

City of Burien

Community Assessment Survey

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Objectives

- ❖ The primary objective of this study is to measure citizens' satisfaction with the City of Burien and the perceived quality of life in the City.

Specific objectives include:

- ❖ Evaluate perceptions of the quality of life in Burien.
- ❖ Measure residents' satisfaction with services provided by the City of Burien including:
 - Police
 - Fire
 - Parks and Recreation
 - Streets and Sidewalks
 - Public Information
- ❖ Evaluate perceptions of safety in Burien.



Methodology

- ❖ Four hundred (n=400) telephone surveys were conducted between December 11, 2007 and December 26, 2007.
 - Residents of the City of Burien were selected using random digit dialing (RDD) and listed household records.
 - All respondents were screened to be residents of the City of Burien.

- ❖ A sample of four hundred (n=400) has a maximum sampling variability of $\pm 4.9\%$ at the 95% confidence level.
 - All differences reported as “significant” are found to be significantly different at the 95% confidence level (or greater) using a standard t-test.

- ❖ The data set was weighted by age to reflect census distribution within the City.
 - Quotas for Hispanics (n=82), males (n=187), and females (n=213) were also utilized to approximate population proportions.

- ❖ The research was conducted by Market Decisions Corporation, an independent marketing research firm located in Portland, Oregon.



Key Findings

Quality of Life:

- ❖ Over three-quarters of residents rate Burien and their neighborhood as a “good” or “excellent” place to live (77% and 81% respectively).
- ❖ Three-quarters (78%) of residents believe the City of Burien is headed in the right direction, while 76% feel it proactively encouraging economic growth.
- ❖ “Lack of economic growth” in Burien and “reducing crime” are mentioned most frequently as Burien’s biggest challenges (19% each).
- ❖ Transportation-related issues are the most frequently suggested neighborhood improvements that residents would like to see:
 - More street lights (10%)
 - Improving roads (8%)
 - Reducing traffic congestion (6%)
 - Adding speed bumps (2%)
- ❖ The geographic location of Burien is the most frequently mentioned reason for choosing to live in Burien:
 - Close to work (21%)
 - Proximity to family (16%)
 - Convenient/central location (15%)
 - Proximity to Seattle (11%)
 - Close to the airport (4%)
 - Close to school (4%)
 - Convenient access to roads/highways (3%)
- ❖ Two-thirds (67%) of residents are satisfied with the value they receive from taxes.
- ❖ Three-quarters (74%) are satisfied with the job the city is doing for the Burien community.



Key Findings (continued)

Employee Contact:

- ❖ One-third (30%) of residents have had contact with a city employee in the last 12 months regarding city services. Of the departments contacted, “Public Works” and “Building and Code Enforcement” account for the majority of contacts (54%).
 - Over two-thirds of residents rated the city employee’s courtesy and knowledge as “good” or “excellent.”
 - One-quarter (24%) feel the employee they contacted did a “poor” job of addressing their issue.

Personal Safety:

- ❖ The majority of residents feel safe In Burien:
 - Nine in ten (91%) feel safe walking alone in their neighborhood during the day.
 - Five in six (84%) feel safe in downtown Burien.
 - Three in five (61%) feel safe walking alone in their neighborhood after dark.
- ❖ One-quarter (25%) have had contact with Burien Police in the last 12 months.
 - Two-thirds (63%) of respondents are satisfied with the level of service provided by the Burien Police Department.
 - Eighty-four percent (84%) of respondents found the Burien Police to be courteous.



Key Findings (continued)

Activities in Burien:

- ❖ Four in five (86%) residents go shopping in Burien at least once a week, three in five (57%) go out to eat at least once a week, and 21% participate in sports or recreation at least once a week.
- ❖ Of those residents currently working, one-quarter (28%) work within the city of limits of Burien.
- ❖ Two-thirds (63%) of residents feel traffic was worse in the past 12 months compared to the previous 12 months. One-third (34%) expect it to get even worse in the next 12 months.
- ❖ Two-thirds rate road conditions as “fair” or “good,” however only 6% rate road conditions as “excellent.”
- ❖ Two in five are willing to pay additional taxes for more sidewalks and bike paths in their neighborhood. However, 60% feel there is a need for more sidewalks and bike paths.
- ❖ Half (51%) of residents, or a member of their household, have used a Burien Park, rented a facility, or participated in a City-sponsored recreation program in the last 12 months.
- ❖ Of those who have used parks and recreation services, 71% rate the overall service provided by the Parks and Recreation Department as “good” or “excellent.”
- ❖ Of those using recreation programs, two-thirds are satisfied with programs for children and adults, and half are satisfied with programs for teens and seniors.



Key Findings (continued)

Public Information:

- ❖ Three-quarters (72%) of residents feel they get sufficient communication from the city about city services and local issues.
- ❖ The two primary sources of information regarding what the city is doing are the Burien City Newsletter (55%) and the local newspaper (42%).
- ❖ Two in five (43%) residents use the City of Burien website, and 11% access it at least once a month.
 - Of those using the website, 62% rate the site as a “good” or “excellent” resource for city programs and services.
- ❖ Over half (56%) of residents feel the relationships between people of different races and cultures in the City of Burien are “good” or “excellent,” and 12% feel the relationships are “excellent.”
- ❖ One-third (30%) of residents favor annexing all or parts of the North Highline neighborhood, while 37% oppose the annexation.



Recommendations

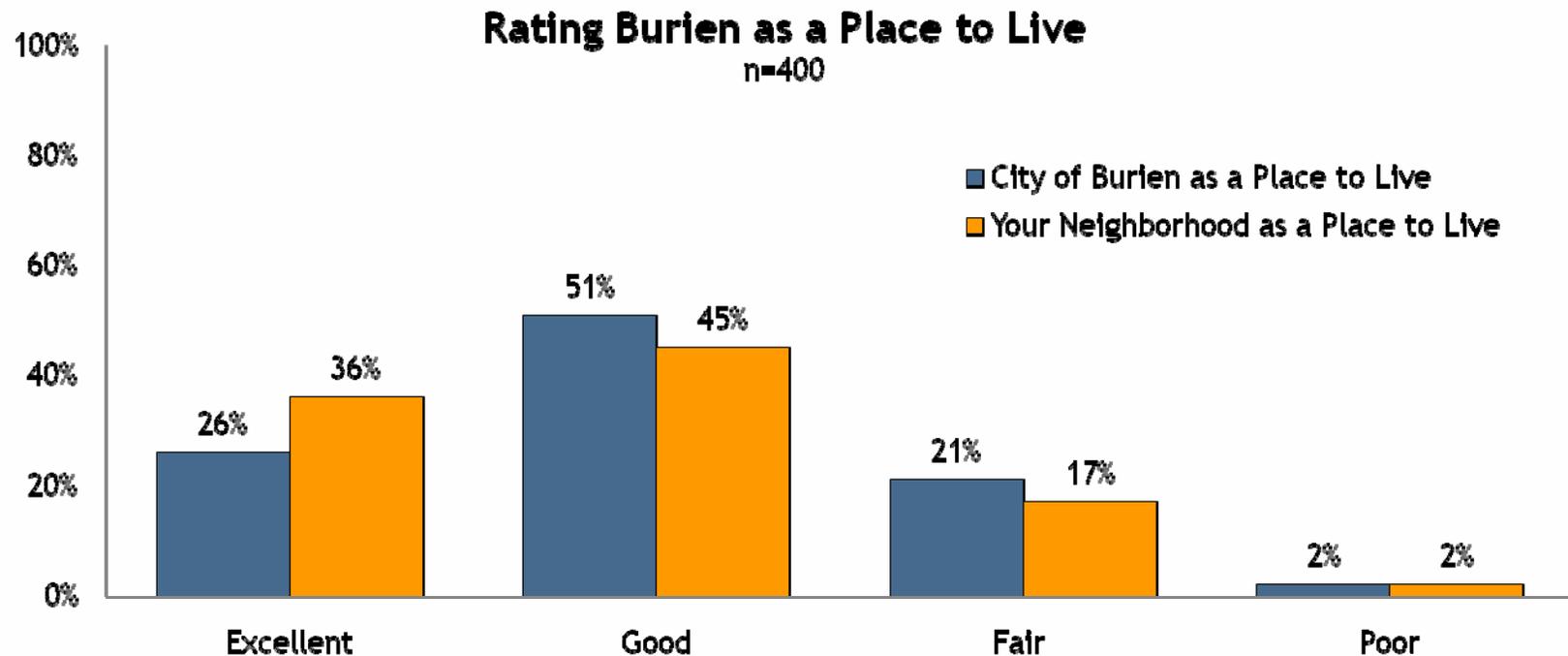
- ❖ A key take away from this research is the community's desire for the City of Burien to focus on *economic growth* and creating the *infrastructure* that will support the growth.
 - While economic growth and infrastructure are important to residents, it is important not to sacrifice what residents love about Burien in achieving these goals.
 - One way to achieve economic growth while leveraging the key benefits of living in Burien is to attract new employers to the City or surrounding communities.
 - One in five (21%) choose to live in Burien because it is close to work.
 - To support the growth the City should focus on fixing perceived traffic issues - 37% expect traffic to get worse.
 - In order to gain widespread support for annexation of North Highline the economic benefits to the community should be promoted.
- ❖ Overall the City employees are perceived to perform well when interacting with residents. However, efforts should be allocated to enable frontline employees to better respond to residents' requests.
 - One quarter (24%) report that their concern was addressed poorly.
- ❖ If the plans to build the proposed community recreation center move forward steps should be taken to encourage participation.
 - Currently 66% do not participate in any sports or recreational programs within the City of Burien.

Quality of Life



Burien as a Place to Live

- ❖ The percentage of respondents rating Burien and their neighborhood as a “good” or “excellent” place to live is very similar (77% vs. 81%, respectively).
 - However, a significantly higher percentage of respondents rate their neighborhood as an “excellent” place to live (36% for their neighborhood vs. 26% for Burien).



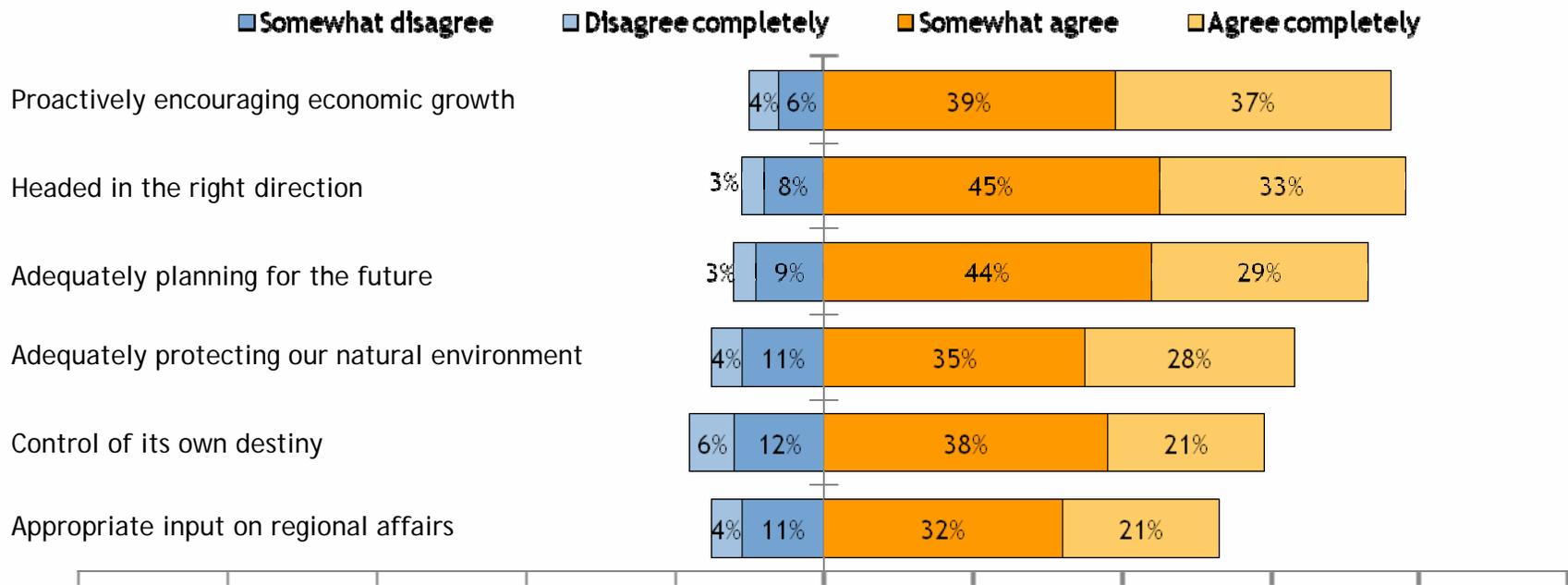
Q1. How would you rate Burien as a place to live? Would you say it is...

