CITY OF KENMORE

The LOVE where you LIVE Project

Community Survey #1 Results

February 12, 2024

The Love Where You Live Project

Background

The Love Where You Live Project is a year-long community engagement effort that began in the summer of 2023. The goal of the project is to gather broad feedback from the community about their priorities and vision for the future of Kenmore.

Phase I Community Engagement Review: June – December 2023

- In-person engagement booths at 22 community events using the hands-on “Dream, Play, Build” method.
- An online survey open to all
- Over 1,100 qualitative responses collected
- **A statistically valid community survey conducted by EMC Research**

EMC research

City of Kenmore Community Survey #1

December 2023

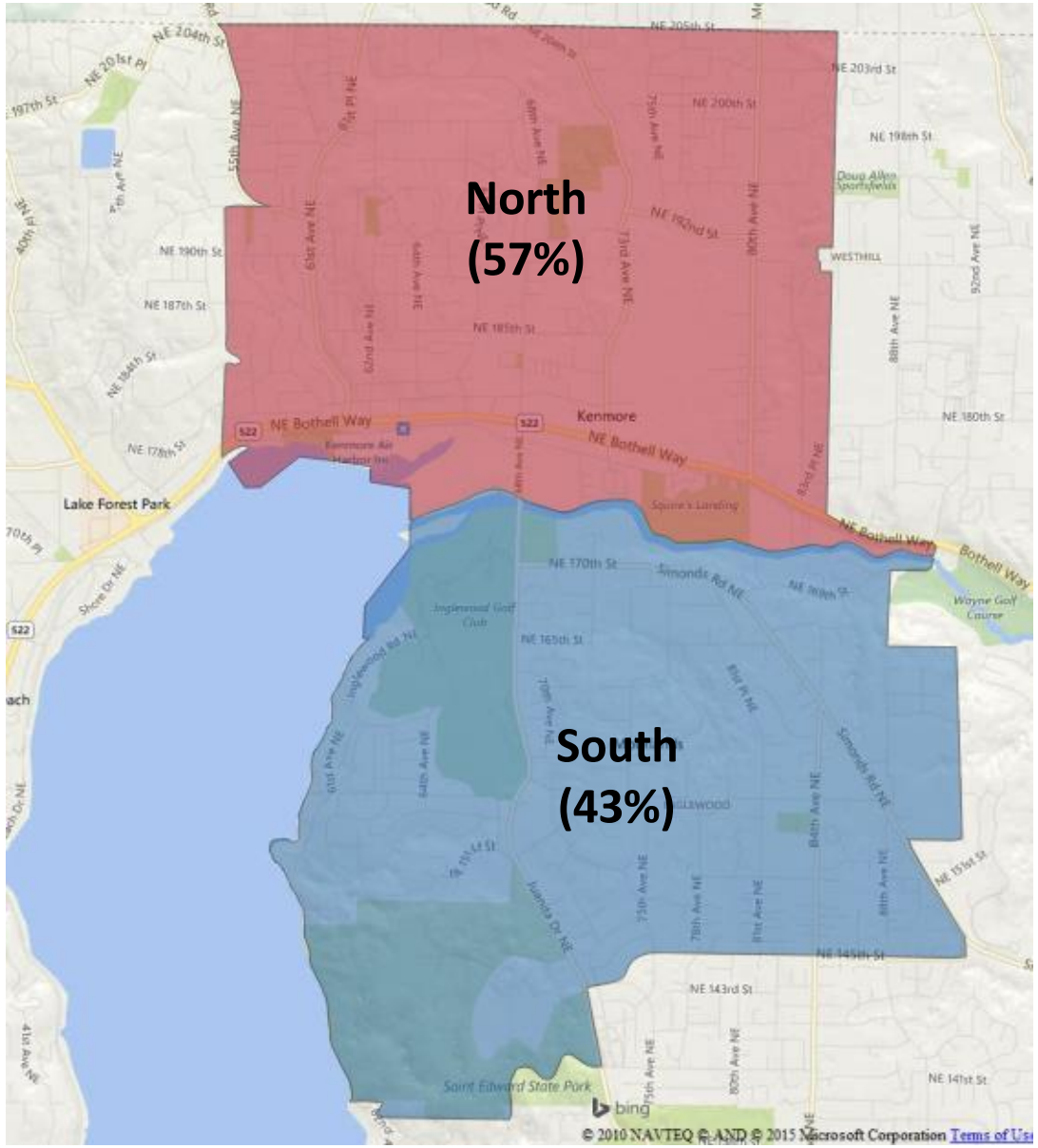
Methodology

- Multi-modal Email- and Text-to-Web/live telephone survey of registered voters in Kenmore, Washington
- Survey conducted December 4 – 19, 2023
- 300 interviews; overall margin of error ±5.7 percentage points
- Telephone interviews were conducted in English by trained, professional interviewers; landlines and mobile phones included
- Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Phone and Text-to-Web	December 4 – 12, 2019	All Registered Voters	300	±5.7 percentage points	19-7497
Phone	April 24 – May 2, 2016	All Registered Voters	300	±5.7 percentage points	16-5967
Phone	December 2 – 10, 2015	All Registered Voters	300	±5.7 percentage points	15-5355

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

Map of Kenmore



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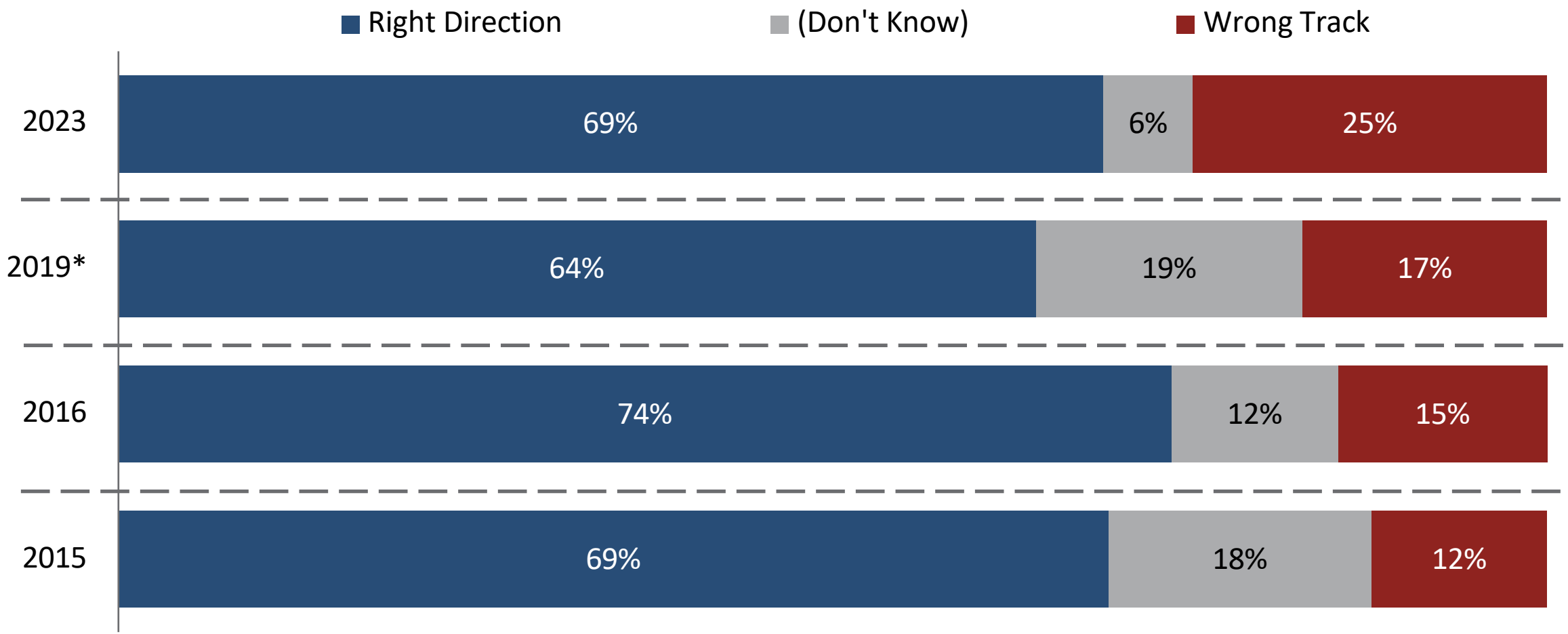
Kenmore Issue Environment

Direction of Kenmore

Residents continue to be optimistic about the direction of Kenmore.

