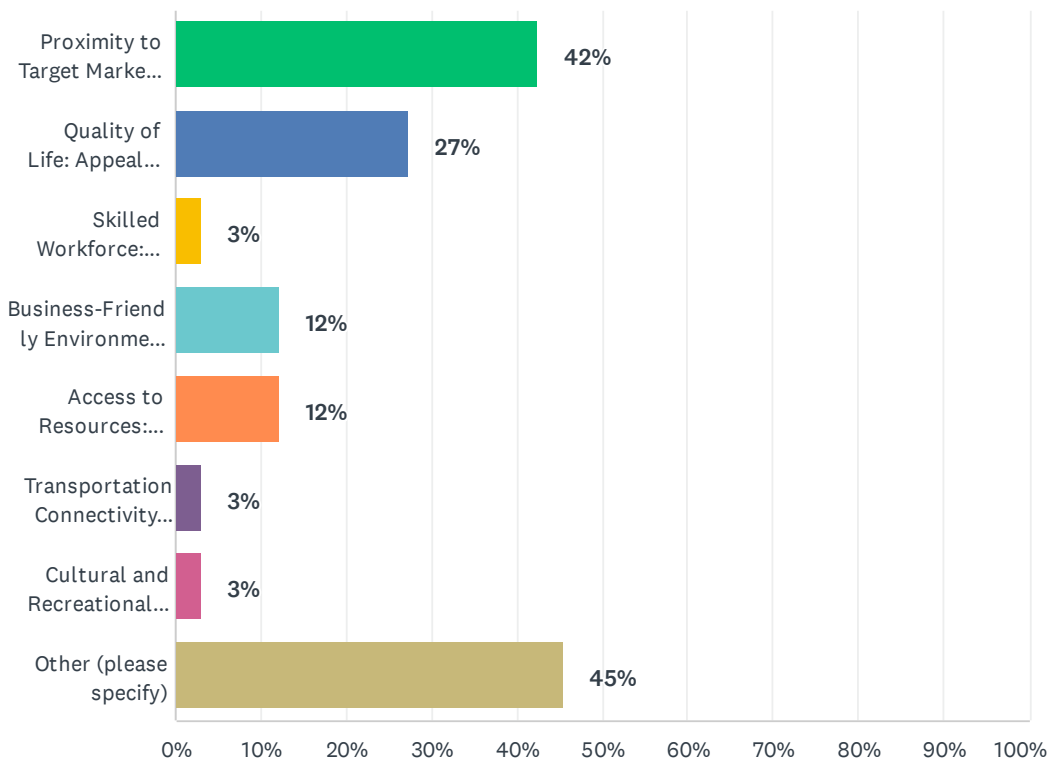
Answered: 35 Skipped: 222



ANSWER CHOICES	RESPONSES	
Very Difficult	3%	1
Difficult	17%	6
Neutral	51%	18
Easy	23%	8
Very Easy	6%	2
TOTAL		35

Q12 Why did you choose to operate your business in Kirkland? (Select all that apply)

Answered: 33 Skipped: 224



ANSWER CHOICES	RESPONSES	
Proximity to Target Market: Convenient access to customers and clients.	42%	14
Quality of Life: Appealing lifestyle, amenities, and community for employees.	27%	9
Skilled Workforce: Availability of qualified talent and workforce.	3%	1
Business-Friendly Environment: Favorable regulations and support from City of Kirkland.	12%	4
Access to Resources: Availability of suppliers, partners, and industry networks.	12%	4
Transportation Connectivity: Well-connected infrastructure	3%	1
Cultural and Recreational Opportunities: Vibrant arts, culture, and recreational activities.	3%	1
Other (please specify)	45%	15
Total Respondents: 33		

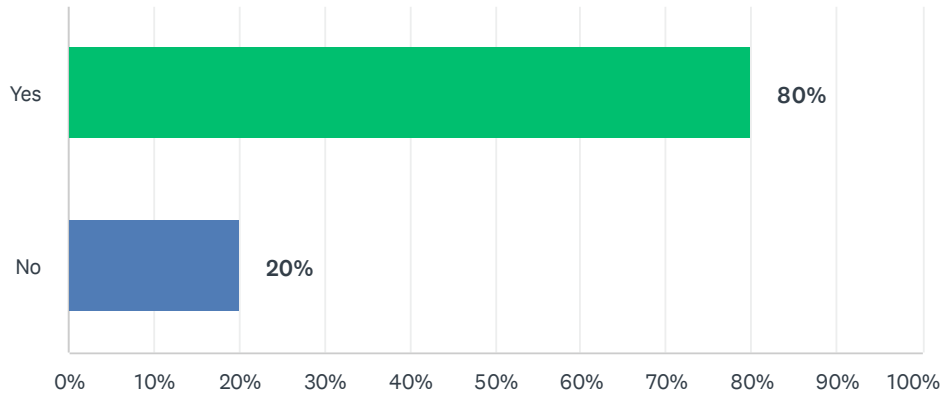
#	OTHER (PLEASE SPECIFY)	DATE
1	Live here	12/21/2023 5:36 PM
2	It's where I lived so I started my business here	12/17/2023 8:59 PM
3	I live here	12/14/2023 4:17 PM

Economic Development Public Survey

4	Convenience of starting the business in my home and plan to grow into a separate location.	12/5/2023 7:02 PM
5	I choose to live here and operate my business from my home.	10/4/2023 9:24 AM
6	Outside of Seattle with outdoors, safer, less expensive	9/27/2023 9:05 PM
7	Remote work was super easy during the pandemic - made use of coffee shops and open spaces that are pleasant and friendly.	9/27/2023 5:55 PM
8	Used to have my business in Bellevue but wanted to move it into my home.	9/27/2023 5:00 PM
9	We live in Kirkland and I am home based	9/27/2023 3:52 PM
10	Quite simply because I live here and I can work from anywhere in the world.	9/27/2023 3:44 PM
11	Convenience: Home-based business at my residence	9/26/2023 7:54 PM
12	I worked in Bellevue until my workplace closed	9/25/2023 7:58 PM
13	That's where I live	9/25/2023 10:00 AM
14	I live here	9/18/2023 12:38 AM
15	By nature of working from home and providing services remotely, I do not need to consider these qualities (said another way, I chose to live in Kirkland because I love it! My freelance business operating in Kirkland was not a strong consideration)	9/14/2023 5:58 PM

Q13 Do you operate your business from your home (known as a home occupation)?

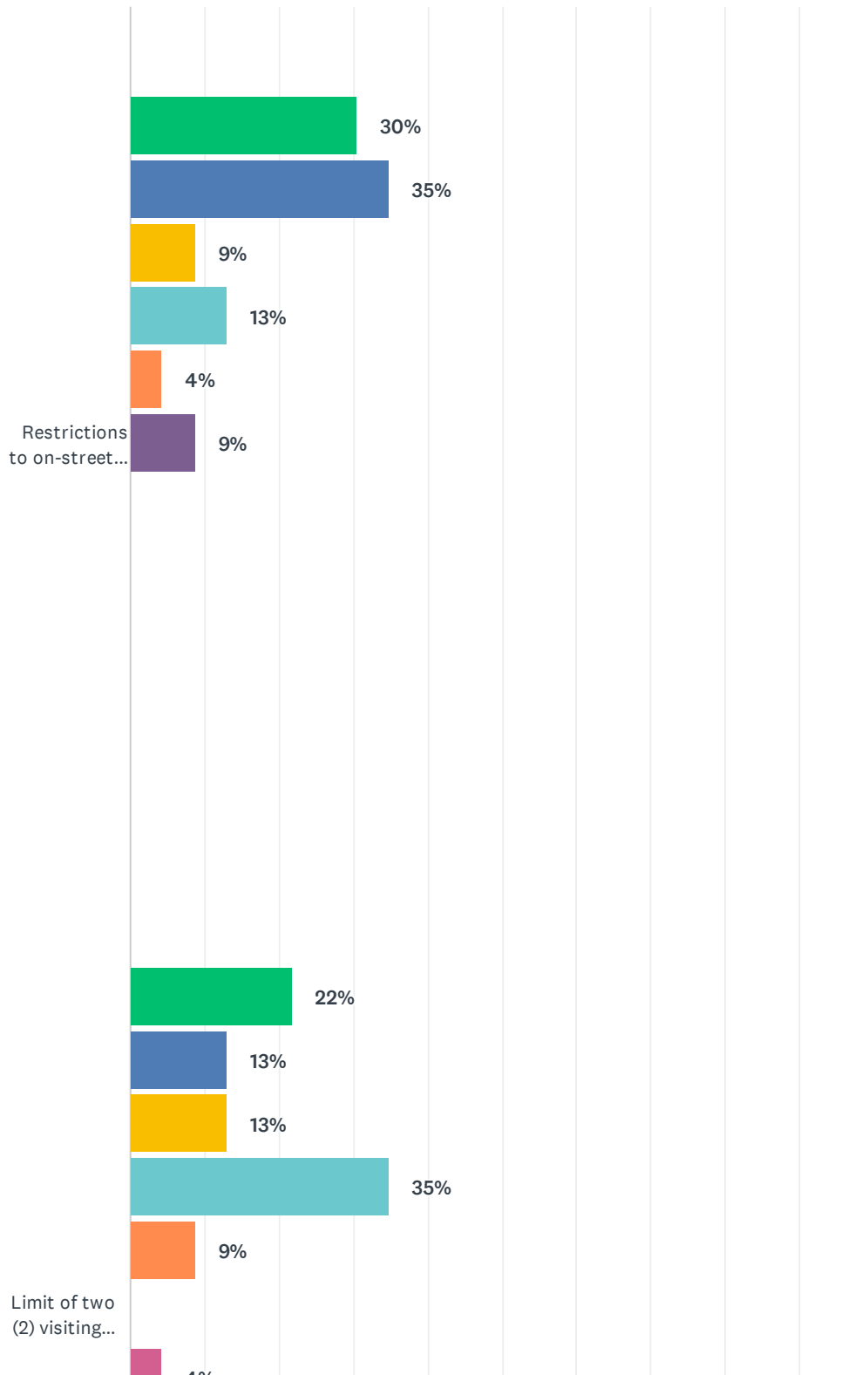
Answered: 35 Skipped: 222



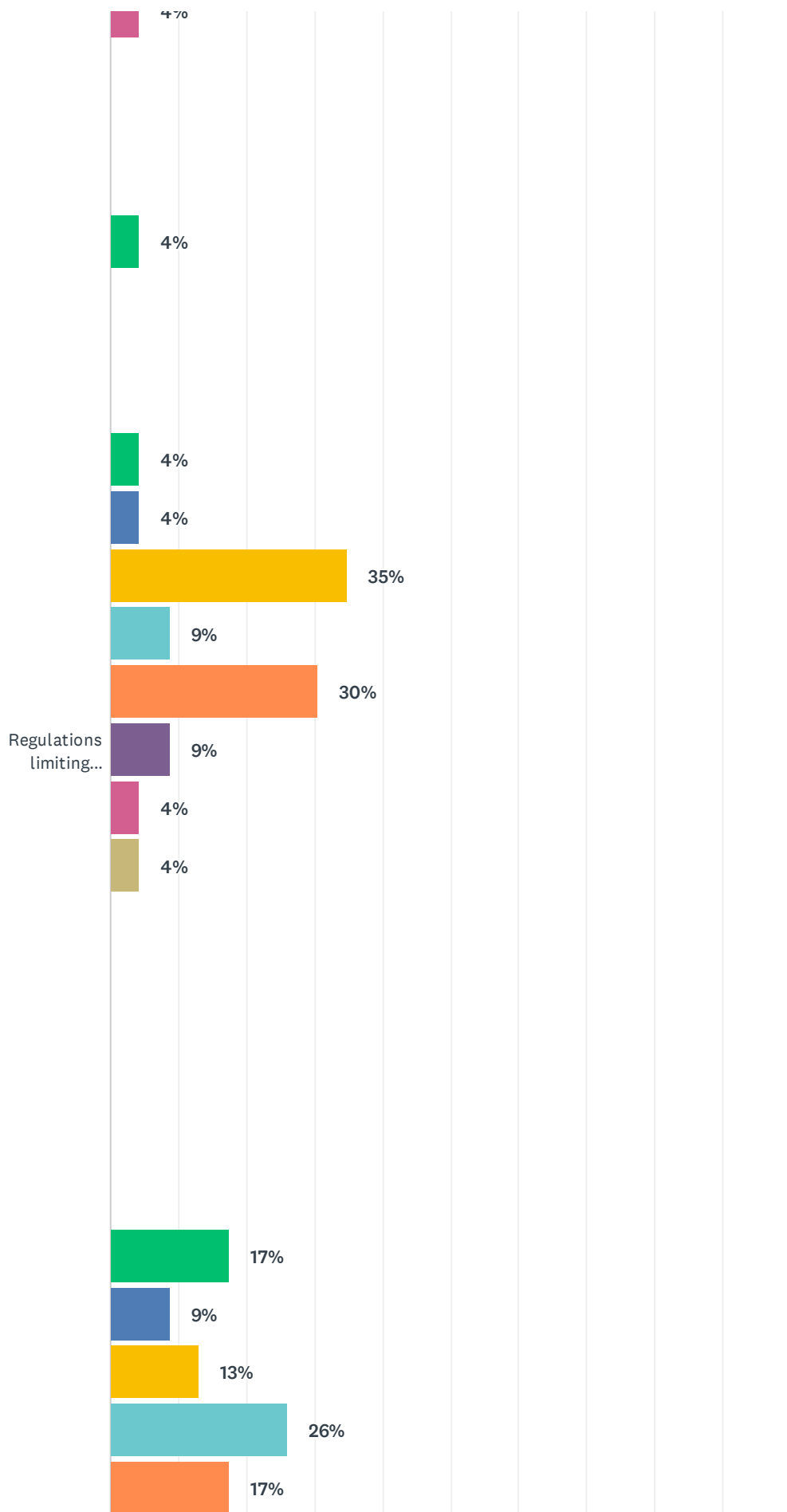
ANSWER CHOICES	RESPONSES	
Yes	80%	28
No	20%	7
TOTAL		35

Q14 The City establishes rules and regulations for operating a home occupation in a residential dwelling. (Rank the top 3 regulations with the most impact on your business: 1 - Highest Impact)

