



CITY OF BURIEN

Community Benchmark Survey

PREPARED FOR
City of Burien
August 2014

www.dhmresearch.com

dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

Research Objectives

Gauge City of Burien residents' opinions about:

- General quality of life in the city
- Their satisfaction with city government services

This survey benchmarks findings from a similar survey conducted for the City in 2012, 2010, and 2008.

Research Design

- Scientific telephone survey
- 400 residents in the City of Burien
- Conducted Aug. 7-10, 2014
- Random Digit Dialing + targeted cell
- Quotas for age, gender, ethnicity, and area
- 15 minute survey instrument
- Quality control measures including pre-testing, validations, and monitoring calls
- Margin of error range: +/-2.8% to 4.9%

Note to reader

- This is the second year DHM has conducted the benchmark study.
- New questions to 2014 are noted with a ** in the upper brown box.
- There have been shifts in open-ended comments from the 2008 and 2010 surveys compared to the 2012 and 2014 surveys. The shifts may be in part due to different coding techniques. DHM codes all responses, not just the first mentioned, and did not conduct the 2008 and 2010 surveys.

Notes on Online Survey

- In addition to the scientific telephone survey, the City of Burien also conducted an online survey in August 2014 for the purpose of community involvement.
- In total, 295 residents participated and the survey took roughly 15 minutes to complete.
- The survey was hosted at www.cityofburiensurvey.com.
- Survey demographics differed from the statistically-valid telephone survey in that they skewed higher income, more Caucasian and more female than the representative sample achieved in the telephone survey. These differences are typical of online opt-in surveys.
- Overall, results were similar to the telephone survey, with higher ratings on the extreme ends of the spectrum.

Report Sections

Section 1: Executive Summary	7
Section 2: Life in Burien	12
Section 3: Issues facing Burien	21
Section 4: Perceptions of City Government & City Planning	24
Section 5: Service Priorities	30
Section 6: Public Safety	32
Section 7: Burien CARES	34
Section 8: Parks and Recreation	37
Section 9: Transportation Infrastructure	40
Section 10: Equity	44
Section 11: Communications	46

SECTION 1:

EXECUTIVE SUMMARY

While a majority of residents continue to feel positively about living in Burien, ratings are down across the board from prior years.

Six in 10 (60%) think things in Burien are headed in the right direction, down from 2012 (66%), 2010 (72%), and 2008 (74%). The number who disagree has increased 10 points since 2008 (from 15% to 25%).

Similarly, while a majority continue to rate Burien (65%) and their neighborhoods (68%) as a good or excellent place to live, ratings have slowly declined since 2008. Residents of West Burien are much more likely to view their neighborhood positively than residents of East Burien, as are residents in the non-annexed area of the city compared to the recently annexed area.

Part of this decline may be explained by the addition of residents in the recently annexed area of Burien. These residents are more likely to rate their neighborhood as poor or fair than those in the non-annexed area, as well as give lower ratings to some city services.

Satisfaction ratings for most city services remain above 50%, but have also declined.

Overall: Half (51%) are satisfied with the job the City government is doing for the Burien community. However, satisfaction has declined 10 points from 2012 and 25 points from 2010. Asked about the value of city services for the taxes paid, fewer than four in 10 (37%) are satisfied.

Police: A majority (56%) are satisfied with the Burien Police Department. However, very satisfied scores have decreased 7 points since 2012 (29% to 22%). Residents in the recently annexed area are more likely to be dissatisfied.

Parks: More than seven in 10 residents have visited a park and nearly two-thirds (64%) are satisfied with Burien's park cleanliness and maintenance.

Transportation Infrastructure: Nearly six in 10 (56%) are dissatisfied with the quality of Burien's roads, a 7-point increase from 2012 (49%), while four in 10 (43%) say they are excellent or good. Around half (47%) say there aren't enough sidewalks and bike paths in their neighborhoods. Residents mostly believe parking downtown has not become any worse.

While all city services are important to residents, police continues to be the top priority.

Consistent with prior years, public safety is top of mind for residents, with 37% who say open-ended that it is the top issue for the city to address, even over the economy. Given \$100 of city revenue to allocate, residents chose to award one-third (\$32.20) to police services, nearly twice as much as any other service.

Despite this emphasis on safety, majorities of people feel safe in downtown Burien and in their neighborhoods. However, people, particularly women, feel much safer during the day.

There is significant room for improvement in communicating with residents.

Nearly half (46%) of residents say they do not get enough information from the City about services and local issues, up 11 points from 2012. While a majority prefer that the City use direct mail (29%) or email (26%) to communicate with them, residents' current most common sources of information are friends and colleagues (21%) and the local newspaper (21%). The Burien city newsletter (16%) ranks third, down substantially from prior years. Declines in the use of traditional news sources (newspapers, for example) have coincided with an increased reliance on online news sources (such as blogs)—this is consistent with other community surveys we've run.

More than four in 10 (44%) have never accessed Burien's website and nearly 6 in 10 (56%) have never accessed Burien's social media. Very few people who have contacted the City have done so via email or through the website.

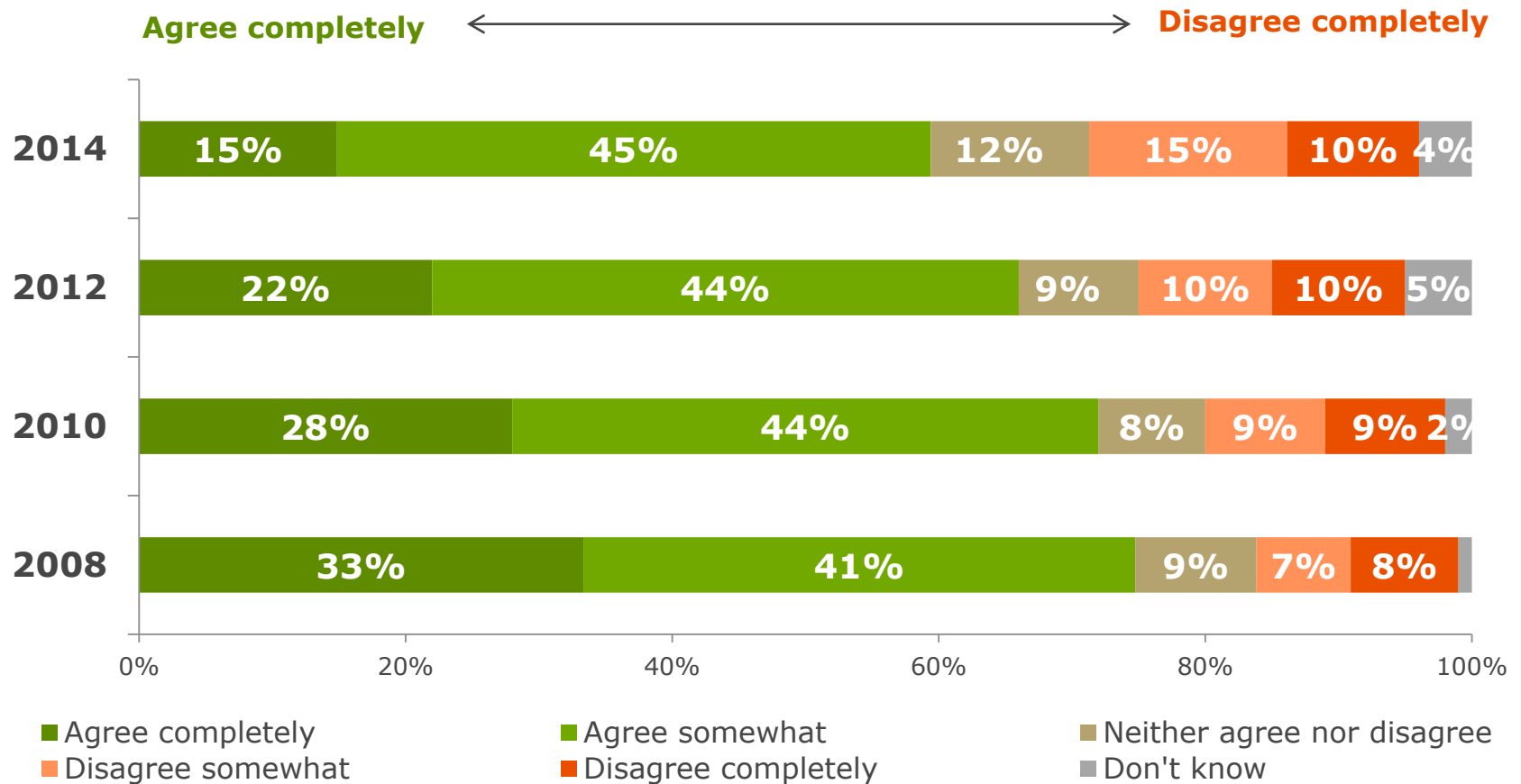
Residents who have contacted the City in the past 12 months, however, are very satisfied with their experience. Majorities provide excellent or good ratings for the city employee's courtesy, the employee's knowledge of their issue, and how well their concern was addressed overall.

SECTION 2:

LIFE IN BURIEN

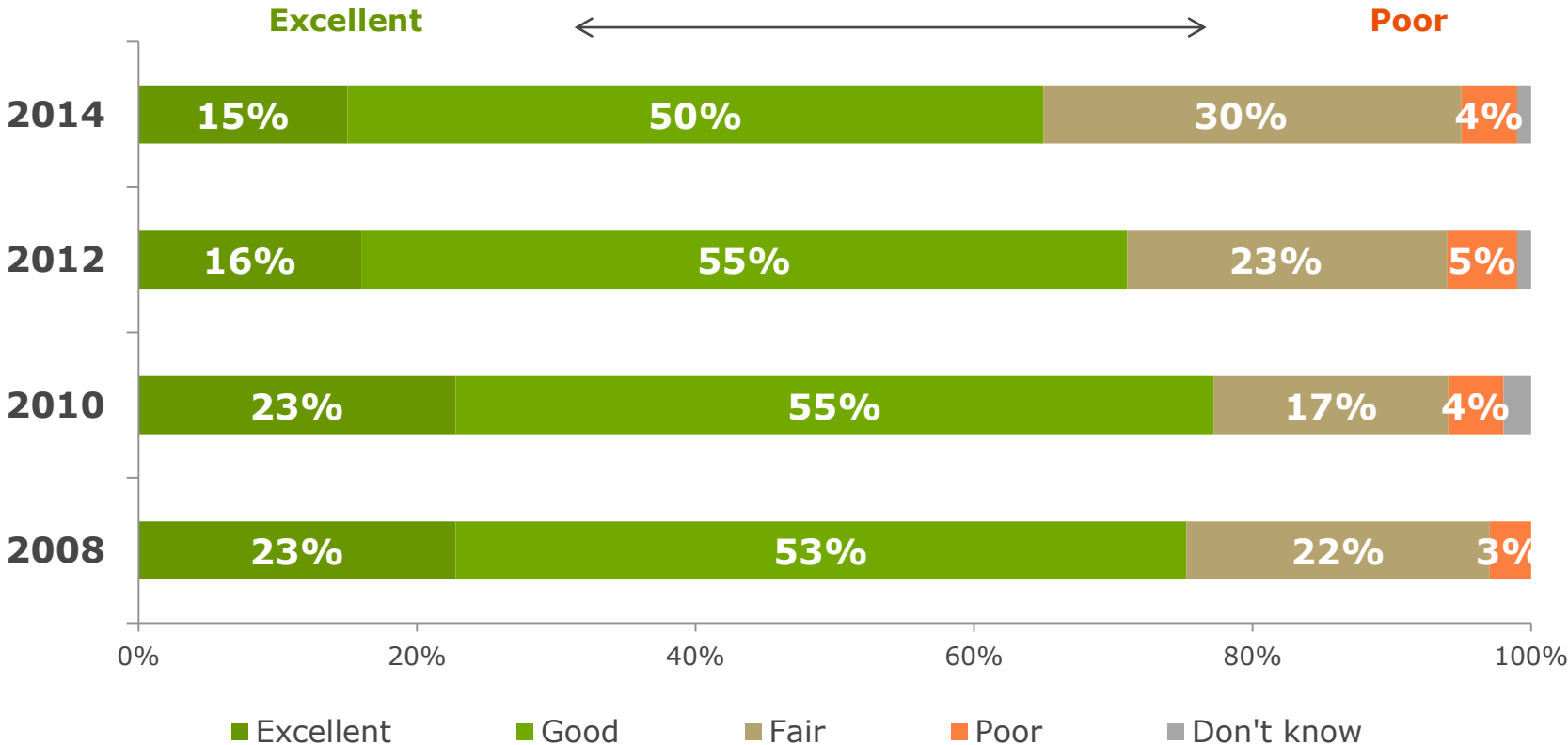
A majority of residents continue to be optimistic about the city's direction, though numbers have declined.

Direction of City of Burien



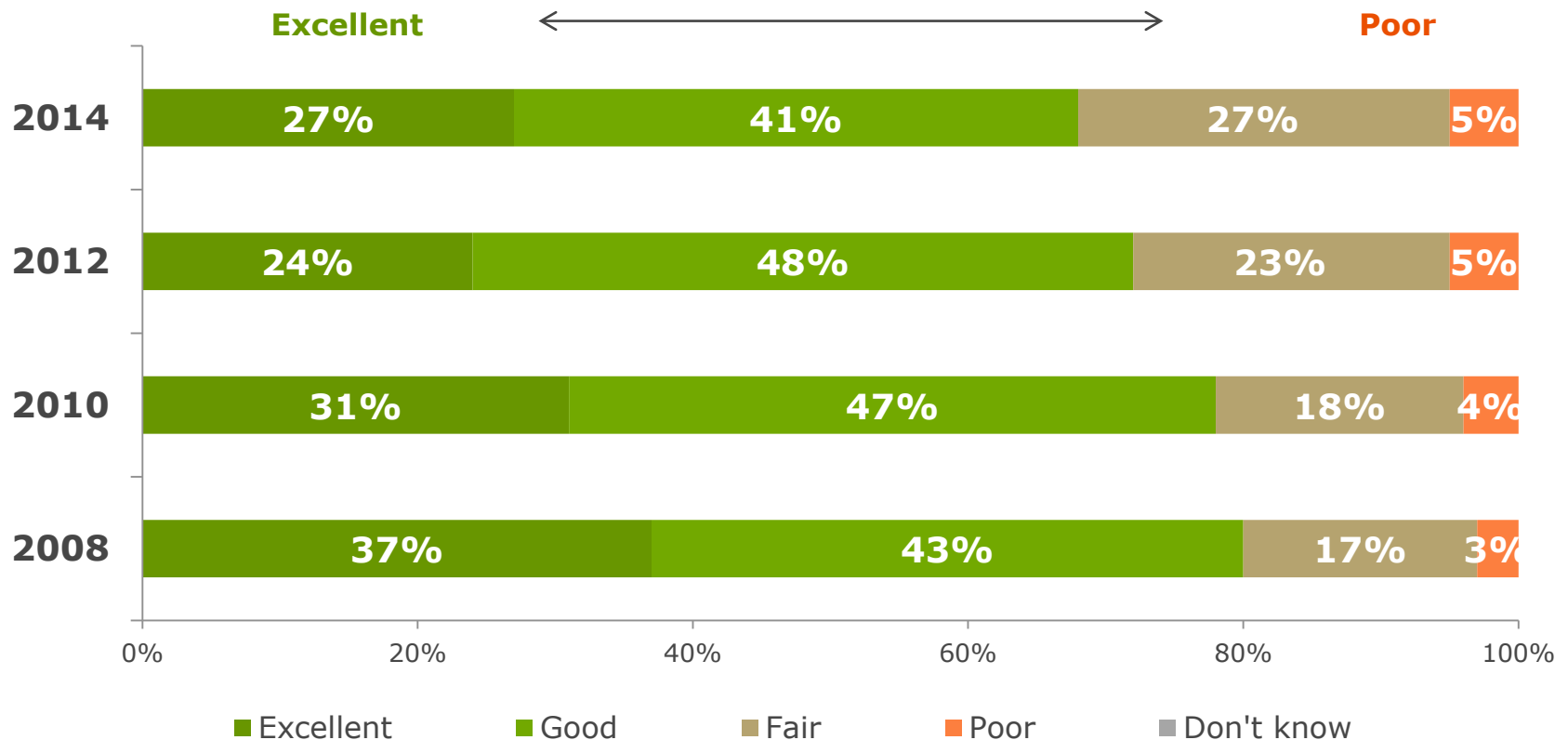
High majorities continue to rate Burien as a good or excellent place to live.

