



CITY OF KIRKLAND

City Manager's Office

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MEMORANDUM

To: David Ramsay, City Manager

From: Erin Leonhart, Intergovernmental Relations Manager

Date: March 3, 2010

Subject: RESULTS OF 2010 COMMUNITY SURVEY

Elway Research Associates has prepared the attached report on citizen opinions of City government and services in Kirkland. The report documents the results of a community survey that was developed by a City Council subcommittee of Council Members Tom Hodgson, Bob Sternoff, and Jessica Greenway in coordination with staff and Elway Research Associates. The committee reviewed the overall themes and final content of the survey with the full Council and met once with Stuart Elway to prepare the list of survey questions.

The random sample telephone survey was administered from January 4-11, 2010. Its respondents were 430 adult heads of household in Kirkland and the results have a 4.7 percent margin of error at the 95 percent confidence level. To explain this with an example, 23 percent of people surveyed responded that they are "very satisfied with the availability of goods and services in Kirkland" for question 15. The margin of error would indicate that, if this survey were conducted 100 times, the percentage of people who answer "very satisfied" will range between 27.7 and 18.3 percent most (95 percent) of the time.

The report summarizes key findings on pages 5-6. These findings show that residents are quite happy living in Kirkland. Similar to previous surveys, the characteristics that residents most value include location, quality of life, and physical environment. Respondents were positive about City government, although several of the top overall government scores slipped since previous surveys, particularly among older, long-term, home-owning and retired residents. Staff also offers the following observations:

- The population surveyed is almost identical to what it was in 2006 and 2008, over half of those surveyed are homeowners (83 percent) over 50 years of age (67 percent) who have lived in Kirkland for more than 10 years (68 percent). Staff will review the 2010 Census when available to compare the surveyed population to Kirkland's actual demographic data;
- Most of the answers are the same as 2008 although there is more emphasis on managing traffic flow and parks now then there was in the past; and
- Citizens surveyed continue to indicate they would be willing to pay additional taxes for maintenance of existing parks and more sidewalks to address pedestrian safety.

On page 17 of the report you will find a quadrant analysis comparing respondents' ratings of 19 different items by the service's importance and the City's performance. These ratings are

plotted on a chart that simultaneously indicates the importance and performance average scores and ranks them, resulting in these results:

- The strongest “Stars” (above average in both importance and performance) were EMS, Fire, Police, and Garbage. Recycling and Parks also fell in the “Stars.”
- The “Imperatives” are above average in importance but below average in performance. These included Traffic Flow and Street Maintenance, which were also “Imperatives” in 2006.
- “Successes” are services that are rated above average in performance, but below average in importance. No services fell clearly into that quadrant, indicating little over-use of resources in less critical areas.
- “Lesser Priorities” receive below average scores for both performance and importance. In this 2010 survey, they were most clearly: Bike Lanes, Neighborhood Services, and Community Events, and, to a smaller extent, Zoning and Land Use, Sidewalks, Arts and Walking Paths.

It is important to note, when looking at the quadrant chart and the rankings, everything in the chart has been rated as neutral or higher by citizens. The chart starts at a 2 on a scale from 0 to 4 where 4 means Very Important and 0 means Not Important.

Mr. Elway will present a comprehensive overview of the survey results, including the quadrant analysis, at the City Council retreat on March 19th. Discussions about Council Goals, Performance Measures and Budget Process will build upon information gathered with the survey.

Attachment – “City of Kirkland – Citizen Opinions of City and City Government Services”



City of Kirkland

**Citizen Opinions of City and
City Government Services**

January 2010



ELWAY RESEARCH, INC.



City of Kirkland

Citizen Opinions of City and City Government Services

January 2010

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City of Kirkland

Citizen Opinions of City and City Government Services

January 2010

INTRODUCTION

This report presents the findings from the third in a biannual series of citizen surveys commissioned by the City of Kirkland. The surveys have assessed citizens': attitudes and opinions about the quality of life in Kirkland; priorities for the future; and the level of satisfaction with the city government and services. Previous surveys were conducted in 2006 and 2008. All three were designed, administered and analyzed by Elway Research, Inc., with extensive collaboration with Kirkland city officials.

Specifically, the following subjects have been addressed:

- Respondents' general evaluation of Kirkland as a place to live, including the best and least desirable aspects of the city.
- Overall ratings of city government, for effectiveness, efficiency and accountability, and communication.
- The importance and performance of specific city services and facilities, and priorities for the future.
- Attitudes about growth issues, such as household lot sizes and desires for more business/commercial activity.
- Support for possible tax increases for sidewalks, park maintenance, and an indoor recreation center.

This report begins with a demographic profile of respondents and key findings. There is a written summary and analysis of the findings, followed by detailed findings presented in annotated graphs. A full set of cross-tabulations is included under separate cover.

METHODS

TECHNIQUE:	Telephone Survey
SAMPLE:	430 adult heads of household in Kirkland. Households were selected at random from a list of registered voter households in the City of Kirkland. However, the person interviewed was not necessarily a registered voter.
FIELD DATES:	January 4 – 11, 2010
MARGIN OF ERROR:	±4.7% at the 95% confidence interval. That is, in theory, had all similarly qualified adults been interviewed, there is a 95% chance that the results would be within ±4.7% of the results reported here.
DATA COLLECTION:	Calls were made on weekday evenings and weekend days by trained, professional interviewers, under supervision. Up to four attempts were made to contact a head of household at each number before a substitute number was called. Questionnaires were edited for completeness, and 10% of respondents were re-called for verification.

It must be kept in mind that survey research cannot predict the future. Although great care and rigorous methods were employed in the design, execution and analysis of this survey, these results should be interpreted only as representing the answers given by these respondents to these questions at the time they were interviewed.

RESPONDENT PROFILE

In interpreting these findings, it is important to keep in mind the characteristics of the people actually interviewed. The following table presents a profile of the 430 respondents in the survey.

Note: Here and throughout this report, percentages may not add to 100%, due to rounding.

GENDER:	50% Male 50% Female
AGE:	10% 18-35 23% 36-50 32% 51-64 35% 65+
LENGTH OF RESIDENCE:	1% < 1 year 14% 1-5 years 16% 5-10 years 23% 10-20 years 45% More than 20 Years
OWN/RENT HOME:	83% Own 13% Rent 5% No Answer
SOCIAL MEDIA USED:	34% Facebook 12% Linked In 6% Twitter 5% MySpace
EMPLOYMENT:	14% Self-employed/business owner 11% Public Sector 29% Private Business 8% Not working 37% Retired
HOUSEHOLD:	5% Single/Children At Home 29% Couple/Children at Home 31% Single No Children at Home 33% Couple/No Children at Home
ETHNICITY:	2% African American 2% Asian/Pacific Islander 1% American Indian/Native American 90% Caucasian 2% Hispanic/Latino 4% Other/no answer
INCOME:	23% \$50,000 or less 18% \$50 to \$75,000 13% \$75 to \$100,000 10% \$100 to \$150,000 8% Over \$150,000 28% No Answer

NEIGHBORHOODS

Neighborhood residence was determined by self-report. That is, survey respondents were read a list of 13 neighborhoods and asked in which they lived. As in 2008, the 13 neighborhoods were then grouped into 7 areas by city staff. The groupings were done to achieve a sufficient number of respondents in each area to support comparative analysis, while respecting the distinct neighborhoods.

AREA	Neighborhood	2010	2008
A	Bridle Trails South Rose Hill (south of NE 85 TH)	13%	11%
B	Central Houghton Everest	13%	10%
C	Norkirk Highlands Market	17%	18%
D	North Rose Hill (North of NE 85 TH)	16%	15%
E	Lakeview Moss Bay	10%	8%
F	Totem Lake North Juanita (North of NE 124 th)	18%	17%
G	South Juanita (South of NE 124 th)	13%	13%

KEY FINDINGS

- ◆ **Respondents quite happy with life in Kirkland:**
 - 9 in 10 rated it “excellent” or “good” as a place to live.
 - 3 in 4 were satisfied with the local stores, goods and services.
 - Most preferred to keep the same amount of business activity.

- ◆ **They particularly appreciate the location, quality of life, and physical environment.**
 - 1 in 3 mentioned the location, 1 in 4 the quality of life, and 1 in 8 some aspect of the physical environment when asked what they liked best.
 - This is similar to previous survey years, although fewer this year than before volunteered that they liked the “small size.”

- ◆ **8 in 10 felt safe walking in their neighborhoods in the day.**
 - Half as many said the same about walking after dark.

- ◆ **The greatest concerns remained growth and the related traffic/transportation.**
 - 3 in 10 brought up some aspect of growth, including “high rises” and “downtown development,” when asked about their greatest concerns.
 - 1 in 7 mentioned traffic/transportation.

- ◆ **The overall ratings for Kirkland City Government remained positive. Most said that it was:**
 - Spending tax dollars well (64%);
 - “Very” or “mostly effective” (70%);
 - “Very” or “somewhat accountable” (68%);
 - About as efficient or more efficient as other governments (69%).
 - Doing an excellent or good job of keeping them informed (60%).
 - Doing an excellent or good job at managing residential development (55%).

- ◆ **Several of the top overall government scores have slipped:**
 - The proportion rating city government as “Very effective” fell from 2 in 10 to 1 in 10 between 2006 and 2008, and stayed at that lower level this year.
 - “Very accountable” fell to from 3 in 10 in 2008, to 2 in 10 this year
 - “More efficient than other governments” slipped from 3 in 10 to 2 in 10.

- ◆ **City services related to safety continued to have the highest importance ratings.**
 - Emergency Medical Services, Fire, and Police Services were at the top of the importance ratings, with $\frac{3}{4}$ or more saying “very important.”
- ◆ **Recreation/leisure programs and facilities continued to have the fewest “very important” ratings.**
 - Recreation Programs and Classes, Community Events, Neighborhood Services and Programs, Arts, and Bike Lanes were at the bottom, although most (55% to 61%) still said that they were “important.”
- ◆ **Respondent inclination to support additional funding mirrored these importance ratings – safety was favored, but not recreation. "Maintenance" was also supported:**
 - 7 in 10 said that they would support sidewalks in "places where there are pedestrian safety concerns."
 - 7 in 10 said the same of maintaining existing parks.
 - 1 in 3 would support increased taxes to build an indoor recreation center.
- ◆ **Grades for performance for individual services ranged from “A” to “C”; there were no “D” or “F” grades.**
 - The highest averages went to the services rated most important: EMS, Fire and Police all got “A”s (3.43 to 3.62 on the 0 to 4 scale.)
 - The lowest performance scores were given to “Zoning and Land Use” and “attracting and keeping business,” which both averaged “C”s (2.29 and 2.23.)
- ◆ **Several measures point to “traffic flow” and “attracting and keeping business” as most needing more resources:**
 - These were mentioned most often by respondents when asked which services they thought deserved more resources.
 - They were both also “imperatives” in the quadrant analysis; that is, they were above average in importance, but below average in performance.
 - They both had negative “gap scores”; their performance rating was lower than their importance rating.

SUMMARY

“LIFE IN KIRKLAND” RATED EXCEPTIONAL

Respondents continued to be positive about life in Kirkland and the city’s government. However, some specific concerns have changed somewhat:

- Residents’ rating of Kirkland as a place to live remained as exceptionally high, as in previous surveys:

88% 47% rated it as “excellent” (47%) or “good” (41%), while only 9% said “satisfactory;” and 3% said “only fair”; no one rated it “poor.”

- What respondents liked best about living in Kirkland was similar to previous years, with the exception that fewer this time mentioned the city’s size: The notable attributes volunteered were:

29% Location (up slightly from last year’s 22%);
26% Quality of Life (also up somewhat from 21%);
13% Physical Environment (unchanged); and
4% only for “small size” (down from 12% in 2008.)

- Growth related issues continued to be most often volunteered as “concerns about the way things are going in Kirkland”:

30% said something about growth/development/overcrowding; including "high rises"/"building up" (6%), and "downtown development" (6%);
15% cited traffic/transportation.

- As in previous years, 1 in 5 (21%) residents said they had no concerns. However, there were a few concerns raised by significantly more respondents this year than before:

9% said that “city government” was a concern. This includes 3% who specifically mentioned "money handled poorly," and compares to 3% saying “city government” and 1% “money handled poorly” in 2008

- People felt safe in their neighborhoods, although less so than four years ago:

79% felt “very safe” walking in their neighborhood during the day, equal to 77% in 2008, but lower than 89% in 2006.

39% felt “very safe” after dark, equal to 41%, in 2008 but lower than 54% in 2006 (when they were asked about walking “at night”).

General Governance Ratings Positive, but Slipping

The majority of these respondents (56%) reported paying at least “some” attention to city government, although few said they paid “a lot” of attention. These numbers were virtually unchanged from previous surveys:

56% said that they paid “a lot” (14%) or “some attention to city government” (42%), while
44% said “not very much” (33%) or “almost none” (11%).

The marks for measures of city government remained positive, although some scores slipped:

- Respondents continued to report that they thought that their tax dollars were well spent, this year by a margin of more than 2:1. However, this continues a gradual downward trend from each survey year:
64% this year said Kirkland’s tax dollars were “well-spent,” compared to 69% in 2008, and 73% in 2006.
- Most continued to think that the city was doing a good job of keeping them informed about what was happening in city government:
14% said “excellent” (15% in 2008; 10% in 2006.)
46% said “good” (47% in 2008; 54% in 2006.)
- Kirkland’s government was considered “mostly” or “very effective” by 7 in 10, the same as in 2008. However, the proportion who said “very effective” was down in both years from 2006:
10% this year said city government was “very effective,” equal to 11% in 2008, but fewer than the 20% in 2006.
60% this year said it “mostly effective,” similar to 66% in 2008.
- Similarly, 2 in 3 (68%) thought the city is at least “somewhat accountable to the citizenry for its actions,” although the top scores were down:
18% this year said that Kirkland was “very accountable,” down from 28%.
50% said “somewhat accountable” (no change.)
- The proportion who thought that Kirkland was more efficient than other governments also decreased. The trend was toward thinking it is “just as efficient;” there was no increase in the proportion who said that the city was less efficient than other governments:
17% this year said that the city was “more efficient,” down from 28% in 2008 and 26% in 2006.
52% said instead that it was “about as efficient,” up from 44% in 2008.
16% said “less efficient,” similar to 13% in 2008.