Q4. How would you rate your neighborhood as a place to live? Would you say it is...



Perceptions of Burien

- ❖ Respondents agree most strongly that Burien is “proactively encouraging economic growth” (76%) and is “headed in the right direction” (78%).
 - Respondents who have lived in the City of Burien for less than 10 years tend to agree more with all statements about Burien relative to those who have lived in Burien longer than 10 years.



Q2. How strongly do you agree or disagree with the following statements about the City of Burien? Would you say you agree completely (5), somewhat agree (4), neither agree nor disagree (3), somewhat disagree (2), or disagree completely (1) that the City of Burien...



Challenges Facing Burien

- ❖ “Lack of economic growth” and “reducing crime” are the most frequently mentioned challenges.
 - Concern about a “lack of economic growth” increases significantly with income (8% <\$35K, 18% \$35-75K, 25% \$75K+).

Most Mentioned Challenges (n=400)	
Lack of economic/commercial growth	19%
Reducing crime	19%
Reducing traffic/congestion	13%
Managing population growth	12%
Improving education/schools	9%
City construction/redevelopment	8%
Maintaining roads	8%
Lack of police presence	8%
Annexation decisions	8%
Health/safety concerns	8%
Lack of low income housing	7%
Taxes	6%
Protecting the environment	5%

- “Reducing crime” is mentioned significantly more frequently by respondents who have lived in Burien for less than 10 years (25% for <10 years vs. 14% for 10+ years) and also by respondents less than 65 years old (21% for <65 years old vs. 9% for 65+ years old).
- “Annexation decisions” are mentioned significantly more frequently by respondents who oppose annexing all or parts of the North Highline neighborhood (14% for those opposing annexation vs. 5% for supporting annexation).

Q3. In your opinion, what are the three most important issues (challenges) facing the City of Burien?



Improving Neighborhoods

- ❖ The most frequently suggested neighborhood improvements are transportation-related, including: “building/improving walkways and paths,” “more street lights,” “improving roads,” “reducing traffic congestion.”

Most Suggested Improvements (n=400)	
More police presence	20%
Build/improve walkways and paths	18%
Reduce crime	13%
More street lights	10%
Improve roads	8%
Better sanitation/maintenance	6%
Storm water drainage/sewers	6%
Reduce traffic congestion	6%
Reduce development	4%
More parks	4%
More community events	3%
Clean neighborhood ordinance	3%
Stop building apartments	3%
Nothing	19%

- “Building/improving walkways and paths” is suggested significantly more frequently by respondents with an annual income of over \$35K (26% for \$35K+ vs. 4% for <\$35K).
- “More police presence” and “reducing crime” is suggested significantly more frequently by respondents 18-45 years old relative to respondents over 65 years old (39% vs. 16%, respectively).

Q5. What would you like the city to do to improve your neighborhood?



Choosing Burien

- ❖ The most frequently mentioned reasons for choosing to live in Burien are due to the geographic location.
 - Specifically, respondents mention: “proximity to work,” “proximity to family,” “convenient/central location,” “proximity to Seattle,” “close to the airport,” “close to school,” and “convenient access to roads/highways.”

Most Mentioned Reasons for Choosing Burien (n=400)	
Proximity to work	21%
Affordable living	19%
Proximity to family	16%
Convenient/central location	15%
Lived here since childhood	15%
Nice place to live/raise children	12%
Proximity to Seattle	11%
Nice property/house	11%
Friendly neighbors/community	4%
Close to the airport	4%
Small town feel	4%
Safe/low crime area	4%
Close to school	4%

- “Affordable living” is mentioned significantly more frequently by respondents with an annual income of over \$75K (32% for \$75K+ vs. 16% for <\$75K) and also by those who have lived in Burien for less than 10 years (28% for <10 years vs. 12% for 10+ years).
- “Nice property/house” is mentioned significantly more frequently by respondents who live west of Ambaum Boulevard (15% for East vs. 6% for West).

Q6. Why did you decide to live within the City of Burien?

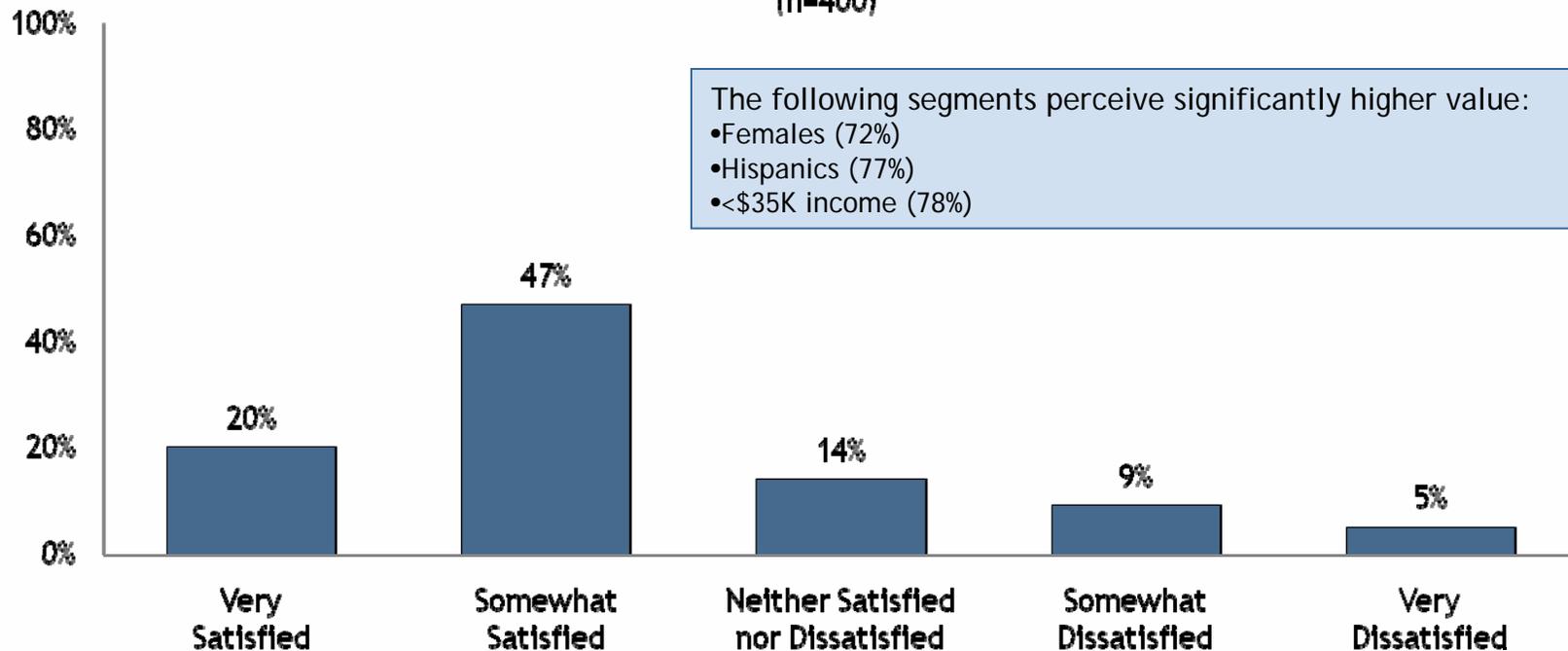


Value for Taxes Paid

- ❖ Two-thirds (67%) of respondents are satisfied (somewhat or very) with the value they receive for their taxes paid.

Satisfaction with Value for Taxes Paid

(n=400)

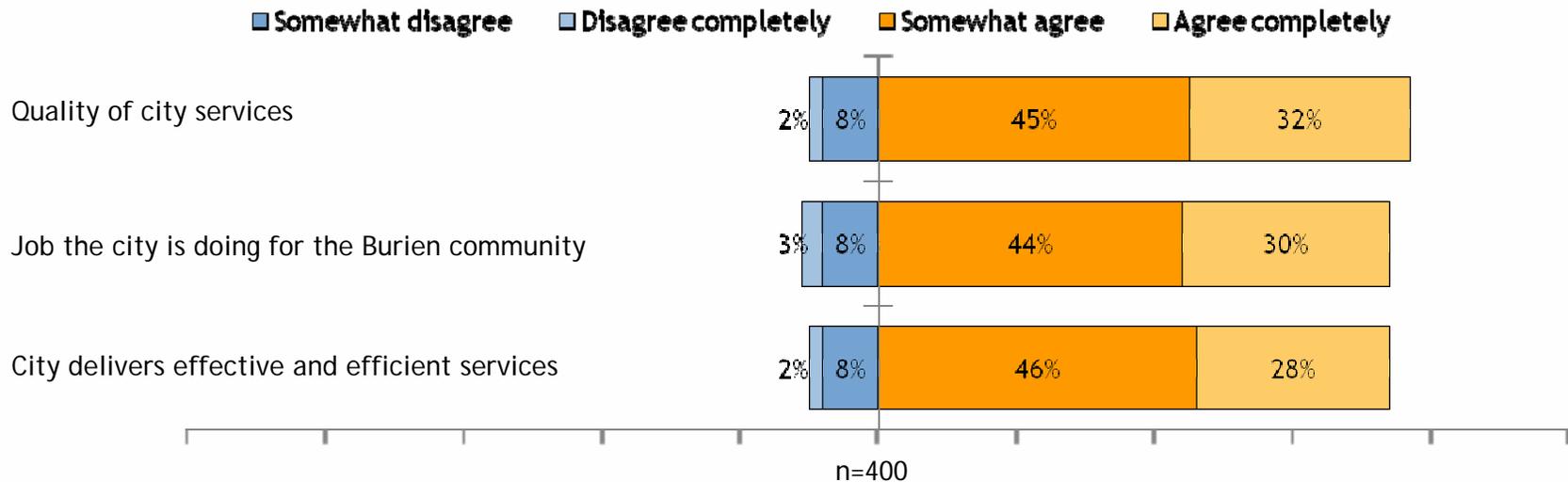


Q7. The City of Burien funds basic city services such as police protection, road maintenance and parks and recreation programs through property and sales taxes. How satisfied are you with the value received for your taxes paid? Would you say you are very satisfied (5), somewhat satisfied (4), neither satisfied nor dissatisfied (3), somewhat dissatisfied (2), or very dissatisfied (1) with the value you receive for your taxes?



City Services

- ❖ Four in five (77%) respondents agree (somewhat or completely) that they are satisfied with the quality of services provided by the City of Burien.
- ❖ The following respondents are significantly more satisfied with city services:
 - Respondents who live east of Ambaum Boulevard relative to respondents west of Ambaum Boulevard.
 - Hispanic respondents relative to Caucasian respondents.
 - Respondents with an annual income less than \$35K relative to those with an annual income over \$75K.