Burien As a Place to Live



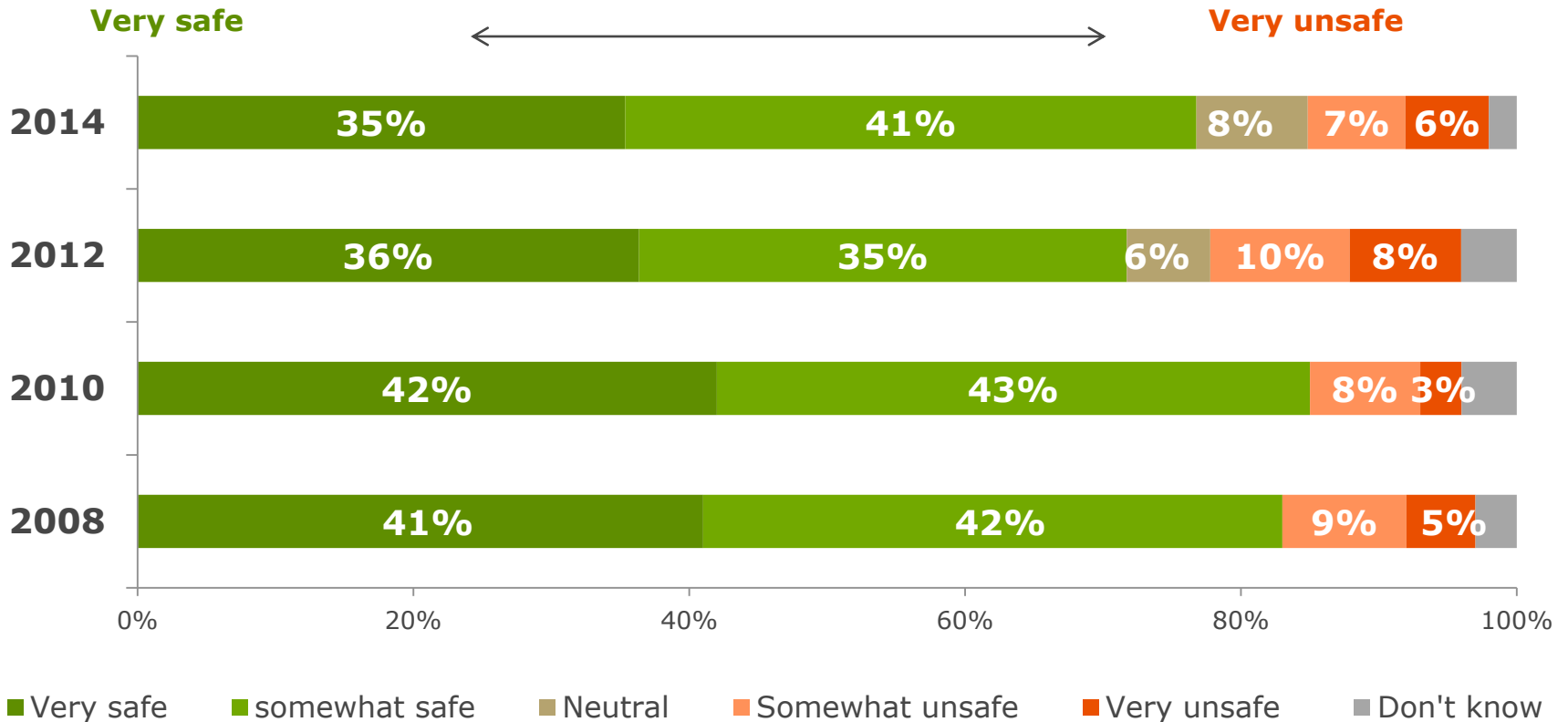
In addition to giving high ratings for the city as a place to live, residents also give high ratings for their neighborhoods.

Rating Neighborhoods in Burien



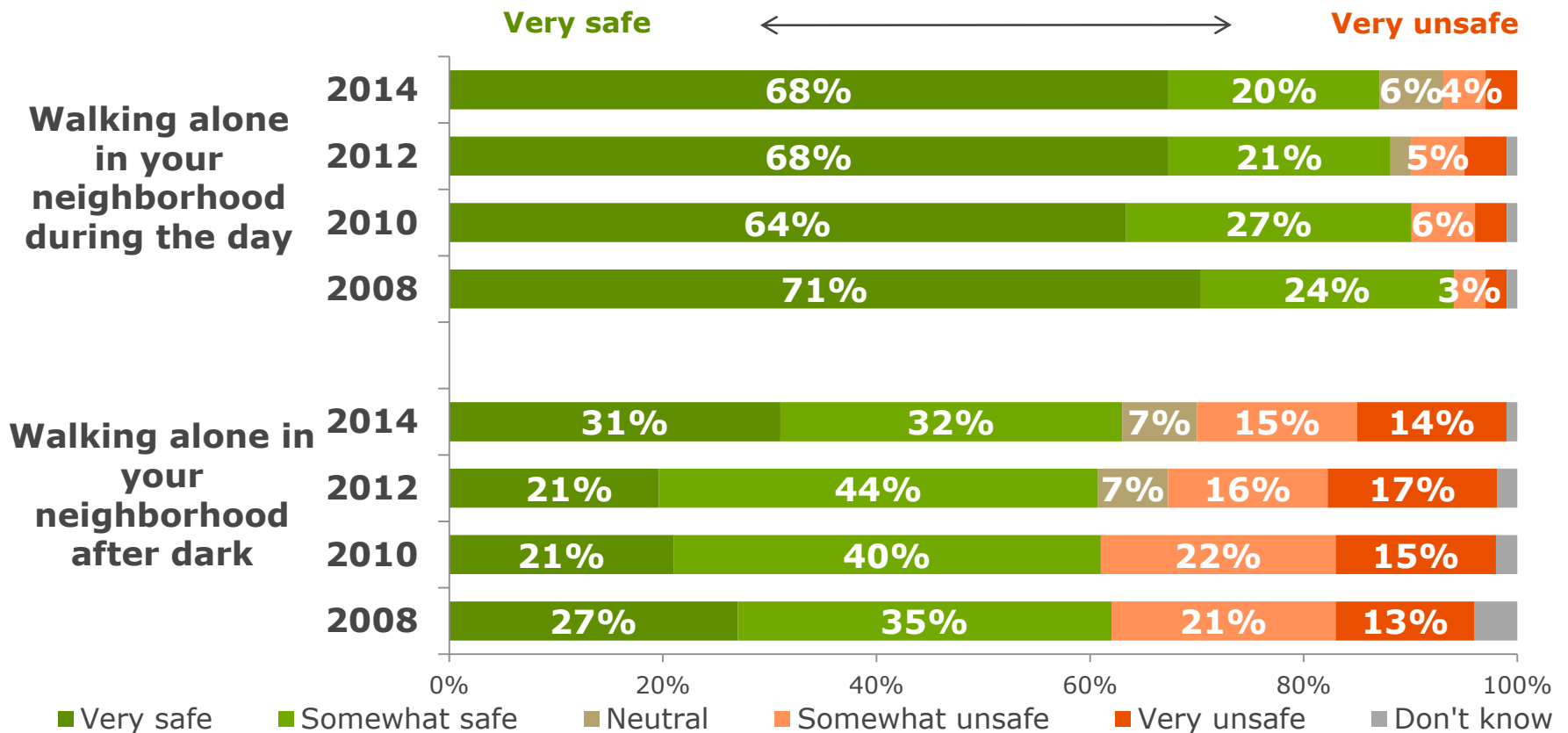
More than 3 in 4 feel safe in downtown Burien, consistent with 2012 findings.

Safety in Downtown Burien



While a majority of residents feel safe in their neighborhoods at all hours, they feel much safer during the day than at night.

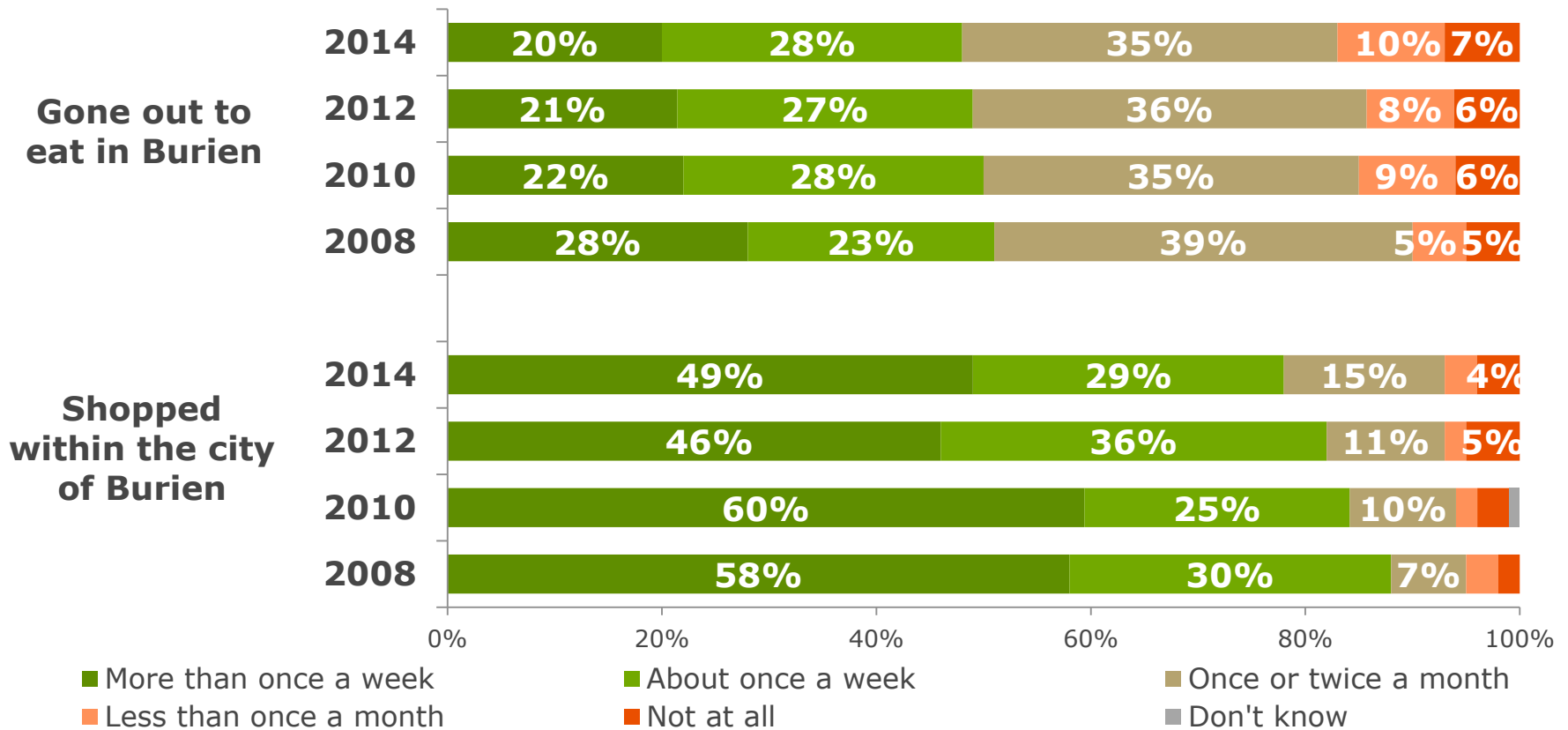
Safety in Burien Neighborhoods



While there is a good amount of dining and shopping in Burien, there appears to be an opportunity to capture more of the market for both.

