

# City of Burien Community Assessment Survey

March 2016



# Research Purpose

## **Gauge City of Burien residents' input on:**

- General quality of life in the City
- Their satisfaction with City government services
- Priorities for strategic planning

This survey benchmarks findings from a similar survey conducted for the City in 2014, 2012, 2010, and 2008.

# Methodology

- Telephone survey of 350 Burien residents
  - Registered voter list
  - Included landline and cell phone sample
- Conducted March 10-13, 2016
  - On average, 19 minutes to complete
  - Quality control measures included pre-testing, validations, and monitoring calls
- Margin of error ranged from +/- 3.1 to +/-5.2
- Results weighted by age, gender, and ethnicity to reflect City population

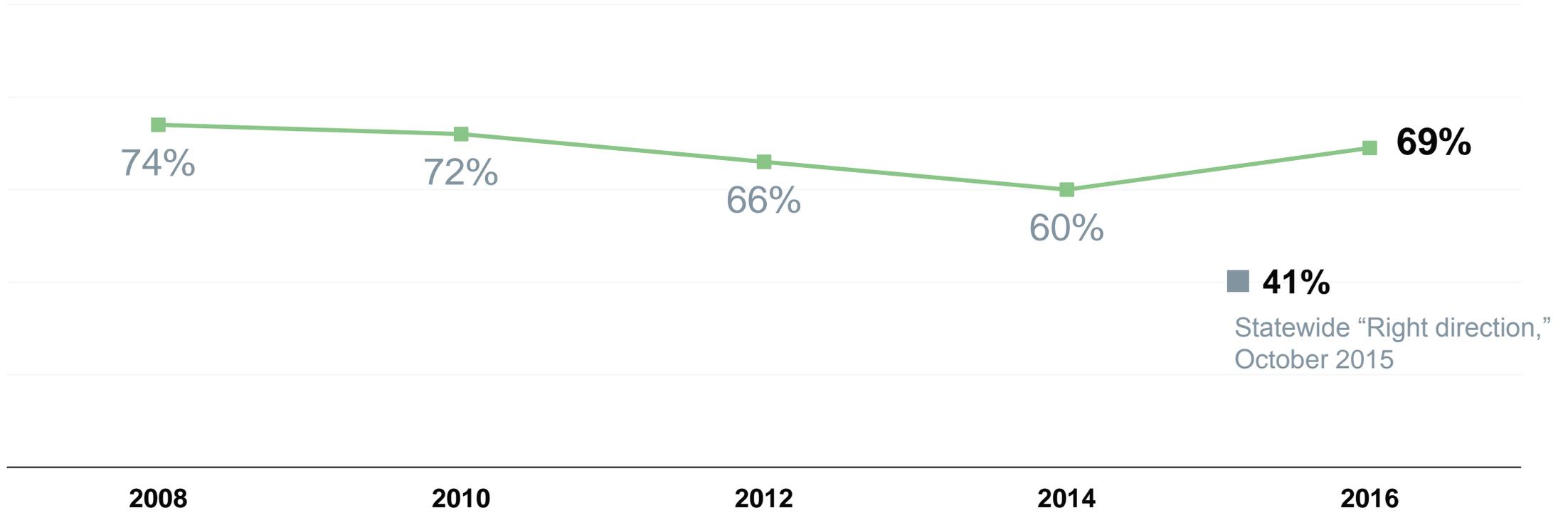
# Executive Summary

- Residents remain largely positive about the City
- Top-of-mind issues for residents are public safety, infrastructure, education, and economic growth
  - A plurality expressed willingness to **improve** public safety (49%) and to **improve** streets/sidewalks (46%).
- Significant increases in satisfaction with communication and customer service from City staff points to measurable improvements.

# KEY FINDINGS

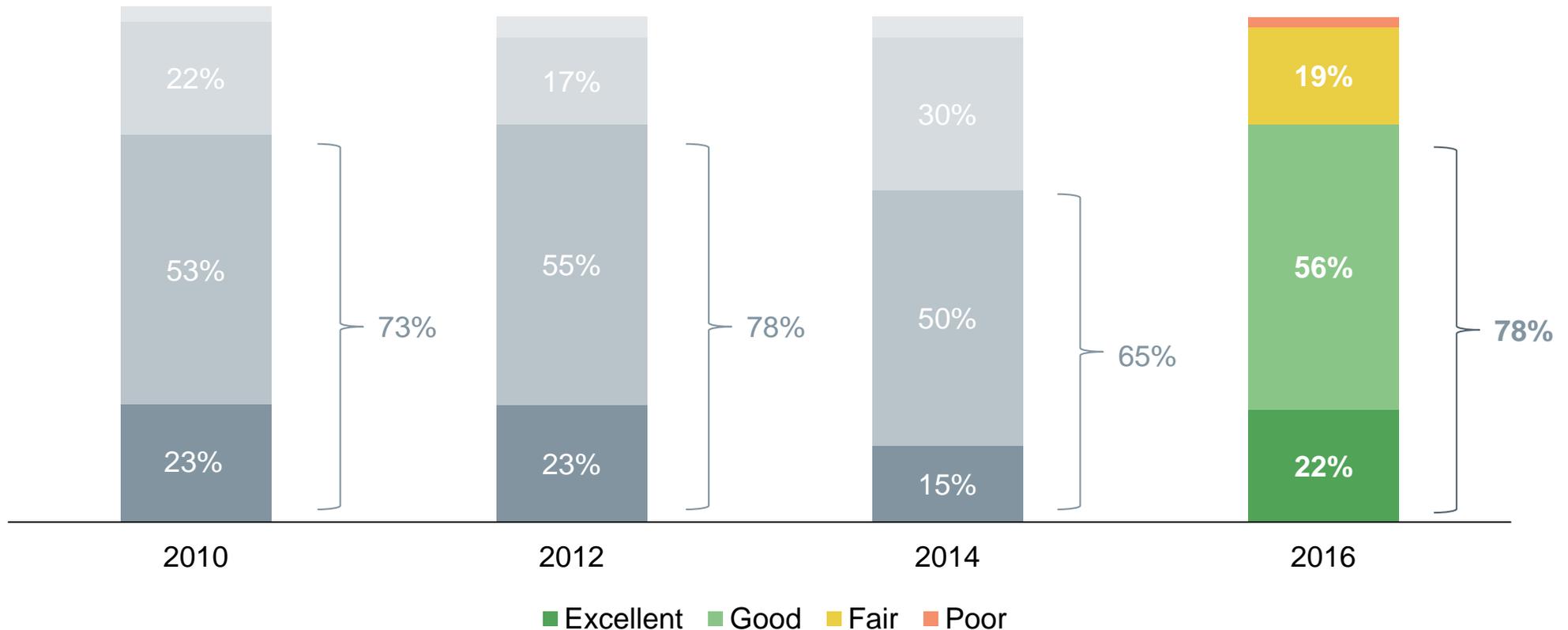
# Nearly seven in ten residents agree Burien is heading in the right direction, representing an increase of nine points over 2014.

## Agreement: The City of Burien is Headed in the Right Direction



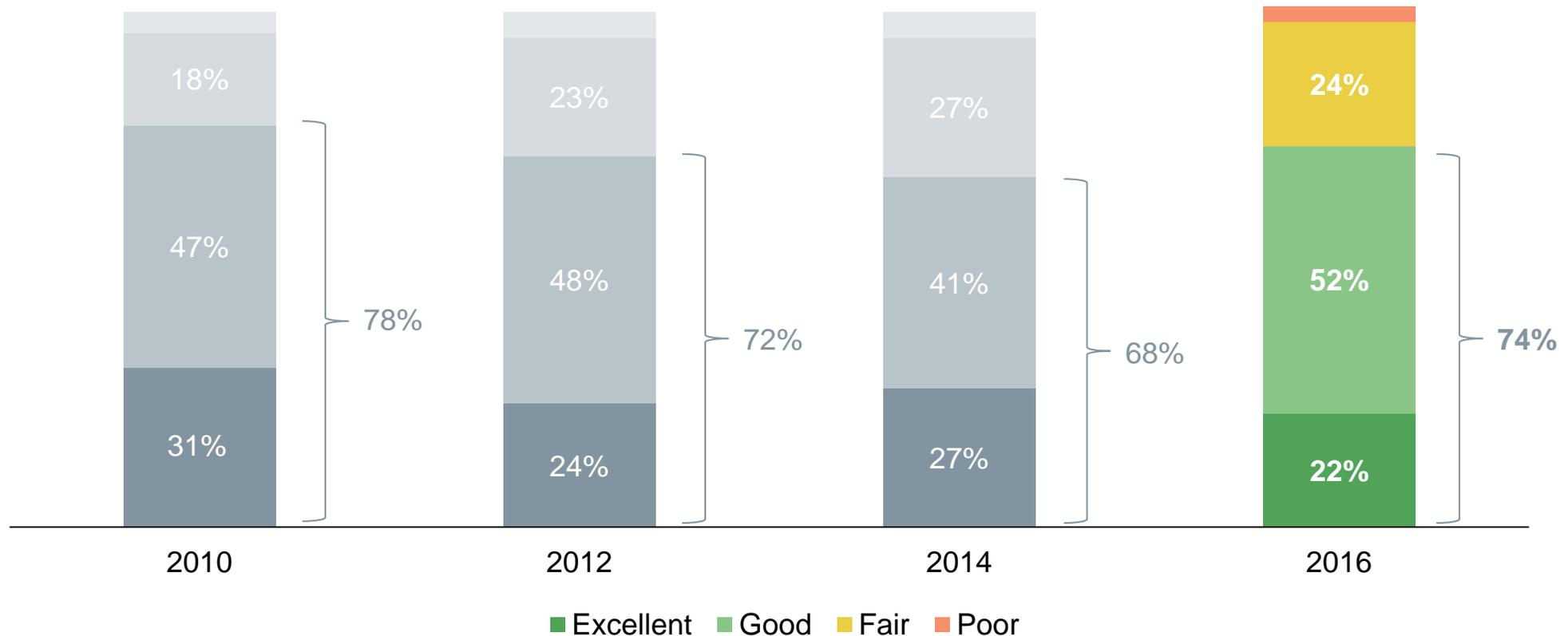
**Overall perceptions about living in Burien are up, with nearly eight in ten saying Burien is a good or excellent place to live.**

**Rating of Burien as a Place to Live**



# Residents are also positive about living in their specific neighborhood.

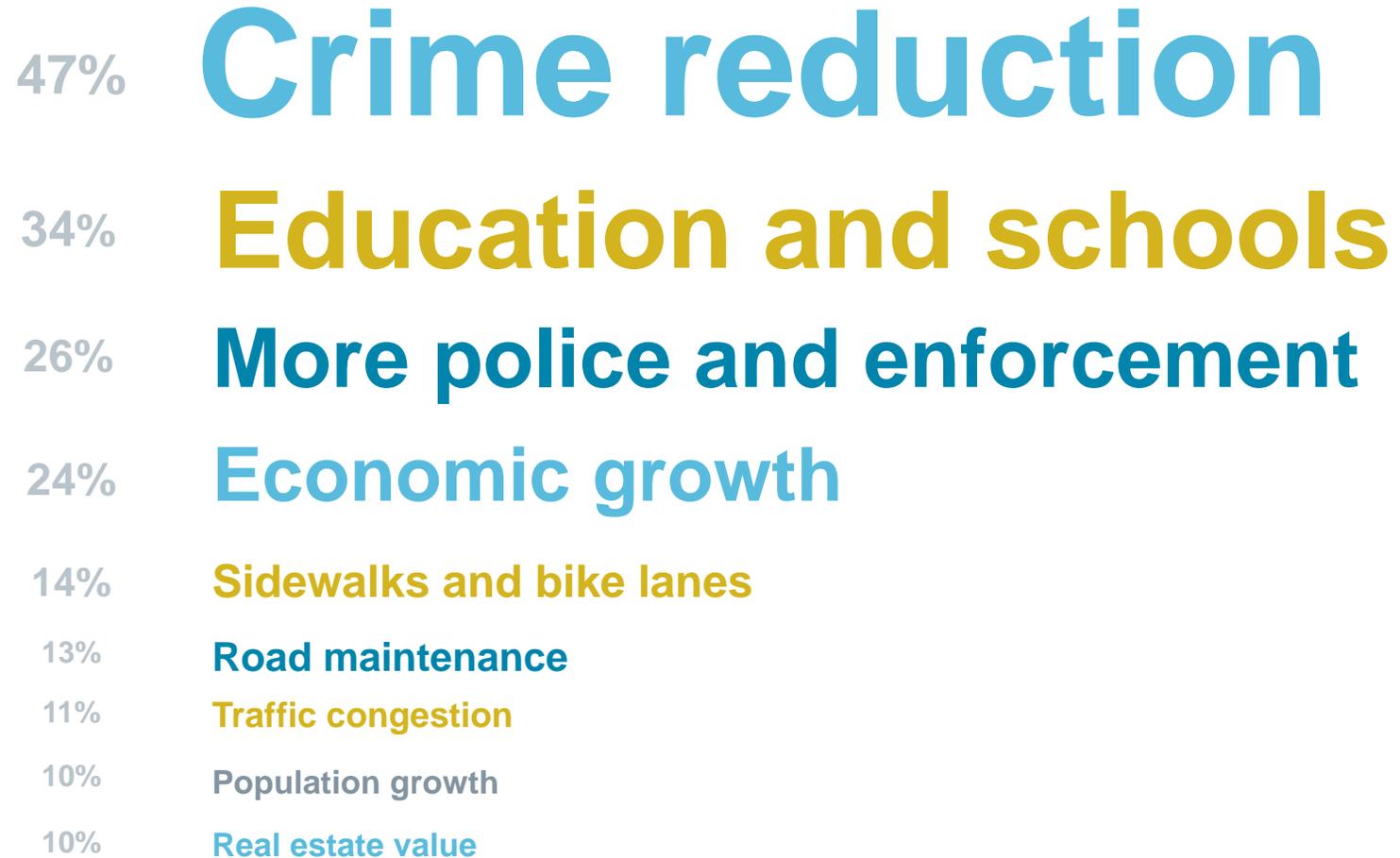
## Rating of Neighborhood as a Place to Live