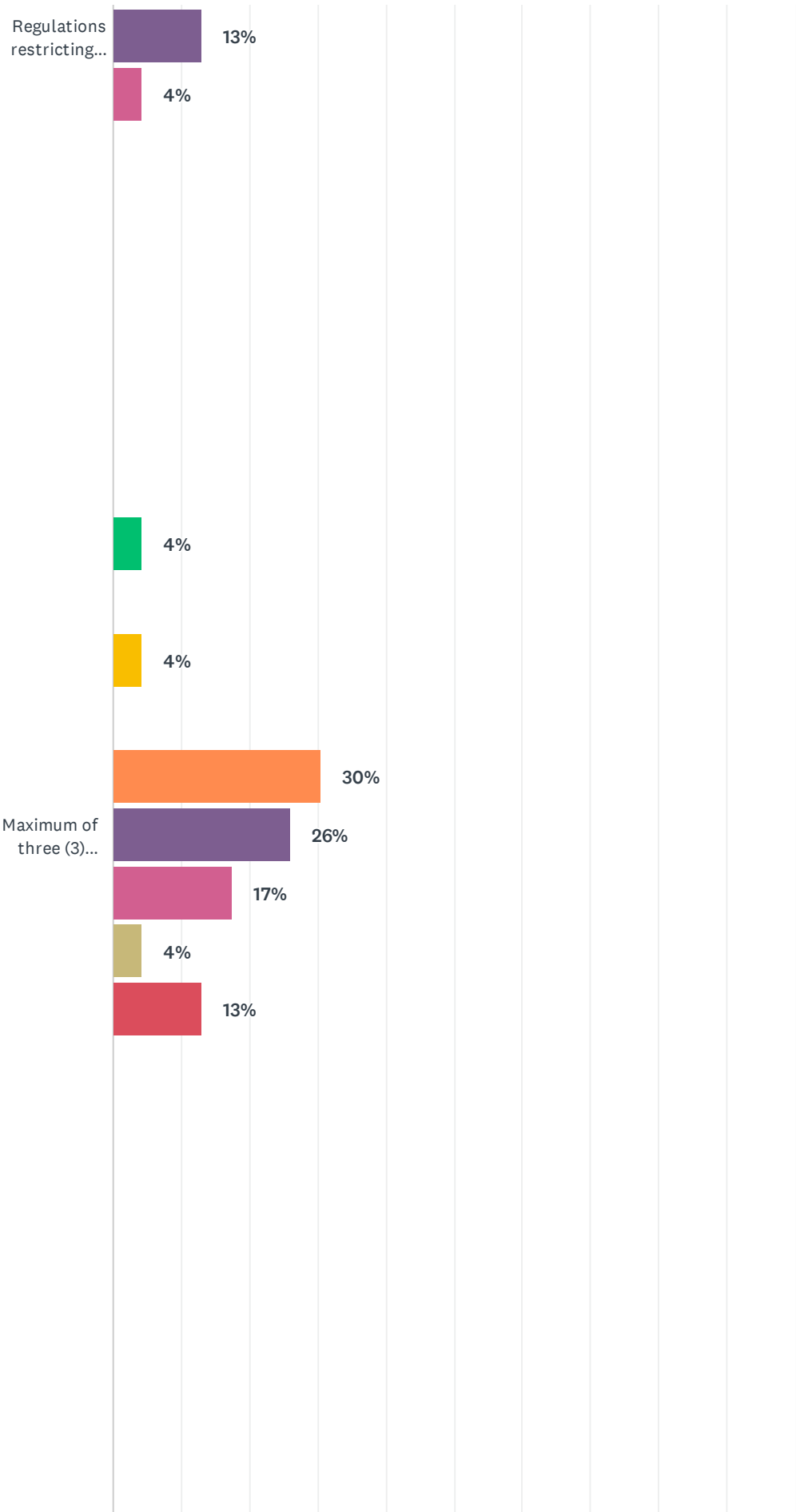
Answered: 23 Skipped: 234



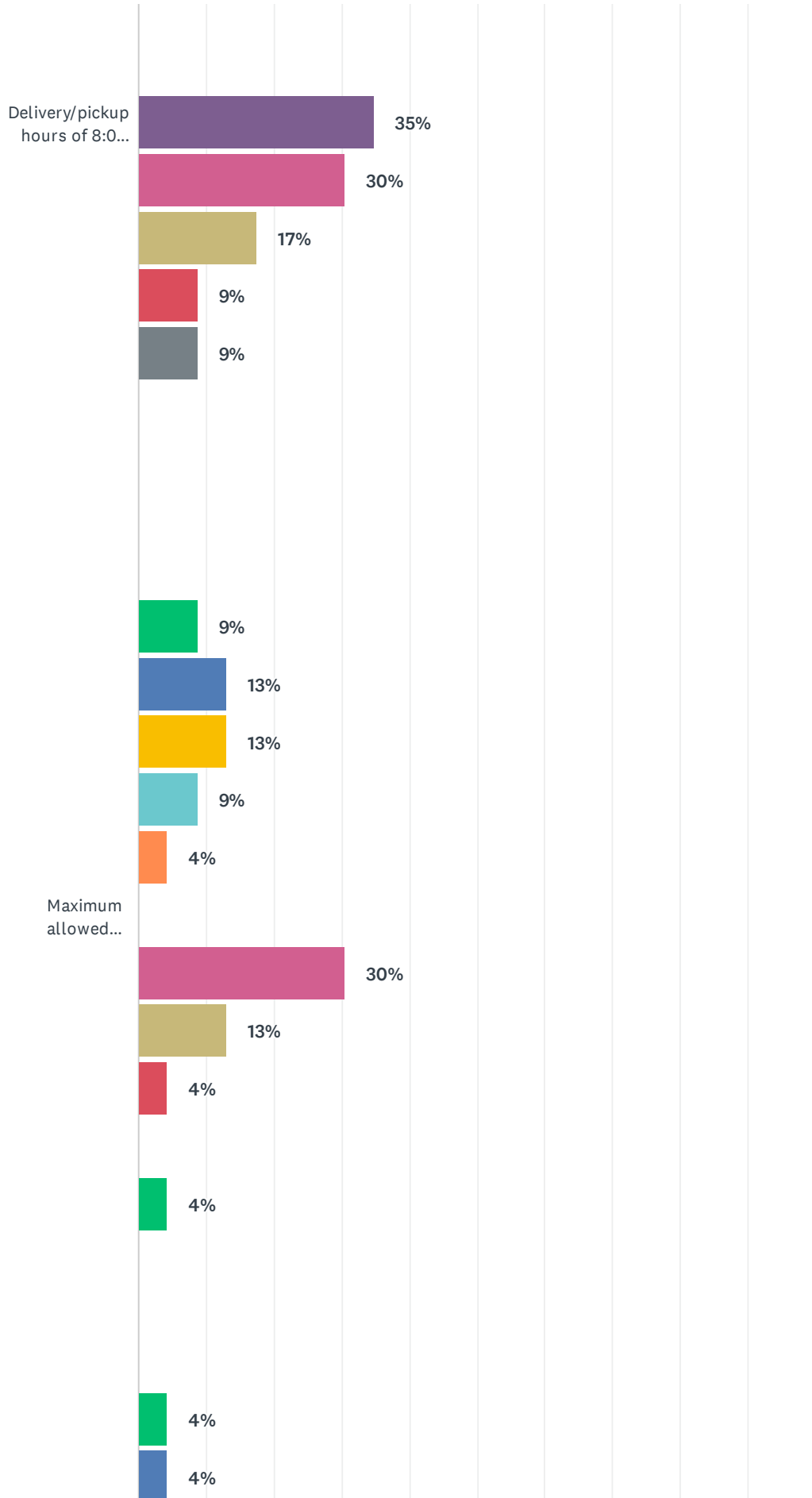
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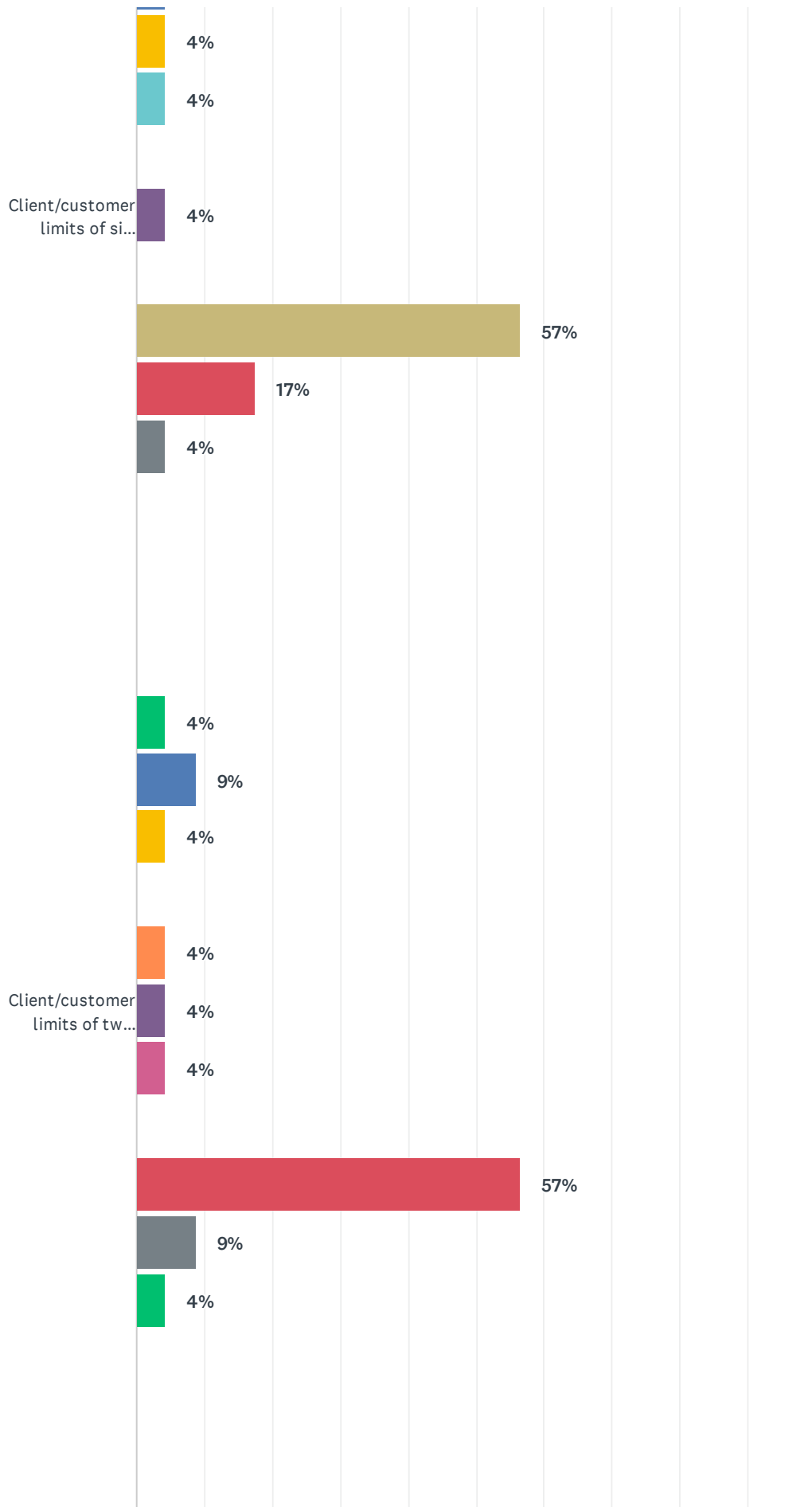
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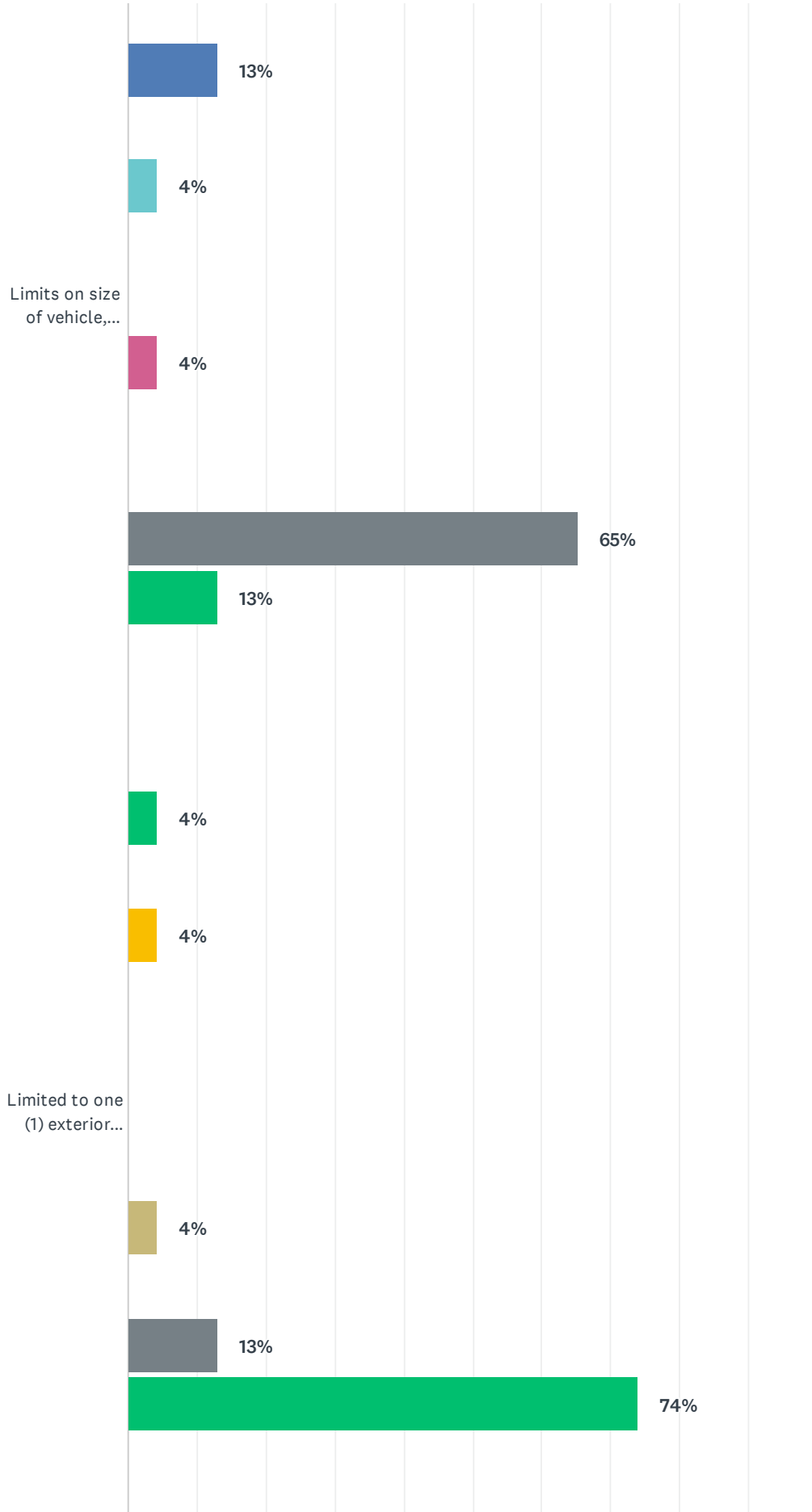
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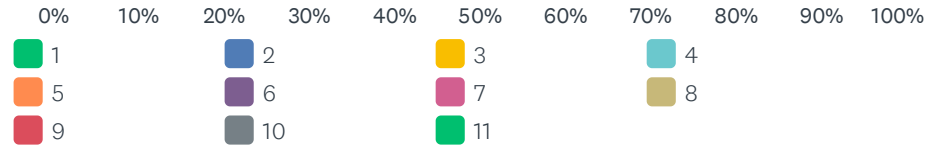
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	1	2	3	4	5	6	7	8	9	10	11	TOTAL	SCORE
Restrictions to on-street parking and traffic activity	30% 7	35% 8	9% 2	13% 3	4% 1	9% 2	0% 0	0% 0	0% 0	0% 0	0% 0	23	9.48
Limit of two (2) visiting employees who are not residents at a time	22% 5	13% 3	13% 3	35% 8	9% 2	0% 0	4% 1	0% 0	0% 0	0% 0	4% 1	23	8.52
Regulations limiting allowed outside storage, such as equipment	4% 1	4% 1	35% 8	9% 2	30% 7	9% 2	4% 1	4% 1	0% 0	0% 0	0% 0	23	7.78
Regulations restricting alterations to the interior or exterior of the dwelling	17% 4	9% 2	13% 3	26% 6	17% 4	13% 3	4% 1	0% 0	0% 0	0% 0	0% 0	23	8.26
Maximum of three (3) deliveries/pickups per day and 10 deliveries/pickups per week	4% 1	0% 0	4% 1	0% 0	30% 7	26% 6	17% 4	4% 1	13% 3	0% 0	0% 0	23	6.00
Delivery/pickup hours of 8:00 am to 6:00 pm	0% 0	0% 0	0% 0	0% 0	0% 0	35% 8	30% 7	17% 4	9% 2	9% 2	0% 0	23	4.74
Maximum allowed business space of 500 square feet	9% 2	13% 3	13% 3	9% 2	4% 1	0% 0	30% 7	13% 3	4% 1	0% 0	4% 1	23	6.65
Client/customer limits of six (6) per day	4% 1	4% 1	4% 1	4% 1	0% 0	4% 1	0% 0	57% 13	17% 4	4% 1	0% 0	23	4.78
Client/customer limits of two (2) visiting the dwelling unit at any given time	4% 1	9% 2	4% 1	0% 0	4% 1	4% 1	4% 1	0% 0	57% 13	9% 2	4% 1	23	4.43
Limits on size of vehicle, van, truck or similar (one vehicle maximum not to exceed 10,000 pounds, 9 foot height, and/or 22 foot length)	0% 0	13% 3	0% 0	4% 1	0% 0	0% 0	4% 1	0% 0	0% 0	65% 15	13% 3	23	3.30
Limited to one (1) exterior building mounted, non-illuminated sign not exceeding two (2) square feet	4% 1	0% 0	4% 1	0% 0	0% 0	0% 0	0% 0	4% 1	0% 0	13% 3	74% 17	23	2.04