Drops More Dramatic in Certain Demographic Groups

There was a decline in overall governance scores across demographic categories but some groups reported larger declines than the average:

- The “very effective” ratings dropped more precipitously among older, long-term, home-owning and retired residents. The proportion saying “very effective” this year from each of these groups was statistically on par with the last survey, but down from 2006, including:
 - 11% of those age 65+, down from 31% in 2006;
 - 8% of residents of 20+ years, down from 26%;
 - 13% of retirees, down from 28%; and
 - 8% of home owners, down from 20%.
- The drop in “more efficient” proportions was most dramatic among public sector employees. We do not know more specifically where these respondents were employed, although they are a mix of government and school employees. The proportion of public sector employees saying “more efficient than other governments” was:
 - 11% this year, down from
 - 28% in 2008; and
 - 35% in 2006.
- Among age categories, the decline in “more efficient” ratings concentrated among baby-boomers:
 - 18% of those ages 51-64 said “more efficient” this year, down from 31%/32%;
 - 17% of residents of 10-20 years, down from 30%/33%.
- The drop in accountability, measured only since 2008, came more from a mix of sub-groups, including long-term residents, those with lower incomes, public sector employees, and the self-employed. “Very accountable” was said by:
 - 14% of residents of 20+ years, down from 27%;
 - 10% of the self-employed, from 25%; and
 - 15% of public sector employees, from 34% before.
- Residents with less than \$50,000 in income reported large satisfaction drops for all three of the government satisfaction measures.
 - 7% this year said the government was very effective, down from
 - 12% in 2008 and
 - 20% in 2006;
 - 18% said it was more efficient than other governments, down from 32%/33%.
 - 14% called it very accountable, down from 32%.

Table 1
Demographic Groups with Largest Declines in Overall Ratings

“Very Effective”

	2006	2008	2010	'06 > '10
TOTAL	20%	11%	10%	-10%
65+ Yrs	31%	11%	11%	-20%
Residents of 20+ yrs	26%	11%	8%	-18%
<\$50K income	20%	12%	7%	-13%
Home owners	20%	10%	8%	-12%
Retired	28%	14%	13%	-15%

“More Efficient Than Other Governments”

	2006	2008	2010	'06 > '10
TOTAL	26%	28%	17%	-9%
51-64 Yrs	32%	31%	18%	-14%
Resident of 10-20 yrs	33%	30%	17%	-16%
<\$50K income	33%	32%	18%	-15%
Public Sector	35%	28%	11%	-24%

“Very Accountable”

	2008	2010	'08>'10
TOTAL	28%	18%	-10%
20+ yrs	27%	14%	-13%
<\$50K income	32%	14%	-18%
Self employed	25%	10%	-15%
Public Sector	34%	15%	-19%

Commercial Space Satisfactory

Three out of 4 respondents this year (76%) were satisfied with the stores, goods and services available in Kirkland, including 1 in 4 (23%) who were "very satisfied." There were no demographic or geographic differences in these responses, and the question was not asked previously.

Around half (53%) continued to prefer the same amount of commercial space and business activity, just as they had in previous years. Those who wanted "more" commercial/business, however, outnumbered those who wanted "less" by a slightly greater margin than before:

- This year 30% said they wanted "more" vs. 14% "less."
- In 2008, 24% said "more" vs. 16% "less";
- In 2006, 23% said "more" vs. 15% "less."

Ratings for Residential Management Rose to Previous Levels

Impressions of Kirkland's performance in managing residential development climbed back up to 2006 levels, after a decline in 2008:

54% were positive this year (6% "excellent" + 48% "good");
39% were negative (28% "only fair" + 11% "poor").

This compares to:

41% positive and 55% negative in 2008, and
51% positive and 43% negative in 2006.

Concern with residential lot sizes may be subsiding. More this year than previously said that the lots should "stay the same":

40% said zoning laws should "be changed to require larger lots with less lot coverage and more yard,"
53% said the laws should "stay the same"; and
8% said "be changed to allow for greater lot coverage and less yard"

In 2008:

44% favored larger lots with less lot coverage;
45% said "stay the same"; and
11% favored greater lot coverage.

In 2006:

42% favored larger lots with less lot coverage;
47% said "stay the same"; and
12% favored greater lot coverage.

Review of General Performance Ratings Changes

Overall, general ratings trended downward over the past four years:

- Of the nine overall measures, 7 fell since 2006, either between 2006 and 2008 (after which they stayed down), or between 2008 and the present.
- One – rating Kirkland as a place to live – remained steady.
- Another – the city’s job at managing residential development– dropped from 2006 to 2008, but recovered that lost ground this year.
- Only the city’s performance at keeping the public informed has risen since 2006. The increase was between 2006 and 2008, but it has held steady at that higher rating.

KIRKLAND RESIDENTS WELL-PREPARED

When read a list of “things that some people have done to prepare their household for disasters or emergencies,” only 1% had not done any.

93% had smoke detectors.

70% have 3 days of stored food and water.

50% had "put together a kit for the car, with things like food, a flashlight, blankets, and tire chains."

49% had a communication plan with friends and relatives out of state.

LEISURE SERVICES STILL LESS IMPORTANT

The core of this survey is the evaluation of a list of specific city services. Each year, respondents have been asked several questions about the list, which are:

- The importance of the services “to you and your household” on a scale of 0 (not important) to 4 (very important);
- Kirkland’s performance on the service “using a letter grade, like they do in school” (A= 4, or “excellent” to F=0, or “failing”);
- Which service they think should have more resources invested in it over the next two years;
- Which one should have fewer resources over the next two years.

Safety, Garbage, Recycling and Traffic Remain at Top

Most of the services this year averaged above a 3 on the 0 to 4 importance scale, with at least a third of respondents saying that each was “very important.” These included all the safety-related and “basic” services. Many of the services declined in importance; none increased. The most significant changes from 2008 were the declines in importance for Traffic Flow and Recycling.

The highest importance ratings this year are shown in Table 2, and include EMS

(3.78: average), Fire (3.74), and Police Services (3.71).

**Table 2
City Services: Top Tier Importance**

SERVICE	GRADE	% "VERY IMPORTANT"	
		2010	2008
Emergency Medical Services	3.78	82%	79%*
Fire	3.74	79%	79%*
Police Services	3.71	78%	73%
Garbage Collection	3.50	58%	63%
Recycling	3.31	50%	58%
Traffic Flow	3.30	52%	66%
Streets	3.28	43%	52%
Parks	3.24	49%	52%
Emergency Preparedness	3.20	45%	47%
Business Development	3.13	40%	30%
Environmental Stewardship	3.08	38%	43%

* Fire and EMS asked as single service in 2006, 2008

The second tier of services all averaged below a "three" in importance; with many having fewer than a third saying "very important." These services tended to focus more on recreation, with the exception of land use/zoning, and Land Use/Zoning dropped most significantly. The full second tier was:

**Table 3
City Services: Second Tier Importance**

SERVICE	GRADE	% "VERY IMPORTANT"	
		2010	2008
Land Use/Zoning	2.98	40%	50%
Sidewalks	2.98	37%	40%
Walking paths	2.91	34%	*
Recreation Programs	2.70	26%	26%
Community Events	2.68	20%	25%
Neighborhood Services	2.68	20%	20%
Arts	2.56	22%	27%
Bike Lanes	2.52	23%	21%

* not asked

Data Divides with Art/Leisure Elements

The “great divide” in the importance data lay between those who said that the arts/aesthetic/leisure elements were very important, and those who did not. Two statistical techniques were used to arrive at this conclusion. almost everyone found police, fire, and EMS “very important;” respondents divided between thinking the same of leisure/arts or not.

1. A cluster analysis resulted in two groups of respondents:
 - The first cluster, consisting of $\frac{3}{4}$ of the respondents, gave high importance scores (between 3 and 4, where 4 = “very important”) to almost everything. This group consisted of 55% women and 45% men.
 - The second cluster, about $\frac{1}{4}$ of the respondents, gave lower scores (1 to 2, where 0 = “not important”) to recreation programs, neighborhood services and programs, bike lanes, sidewalks, and arts. This group consisted of 62% men and 38% women.

2. Factor analysis grouped the services, not the respondents. This grouped the 18 services into categories. Ratings for services within the same category were highly correlated. That is, they tended to receive the same ratings scores from the same respondents.
 - The most powerful factor was, again, a combination of arts, leisure and other “non-essentials.” Respondents who tended to find one of these important tended to think they all were, and vice versa. The services included most strongly in the factor were: sidewalks, arts, community events, environmental stewardship, parks, and walking paths.
 - The second factor consisted almost solely of police service importance ratings. This indicates that the importance of police was scored so highly by so many respondents that it did not correlate strongly with any of the other services, although there was a slight negative correlation between police services and arts (those who scored police highly tended to give arts lower scores, and vice versa.)
 - Scores on recycling and garbage were correlated highly enough to result in a third category. Both were slightly negatively correlated with ratings for sidewalks, events, and environmental stewardship. This suggests that recycling may be viewed more as garbage is – disposal – than as an environmental imperative.

PERFORMANCE LARGELY MATCHES IMPORTANCE

Kirkland continued to receive high performance ratings for the most important services: EMS, Fire, Police and Recycling all averaged well over a 3 on the 0 to 4 (“F” to “A”) scale. (See Table 4) However, most performance ratings have stayed the same or fallen since 2006, similar to the general government ratings. The highest performance scores this year were earned by:

- Emergency Medical Services, with a 3.62 average. This was not asked

separately from Fire services previously, but is equal to 2008's combined EMS/Fire performance score of 3.63.

- Fire Services, at 3.58, slightly less than 2008's 3.63 for EMS/Fire.
- Police at 3.43, up from 3.39 in 2008 and 3.32 in 2006. Police services are the only service that has increased in performance in each of three survey years.
- Garbage at 3.41, down somewhat from 3.46/3.47 previously.
- Recycling at 3.26, down from 3.33 in 2008, and equal to its score in 2006.
- Traffic flow at 2.49, up from the previous 2.24.

Table 4
Average Performance Scores and Changes
- In Order of Current Importance Score -

	2006		2008		2010		06-10
	Ave	Ave	Change	Ave	Change	Change	
EMS	NA	NA	NA	3.62	NA	NA	
Fire	NA	NA	NA	3.58	NA	NA	
Police	3.32	3.39	▲	3.43	▲	▲	
Garbage	3.46	3.47	▲	3.41	▼	▼	
Recycling	3.24	3.33	▲	3.26	▼	=	
Traffic Flow	NA	2.24	NA	2.49	▲	NA	
Street Maintenance	2.91	2.86	▼	2.82	▼	▼	
City Parks	3.43	3.35	▼	3.21	▼	▼	
Emergency. Prep	2.76	2.93	▲	2.96	▲	=	
Business Development	2.31	2.37	▲	2.23	▼	▼	
Environment	2.92	2.86	▼	2.95	▲	=	
Sidewalks	2.62	2.60	▼	2.60	=	=	
Zoning and Land Use	2.33	2.24	▼	2.29	▲	=	
Walking paths	NA	NA	NA	2.80	NA	NA	
Recreation Programs	3.15	3.08	▼	2.98	▼	▼	
Neighborhood Services	2.80	2.81	▲	2.84	▲	=	
Community Events	3.07	3.00	▼	2.88	▼	▼	
Arts	3.09	2.93	▼	2.93	=	▼	
Bike Lanes	2.69	2.58	▼	2.65	▲	▼	

These performance scores were difficult to consolidate with statistical techniques, for two reasons:

1. They are all significantly correlated with each other. That is, respondents who rated one service highly tended to rate them all highly. "Low raters" were also consistent. The service performance ratings were also all significantly correlated with ratings for city efficiency, effectiveness and accountability. This indicates that respondents who gave any low ratings tended to be generally dissatisfied with the city.
2. Fewer respondents rated each services performance than had rated the

importance (at least 10% in each case did not rate the service).

Quadrant Analysis Highlights “Stars” and “Imperatives”

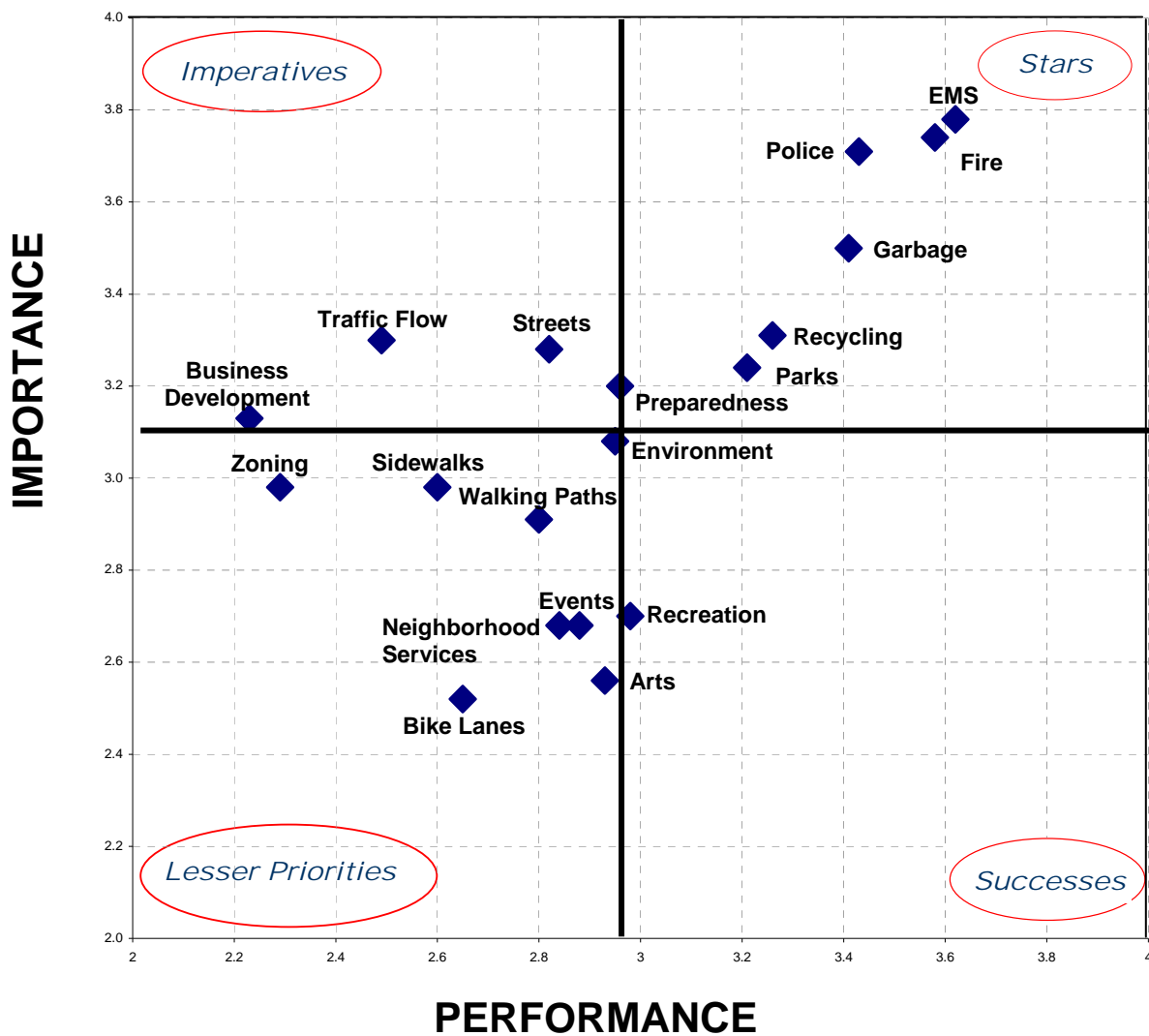
Quadrant analysis provides a useful service-by-service comparison of respondents’ ratings of each service’s importance the city’s performance on each. Each city service is plotted on a chart that simultaneously indicates the importance and performance average scores. Both dimensions are divided in the center of the average scores, resulting in four quadrants: (See chart on following page.)