# Residents want public safety and sidewalk/road improvements in their neighborhoods

- 35% **More police and enforcement**
- 27% **Sidewalks and bike lanes**
- 24% **Improve streets**
- 24% **Crime reduction**
- 15% **Neighborhood watch**
- 14% **Less litter and graffiti**
- 14% **More commerce, stores, restaurants**
- 12% **Slow down traffic**
- 12% **Street lights**

## Public safety and education are top issues facing the City



## Top Issues Facing Burien

**Crime reduction**

Education and schools

**More police and enforcement**

Economic growth

Sidewalks and bike lanes

Road maintenance

Traffic congestion

Population growth

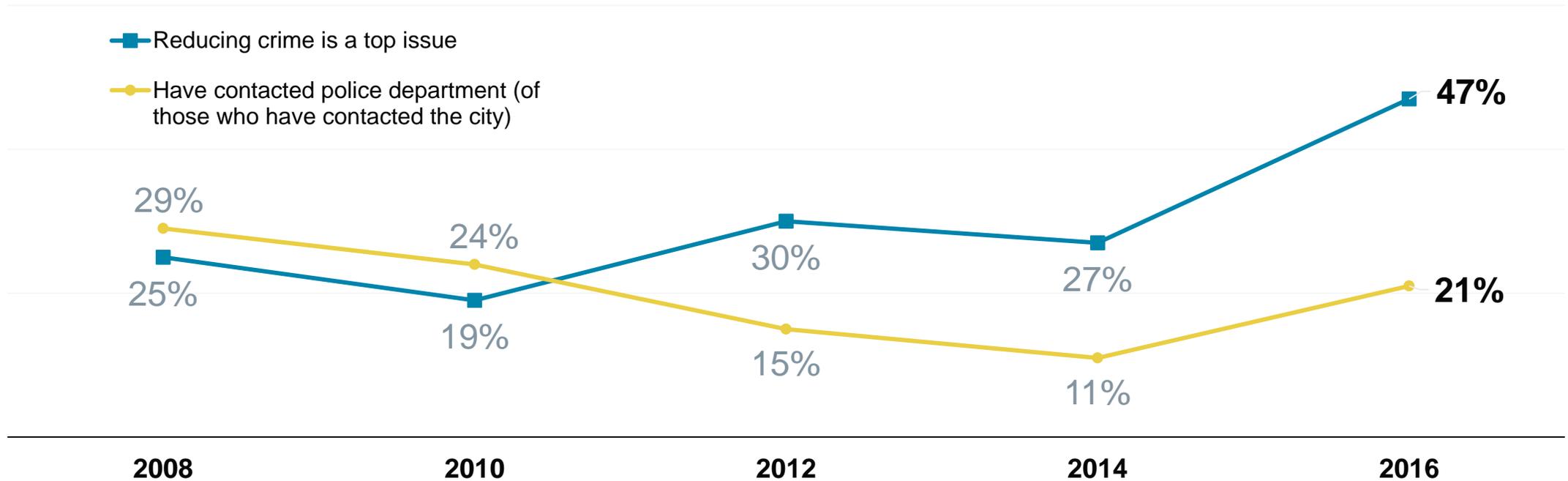
Real estate value



**Public safety**

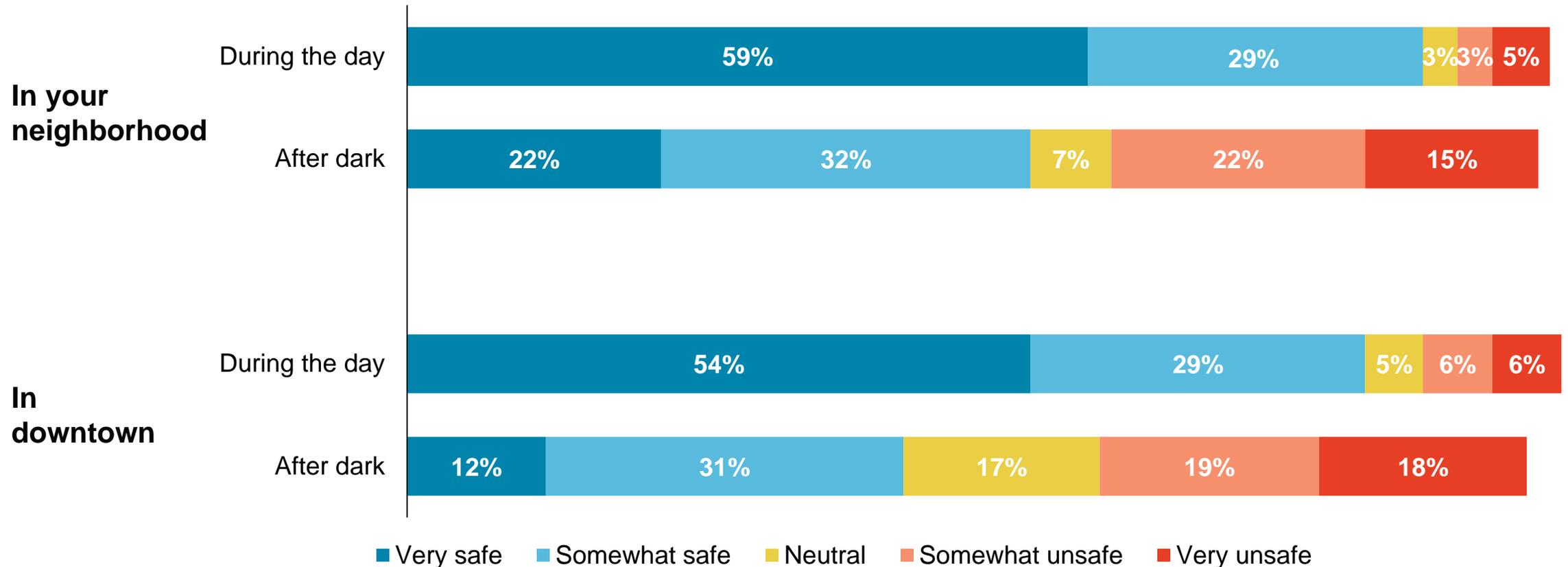
# Concern about public safety is on the rise. Nearly half of residents this year say crime reduction is a top issue.

## Top Issue: Reducing Crime



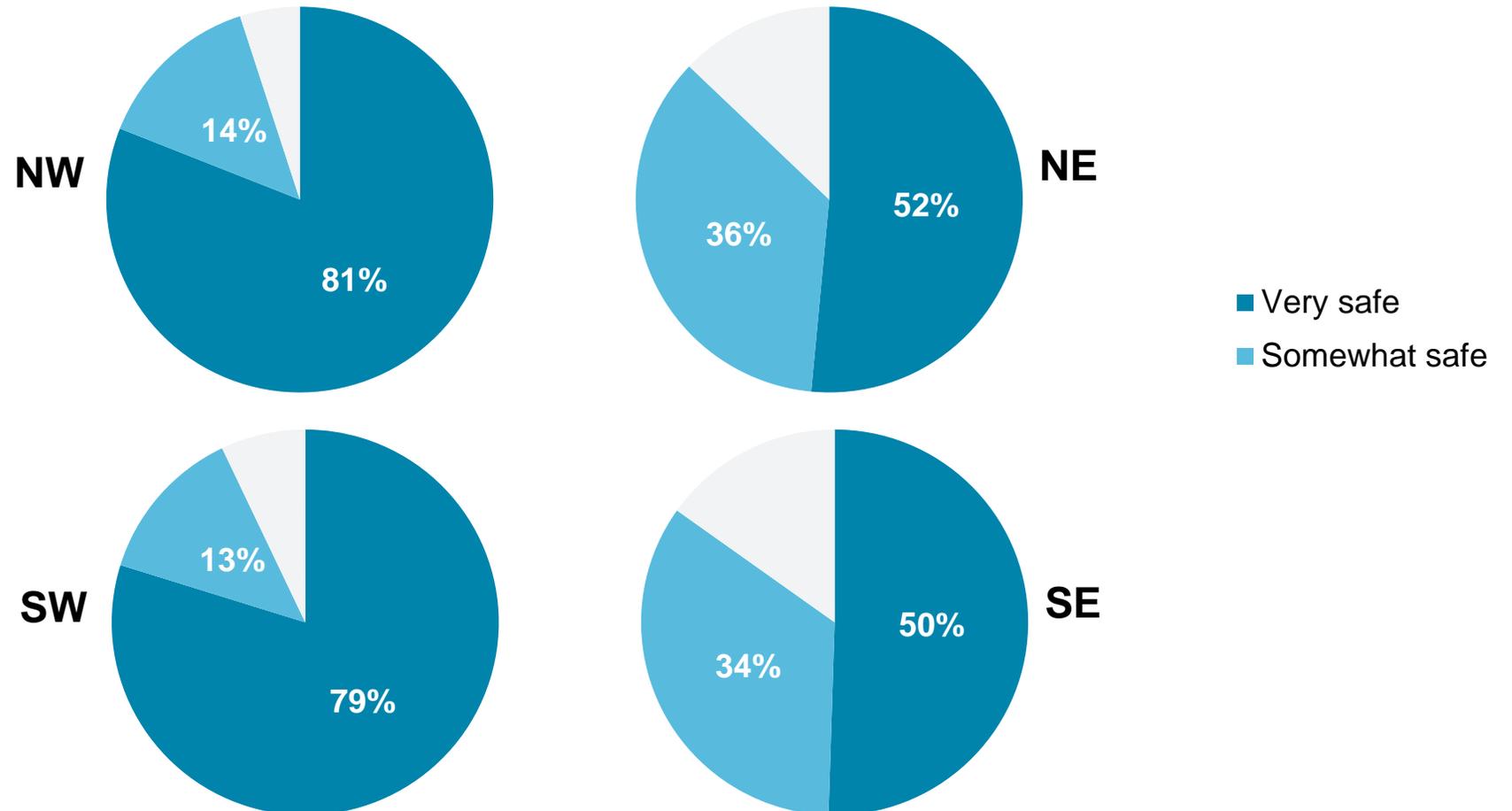
# Residents generally feel safe during daylight hours. They feel less safe after dark.

## Feelings of Safety in Burien



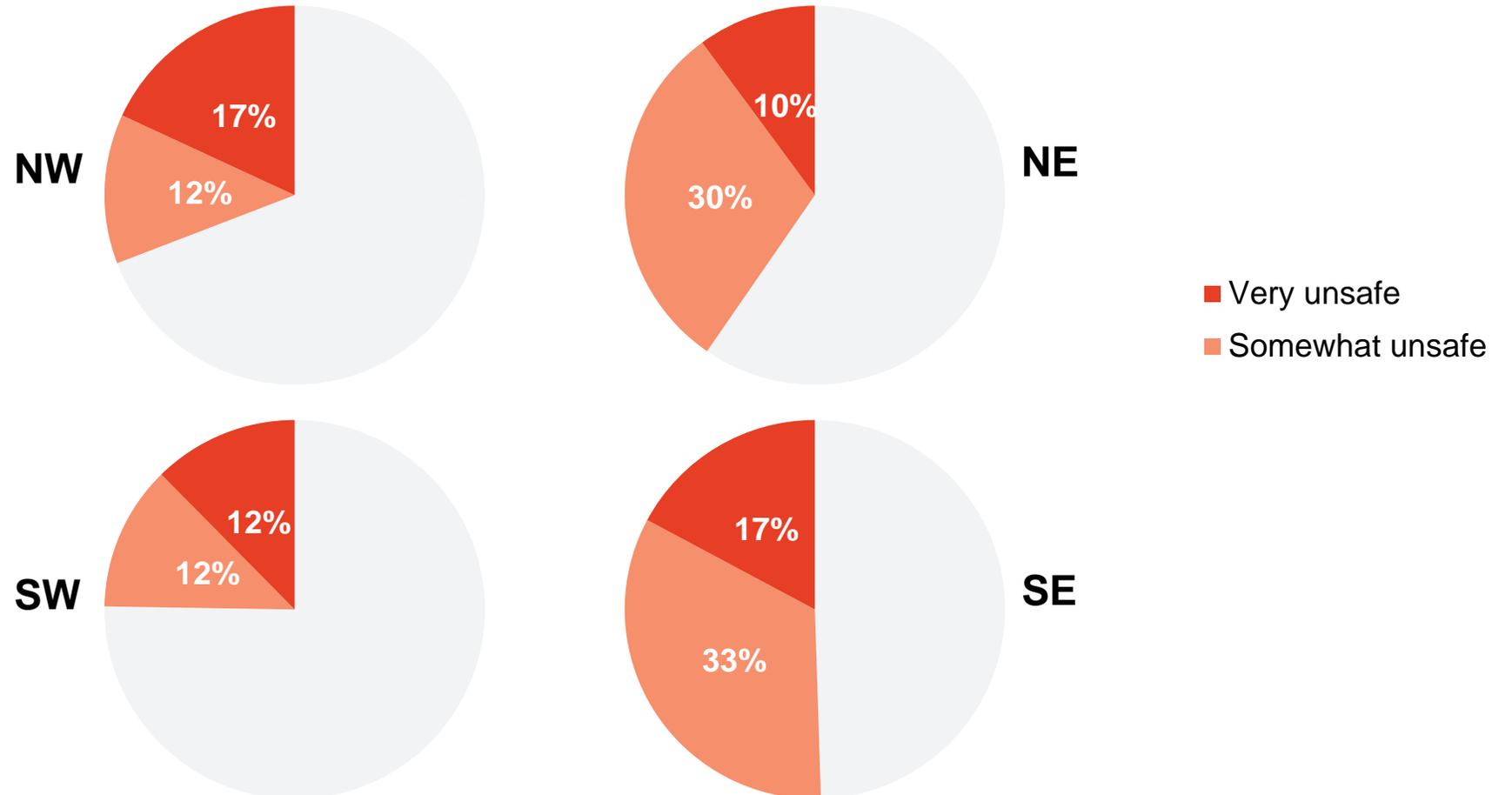
# Although most residents feel safe, more residents who live west of Ambaum Boulevard feel “very” safe in their neighborhoods.

