

**Kitsap County Board of
Commissioners**

**Kitsap County Citizen Survey
Final Report**

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Project Summary

Project Background & Research Procedures

Background & Research Objectives

Kitsap County places a high value on citizen input. Over the years, the County has used public hearings, neighborhood meetings, forums, advisory groups, citizen commissions and survey research to seek input and advice. The Kitsap County Board of Commissioners has decided that Kitsap County will develop and implement a county-wide citizen survey in 2004 to support the larger County budgeting and planning process. The primary purpose of this research is to gather input from the County's citizens related to the importance of and satisfaction with specific County services, issues, problems and programs.

The main research objectives are:

- **To obtain representative input:** A random sample survey provides information that is representative of the community at large. The survey sample reflects the diversity of Kitsap County in terms of age, income, ethnicity, family status, district and other factors. It allows the County to compare survey results and relate them to the broader population.
- **To monitor the quality of life in Kitsap County:** The survey provides information on topics and circumstances related to the overall quality of life in Kitsap County and its districts from a citizen's perspective. It offers data on citizen's current perceptions regarding a wide variety of issues in the County.
- **To assess the performance of County services:** The survey provides information on how citizens are using a variety of County services and their levels of satisfaction with those services. It also highlights service and program problems, priorities, and preferences among County residents.
- **To identify areas for improvement:** The survey helps identify problems and directs attention to high priority areas where improvements should be made.

Research Procedures

Kitsap County's Citizen Survey was conducted via telephone between June 17, 2004 and June 25, 2004. Northwest Research Group contacted households within the county from a random sample of County residents.

Perceptions of Kitsap County

Rating Kitsap County Overall

Overall, Kitsap County citizens give very favorable ratings to their County and most would recommend it to others as a place to live. They generally feel safe in their neighborhoods and integrated in their communities. While a majority of residents indicate overall satisfaction, a

significant segment feels dissatisfied with how the County communicates with its residents and plans for the future. Residents are also split on the amount of opportunity they feel they have to affect how things happen in Kitsap County.

Accessing Kitsap County Services

Understanding how residents access the range of services provided by Kitsap County begins with identifying the various sources where they gather information on these services. Residents obtain information on County services from a number of sources, including community and local newspapers, flyers they receive in the mail and information they read in County buildings.

The second part of understanding residents' access to county services concerns the means of delivery. A majority assign a high priority to providing customer service staffing to ensure that citizens can conveniently and quickly obtain information and use services. Providing multiple channels to access information and county services is also seen as a very strong priority, particularly among younger residents. The connection with a real "live" person is also an essential aspect of accessing county services. Most respondents indicate having a live operator to answer calls from the public is important, including two out of three who rate it as very important.

Using Kitsap County Services, Programs and Facilities

Residents were asked about their use or exposure to an array of county services, amenities and publications over the past year. There are interesting and significant distinctions between the districts regarding some of the services, publications and programs they are more or less likely to have been recently exposed to.

Increased exposure to county services and amenities, in particular to the County Fair and Community Centers, is linked to a more favorable rating of Kitsap County as a place to live.

Rating Kitsap County Services and Attributes

Residents rated Kitsap County on seventeen specific services and attributes. The top four performers for "good" and "excellent" ratings include being a good place to raise children, the quality of the public library system, the ability to get around by car and the availability of parks and open spaces.

A second tier of performers includes services and amenities that rate excellent and good from half to two thirds of respondents. They include: recognizing and appreciating diversity, the infrequency of violent crime, the adequacy of support systems for senior citizens, and the infrequency of non-violent crime.

Between one third and one half of residents give a good or excellent rating to the following items: the availability of arts and cultural activities, access to walking trails, planning for future growth, the availability of activities for kids and teens, planning for economic development, the availability of low-income housing and the ability to get around by bicycle.

Fewer than one in four residents attest that the amount or extent of traffic congestion and the County's plans for future traffic is either good or excellent.

Important and significant regional differences are noted on a number of key services and attributes in Kitsap County. The contrasts between districts are most salient on rating Kitsap

County as a good place to raise children, the quality of its public library system, the infrequency of violent and non-violent crime and the availability of parks and open spaces.