- The strongest “Stars” (above average in both importance and performance) were EMS, Fire, Police, Garbage. Recycling and Parks also fell in the “Stars.”
- The “Imperatives” are above average in importance but below average in performance. These included Traffic Flow and Street Maintenance, which were also “Imperatives” in 2006. “Attracting and keeping businesses” fell on the line between “Imperatives” and “Lesser Priorities.”
- “Successes” are services that are rated above average in performance, but below average in importance. No services fell clearly into that quadrant, indicating little over-use of resources in less critical areas.
- “Lesser Priorities” receive below average scores for both performance and importance. In this 2010 survey, they were most clearly: Bike Lanes, Neighborhood Services, and Community Events, and, to a smaller extent, Zoning and Land Use, Sidewalks, Arts and Walking Paths.

Relative Importance, Performance: Quadrant Analysis

This chart plots the average scores for both Importance and Performance for each of the nineteen categories included in this survey. Respondents were asked to rate each service on a 0-4 scale. It is important to note that the scales are truncated here for emphasis. None of the categories scored lower than 2.23 on either scale.

The **Bold Lines** indicate the overall average scores for Importance & Performance.



Gap Analysis Reinforces Needs

Gap analysis is another way to analyze importance and performance scores, by measuring the average distance between the two for each service.¹ A negative Gap Score signifies that the importance of the service to citizens was rated higher than the city's performance on that service. A positive Gap Score indicates that the city's performance was rated higher than the importance. Negative Gap Scores indicate areas for improvement. In this survey, the most negative Gaps were:

- “Attracting and keeping businesses,” with a negative gap of nearly a percentage point (-.95). This is also the gap that worsened the most since 2008 – stretching wider from the previous -.52 (see Table 6);
- “Traffic flow,” with a gap of -.81. However, this gap showed the most improvement. It was a far wider (-1.24 average points) in the last survey.
- Zoning/Land Use with -.76. This has also greatly improved from 2008's -.96.

Table 5
Performance – Importance = Gap Scores
- In Order of Current Importance Score -

	PERF	IMPORT	GAP SCORE	2008>2010 Change
EMS	3.62	3.78	-.15	-0.03
Fire	3.58	3.74	-.16	-0.04
Police	3.43	3.71	-.27	0
Garbage	3.41	3.50	-.09	0
Recycling	3.26	3.31	-.05	+0.09
Traffic Flow	2.49	3.30	-.81	+0.43
Street Maintenance	2.82	3.28	-.46	+0.06
City Parks	3.21	3.24	-.04	-0.04
Emergency. Preparedness	2.96	3.20	-.29	+0.07
Business Development	2.23	3.13	-.95	-0.43
Environment	2.95	3.08	-.18	+0.12
Zoning and Land Use	2.29	2.98	-.76	+0.20
Sidewalks	2.60	2.98	-.42	+0.05
Walking paths	2.80	2.91	-.19	NA
Recreation Programs	2.98	2.70	.19	-0.09
Community Events	2.88	2.68	.12	-0.07
Neighborhood Services	2.84	2.68	.10	-0.01
Arts	2.93	2.56	.30	+0.10
Bike Lanes	2.65	2.52	.03	-0.11

¹ The gap score for each service is derived by first calculating the difference between each respondent's rating of that service's *importance* and his/her rating of the city's *performance* in delivering that service. The "Gap Score" for each service is then computed by taking the average of gap scores across all respondents. This score does not correspond exactly to the subtraction of the average of the performance score minus the average of the importance score because only those respondents who provided both importance and performance ratings for a service were included in the calculation of the gap score for that service.

TRAFFIC CONSISTENTLY CHOSEN FOR ATTENTION

The investigation of Kirkland's services ended with asking the respondents which services should have more investment and which should have less. These results are compared to other indications of high and low priorities.

23% of respondents named "traffic flow" as the area most needing more resources. This concurs with the other findings in the survey. Traffic flow was the only service highlighted in all the importance tests: among the most important overall, in the "imperatives" in quadrant analysis, and with a high negative "gap score."

18% chose "attracting and keeping business" for more resources. This was also indicated in quadrant analysis, and had a negative gap score.

11% named Police and 5% EMS, even though the only other indication of their need was being among the most important overall. Indeed, "police" has been the only service to consistently improve in performance scores.

8% chose Zoning/Land Use and 6% Parks, even though neither was identified by any other statistically test in this survey. It would seem that the proportion caring most about parks and zoning is small, but vocal.

The items most often chosen for less resource were almost all among those with the lowest importance scores previously. A few were also indicated as lower priority by having positive "gap" scores (performance scores, on average, above importance scores). These were:

- Arts, which 15% of respondents said was their choice to have fewer resources. "Arts" was also among the services least likely to be termed important, and scored one of the few positive gap scores (its performance scores were higher than importance scores, on average.)
- Bike lanes (12%);
- Walking paths (7%); and
- A list of multiple other services mentioned by 3% to 5%, including environmental stewardship (5%), sidewalks (4%), zoning/land use (4%), recreational programs/classes (3%), community events (4%) and neighborhood programs and services (4%).

FUNDING SUPPORT FOR MAINTENANCE & SAFETY

Respondents were consistent when asked about possible increased local taxes for certain services: they were most likely to support sidewalks linked to safety, and maintenance of parks. They were disinclined to support recreation. The specific support levels were:

72% for increasing local taxes for "sidewalks on school walk routes and other places where there are pedestrian safety concerns, including 30% who "strongly supported"; and 42% "somewhat".)

71% for maintenance of existing parks, including 25% strongly; 46% somewhat..

34% for building an "indoor Recreation Center," including 12% strongly; 23% somewhat.

DISCUSSION

Kirkland continues to get high marks from its citizens for the quality of life here. Residents value the small town atmosphere, its location and its physical setting. City government ratings continue to be highly positive, although there is some softening in the overall ratings compared to previous years.

It is difficult to discern from these survey findings the extent to which the weakening of city government ratings is due to specific factors in Kirkland, or part of the general atmosphere of concern over the direction of the state and country.

The things people said they care most about – safety and basic services – continue to get the highest marks for city performance. Concern over "Traffic flow" is lower and those performance scores are improving. Managing residential development has also recovered previous ground, and the over-all scores are fundamentally positive.

There is a sense of unease evident in these survey findings. Although this survey does not capture all of the reasons, the source of the unease seems to center around growth. Growth continues to make residents wary. It is expressed here in negative mentions of high rises, condos, crowding and traffic.

There has been virtually little movement in the last 4 years on the opinions about residential lot size: half of these respondents wanted the zoning laws to stay as they are, while the other half were split 5:1 in favor of larger lots with less coverage.

"Keeping and attracting business" is indicated for attention. It had the highest negative gap score between importance and performance of any city service, yet it was ranked 10th in the list of 19 important city services. Most respondents said they were satisfied with the goods and services available, but the proportion who want more has grown. It was the second-highest priority for additional investment of city resources, yet only 18% said more should be spent in that area.

There may be a distinction – not captured in the survey – between “attracting” and “keeping” businesses. The former implies growth, the latter implies status quo.

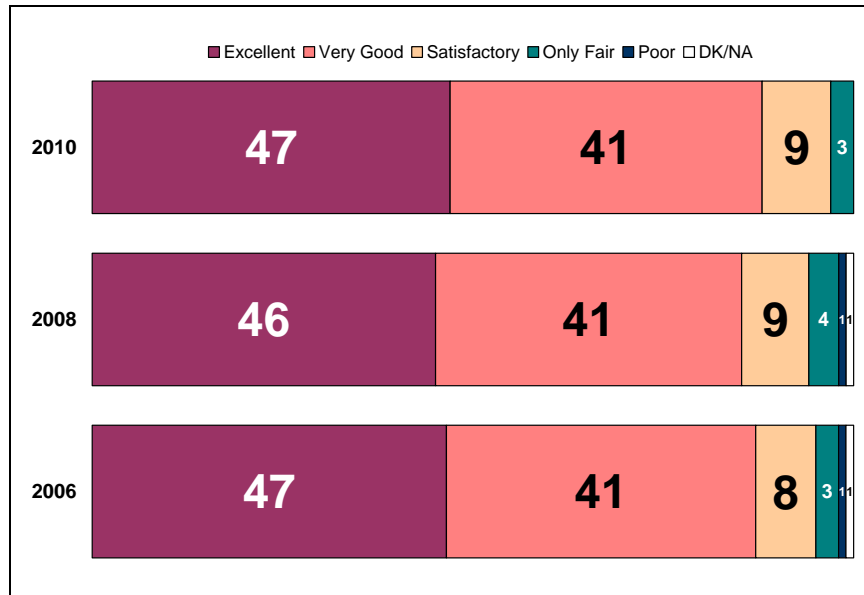
Given the high satisfaction levels with basic city services, and the reluctance to invest in new projects, it seems that growth management will be a key criterion by which citizens will evaluate the city’s performance. This will not come as news to city officials.



SURVEY FINDINGS

Major findings are presented in the following section in the form of annotated graphs and bullets. The full results are in detailed cross-tabulations under separate cover.

Nearly 9 in 10 Think Kirkland Excellent or Very Good Place to Live

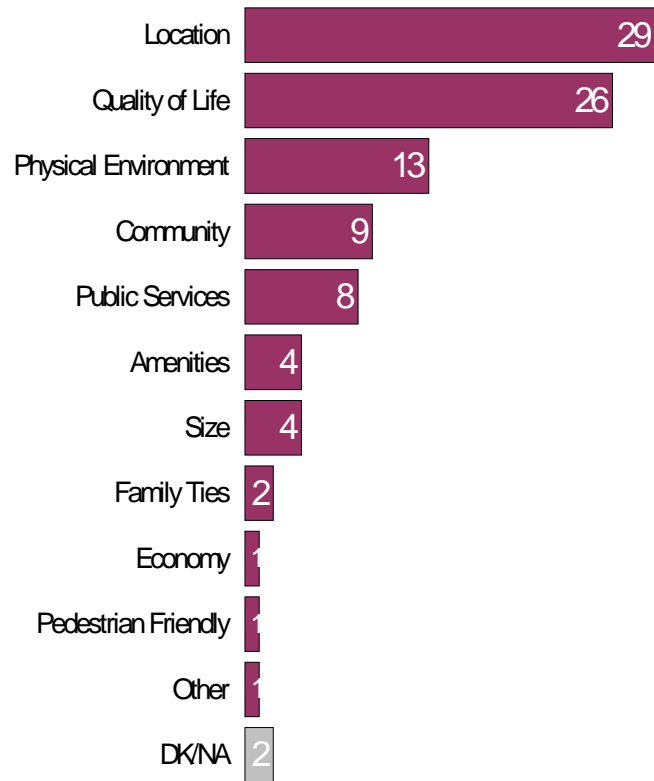


Question 3: How would you rate Kirkland as a place to live? Would you say: Excellent, Very Good, Satisfactory, Only Fair or Poor?

- **Most likely to have said “Excellent”:**
 - Self employed (56%)
 - Incomes over \$100,000 (55%)
 - Age 51-64 years-old (52%)

Location and Atmosphere Two Best Things About Living in Kirkland

LOCATION	29
Location	20
Near to Seattle/ Cities	4
Nearby Recreation	4
Other Location	1
QUALITY OF LIFE	26
Atmosphere	8
Neighborhood	7
Quiet/ Peaceful	5
Safe /No Crime	4
Comfortable	1
Other Atmosphere	1
ENVIRONMENT	13
Bay/ Lakes/ Rivers	7
Scenic Beauty	3
Physical Surrounding	1
Clean	1
COMMUNITY	9
Friendly People	6
Sense of Community	3
PUBLIC SERVICES	8
Parks & Recreation	4
Schools/ Education	2
Other Public Service	1
AMENITIES	4
Downtown	2
Cultural (Museums)	1
Shopping	1
SIZE	4
Small	3
FAMILY TIES	2
Family/ Friends Here	2
ECONOMY	1
PEDESTRIAN FRIENDLY	1
OTHER	1
"Everything"	1
NO ANSWER	2

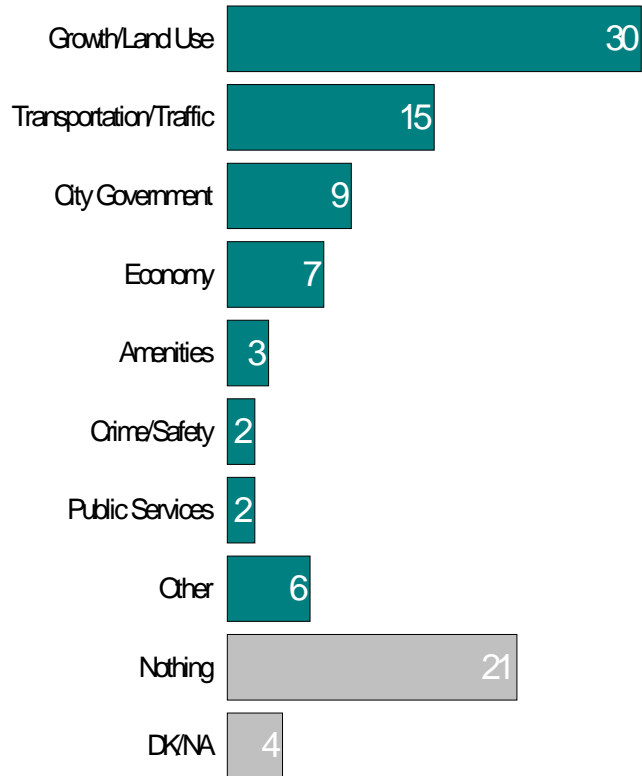


Question 4: What do you like best about living in Kirkland?

- **Most likely to have said Location:**
 - 51-64 year olds (36%)
- **Quality of Life:**
 - Residents 20+ years (30%)
- **Physical Environment:**
 - 18-35 year olds (23%)
 - Renters (22%)

Growth and Land Use Top Concerns

GROWTH/LAND USE	30
Overcrowding/Growth	9
Downtown Development	6
High Rises/Building "Up"	6
Annexation	4
Condos/Housing Density	3
Land Use Restriction	1
Park Place Project	1
TRANSPORTATION/TRAFFIC	15
Traffic Congestion	9
Streets/Sidewalks	3
Parking	2
Mass Transit	1
CITY GOVERNMENT	9
City Gov't (non-specific)	6
Money Handled Poorly	3
ECONOMY	7
Lack of Business	3
Lack of Jobs	1
High Cost of Living	1
Housing Costs/Prices	1
Economy	1
AMENITIES	3
No Shopping	2
No Recreation/Activities	1
Other Amenities	1
CRIME/SAFETY	2
Crime	1
Police	1
PUBLIC SERVICE	2
Lack of Public Service	1
Schools are Poor	1
Other Public Service	1
OTHER	6
Taxes	3
Other (non-specific)	2
"Nothing"	21
NO ANSWER	4



Question 5: When you think about the way things are going in Kirkland, is there anything that concerns you? [What is that?]