Q8. I'd like to read you a few statements. For each, please tell me whether you agree completely (5), somewhat agree (4), neither agree nor disagree (3), somewhat disagree (2), or disagree completely (1).

A. Overall, I am satisfied with the job the city is doing for the Burien community.

B. Overall, I am satisfied with the quality of city services.

C. The City of Burien delivers effective and efficient services.

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Employee Contact



Contact with City

- ❖ One-third (30%) of respondents have had contact with a city employee regarding city services in the last 12 months.
- ❖ Respondents most frequently contact the city “Public Works” and “Building and Code Enforcement” Departments.

Department Contacted (n=121)	
Public Works	29%
Building and Code Enforcement	25%
Police Department	18%
City Council members	7%
Parks, Recreation, and Cultural Services	6%
Fire Department	3%
Department of Transportation	2%

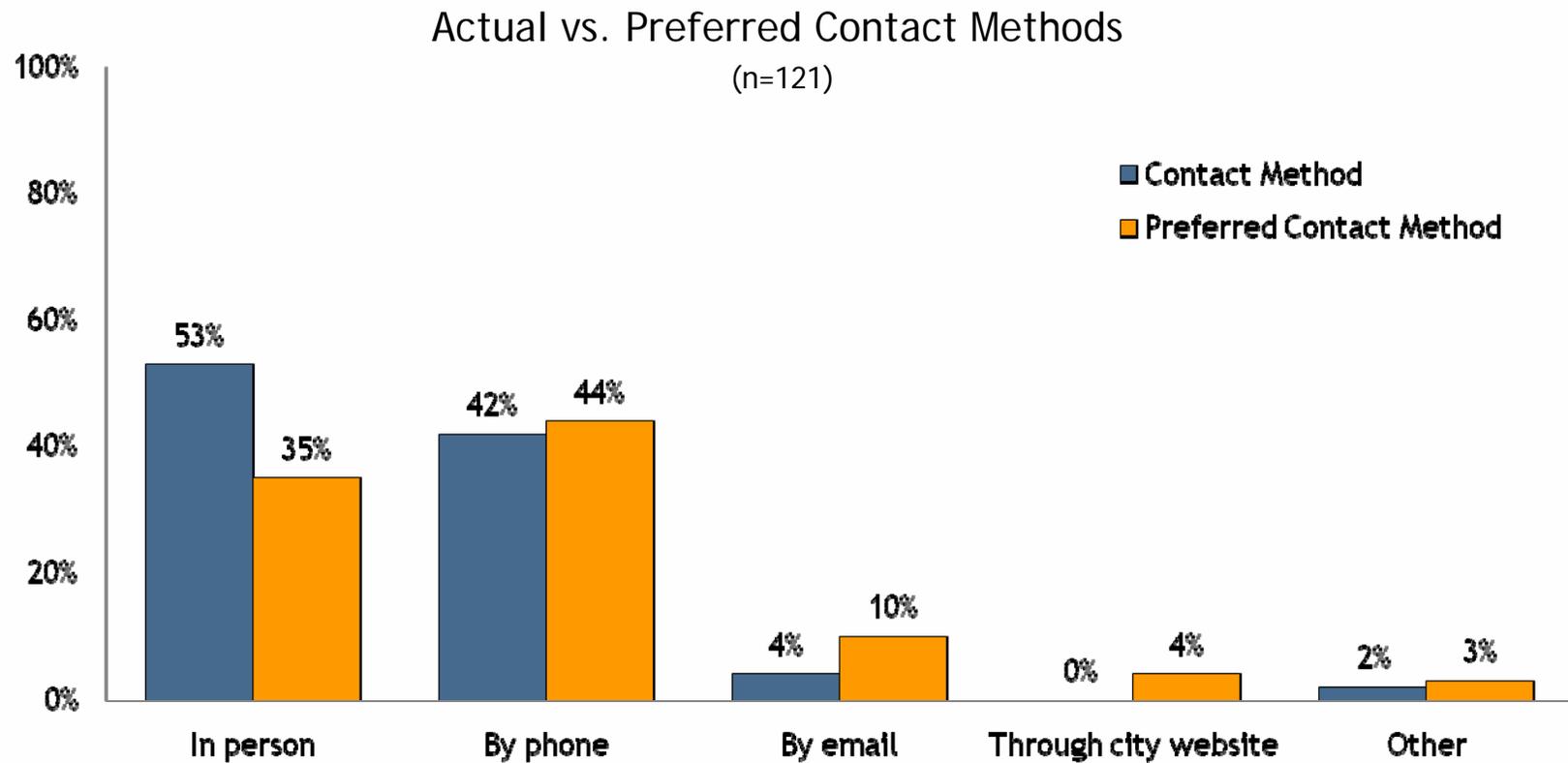
Q9. During the past 12 months, have you had contact with any City employee regarding City services?

Q10. Thinking of your most recent contact, which City department was it with?



Contact Methods

- ❖ In-person and phone contact are the most commonly used and preferred contact methods.



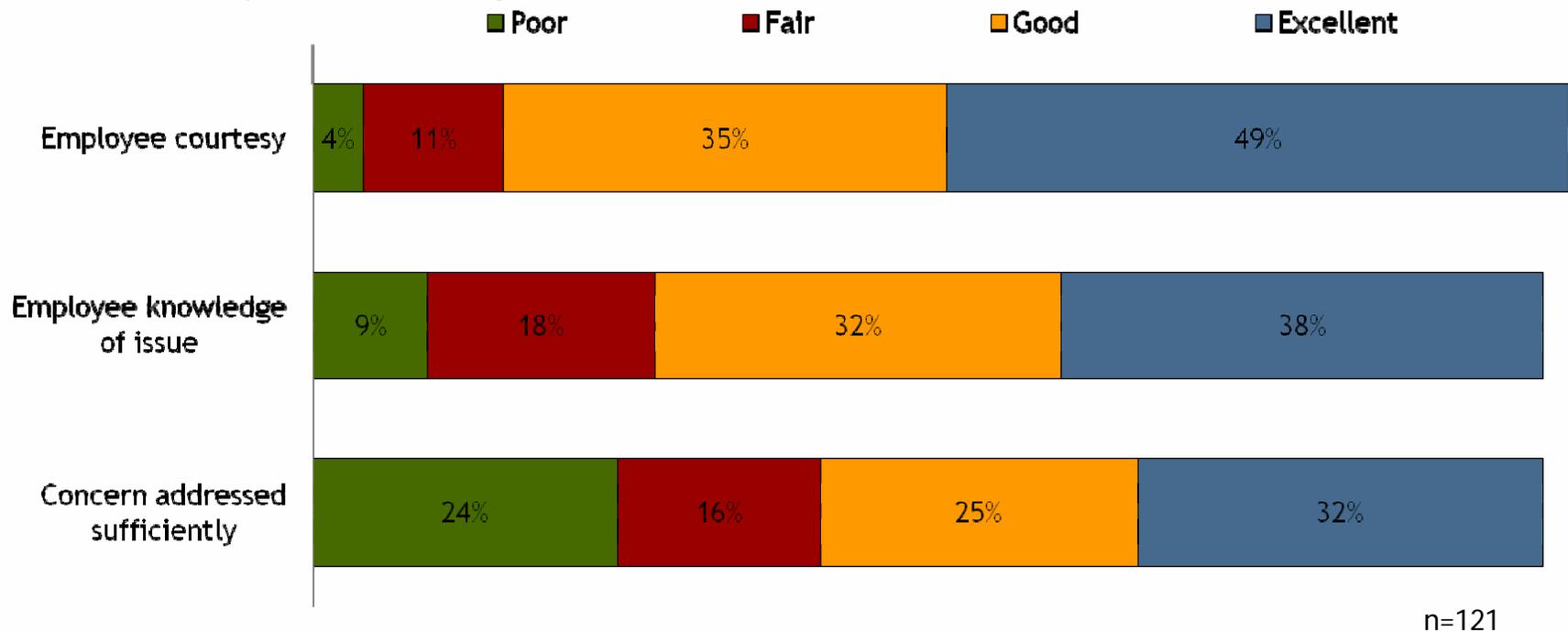
Q11. Was that contact in person, by phone, or some other way?

Q15. How would you prefer to contact the city?



Employee Service

- ❖ Among those contacting the city, 84% rate the city employee's courtesy as "good" or "excellent."
- ❖ Although City employees generally receive high marks, one-quarter (24%) feel the employee did a "poor" job of addressing their issue.



Q12. How would you rate the City employee's courtesy?
Q13. How would you rate the City employee's knowledge of your issue?
Q14. How well was your concern addressed?
*4 point scale: Excellent (4), Good (3), Fair (2), Poor (1)

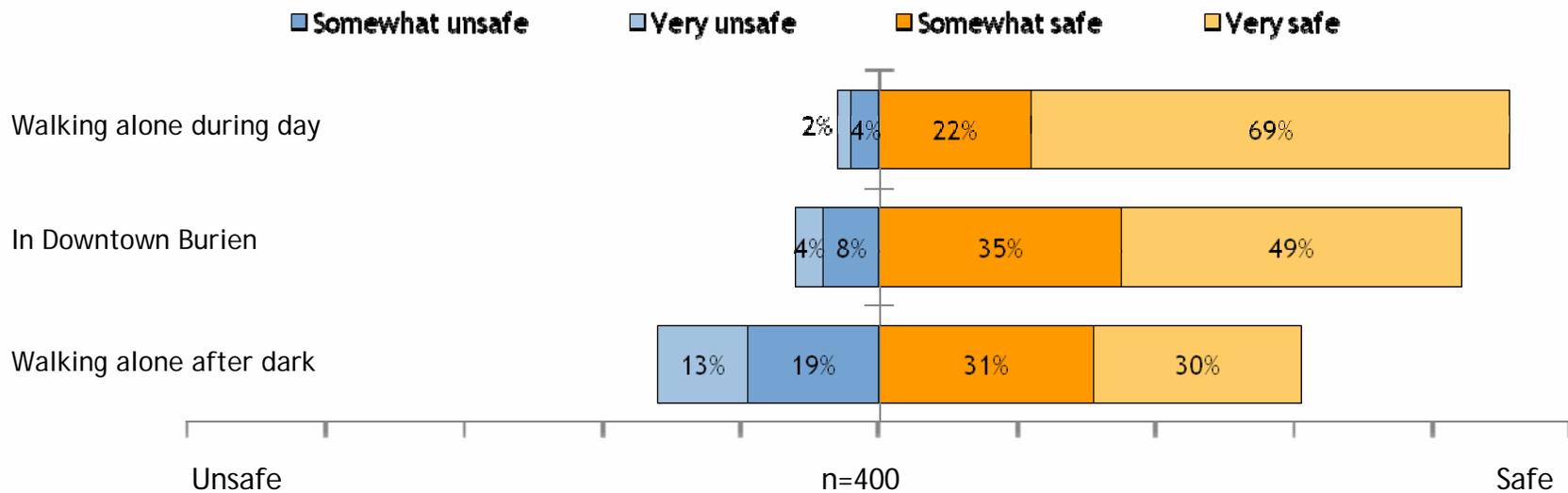


Personal Safety



Safety in Burien

- ❖ Nine in ten (91%) respondents feel safe (somewhat or very) when walking alone in their neighborhood during the day.
- ❖ Those who live west of Ambaum Boulevard are significantly more likely to feel “very safe” when walking alone in their neighborhood after dark than those living east of Ambaum Boulevard (36% vs. 22%, respectively).



Q16. How safe do you feel walking alone in your neighborhood during the day?