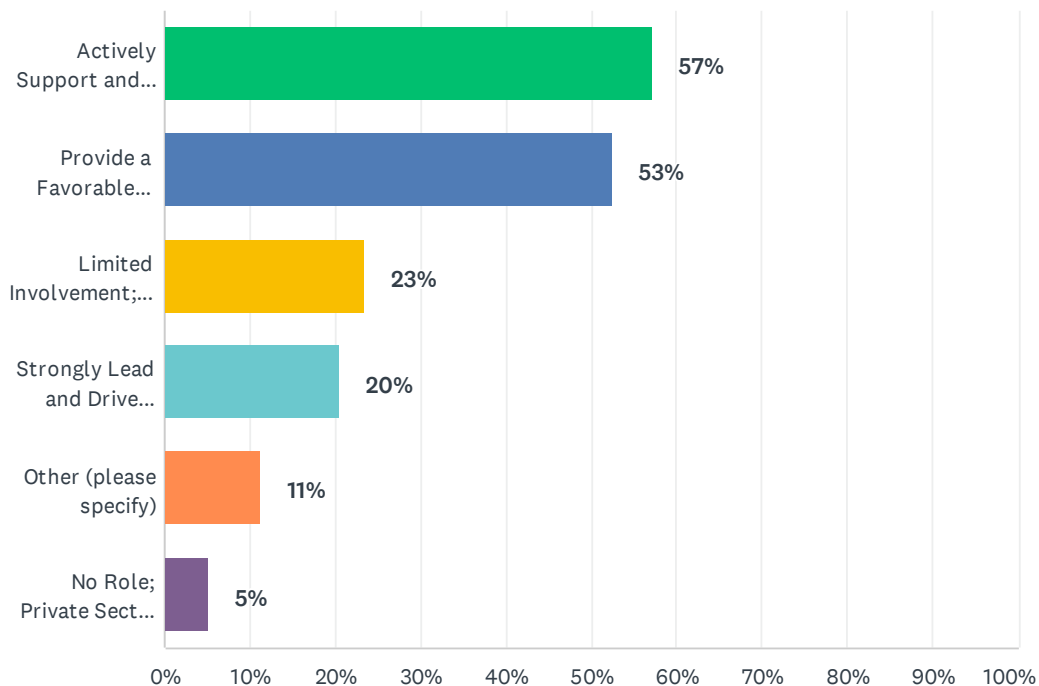
Q15 Is there anything else you would like the City to know about your home occupancy business?

Answered: 10 Skipped: 247

#	RESPONSES	DATE
1	My business is so small that these do not impact me/all impact me equally.	12/22/2023 8:14 AM
2	I consult from home but go to off site locations so none of the above regulations affect me.	12/14/2023 4:19 PM
3	I don't understand question #14. None of the existing regulations cause any problem with my home business and don't see any need to make any regulatory changes. I don't think that home businesses should be allowed to intrude on the residential character of the neighborhood. Once a business becomes noticeable to a residential neighborhood, it's time for the business to find a commercial location. Residential neighborhoods and residential apartment buildings need to be kept quiet and peaceful and reserved for residential activity.	12/5/2023 7:11 PM
4	It would be great if the city promoted the use local businesses, such as a "buy local" list of businesses by type on the city's website.	9/27/2023 6:21 PM
5	Love living and working in Kirkland!	9/27/2023 5:56 PM
6	It would be nice to have events/network event for small business owners.	9/27/2023 3:54 PM
7	There is a difference between a brick & mortar business and an online business. There are a lot of us that only meet clients virtually so most of the above doesn't apply. Would be interesting to see how Kirkland could support virtual service-based businesses. I could see Kirkland being an awesome hub for that kind of work.	9/27/2023 3:47 PM
8	I have no trouble adhering to the city regulations for my small business with no employees.	9/26/2023 7:57 PM
9	Virtually none of these proposed regulations affect me. I provide services remotely. So the top-3 listed is not a very well-considered response from me and maybe should be disregarded	9/14/2023 5:59 PM
10	Nothing above applies to my business.	9/14/2023 5:23 PM

Q16 What role should the City of Kirkland play in promoting economic development? (Select all that apply)

Answered: 196 Skipped: 61



ANSWER CHOICES	RESPONSES	
Actively Support and Collaborate with Businesses	57%	112
Provide a Favorable Regulatory Environment and Policies	53%	103
Limited Involvement; Let the Market Decide	23%	46
Strongly Lead and Drive Initiatives	20%	40
Other (please specify)	11%	22
No Role; Private Sector Should Lead	5%	10
Total Respondents: 196		

#	OTHER (PLEASE SPECIFY)	DATE
1	Kirkland should let the activity of buying and selling business drive their participation in business. Meaning, let us make goods at home with least amount of hassle. Then, support those activities with an ADMINISTRATION MEANS TO SELL. We can support each other by buying local and the City can get a nice cut. So the City would NOT BUY COMMERCIAL PROPERTY TO SUPPORT LOCAL BUSINESS. The City would ACTIVELY ADMINISTRATE SUPPORT MEANS TO SELL AND DISTRIBUTE GOODS. This could involve Auction, Pike Place Market Kirkland, online order with local delivery system. note: DO NOT WASTE MONEY BUYING A LOT OF COMMERCIAL LAND FOR THIS PURPOSE, IF YOU WANT TO BUY LAND FOR YOUTH CENTER OR SOMETHING LIKE THAT OR FOR YOUNG FAMILIES GETTING STARTED, GO FOR IT BUT DO NOT BUY LAND FOR COMMERCIAL PURPOSE.	12/20/2023 8:33 AM

Economic Development Public Survey

2	Facilitate networks and supportive services, such as pertinent data banks, etc.	12/19/2023 12:45 AM
3	Balance housing and business development to ensure we have both housing and (non-retail) job opportunities in Kirkland.	12/18/2023 5:40 PM
4	Support efforts that diversify the local economy, in both its entrepreneurs and their concepts	12/15/2023 10:52 AM
5	By favorable regulatory policies I mean reasonable flexibility and avoiding an 'always done it that way' mindset. It does not mean that developers have free rein in construction or that businesses can degrade the environment. We need to be attentive to impacts that could enhance global warming.	12/14/2023 5:02 PM
6	Provide a fair and balanced regulatory environment (not necessarily "favorable" to any party)	12/14/2023 4:52 PM
7	Reasonable traditional zoning, development rules, and land use regulations are acceptable to provide an overall framework. Government staff is not qualified to attempt to guide business development because they have insufficient practical real-world business experience.	12/5/2023 8:02 PM
8	Actively protect Kirkland's quality of life from large and/or overbearing businesses that do not respect the local residents. You've been too favorable to businesses — allowing grotesquely oversized projects that take away our views, our friendly downtown atmosphere, our waterfront - and contribute nothing positive to our town.	10/7/2023 6:26 PM
9	Invest in improvements that directly benefit residents but also provide favorable conditions for businesses; for example, investing in walkable neighborhoods is great for residents but also drives increased foot traffic for businesses. Nearby green spaces can make shopping areas more attractive. Etc.	10/5/2023 9:29 PM
10	Ensure economic development doesn't negatively impact lower income residents or smaller/medium sized locally owned businesses. "Favorable Regulatory Environment" - favorable to whom? A city with a thriving economy if locals are harmed by policies that favor only big business. Include "green" policies to prevent/reduce environmental hazards, light pollution, etc	9/30/2023 2:59 PM
11	Prioritize local small and medium-sized businesses. Ensure that local small and medium-sized businesses are able to thrive in Kirkland, instead of being crowded out by larger external corporations (ie: help local restaurants over Chick-fil-A, local coffee shops over Starbucks).	9/30/2023 2:56 PM
12	Help businesses be successful, but balance it with other interests. The goal should not be to provide a favorable regulatory environment per se. Businesses may consider some regulations unfavorable, but the provide important safeguards.	9/29/2023 6:15 AM
13	By actively support and collaborate, make choices favorable for the smaller businesses that have always brought Kirkland character. Let's stop shoehorning in big corporate interests and keep the town that attracted most of us.	9/27/2023 9:54 PM
14	The city should make sure the basic infrastructure is in place to support existing and new businesses, such as sidewalks, bike lanes, planned bus and heavy traffic routes, and adequate parking.	9/27/2023 6:35 PM
15	Regulation can be good and necessary, but must not require lawyers or a lot of outside help for understanding and compliance. So my idea of "Favorable Regulatory Environment and Policies" is not "None", but the reasoning behind them must be compelling, and compliance must not be a barrier to small or startup businesses.	9/27/2023 6:02 PM
16	I favor strong regulation of businesses, as business owners (especially public companies with stockholders) may not have the community's best interests at heart. Businesses should add to the public good, not detract from it.	9/26/2023 8:07 PM
17	Protect individual rights and the environment	9/26/2023 5:24 PM
18	Focus more on the residents than the business development. You can the economic development by focusing on individuals than the business	9/26/2023 12:56 PM
19	Allow for diversity of businesses and people.	9/15/2023 10:47 AM
20	Not just actively support and collaborate, but actively promote local business. e.g. promote the use of shoplocalkirkland.com	9/14/2023 7:22 PM
21	Support a diversity of small businesses and business owners, as well as their customers (by	9/14/2023 5:27 PM

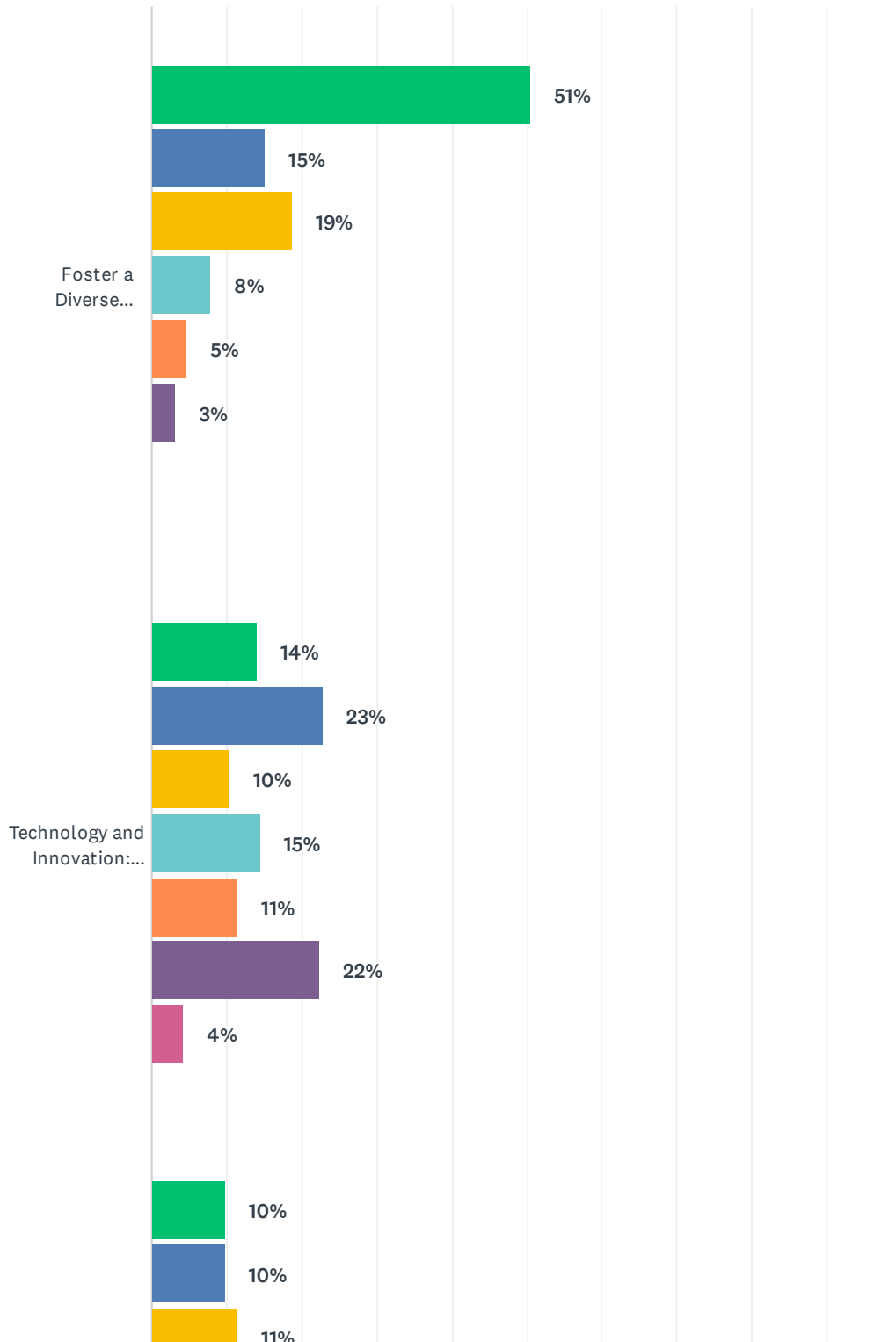
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making Kirkland affordable and accessible for everyone).