## Feelings of Safety in Neighborhood During the Day



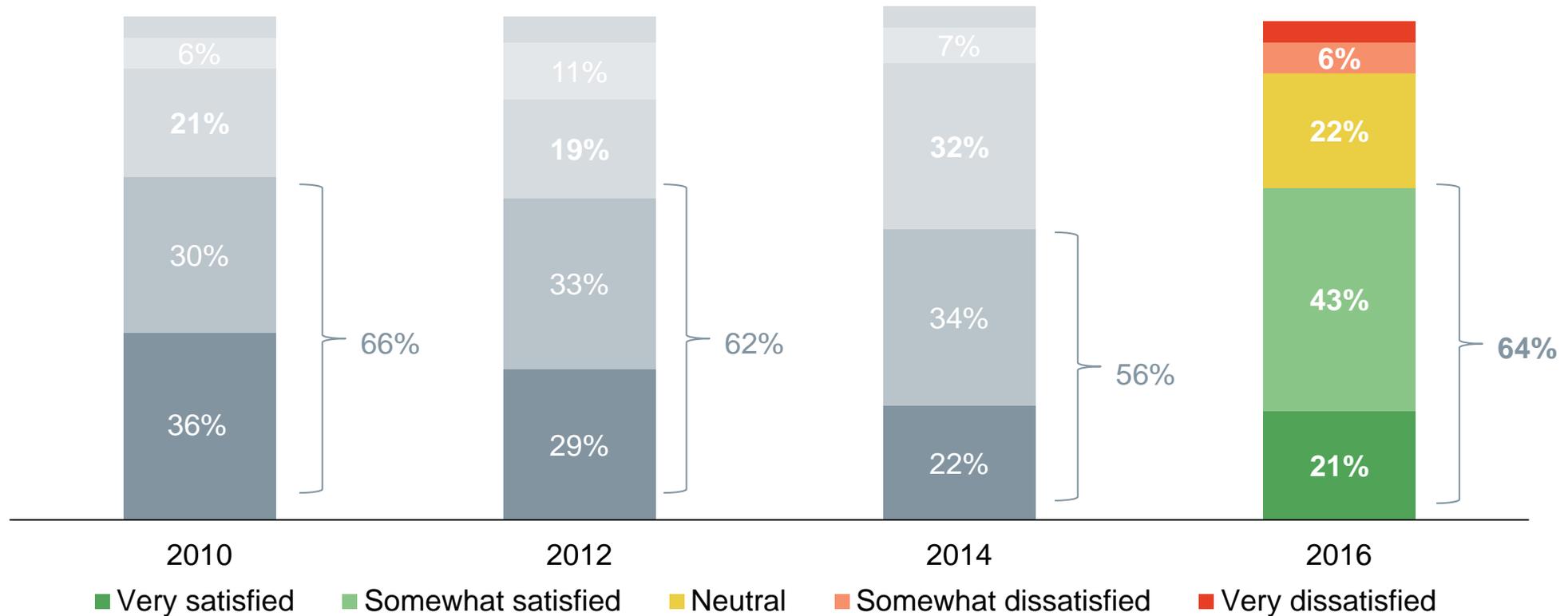
# Residents living to the east of Ambaum Boulevard are also more likely to feel unsafe walking at night near their homes.

## Feelings of Insecurity in Neighborhood at Night



# Residents are largely satisfied with the Burien Police Department and its work. They would like to increase police patrols, however.

## Satisfaction with Burien Police Department



## Top Issues Facing Burien

**Crime reduction**

**Education and schools**

**More police and enforcement**

**Economic growth**

Sidewalks and bike lanes

Road maintenance

Traffic congestion

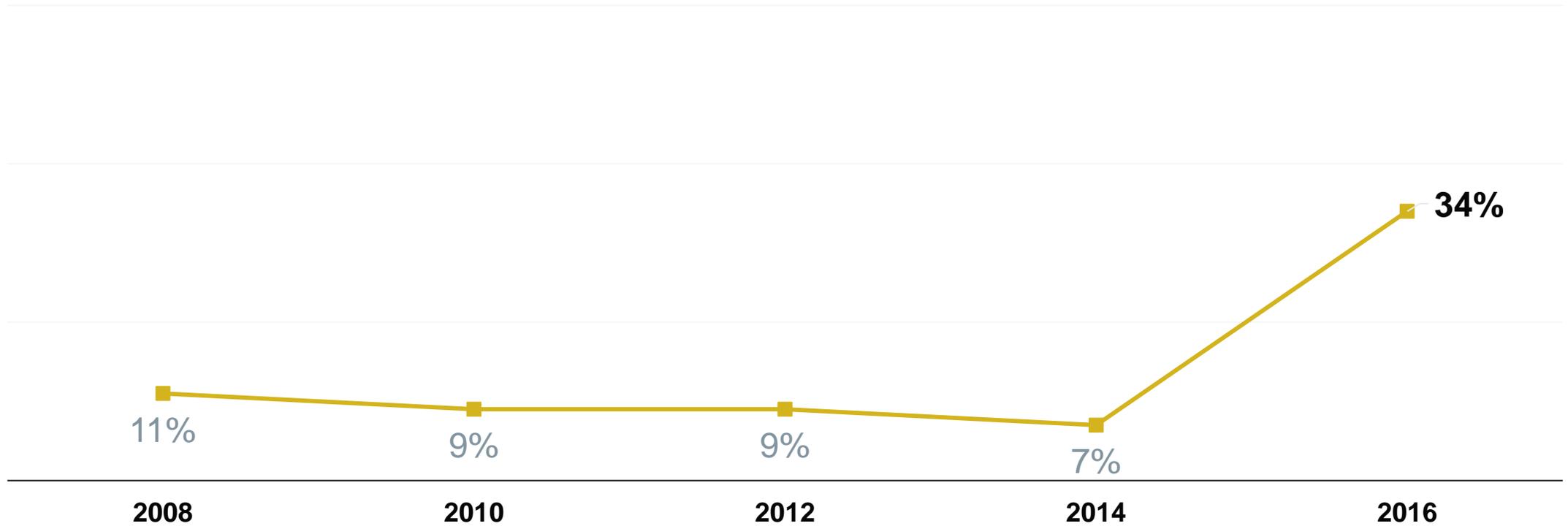
Population growth

Real estate value



# Concerns about education have jumped dramatically since 2014.

## Top Issue: Education and Schools



## Top Issues Facing Burien

**Crime reduction**

**Education and schools**

**More police and enforcement**

**Economic growth**

Sidewalks and bike lanes

Road maintenance

Traffic congestion

Population growth

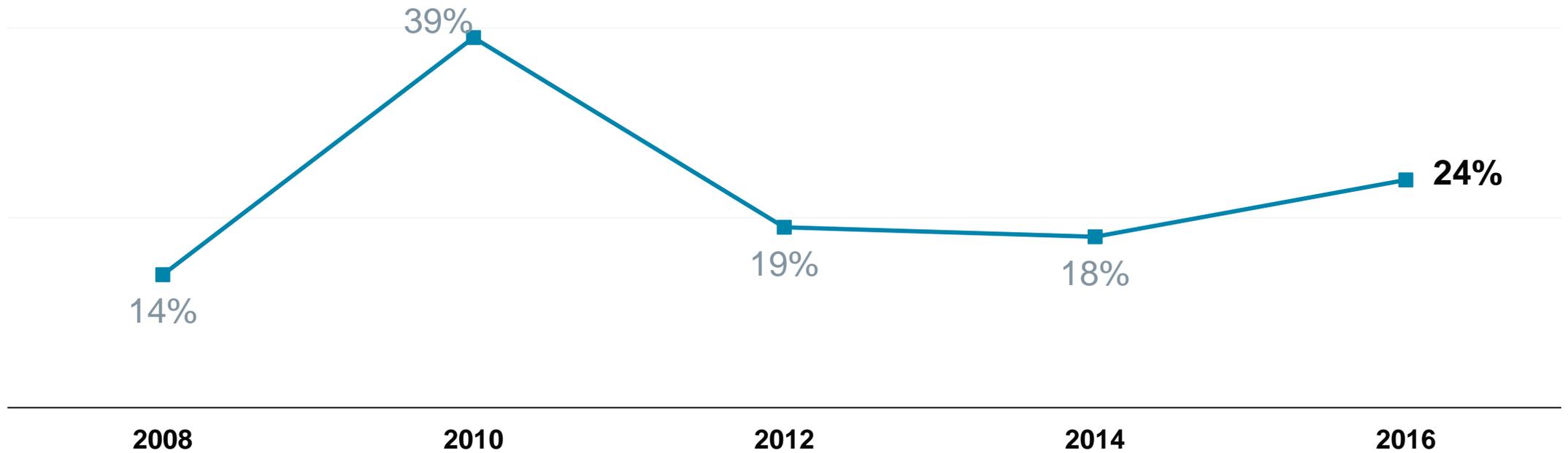
Real estate value



**Business and  
economy**

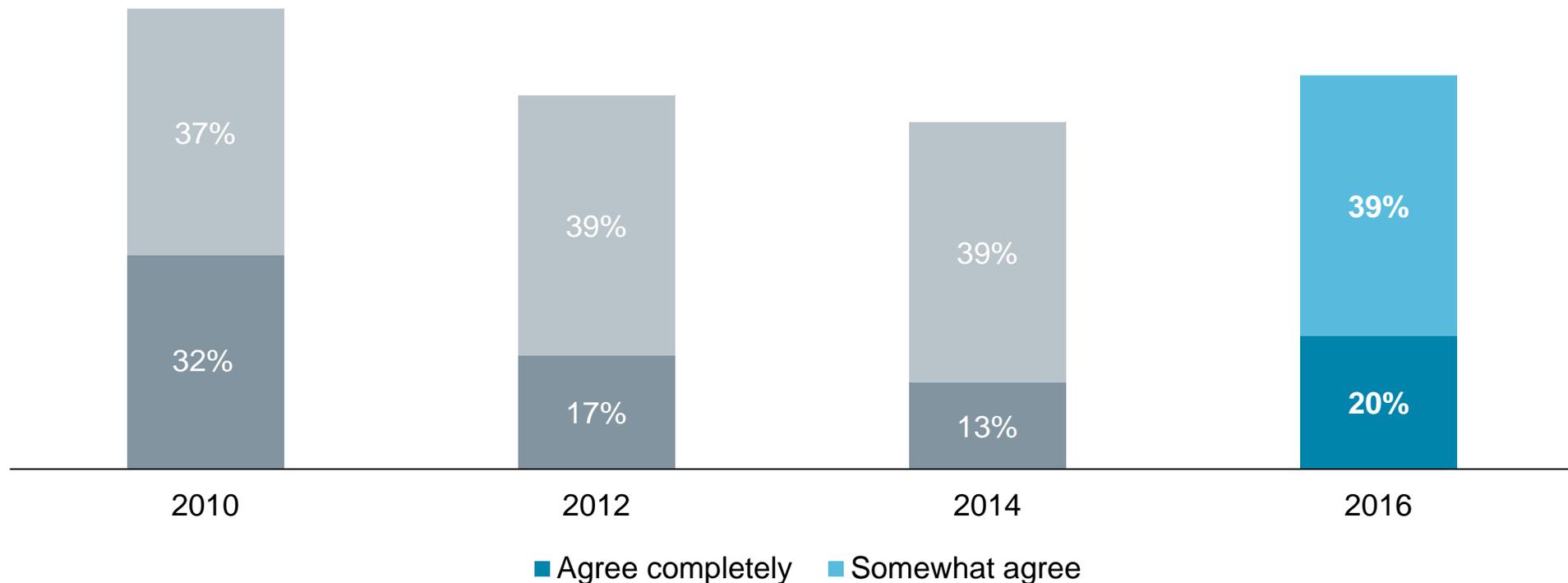
# Overall concern about economic growth remains below 2010 peak.

**Top Issue: Economic Growth**



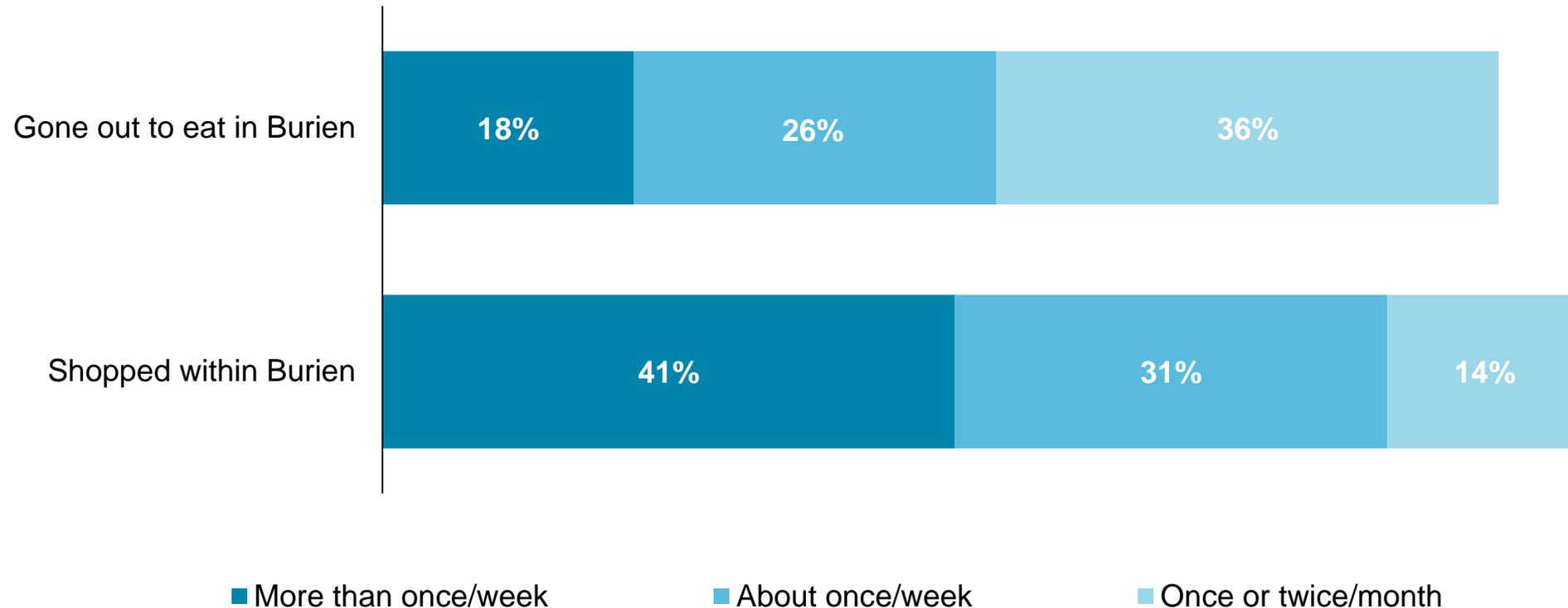
# The majority of residents largely believe Burien has been proactive about economic growth in the City.