Q17. How safe do you feel walking alone in your neighborhood after dark?

Q18. How safe do you feel in Downtown Burien?



Contact with Police Department

- ❖ One-quarter (25%) of respondents have had contact with Burien Police in the last 12 months. The most common reasons are being a “crime victim” and “needing other assistance.”

Nature of Contact (n=101)	
Crime victim	28%
Needed other assistance	19%
Was a witness to a crime	12%
Report a crime	9%
Report a disturbance	4%
Was suspected of a traffic violation	4%
Report an accident	3%
Apprehension of criminal in neighborhood	3%
Other	15%

Almost all (95%) crime victims reported the crime to Burien Police themselves or a member of the household reported the crime.

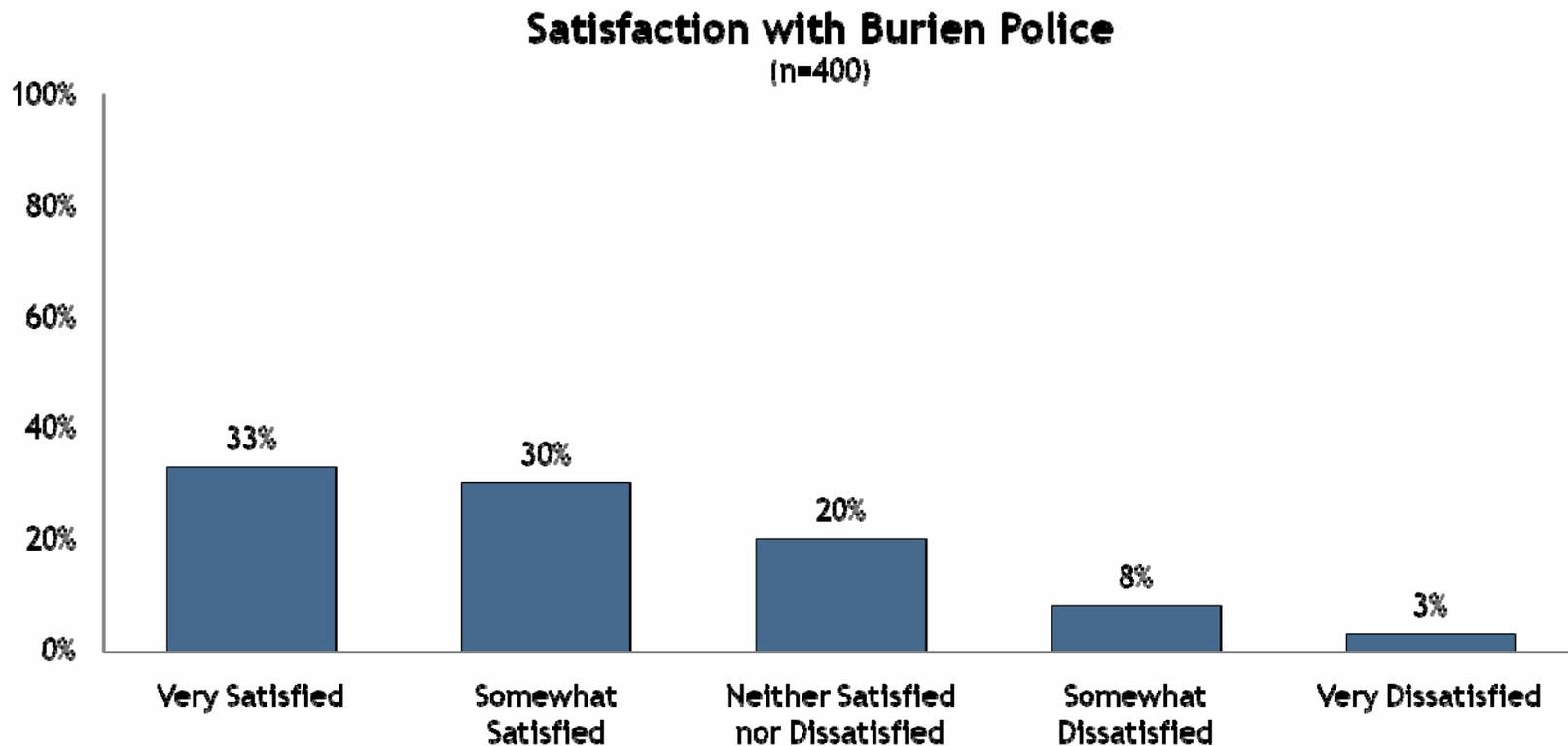
Other mentions <3% and not listed include business (2%) and block watch meeting (2%).

- Q20. Have you had any contact with Burien Police in the past 12 months?
- Q21. What was the nature of the contact?
- Q22. Did you or any member of your household report the crime to the police?



Police Department

- ❖ Two-thirds (63%) of respondents are satisfied (somewhat or very) with the level of service provided by the Burien Police Department.

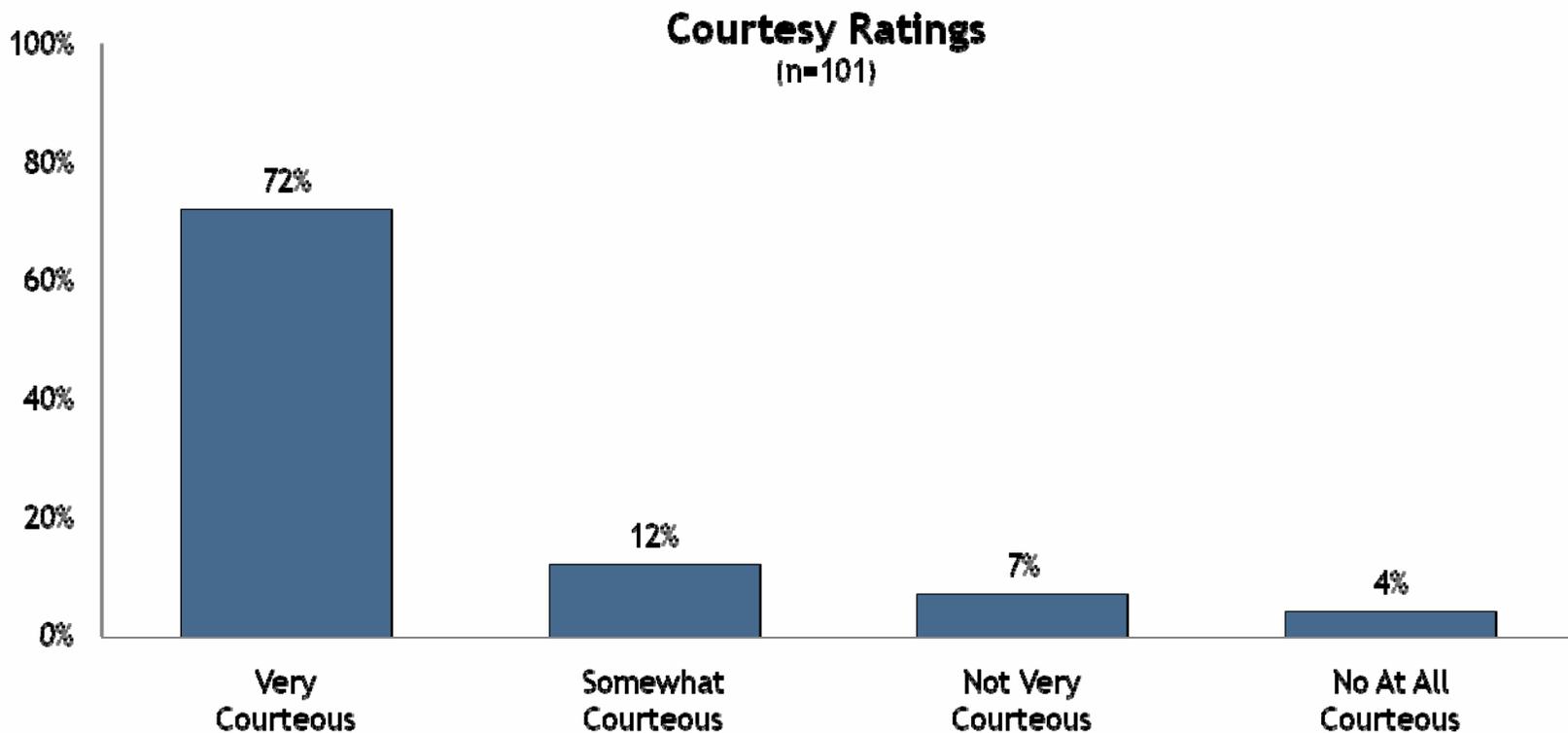


Q19. Overall, how satisfied are you with the level of service of the Burien Police Department? Would you say you are very satisfied (5), somewhat satisfied (4), neither satisfied nor dissatisfied (3), somewhat dissatisfied (2), or very dissatisfied (1)?



Police Courtesy

- ❖ Eight in ten (84%) respondents rate the Burien Police as courteous (somewhat or very).
 - A significantly higher percentage of female respondents rate the Burien Police as discourteous (18% for females vs. 2% for males).



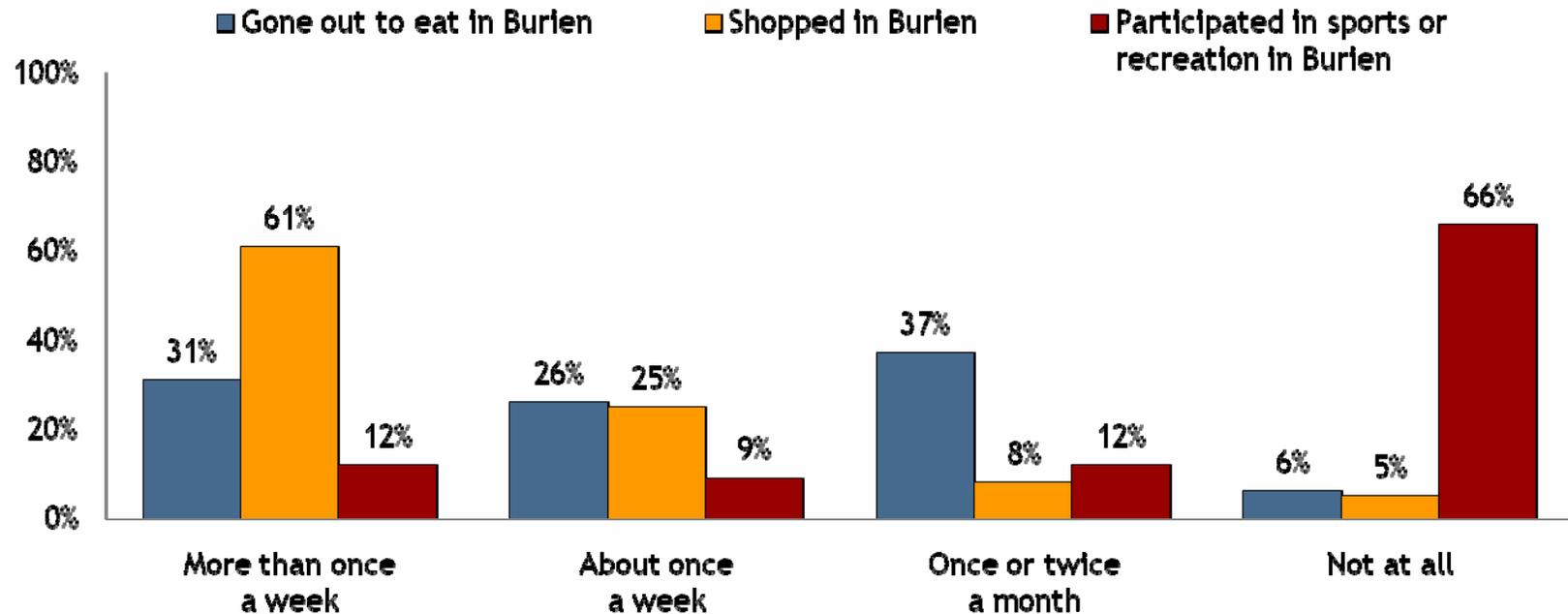
Q23. During your most recent contact, how would you rate the courtesy of the officer or police employee with whom you had contact?