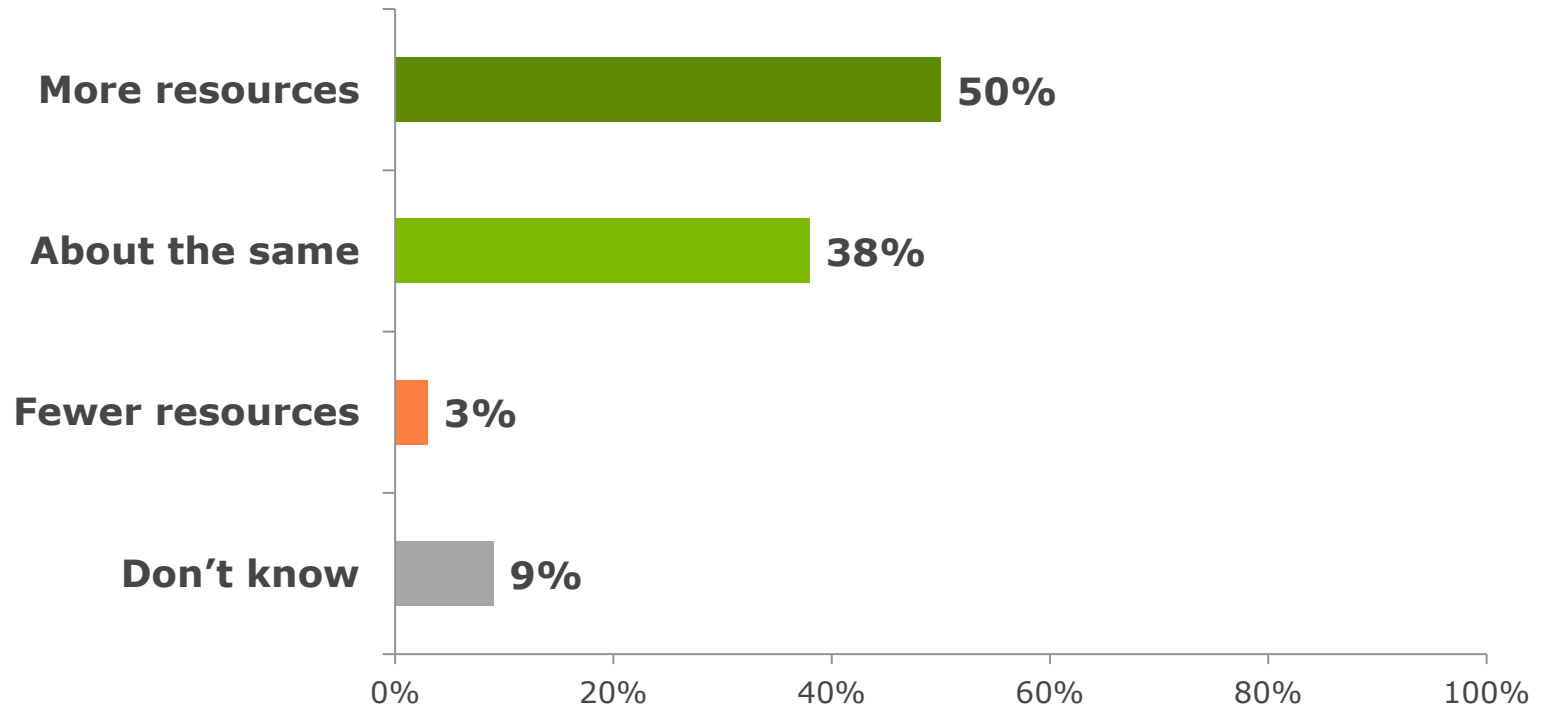
Frequency of Activities in Burien

More than once a week ← → Not at all



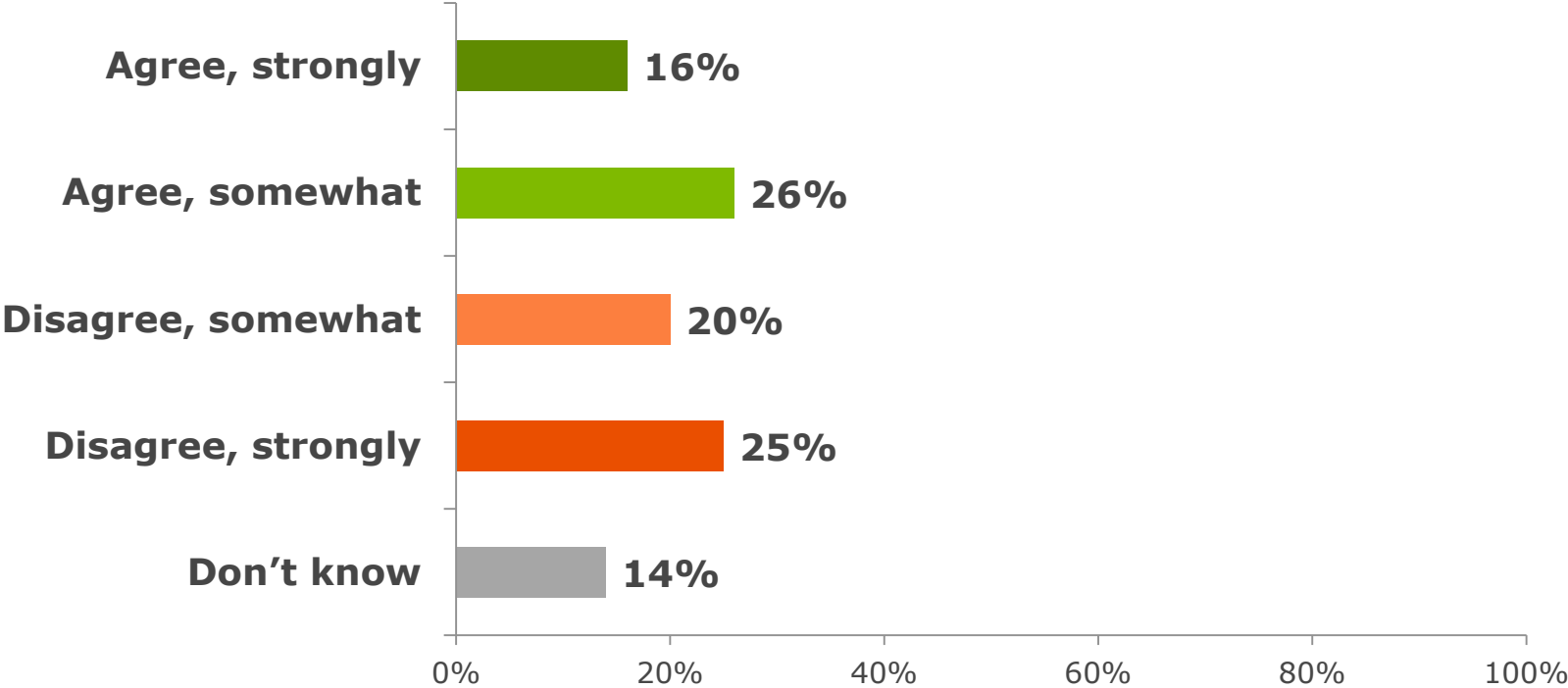
Half of residents want the City to allocate more resources to business recruitment and retention.**

Allocation of Resources to Business Recruitment & Retention



Pursuing hotels as a business recruitment strategy received a mixed reaction from residents.**

Agreement with Hotels as Business Recruitment Strategy



SECTION 3:

ISSUES FACING BURIEN

Public safety continues to be the most important issue for residents, even above the economy.

Most important issue facing the city	2008 N=404	2010 N=400	2012 N=400	2014 N=400
Reducing crime	25%	19%	30%	27%
Lack of economic/commercial growth	14%	39%	19%	18%
Lack of police presence/enforcement	9%	10%	14%	10%
More parks/activities for children	6%	6%	4%	9%
Maintaining roads	10%	6%	11%	8%
Improving education/schools	11%	9%	9%	7%
Lack of sidewalks/walkways/bike lanes	3%	4%	4%	6%
Lack of public transportation	4%	2%	5%	6%
Abandoned/vacant buildings	0%	0%	3%	5%
Taxes	6%	6%	4%	5%
Reducing traffic/congestion	14%	3%	6%	5%
City construction/redevelopment	11%	4%	4%	3%
Drug abuse	0%	0%	0%	3%
All other responses	5% or less	11% or less	3% or less	2% or less
No issues/nothing	1%	6%	8%	8%
Don't know	14%	11%	13%	13%

Adding police patrols, improving streets, and building sidewalks and bike lanes are the highest priorities for improving neighborhoods.

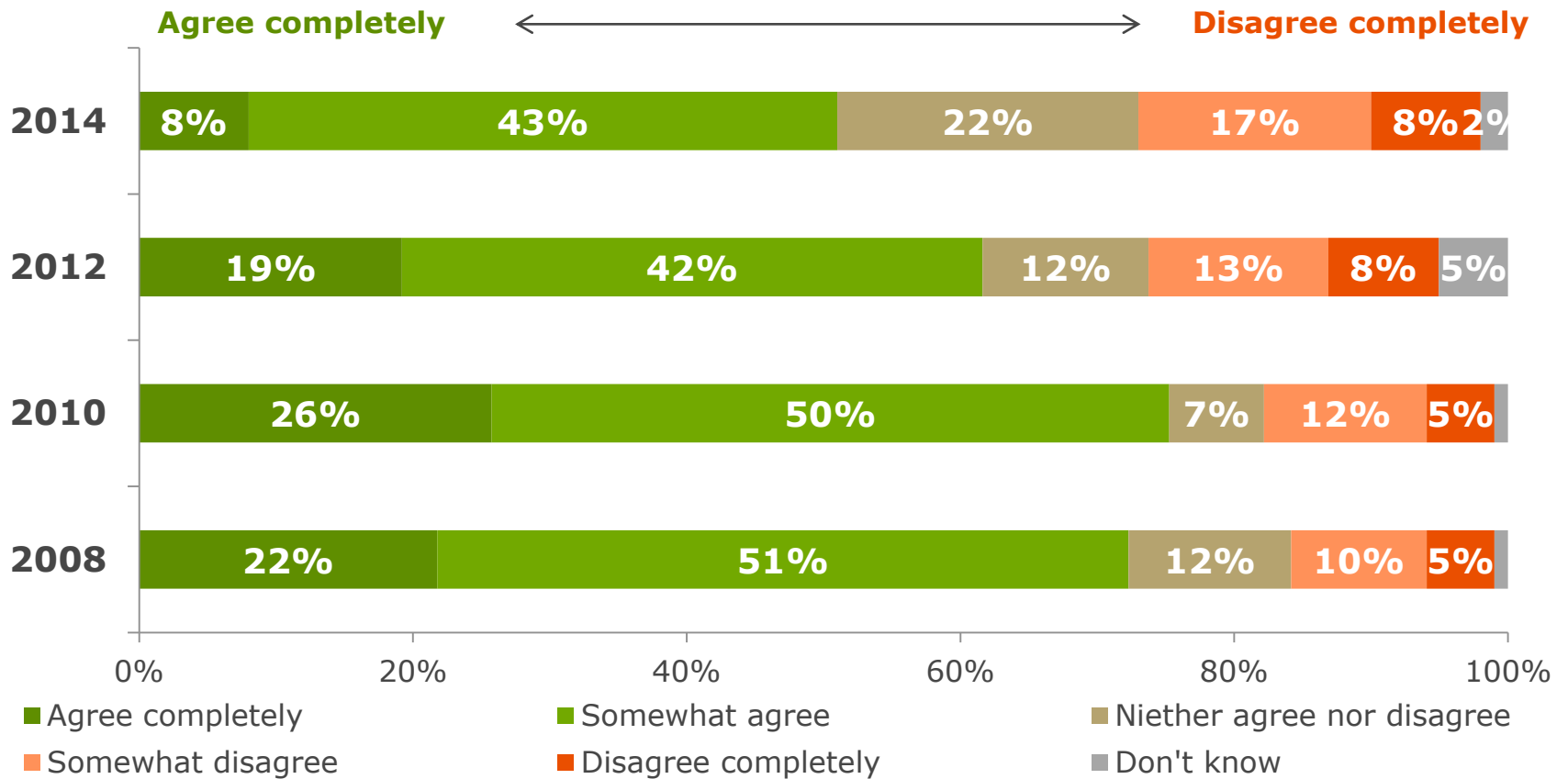
How should the City improve your neighborhood?	2008 N=404	2010 N=400	2012 N=400	2014 N=400
More police patrols/presence	21%	20%	19%	13%
Improve streets	11%	9%	7%	12%
Build/improve sidewalks/walkways/ bike lanes	20%	19%	17%	11%
Reduce crime	10%	12%	10%	8%
Add more/improve existing parks	6%	3%	2%	5%
Clean neighborhood ordinance	4%	2%	4%	4%
Slower traffic/add speed bumps	3%	1%	6%	4%
Better city sanitation/maintenance	4%	8%	6%	3%
More commerce/stores/restaurants	2%	0%	3%	3%
All other responses	6% or less	9% or less	3% or less	2% or less
Nothing	19%	16%	19%	13%
Don't know	6%	7%	9%	14%

SECTION 4:

PERCEPTIONS OF CITY GOVERNMENT & CITY PLANNING

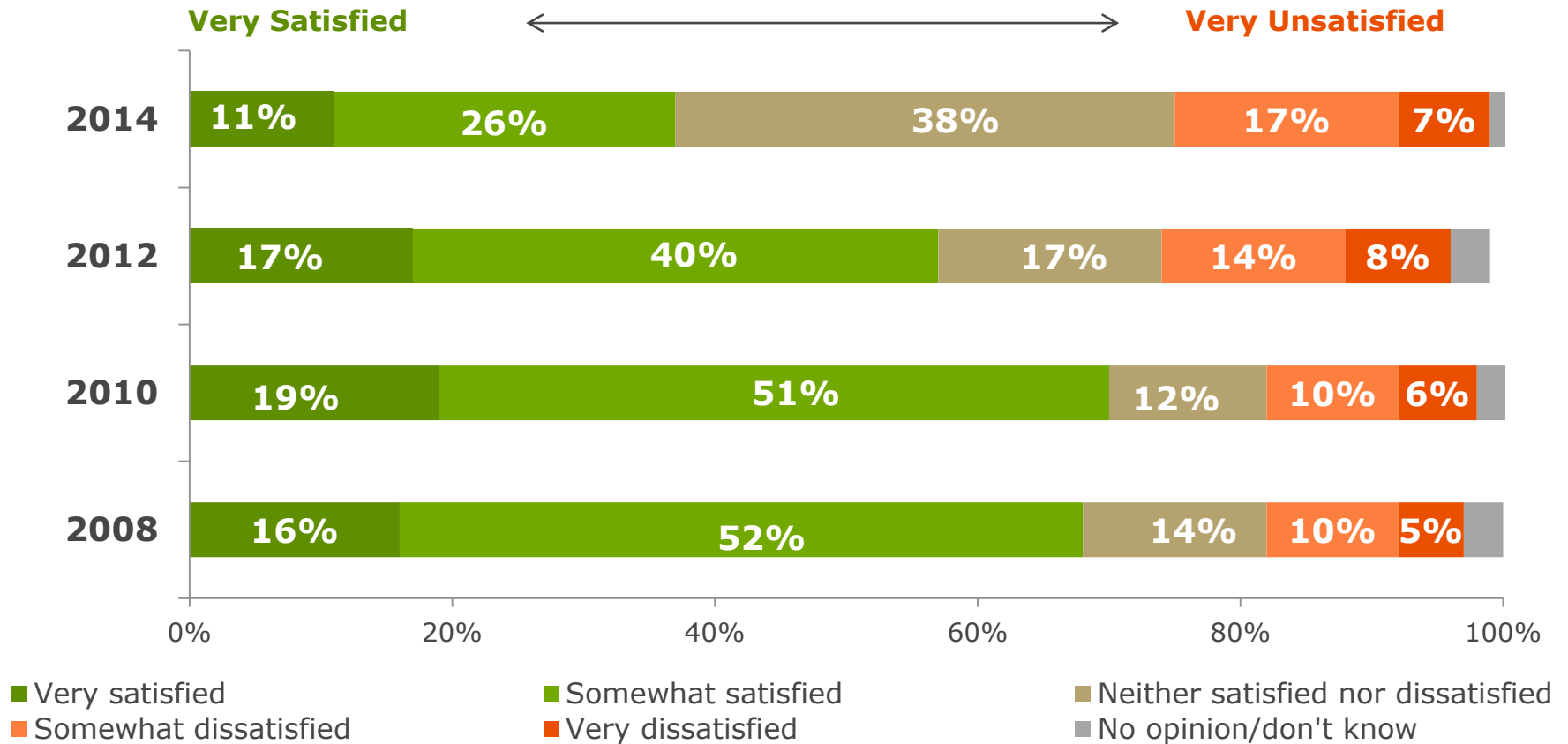
Half of residents agree that city government is doing a good job for Burien.