## Agreement: The City of Burien is Encouraging Economic Growth



**Nearly half of residents report going out to eat and shopping in Burien at least once a week. Rates have remained consistent over the past four years.**

**Frequency of Visiting Burien Businesses**



## Top Issues Facing Burien

**Crime reduction**

**Education and schools**

**More police and enforcement**

**Economic growth**

**Sidewalks and bike lanes**

**Road maintenance**

**Traffic congestion**

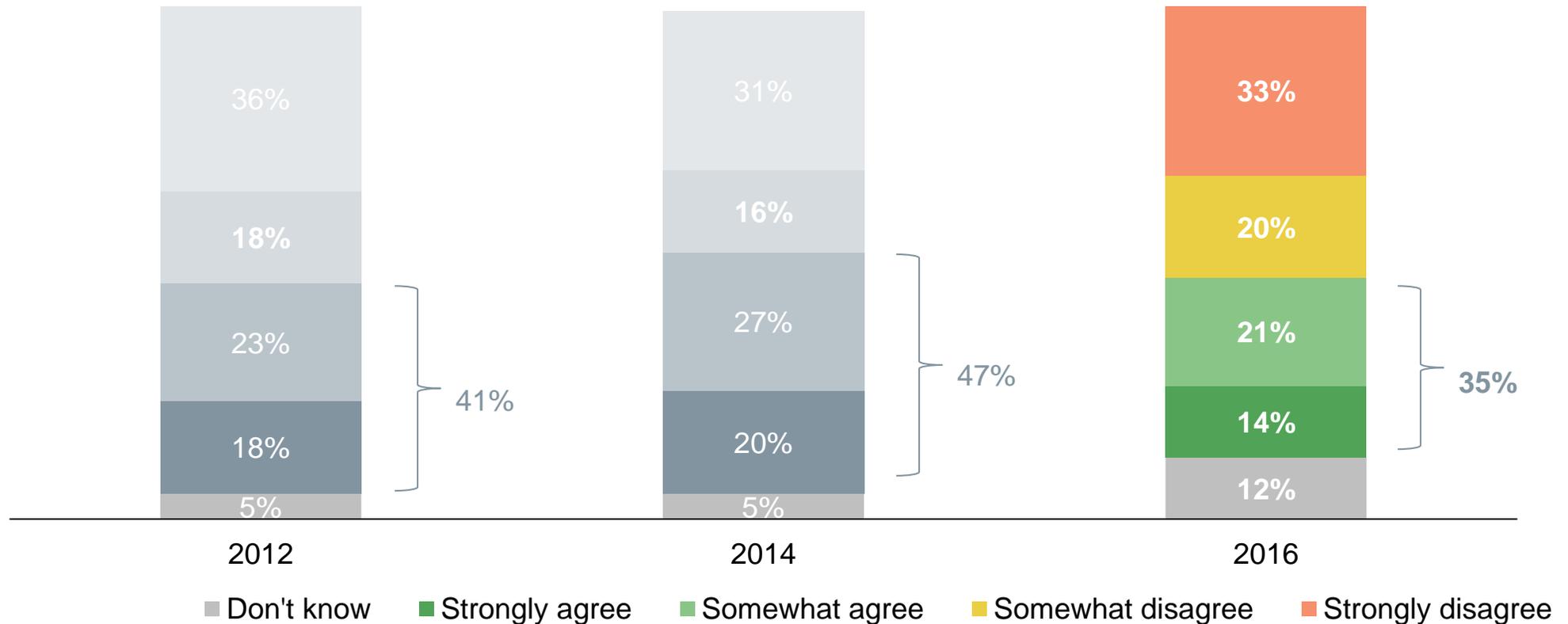
Population growth

Real estate value



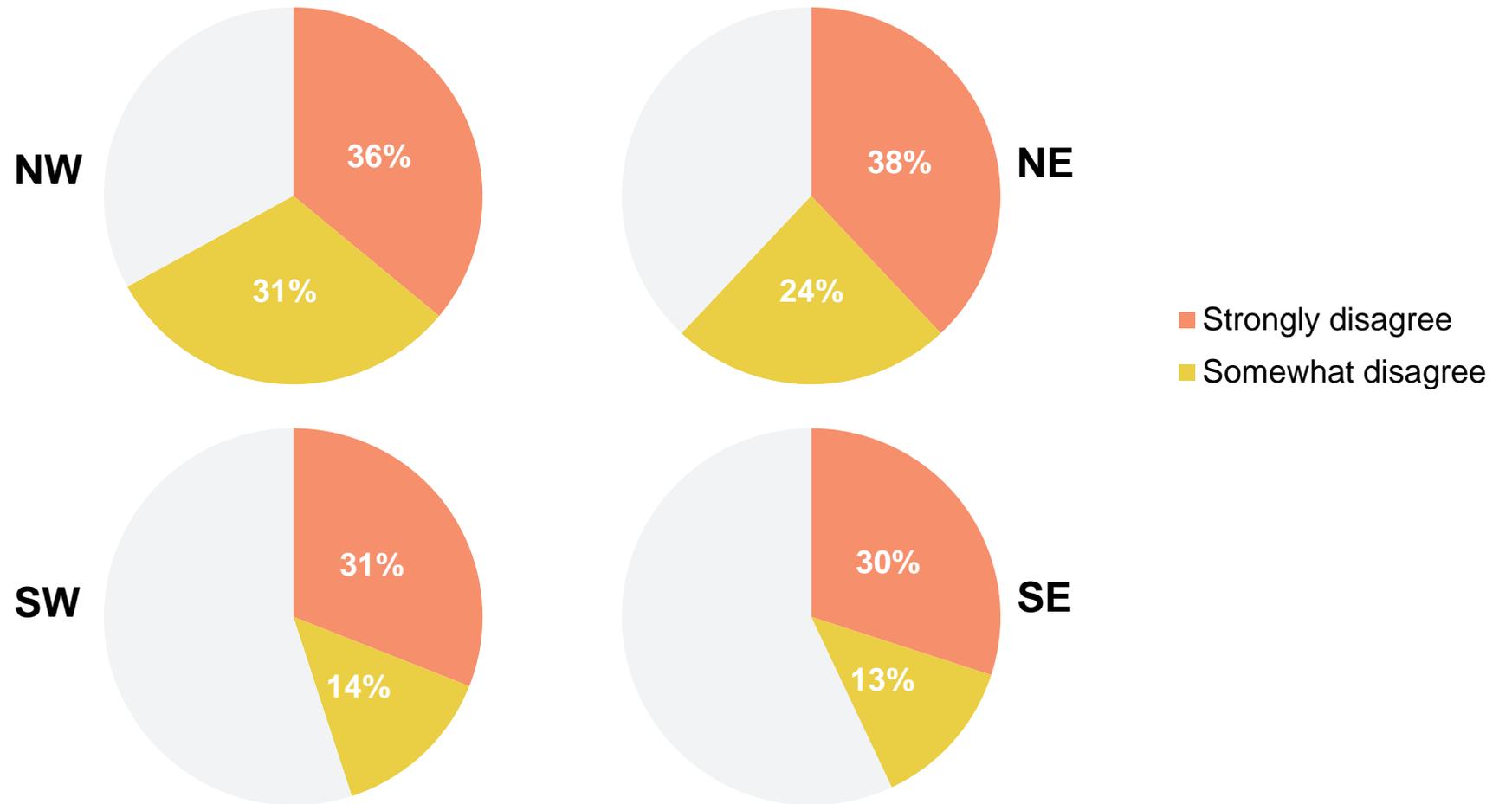
# Residents express more concern about the quantity and quality of pedestrian infrastructure this year.

## Agreement: There are Enough Sidewalks and Bike Paths in Good Condition

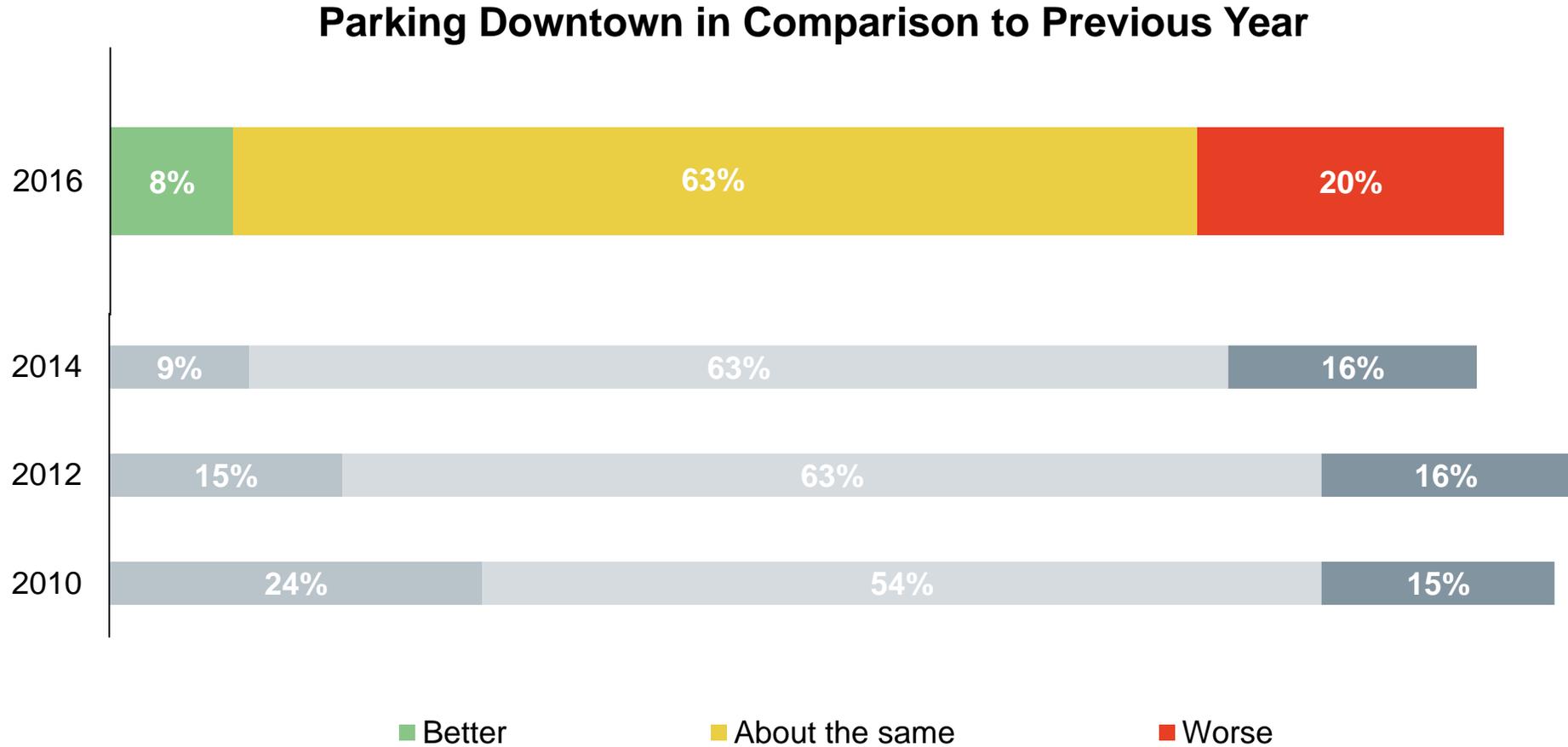


# Residents in the northern part of the City are less satisfied with the quantity and quality of their sidewalks and bike lanes.

## Negative Feelings About Sidewalks and Bike Paths



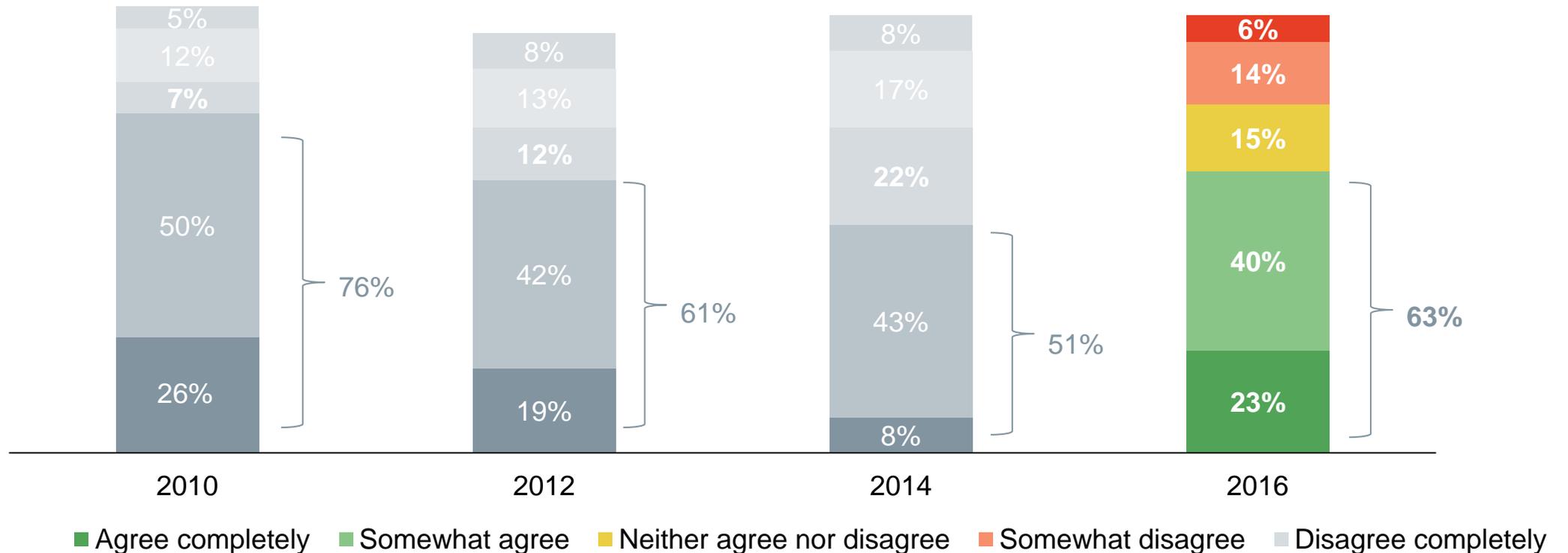
# Most residents feel parking in downtown is about the same as last year. Two in ten think it is worse.