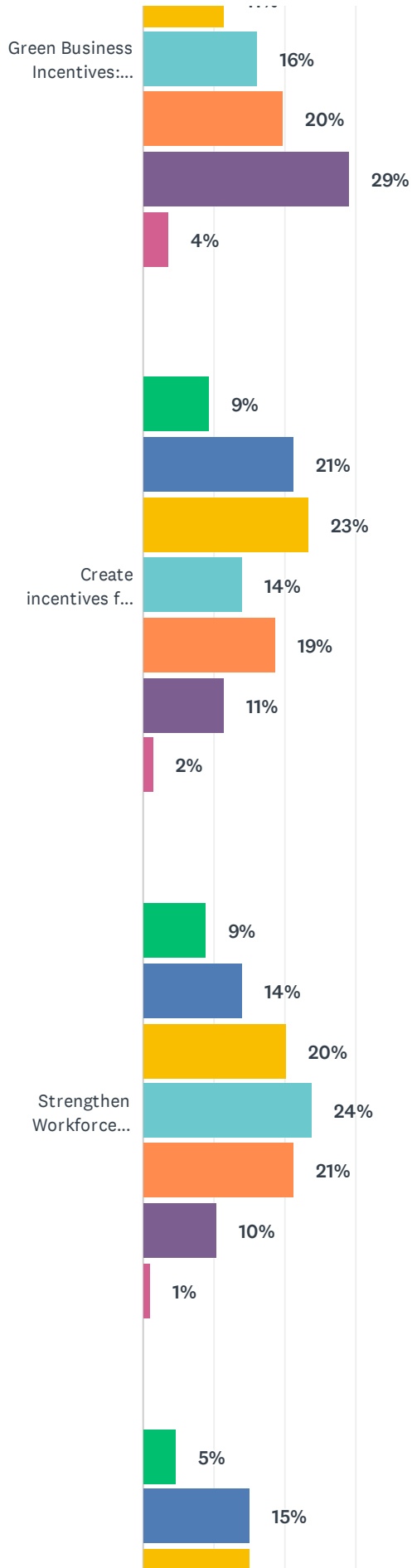
22	Beef up permitting! It took 10 months to get a permit to add an addition to our house this year.	9/14/2023 5:04 PM
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Q17 Current Economic Development Element goals and policies focus on maintaining a diverse economy to ensure the City can weather economic changes. Moving forward, what should be the City's focus? (Rank in order of importance: 1 - Most Important, 6 - Least Important)

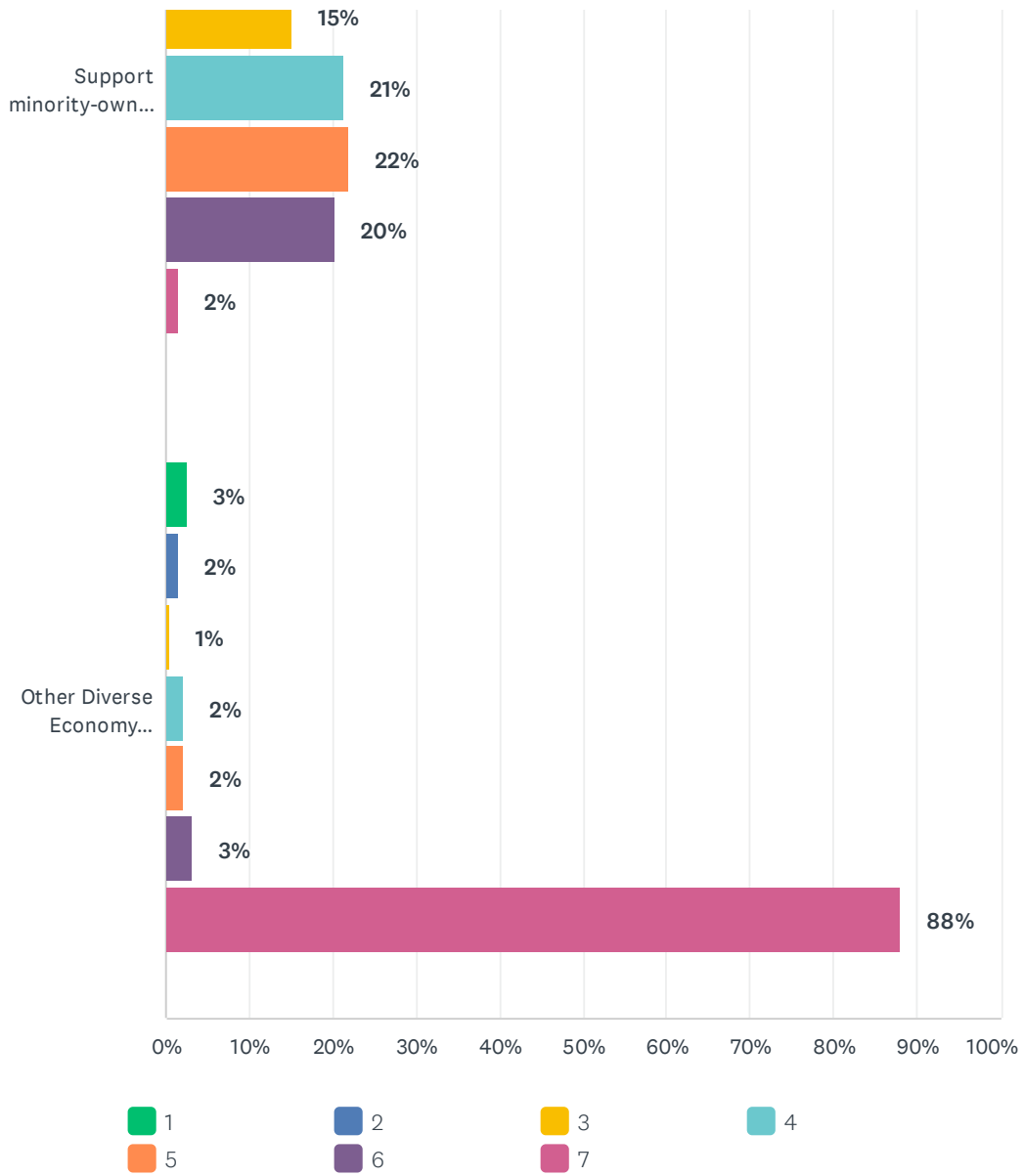
Answered: 192 Skipped: 65



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	1	2	3	4	5	6	7	TOTAL	SCORE
Foster a Diverse Business Ecosystem: continued focus on maintaining a wide range of business types with employment opportunities at a range of salaries.	51% 97	15% 29	19% 36	8% 15	5% 9	3% 6	0% 0	192	5.90
Technology and Innovation: focus on attracting businesses whose salaries align with the cost of housing (such as high technology) and less on service sector businesses that provide lower wages.	14% 27	23% 44	10% 20	15% 28	11% 22	22% 43	4% 8	192	4.30
Green Business Incentives: prioritize established and emerging industries, technologies, and services that promote environmental sustainability, especially those addressing climate change and resilience.	10% 19	10% 19	11% 22	16% 31	20% 38	29% 56	4% 7	192	3.72
Create incentives for businesses that contribute to a balanced local economy: support continued growth of business types that have a large presence in Kirkland (such as professional services, software development, and/or auto/retail).	9% 18	21% 41	23% 45	14% 27	19% 36	11% 22	2% 3	192	4.48
Strengthen Workforce Training and Education: collaborate with local schools and vocational training programs, provide internships/apprenticeships, and assist with continuing education programs.	9% 17	14% 27	20% 39	24% 46	21% 41	10% 20	1% 2	192	4.30
Support minority-owned businesses through targeted programs: attract businesses and start-up companies that are owned by Black, Indigenous and People of Color (BIPOC), women, immigrants, and other minorities.	5% 9	15% 29	15% 29	21% 41	22% 42	20% 39	2% 3	192	3.92
Other Diverse Economy Suggestions (please specify below)	3% 5	2% 3	1% 1	2% 4	2% 4	3% 6	88% 169	192	1.39

Q18 If you selected "Other" above, please specify:

Answered: 20 Skipped: 237

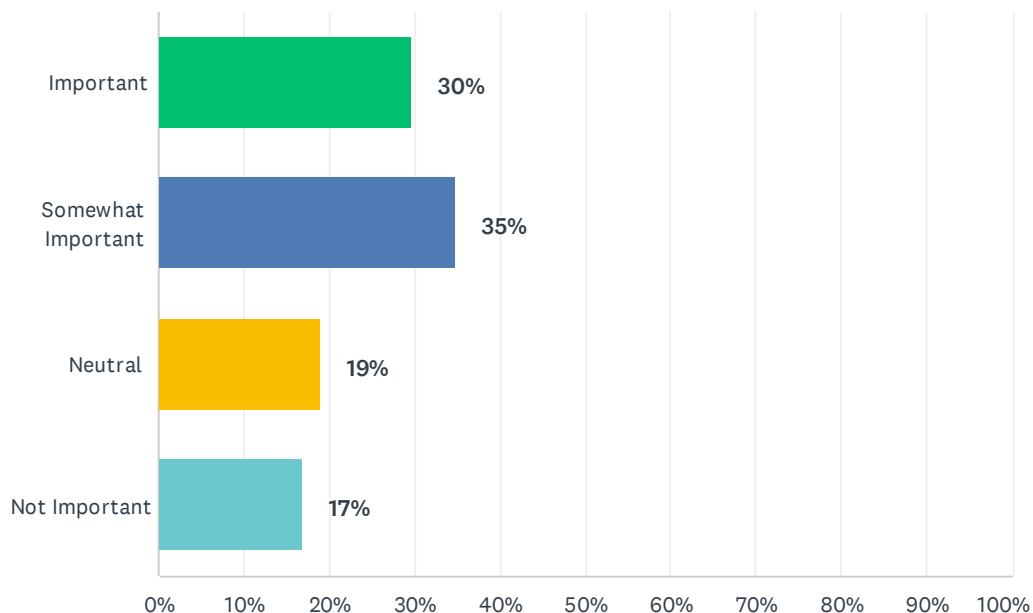
#	RESPONSES	DATE
1	PROVIDE AFFORDABLE HOUSING TO SUPPORT A DIVERSE WORKFORCE	12/23/2023 9:56 AM
2	more focus on mass transit, creating opportunity for underprivileged	12/21/2023 10:59 PM
3	I do not like the above activity, it is slanted to just one outcome, (support biggest money first, please listen again, Kirkland should let the activity of business drive their participation. Meaning, let us make goods at home with least amount of hassle. Then, support those activities with an ADMINISTRATION MEANS TO SELL. We can support each other by buying local and the City can get a nice cut. So the City would NOT BUY COMMERCIAL PROPERTY TO SUPPORT LOCAL BUSINESS. The City would ACTIVELY ADMINISTER SUPPORT MEANS TO SELL AND DISTRIBUTE GOODS. This could involve Auction, Pike Place Market Kirkland, online order with local delivery system. note: DO NOT WASTE MONEY BUYING A LOT OF COMMERCIAL LAND FOR THIS PURPOSE, IF YOU WANT TO BUY LAND FOR YOUTH CENTER OR SOMETHING LIKE THAT OR FOR YOUNG FAMILIES GETTING STARTED, GO FOR IT BUT DO NOT BUY LAND FOR COMMERCIAL PURPOSE.	12/20/2023 8:33 AM
4	Encourage skilled light manufacturing to provide "missing middle" jobs.	12/18/2023 5:40 PM
5	Let the market decide - government does not have ability to pick winners and losers	12/16/2023 8:31 AM
6	Only numbers 1, 2 & 3 are important to me. The rest have the same poor value. The most important goal is to restore Kirkland's reasonable business rents. For example, the City wants to completely rebuild the area around the corner of NE 116th St and 124th Ave NE (Arco Station) and Slater Ave. This will destroy and remove many service businesses of all sorts that are used extensively by Kirkland residents. These businesses will not be able to afford new rents in the multi-use buildings and some won't be able to even function in the ground floor of a multi-use building. Please don't remove these kinds of businesses from Kirkland.	12/5/2023 8:02 PM
7	Density, transit access, walkability, affordability for low-income workers	10/31/2023 11:32 AM
8	City needs to listen to business and commercial property owners. The city feels it can make decisions on their behalf.	10/20/2023 2:43 PM
9	Think about what people need and stop pricing those businesses out of the area. We're not all billionaires. Hardware stores, pet stores, fabric stores, Tuesday morning, bookstores, there's a long list of businesses that have been priced out, so we have to drive to Redmond.	10/7/2023 6:26 PM
10	Government should not provide incentives based on any criteria other than the best value of services when spending the taxpayer's money.	9/28/2023 7:49 PM
11	Support locally owned businesses instead of chains. Support local breweries, wineries, chefs, makers, craftspeople, artists, retail. Stop trying to be generic.	9/28/2023 5:10 PM
12	Consider subsidizing health and wellness initiatives where city services are not present or aren't economically feasible. Consider subsidizing regional, smaller private pools rather than one large city operated location that is not central.	9/27/2023 9:20 PM
13	Promote using local businesses to both grow Kirkland and reduce car travel.	9/27/2023 6:35 PM
14	Climate change is here, and there may be things the City can do to help local small businesses navigate its ripple effects. This is a big subject, we need to get conversations started.	9/27/2023 6:02 PM
15	Get rid of DEI and "green" initiatives!	9/26/2023 9:31 PM
16	Focus on infrastructure. Maintaining and enhancing fiber optic cable, sewers, beautify and maintain public spaces, provide for ample, free parking year round. Resist focusing city resources on ideology. Keep taxes low.	9/26/2023 4:18 PM
17	Most of these programs are indistinguishable. Need to be uncomplicated.	9/25/2023 10:18 PM

Economic Development Public Survey

18	Stay out of it. Quit pushing your agenda	9/19/2023 7:46 PM
19	More incentives and urban and transportation planning for corner stores	9/15/2023 10:32 AM
20	Fund existing and new public spaces (indoors and outdoors) that encourage more people to spend time in Kirkland.	9/14/2023 5:27 PM

Q19 How important is it for the city to foster innovation and technology-driven businesses such as STEM businesses (science, technology, engineering, and math)?