Agreement that City Government is Doing a Good Job for Burien



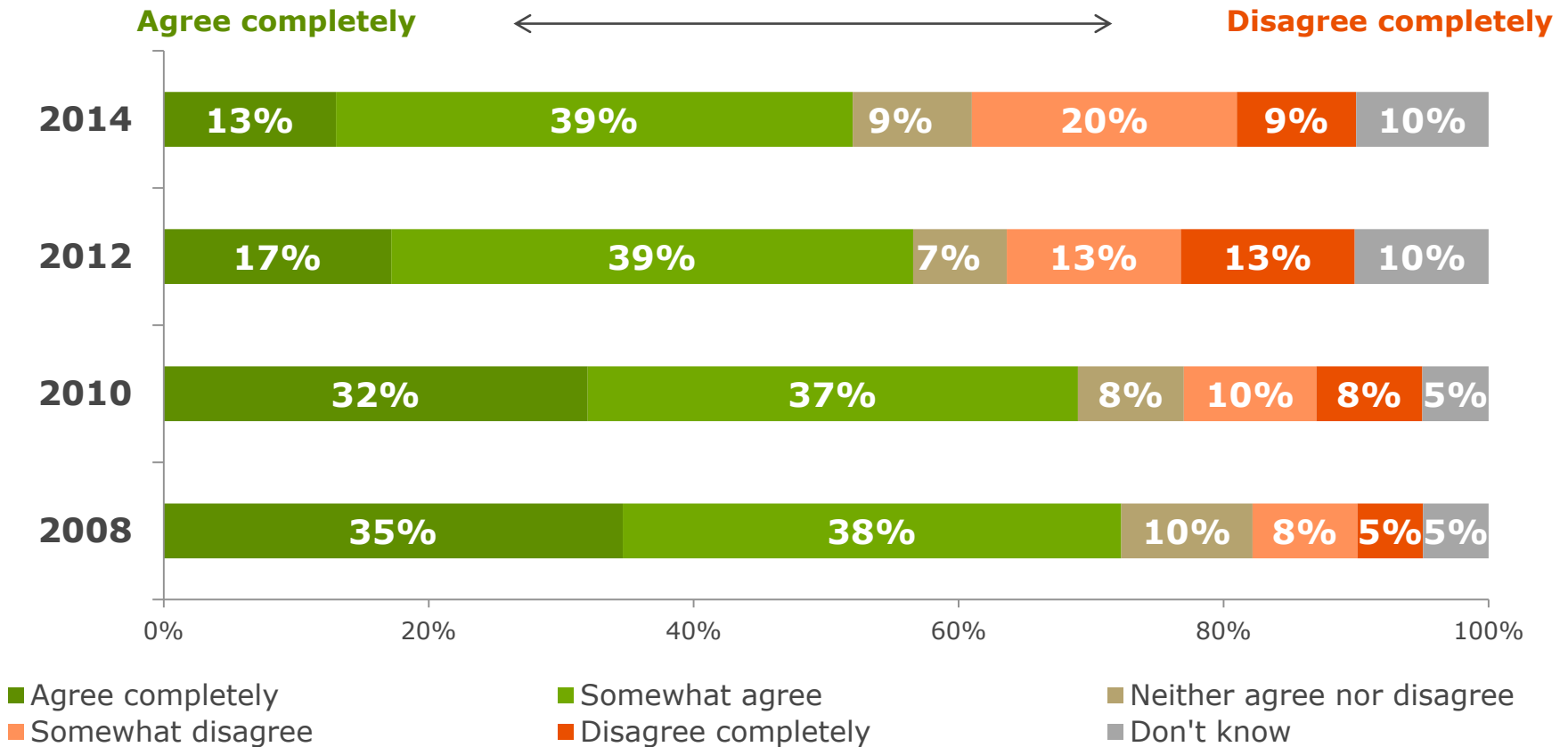
Satisfaction with the value of city services for taxes paid has declined, primarily shifting to neutral ratings.

Satisfaction with the Value of Services for the Taxes Paid



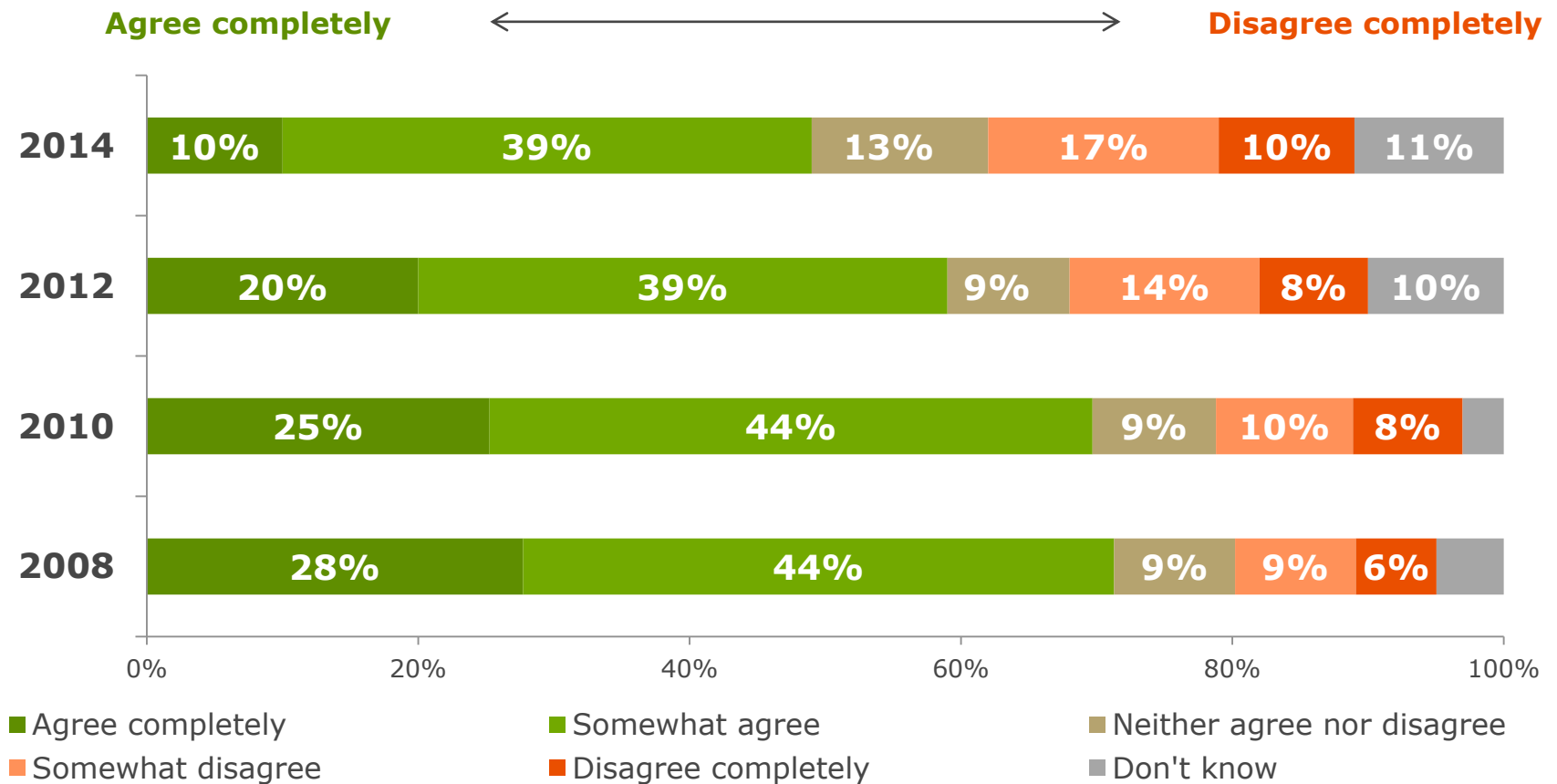
Similar to 2012, a majority of residents agree that the City is proactively encouraging economic growth.

Agreement that the City of Burien is Proactively Encouraging Economic Growth Within the City



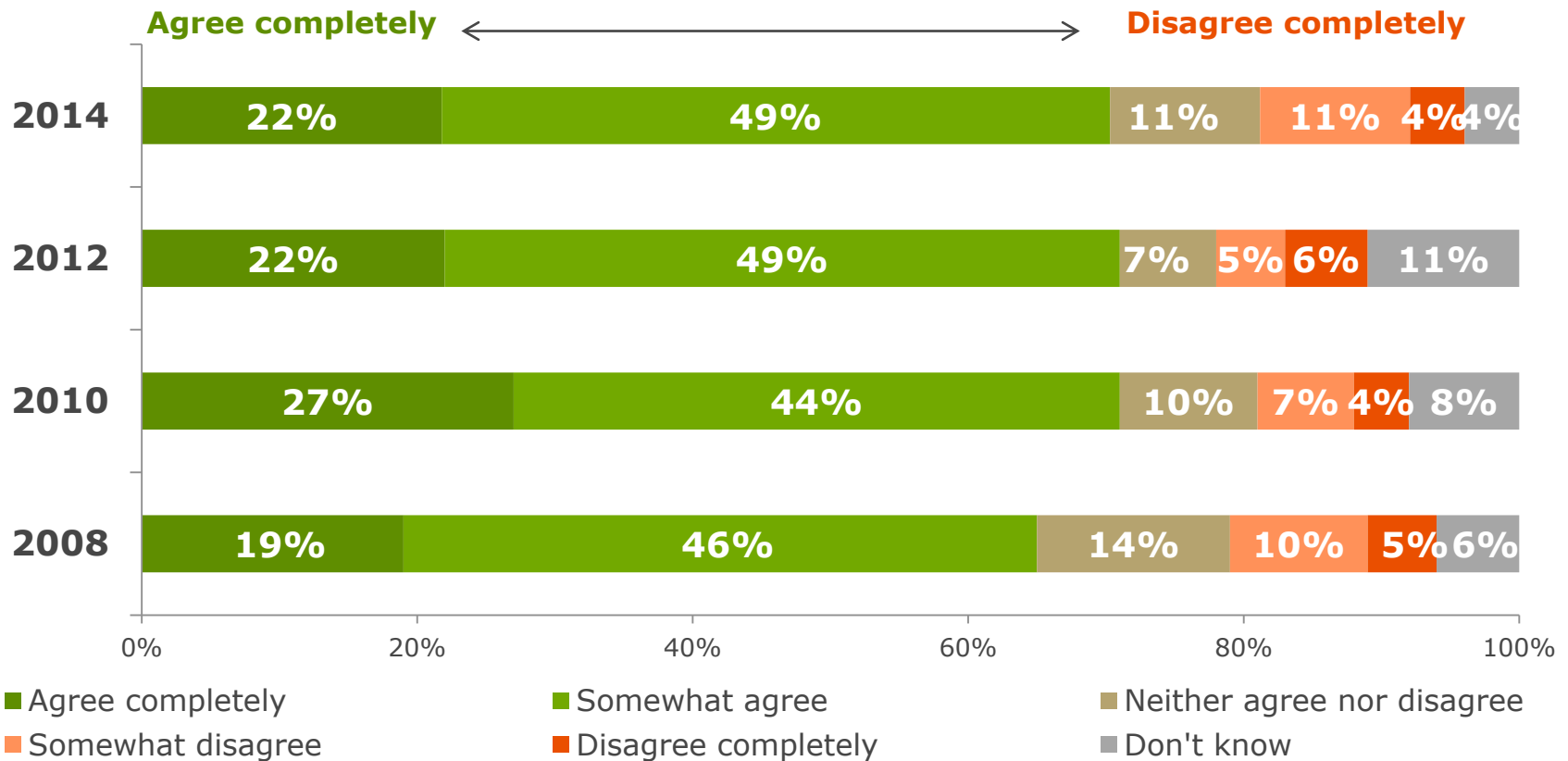
Half agree that the City is adequately planning for Burien's future, down slightly from 2012.

Agreement that the City of Burien is Adequately Planning for the Future



The City continues to receive high ratings for protecting the natural environment.

Agreement that the City of Burien is Adequately Protecting the Natural Environment

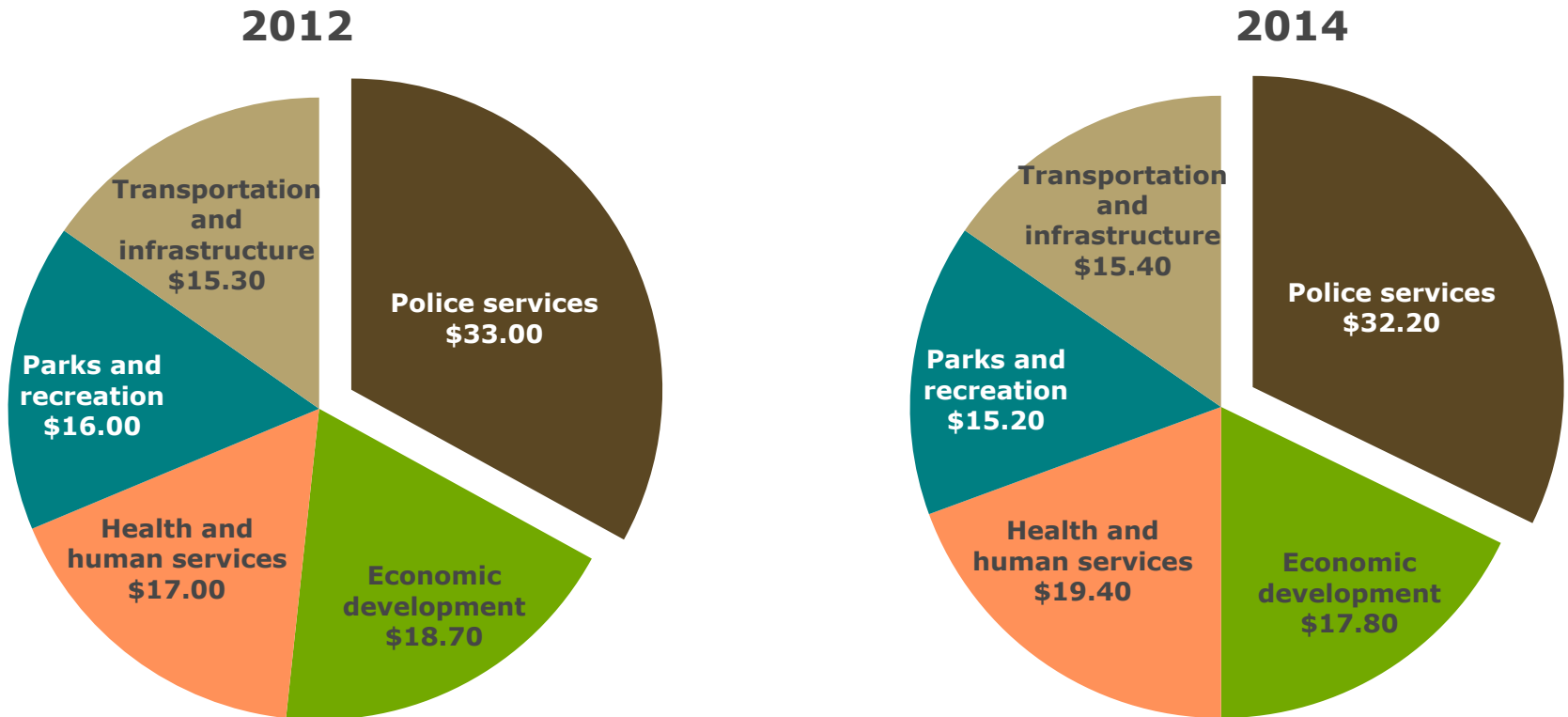


SECTION 5:

SERVICE PRIORITIES

Residents allocate one-third of their \$100 to police, nearly twice as much as any other service.