Activities in Burien



Activity Frequency

- ❖ Shopping is the most frequent activity done within the City of Burien, with 86% of respondents reporting they go shopping at least once a week.
- ❖ Two-thirds of respondents do not participate in sports or recreation.
- ❖ Of those currently working, one-quarter (28%) work in Burien.



Q24. During the past 6 months, how frequently have you done the following:

A. Gone out to eat in Burien

B. Shopped within the City of Burien

C. Participated in sports or recreation within the City of Burien

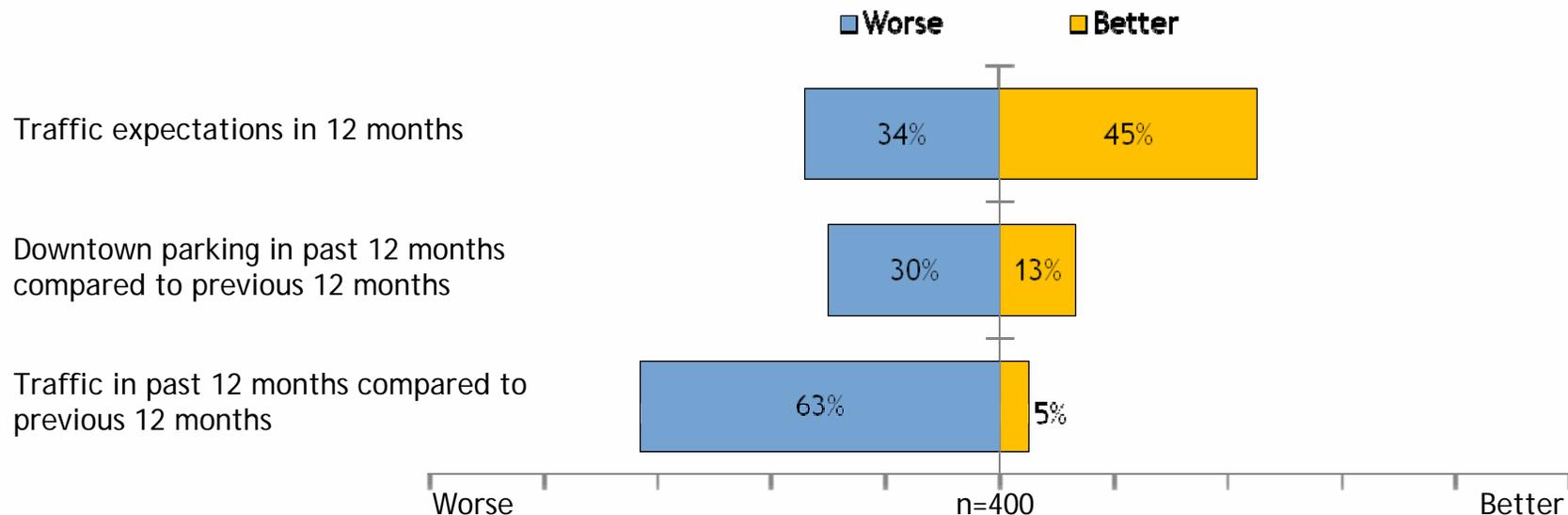
Q25. Do you work within the city limits of Burien?

n=400



Traffic and Parking

- ❖ Two-thirds (63%) of respondents feel traffic was worse in the past 12 months compared to the previous 12 months.
- ❖ Nearly half (45%) of respondents expect traffic to improve in the next 12 months. However, one-third (34%) expect traffic to get worse in the next 12 months.



Q26. Comparing the past 12 months with the previous 12 months, would you say traffic specifically within the City of Burien was better than previous 12 months, about the same as the previous 12 months, or worse than the previous 12 months?

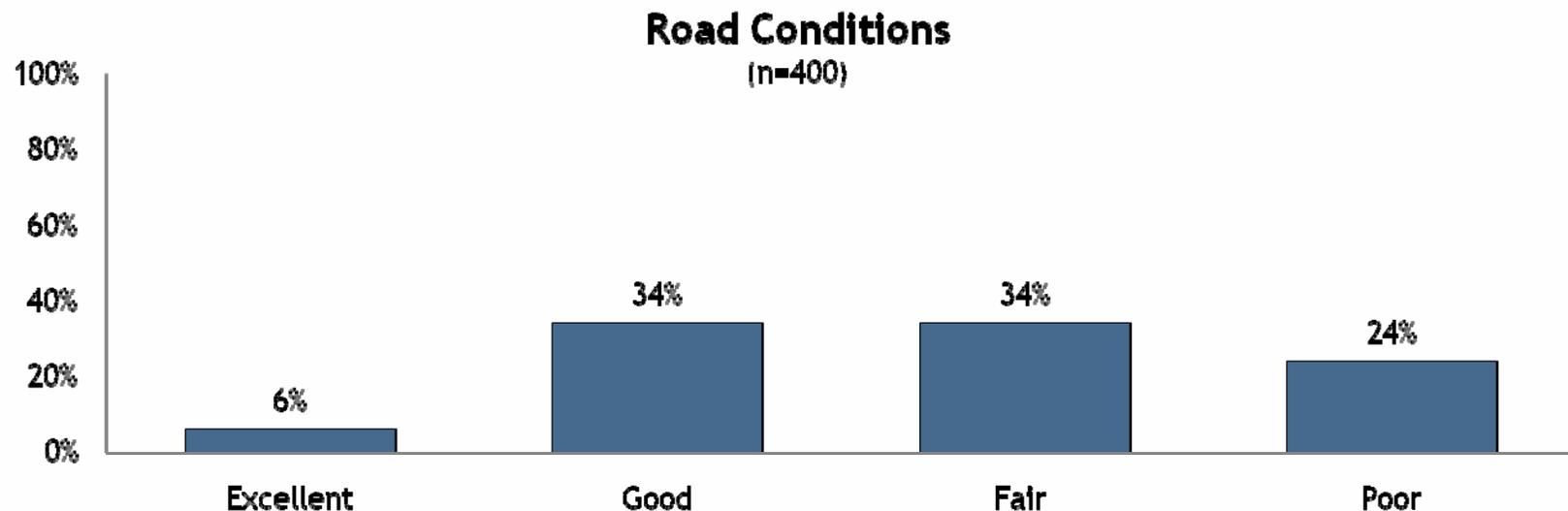
Q27. Do you expect traffic to be better, the same, or worse a year from now?

Q29. Comparing the past 12 months with the previous 12 months, would you say parking in the downtown core was better than previous 12 months, about the same as the previous 12 months, or worse than the previous 12 months?



Roads, Sidewalks, and Bike Paths

- ❖ Respondents are significantly more likely to rate road conditions in Burien as “poor” than “excellent.” However, two-thirds (68%) rate road conditions as “fair” or “good.”
- ❖ Three in five (60%) respondents feel there is a need for more sidewalks and bike paths in their neighborhood.
 - Among all respondents, 43% would be willing to pay additional taxes for more sidewalks and bike paths.
 - Among those who feel there is a need, 70% would be willing to pay additional taxes to fund the improvements.



Q28. Do you feel road conditions within Burien are excellent (4), good (3), fair (2), or poor (1)?

Q30. Do you feel there is a need for more sidewalks and bike paths in your neighborhood?

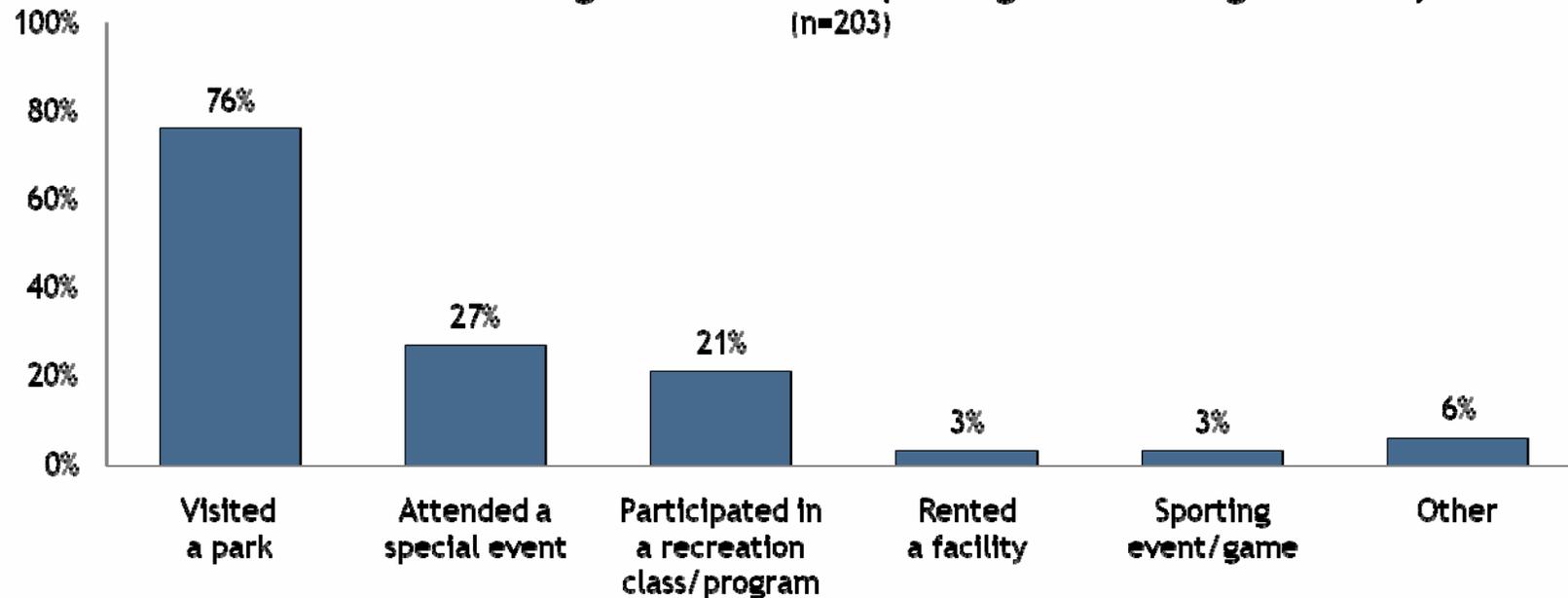
Q31. Would you be willing to pay additional taxes to fund sidewalk and bike path improvements?



Recreational Programs/Services

- ❖ Half (51%) of respondents, or a member of their household, have used a Burien Park, rented a facility, or participated in a City-sponsored recreation program in the last 12 months.
- ❖ A significantly higher percentage of Hispanic respondents have visited a park in the last 12 months compared to Caucasians (92% vs. 74%, respectively).