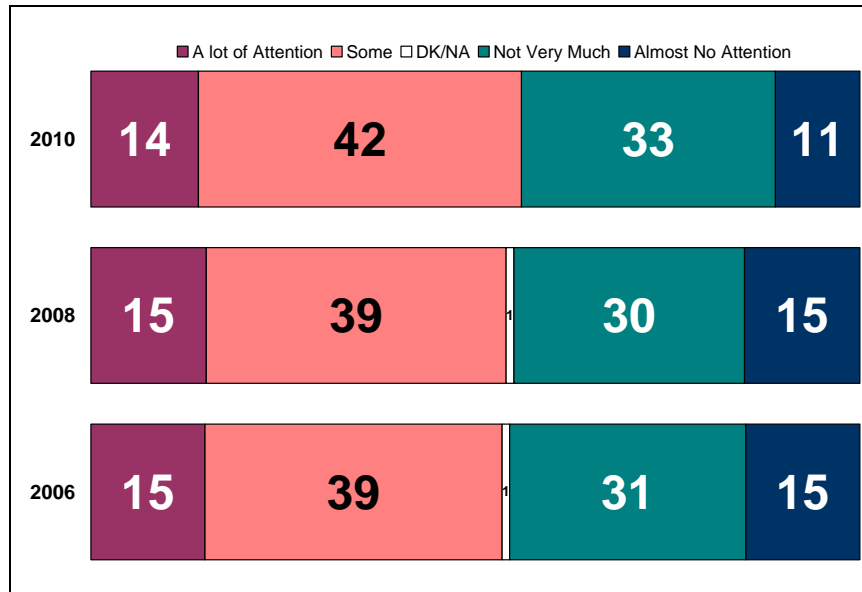
• **Most likely to have said Growth and Land Use:**

- Annual income \$100,000 + (40%)
- Residents 20 years or more (35%)
- Self Employed (36%)

• **Economy:**

- Public Sector employee (15%)

Most Pay at Least “Some” Attention to City Government

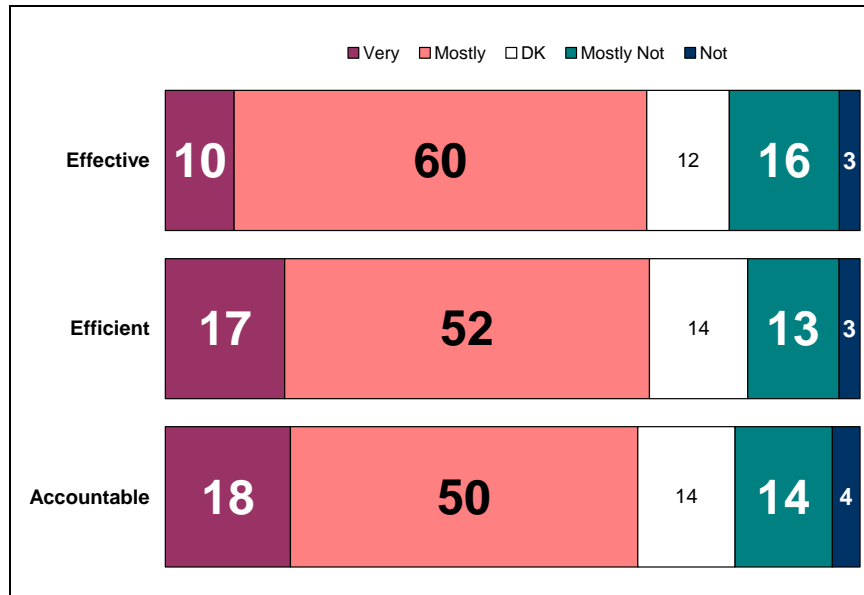


Question 6: These next questions are about Kirkland City Government. First, in general, how much attention would you say you pay to Kirkland City government? Would you say you pay; A Lot of Attention, Some, Not very Much or Almost No Attention?

- **Respondents most likely to pay “A Lot” or “Some” Attention to city government:**

- Public Sector employees (66%)
- Residents of 10+ years (63%)
- Aged 36 or older (60%)
- Home owners (57%)

7 in 10 Give Positive General Performance Ratings

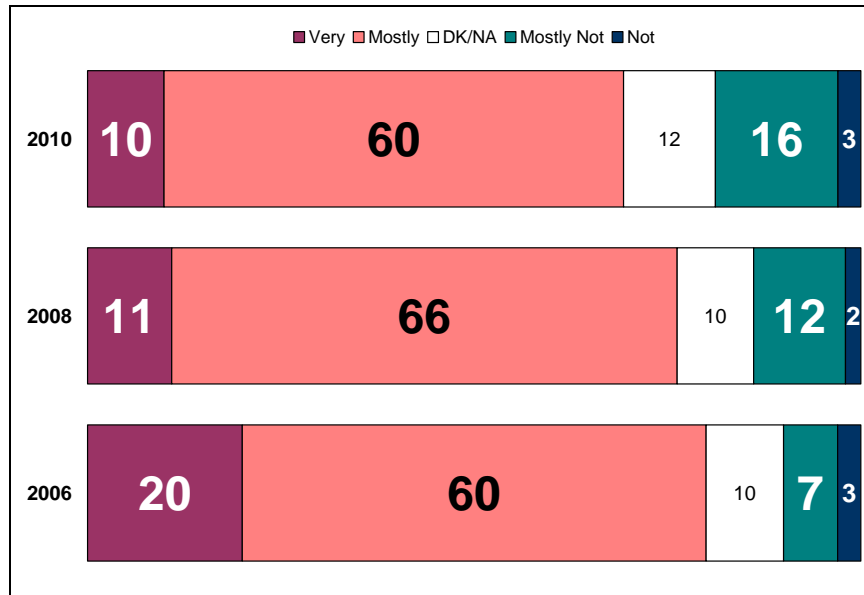


Question 8: How effective would you say Kirkland city government is? That is, how well does it accomplish what it is supposed to? Would you say that the City of Kirkland is; Very Effective, Mostly Effective, Mostly Ineffective or Very Ineffective?

Question 9: How efficient would you say the City of Kirkland government is? That is, does it deliver valuable services at reasonable cost? Compared to other cities or other levels of government, do you think that the City of Kirkland is; More Efficient, About the Same, Somewhat Less Efficient or Much Less Efficient?

Question 10: How accountable would you say the City of Kirkland government is?. That is, does it answer to the public for its action? Would you say that Kirkland City Government is; Very Accountable, Somewhat, Not Very or Not at All Accountable?

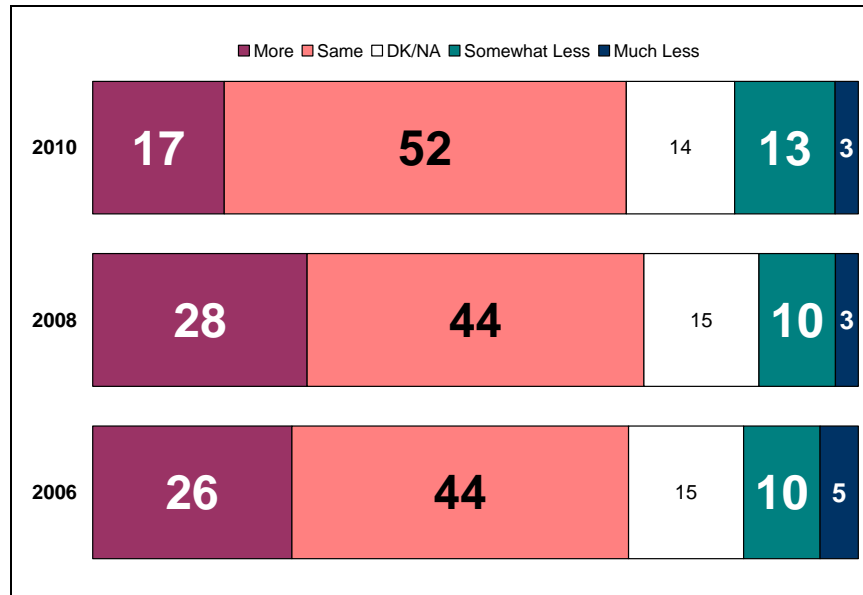
General Effectiveness Rating Slightly Lower than 2008



Question 8: How effective would you say Kirkland city government is? That is, how well does it accomplish what it is supposed to? Would you say that the City of Kirkland is; Very Effective, Mostly Effective, Mostly Ineffective or Very Ineffective?

- **Most likely to have said “Very Effective”:**
 - Renters (24%)

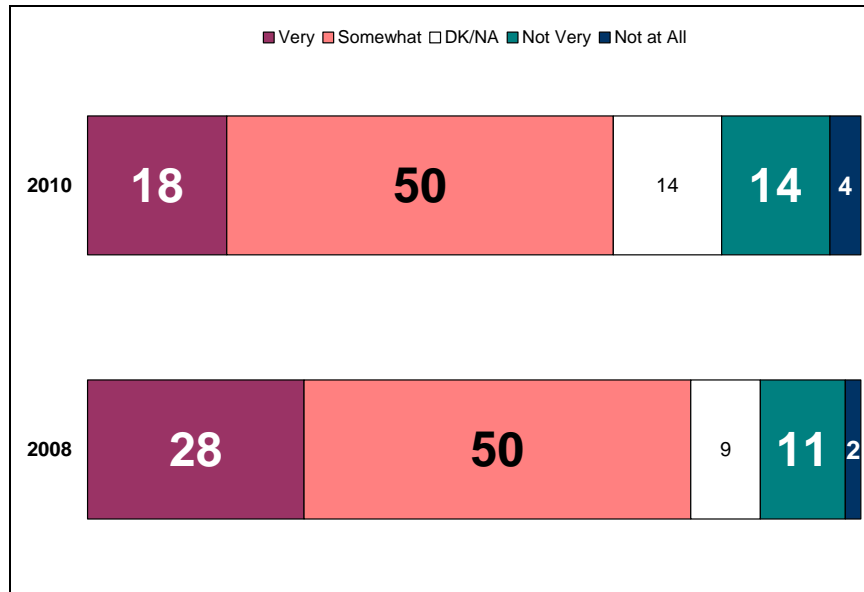
General Efficiency Rating Slightly Lower than 2008



Question 9: How efficient would you say the City of Kirkland government is? That is, does it deliver valuable services at reasonable cost? Compared to other cities or other levels of government, do you think that the City of Kirkland is; More Efficient, About the Same, Somewhat Less Efficient or Much Less Efficient?

- **Most Likely to have said “More Efficient:”**
 - Renters (26%)
 - Annual income \$75-\$100,000 (22%)
- **Most Likely to have said “Much Less Efficient:”**
 - Annual income \$100,000+ (8%)
 - Self employed (7%)
 - Age 51-64 (7%)

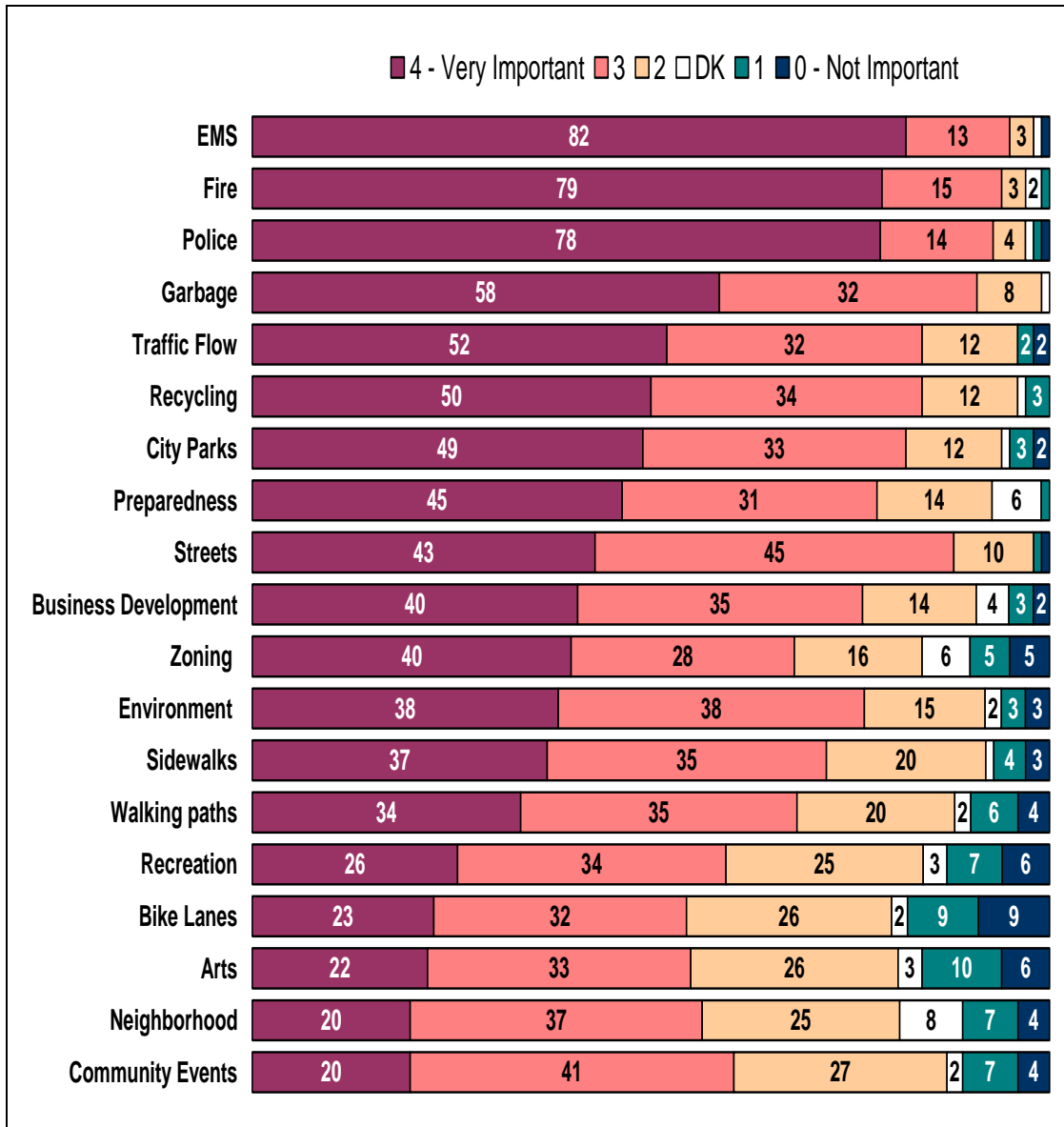
Overall Accountability Rating Lower, “Very” Accountable Lower than 2008



Question 10: How accountable would you say the City of Kirkland government is?. That is, does it answer to the public for its action? Would you say that Kirkland City Government is; Very Accountable, Somewhat, Not Very or Not at All Accountable? (Not asked in 2006.)