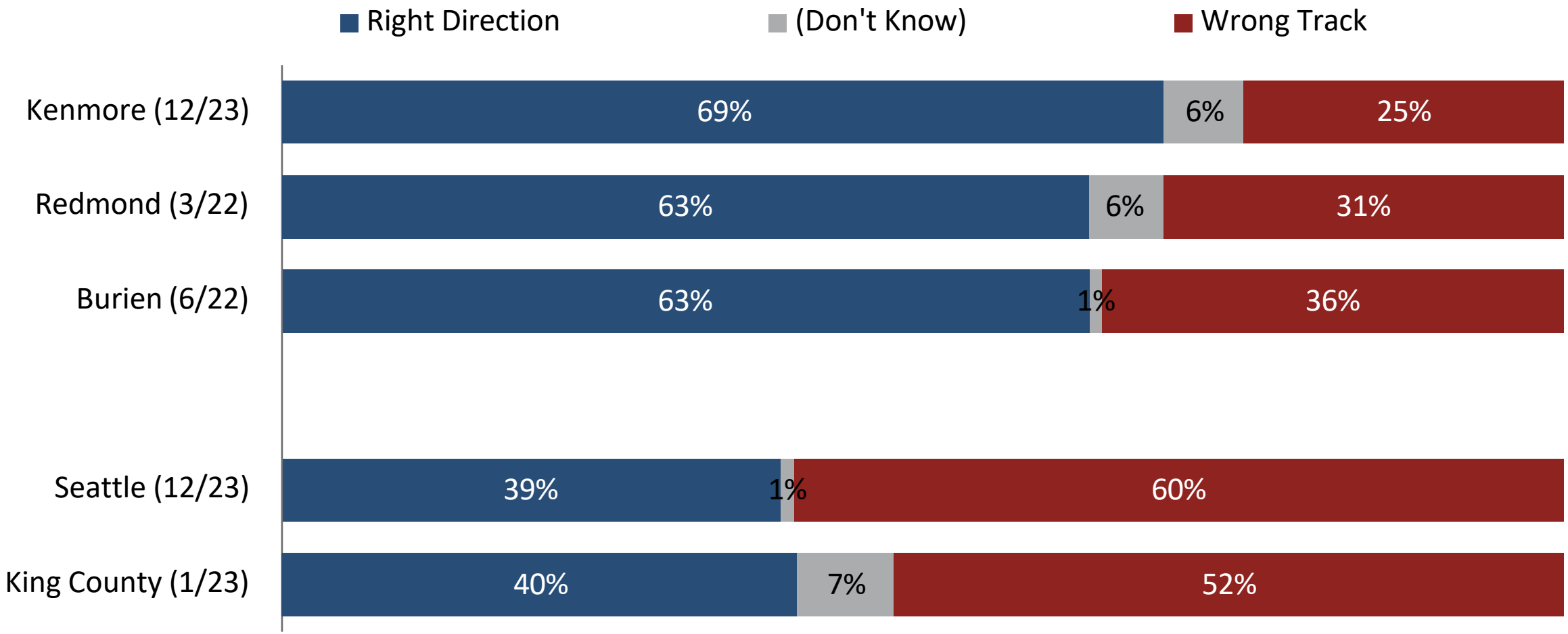


*2019 was the first survey to include web respondents and offered an explicit "Don't know" response option on web; an explicit "Don't know" option was not offered for web in 2023

Q2. Do you feel things in Kenmore are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

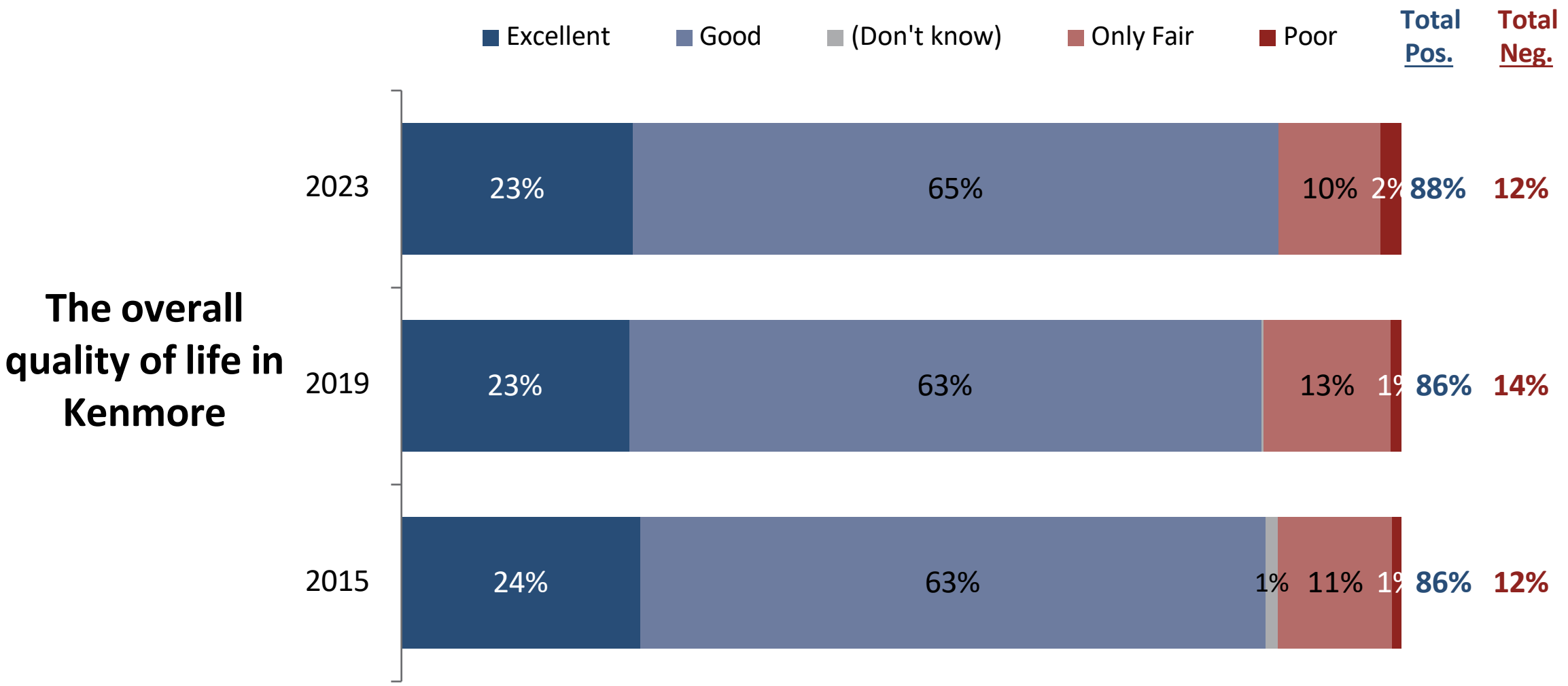
Right Direction/Wrong Track in the Region

Levels of optimism in Kenmore are comparable to other small cities in the region.



Quality of Life in Kenmore

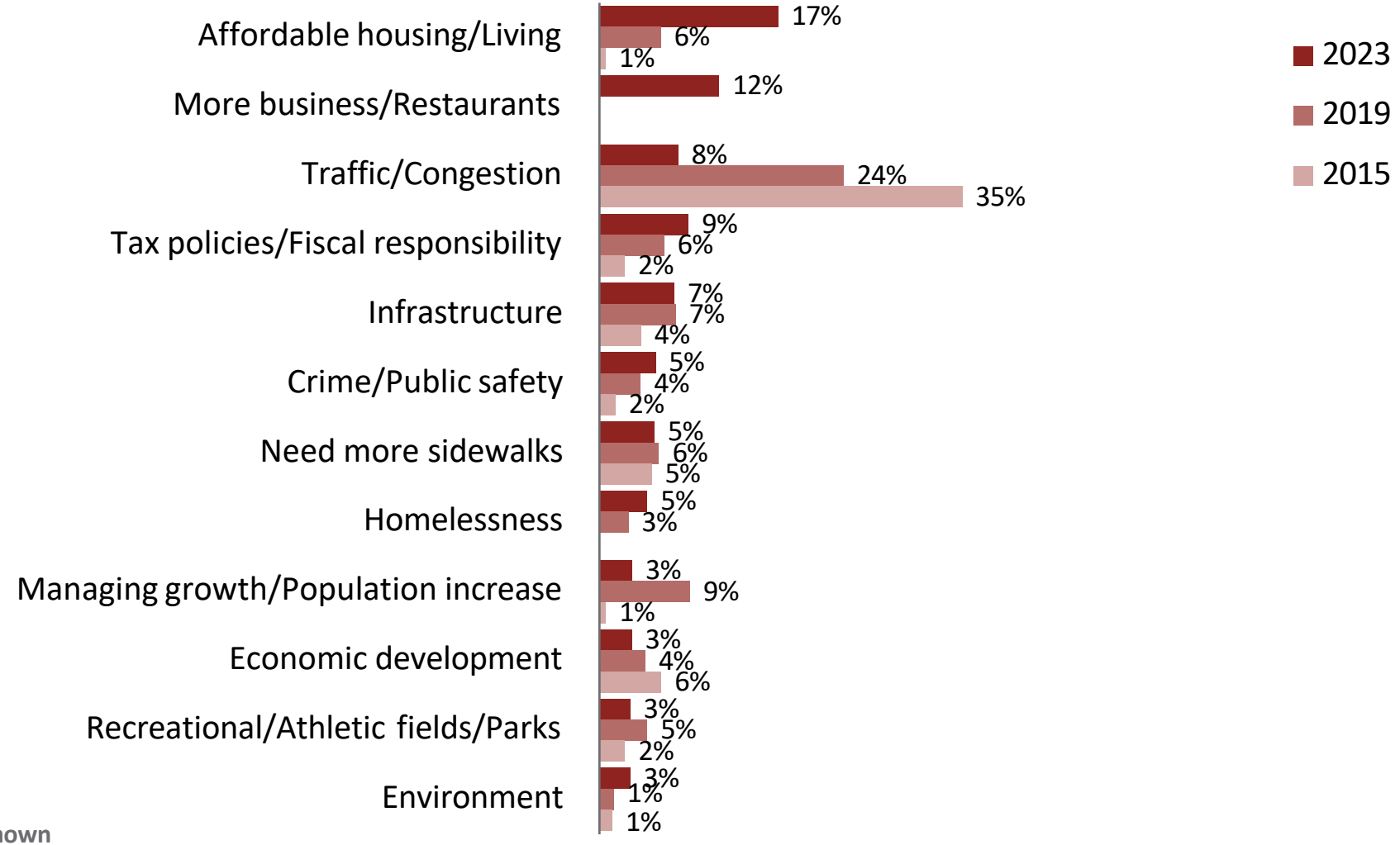
Perceptions of the quality of life in Kenmore remain overwhelmingly positive.