Answered: 196 Skipped: 61



ANSWER CHOICES	RESPONSES	
Important	30%	58
Somewhat Important	35%	68
Neutral	19%	37
Not Important	17%	33
TOTAL		196

#	PLEASE EXPLAIN (OPTIONAL):	DATE
1	As a community we have lost ourselves in STEM, before Microsoft we had egg farms and the woolen mill and people were nicer. We have plenty of residents who can angle for jobs and College Placement, as a community we are not balanced. STEM is most important for communities with lesser education but we have immersed ourselves in STEM and lost our soul. We are chasing Green and Green is just an Algorithm designed to funnel wealth to a very few persons.	12/20/2023 8:33 AM
2	It the private sectors job to support apprenticeship programs and training for college graduates	12/18/2023 8:48 PM
3	As long as the STEM businesses are addressing a variety of economic layers and not just tech professionals.	12/18/2023 5:40 PM
4	Already present and promotes imbalance of who can live here	12/18/2023 3:05 AM
5	It's been the future for decades and has yet to be eclipsed by another industry/ies	12/14/2023 7:57 PM
6	Plenty of those tech businesses are fostering themselves already. Kirkland needs more non	12/14/2023 7:02 PM

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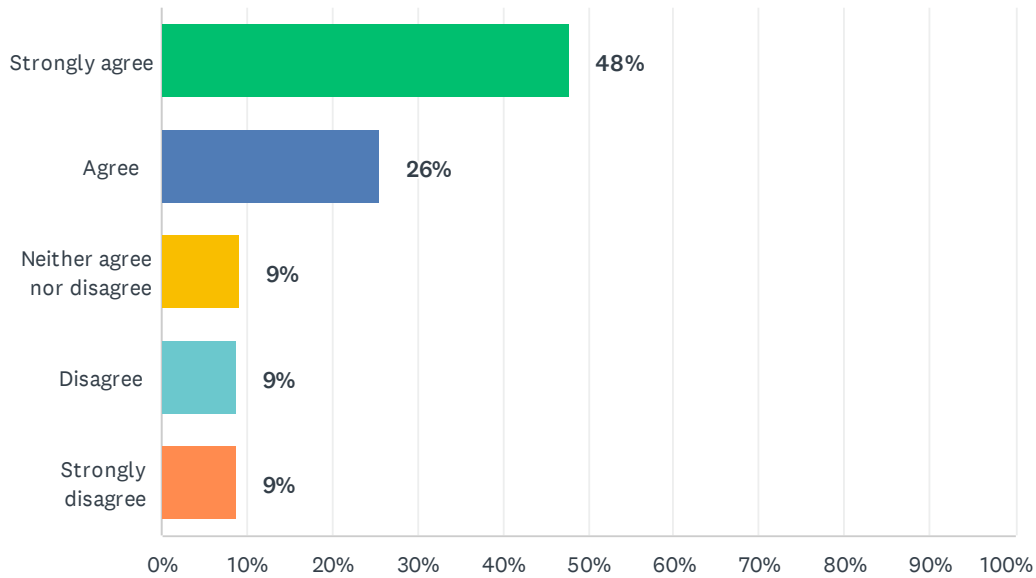
	tech jobs and businesses.	
7	Salaries drive up housing and living costs	12/14/2023 4:26 PM
8	Given the huge, huge number of new recent super-high-paying office jobs that Kirkland has artificially encouraged, it's time to allow this job count to shrink. The recent Google, etc. job binge has bid up the cost of Kirkland housing to unfathomable levels.	12/5/2023 8:02 PM
9	STEM fields are certainly economic drivers, but are top-heavy and generally hurt the equity/affordability of the area and will leave at a moment's notice, leaving gaps	10/31/2023 11:32 AM
10	Already a lot of private funding and opp. Other industries need more help and support.	10/16/2023 2:44 PM
11	These types of businesses bring a strong workforce with disposable income	10/4/2023 10:36 AM
12	bringing these type of business will drive employees with high spending power to the area which will drive up the economic flywheel	10/4/2023 10:13 AM
13	We live in a tech area so I don't know if Kirkland needs to focus on that versus all the other industries that could use more focus.	10/4/2023 9:27 AM
14	There are already plenty of technology-driven businesses in the area. Why not look into trades as well? With so much attention on STEM (a good thing), we risk a shortage of, say, plumbers, electricians, bus drivers, teachers, etc. We need to keep the area affordable and livable.	9/30/2023 2:59 PM
15	Since Redmond, Bellevue, Seattle, and Everett are all focused on tech-driven STEM businesses, do we really need to compete with them? Perhaps focusing on other industries (medicine, retail, arts, trades, food service) would be more effective for the city.	9/30/2023 2:56 PM
16	I believe the market will do this itself. There is sufficient nbr of technology firms that on-going development is sustainable without special help from the city.	9/30/2023 2:10 PM
17	It's pointless to bring in STEM businesses when we aren't training people to work in those areas. Focus on STEM instead of social programs in schools until we have enough to fill the existing needs.	9/28/2023 7:49 PM
18	There is enough of that in this region. Be better.	9/28/2023 5:10 PM
19	It depends on whether "fostering" comes at a cost to the residents in the form of taxes.	9/28/2023 10:58 AM
20	We have done a lot of this and industry diversity among households is lacking. For example Kids coding and STEM classes book up while all other enrichment activities don't. I believe this is a result of an overabundance of tech families skewing norms.	9/27/2023 9:54 PM
21	The east side is already overly dependent on tech companies, which have driven up residential housing costs.	9/27/2023 6:35 PM
22	That's only one layer of a resilient economy - a necessary one, but we will always need local plumbers.	9/27/2023 6:02 PM
23	This would be a disaster for housing and increase cost of living.	9/27/2023 4:55 PM
24	This type of business already has a lopsided presence in Kirkland, contributing to a lack of economic diversity.	9/27/2023 4:46 PM
25	It's critical to ensure our city is an innovation hub. There is a global tech talent crisis looming already! Not to mention, you can't live in Kirkland unless you work in tech anyway because it's so darn expensive.	9/27/2023 3:55 PM
26	We have a strong presence of tech business already, and further development of this sector seems likely to drive housing price increases and income disparity.	9/26/2023 8:07 PM
27	This is not the role of municipal government. Please stay in the right lane.	9/26/2023 4:18 PM
28	We already have many residents with these skills and interests so let's encourage this.	9/26/2023 1:14 PM
29	Don't think city needs to foster innovation & technology biz because our culture is pretty much driven by innovation & tech. There needs to be balance however so gov should hopefully lead in maintaining balance between biz and the rights of the people	9/25/2023 11:05 AM
30	Already doing a good job	9/15/2023 10:47 AM

Economic Development Public Survey

31	The region is saturated in tech. Diversify and appeal to creative and experience based businesses.	9/15/2023 10:32 AM
32	The city should be encouraging all businesses. If someone wants to establish a business in Kirkland, the city should collaborate no matter what the business is.	9/14/2023 7:22 PM
33	Let the market do that.	9/14/2023 6:08 PM
34	It's important because it is pivotal to the future of all business and work, but I feel that positioning it as the most important is missing out on a lot of other great opportunities to support.	9/14/2023 10:57 AM

Q20 Would you support allowing more small commercial businesses in residential neighborhoods such as corner coffee shops, small-scale grocery stores, bakeries, and/or retail stores?

Answered: 195 Skipped: 62



ANSWER CHOICES	RESPONSES	
Strongly agree	48%	93
Agree	26%	50
Neither agree nor disagree	9%	18
Disagree	9%	17
Strongly disagree	9%	17
TOTAL		195

#	PLEASE EXPLAIN (OPTIONAL):	DATE
1	Coffee shop / bakery in (extended) walking distance is a huge quality of life factor	12/23/2023 5:16 PM
2	I don't support changing zoning to allow businesses in existing residential neighborhoods	12/22/2023 2:25 PM
3	FINALLY, you get me. Please note those rankings in item 15 fall way short, nice direction though. Remember when Auctions were really big in Seattle? Let's do Amazon Kirkland. Or online Auction Kirkland with delivery.	12/20/2023 8:33 AM
4	Our neighborhood is already plagied by dangerous cut-thru commuters and apparently uncontrolled drive fordensity. Businesses that have curb traffic have NO -lace in our neighborhoods. What an appalling idea!	12/19/2023 7:11 AM
5	This is probably ok as long as it is not in someone's house and is disruptive to neighbors	12/18/2023 8:48 PM
6	This is one area where recent "mixed use" permitting has gone awry. For example, the Toll Brothers development near 116th only pretends to be mixed use (nothing that would actually	12/18/2023 5:40 PM

Economic Development Public Survey

be of value to the new residents), while eliminating good office/light industrial space that could be providing local jobs (and thus reducing commute trips).

7	City is already discouraging quieter neighborhoods, businesses within 1/2 mile walk are fine.	12/18/2023 3:40 PM
8	I think this needs to be very carefully planned along the main roads in and out of neighborhoods so you can still keep the residential feel within the neighborhoods. I love this idea to make neighborhoods more self-sustaining with everything within a walkable range.	12/18/2023 1:06 PM
9	Residential neighborhoods should stay residential	12/16/2023 8:31 AM
10	I strongly support mixing uses, especially in smaller-scales such as a bodega/corner store or other type of third-space, community-builder. My hesitation in marking 'strongly agree' on this item stems from the lack of pedestrian infrastructure in some areas of town, so increasing these small-scale retail/food centers will result in increased vehicular use. We need to holistically approach this topic, if it to be effectively supported.	12/15/2023 10:52 AM
11	Parking and traffic becomes an issue	12/15/2023 8:44 AM
12	Our neighborhoods, particularly on Finn Hill, are house deserts. Nearly no pocket parks, no local stores, no hang out spaces. Just Roads, houses, and too much carved up, fenced off space. Allow small businesses such as coffee shops that foster community.	12/14/2023 10:25 PM
13	Sounds good in theory, but I think the good spots are already taken, adding more would cause parking and traffic problems. Some people love Deru, others hate it. So any change will probably cause lots of noise on both sides.	12/14/2023 8:55 PM
14	services and amenities within walking distance of residential neighborhoods are an asset to the community spirit of a neighborhood	12/14/2023 8:25 PM
15	"Third" places that are true third places would be welcomed, but the zoning changes would undoubtedly be disruptive - unsure how to deal with that	12/14/2023 7:57 PM
16	Keep residential uses distinct and separate from commercial uses.	12/14/2023 5:17 PM
17	We dont need "more", we need proportional to the population.	12/14/2023 4:52 PM
18	There's not enough nearby customers to make such businesses viable except where they are already exist or there are really large apartment developments which will generate enough customers. Most all locations in Kirkland are only viable if there is parking because very few people will walk even 10 minutes in a cold rain storm to meet someone for a cup of coffee. A coffee shop in Finn Hill or Bridle Trails is simply not walkable for enough people to support a business.	12/5/2023 8:02 PM
19	Must be supported by dense housing to be economically viable. Not "a triplex on each block," I mean hundreds of apartments in small urban centers	10/31/2023 11:32 AM
20	Focus on under underutilized Kingsgate and Finn Hill commercial areas.	10/20/2023 2:43 PM
21	This would help keep people out of their cars and create more of a sense of community and place.	10/17/2023 6:31 AM
22	We had cute small shops — they were driven out by that Urban monstrosity. We had a sweet restaurant in Hectors - you approved tearing that beautiful building down. Not sure that I trust your ideas of corner cafes in neighborhoods. Isn't all that Urbsn development supposed to be driving a walking vibe downtown? Where's the pedestrians? So - yes, small shops are nice, but is it a Starbucks on every corner?	10/7/2023 6:26 PM
23	My feeling is that would not be what we would end up with.	10/7/2023 1:25 PM
24	I want to be able to get a sandwich without using a car!	10/5/2023 9:29 PM
25	The lack of this type of thing means people end up driving everywhere for everything whether they actually want to or not	10/5/2023 2:32 PM
26	Creating more smaller business options for residents to walk to	10/4/2023 10:36 AM
27	will like to reduce the mix of business in residential area to maintain the separation and control of the flow of people for the kids	10/4/2023 10:13 AM
28	Once commercial activity is allowed, then the city will push to expand it and "urbanize" our	10/2/2023 11:27 AM

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residential areas. Look at the disgraceful up-zoning destroying Bridle Trails shopping center, the city's lack of resistance to KC "garbage dump," lack of respect for our unique horse community & state park.

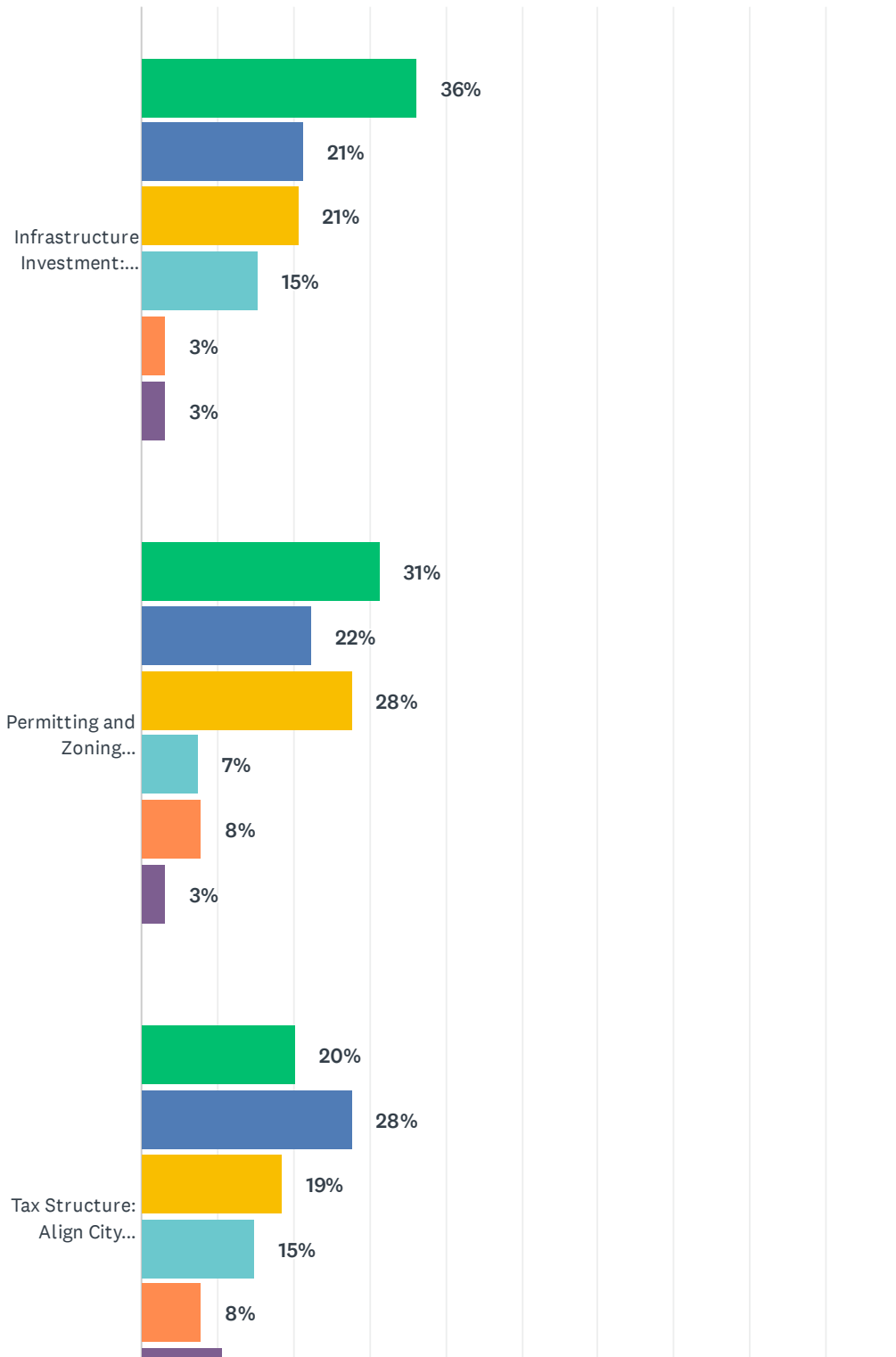
29	I agree with this statement as long as we are talking about locally owned small businesses. We do NOT need to pepper the city with Starbucks, McDonalds, and Dollar Trees.	9/30/2023 2:56 PM
30	Shouldn't be blocked by government.	9/28/2023 7:49 PM
31	These changes lead to a decline in quality of life in residential neighborhoods, including more traffic, crime, and noise.	9/28/2023 6:15 PM
32	they cannot compete with the large scale businesses. People will not pay what it costs to support a small grocery and retail in a neighborhood	9/28/2023 5:36 PM
33	Small businesses make neighborhoods more congenial. They also make them safer by having people on the streets.	9/28/2023 4:19 PM
34	I'd love to have neighborhood swimming pools scattered across the city. I do not wish to see small commercial businesses in residential neighborhoods that are not designed for the traffic.	9/28/2023 10:58 AM
35	Where it makes sense to do so. Please don't use this as an excuse to put commercial development in everywhere.	9/27/2023 9:54 PM
36	Having a neighborhood-local coffee shop, bakery, farmer's market, bookshop, etc. is important to making a neighborhood walkable (places/activities to walk to) as well as bringing communities together.	9/27/2023 6:35 PM
37	I really like multifamily housing with retail on the ground floor.	9/27/2023 6:02 PM
38	Don't have enough info to provide opinion	9/27/2023 4:55 PM
39	Depending on neighborhood input.	9/27/2023 4:46 PM
40	Yes, please. Look at DERU, we need more of those!	9/27/2023 4:05 PM
41	Absolutely! Would love to see the neighborhood communities (like Norkirk) have a mini-community hub and "corner store" - my fantasy would be to combine the mini Whole Foods stores (or PCC or Met Market) with an electric charging station and coffee shop. So if PCC, Thruline, WeWork, and a Tesla charging station had a love child...that would be a really great place for neighbors to connect.	9/27/2023 3:55 PM
42	We want our neighborhoods to be quiet. We don't need extra traffic in our neighborhoods. If we wanted that we'd live in Seattle. Leave our quiet streets alone.	9/26/2023 11:15 PM
43	Residential traffic and parking is challenging enough. I don't want to make it worse.	9/26/2023 9:15 PM
44	"10-minute neighborhoods" is a big catchphrase these days, and I don't agree with everything under that umbrella, but I do like creating islands of essential services within easy reach of walk, bike, or transit from as many neighborhoods as possible.	9/26/2023 8:07 PM
45	Add neighborhood sit down restaurants.	9/26/2023 4:18 PM
46	It's nice to be able to walk to some stores and helps to foster community.	9/26/2023 1:14 PM
47	Those small businesses can't compete and will not succeed	9/26/2023 12:56 PM
48	Yes BUT only if they provide goods to local residents so things like ice cream shop, coffee shop, corner market, cafes. No actual grocery stores or chain restaurants.	9/25/2023 2:04 PM
49	The 10 minute neighborhood is a good model.	9/25/2023 12:50 PM
50	I think it really depends on the area. My worry would be displacement of residential space to accommodate biz	9/25/2023 11:05 AM
51	People who bought homes in residential areas did not want commercial businesses in their neighborhood. Let us have our quiet, family communities and stop trying to stack people and housing and businesses on top of each other.	9/21/2023 7:20 PM
52	I think having small businesses in neighborhoods offers a better community connection.	9/21/2023 5:19 PM
53	Yes to drive through coffee business but not put a business in the middle of the neighborhood	9/19/2023 7:46 PM