Comparing to Services in Other Counties

Over half of respondents feel the quality of services provided by Kitsap County is somewhat or significantly better compared to those in other counties. Residents who are more likely to rate the quality of services provided by the County as better than in other counties include households with children, as well as residents aged 18 to 45 and those aged 65 and older. In all these categories, approximately six in ten indicate services provided by Kitsap County are better than in other counties.

It is interesting to note the level of exposure and experience with county services and amenities, as well as contact with a county employee have no effect on how residents compare the quality of Kitsap services to those in other counties.

Rating Kitsap County Employees

Approximately half of residents say they or someone in their household has contacted a Kitsap County employee in the past year. The overall impression of county employees is generally favorable, with three out of four indicating either “good” or “excellent”.

Kitsap County Issues

Awareness and Perception of Current Issues

Kitsap County citizens rely on a wide array of local and community newspapers to get information about local issues. The wide range in the levels of knowledge and awareness about county issues captures some of the vastness and breadth of the areas of concern to Kitsap County and its citizens. Results show that two out of three are aware of the NASCAR proposal and a similar proportion has at least some concerns about it.

Importance of County Issues

Residents rated the importance of specific items as well as the magnitude of issues on a series of relevant problems and concerns for Kitsap County. Residents are generally most concerned with environmental and aesthetic issues, including traffic, road conditions, water pollution, nuisance plants, junk vehicles and illegal dumping (noise and air pollution rate considerably lower). There are corresponding levels of concern about social issues such as unemployment, alcohol abuse, low-income housing, public transportation, and mental illness (racial and ethnic discrimination is a much lesser concern). The level of concern over access and activities ranks somewhat lower altogether, including recreational facilities, arts and cultural activities, access to shoreline and to walking trails.

Drug Issues in Kitsap County

Although the general trend indicates a more positive rating of the County’s response to drug abuse problems, there are significant segments of the population who clearly demonstrate a more negative attitude towards current county efforts.

Drug abuse problems have directly affected a reported thirteen percent of county households.

Emergency Preparedness

At least two out of three residents feel Kitsap County is somewhat prepared or very prepared to deal with natural disasters. Residents who have had greater exposure and experience with County services and amenities tend to indicate the county is more prepared to deal with natural disasters.

Approximately one in two residents reports they have a designated emergency kit. Of those, four out of five say their kit provides at least three days of food, water, first aid, clothing and other emergency supplies for everyone in the household.

Recommendation for County Open Space and Parks Plan

When asked what one change they would like to make to the County plan for parks and open spaces, the most cited response was to increase the space available for parks and recreation. Approximately one in ten respondents mention improving access to parks or improving park facilities, equipment and staffing. Other suggestions include: reducing fees, improving general park maintenance, keeping existing parks open, improving security and improving communications about park services.

County Budget Priorities

Identifying and Rating County's Highest Budget Priority

Kitsap Citizens focus on three main areas of concern in allocating the County's highest budget priority: traffic and planning, education and social services, and economic development. There is some degree of regional variation in these priorities, in particular between the relative importance of managing and planning for growth versus aiming to develop a stronger economy in the region. The importance of education is driven to some extent by age whereas the priority for health and social services is highly sensitive to household income. Overall, there is a fairly acute sense of urgency and negativity towards the county's performance on the self-identified highest budget priority.

Maintaining a Balanced Budget

Counties are facing difficult choices in attempting to maintain a balanced budget while dealing with reduced revenues. When asked to choose between four plausible options, a plurality of residents would rather go to the polls and seek voter approval for higher taxes. Those who would elect to eliminate specific programs from Kitsap County operations had some difficulty in identifying which specific programs to eliminate.

Priority for Spending County Tax Dollars

Nearly all the issues that residents were asked to rate garnered very high levels of attention, with at least two out of three rating it a major or moderate priority for spending tax dollars. The top three priorities include maintaining county roads, recruiting businesses that can offer living wage jobs, and responding to drug abuse problems –each with at least one in two who says it should be a major priority.

At a second level of priority, there are a number of issues that rate a “major” priority among just fewer than two in five residents. These include: developing and maintaining county parks, promoting economic development and diversification, promoting safe housing and coordinating land use. Kitsap residents rate developing and maintaining walking and bike trails and promoting tourism rate slightly lower.

Fewer than half of Kitsap residents rate this item as a major (7%) or moderate (34%) budget priority.