Q4. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

Most Important Problem in Kenmore

Affordable housing is now the top mentioned problem in Kenmore, followed by the need for more businesses and restaurants—which had not received enough mentions to warrant its own category in previous years.

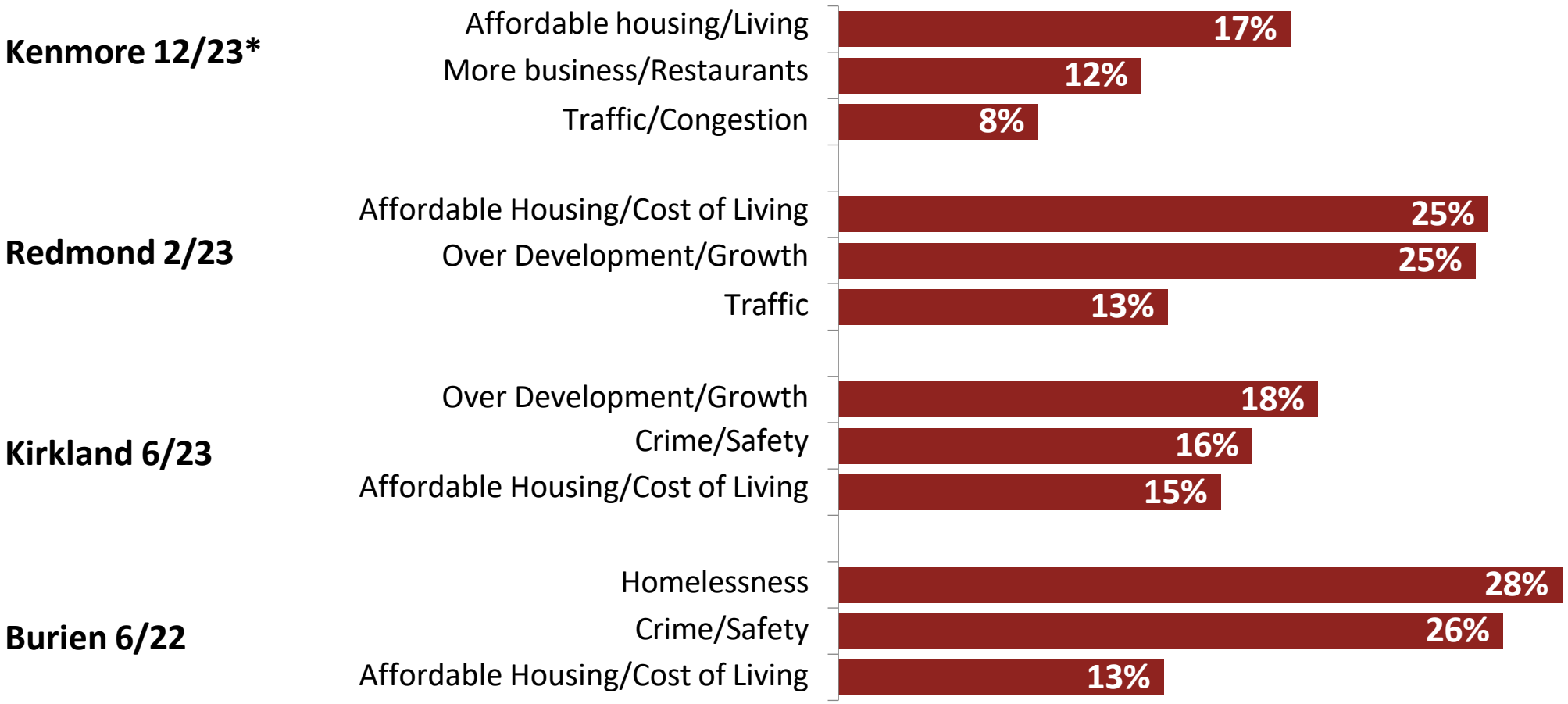


Other and *No Opinion* categories not shown

Q3. What is the most important issue the Kenmore City Council needs to address over the next two years? *(Verbatim responses coded into categories)*

Most Important Problem in the Region

Affordable housing is a common concern in communities throughout the region.



*Kenmore wording was "What is the most important issue the Kenmore City council needs to address over the next two years?" as compared to "What do you think is the most important problem facing the City of X today?"

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Perceptions of Local Government

Job Ratings in the Region

Ratings of other municipal governments in the region overall, as well as specifically on fiscal management and delivery of services, tend to be similar to ratings of Kenmore.

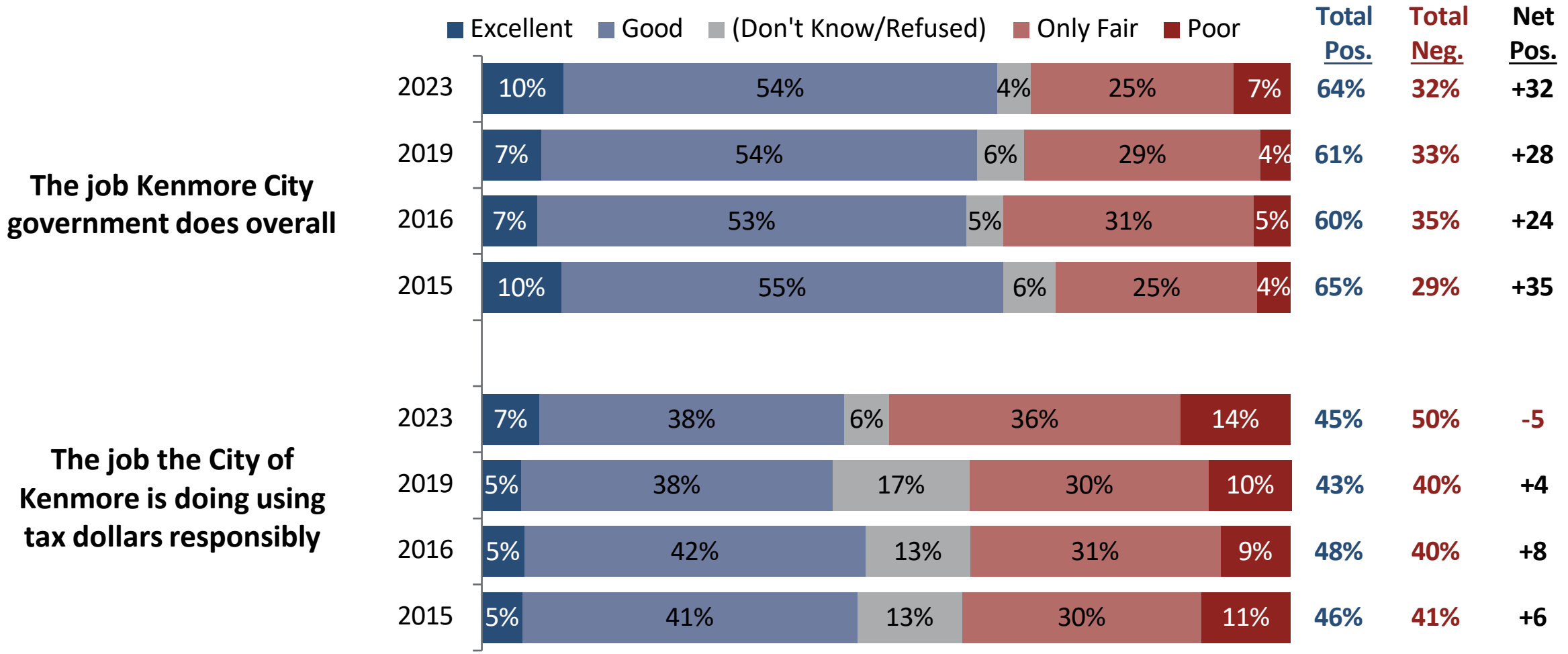
% Excellent/Good

	Kenmore (12/23)	Redmond (2/23)	Kirkland (6/22)
Overall	64%	65%	64%
Using tax dollars responsibly	45%	43%	44%*
Delivering services efficiently	70%	65%	67%

*Wording was "the job the City is doing managing the public's money" rather than "using tax dollars responsibly"

Kenmore Job Ratings Over Time

The overall rating of Kenmore City government remains stable. When not offered a "don't know" response outright, perceptions on the use of tax dollars get a little more negative.