Budget Priorities Allocating \$100 Across Services

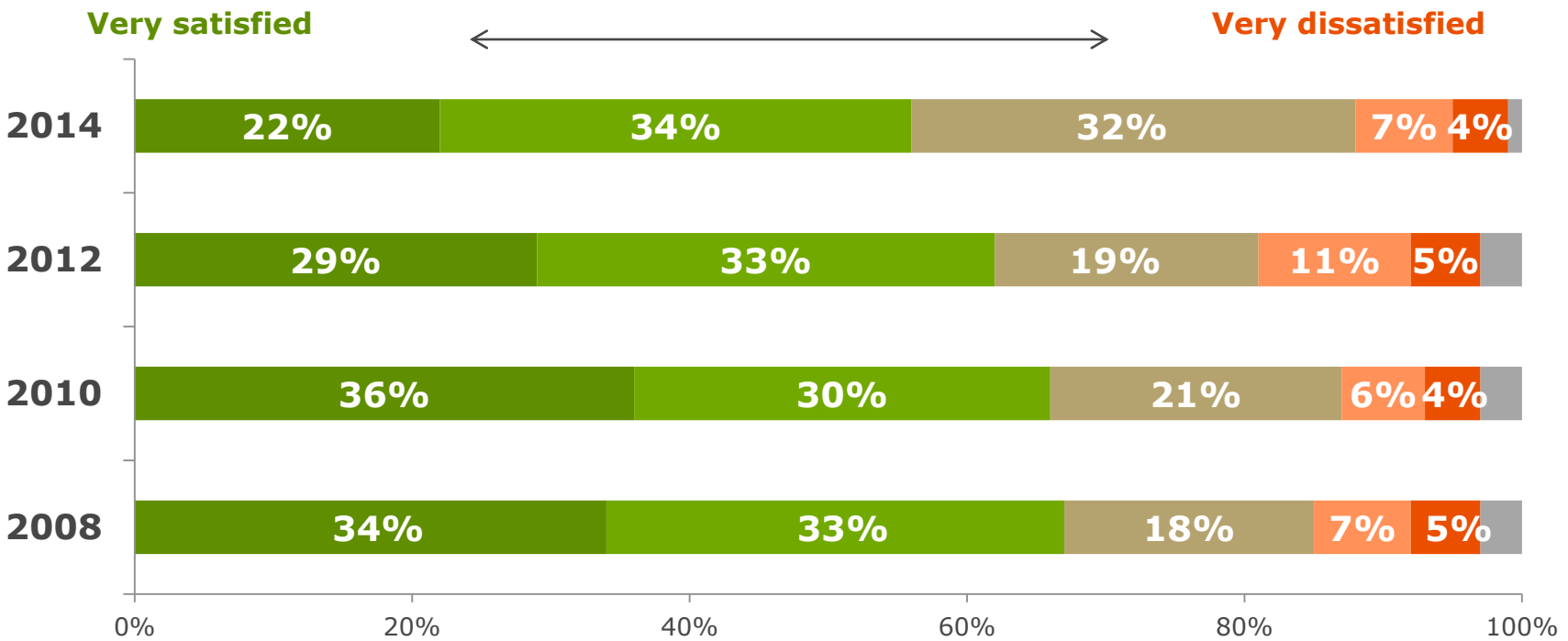


SECTION 6:

PUBLIC SAFETY

Public safety is top of mind for residents, of which a majority continues to be satisfied with the Police Department.

Performance Ratings of Burien Police Department



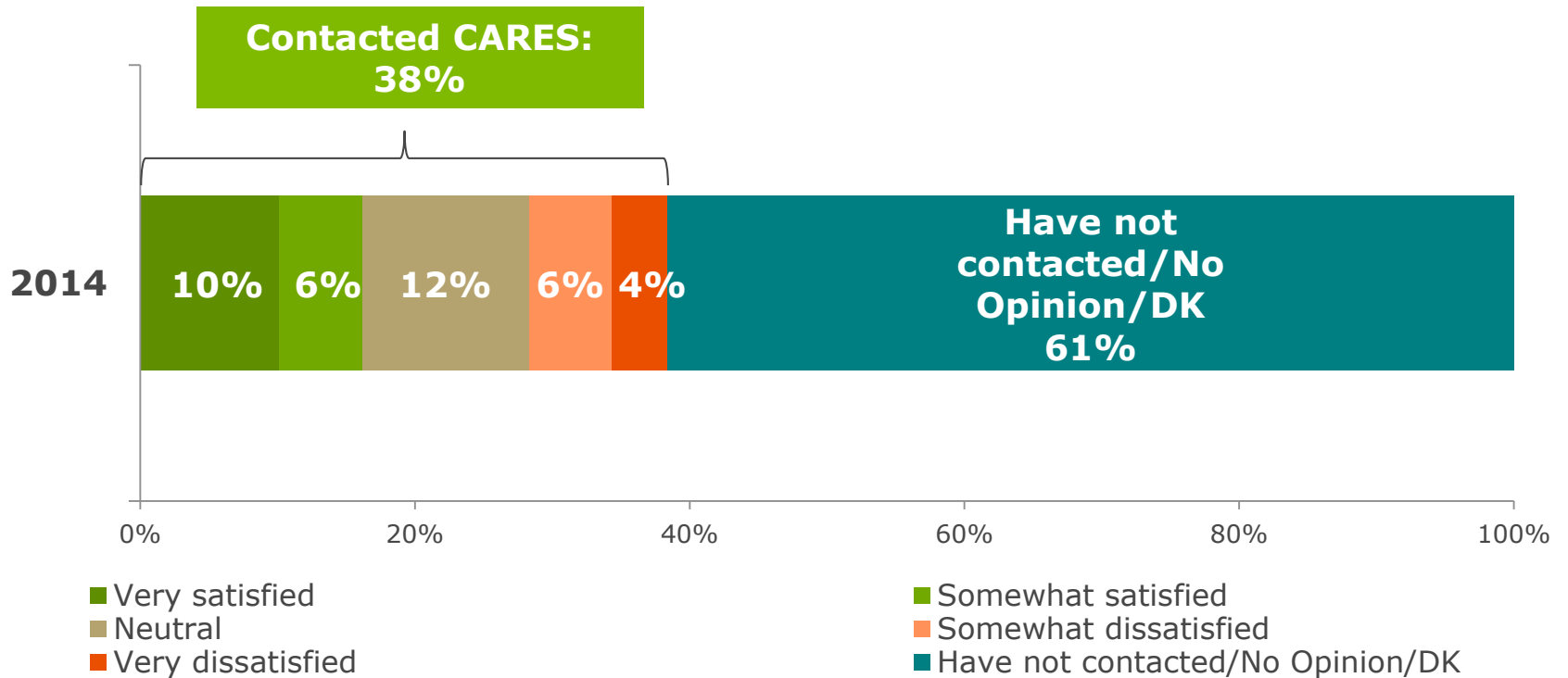
■ Very satisfied
 ■ Somewhat satisfied
 ■ Neutral
 ■ Somewhat dissatisfied
 ■ Very dissatisfied
 ■ Don't know

SECTION 7:

Burien CARES

4 in 10 residents have contacted Burien CARES.**

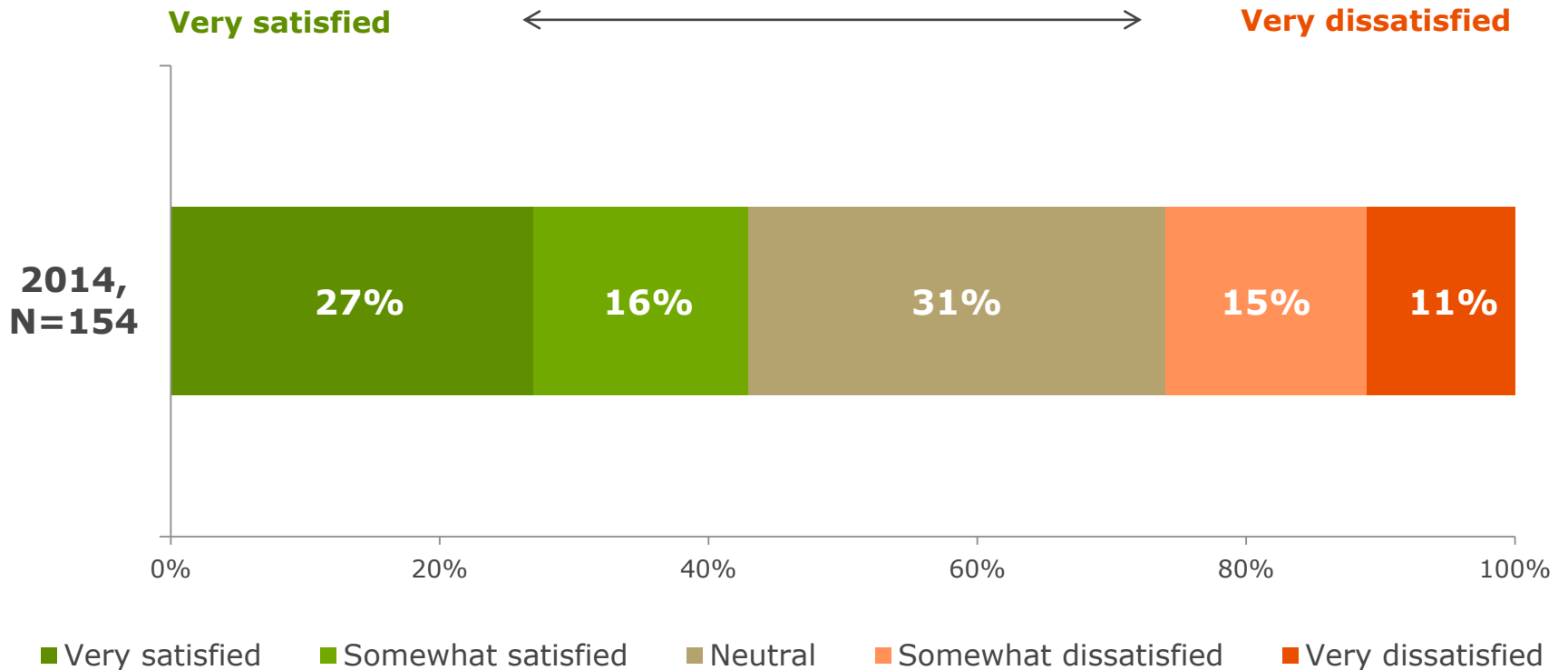
Performance Ratings of Burien CARES



Of those who have contacted and have an impression of Burien CARES (39%), a plurality are satisfied with their service.**

Performance Ratings of Burien CARES

(Those who have contacted the organization and have an impression, n=154)

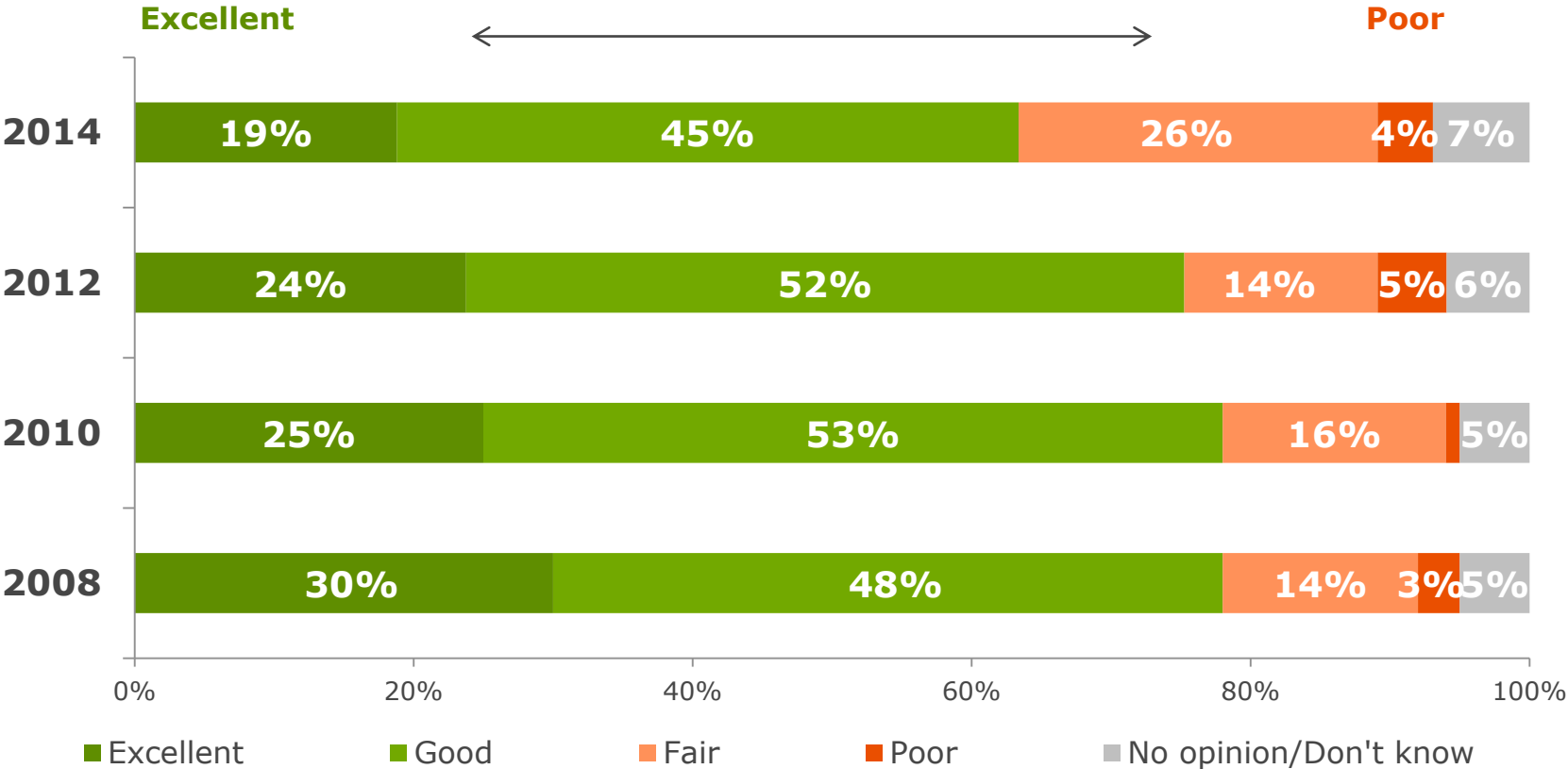


SECTION 8:

PARKS & RECREATION

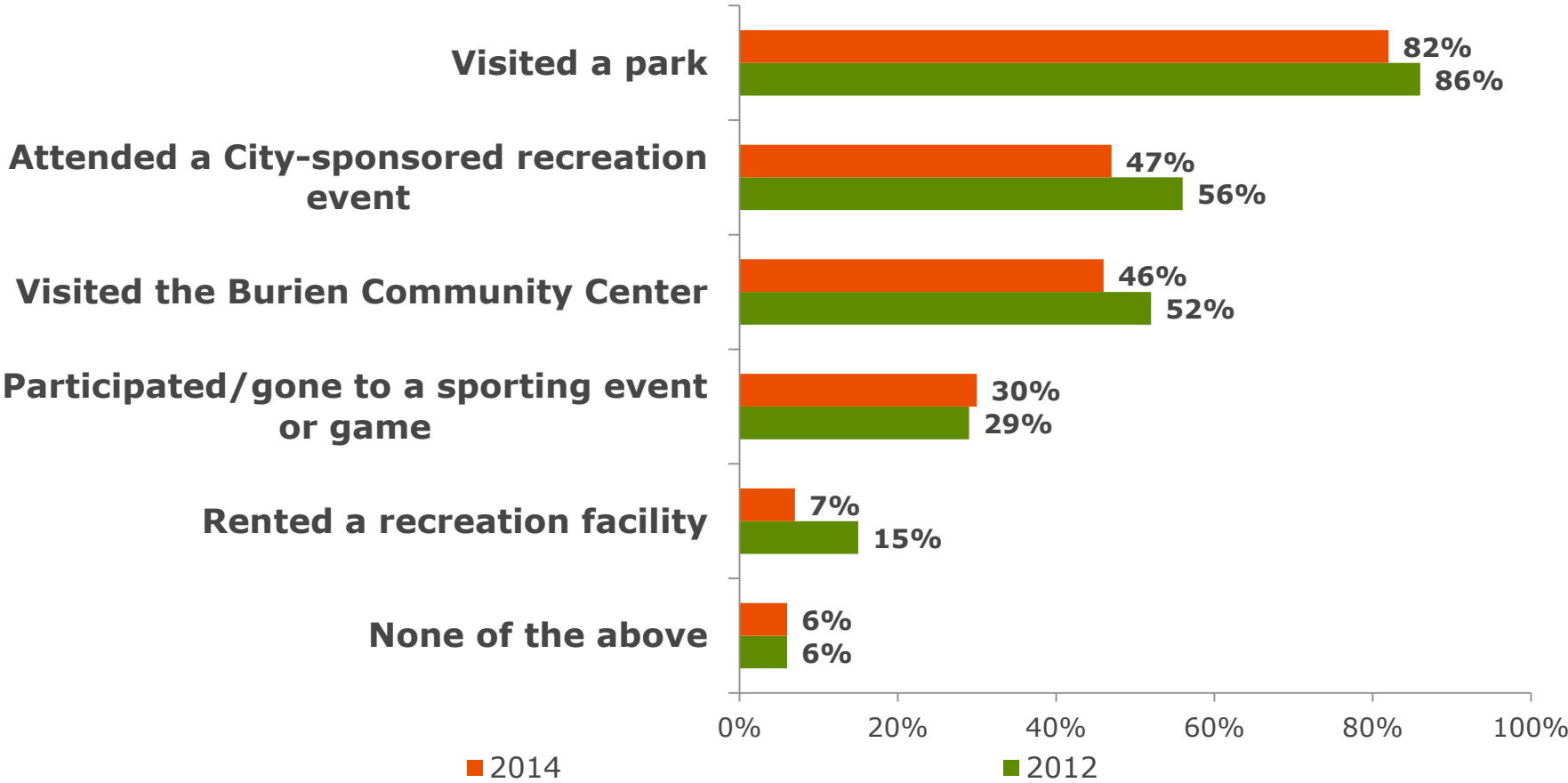
Residents have high satisfaction levels with parks maintenance, although satisfaction continues to trend down slightly.

Satisfaction with Cleanliness and Maintenance of City's Parks



Many residents have experience with parks programs in Burien, especially visiting parks.

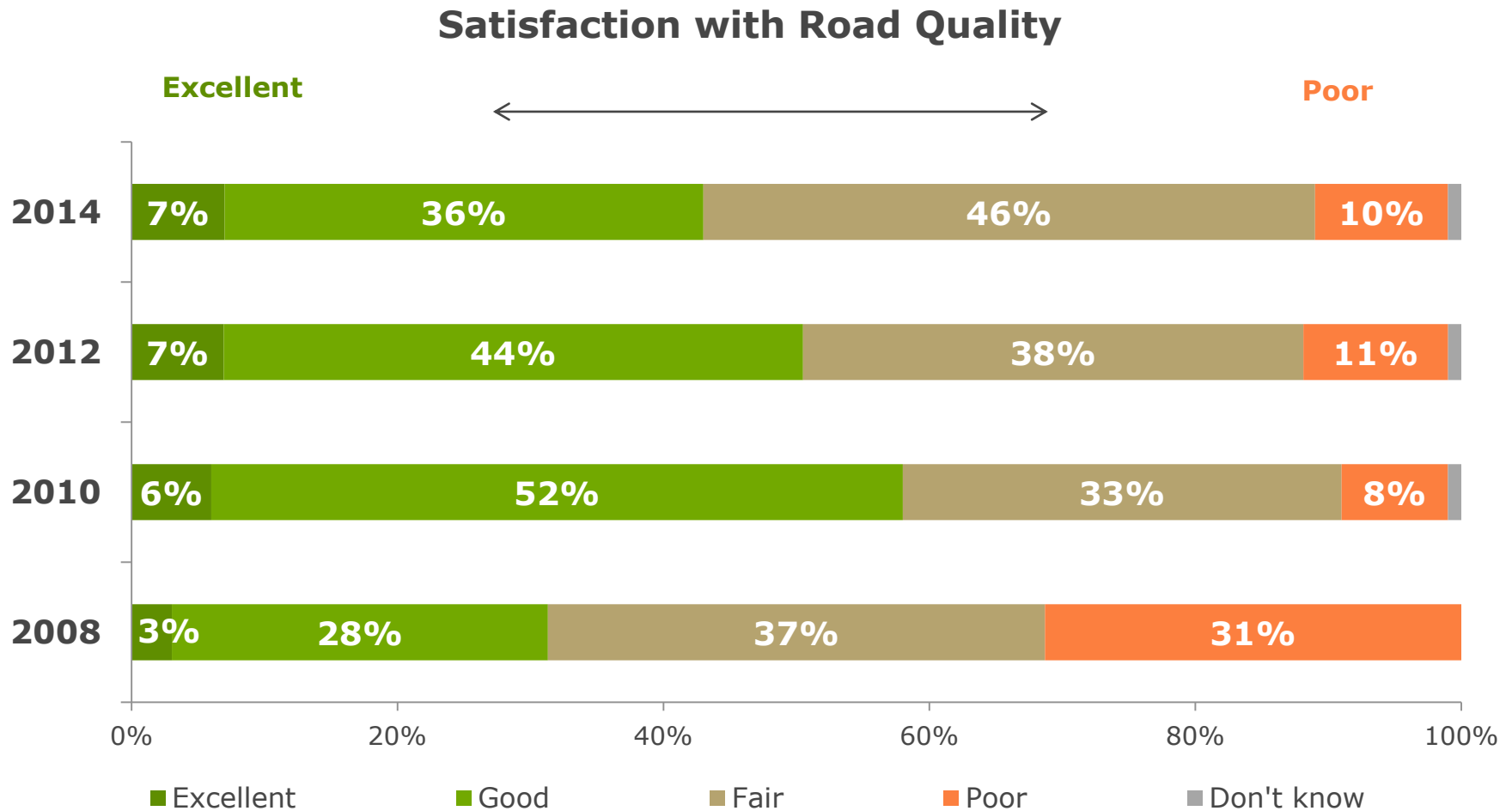
Usage of Parks Programs and Services



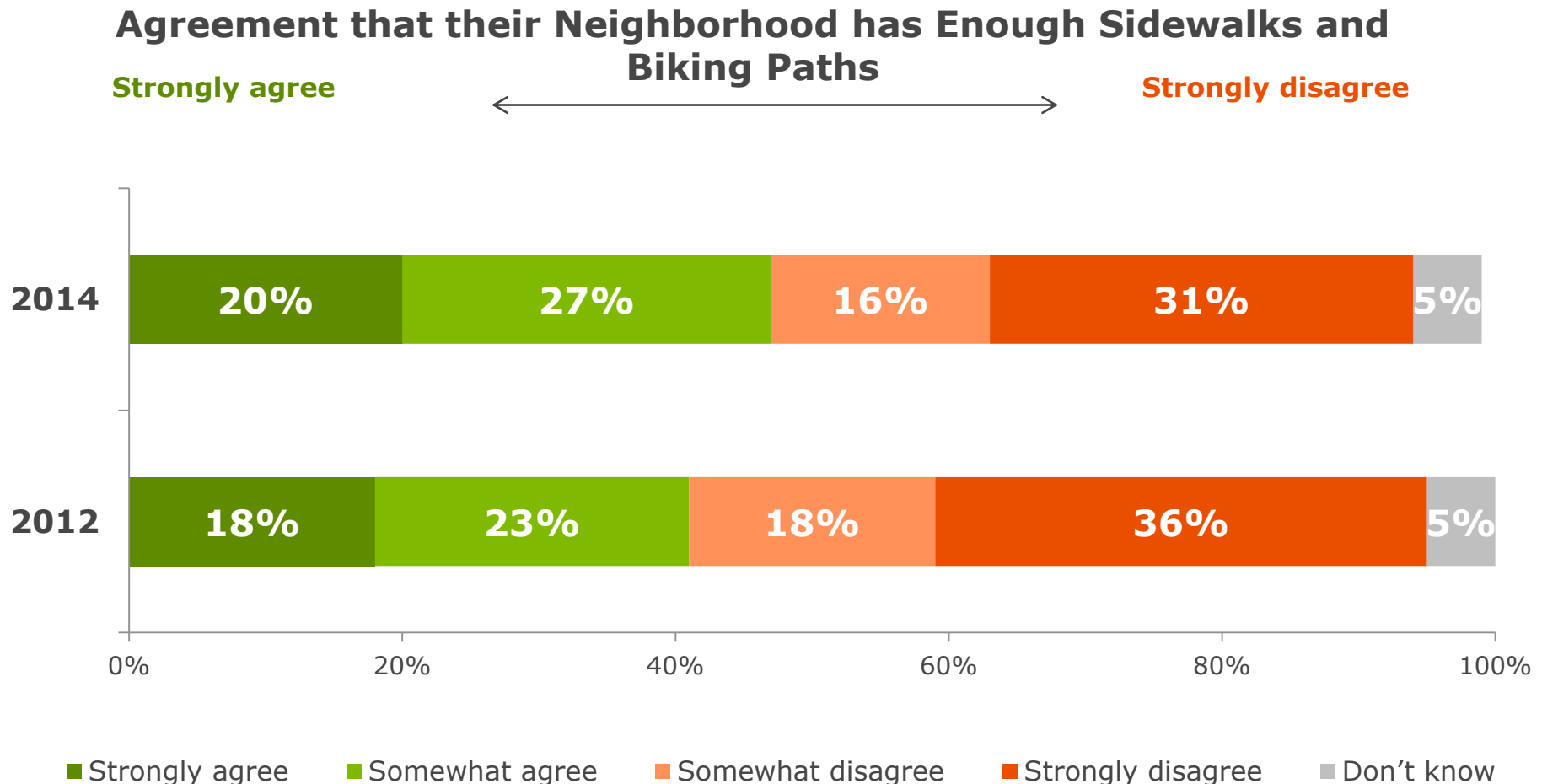
SECTION 9:

TRANSPORTATION INFRASTRUCTURE

4 in 10 are satisfied with the quality of Burien's roads, a decline from 2010 and 2012.

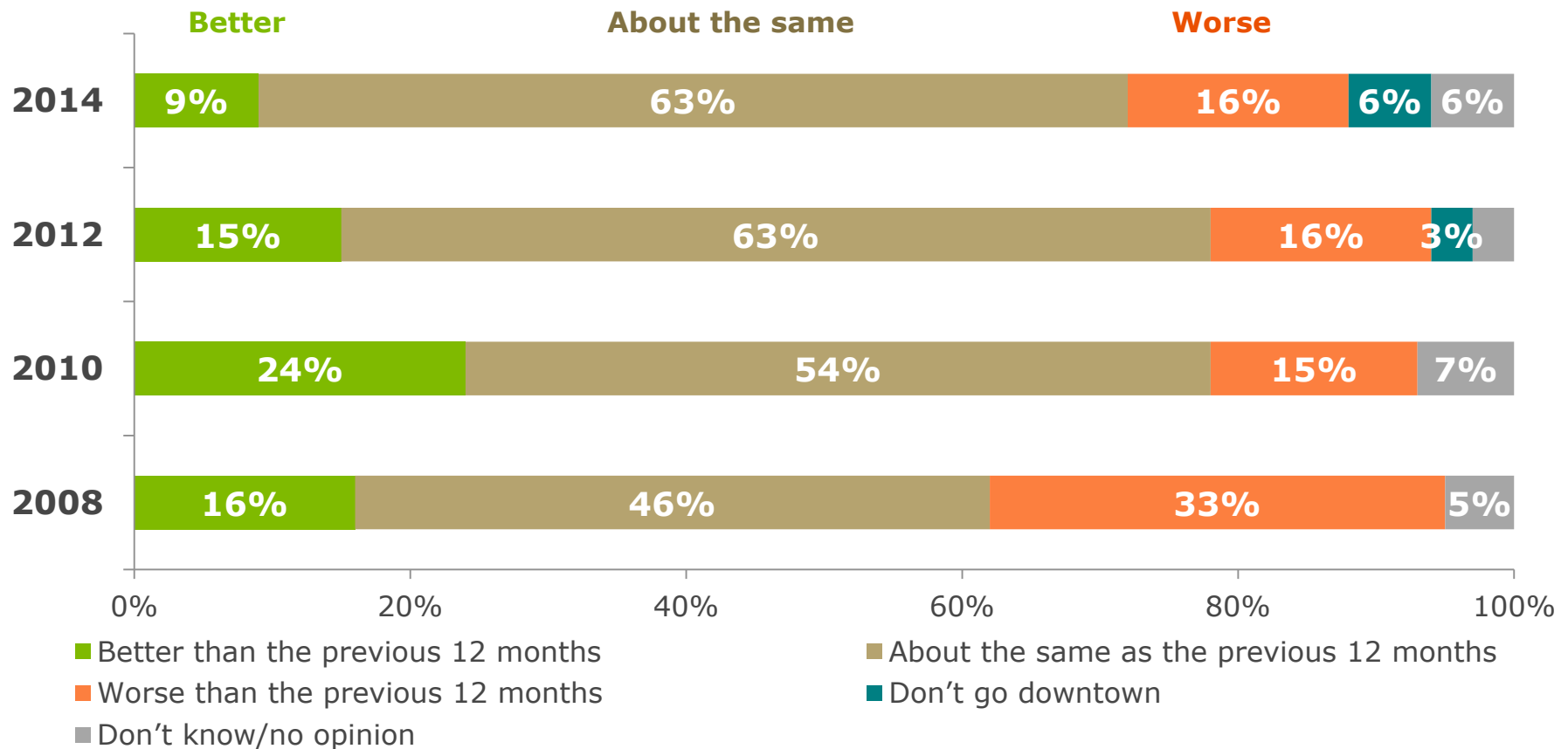


About half of residents agree that their neighborhood has enough sidewalks and biking paths.



6 in 10 think parking downtown has remained about the same; few feel it has gotten worse.