# **CITY GOVERNMENT & CITY PLANNING**

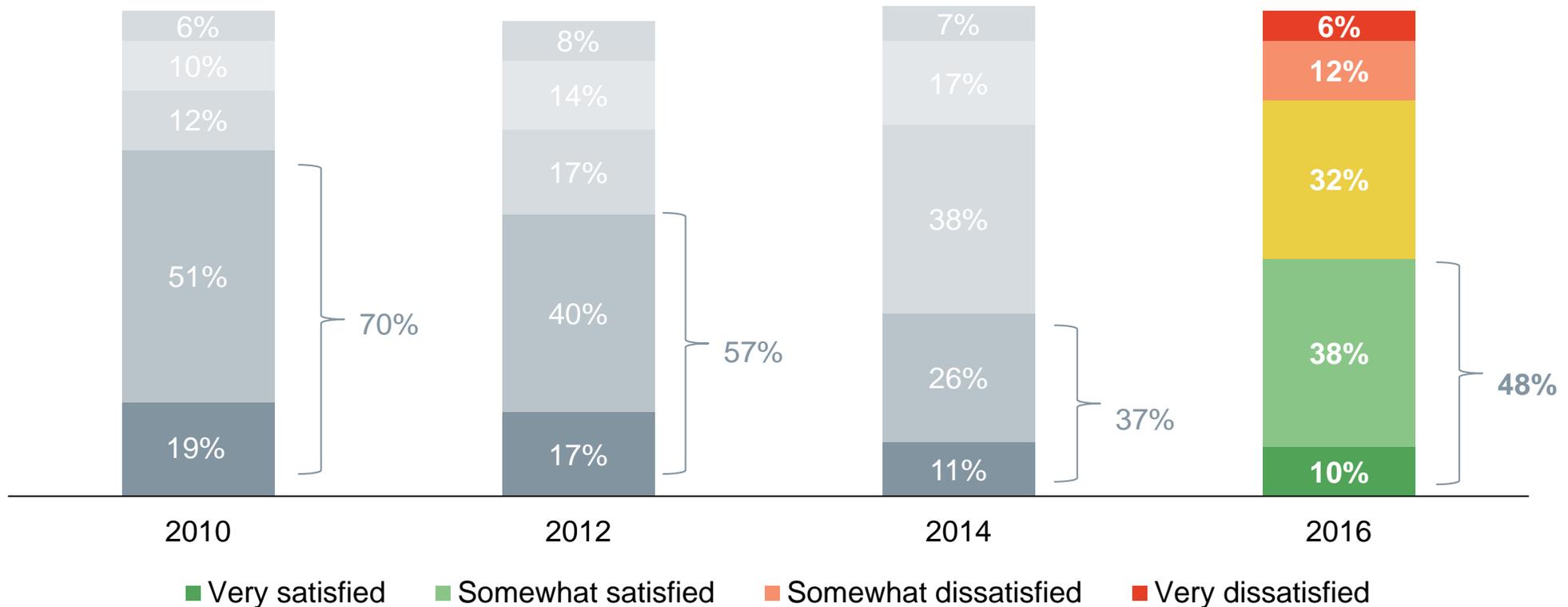
# Overall satisfaction with Burien City government remains high; more residents are “very satisfied” (up 15 points).

## Agreement: I am Satisfied with the Job Burien City Government is Doing



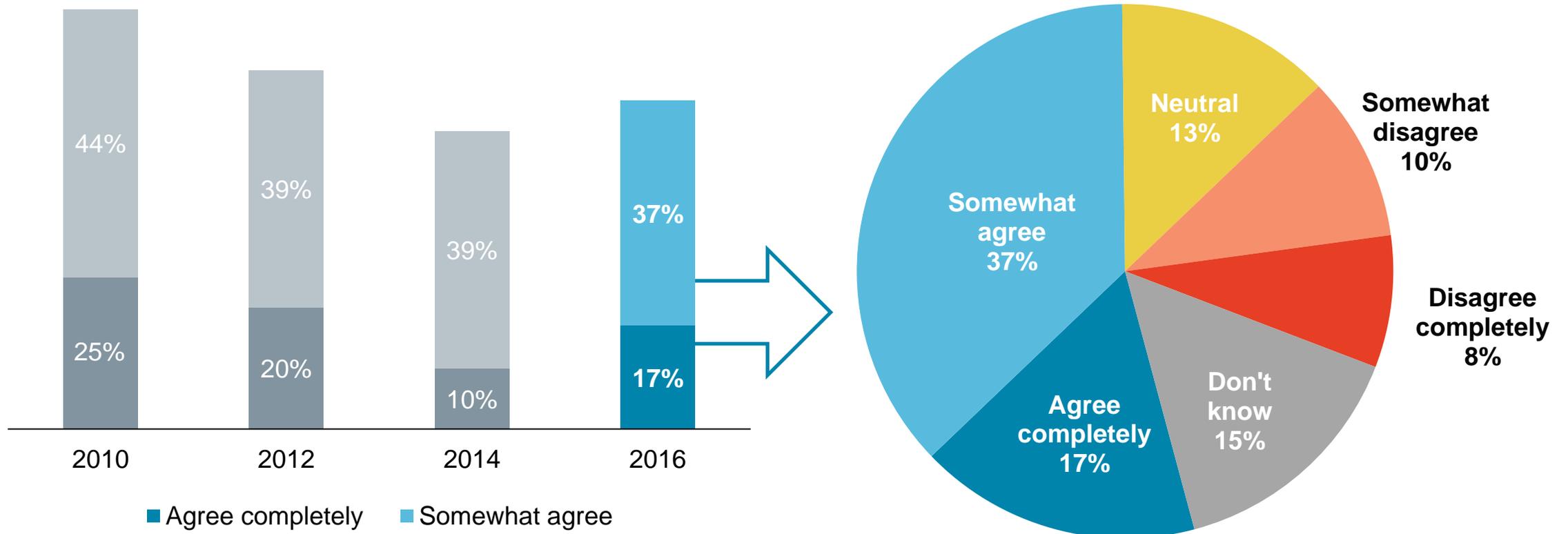
**Nearly half of residents say they are satisfied with the value they get from their taxes. This represents an 11-point increase from 2014.**

### Satisfaction with Value for Taxes Paid



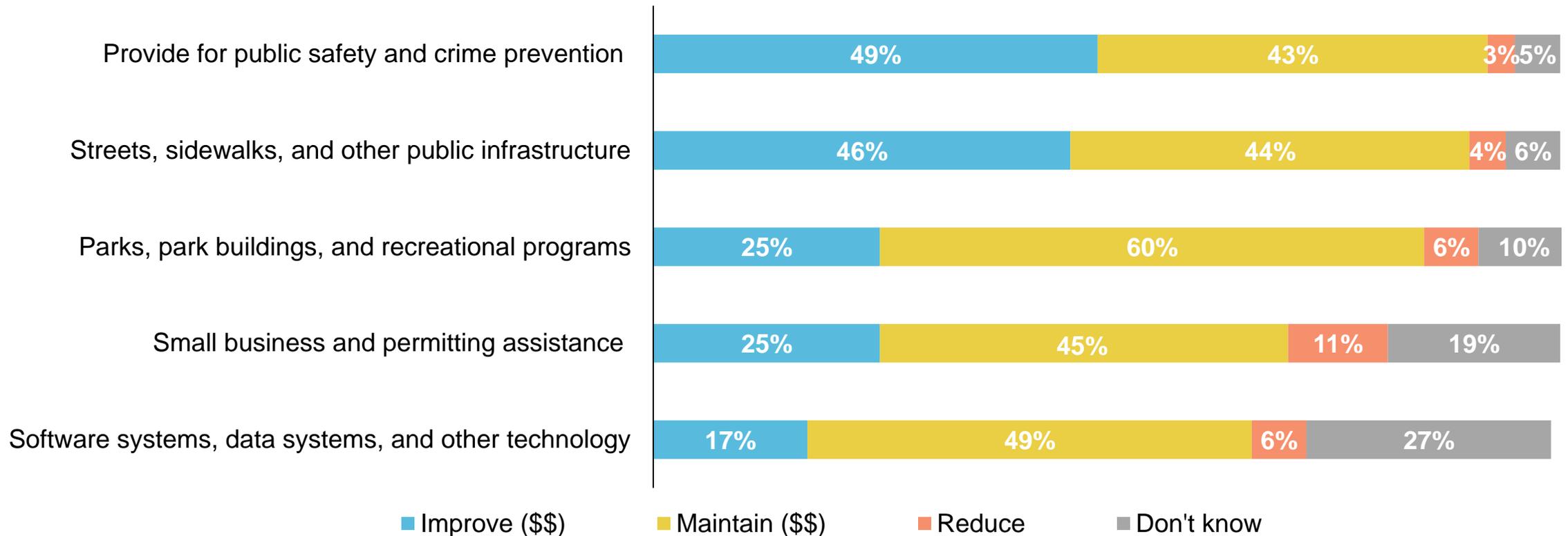
# Most residents agree the City is adequately planning for the future.

## Agreement: Burien is Adequately Planning for the Future



**When asked to evaluate potential future service levels, residents prioritize public safety and infrastructure. A plurality would like to see these improved even though doing so requires more funding.**

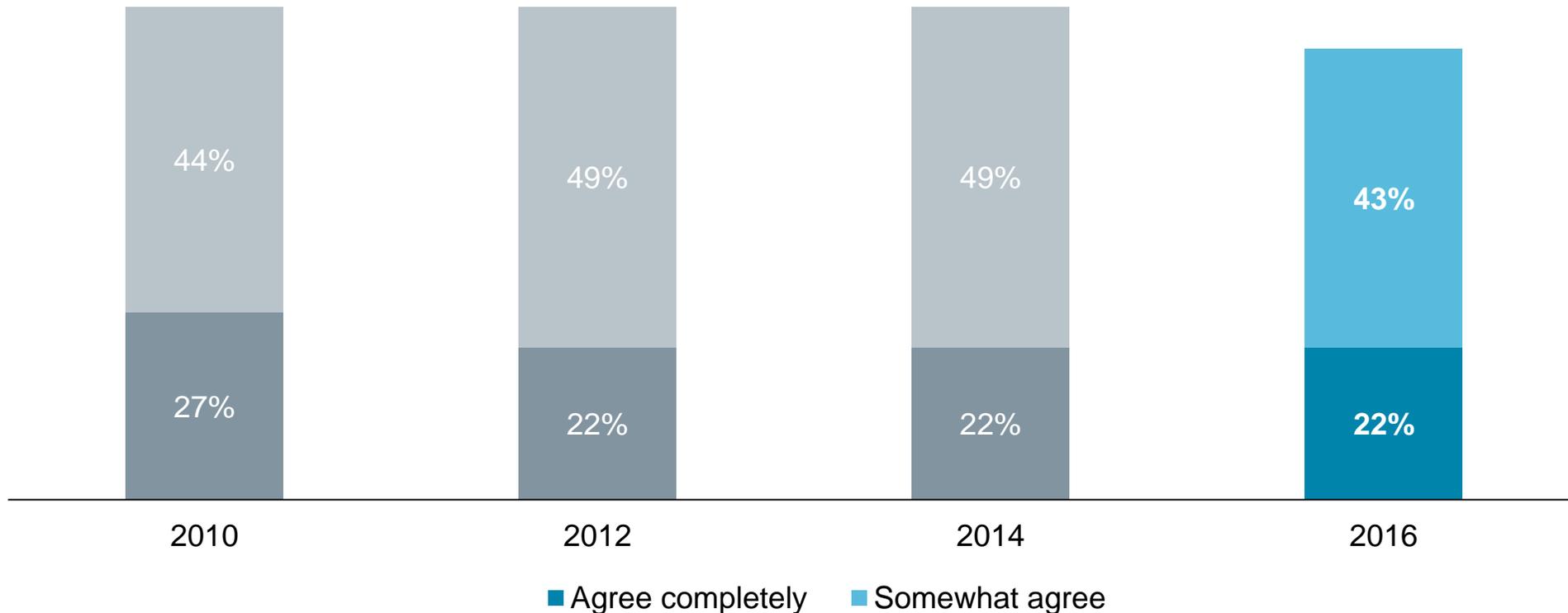
### Strategic Planning Priorities



# VALUES & BELIEFS

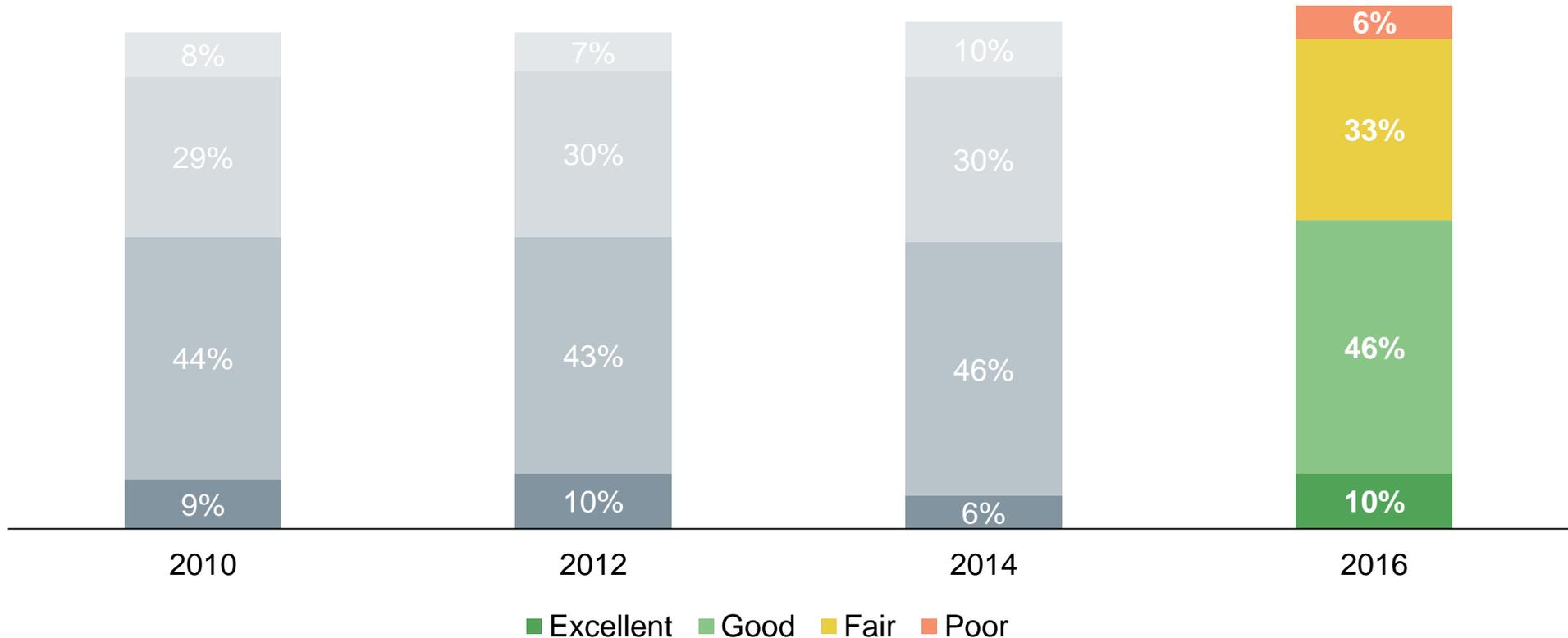
The majority of residents agree that the City is adequately protecting the environment 14% disagree with this statement.