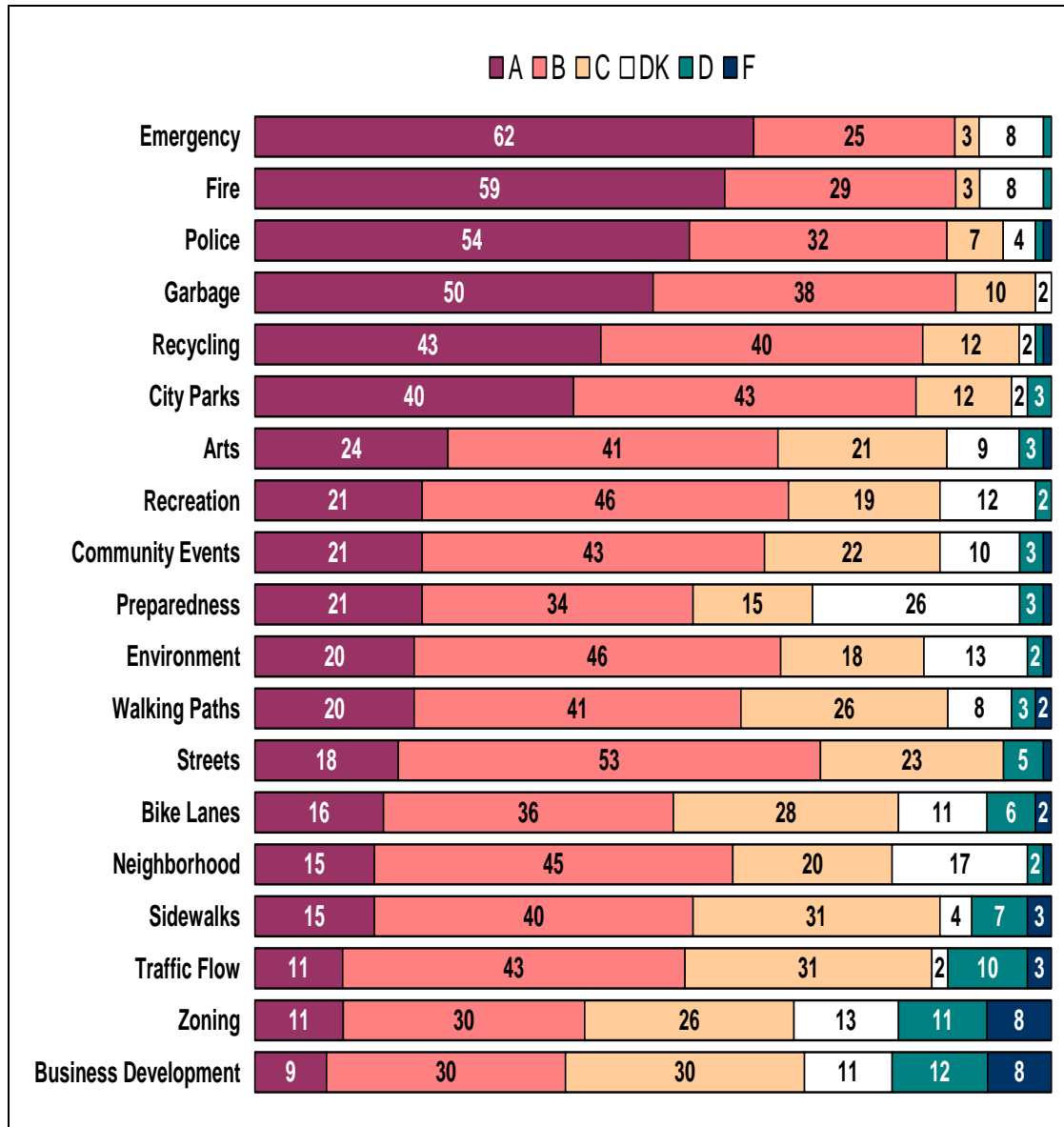
- **Most Likely to have said “Very Accountable:”**
 - Renters (30%)
 - Annual income \$50-\$100,000 (22%)
- **Most Likely to have said “Not at All Accountable:”**
 - Age 36-50 (8%)
 - Males (7%)

EMS, Fire and Police Most Important City Services



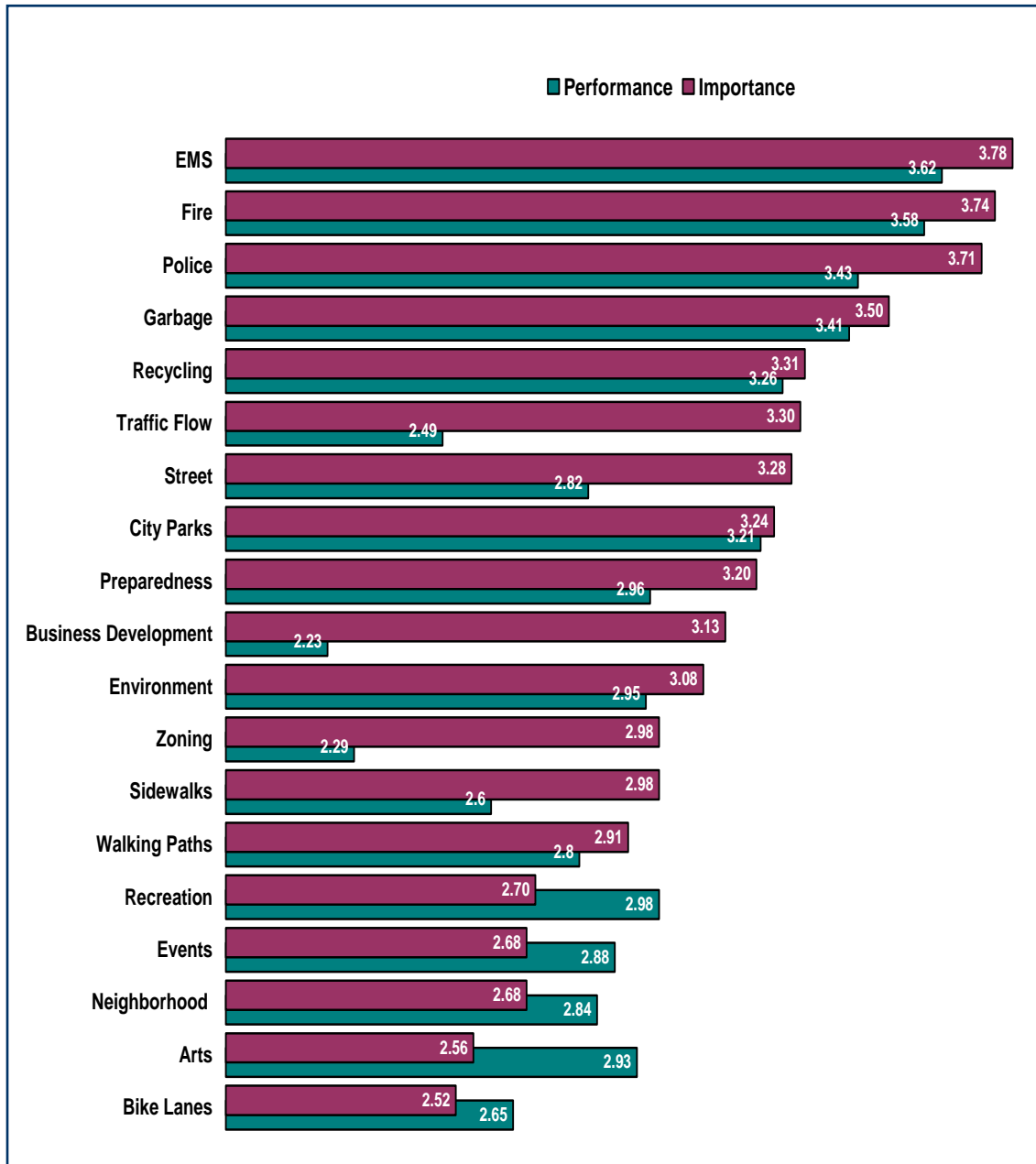
Question 11: I'm going to read you a list of services and facilities provided by the city. As I read each one, tell me how important that service is to you and your household. We'll use a scale from 0 to 4 where 4 means Very Important and 0 means Not Important to you.

EMS, Fire and Police also Receive Top Performance Ratings

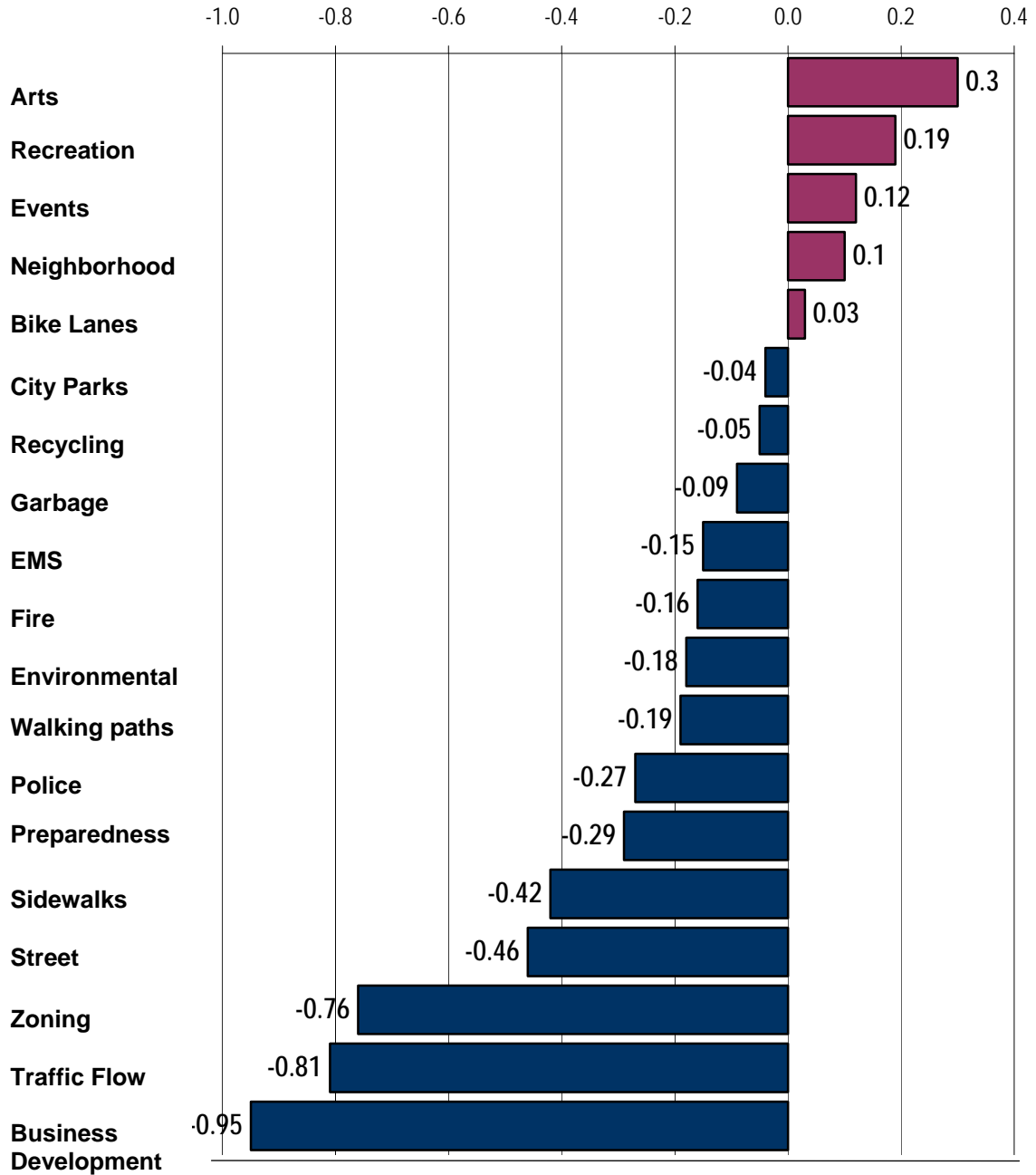


Question 12: I'll read through that list again. This time, tell me how well you think the city is doing in that area. As I read each service, give it a letter grade, like they give in school. A for Excellent, B For Good, C for Satisfactory, D for Barely Passing, F for Failing.

Importance and Performance Ratings Average Scores



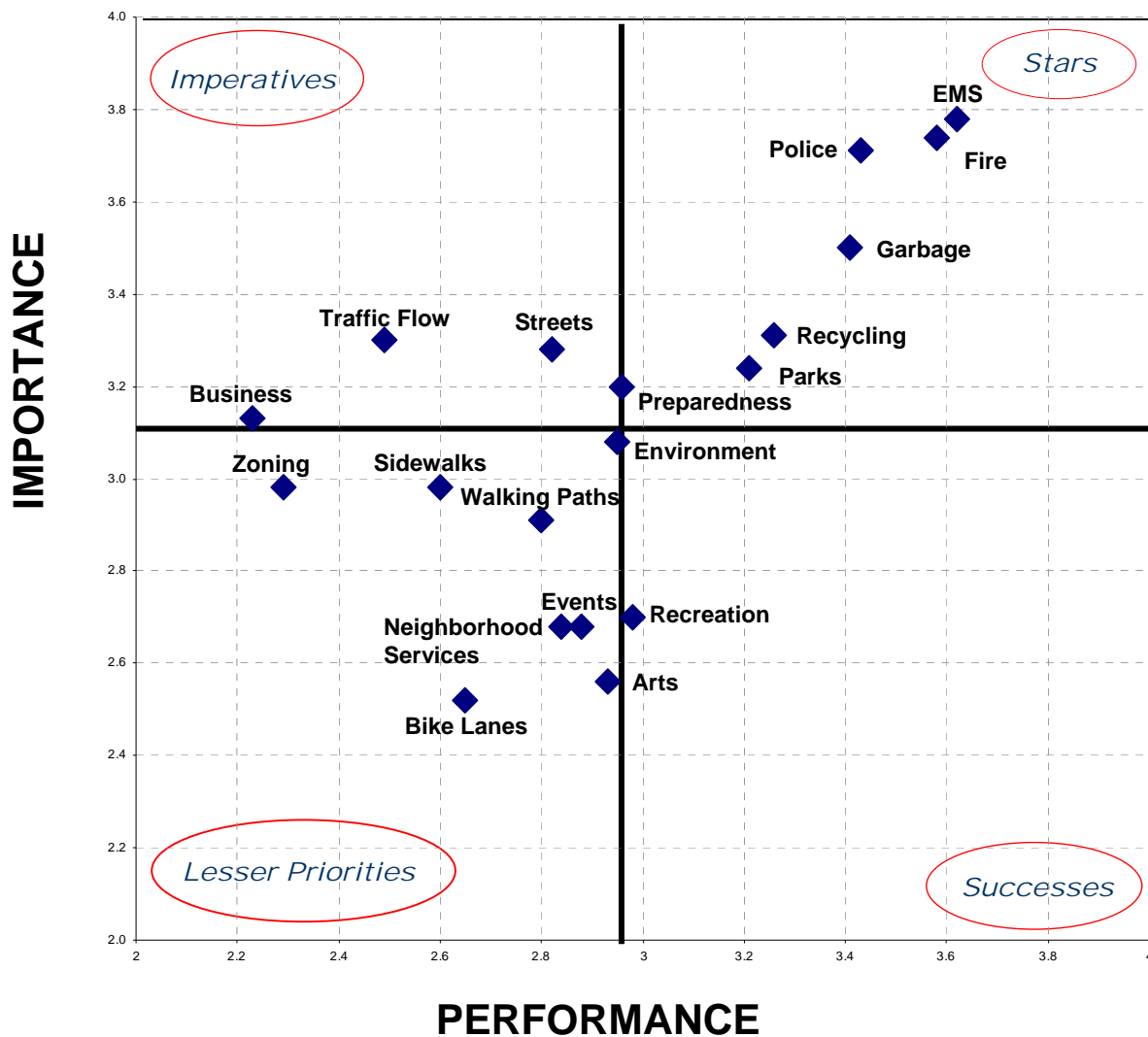
“Gap Score” Between Performance and Importance