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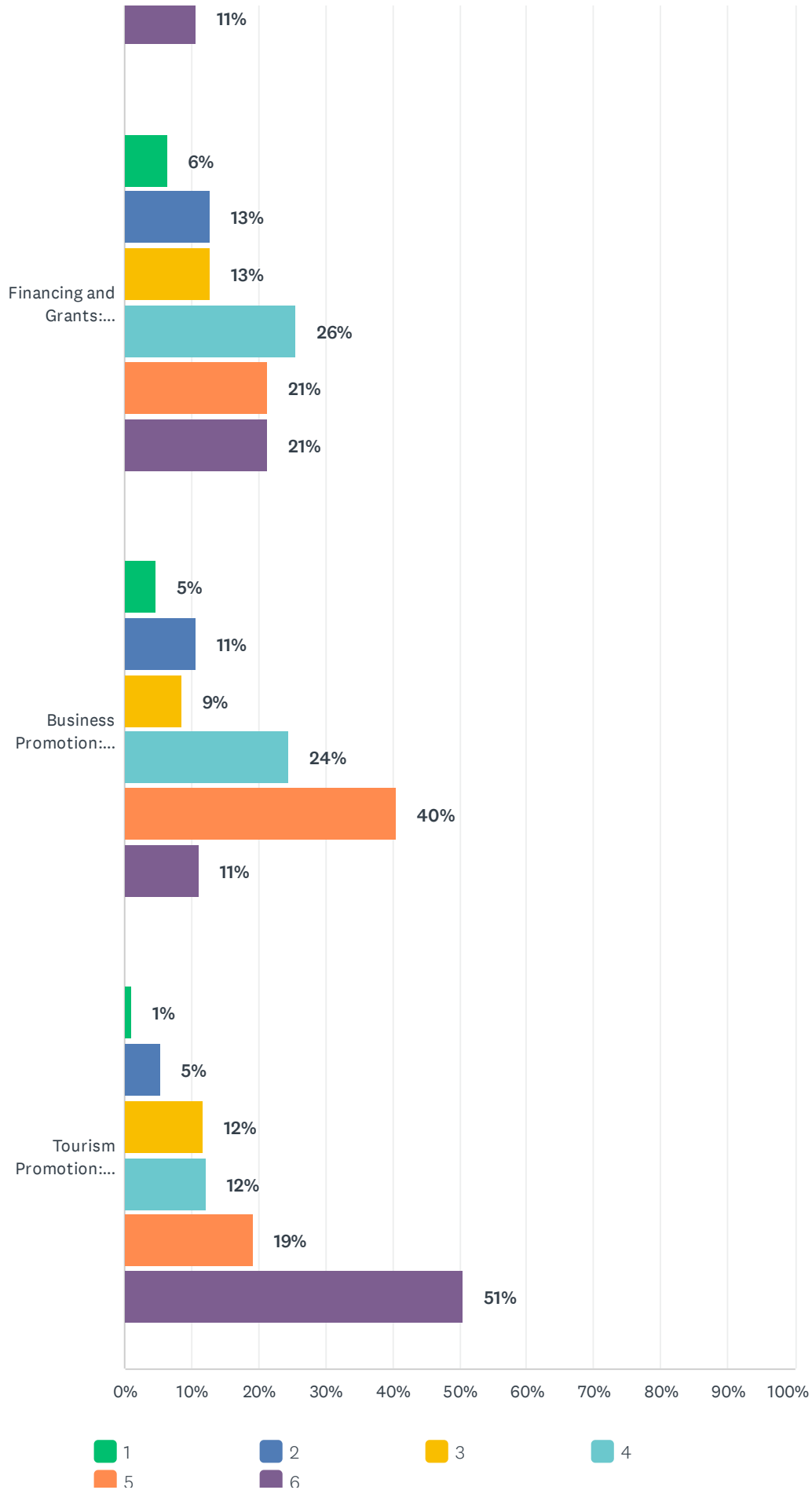
	where there is none	
54	Not sure what you are trying to do. Put a coffee shop among a bunch of homes?	9/15/2023 12:01 PM
55	Yes!	9/15/2023 10:47 AM
56	To attract needed customers, zoning in neighborhoods dominated by SFHs will need more density. Including mid-rise buildings at arterial intersections.	9/15/2023 10:32 AM
57	Can increase traffic; suggest only doing this along established transit routes. More restaurants and cafés are needed in some areas; ideally would want businesses that enable meetings or social activities to occur indoors & outdoors at their locations.	9/15/2023 7:49 AM
58	Using Deru as an example - yes, definitely. The key is small scale. Having a small neighborhood produce or grocery store, small coffee shop or bakery in your neighborhood promotes small businesses, promotes walking and getting to know your neighbors. I love the idea as long as it doesn't get out of control. I do not want to live next door to a vape store or a Iphone repair store. There must be strong guidelines as to what kinds of businesses would be allowed to do business in residential neighborhoods and the number of businesses per neighborhood should also be limited.	9/15/2023 5:57 AM
59	Absolutely. Small businesses bring the community together, not like a major retail store.	9/14/2023 7:22 PM
60	Need more business that are walkable to and family friendly	9/14/2023 6:12 PM
61	Deru is great food but awful. Those of us that live on the block hate it because the city does nothing to protect the neighbors from the traffic. If you are going to allow more of this, you need to install sidewalks, speed bumps, traffic support. It's DANGEROUS and the city does not listen!	9/14/2023 5:59 PM
62	Emphatically yes!	9/14/2023 10:57 AM

Q21 Current policies identify economic development tools that should be used to provide a positive business climate. Please rank which tools you believe are most important (Rank in order of importance: 1 - Most Important, 6 - Least Important)

Answered: 188 Skipped: 69



Economic Development Public Survey

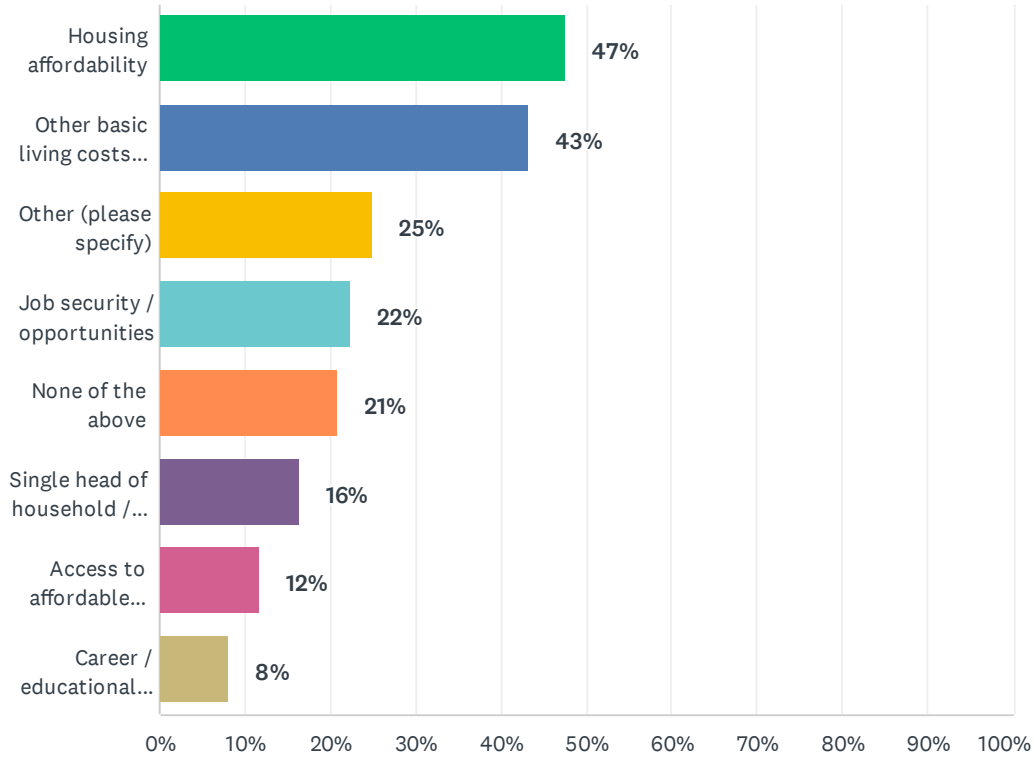


Economic Development Public Survey

	1	2	3	4	5	6	TOTAL	SCORE
Infrastructure Investment: Improving transportation, utilities, and facilities	36% 68	21% 40	21% 39	15% 29	3% 6	3% 6	188	4.62
Permitting and Zoning Streamlining: Simplifying and expediting the permit approval process. Individualized "concierge service" where businesses someone to guide them through the tenant improvement permit process	31% 59	22% 42	28% 52	7% 14	8% 15	3% 6	188	4.52
Tax Structure: Align City taxes and fees with interests of business clusters that Kirkland wants to attract and sustain	20% 38	28% 52	19% 35	15% 28	8% 15	11% 20	188	4.05
Financing and Grants: Public/Private partnerships and other means of investing public money as opportunities arise	6% 12	13% 24	13% 24	26% 48	21% 40	21% 40	188	2.94
Business Promotion: Marketing campaigns to encourage the community to shop at local business (such as https://www.shoplocalkirkland.com/)	5% 9	11% 20	9% 16	24% 46	40% 76	11% 21	188	2.81
Tourism Promotion: Marketing campaigns to encourage tourism travel to Kirkland to support local businesses and hotels (such as Kirkland's tourism program Explore Kirkland www.explorekirkland.com)	1% 2	5% 10	12% 22	12% 23	19% 36	51% 95	188	2.05

Q22 What are the most pressing concerns you and your family are facing economically? (Select all that apply)

Answered: 196 Skipped: 61



ANSWER CHOICES	RESPONSES	
Housing affordability	47%	93
Other basic living costs such as utilities, bills, and commuting costs	43%	85
Other (please specify)	25%	49
Job security / opportunities	22%	44
None of the above	21%	41
Single head of household / single income	16%	32
Access to affordable childcare	12%	23
Career / educational advancement	8%	16
Total Respondents: 196		

#	OTHER (PLEASE SPECIFY)	DATE
1	Affordable healthcare	12/28/2023 8:09 AM
2	PROPERTY TAXES SO HIGH THAT I'M FINDING IT HARD TO STAY IN OUR HOME OF 20+ YEARS.	12/23/2023 9:56 AM