### Agreement: The City of Burien Adequately Protects Natural Environment



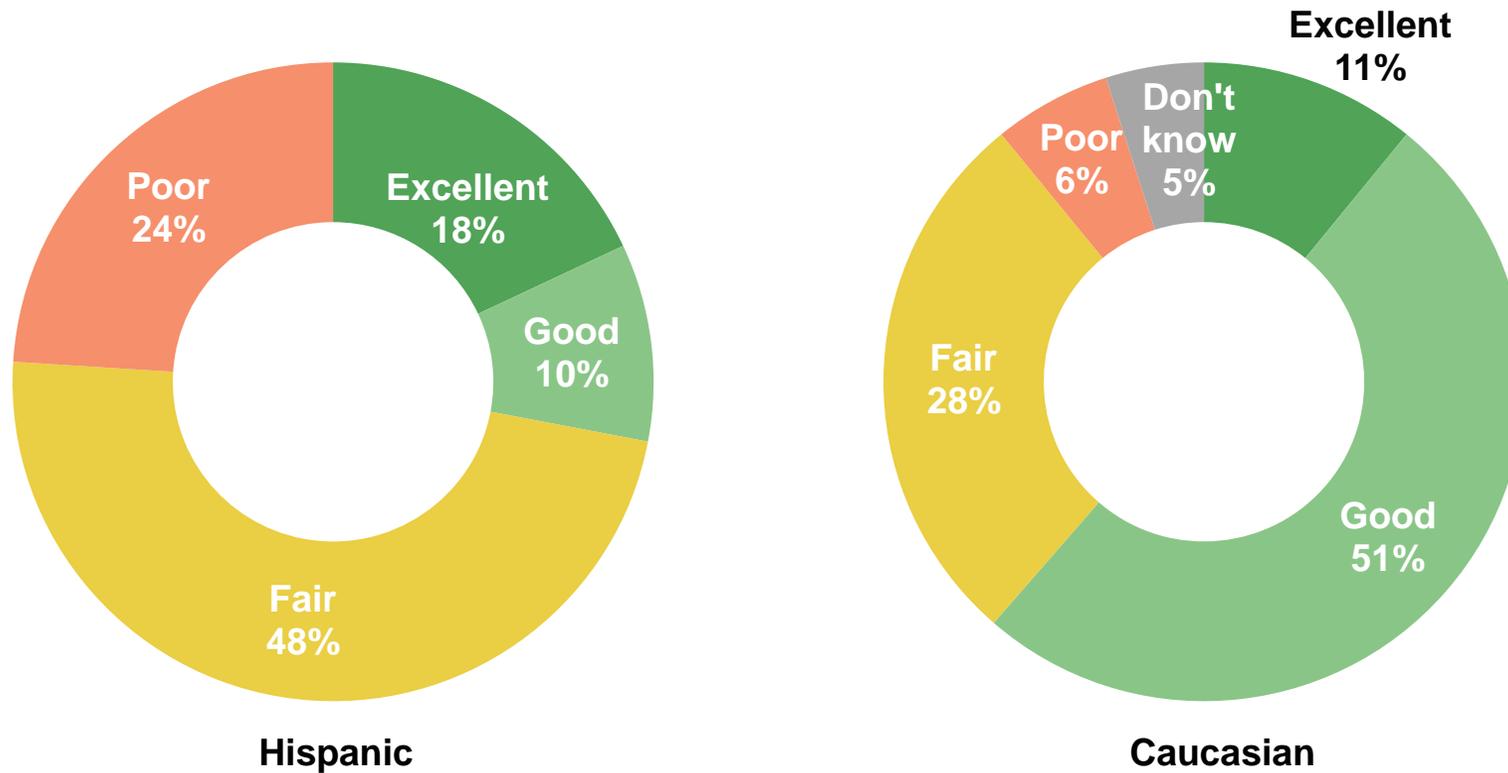
**Positivity about the relationships between people of diverse backgrounds is moderately high, with 56% saying relationships are excellent or good, and just 6% saying they are poor.**

**Rating of Relations Between People of Different Races and Cultures in Burien**



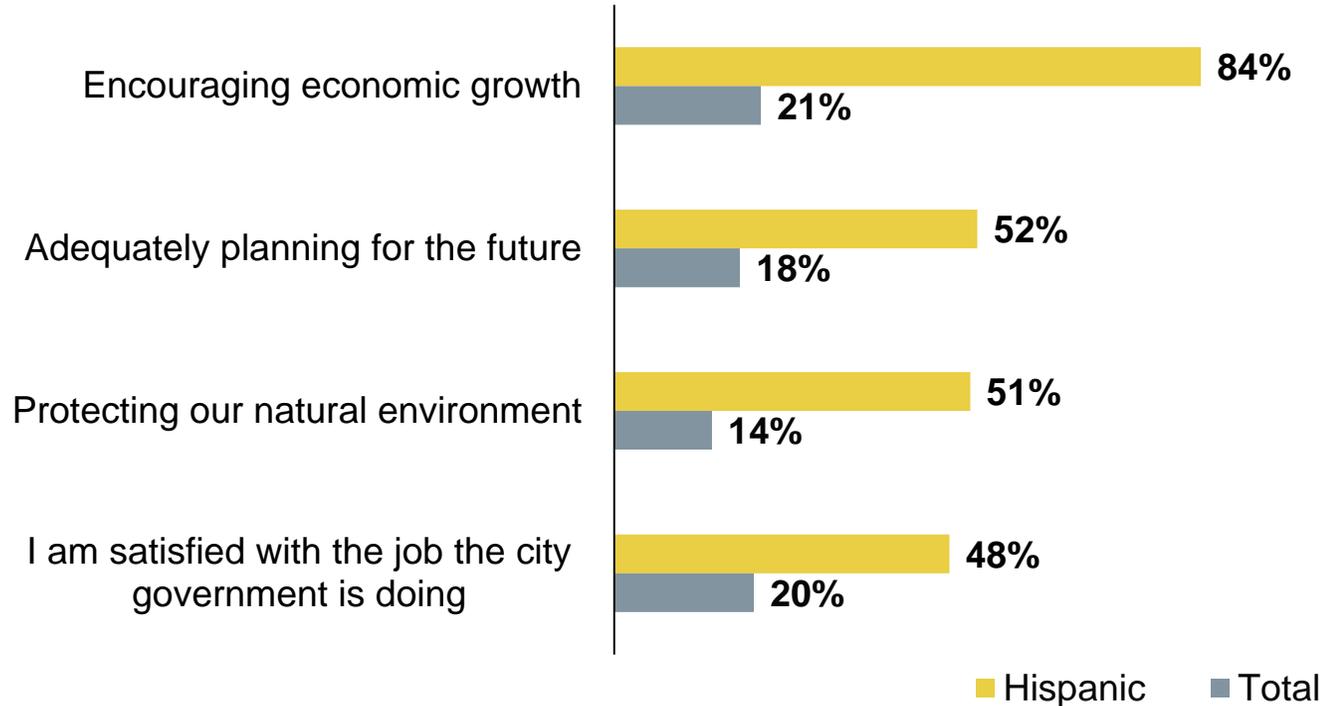
**That said, residents who identify as Latino/Hispanic have more ambivalent views about relations between people of different races.**

### Rating of Relations Between People of Different Races and Cultures

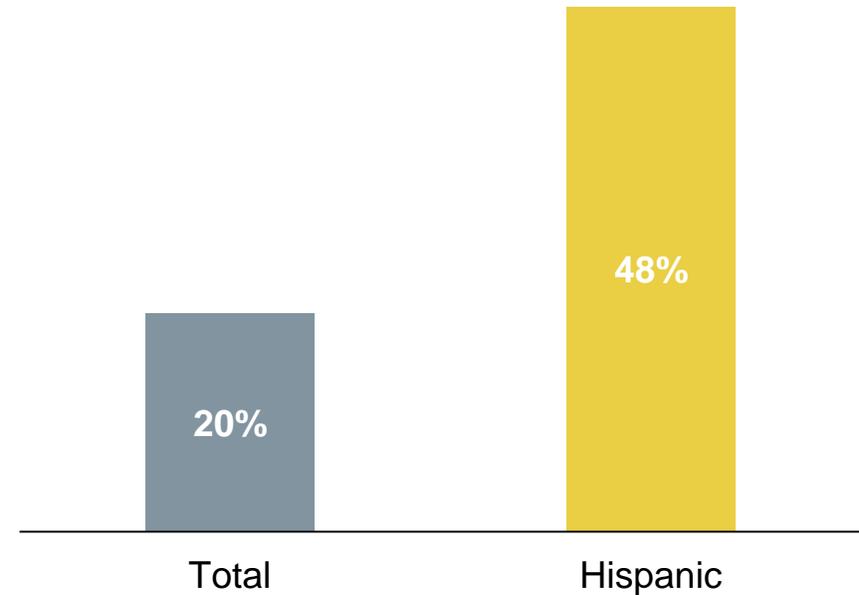


The small sample of Latino/Hispanic residents surveyed feel differently than other residents on many issues. They are more likely to have negative impressions of services provided by City government.

Dissatisfaction with the City of Burien...

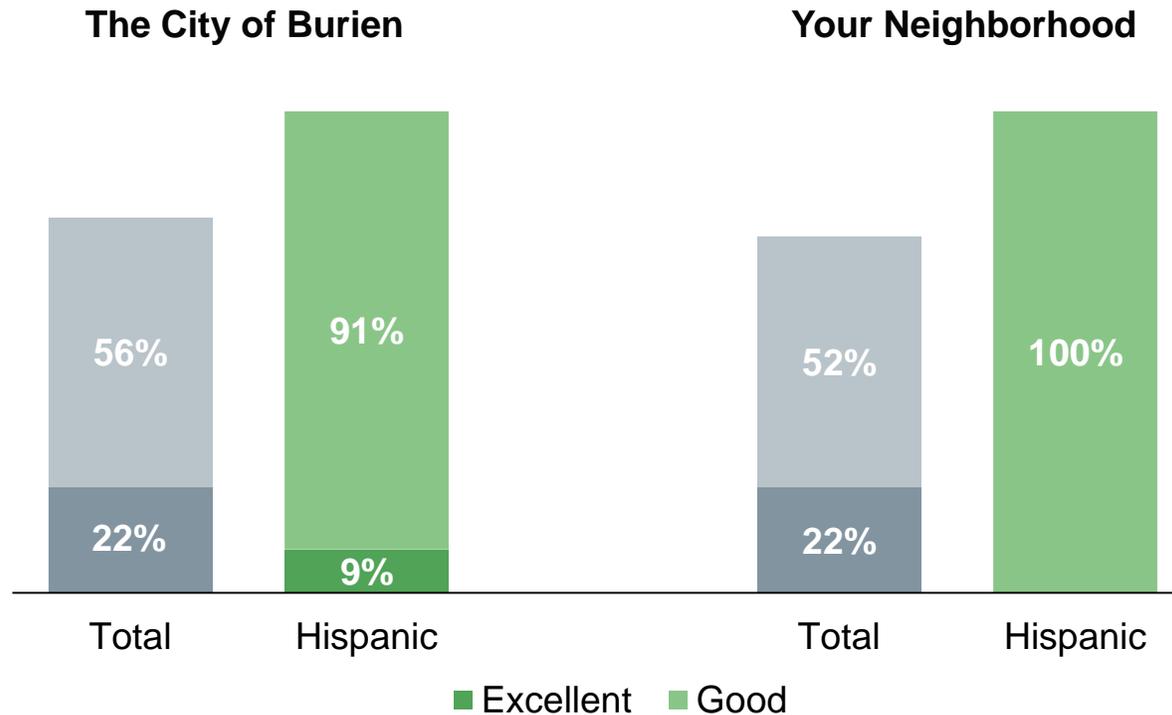


Dissatisfaction with Burien City Government Services



**Simultaneously, they are notably happy with life in Burien as a whole. Connecting the positive feelings about living in Burien with the services provided by the City may help to bridge this gap.**