Recreational Programs/Services (among those using services)
(n=203)



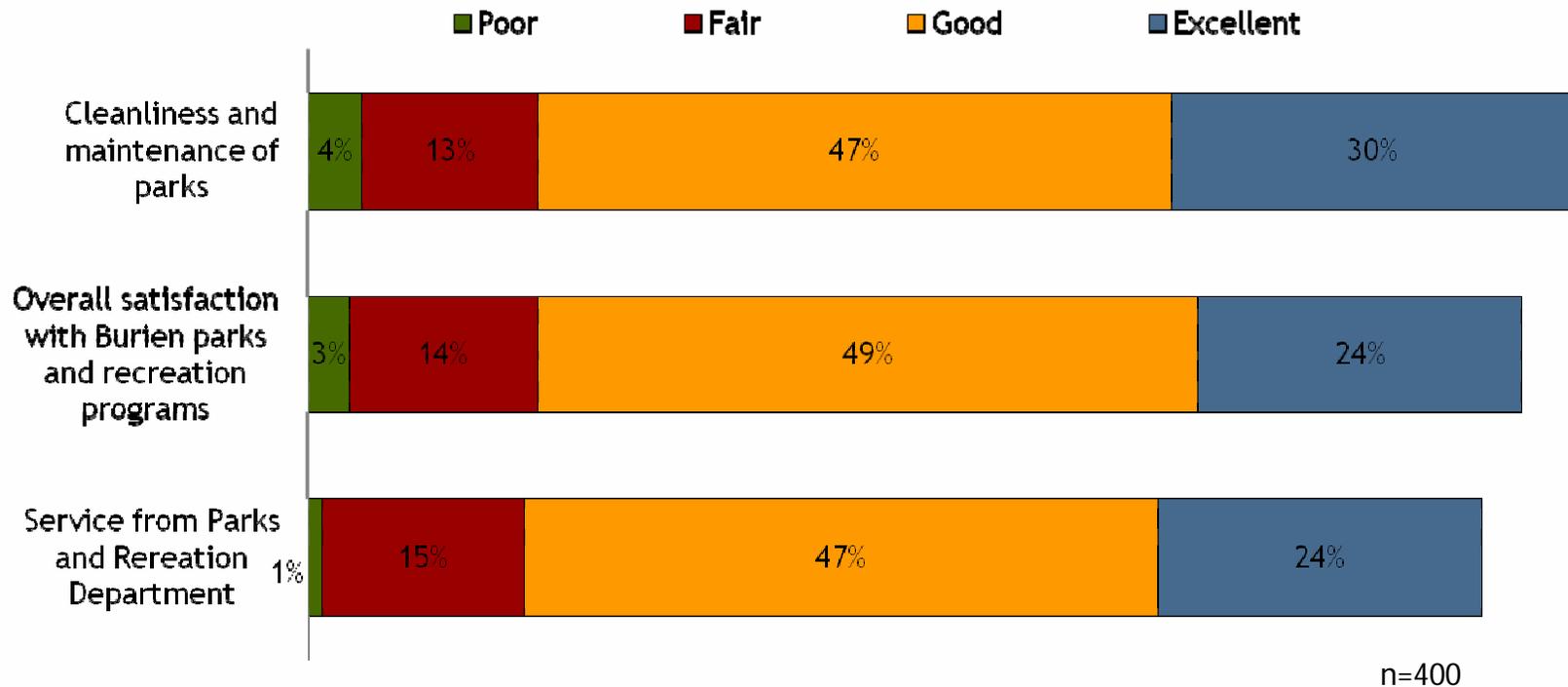
Q32. Have you or a member of your household used a Burien park, rented a facility, or participated in a City-sponsored recreation program during the last 12 months?

Q33. Which recreation programs or services did you or a family member participate in?



Parks and Recreation

- ❖ At least 71% of respondents rate the overall “service provided by the Parks and Recreation Department,” “overall satisfaction with Burien parks and recreation programs,” and the “cleanliness and maintenance of parks” as “good” or “excellent.”



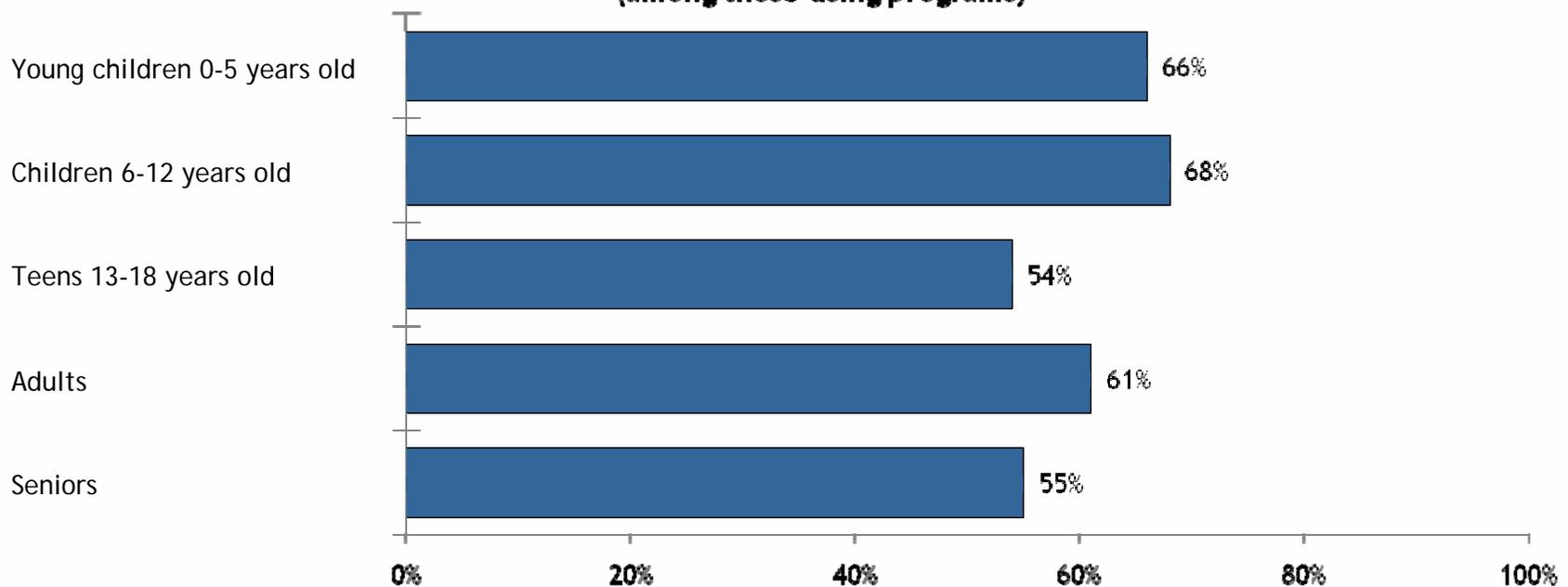
- Q34. How would you rate your overall satisfaction with Burien’s parks and recreation programs?
- Q36. How would you rate the City’s parks in terms of cleanliness and levels of maintenance?
- Q37. Overall, how would you rate the service provided by the Parks and Recreation Department?



Recreation Programs

- ❖ Among those using the programs, two-thirds are satisfied with programs for young children, children 6-12 and adults.
- ❖ Satisfaction is lowest with programs for teens and seniors.

% Satisfied with Programs by Age
(among those using programs)



Q35. How satisfied are you with the City's recreation programs for the following groups of people? How satisfied are you with programs provided for young children 0-5 years old, children 6-12 years old, teens 13-18 years old, adults, seniors. Would you say you are very satisfied (5), somewhat satisfied (4), neither satisfied nor dissatisfied (3), somewhat dissatisfied (2), or very dissatisfied (1)?

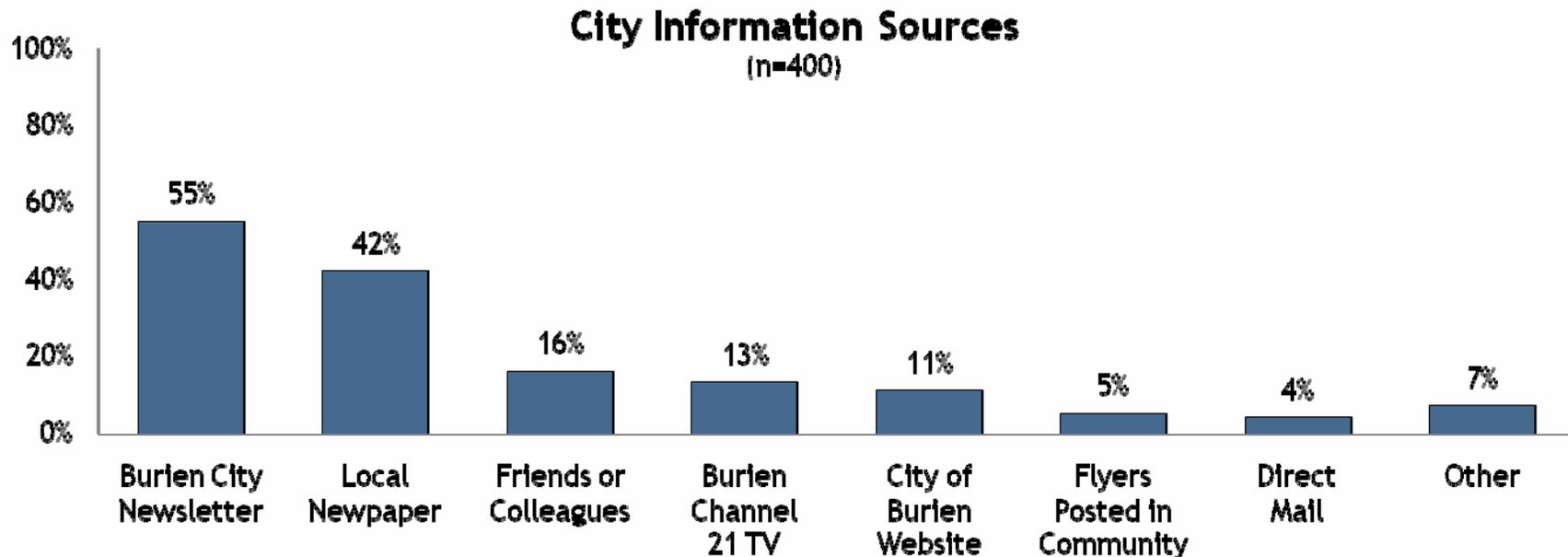


Public Information



City Information Sources

- ❖ Three-quarters (72%) feel they get sufficient communication from the city about city services and local issues.
- ❖ The two primary sources of information regarding what the city is doing are the Burien City Newsletter (55%) and the local newspaper (42%).
 - Respondents over 65 years old are significantly more likely to get information from the local newspaper or Burien Channel 21 TV compared to those 18-45 years old (80% vs. 42%, respectively).



Q38. How do you get information about what the City of Burien is doing?

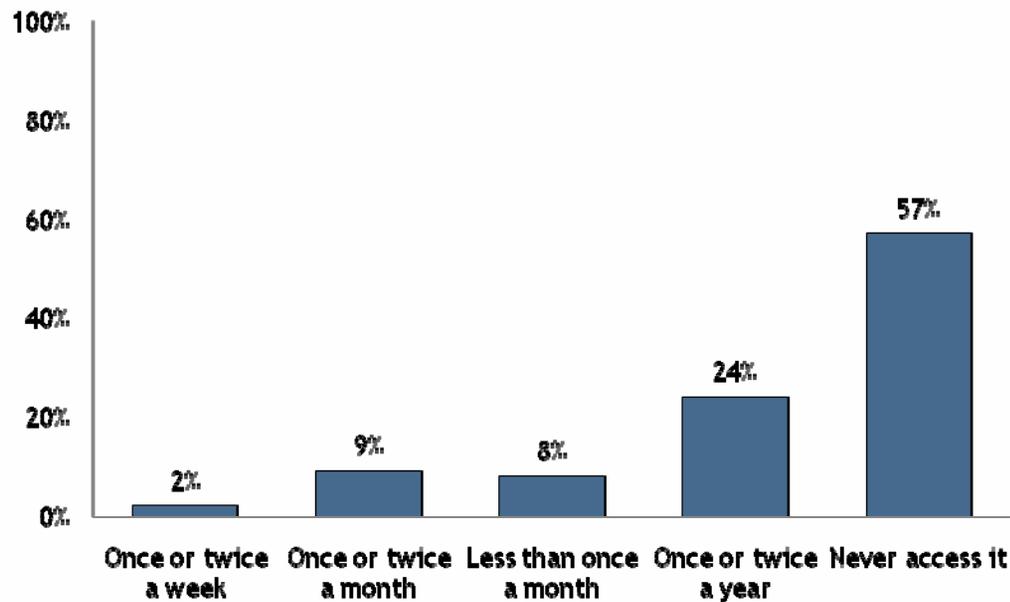
Q39. Do you get sufficient communication from the City about City services and local issues?