Economic Development Public Survey

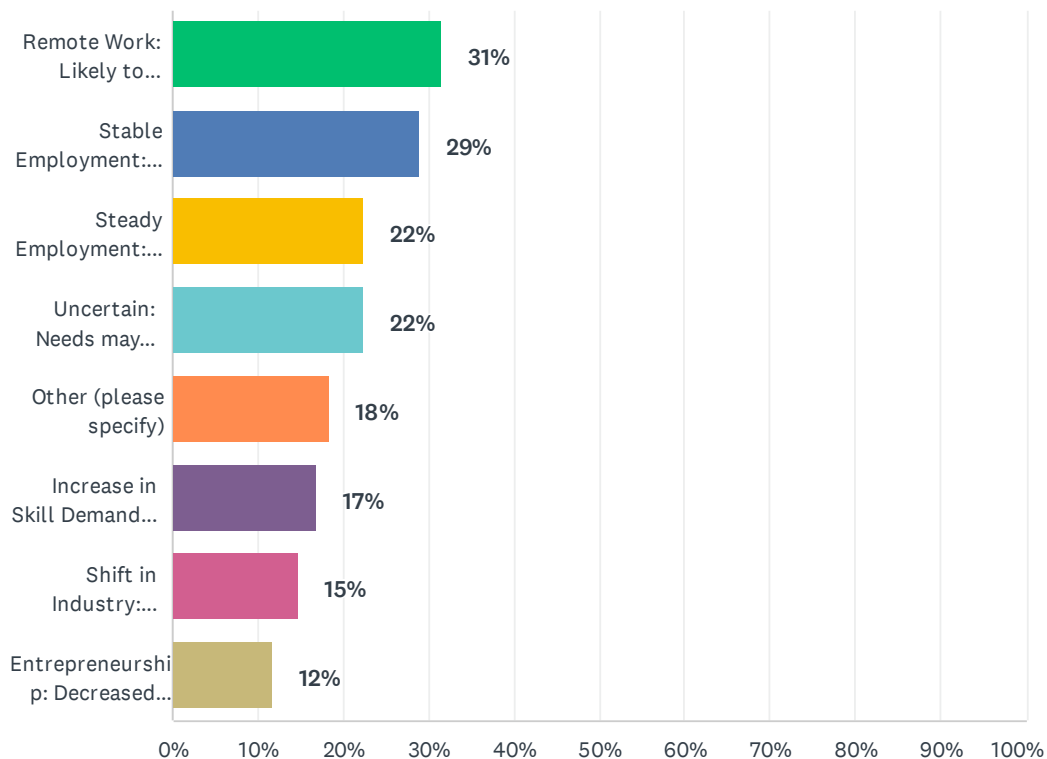
3	Increasing taxes	12/22/2023 6:36 PM
4	-Real estate taxes	12/22/2023 2:25 PM
5	Tax increases along with basic living costs	12/22/2023 8:28 AM
6	A poorly run city with goals that do not align with it's current residents	12/21/2023 6:14 PM
7	Cost of renovating our new Kirkland house.	12/20/2023 9:07 AM
8	Reality check. All of above are important, yes. But the destabilization of US dollar far outweighs everything right now. XRP is .6 headed to \$100. Remember, Green (WEF Schwab) just wants one North American Country as one, Canada US and Mexico just one Country. Easier to control with unifies Policy. They will get it too, Unless, sleepy local Councils wake up and seek fuller understanding of where their allegiances are headed.	12/20/2023 8:33 AM
9	High tax	12/19/2023 10:25 AM
10	Paying the property taxes on the home we have owned for 47 years.	12/19/2023 6:52 AM
11	Taxes and fees. Average normal working people are be forced out due to the expense on maintaining a household	12/18/2023 8:48 PM
12	New term housing or economical live-ability. How to stay in your community	12/18/2023 3:05 AM
13	High taxes which does not make housing affordability a viable proposition.	12/15/2023 8:44 AM
14	Why can't the city bill utilities monthly instead of every 2 months? It would make it easier for people to make their payments	12/14/2023 11:18 PM
15	Our children cannot afford to live here as adults (one child is 22 and another is 17)	12/14/2023 10:25 PM
16	Increasing of taxes on senior citizens that do not have availability of a discount as they have a combined income just over the cut off amount.	12/14/2023 6:02 PM
17	Healthcare costs as an individual proprietor	12/14/2023 4:26 PM
18	Inflation. Every week, most everything I buy costs more. Groceries and my City Utility bill are painful. Every week the goods needed for my business costs more which means I need to raise my prices.	12/5/2023 8:02 PM
19	City is ignoring the senior community and fixed income residents.	10/20/2023 2:43 PM
20	Property taxes are too much since the \$10k cap. Maybe get our senators to do something about that? My paycheck isn't increasing by \$250/mo year after year but my mortgage is - pricing me out of my home, my job, my ability to live in Washington state. I can't afford maintenance, i can't afford to go to a restaurant once in a while anymore or support local businesses - between tge property taxes and rate increases on utilities, my HELOC, etc. Bonds are too much — you want to build a private gym/pool for Google with public money — a huge bond to pay for something by my house that I will never use? Make google pay for your big ideas. Make large businesses pay for their impact.	10/7/2023 6:26 PM
21	Some of these items no longer concern me since I am now retired but they were definitely a concern as we were raising our family having lived in Kirkland for 45+ years.	10/7/2023 1:25 PM
22	Very high property taxes.	10/7/2023 9:41 AM
23	Underfunded public schools = big out-of-pocket expenses for our learning disabled child. Public school is not able to offer all recommended services at the recommended levels, so while our child is stuck on waitlists for free services we are spending thousands on therapy, tutoring, etc. Very worried about our continued ability to fully support services for our children.	10/5/2023 9:29 PM
24	Property tax	10/4/2023 8:55 AM
25	We are retired on a fixed income & provide full support of disabled adult child. You are taxing us out of our home of 51 years. Stop raising taxes & fees. The city talks about affordability but truly does nothing but cost us more & more money to live here. Your list above doesn't even address retirees, disabled, etc. We aren't on your radar.	10/2/2023 11:27 AM
26	Wealth inequality	9/29/2023 6:15 AM
27	Excessively high property taxes and utilities that drive up rent and monthly expenses.	9/28/2023 7:49 PM

Economic Development Public Survey

28	As a senior who owns her home keeping property taxes affordable so I can remain in my home	9/28/2023 5:36 PM
29	Property Taxes for Kirkland are increasing far more quickly than my income and the cost of living. The budget per person in Kirkland is increasing far more quickly than inflation. This is not sustainable.	9/28/2023 10:58 AM
30	Personal safety, education and financial priorities	9/27/2023 9:20 PM
31	Property taxes	9/27/2023 8:26 PM
32	High property taxes	9/27/2023 7:47 PM
33	Government shutdown.	9/27/2023 6:02 PM
34	Affordable housing! Affordable housing!	9/27/2023 6:00 PM
35	The only way I can afford to live in Kirkland, even though I no longer have a mortgage to pay, is to qualify for the King County Senior Citizen property tax discount. If I ever lose that discount, I will HAVE to sell my home because I could never afford the taxes. It means that I have to make sure I keep my income low or else...	9/27/2023 5:12 PM
36	It's becoming difficult for families to even afford rent, forget about buying a home.	9/27/2023 4:55 PM
37	No new initiatives that increase the City's budget and our taxes, please.	9/27/2023 4:46 PM
38	Out of control property taxes.	9/26/2023 9:31 PM
39	Aging in place; affording to live in Kirkland on retirement income	9/26/2023 8:07 PM
40	As a retired person continuing to afford my home with Kirkland's increase in property taxes is a real concern	9/26/2023 12:56 PM
41	I chose to live in Kirkland because of the balance of open space, green space, houses with yards, and resources. Now, all that open space and green space and being developed into housing and it's taking away the very reason I moved her. It means if I want that, I have to move further out. I paid a pretty penny to move here to enjoy this and don't want it taken away or to be forced to move to get it back.	9/25/2023 2:04 PM
42	Public transportation.	9/25/2023 11:05 AM
43	Taxes sky-rocketing and pricing people out of the homes they spent 20-30 years paying off.	9/21/2023 7:20 PM
44	Need more opportunities for senior citizens on a fixed budget. Quit pushing more taxes so seniors can stay in their houses	9/19/2023 7:46 PM
45	There are no metro routes in our neighborhood which makes it difficult to use public transportation. Walking to the nearest bus stop is 20+ minutes and then the bus typically takes 45-120 minutes longer than it does to drive, so we drive. My neighborhood is in a public transportation desert - it's the worst public transportation service area we've ever lived in.	9/17/2023 10:17 AM
46	Lack of infrastructure and transportation. School does not have a bus.	9/15/2023 12:01 PM
47	Diversity of choice and car dependency	9/15/2023 10:32 AM
48	These choices are picked with my family in mind. My daughter works in an environmental nonprofit and my son works in the health and fitness industry. Neither will ever be able to afford a house in Kirkland. They can't even afford rent. That means our family will have to move apart making it more difficult to support each other.	9/15/2023 5:57 AM
49	Increased taxes from the city and county that are going down the drain.	9/14/2023 7:22 PM

Q23 How do you anticipate that you or your family's employment needs will change over the next 10 years? (Select all that apply)

Answered: 197 Skipped: 60



ANSWER CHOICES	RESPONSES	
Remote Work: Likely to become more flexible, embracing remote work and freelancing.	31%	62
Stable Employment: Remain relatively stable, with minor changes.	29%	57
Steady Employment: Moderate changes in employment needs, potentially pursuing new opportunities.	22%	44
Uncertain: Needs may depend on external factors, making it difficult to predict with certainty.	22%	44
Other (please specify)	18%	36
Increase in Skill Demands: Anticipate needing to acquire new skills or upgrade existing ones to stay competitive in the job market.	17%	33
Shift in Industry: Significant changes anticipated, such as career shifts or changes in industry.	15%	29
Entrepreneurship: Decreased needs anticipated for traditional employment as focus shifts to entrepreneurship or self-employment.	12%	23
Total Respondents: 197		

#	OTHER (PLEASE SPECIFY)	DATE
1	NA RETIRED	12/23/2023 9:56 AM
2	Retired	12/22/2023 8:28 AM

Economic Development Public Survey

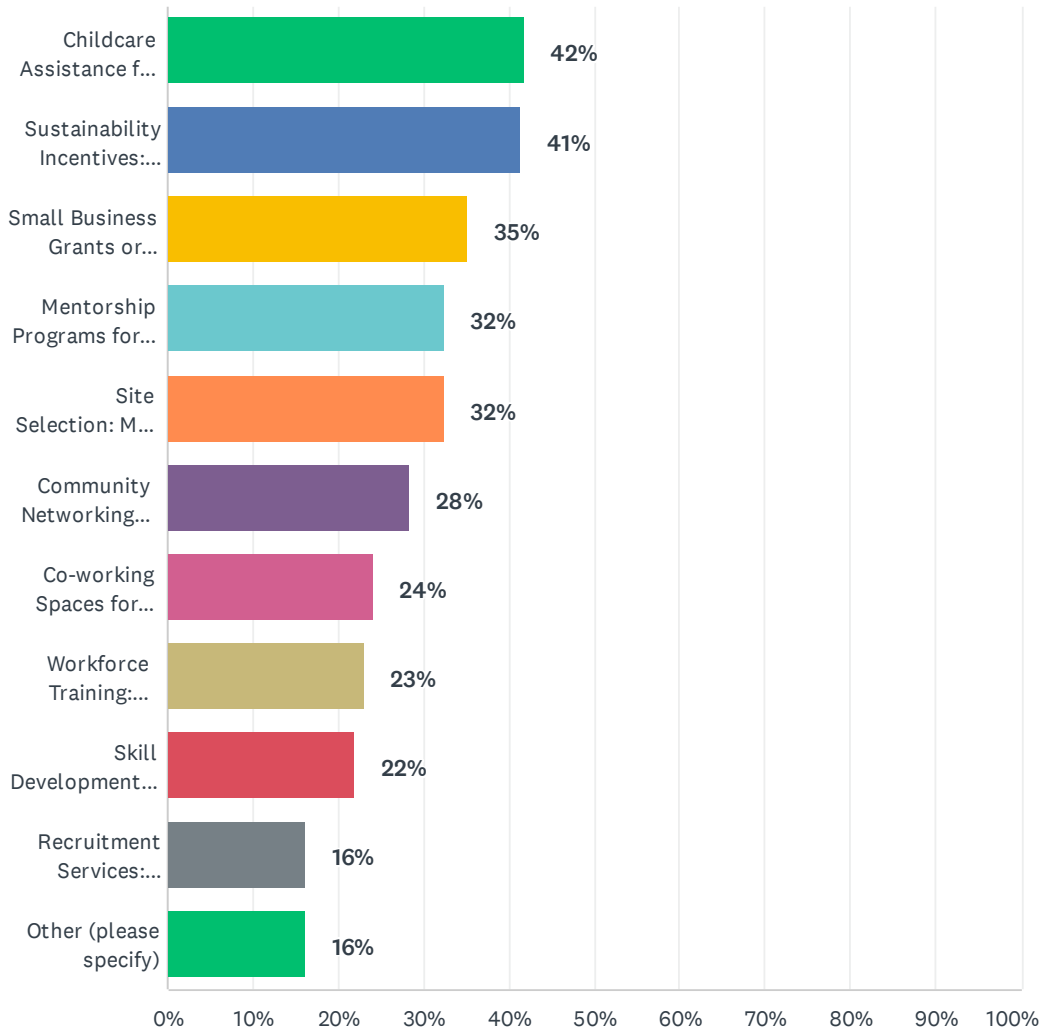
3	Retired	12/22/2023 8:01 AM
4	By necessity am involved in Care Aide work. Very steady, but as a whole human seek means to make goods at home and sell. Note: the Market Place scenario does not work for my situation, but people do love that sort of thing.	12/20/2023 8:33 AM
5	Retired	12/16/2023 8:31 AM
6	Retirement coming up next. Will we stay here? I hope to so that I can continue community service work such as Green Kirkland and Juanita Neighborhood Association.	12/14/2023 10:25 PM
7	Retirement	12/14/2023 8:55 PM
8	Retired	12/14/2023 6:02 PM
9	Retirement	12/14/2023 5:54 PM
10	Retired and am being impacted by ever increasing property taxes	12/14/2023 5:11 PM
11	Retired	12/14/2023 5:02 PM
12	Employment likely to become less flexible (return to office)	12/14/2023 4:52 PM
13	Retired	12/14/2023 4:28 PM
14	Retirement and cost of living in Kirkland	12/14/2023 4:26 PM
15	Continued huge increases in King County and State of Washington and Kirkland taxes. The B&O tax makes operating a business in Washington, King County, and Kirkland inordinately expensive and far more than offsets the benefit of no income tax. This expense means my prices are higher for my customers here than would be in other states, even those states with in income tax. My experience is that people in government have no clue how expensive the B&O tax is and Kirkland is part of the problem.	12/5/2023 8:02 PM
16	Will retire in 10 years	10/17/2023 6:31 AM
17	Retirement and shifting to a fixed income, need to downsize.	10/7/2023 6:26 PM
18	Retired and expect no changes.	10/7/2023 1:25 PM
19	Retired.	10/7/2023 9:41 AM
20	Wish there were better opportunities for skilled part-time employment. We need one parent to have the flexibility to support children with special needs, but right now that means sacrificing a lot of potential income.	10/5/2023 9:29 PM
21	Again, no listing above or thought for people who will retire soon or go to part-time due to life changes such as age, healty, children, etc. Do you honestly think everyone who lives in Kirkland is young?	10/2/2023 11:27 AM
22	Retired and no longer need employment	9/30/2023 2:10 PM
23	Crime and lack of Police to protect citizens	9/29/2023 7:29 AM
24	Retired	9/28/2023 6:41 PM
25	I'm retired, and I'm not going back.	9/27/2023 6:02 PM
26	We are retired	9/27/2023 5:15 PM
27	Retired	9/27/2023 5:06 PM
28	Retired.	9/27/2023 4:46 PM
29	retirement	9/27/2023 4:05 PM
30	I am retired	9/26/2023 12:56 PM
31	We are in our 80s and 90s and will probably not seek employment. We'd like people who are younger to have access to stable employment.	9/25/2023 12:50 PM
32	We are retired so employment is not a factor. I see employment needs as being steady & stable for foreseeable future	9/25/2023 11:05 AM

Economic Development Public Survey

33	Retired. Concerned with availibility of services, such as healthcare and transportation. Also want good variety of successful businesses.	9/21/2023 7:50 PM
34	We are both retired	9/21/2023 5:20 PM
35	This is with myself, single head of household, and my 2 adult children who currently live with me in mind.	9/15/2023 5:57 AM
36	We are retired but enjoy living in Kirkland. We would not want to be priced out by ultra high taxes.	9/14/2023 5:40 PM

Q24 What other ideas for City programs do you have for how Kirkland can support local businesses or employees? (Select all that apply)