Relative Importance, Performance: Quadrant Analysis

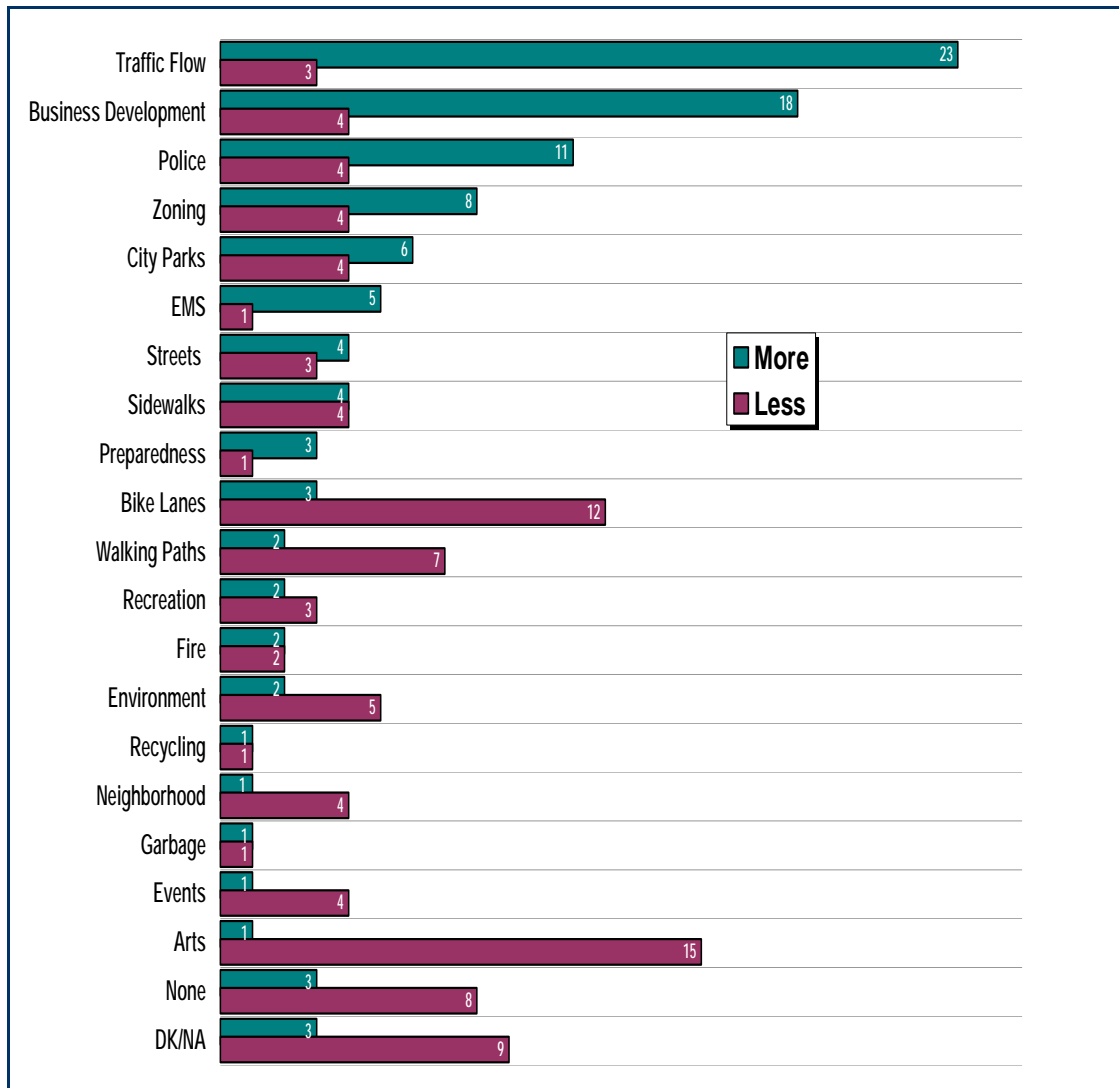
This chart plots the average scores for both Importance and Performance for each of the nineteen categories included in this survey. Respondents were asked to rate each service on a 0-4 scale. It is important to note that the scales are truncated here for emphasis. None of the categories scored lower than 2.23 on either scale.

The **Bold Lines** indicate the overall average scores for Importance & Performance.



Reading the chart: Each marker ♦ indicates the position of a service category on both the Importance Scale and the Performance Scale. For example, "EMS" scored highest on the Importance scale (3.78), and the Performance scale (3.62).

Top Priority for Additional Investments: Traffic Flow and Business Development



Question 13: Thinking now about the next two years, if you had to choose just one of the areas we just talked about, which one of these services would you say the City of Kirkland should invest more resources in over the next two years?

Question 13b: Which one would you say should have less resources invested in over the next 2 years?

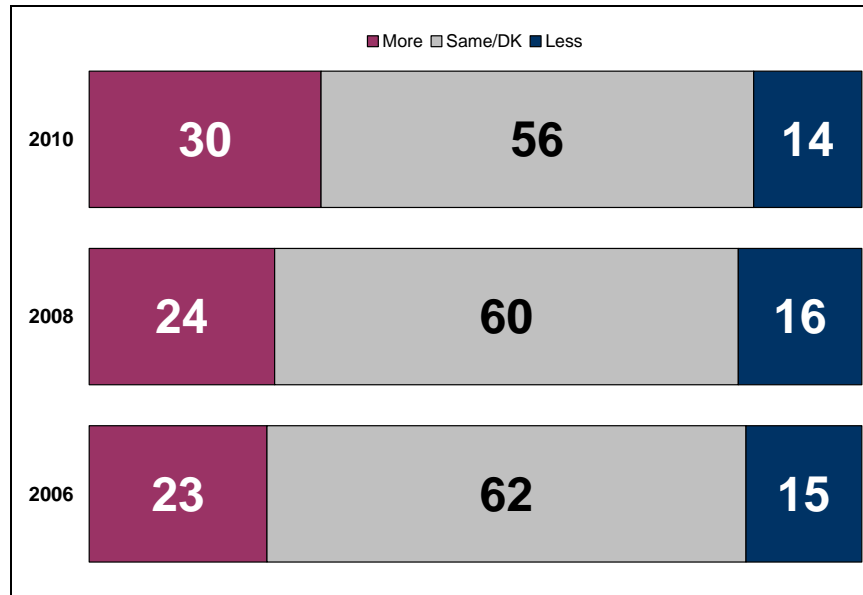
- **Most likely to have said Traffic Flow:**

- Public employees (32%)
- Age 51-64 (29%)

- **Most likely to have said Arts:**

- Renters (22%)
- Private Sector employees (21%)

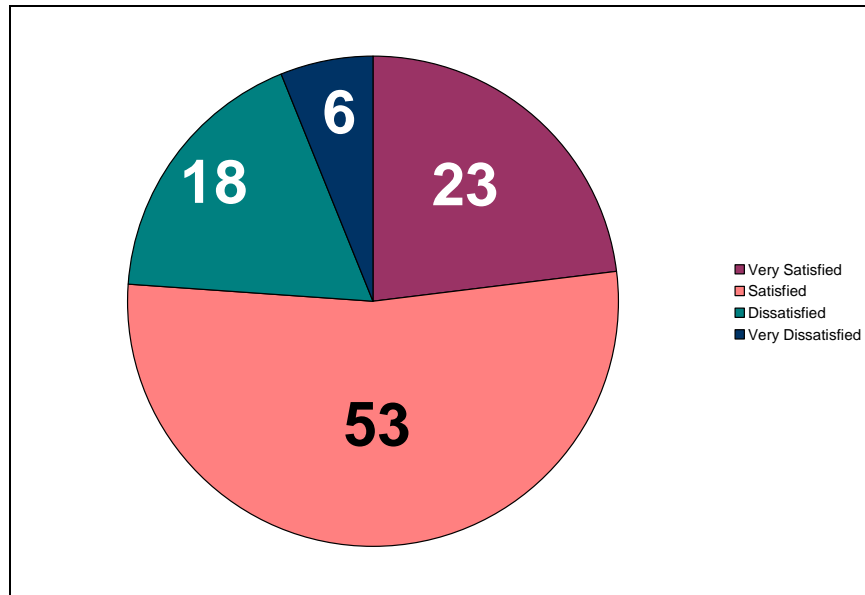
Most Prefer Same Amount of Commercial Space and Business Activity



Question 14: Like most cities in King County, Kirkland is growing and developing. As you know, zoning and other rules for new development govern growth and development in a city – things like the amount of and types of businesses and housing, and where they can be located. In your opinion, should there be more commercial space and business activity in Kirkland? Less? Or about the same as there is now?

- **Most likely to have said “More”:**
 - Age 18-35 (42%)
- **Most likely to have said “Same:”**
 - Residents of less than 5 years (66%)
 - Annual incomes of \$75-\$100,000 (66%)

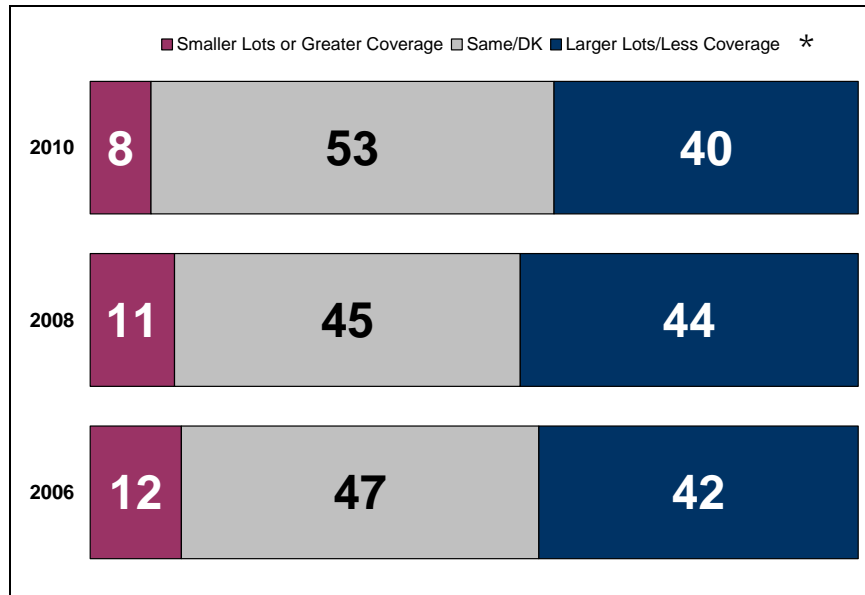
3 in 4 Satisfied with Availability of Goods and Services



Question 15: Thinking about the types of stores, goods and services available in Kirkland... would you say that you are; Very satisfied with the availability of goods and services in Kirkland, Satisfied, Dissatisfied or Very dissatisfied with the availability of goods and services in Kirkland?

- **Most likely to have said they are “Very Satisfied”:**
 - Residents of 10 - 20 years (30%)

Half Want Zoning Laws to Stay the Same

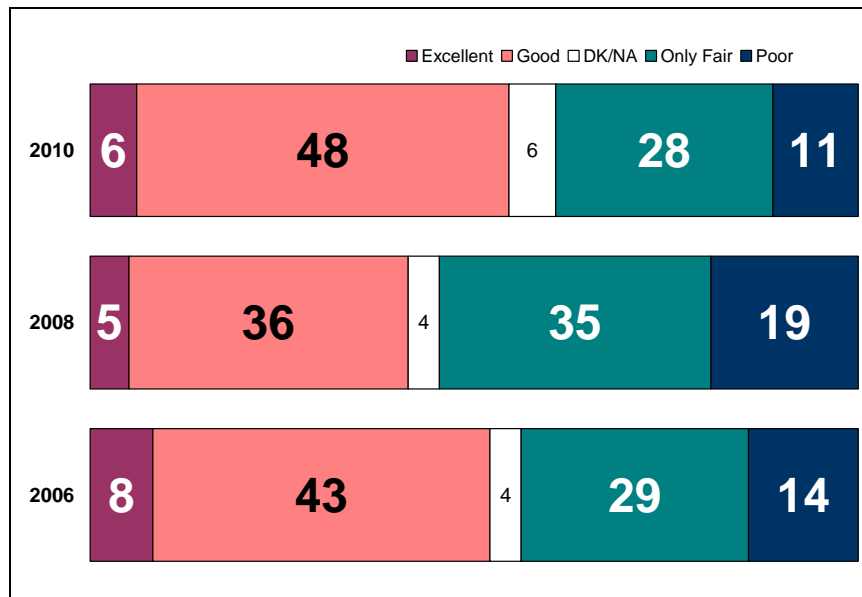


Question 16: In neighborhoods, zoning laws regulate things like how close together houses can be, and how much of a lot can be covered with a house and how much must be left for yard. In your opinion, should the rules governing housing construction in Kirkland; Be changed to allow for greater lot coverage and less yard, Stay the same as they are now or Be changed to require larger lots with less lot coverage and more yard?

** Wording change from previous years: Smaller lots and greater lot coverage, Same or Larger lots and less lot coverage.*

- **Most likely to have said to “Allow greater lot coverage and less yard”:**
 - Self employed respondents (15%)
- **Most likely to have said to “Require larger lots with less lot coverage and more yard”:**
 - Public Sector employees (49%)
 - Households with children (49%)

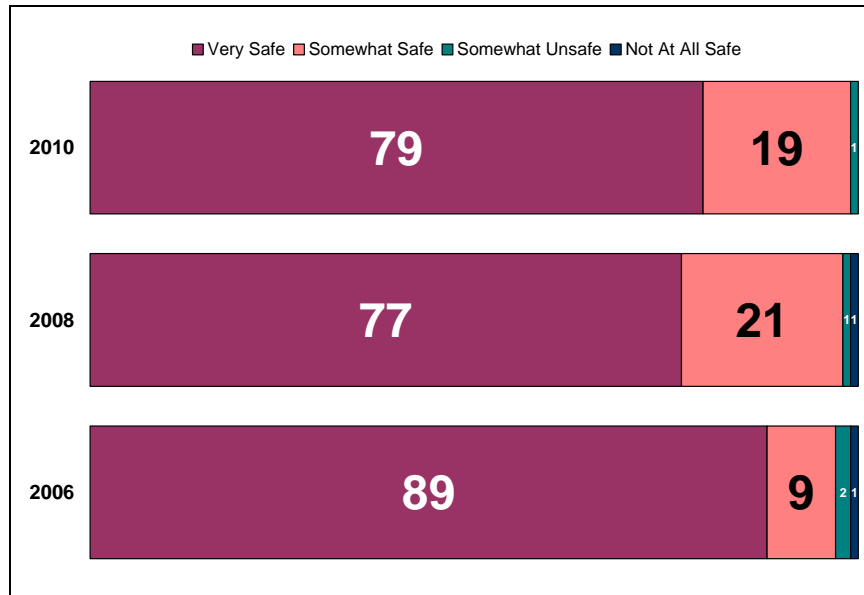
Ratings Up for Managing Residential Development



Question 17: Overall, how would you rate the job the City of Kirkland is doing at managing residential development? Would you say; Excellent, Good, Only Fair or Poor?