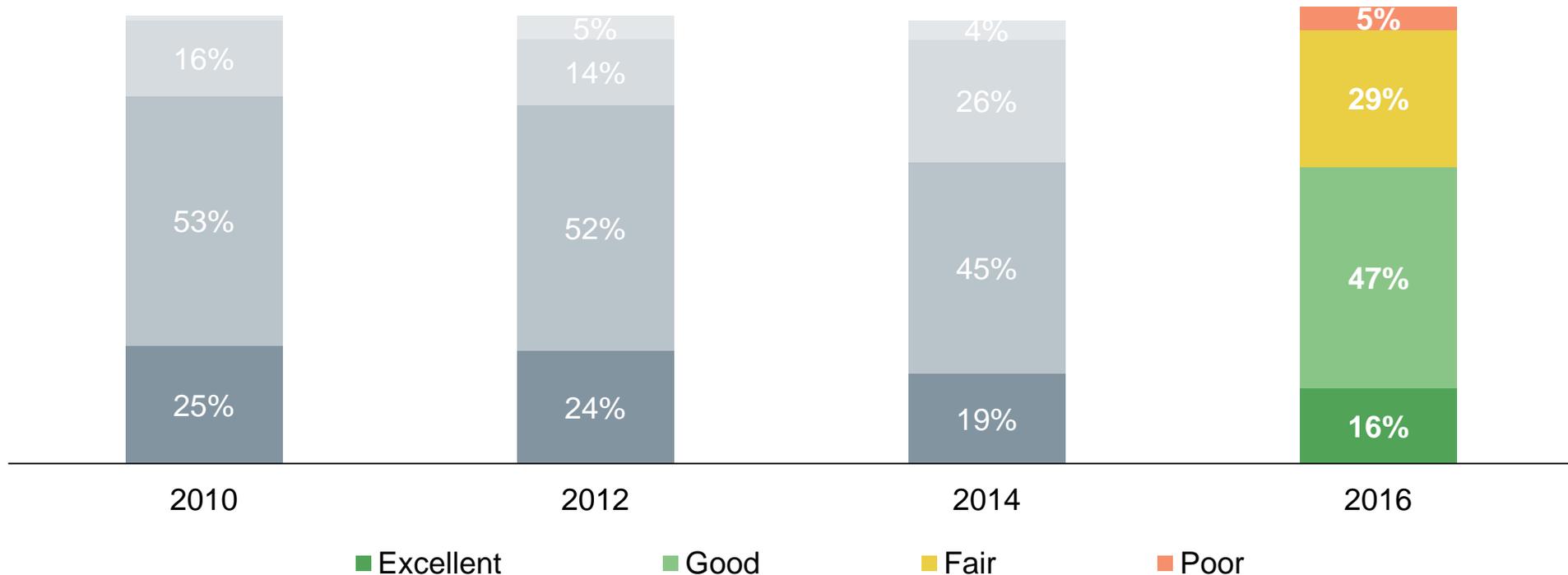
**Rating of \_\_\_\_\_ as a Place to Live**



**OTHER SERVICES**

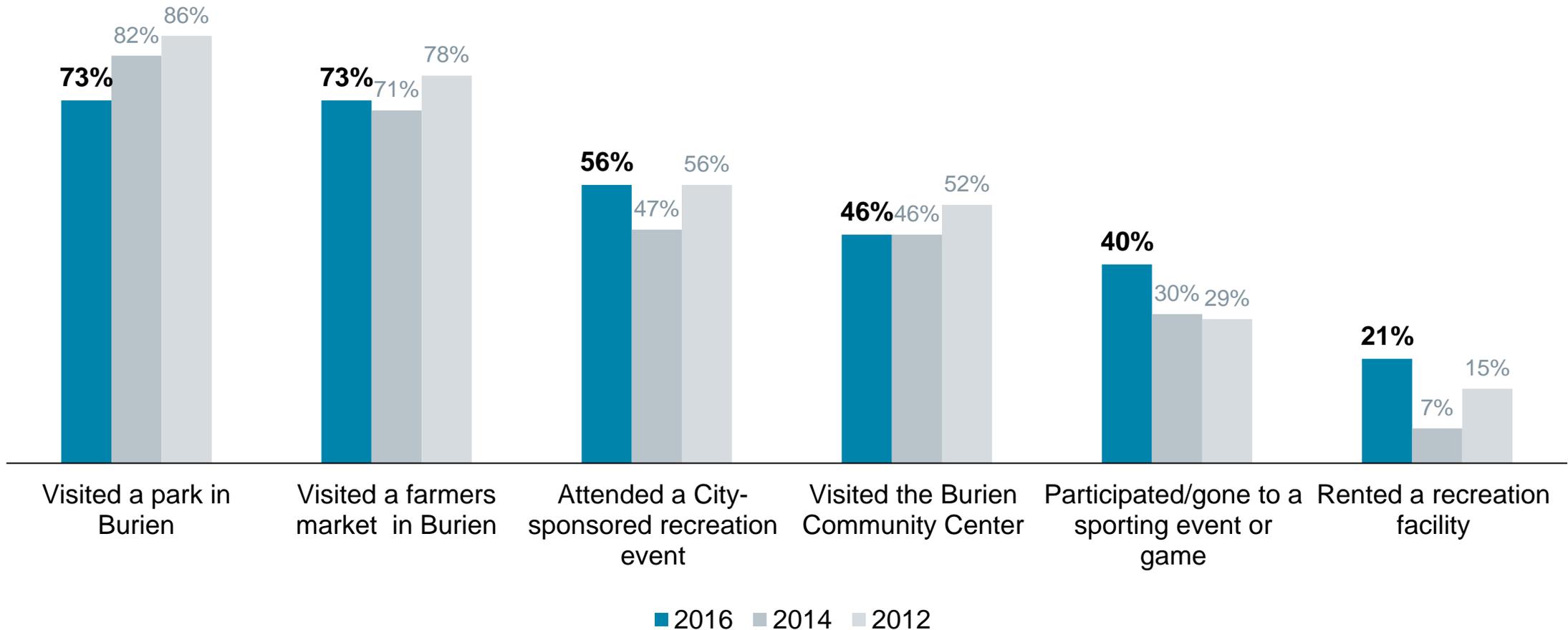
**Impressions of the cleanliness and maintenance of City parks remained relatively positive, although there has been a slight decline across time.**

**Rating of City Parks' Cleanliness and Maintenance**



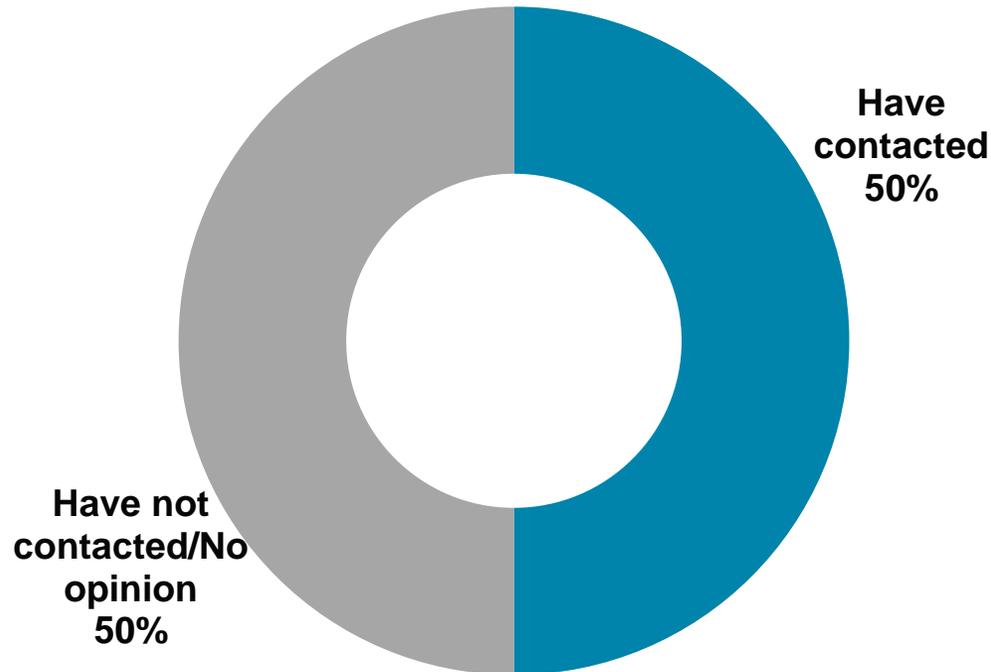
**Most residents visit parks, the farmers market, and City-sponsored recreational events. The number of people renting facilities and participating in sporting events was up noticeably from 2014.**

**Use of Recreation Services and Programs**



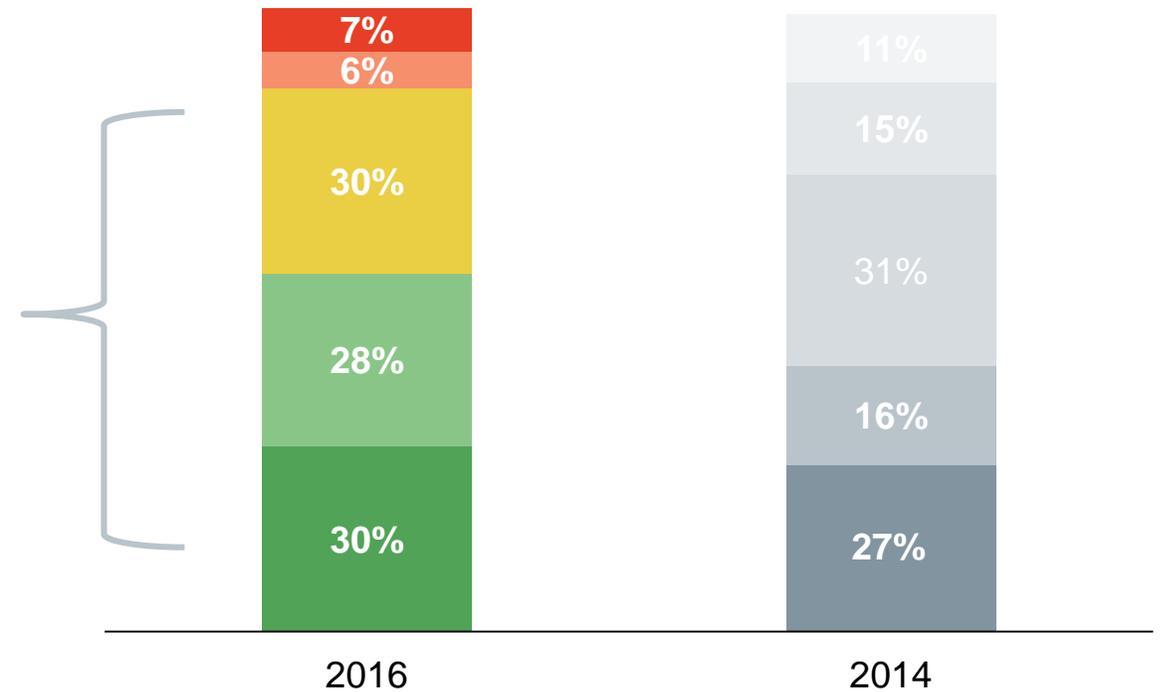
# Half of all residents have interacted with Burien CARES, and satisfaction with the program is up 15 points from last year.

## Have Contacted Burien CARES



## Satisfaction with Burien CARES

N=170

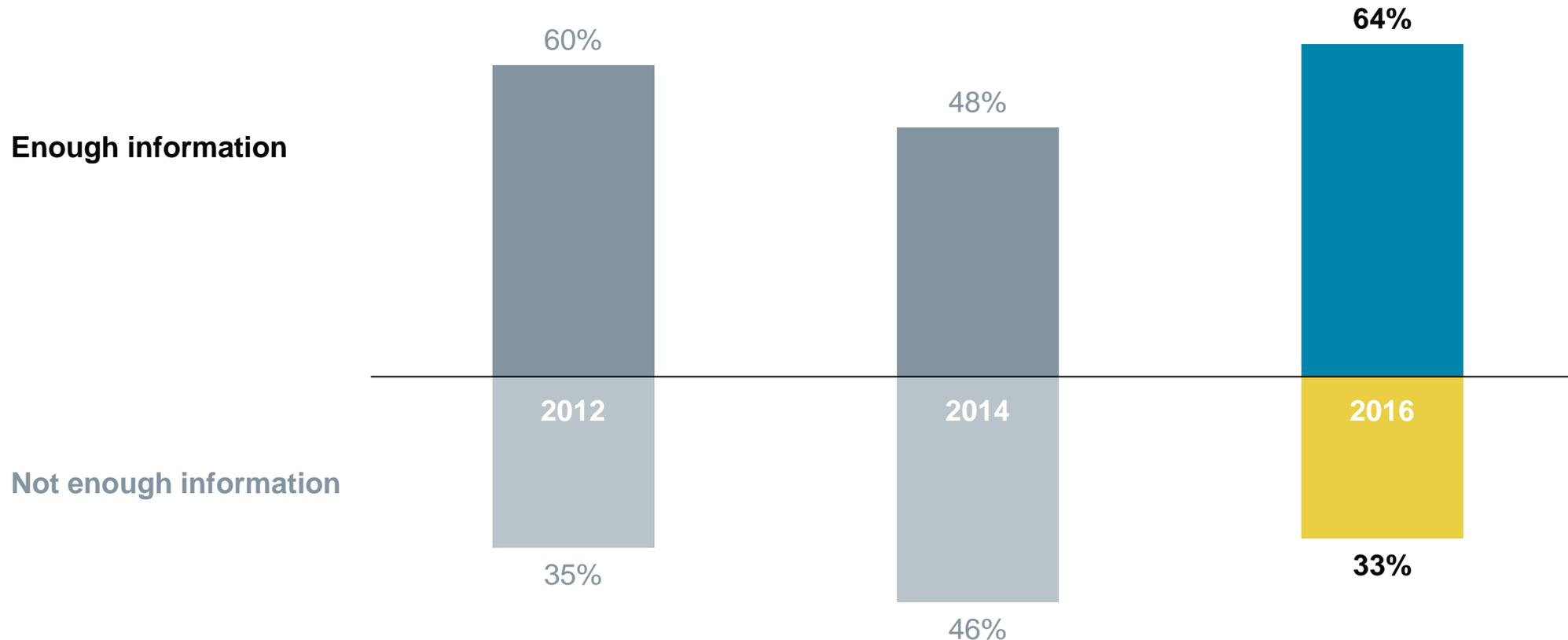


■ Very satisfied  
 ■ Somewhat satisfied  
 ■ Neutral  
 ■ Somewhat dissatisfied  
 ■ Very dissatisfied