Answered: 191 Skipped: 66



Economic Development Public Survey

ANSWER CHOICES	RESPONSES	
Childcare Assistance for Working Parents: Offer childcare support or flexible work arrangements to help working parents.	42%	80
Sustainability Incentives: Offer grants or incentives for businesses that implement sustainable and eco-friendly practices.	41%	79
Small Business Grants or Loans: Supporting business connections to programs that assist with growth and expansion.	35%	67
Mentorship Programs for Start-ups: Establish a small business incubator to nurture innovative startups.	32%	62
Site Selection: More support for businesses in finding appropriate sites for location or expansion in Kirkland	32%	62
Community Networking Events: Create networking events that bring together local businesses to foster collaboration.	28%	54
Co-working Spaces for Entrepreneurs: Provide affordable co-working spaces for entrepreneurs and small businesses.	24%	46
Workforce Training: Develop subsidized training programs to enhance employees' skills and qualifications.	23%	44
Skill Development Workshops: Organize regular business workshops covering topics such as marketing, finance, and technology.	22%	42
Recruitment Services: Develop a job placement service connecting local talent with job opportunities.	16%	31
Other (please specify)	16%	31
Total Respondents: 191		

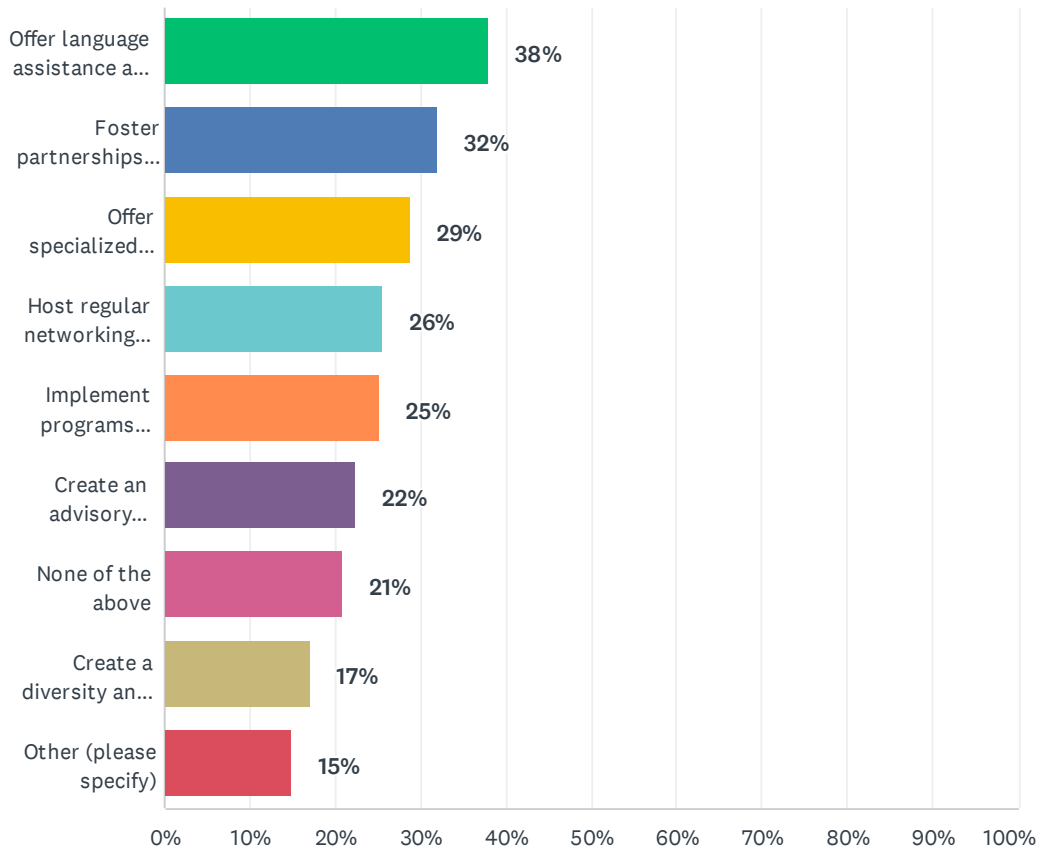
#	OTHER (PLEASE SPECIFY)	DATE
1	Share resources with other nearby cities and county	12/28/2023 8:09 AM
2	Better transit	12/21/2023 10:59 PM
3	Lets schools be schools. Kirkland ADMIN is not equipped to function as a school or a business leader. Kirkland ADMIN could ADMINISTRATIVELY SUPPORT THE BUSINESS OF BUYING AND SELLING. Kirkland should let the activity of buying and selling business drive their participation in business. Meaning, let us make goods at home with least amount of hassle. Then, support those activities with an ADMINISTRATION MEANS TO SELL. We can support each other by buying local and the City can get a nice cut. So the City would NOT BUY COMMERCIAL PROPERTY TO SUPPORT LOCAL BUSINESS. The City would ACTIVELY ADMINISTRATE SUPPORT MEANS TO SELL AND DISTRIBUTE GOODS. This could involve Auction, Pike Place Market Kirkland, online order with local delivery system. note: DO NOT WASTE MONEY BUYING A LOT OF COMMERCIAL LAND FOR THIS PURPOSE, IF YOU WANT TO BUY LAND FOR YOUTH CENTER OR SOMETHING LIKE THAT OR FOR YOUNG FAMILIES GETTING STARTED, GO FOR IT BUT DO NOT BUY LAND FOR COMMERCIAL PURPOSE.	12/20/2023 8:33 AM
4	Focus on providing basic services more efficiently.	12/18/2023 8:48 PM
5	city should focus on core government services, and facilitation of cross pollination and making people aware of opportunities.	12/18/2023 3:40 PM
6	City shouldn't spend too much money on business development just on providing service in the form of permitting, etc.	12/15/2023 7:08 AM
7	More transportation options. More partnership with lwsd for aftercare and childcare during school breaks.	12/14/2023 7:02 PM
8	Childcare is indeed an obstacle for working parents. The City could look for solutions within their own workforce. Not sure how it would play out effectively on a larger basis. For Recruitment services, can LW Tech, Northwest College, Hopelink and other local institutions collaborate to connect with local businesses for job placements rather than the City taking on that role?	12/14/2023 5:02 PM
9	Infrastructure to support growth (roadways/traffic control)	12/14/2023 4:52 PM

Economic Development Public Survey

10	Kirkland needs to focus on staying out of the way of business. Efforts aimed helping always end up causing more trouble than good for most businesses, except for the few businesses that have the time to figure out how to game Kirkland's system. Viable businesses can get loans and Kirkland Government is has no real-world experience figuring out which businesses are really viable. So Kirkland always ends up helping the undeserving and lost causes.	12/5/2023 8:02 PM
11	Leave Park Lane business owners alone. Fix and clean downtown sidewalks.	10/21/2023 9:33 AM
12	Don't act like you know what's best for Kirkland Business Owners (City Manager's Office). Listen to them. Put yourself in their shoes. If you can't, the city should pay their business loans on their behalf.	10/20/2023 2:43 PM
13	Shuttle service using electric shuttle. Parking by discount tire, park n rides, and run a loop in each direction around downtown/carillon/maybe houghton so folks dont have to park downtown. Check out Santa's Barbara for ideas. The shuttle was free or 25 cents.	10/7/2023 6:26 PM
14	Sorry, I have no clue.	10/7/2023 1:25 PM
15	Scale back regulation and city ordinance overreach	10/4/2023 8:55 AM
16	Cut business costs of utilities, taxes and permits. Require more public parking and better roads.	9/28/2023 7:49 PM
17	The city should get out of the way and let businesses take care of themselves. I don't see any of those issues as city issues.	9/28/2023 5:36 PM
18	Quit kissing the feet of big tech and create an INTERESTING city that values talent, skill, creativity, and mirth.	9/28/2023 5:10 PM
19	stay out of our lives	9/27/2023 8:26 PM
20	I don't know how the City can effect this, but I think small local businesses (and not so small, such as EvergreenHealth) need more affordable housing close by so that commuting does not tilt an employee's choice toward working somewhere else.	9/27/2023 6:02 PM
21	Again, no new taxes to support these initi, please.	9/27/2023 4:46 PM
22	I would absolutely love a coworking space that has a Kirkland-vibe. WeWork is fine, but there are some awesome offices downtown - even on Park Lane - that come up for rent that I think would make an awesome coworking space. The key is keeping the locations small enough so the Kirkland comfort isn't lost to the concrete and glass sterility of WeWork. I want to make sure Kirkland keeps it's charm!! 100% to the other items too! These are fantastic ideas and I would absolutely offer to speak at training events and mentor the next generation.	9/27/2023 3:55 PM
23	Most of these topics are not the role of municipal government. We need to focus our tax dollars on core municipal government services.	9/26/2023 4:18 PM
24	Let the market determine not city involvement	9/26/2023 3:42 PM
25	Partner with LWSD and local colleges to prepare our students better for the workforce jobs that pay well enough for them to be able to stay in this city.	9/26/2023 1:14 PM
26	None of those ideas are city concerns. Let business owners decide how to support the needs of the residents!	9/26/2023 12:56 PM
27	Police and crime support	9/25/2023 10:18 PM
28	All these are good ideas. I don't know which are most needed by our community,	9/25/2023 12:50 PM
29	Except for the selection above, I don't think government needs to provide these services. They should be provided by the Chamber, KDA, and other industry organizations.	9/17/2023 10:17 AM
30	Better transit and bike infrastructure to get employees to businesses	9/16/2023 9:44 AM
31	All of these ideas are great and worth implementing. I would love to run this division of development for Kirkland! :-)	9/15/2023 5:57 AM

Q25 How can the City create a more welcoming business supportive culture for Black, Indigenous, and other People of Color (BIPOC), immigrant and refugee; LGBTQIA+, disabled, and women-owned businesses?

Answered: 187 Skipped: 70



Economic Development Public Survey

ANSWER CHOICES	RESPONSES	
Offer language assistance and resources for non-native English speakers to navigate business regulations.	38%	71
Foster partnerships with local cultural organizations to celebrate diversity through events and promotions.	32%	60
Offer specialized financial assistance programs, such as low-interest loans or microgrants, for underrepresented entrepreneurs.	29%	54
Host regular networking events and workshops that highlight the successes of underrepresented business owners.	26%	48
Implement programs focused on supporting BIPOC, LGBTQIA+, disabled, and women-owned businesses.	25%	47
Create an advisory council representing BIPOC, LGBTQIA+, disabled, and women-owned businesses to provide input on policies.	22%	42
None of the above	21%	39
Create a diversity and inclusion training program for local businesses to promote cultural awareness.	17%	32
Other (please specify)	15%	28
Total Respondents: 187		

#	OTHER (PLEASE SPECIFY)	DATE
1	Better transit	12/21/2023 10:59 PM
2	There needs to be equal ground for all - no favoritism	12/21/2023 6:14 PM
3	Behind the scenes the City could be working with Voc Tech to create good training Programs and also working with Schools like Cascadia. But the city is not a school. What can the City actively involve itself with? The City could possibly create an active three pronged avenue of support to economically disenfranchised persons and segments of this community, as follows: 1. Administrate an online sale (and delivery) of goods produced locally and to allow City to take a cut for the ADMIN work. 2. Administrate a weekend Auction, allow City to take a cut. (Those are the bomb.) 3. Further cause of providing indoor Market stalls which people can rent for short or long periods of time to sell product and interact with public to get a feel for how their products are received.	12/20/2023 8:33 AM
4	I don't feel qualified to speak to this	12/18/2023 8:44 PM
5	This entire survey is aimed at at pushing diversity. It does not care about those who have worked hard to make Kirkland a thriving community. Many of us are sick and tired of of having this shoved down our throats. Also, Kirkland broke the law when purchasing the hotel on Northrup. It is too close to schools and daycare with nowhere for the homeless to go. The homeless won't stay there, but will ruin our streets. No wonder so many are moving away.	12/18/2023 4:42 PM
6	Abandon all ESG and DEI policies and initiatives. Let the market decide.	12/18/2023 2:50 PM
7	Need respect for small business owners	12/18/2023 3:05 AM
8	Provide the space for these meetings but let other agencies spend the money to do these programs.	12/15/2023 7:08 AM
9	Assess the actual market for such services before instituting programs. How many people in the targeted groups are there, and for attraction, would there be, and what would THEY say their needs are, rather than setting something up and hope for the best.	12/14/2023 8:55 PM
10	Visibility is critical. An advisory board would be beneficial in helping the city integrate diverse perspectives in everything that involves the City. Would include consulting with folks from immigrant communities and those with low income too. Asking 'who's missing from the conversation' is helpful when crafting policies and communications. A holistic approach can help minimize perception of tokenism or favoritism.	12/14/2023 5:02 PM
11	Thank you for asking. A lot of community has been lost the last several years and it would be nice to rebuild small businesses in town.	10/7/2023 6:26 PM

Economic Development Public Survey

12	I don't know much about other groups, but for women-- flexible, affordable childcare! Also, spaces like shared co-work facilities that provide lower barriers for women trying to start a small business, especially a part-time business.	10/5/2023 9:29 PM
13	don't need DEI	9/29/2023 7:29 AM
14	Let the people you are trying to help shape the programs designed to help them.	9/29/2023 6:15 AM
15	Get out of the way of businesses by lowering taxes, fees and public utility rates to encourage people to start a business in the area.	9/28/2023 7:49 PM
16	Connect businesses with talented individuals that need a boost in finding opportunities. Focus on income and educational improvement rather than selecting specific groups that may or may not want to live in Kirkland	9/27/2023 9:20 PM
17	stay out of our lives	9/27/2023 8:26 PM
18	Ask them. I would think, however, that everyone would benefit from less car-centric transportation, police patrolling on foot and meeting people, and guides to help owners through the regulatory thicket.	9/27/2023 6:02 PM
19	Require businesses to attend Undoing Systemic Racism	9/27/2023 6:00 PM
20	No more taxes, Kirkland is becoming a concrete jungle. The bicycle/pedestrian overpass on 124th is a prime example of an over engineered monstrosity, that is barely used.	9/26/2023 10:38 PM
21	Get rid of DEI and "green" initiatives!	9/26/2023 9:31 PM
22	Kirkland has always been welcoming to diverse audiences. Any of the above, beyond language resources, cost a lot of taxpayer dollars and *have no measurable success for these groups.* Please don't waste resources on things like this. Creating a problem to solve that does not exist because it's trendy. Kirkland is already welcoming. No need for \$35,000 sidewalk decorations. The city clearly has too much money if this can be funded. Thanks!	9/26/2023 4:18 PM
23	Again, they are all good ideas.	9/25/2023 12:50 PM
24	Housing and transportation big issues with the workforce needed to drive biz	9/25/2023 11:05 AM
25	Ensure that city employees receive diversity education and are supportive of businesses that accommodate these groups.	9/21/2023 7:50 PM
26	Except for the selections above, I don't think government needs to provide these services. They should be provided by the Chamber, KDA, and other industry organizations.	9/17/2023 10:17 AM
27	I love Kirkland for its commitment to supporting all underrepresented and under resourced populations. It is easy to say the words, but I see Kirkland in action. These are all important programs. I think the most important place to start is educating the existing Kirkland residents and business owners to understand the benefit of diversity in both businesses and neighbors. In my job I help healthcare organizations prioritize health equity and cultural sensitivity and it is very true that many do not agree this is important. Creating education for people to opt into won't be enough. It needs to be part of the fabric of everything Kirkland does. Much thanks! Theresa Demeter 206-321-7581	9/15/2023 5:57 AM
28	No tax dollars should be spent targeting minority groups. If someone wants to establish a business in Kirkland, the city should be rolling out the red carpet no matter what their background is. Small business owners struggle to get started and keep running. Favoring one group over another is a kick in the guts to other owners that are trying to stay afloat.	9/14/2023 7:22 PM