- **Most likely to have said “Excellent”:**
 - Renters (13%)
 - Those with annual incomes of \$50-\$100,000 (10%)
- **Most likely to have said “Poor”:**
 - Public Sector employees (17%)
 - Ages 36-50 (16%)
 - Residents of more than 20 years (15%)

Most Residents Felt Very Safe in their Neighborhood During the Day

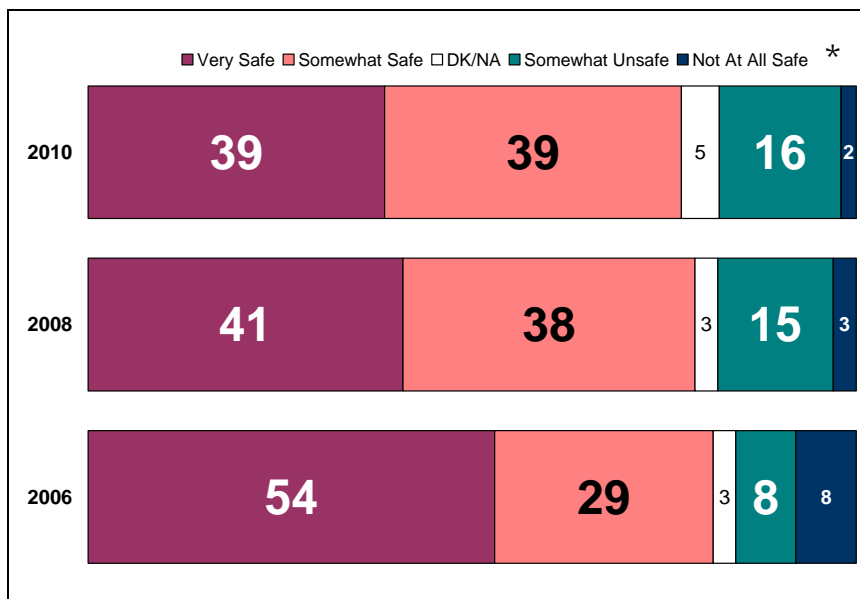


Question 18: Let's talk briefly about your neighborhood. In general, how safe do you feel walking alone in your neighborhood during the day? Would you say: Very Safe, Safe, Somewhat Safe or Very Unsafe?

- **Most likely to have said "Very Safe":**
 - Annual incomes of \$75,000+ (87%)
 - Ages 51-64 (87%)
 - The self employed (86%)

- **Most likely to have said only "Somewhat Safe":**
 - Renters (35%)

Fewer “Very Safe” after Dark

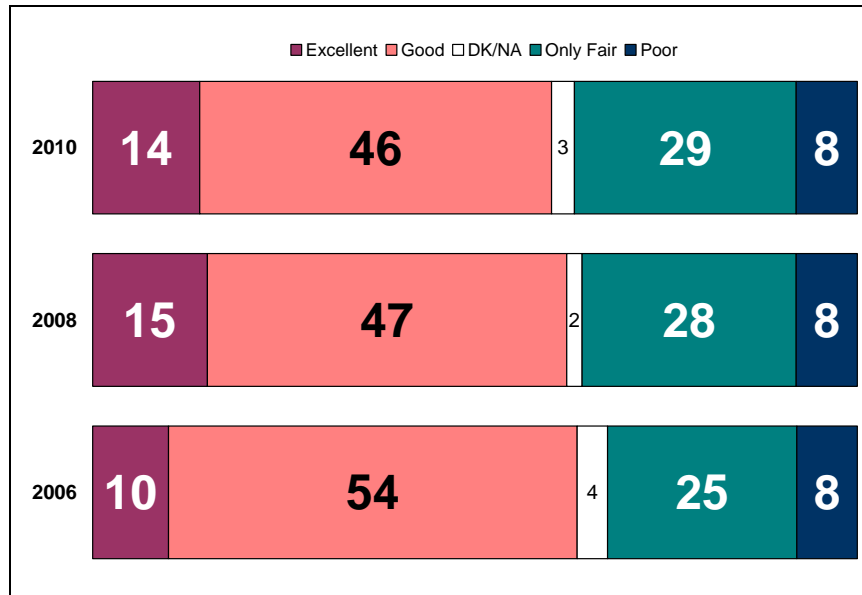


Question 19: In general, how safe do you feel walking alone in your neighborhood after dark? Would you say; Very Safe, Safe, Somewhat Safe or Very Unsafe?

* Wording change from previous years; At night

- **Most likely to have said “Very Safe”:**
 - Self employed (54%)
 - Annual incomes of over \$100,000 (53%)
 - Males (52%)
- **Most likely to have said “Very/Somewhat Unsafe”:**
 - Females (27%)
 - Ages 65+ (27%)
 - Renters (26%)
 - Annual incomes of less than \$50,000 (26%)

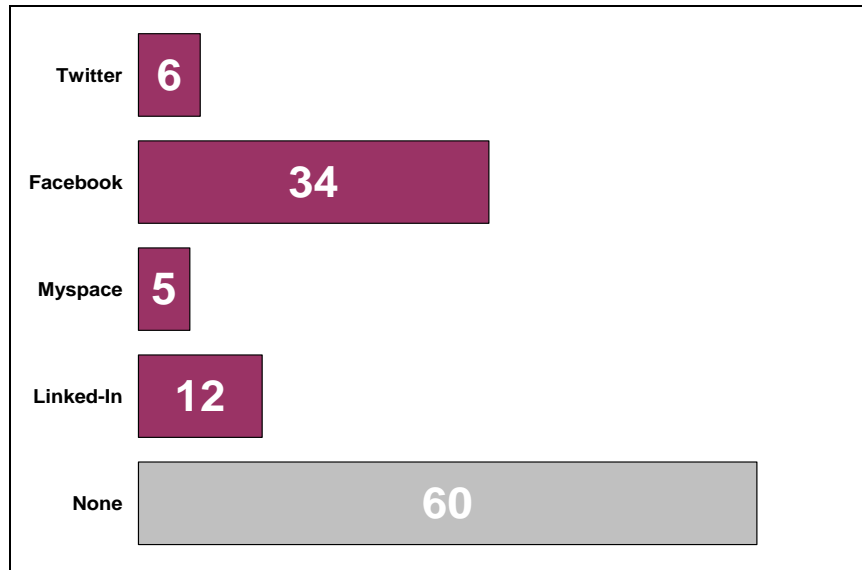
Most Said City was Good/Excellent at Keeping Them Informed



Question 20: In terms of keeping citizens informed about what is happening in city government -- How good a job do you think the City of Kirkland does at that? Would you say; Excellent, Good, Only Fair or Poor?

- **Most likely to have said “Excellent”:**
 - Residents of 5-10 years (21%)
 - Annual incomes of \$75-\$100,000 (21%)
- **Most likely to have said “Poor”:**
 - Residents of 10-20 years (11%)
 - Private Sector employees (11%)

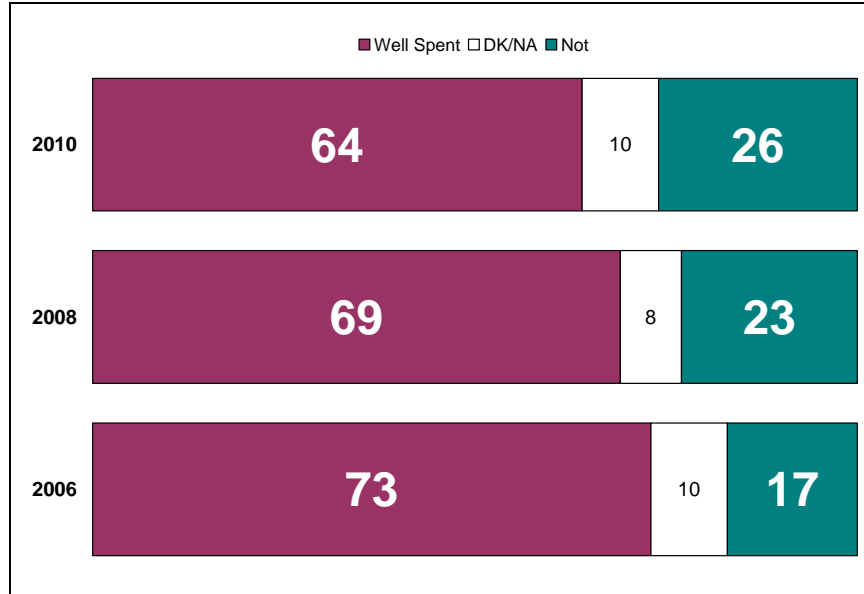
Facebook Most Popular Social Network



Question 21: Which of the following – if any – do you use?

- **Most likely to use “Facebook”:**
 - Ages 18-35 years (74%)
 - Annual incomes of \$100,000+ (53%)
 - Self employed (53%)
- **Most likely to use “Linked-In”:**
 - Ages 36-50 years (28%)
 - Resident of less than 5 years (22%)
- **Most likely to not use any of the above:**
 - Ages 65+ years (86%)
 - Not working (76%)
 - Annual incomes of under \$50,000 (72%)

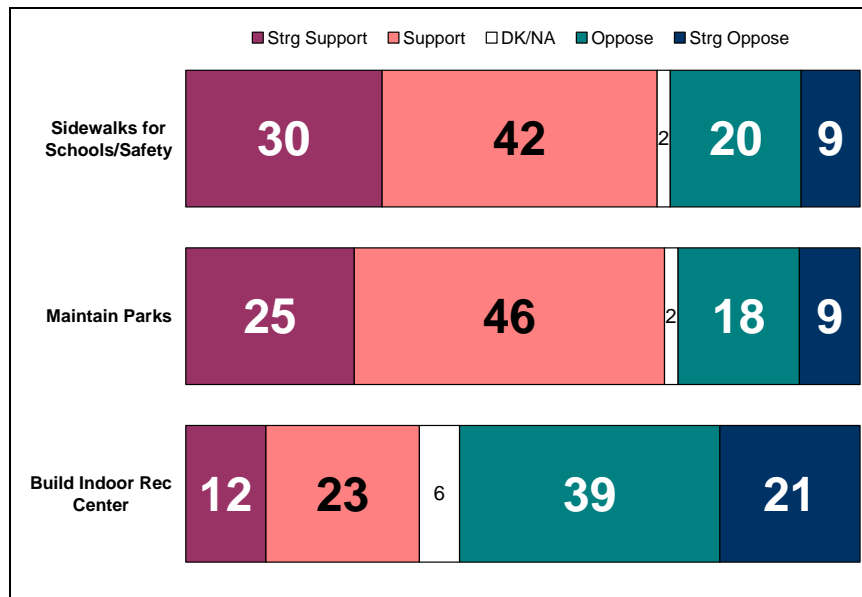
Almost 2 in 3 said City Taxes Well Spent; Trending Down Since 2006



Question 22: Thinking now about all the things we have talked about, as a citizen of Kirkland, do you think that your tax dollars are being well spent here? Or not?

- **Most likely to have said “Well Spent”:**
 - Renters (78%)
 - Residents of less than 5 years (77%)

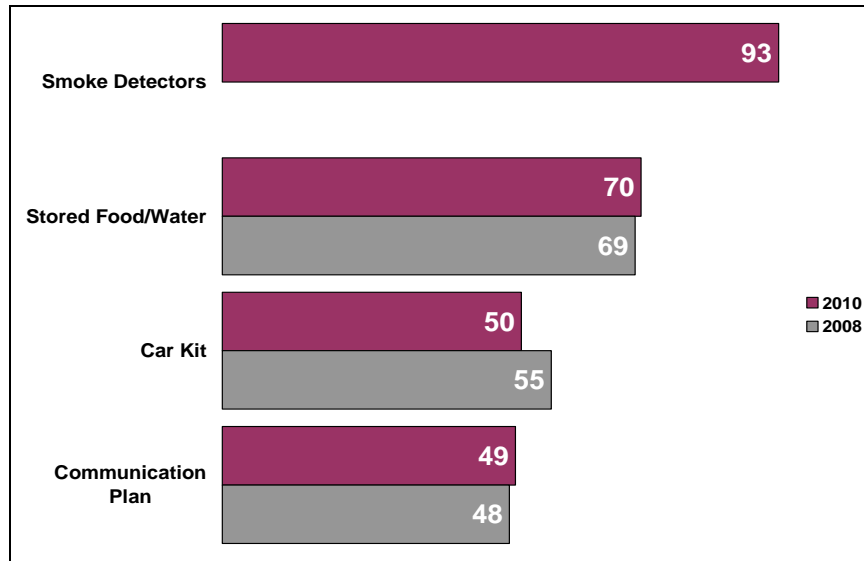
Sidewalks for Safety and Park Maintenance had Stronger Support than Recreation Center



Question 23. Next I am going to read a list of potential new facilities or services that some Kirkland citizens feel are needed. Each of these could require a property tax increase to provide the necessary funding. As I read each one, tell me whether you would support or oppose increasing local taxes for that purpose. Tell me whether you Support, Strongly Support, Oppose or Strongly Oppose each one. The first one is; a.) Maintain Existing Parks, b.) Put sidewalks on school walk routes and other places where there are pedestrian safety concerns, c.) Build an indoor Recreation Center.

- **Most likely to have said “Strongly Support” Sidewalks:**
 - Annual incomes under \$100,000 (39%)
 - Households with kids (38%)
 - Females (36%)
- **Most likely to have said “Strongly Support” Maintaining Parks:**
 - Households with kids (34%)
 - Annual income of under \$100,000 (31%)
 - Private Sector employees (30%)
- **Most likely to have “Strongly Supported” Indoor Recreation Center:**
 - Private Sector employees (19%)
 - Annual incomes of \$50-\$75,000 (18%)
 - Households with kids (18%)
 - Residents of 5-10 years (18%)

Almost All Respondents Have Working Smoke Detectors



Question 24: The following are things that some people have done to prepare their household for disasters or emergencies. As I read each one, just say yes if you have done that at your home. The first one is; a.) Stored 3 days of food and water for use in the event of an emergency, b.) Put together a kit for the car, with things like food, flashlight, blankets, & tire chains, c.) Established a plan to communicate with friends or relatives out of state, d.) Have active, working smoke detectors in your home.