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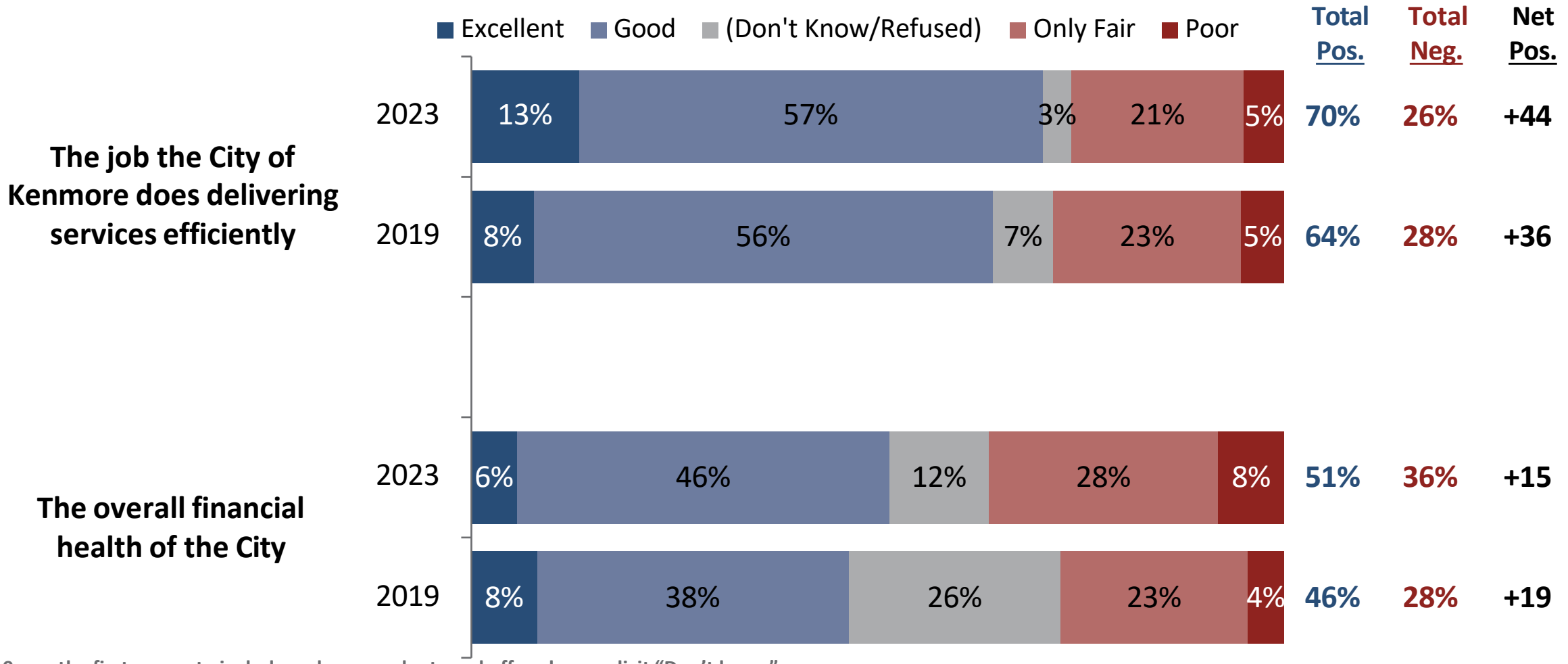
Q5-8. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

Kenmore Job Ratings Over Time

Ratings of the job the City does delivering services have increased slightly. Voters remain more divided about the financial health of the City, with increases in both positive and negative ratings.



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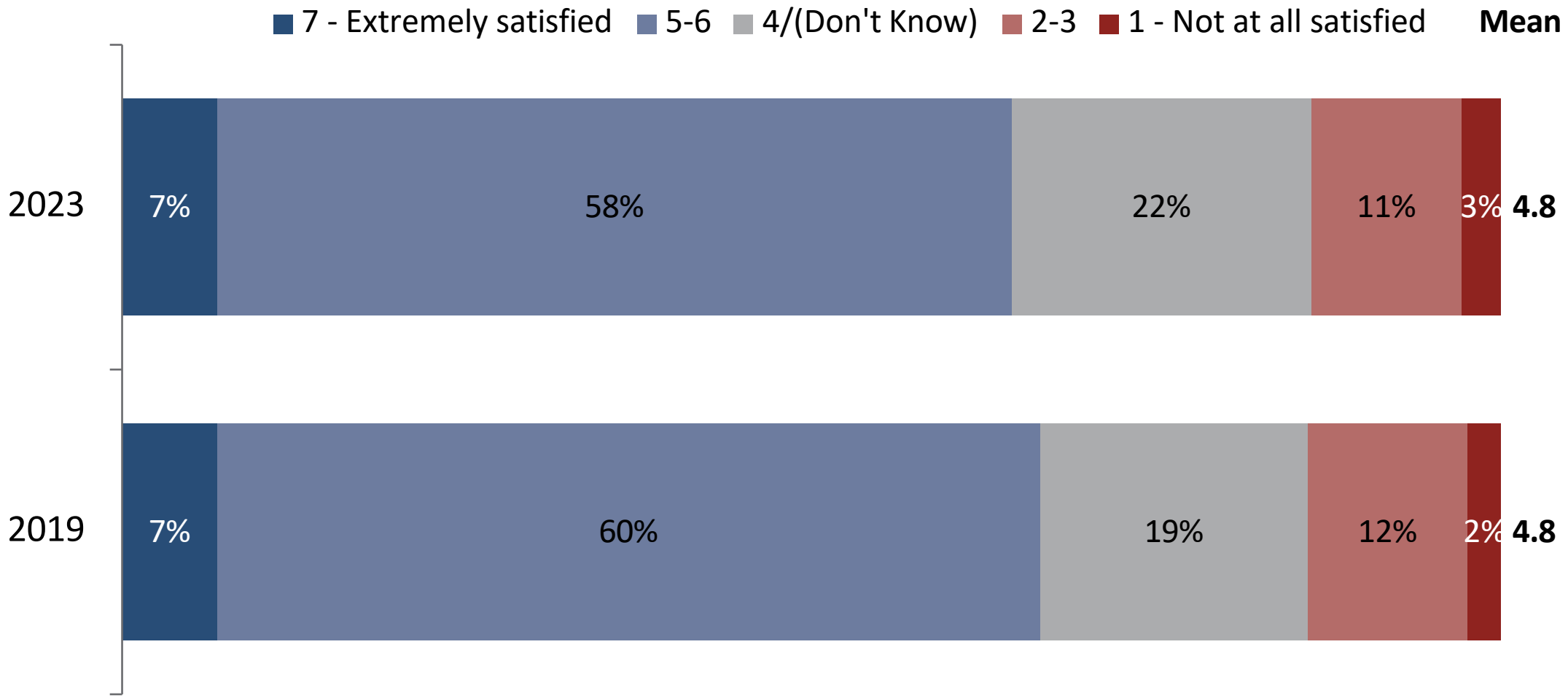
Q5-8. Using a scale of excellent, good, only fair, or poor, please rate each of the following.

Satisfied with City Services

As in 2019, a strong majority is satisfied with the services provided by the City of Kenmore.