Perception of Downtown Parking Over Past 12 Months

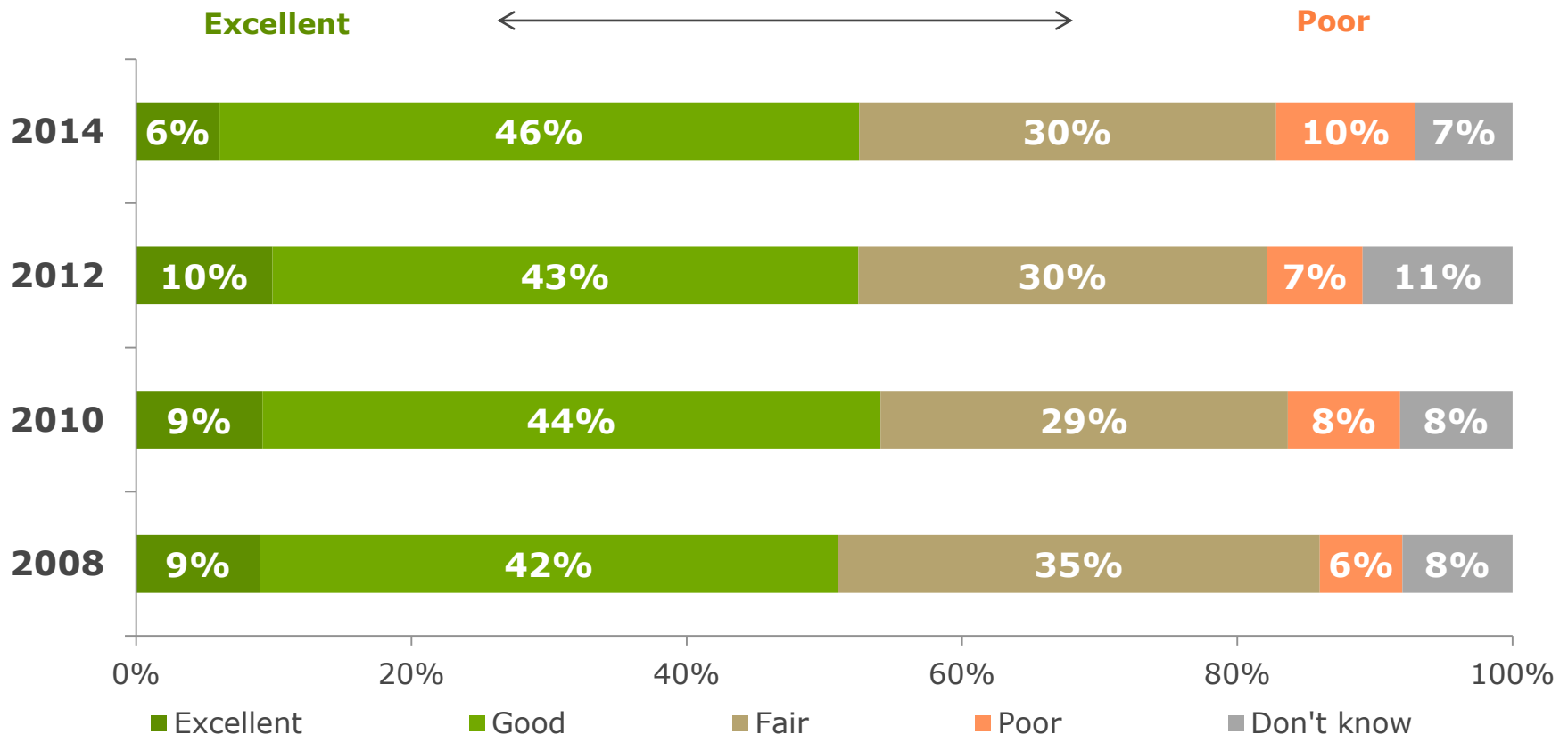


SECTION 10:

EQUITY

A majority of residents feel relationships between different races are good, while 3 in 10 say they are fair.

Rating for Relationships Between People of Different Races and Cultures



SECTION 11:
COMMUNICATIONS

This year, Burien residents mentioned a larger variety of information sources, though the top sources remain consistent with previous years.

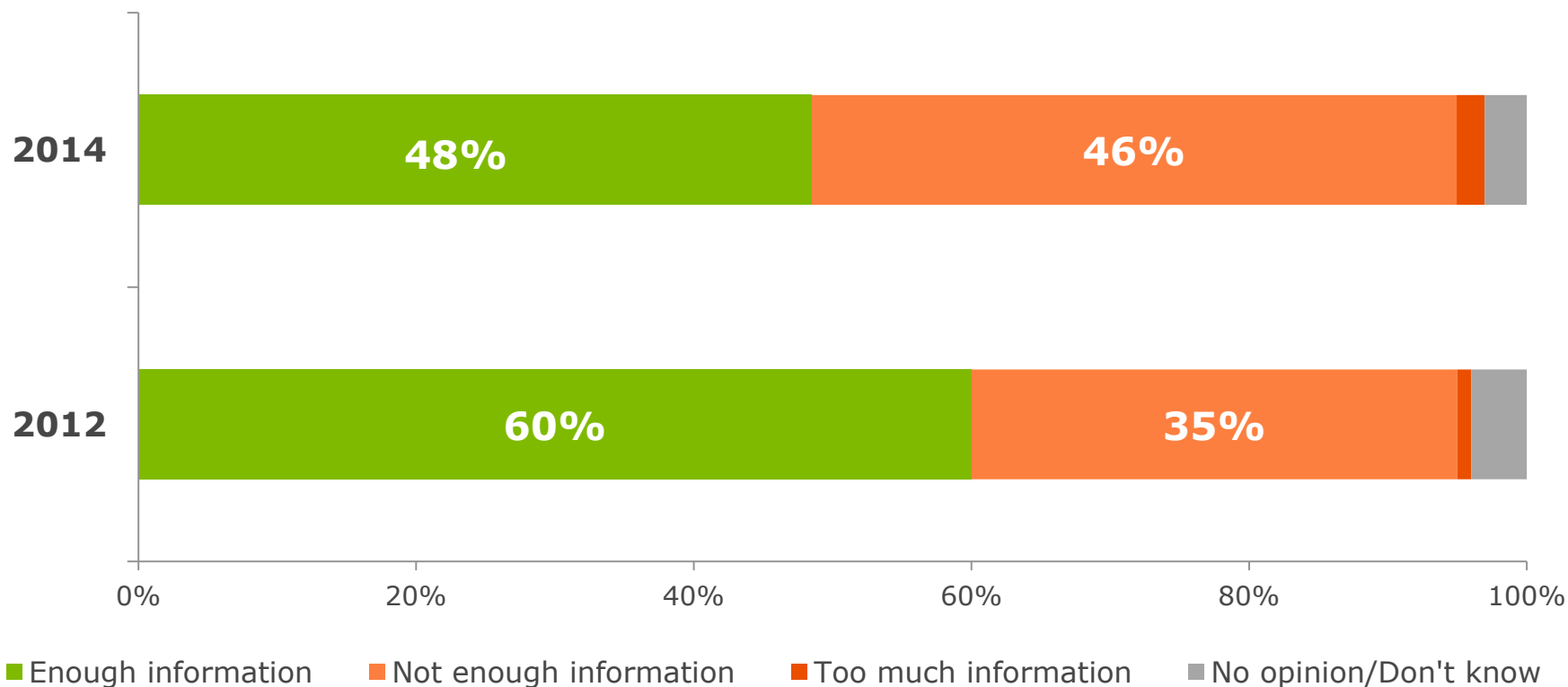
Method for getting information about what the City is doing.	2008 N=404	2010 N=461	2012 N=400	2014 N=400
Friends/colleagues	20%	13%	18%	21%
Local newspaper	47%	29%	31%	21%
Burien city newsletter	50%	44%	25%	16%
Blogs	0%	3%	10%	16%
Flyers/signs/billboards posted around the community	10%	2%	18%	14%
Internet search—General/email/ internet	0%	6%	16%	13%
Direct mail from City	5%	4%	18%	9%
City of Burien website	18%	27%	7%	6%
News (general)	0%	0%	0%	6%
The Highline Times	0%	0%	15%	5%
TV (general)/TV news	0%	0%	5%	5%
Personal experience/self observation	3%	1%	1%	5%
All other responses	15% or less	7% or less	3% or less	4% or less
Do not receive information	2%	3%	5%	3%
Don't know	1%	0%	3%	0%

Most residents prefer direct mail and email from the City.**

Preferred Communications Methods	2014 N=400
Direct mail from City	29%
Email from City	26%
Call from the City	14%
Burien city newsletter	12%
Newspaper stories	10%
Flyers/signs/billboards posted around the community	10%
City of Burien website	3%
Television (unspecified)	3%
All other responses	2% or less
Do not receive information	5%
Don't know	4%

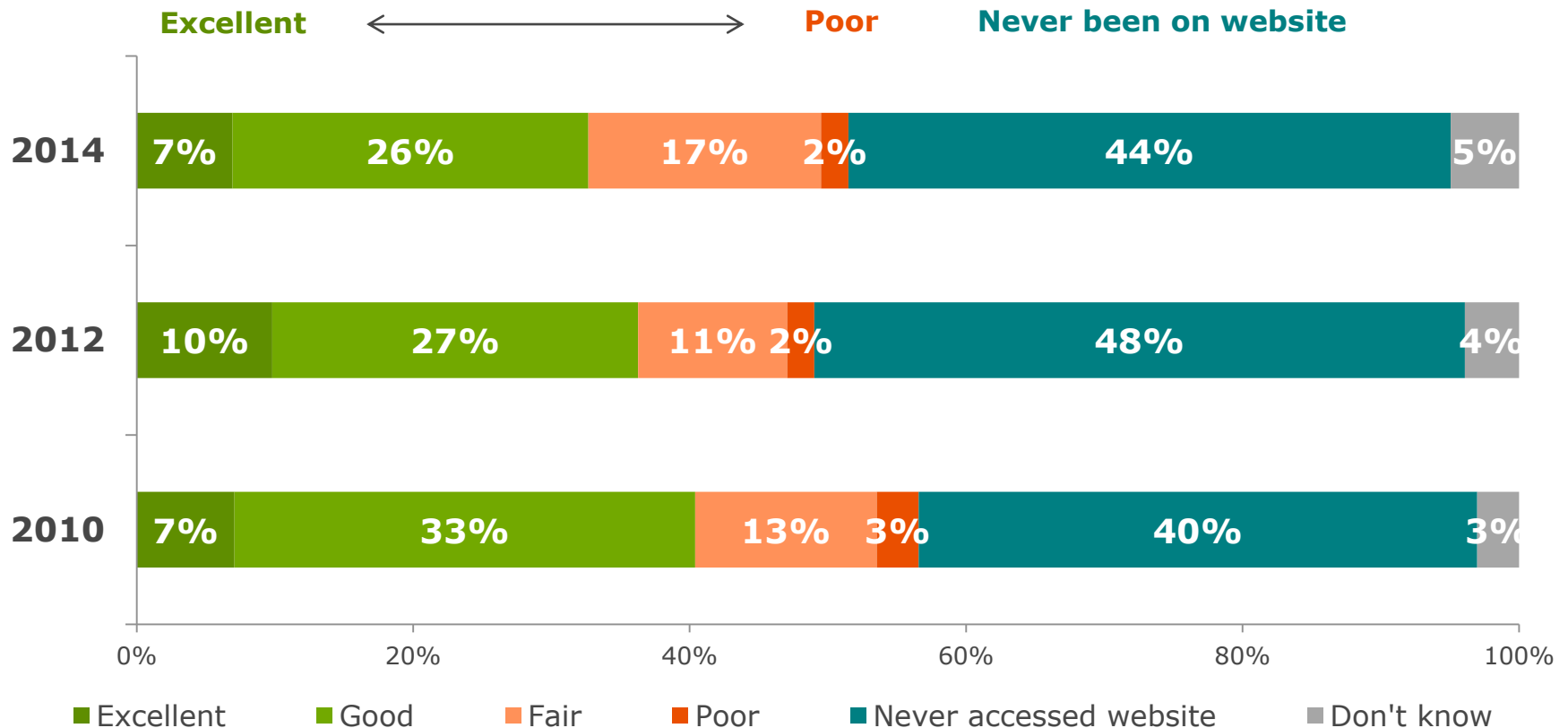
Residents are evenly split as to whether they get enough information from the City about services and local issues.

Satisfaction with Amount of Information



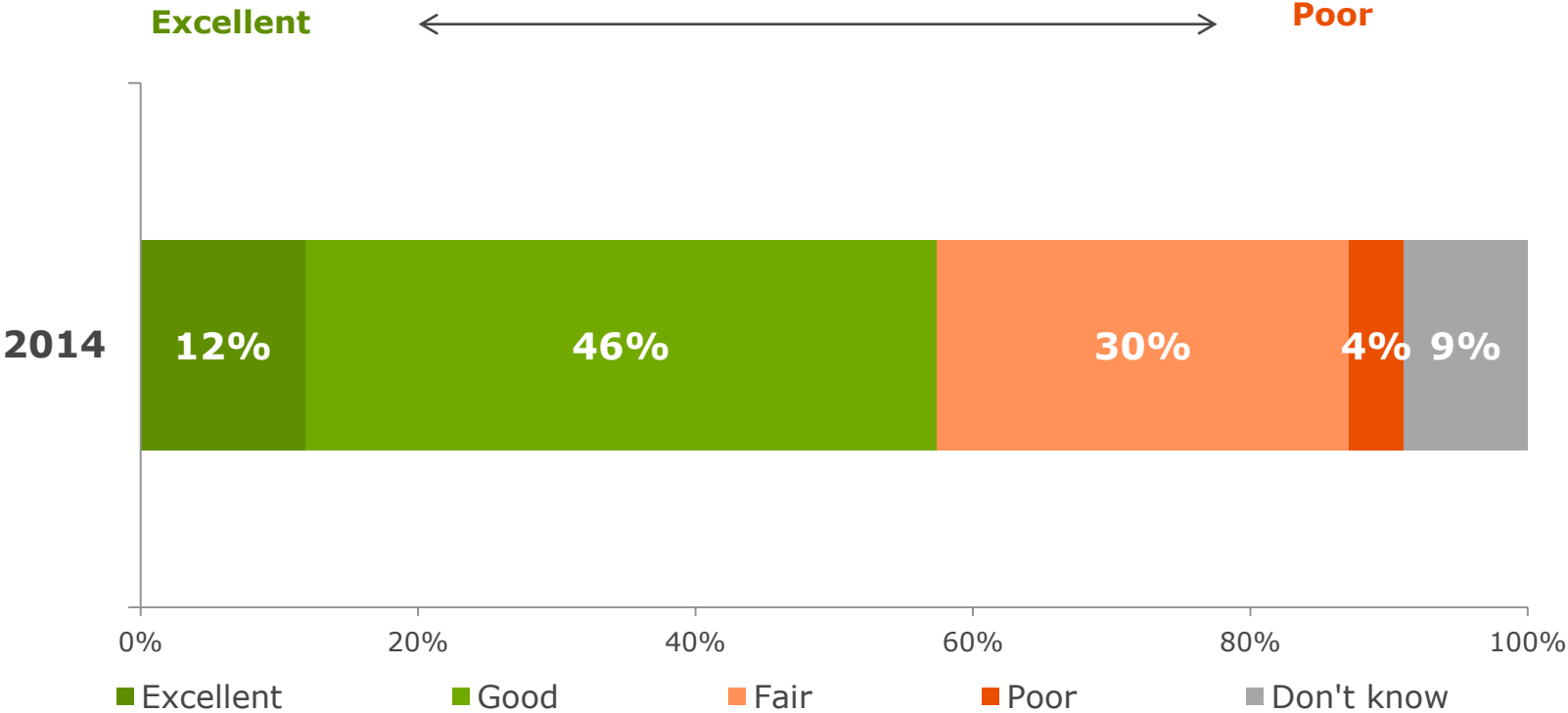
More than 4 in 10 have not visited the City's website.