- **Most likely to have a communications plan in place:**
 - Self employed (58%)
- **Least likely to have stored food and water:**
 - Renters (57%)
 - Age 18-35 (58%)

APPENDIX

DRAFT TOPLINE DATA

This summary presents response frequency distributions for the survey of Kirkland residents on behalf of the City of Kirkland.

Telephone interviews were completed with 430 Kirkland heads of household between January 4-11, 2010. The overall margin of sampling error is $\pm 4.7\%$. That means, in theory, if this same survey had been conducted 100 times, in at least 95 of those times the results would be within $\pm 4.7\%$ of the results report here.

The data are presented here in the same order the questions were asked in the interview. The figures in bold type are percentages of respondents who gave each answer. Percentages may not add to 100% due to rounding.

SEX: MALE...50 FEMALE...50

1. First, how long have you lived in Kirkland?

LESS THAN 1 yr...**1**
 1 to 5 yrs...**14**
 5 to 10 yrs...**16**
 10 to 20 yrs...**23**
 MORE THAN 20 yrs...**45**
 DK/NA...**1**

2. In which neighborhood of Kirkland do you live? (CLARIFY. READ LIST IF NECESSARY.)

A	Bridle Trails... 5 (South) Rose Hill (south of NE 85 TH)... 8	E	Lakeview... 4 Moss Bay... 6
B	Central Houghton [HOTE-un]... 10 Everest... 3	F	Totem Lake... 9 (North) Juanita (North of NE 124 th) ... 9
C	Norkirk... 8 Highlands... 5 Market... 4	G	(South) Juanita (South of NE 124 th)... 13
D	(North) Rose Hill (North of NE 85 TH)... 16		Other: .. 0 Don't Know.. 0

3. How would you rate Kirkland as a place to live? Would you say...

Excellent...**47**
 Very Good...**41**
 Satisfactory...**9**
 Only Fair...**3**
 Poor...**0**
 [DK/NA...**0**]

4. What do you like best about living in Kirkland?-----[DATA AT END]-----

5. When you think about the way things are going in Kirkland, is there anything that concerns you? [What is that?] -----[DATA AT END] -----

6. These next questions are about Kirkland City Government. First, in general, how much attention would you say you pay to Kirkland City government? Would you say you pay...

ROTATE TOP/BOTTOM

A Lot of Attention... **14**

Some... **42**

Not Very Much... **33**

Almost No Attention ...11

DK/NA... **0**

7. Three ways that people often measure how well an organization is running are effectiveness, efficiency, and accountability. Effectiveness means accomplishing what you are supposed to accomplish. Thinking about the City of Kirkland...

ROTATE Q8 – 9 - 10

8. How effective would you say Kirkland city government is? That is, how well does it accomplish what it is supposed to? Would you say that the City of Kirkland is...

ROTATE TOP/BOTTOM

Very Effective... **10**

Mostly Effective... **60**

Mostly Ineffective... **16**

Very Ineffective...3

DK/NA... **12**

9. How efficient would you say the City of Kirkland government is? That is, does it deliver valuable services at reasonable cost? Compared to other cities or other levels of government, do you think that the City of Kirkland is...

ROTATE TOP/BOTTOM

More efficient... **17**

About the same... **52**

Somewhat Less efficient... **13**

Much Less efficient...3

DK/NA... **14**

10. How accountable would you say the City of Kirkland government is?. That is, does it answer to the public for its action? Would you say that Kirkland City Government is...

ROTATE TOP/BOTTOM

Very Accountable... **18**

Somewhat... **50**

Not Very Accountable... **14**

Not At All Accountable...4

[DK/NA...14]

- 11.** I'm going to read you a list of services and facilities provided by the city. As I read each one, tell me how important that service is to you and your household. We'll use a scale from 0 to 4 where 4 means Very Important and 0 means Not Important to you. The first one is....

ROTATE	VERY	NOT	DK/NA	MEAN
1. Managing Traffic Flow	52	32	12	2	3.30
2. Street Maintenance.....	43	45	10	1	3.28
3. Recreation Programs and Classes	26	34	25	7	2.70
4. City Parks.....	49	33	12	3	3.24
5. Fire Services.....	79	15	3	1	3.74
6. Emergency Medical Services.....	82	13	3	0	3.78
7. Police Services	78	14	4	1	3.71
8. Neighborhood Services & Programs	20	37	25	7	2.68
9. Attracting and Keeping Businesses	40	35	14	3	3.13
10. Bike Lanes	23	32	26	9	2.52
11. Sidewalks	37	35	20	4	2.98
12. Arts.....	22	33	26	10	2.56
13. Community Events.....	20	41	27	7	2.68
14. Zoning and Land Use	40	28	16	5	2.98
15. Recycling Services.....	50	34	12	3	3.31
16. Garbage Collection	58	32	8	0	3.50
17. Emergency Preparedness.....	45	31	14	1	3.20
18. Environmental Stewardship.....	38	38	15	3	3.08
19. Walking paths	34	35	20	6	2.91

- 12.** I'll read through that list again. This time, tell me how well you think the city is doing in that area. As I read each service, give it a letter grade, like they give in school. A for Excellent, B For Good, C for Satisfactory, D for Barely Passing, F for Failing.

ROTATE	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>F</u>	<u>DK/NA</u>	<u>MEAN</u>
1. Managing Traffic Flow	11	43	31	10	3	2	2.49
2. Street Maintenance.....	18	53	23	5	1	0	2.82
3. Recreation Programs and Classes	21	46	19	2	0	12	2.98
4. City Parks.....	40	43	12	3	0	2	3.21
5. Fire Services.....	59	29	3	1	0	8	3.58
6. Emergency Medical Services.....	62	25	3	1	0	8	3.62
7. Police Services	54	32	7	1	1	4	3.43
8. Neighborhood Services & Programs	15	45	20	2	1	17	2.84
9. Attracting and Keeping Businesses	9	30	30	12	8	11	2.23
10. Bike Lanes	16	36	28	6	2	11	2.65
11. Sidewalks	15	40	31	7	3	4	2.60
12. Arts.....	24	41	21	3	1	9	2.93
13. Community Events.....	21	43	22	3	1	10	2.88
14. Zoning and Land Use.....	11	30	26	11	8	13	2.29
15. Recycling Services.....	43	40	12	1	1	2	3.26
16. Garbage Collection	50	38	10	0	0	2	3.41
17. Emergency Preparedness.....	21	34	15	3	1	26	2.96
18. Environmental Stewardship.....	20	46	18	2	1	13	2.95
19. Walking Paths	20	41	26	3	2	8	2.80

13. Thinking now about the next two years...If you had to choose just one of the areas we just talked about, which one of these services would you say the City of Kirkland should invest more resources in over the next two years?

13.1. Which one would you say should have less resources invested in over the next 2 years?

[READ LIST IF NECESSARY]	<u>Q13</u> <u>MORE</u>	<u>13.1</u> <u>LESS</u>
Managing Traffic Flow	23	3
Street Maintenance	4	3
Recreation Programs and Classes	2	3
City Parks	6	4
Fire Services	2	2
Emergency Medical Services	5	1
Police Services	11	4
Neighborhood Services & Programs	1	4
Attracting & Keeping Businesses.....	18	4
Bike Lanes	3	12
Sidewalks	4	4
Arts.....	1	15
Community Events.....	1	4
Zoning and Land use.....	8	4
Recycling Services	1	1
Garbage Collection	1	1
Emergency Preparedness.....	3	1
Environmental Stewardship.....	2	5
<u>Walking paths.....</u>	<u>2</u>	<u>7</u>
[DO NOT READ] "None"	3	8
[DO NOT READ] DK / NA.....	3	9

14. Like most cities in King County, Kirkland is growing and developing. As you know, zoning and other rules for new development govern growth and development in a city – things like the amount of and types of businesses and housing, and where they can be located.

In your opinion, should there be more commercial space and business activity in Kirkland? Less? Or about the same as there is now?

MORE...**30**
 SAME...**53**
 LESS...**14**
 [DK/NA]...**3**

15. Thinking about the types of stores, goods and services available in Kirkland... would you say that you are ...

ROTATE TOP/BOTTOM

Very satisfied with the availability of goods and services in Kirkland...**23**

Satisfied...**53**

Dissatisfied...**18**

Very dissatisfied with the availability of goods and services in Kirkland...6

[DK/NA...0]

16. In neighborhoods, zoning laws regulate things like how close together houses can be, and how much of a lot can be covered with a house and how much must be left for yard. In your opinion, should the rules governing housing construction in Kirkland:

ROTATE TOP/BOTTOM

Be changed to allow for greater lot coverage and less yard...**8**

Stay the same as they are now...**47**

Be changed to require larger lots with less lot coverage and more yard ...40

[DK/NA]...6

17. Overall, how would you rate the job the City of Kirkland is doing at managing residential development? Would you say...

ROTATE TOP/BOTTOM

Excellent...**6**

Good...**48**

Only Fair...**28**

Poor...11

[DK/NA]...6

18. Let's talk briefly about your neighborhood. In general, how safe do you feel walking alone in your neighborhood during the day? Would you say...

ROTATE TOP/BOTTOM

Very Safe...**79**

Safe...**19**

Somewhat Unsafe...**1**

Very Unsafe...0

DK/NA...0

19. In general, how safe do you feel walking alone in your neighborhood after dark? Would you say...

ROTATE TOP/BOTTOM

Very Safe...**39**

Safe...**39**

Somewhat Unsafe...**16**

Very Unsafe...2

DK/NA...5

20. In terms of keeping citizens informed about what is happening in city government -- How good a job do you think the City of Kirkland does at that? Would you say...

ROTATE TOP/BOTTOM

Excellent...**14**
 Good...**46**
 Only Fair...**29**
Poor...8
 DK/NA...3

21. Which of the following – if any – do you use?

READ 1 – 4. CIRCLE ALL THAT APPLY

Twitter...**6**
 Facebook...**34**
 Myspace...**5**
Linked-In...12
 NONE...**60**

22. Thinking now about all the things we have talked about, as a citizen of Kirkland, do you think that your tax dollars are being well spent here? Or not?

WELL SPENT...**64**
 NOT...**26**
 [DK/NA...10]

23. Next I am going to read a list of potential new facilities or services that some Kirkland citizens feel are needed. Each of these could require a property tax increase to provide the necessary funding. As I read each one, tell me whether you would support or oppose increasing local taxes for that purpose. Tell me whether you Support, Strongly Support, Oppose or Strongly Oppose each one. The first one is...

ROTATE

	<u>STRONG SUPPORT</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>STRONG OPPOSE</u>	DK/NA
1. Put sidewalks on school walk routes and other places where there are pedestrian safety concerns.....	30	42	20	6	2
2. Maintain existing parks.....	25	46	18	9	2
3. Build an indoor Recreation Center	12	23	39	21	6

24. The following are things that some people have done to prepare their household for disasters or emergencies. As I read each one, just say yes if you have done that at your home. The first one is...

[ROTATE CIRCLE ALL THAT APPLY]

- | | |
|--|-----------|
| 1. Have active, working smoke detectors in your home..... | 93 |
| 2. Stored 3 days of food and water for use in the event of an emergency..... | 70 |
| 3. Put together a kit for the car, with things like food, flashlight, blankets, & tire chains. | 50 |
| 4. Established a plan to communicate with friends or relatives out of state..... | 49 |
| None..... | 1 |

25. I have just a few last questions for our statistical analysis. How old are you?	18-35... 10
	36-50... 23
	51-64... 32
	65+... 35
	[NA... 1]

26. Which the following best describes you at this time? Are you. . .

	Self employed or a business owner... 14
Employed In The Public Sector, Like a Governmental Agency or Educational Institution...	11
	Employed In Private Business... 29
	Not Working Right Now... 8
	Retired... 37
	[NA... 2]

27. Which of the following best describes your household:	Single with no children at home... 31
	Couple with no children at home... 33
	Single with children at home... 5
	Couple with children at home... 29
	[NA... 2]

28. Which of the following best describes your race or ethnic background?	African American... 2
	Asian / Pacific Islander... 2
	American Indian / Native American... 1
	Caucasian... 90
	Hispanic / Latino... 2
	Other... 2
	[DK/NA... 2]

29. Do you own or rent the place in which you live?

OWN....**83**
RENT.....**13**
DK/NA...**5**

30. Finally, I am going to list four broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for this year.

ROTATE TOP/BOTTOM
\$50,000 or less...**23**
Over \$50,000 to \$75,000...**18**
Over \$75,000 to \$100,000...**13**
\$100,000 to \$150,000...**10**
Over \$150,000...**8**

[DO NOT READ: NO ANSWER]...**28**

Thank you . You have been very helpful

RESPONSES TO OPEN-ENDED QUESTIONS

Q4: What do you like best about living in Kirkland?

LOCATION	29
Location	20
Near to Seattle/ Cities	4
Nearby Recreation	4
Other Location	1
Quality of Life	26
Atmosphere	8
Neighborhood	7
Quiet/ Peaceful	5
Safe /No Crime	4
Comfortable	1
Other Atmosphere	1
ENVIRONMENT	13
Bay/ Lakes/ Rivers	7
Scenic Beauty	3
Physical Surrounding	1
Clean	1
COMMUNITY	9
Friendly People	6
Sense of Community	3
PUBLIC SERVICES	8
Parks & Recreation	4
Schools/ Education	2
Other Public Service	1
AMENITIES	4
Downtown	2
Cultural (Museums)	1
Shopping	1
SIZE	4
Small	3
FAMILY TIES	2
Family/ Friends Here	2
TRANSPORTATION	1
Pedestrian Friendly	1
ECONOMY	1
OTHER	1
"Everything"	1
NO ANSWER	2

Q5: Is there anything that concerns you about the way things are going?

<u>GROWTH/LAND USE</u>		30
Overcrowding/Growth	9	
Downtown Development	6	
High Rises/Building "Up"	6	
Annexation	4	
Condos/Housing Density	3	
Land Use Restriction	1	
Park Place Project	1	
<u>TRANSPORTATION/TRAFFIC</u>		15
Traffic Congestion	9	
Streets/Sidewalks	3	
Parking	2	
Mass Transit	1	
<u>CITY GOVERNMENT</u>		9
City Gov't (non-specific)	6	
Money Handled Poorly	3	
<u>ECONOMY</u>		7
Lack of Business	3	
Lack of Jobs	1	
High Cost of Living	1	
Housing Costs/Prices	1	
Economy	1	
<u>AMENITIES</u>		3
No Shopping	2	
No Recreation/Activities	1	
Other Amenities	1	
<u>CRIME/SAFETY</u>		2
Crime	1	
Police	1	
<u>PUBLIC SERVICE</u>		2
Lack of Public Service	1	
Schools are Poor	1	
Other Public Service	1	
<u>OTHER</u>		6
Taxes	3	
Other (non-specific)	2	
"Nothing"		21
NO ANSWER		4