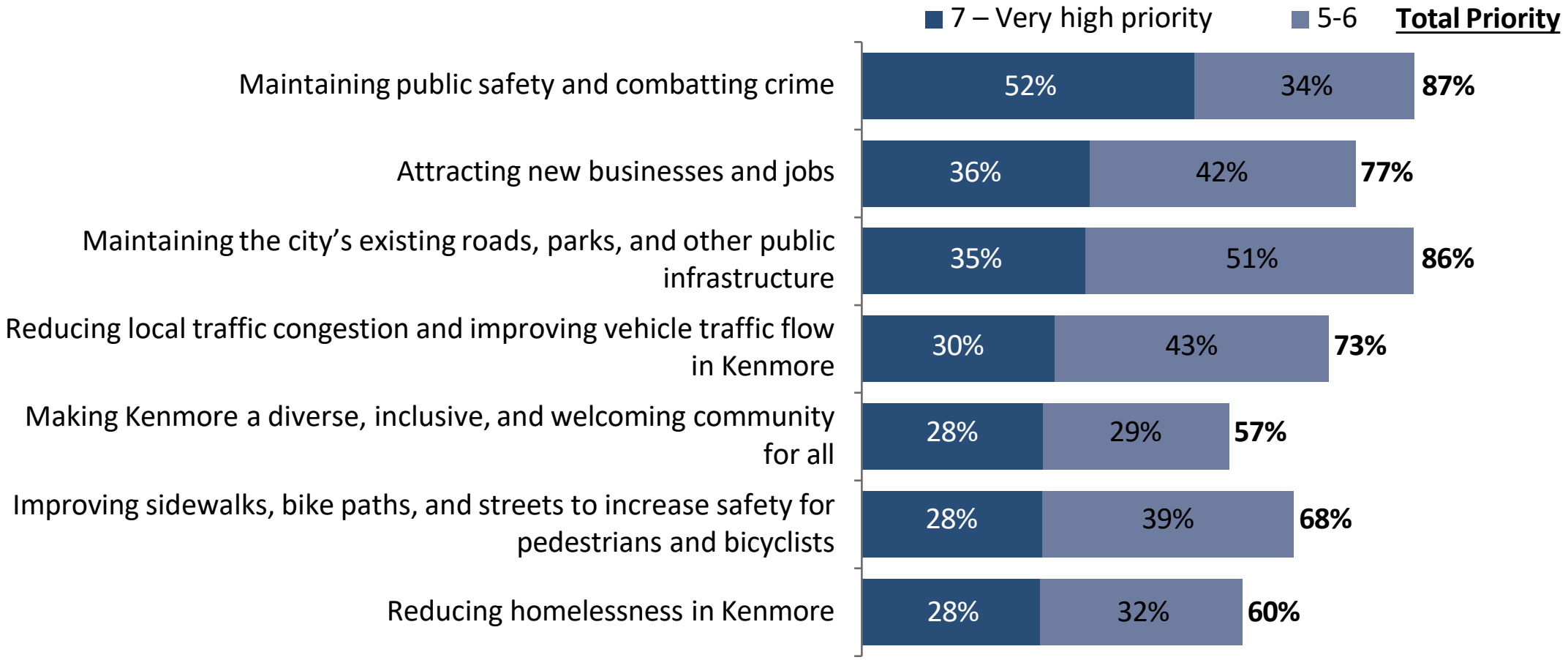


Q10. Using a scale from 1 to 7, where 1 means you are not at all satisfied and 7 means you are extremely satisfied, how would you rate your level of satisfaction with the services provided by the City of Kenmore?

Overall Priorities

City Priorities

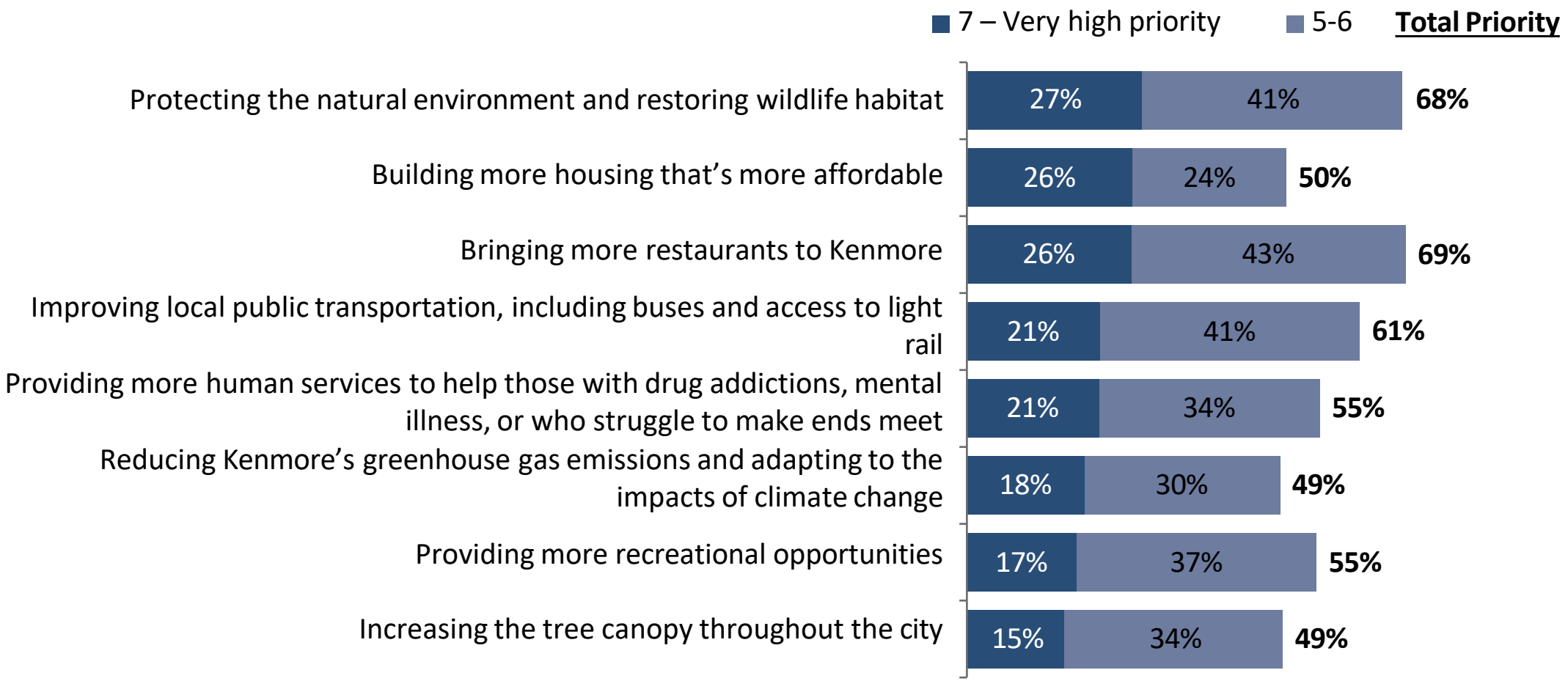
In terms of intensity, maintaining public safety dwarfs other priorities for the City, followed by attracting new businesses and jobs and maintaining public infrastructure like roads and parks.



Q11-25. I'm going to read you a list of items the City of Kenmore could focus on in the next few years. After each one, please rate how high a priority you feel it should be for the City using a scale of 1 to 7, where 1 means you feel that item should be a very low priority, and 7 means that item should be a very high priority.

City Priorities

Though intensity is lower, protecting nature and bringing more restaurants to Kenmore are also priorities for many.



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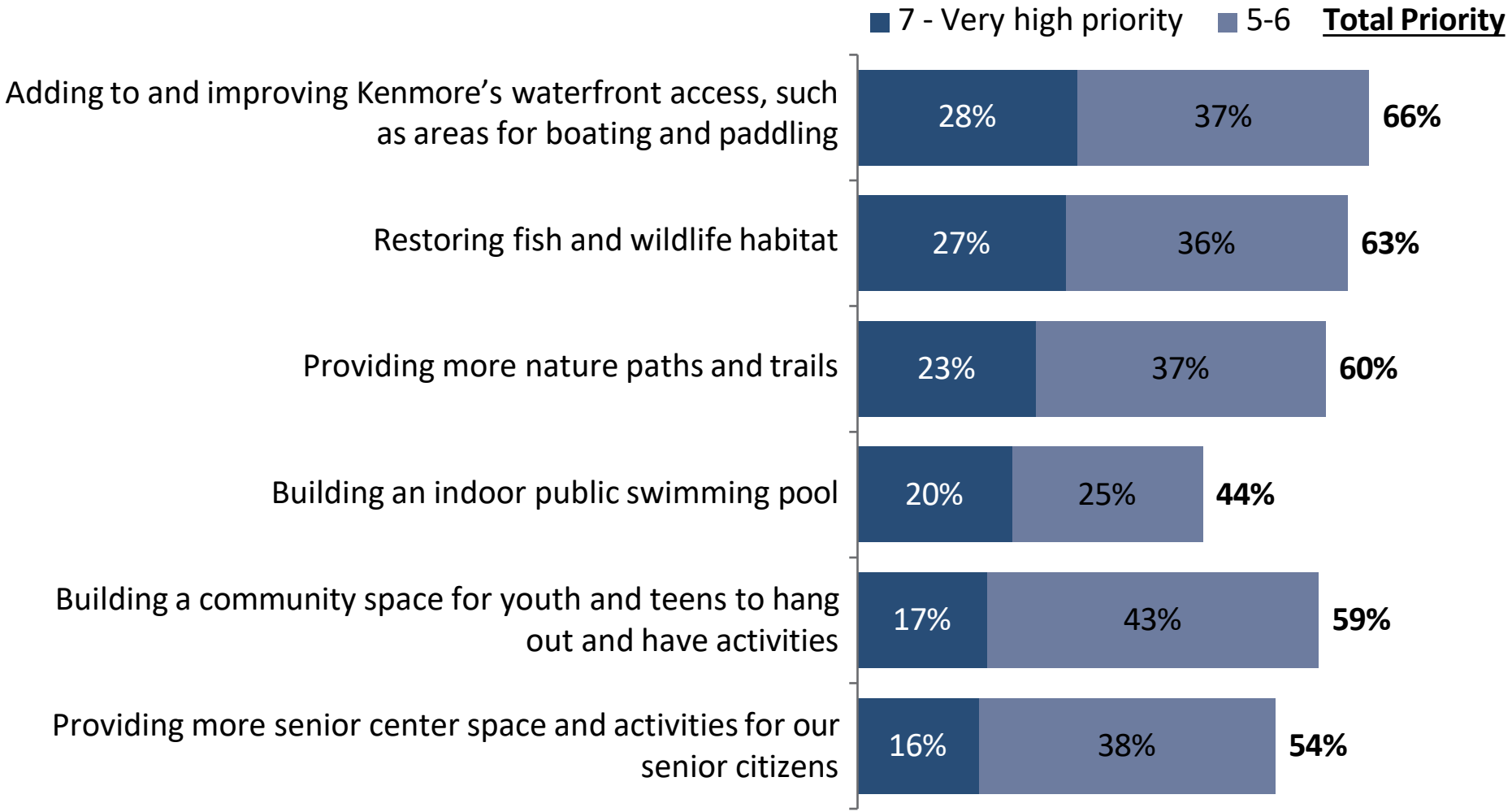
Parks and Recreation Priorities