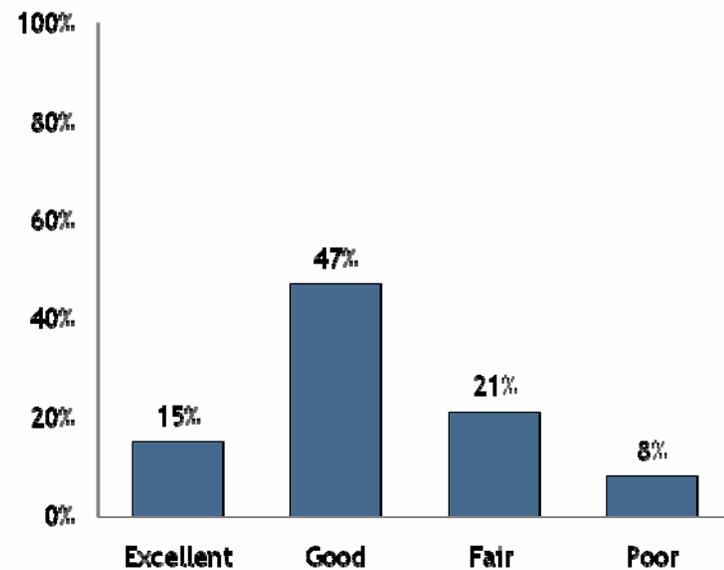
City of Burien Website

- ❖ Two in five (43%) respondents use the City of Burien website and of those, 27% access it at least once a month.
- ❖ Three in five (62%) respondents who use the City of Burien website rate it as a “good” (47%) or “excellent” (15%) resource for city programs and services.

Frequency Accessing City of Burien Website
(n=400)



Rating the City of Burien Website
(n=173)



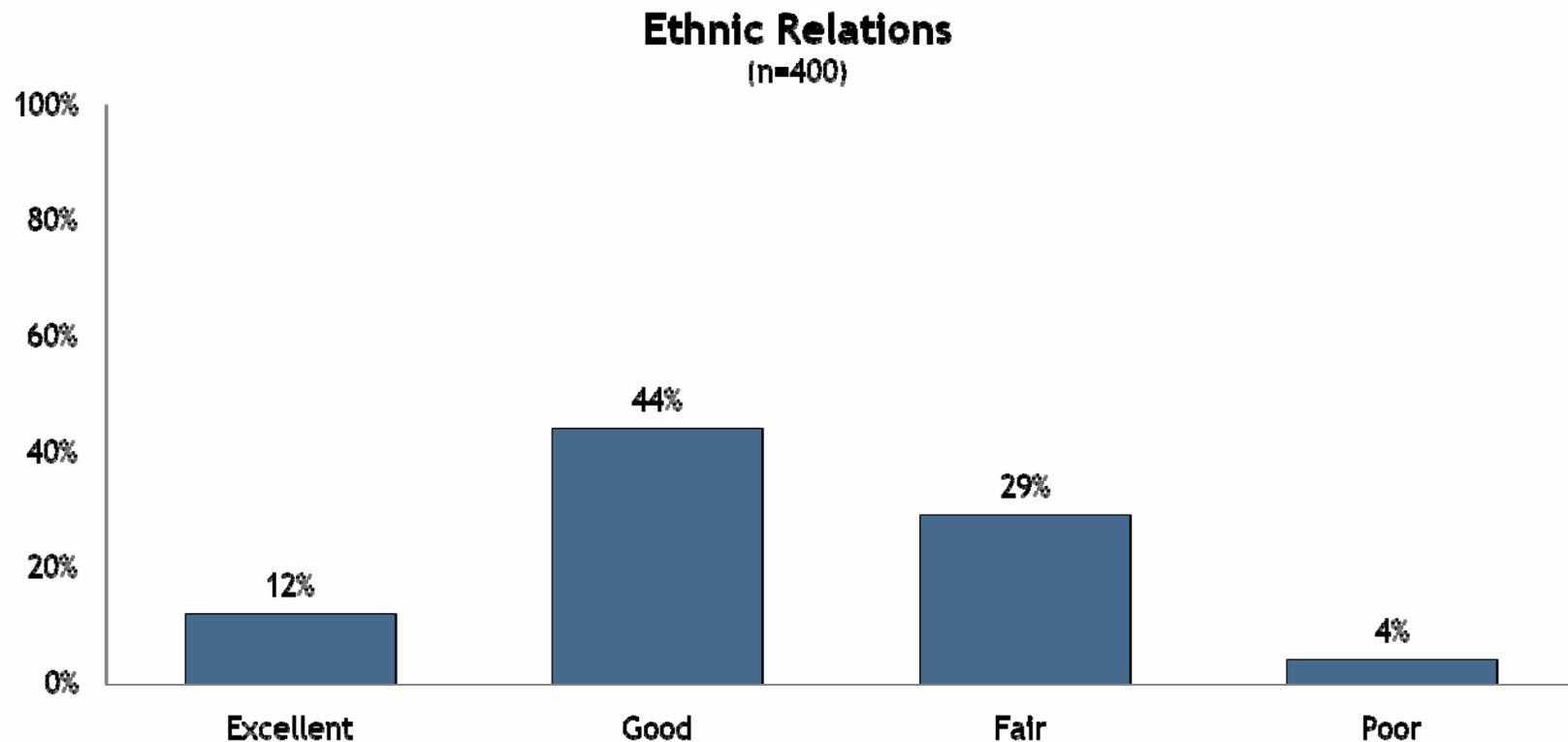
Q40. How often do you access the City of Burien’s Website?

Q41. How would you rate Burien’s web site as a resource for City programs and services?



Ethnic Relations

- ❖ Half (56%) of respondents feel the relationships between people of different races and cultures in the City of Burien are “good” (44%) or “excellent” (12%).

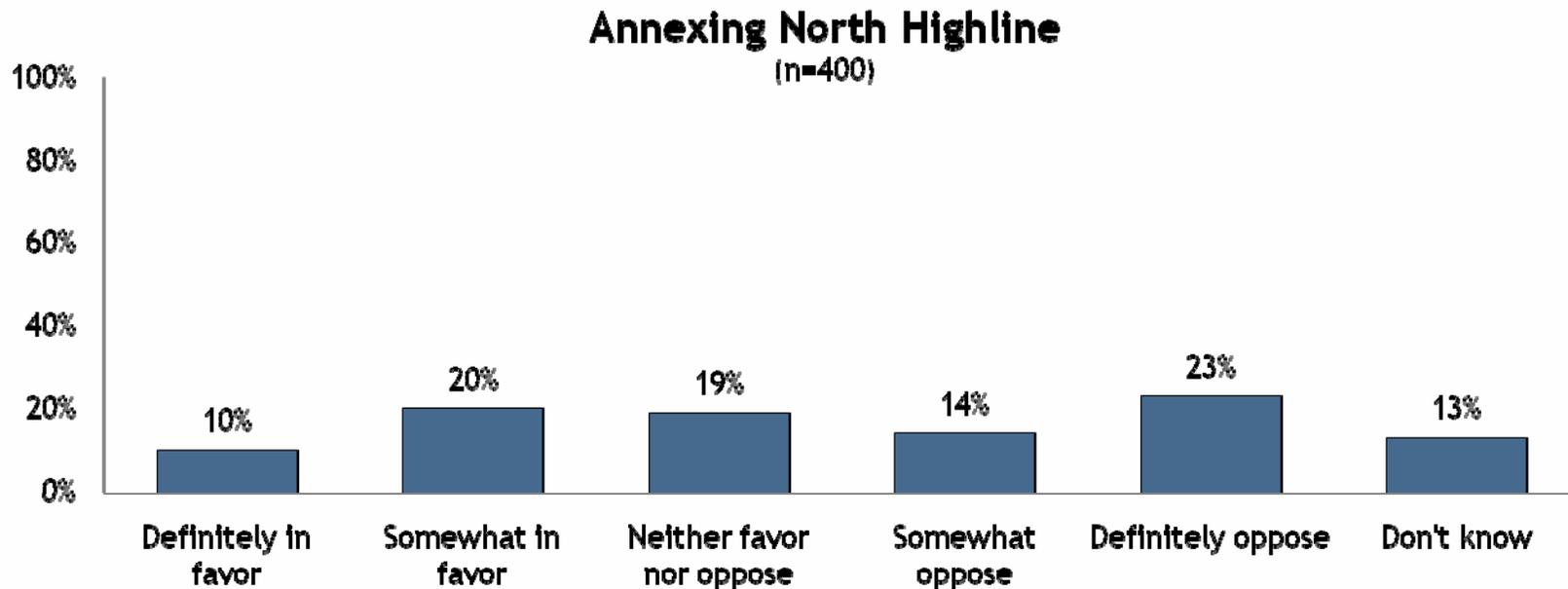


Q42. How would you rate the relationships between people of different races and cultures in the City of Burien? Would you say it is excellent (4), good (3), fair (2), or poor (1)?



Annexation

- ❖ One-third (30%) of respondents favor annexing all or parts of the North Highline neighborhood, while 37% oppose the annexation.
 - A significantly higher percentage of respondents who voted in the last election oppose annexation (49% for voters vs. 15% for non-voters).
 - A significantly higher percentage of respondents with an annual income over \$75K oppose annexation (54% for \$75K+ vs. 23% for <\$75K).



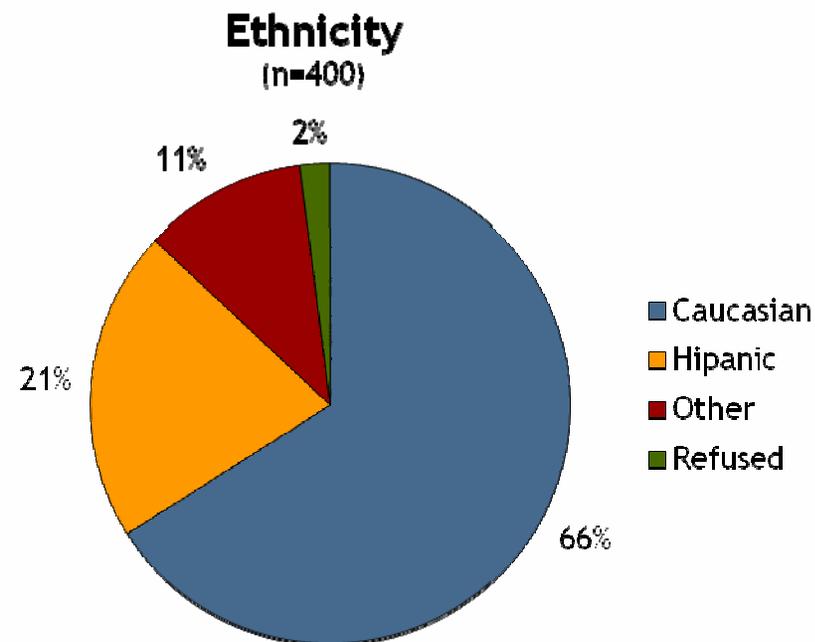
Q43. The City of Burien is considering annexing all or parts of the North Highline neighborhood. How would you rate your level of support for annexation? Would you say you are definitely in favor (5), somewhat in favor (4), neither favor nor oppose (3), somewhat oppose (2), or definitely oppose (1)?