Satisfaction with City Website



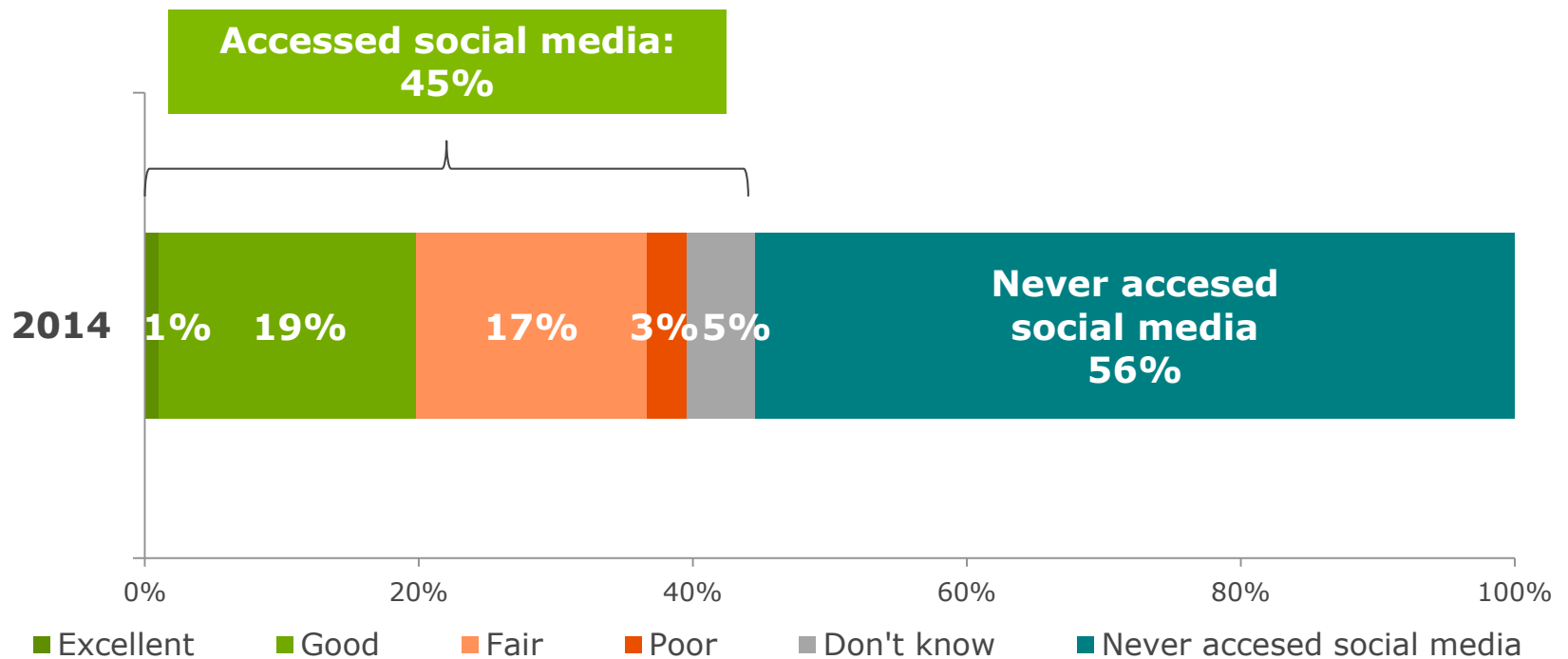
Of those who have visited the website, 6 in 10 rate it as an excellent or good resource.

Satisfaction with City Website (Those who have accessed website, n=226)



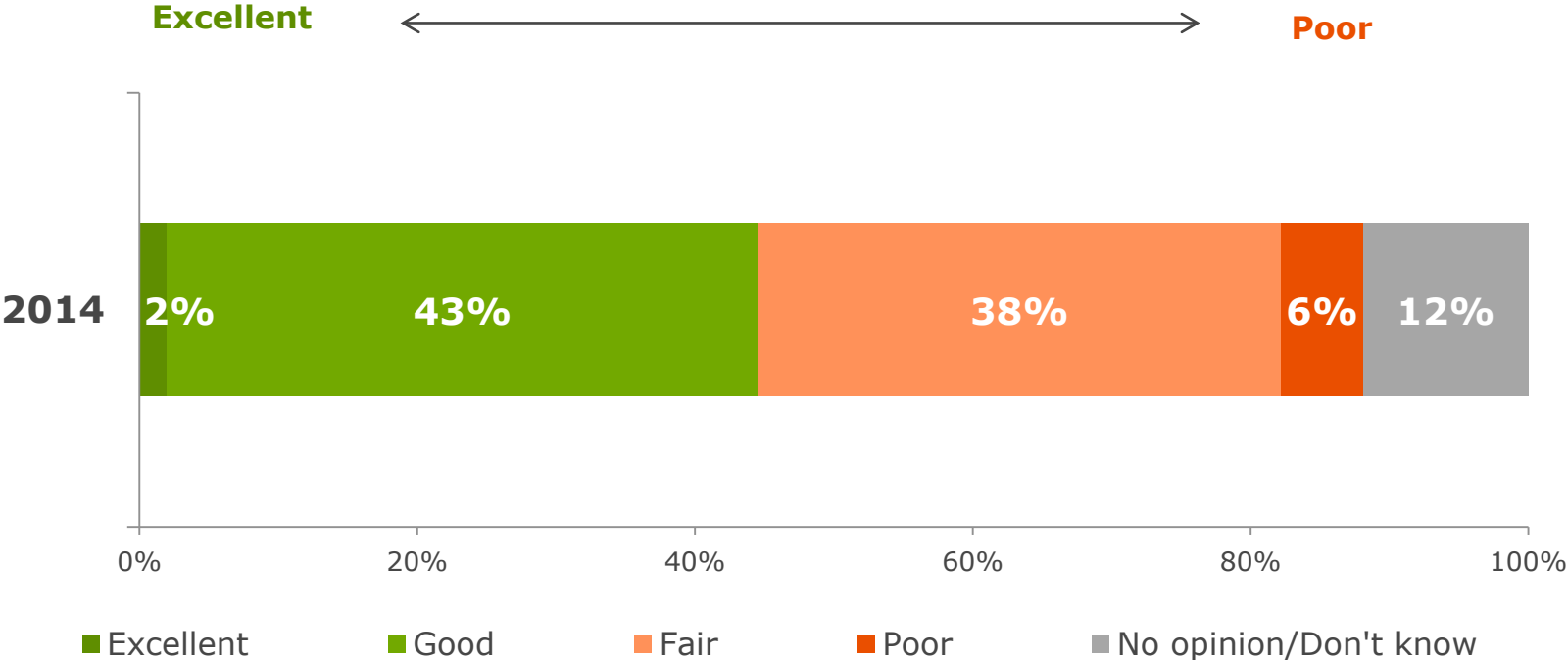
More than 4 in 10 have accessed Burien's social media.

Rating Burien's Social Media as a Resource



Of those who have accessed social media, nearly half think it's an excellent or good resource while the other half do not.

**Rating of Burien's Social Media as Resource
(Those who have accessed, n=176)**



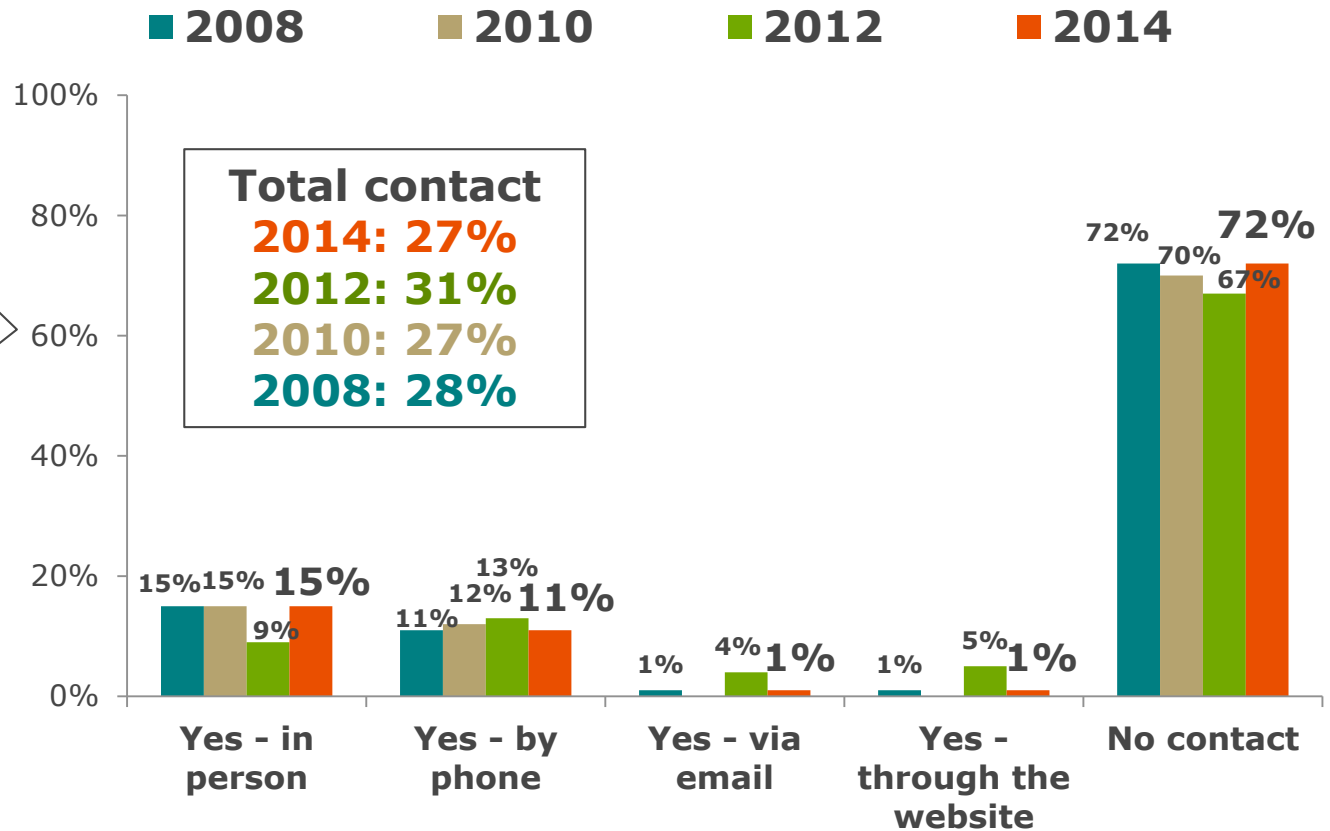
3 in 10 residents have contacted the City in the past year, mostly in person or by phone.

If and How Residents Contacted the City

What department?

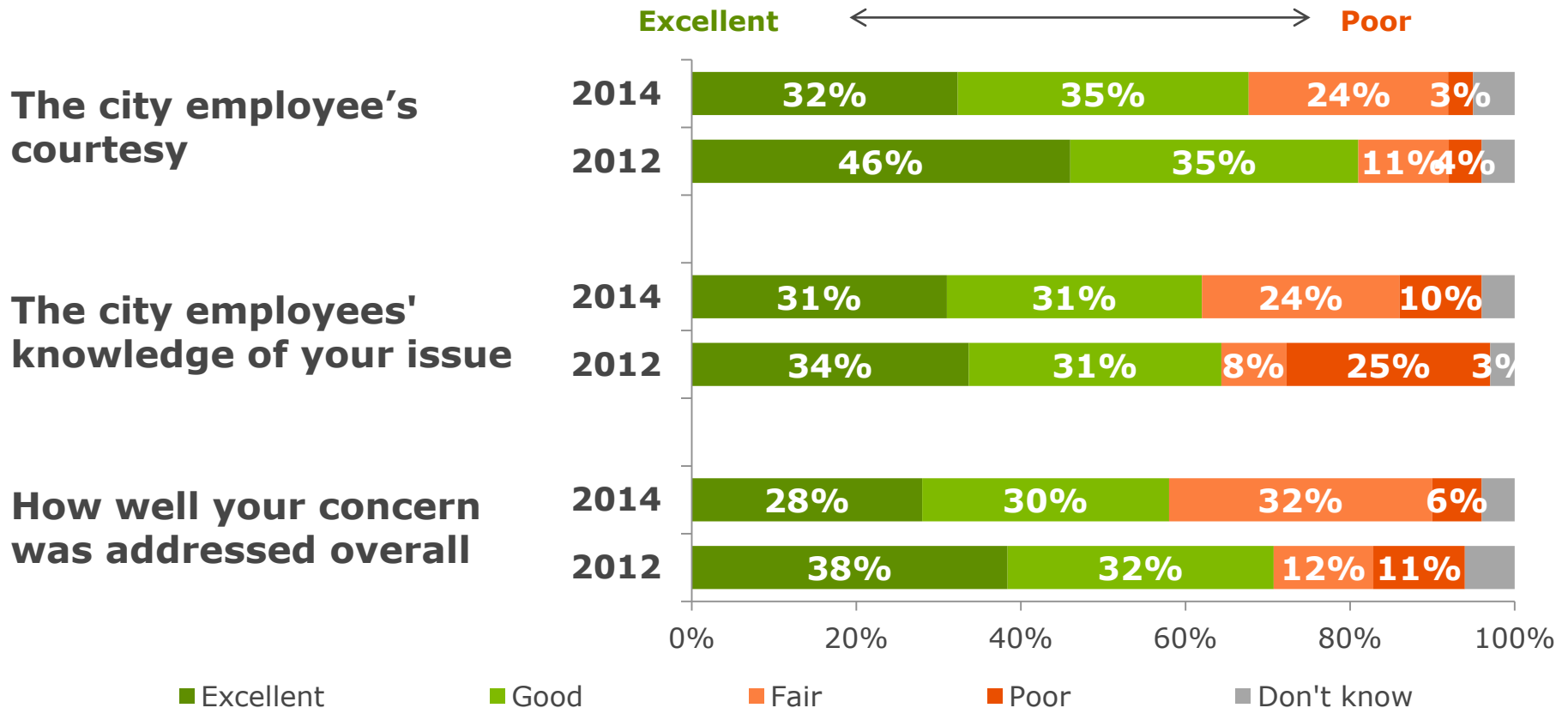
- Public Works: 15%
- Parks: 11%
- Police: 11%
- City Hall: 10%
- Animal Control: 9%
- Planning & Zoning: 8%
- Code Enforcement: 6%
- Council member: 2%
- Other: 24%

(Q30, n=130)



A majority of residents are satisfied with City employees' courtesy, knowledge, and ability to address concerns.

Satisfaction with Contacting the City





Ari Wubbold

awubbold@dhmresearch.com
(503) 220-0575

www.dhmresearch.com

 @DHMresearch

 facebook.com/dhmresearch

dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.