Parks and Recreation Priorities

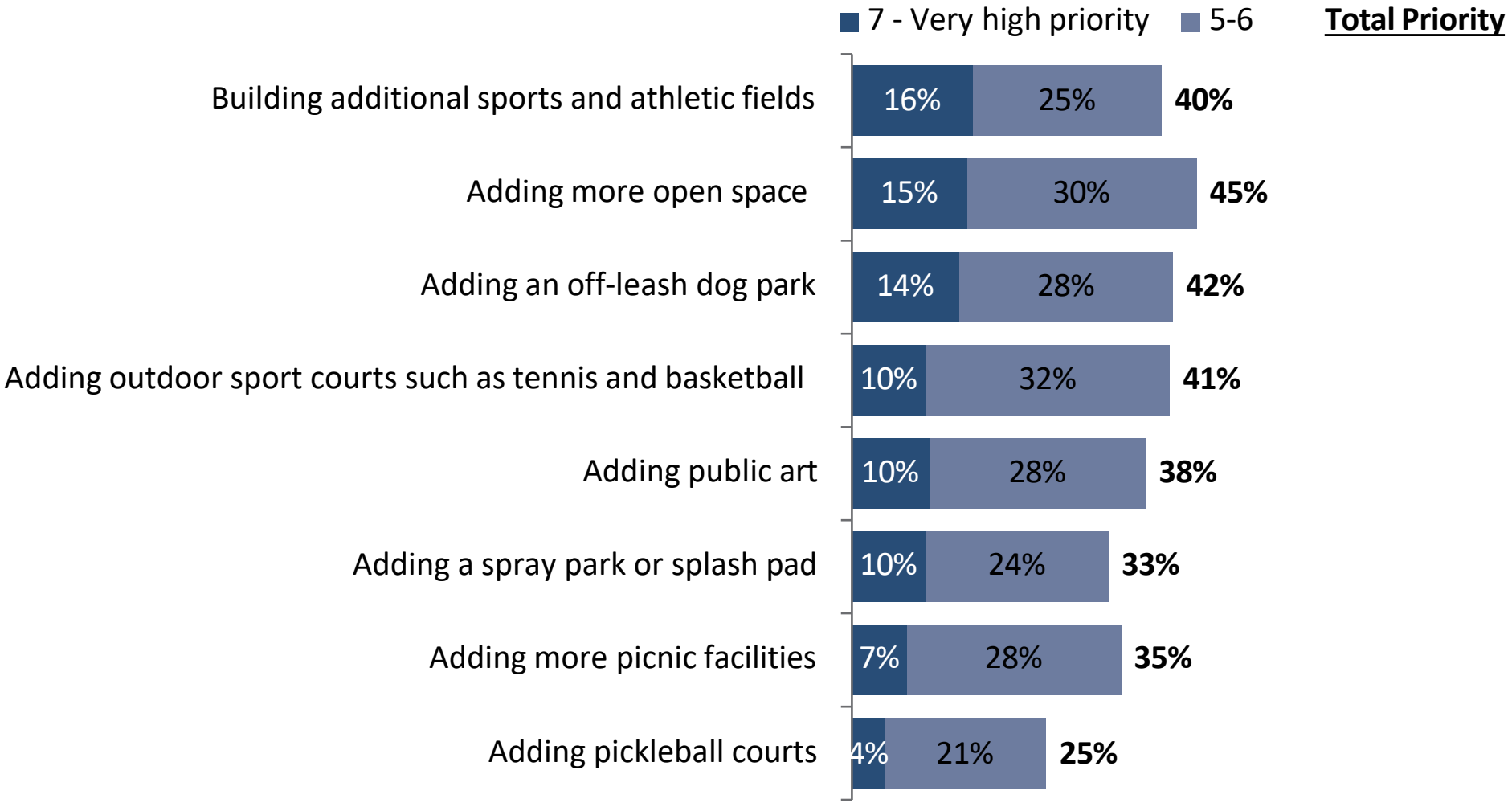
Adding to waterfront areas, restoring habitat, and adding nature paths and trails draw the most intensity among the priorities for parks and recreation tested.



Q31-44. Moving on, I'm going to read you a list of projects related to parks and recreation that could be funded by the City over the next few years. After each one, please rate how high a priority you feel it should be for Kenmore

Parks and Recreation Priorities

Other potential parks and recreation priorities, like public art and pickleball courts, are important to smaller constituencies.



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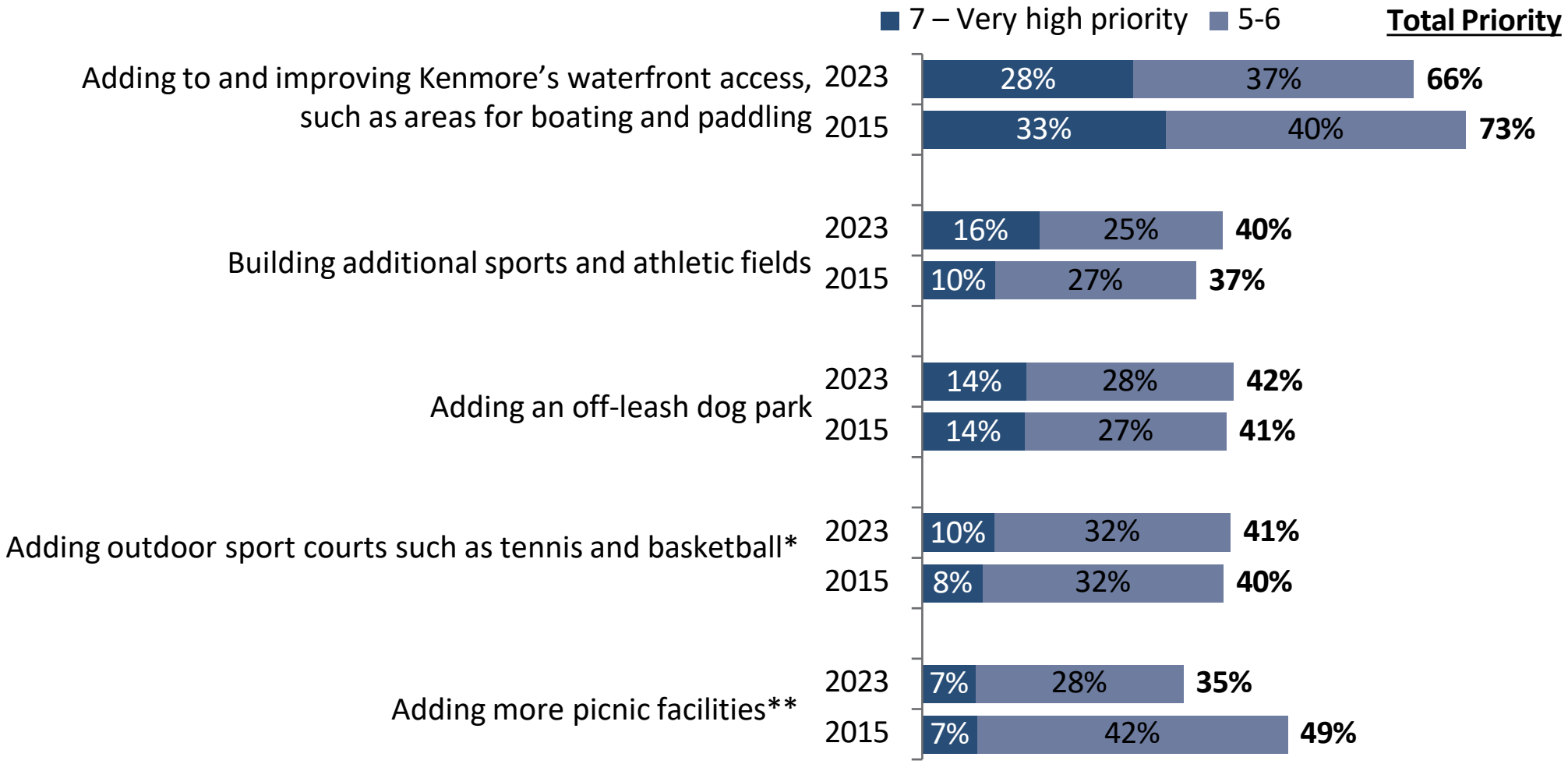
Parks and Recreation Priorities Over Time

The priority of improving waterfront access has remained relatively consistent over time.