Demographics



Respondent Profile

- ❖ The sample includes residents of from both east (43% or n=173) and west (57% or n=227) of Ambaum Boulevard.
- ❖ Quotas for Hispanics (21% or n=82), males (47% or n=187), and females (53% or n=213) were also utilized to approximate population proportions.



S3. Do you live east or west of Ambaum Boulevard?

S4. We are looking to talk to a representative sample of City of Burien residents so will you please tell me your ethnic background?

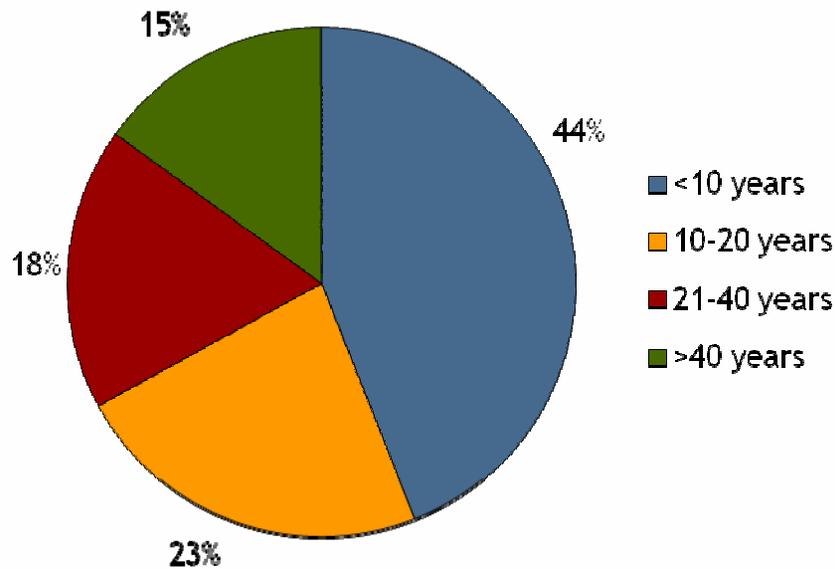
S5. Gender



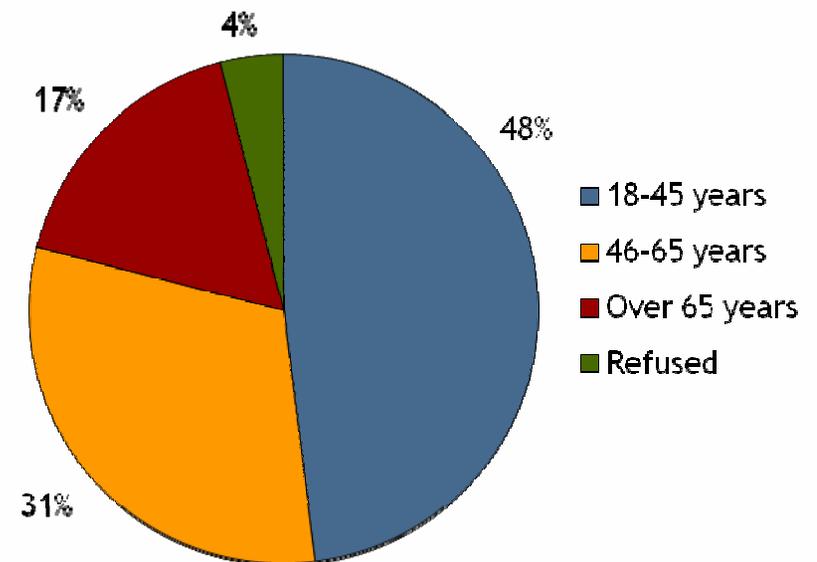
Respondent Profile (continued)

- ❖ Respondents have lived in the City of Burien an average of 18 years.
- ❖ The median age of respondents is 46 years old.

Years in Burien
(n=400)



Age
(n=400)



S2. How many years have you lived in Burien?

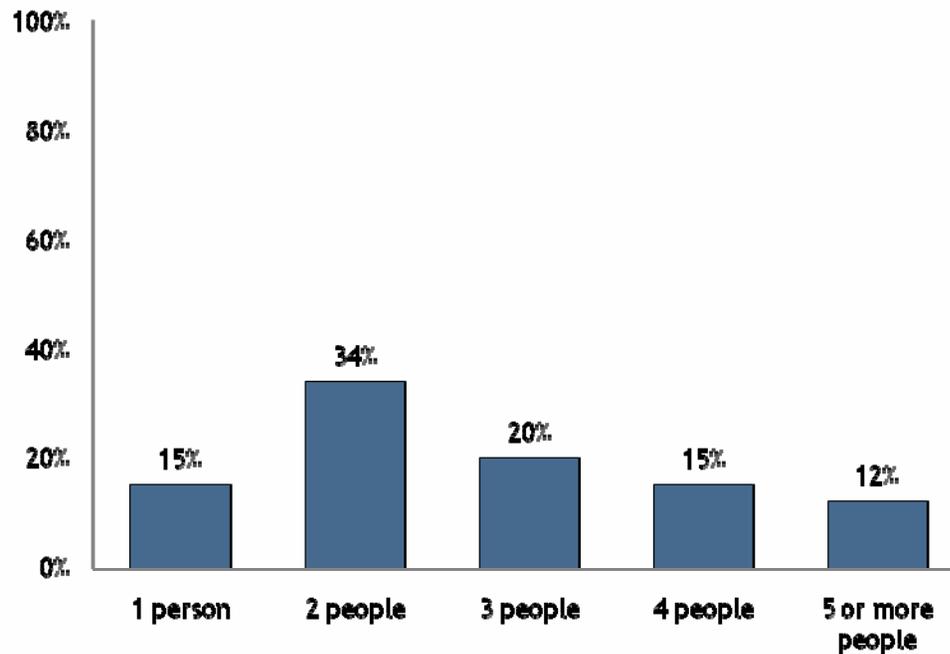
D3. Which of the following ranges best describes your age?



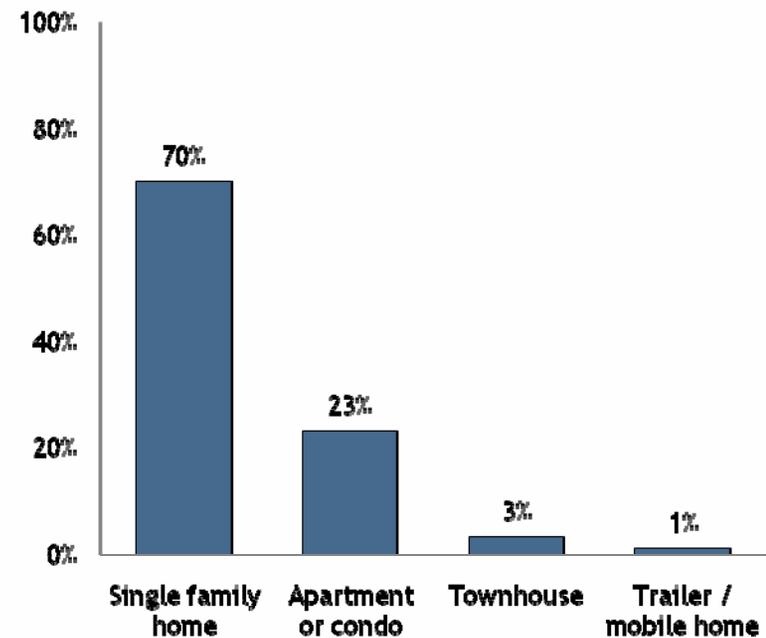
Respondent Profile (continued)

- ❖ The average respondent household contains 3 individuals.
- ❖ Two-thirds (70%) of respondents live in a single family home.

of People in Households
(n=400)



Type of Household
(n=400)



D1. Including yourself, how many people live in your household?

D2. What kind of home do you live in?



Respondent Profile (continued)

- ❖ One-third (30%) of respondents currently don't work. Of those working, the majority (54%) work in Seattle or Burien.
- ❖ The majority of respondents (56%) do not have a college degree.

Work Location (n=280)	
Seattle	29%
Burien	25%
SeaTac	6%
Tukwila	5%
Bellevue	5%
Renton	4%
Kent	4%
Tacoma	3%
Other	11%

Education Level (n=400)	
High School or Less, GED	32%
Some College, Trade	24%
College Degree (4 year)	25%
Graduate Degree(s)	8%
Post Graduate Degree(s)	4%

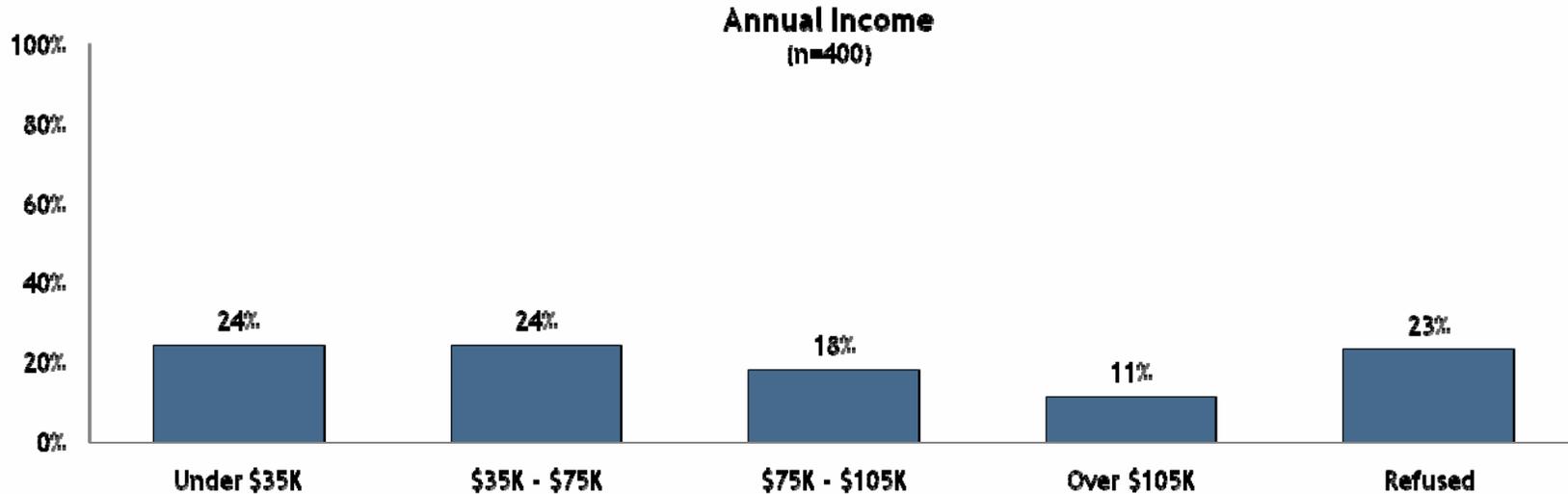
D4. What city do you work in?

D5. What is the highest level of education you have received?



Respondent Profile (continued)

- ❖ The median annual income of respondents is \$55K.
- ❖ Three in five (61%) respondents voted in a city election in the last two years.
- ❖ The following respondents are significantly less likely to vote in a city election:
 - Respondents who live east of Ambaum Boulevard
 - Respondents who favor annexation
 - Respondents who have lived in Burien for less than 10 years
 - Respondents 18-45 years old
 - Respondents who are satisfied with the job the city is doing
 - Respondents with an annual income less than \$35K
 - Minorities



D6. Into which of the following categories does your annual household income fall?

D7. Have you voted in any city election in the last two years?