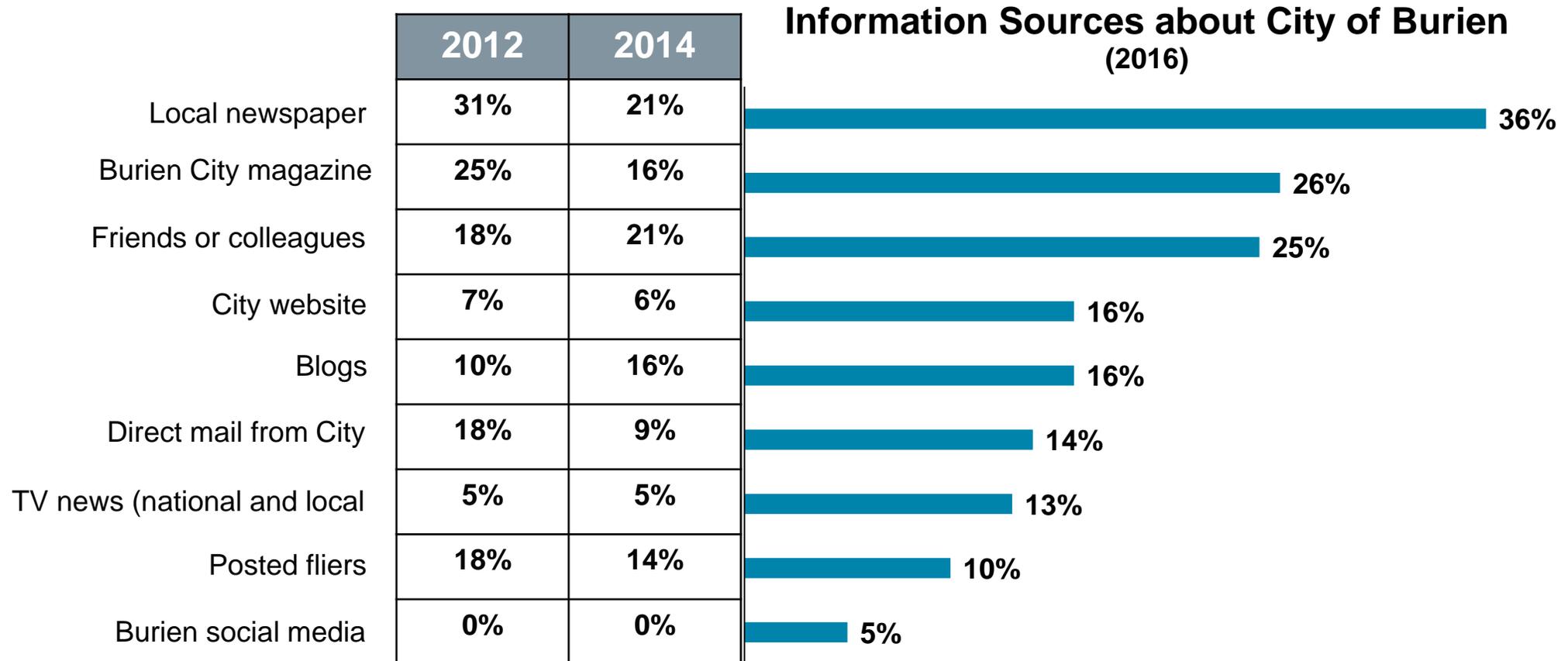
# COMMUNICATIONS

# Most residents feel they get the right amount of information from the City; there has been improvement in the past two years.

## Satisfaction with Information from the City About Services and Issues

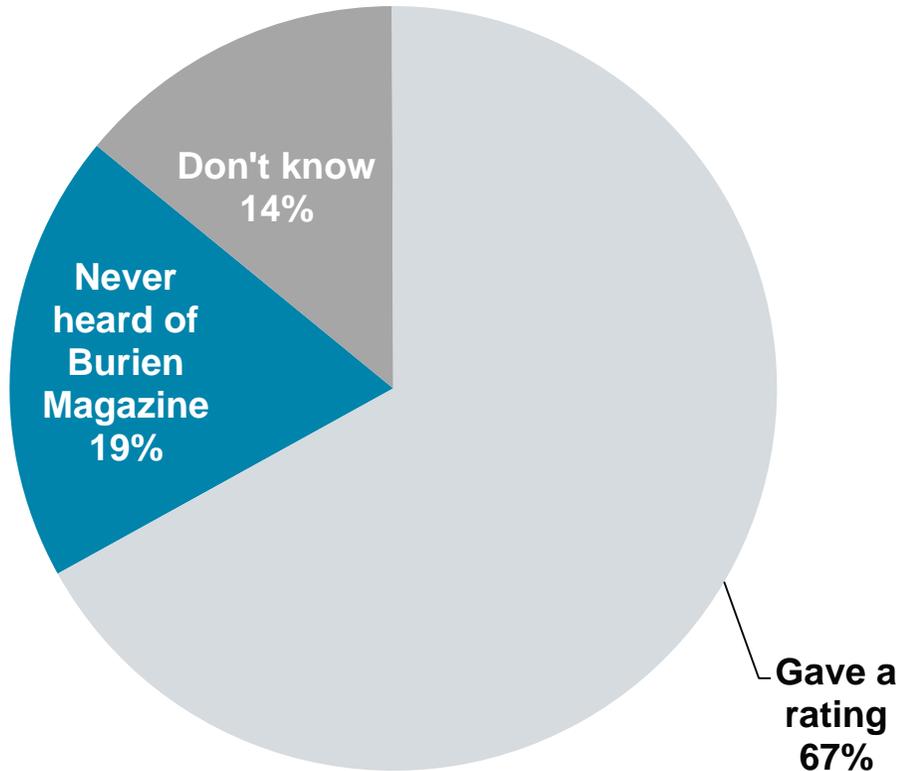


## Local newspapers remain a top source of information about Burien. Online sources such as the City website showed growth.

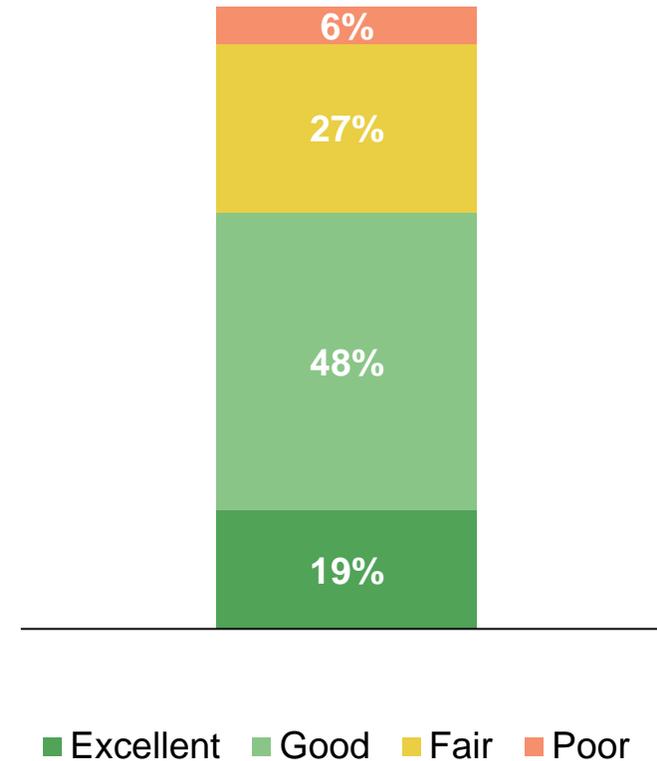


# Burien Magazine was popular among those who rated it, though around one-third said they didn't know about or hadn't heard of the Magazine.

### Knowledge of Burien Magazine

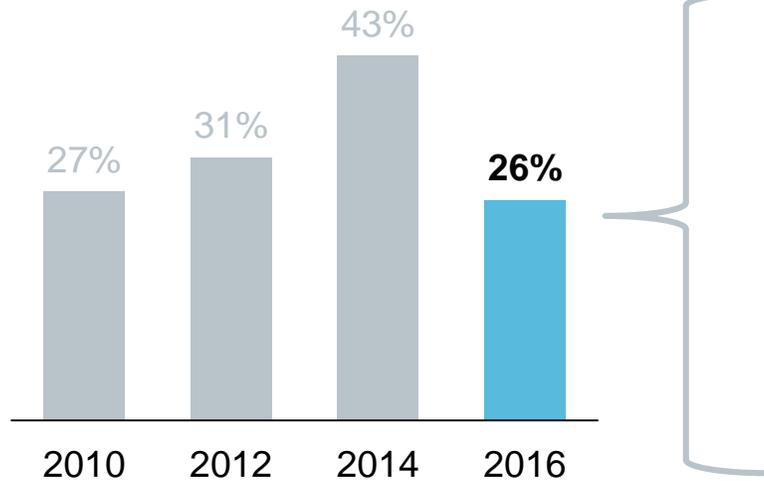


### Rating of Burien Magazine N=235



# More than two in ten residents contacted the City in the past year. Phone calls and in-person visits remain the most common methods of contact.

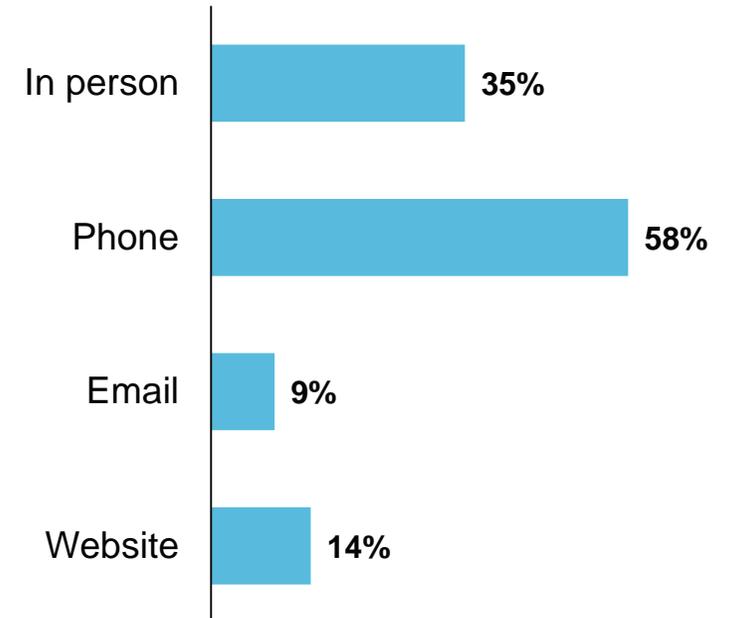
**Have Contacted City In Past Year**



**City Departments Contacted**  
N=79

Response Category	2016 N=79
Police department	21%
Public works (streets, stormwater)	20%
Animal control services	13%
Planning, zoning, and building	11%
City Council members	7%
City Hall	7%
Business Licenses	6%

**Method of Contact**  
N=79



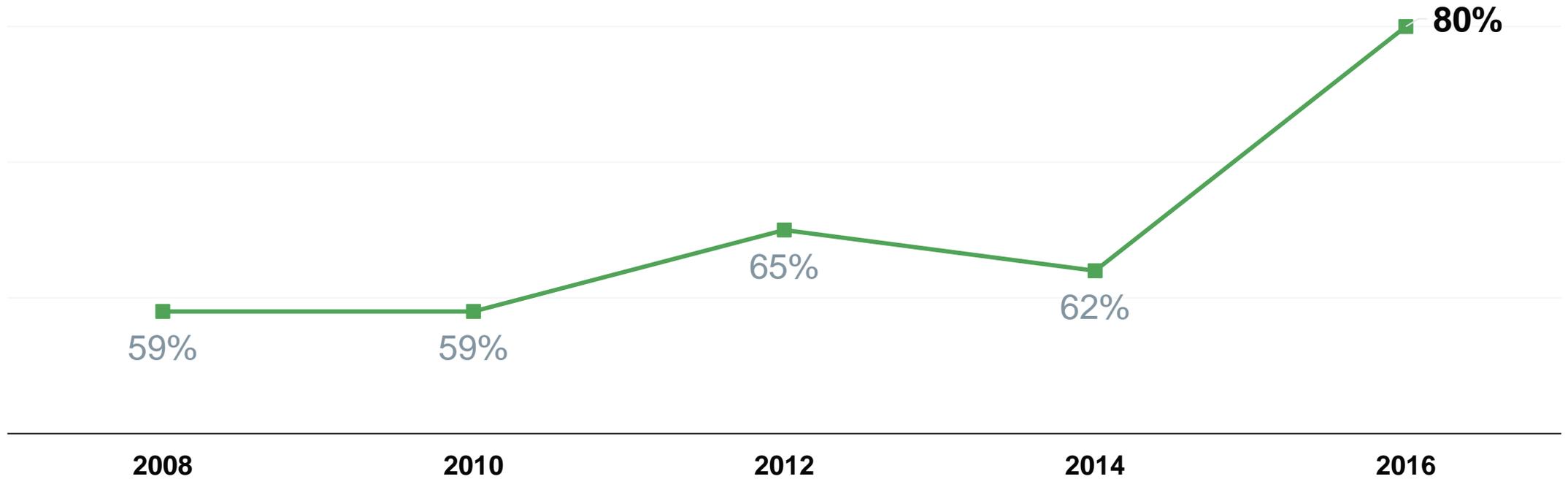
# Residents who contact the City are largely positive about their interaction with staff. Eight in ten say their concern was addressed well overall.

**Rating of Experience Contacting City**  
N=79



# Satisfaction with interactions with City staff are at the highest level since 2008—an increase of 18 percentage points from 2014.

How Well Concern Was Addressed Overall: Excellent/Good





**Michelle Neiss**

[mneiss@dhmresearch.com](mailto:mneiss@dhmresearch.com)

(503) 220-0575

[www.dhmresearch.com](http://www.dhmresearch.com)

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