*Wording in 2015 included pickleball, tested as a separate item in 2023

** In 2015, item worded as "Increasing picnic facilities in parks"

Q31-44. Moving on, I'm going to read you a list of projects related to parks and recreation that could be funded by the City over the next few years. After each one, please rate how high a priority you feel it should be for Kenmore

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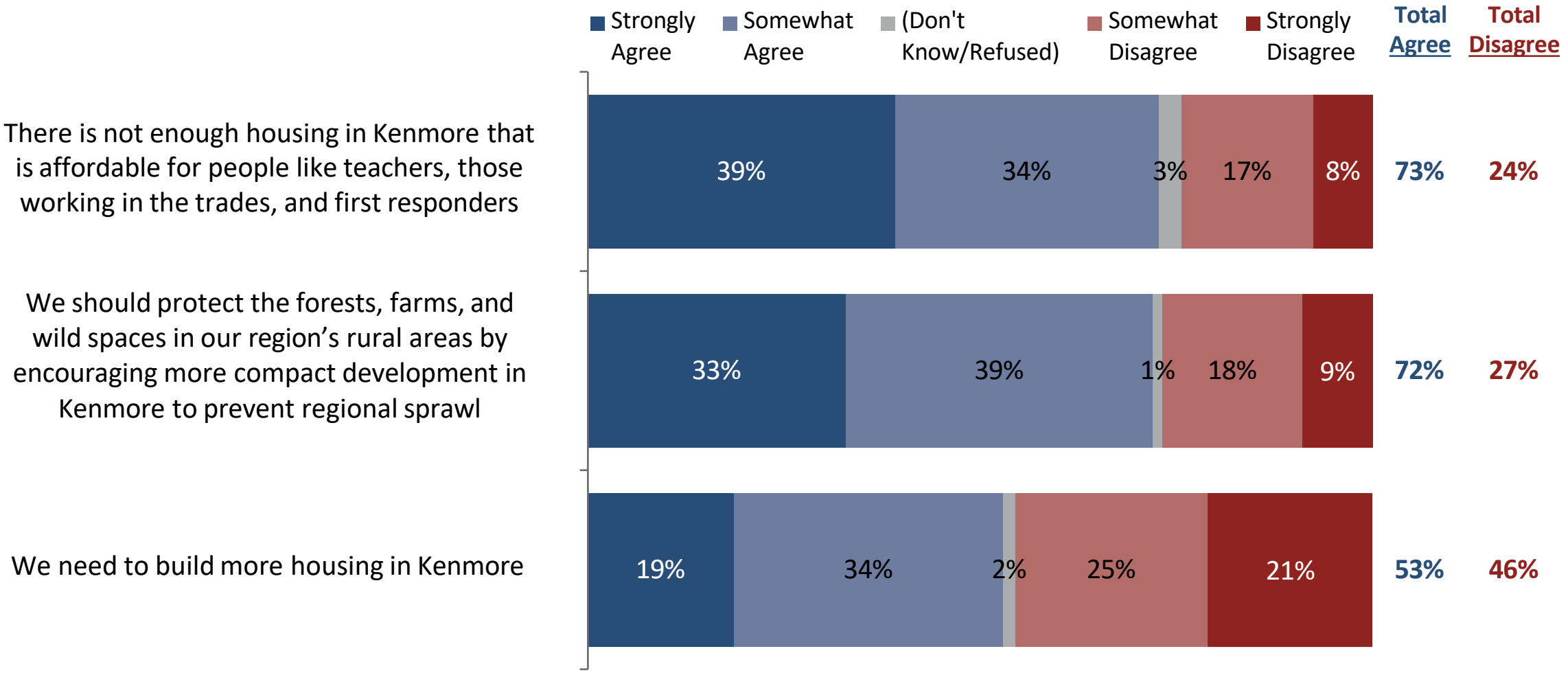
Housing

Housing Attitudes

While a strong majority agree there is not enough housing in Kenmore that is affordable for the working class, there is less consensus on the need to build more housing in Kenmore.

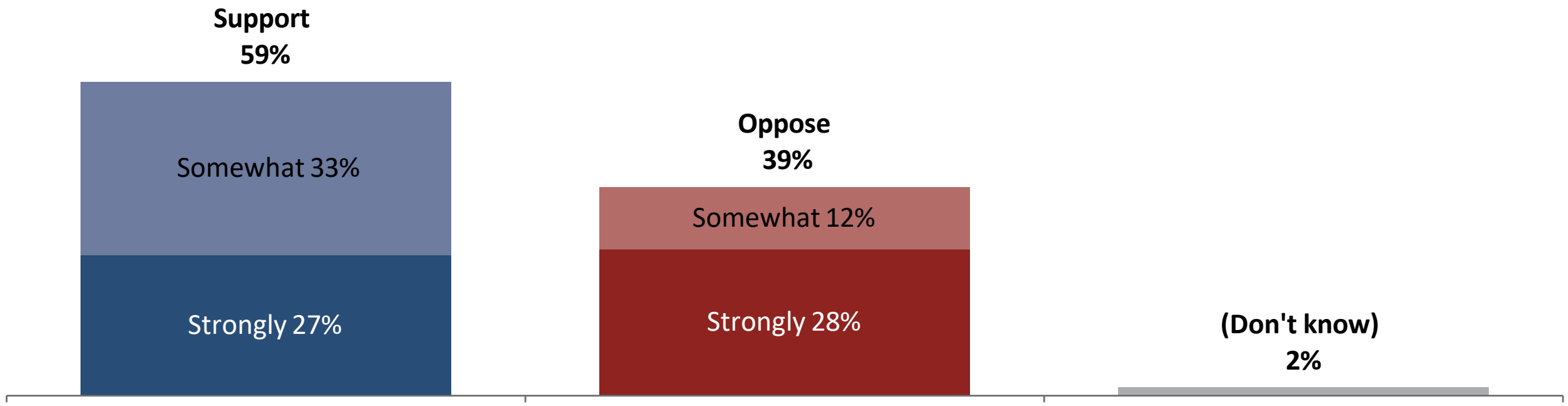


Q26-28. Next, I will read you some statements about housing in Kenmore. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each one.

Support for "Missing Middle" Housing

About six-in-ten support changing regulations to allow for more duplexes and triplexes in Kenmore's single-family neighborhoods, with over a quarter strongly supportive.

Kenmore needs to grow its population because tens of thousands of people are coming to the Puget Sound and we are required to make room for Kenmore's share of the region's growth. But we do have choices in how we grow. Currently, there are generally two main types of housing allowed in Kenmore: single-family homes and apartment buildings. Some people have suggested that to accommodate growth, we should allow more duplexes and triplexes in Kenmore's single-family neighborhoods. Do you support or oppose changing regulations to allow for more duplexes and triplexes in Kenmore's neighborhoods?

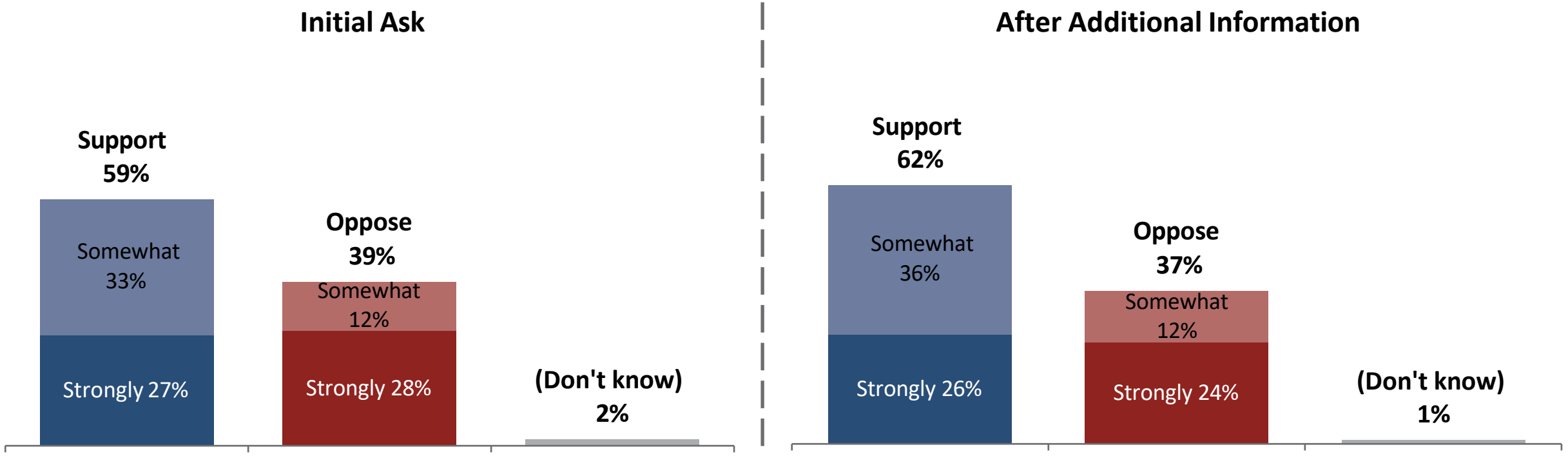


Q29.

Informed Ask: Missing Middle Housing

Providing additional information about the need for missing middle housing increases support slightly, but the change is within the margin of error.

Some people say that our neighborhoods should have a range of housing options and that we need more housing choices in Kenmore besides just single-family homes and apartments. They say allowing additional types of housing like duplexes and triplexes would give people who can't afford or don't need a full single-family home more options than just apartments. This would create more attainable housing for more people at different points in their lives. Given what you've heard, do you support or oppose changing regulations to allow for more duplexes and triplexes in Kenmore's neighborhoods?



Q29/30.

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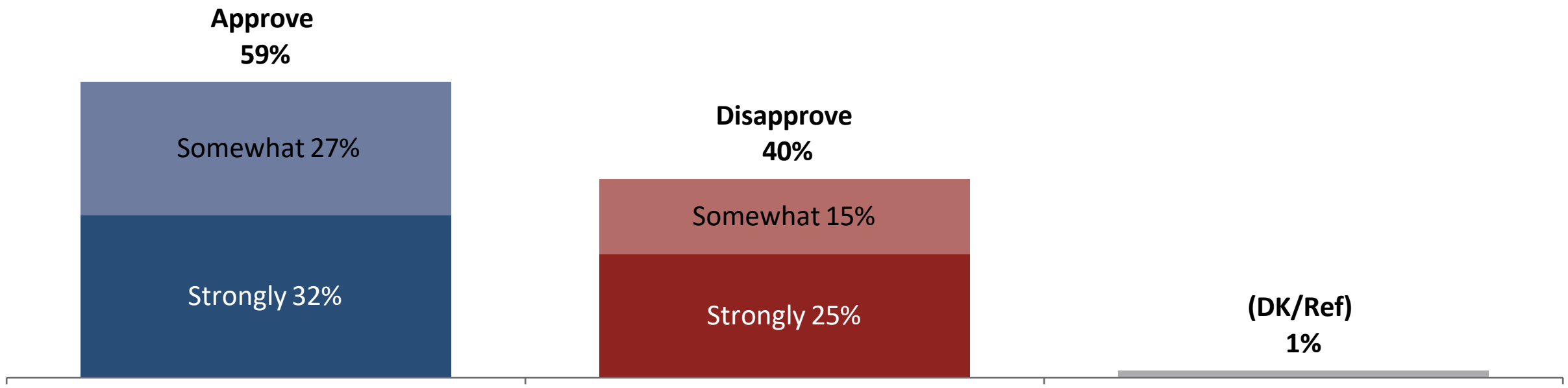
Traffic Enforcement

School Zone Photo Enforcement

Just under six-in-ten support the City's use of photo enforcement of driving speeds in school zones, with a third strongly supportive.

On another topic, Kenmore has recently begun using photo enforcement to ticket drivers who speed in two of the City's five school zones: Arrowhead Elementary on Juanita Drive, and Kenmore Elementary on 73rd Avenue. Since adding these enforcement cameras, average speeds have gone down, increasing safety for pedestrians and other road users. Do you approve or disapprove of the City's use of photo enforcement of driving speeds in school zones?

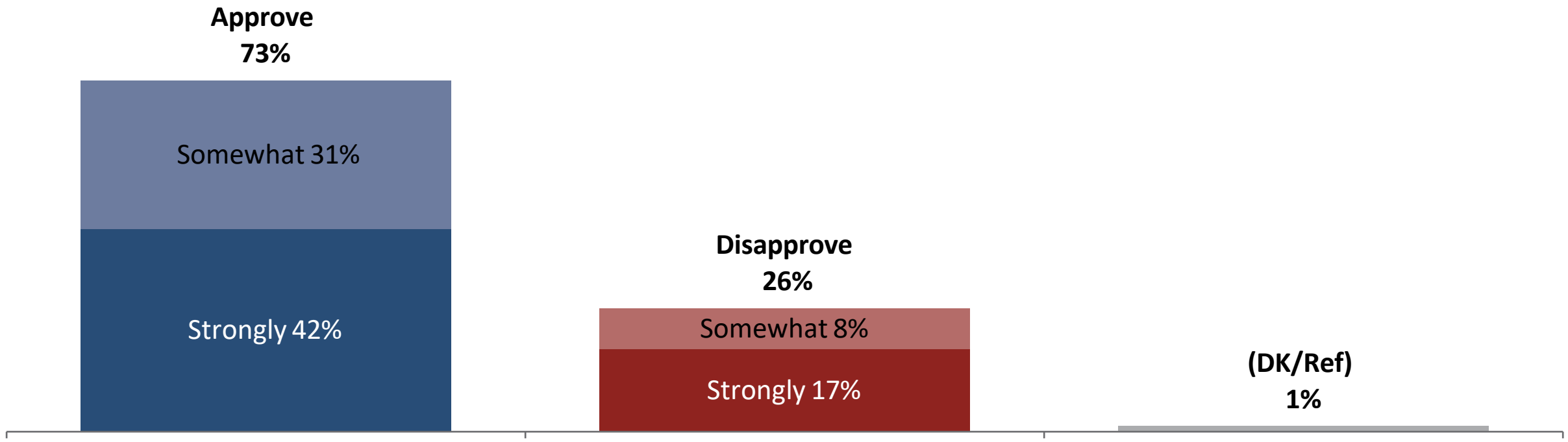


Q45.

Photo Enforcement Revenue

Nearly three-quarters support expanding the uses of revenue from the photo enforcement of school zones to include police services in addition to traffic safety and road paving and preservation.

Currently, the revenue from photo enforcement of school zone speed limits is used for traffic safety and road paving and preservation. Do you approve or disapprove of allowing some of this revenue to be used to help pay for police services as well?



Q46.

Key Findings

- Kenmore residents remain optimistic about the direction of the city and most rate City government positively.
- Maintaining public safety and infrastructure and bringing more businesses to Kenmore are top priorities for the City.
- When it comes to parks and recreation, waterfront access, restoring habitat, and nature paths and trails are top priorities.
- Affordable housing is a top-of-mind issue, and most residents are open to missing middle housing, though there is less consensus around the need to build more housing **in** Kenmore.
- A majority support photo enforcement of school zone speed limits, as well as expanding the use of revenue from photo enforcement to include police services.

Profile of Respondents

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Gender

49% Male
51% Female

Age

11% 18-29
18% 30-39
18% 40-49
27% 50-64
26% 65+

Ethnicity

70% Identify as White
1% Identify as Black
5% Identify as Hispanic
7% Identify as Asian or Pacific Islander
1% Identify as Native American
6% Identify as other ethnicity
13% Declined to respond

Education

1% Some high school
4% Graduated high school
4% Technical or vocational school
17% Some college/Less than 4-year degree
38% Graduated college
35% Graduate or professional degree
2% Declined to respond

Housing Status

75% Own/buying
15% Rent/lease
6% Live with family
0% No Stable Housing
4% Declined to respond

Residency Duration

3% Less than 2 years
17% 2-5 years
19% 6-10 years
24% 11-20 years
35% More than 20 years
1% Declined to respond

Voter survey respondents generally match the overall voter demographics of Kenmore

Ian Stewart
ian@emcresearch.com
206.204.8032

Sianna Ziegler
sianna@emcresearch.com
206.204.8045

Tottionna Bushell
tbushell@emcresearch.com

The Love Where You Live Project

Next Steps

Approved Phase II Community Engagement Plan: Jan – April

- 4 community workshops held in late February and early March
  - Tue, February 27 | 6 pm - 7:30 pm | Kenmore Middle School Cafeteria
  - Thu, February 29 | 7 pm - 8:30 pm | Kenmore Community Club
  - Sat, March 9 | 10 am - 12 pm | The Hangar at Town Square
  - Wed, March 13 | 6 pm - 7:30 pm | Moorlands Elementary School Gym

- A second statistically valid survey conducted by EMC Research in March of 2024, building on the findings from the first survey.

- Exploring opportunities for Lakepointe and downtown development discussions.

www.kenmorewa.gov/lovewhereyoulive