Perception of Value-for-Money in Kitsap County

Kitsap residents are generally accepting that they are getting good value-for-dollar for the services and programs provided by the County. While more than three in four believe their property tax bill is the same or higher than in other Washington counties, there is little consensus as to how much of their tax bill goes to support county government services. The perception of value for money does not appear to be predicated by age or household income, nor does it appear to be based the level of exposure to county services and amenities. On the other hand, those who feel that they are paying more than the State average in property taxes in Kitsap County are more likely to say they are getting their money's worth for County services and facilities.

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Project Overview

Introduction

Project Background & Research Procedures

Background & Research Objectives

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The main research objectives are:

- **To obtain representative input:** A random sample survey provides information that is representative of the community at large. The survey sample reflects the diversity of Kitsap County in terms of age, income, ethnicity, family status, district and other factors. It allows the County to compare survey results and relate them to the broader population.
- **To monitor the quality of life in Kitsap County:** The survey provides information on topics and circumstances related to the overall quality of life in Kitsap County and its districts from a citizen's perspective. It offers data on citizen's current perceptions regarding a wide variety of issues in the County.
- **To assess the performance of County services:** The survey provides information on how citizens are using a variety of County services and their levels of satisfaction with those services. It also highlights service and program problems, priorities, and preferences among County residents.
- **To identify areas for improvement:** The survey helps identify problems and directs attention to high priority areas where improvements should be made.

The Kitsap County Board of Commissioners contracted with Northwest Research Group to conduct the Kitsap County Citizen Survey. Northwest Research Group performed the following services:

- Project set-up;
- Sample design and sampling;
- Questionnaire design;
- Pre-testing;

- Programming for computer assisted telephone interviewing;
- Training, supervision, and monitoring of data collection;
- Data cleaning and processing;
- Data tabulation; and
- Summary report.

Research Procedures

Kitsap County's Citizen Survey was conducted via telephone between June 17, 2004 and June 25, 2004. Northwest Research Group contacted households within the county from a random sample of County residents.

The sample, purchased from Scientific Telephone Samples, contained a total of 5,290 phone numbers in Kitsap County in which all numbers were attempted to reach the final sample size of 410. Each dialing that did not result in a completed interview, disqualification, or immediate refusal was re-called a minimum of five times before it was considered used. This greatly increases the overall reliability of the data by limiting potential non-sampling error. Details of the final disposition of all sample attempts are kept under separate cover in the Field Services Report.

Questionnaire Development

The Kitsap County Board of Commissioners provided Northwest Research Group with ideas and services that the Board wished to have included in the survey. Northwest Research Group incorporated these County-specific programs and services into the survey as well as creating additional questions to measure citizen satisfaction and suggestions. The survey instrument contained the following sections:

- An Introduction and Screening;
- Quality of County Services;
- County Issues;
- Personal Safety;
- Information Sources and Use of County Services;
- Current County Issues; and
- Respondent Demographics.

Number of Completed Interviews

A total of 410 interviews were completed for the 2004 Kitsap County Citizen Survey. The average survey length was 28.8 minutes with a standard deviation of 6.4 minutes.

Table 1 : Completed Interviews

	<u>Total</u>	<u>District 1</u> N. Kitsap / Bainbridge Island	<u>District 2</u> South Kitsap	<u>District 3</u> Central Kitsap / Bremerton
# of Interviews Completed	410 (100%)	135 (33%)	135 (33%)	140 (34%)

Weighting

Data reported for the total population were weighted according to demographic representation in the County based on 2002 Census statistics. Weighting data corrects for any under or overrepresentation within the demographic groups (age, ethnicity, gender and income). In essence, weighting the data ensures the demographic breakout of citizens interviewed – that of 410 completes in the completed sample – is proportionate to the demographic breakouts in Kitsap County.

In short, unweighted data provides the actual percentages and cell sizes of what was attained in the survey while weighted data reflects percentages and cell sizes that have been adjusted, or weighted, to represent the actual make-up of Kitsap County residents.

Sample Characteristics

When interpreting survey findings, it is important to know the characteristics of the population. The more the survey sample reflects the characteristics of the population from which the survey is taken, the more likely it is that the survey results are representative of that population. For this reason, careful sample management helps to ensure that the final sample database closely approximates the County's resident demographic profile. In addition, data were weighted to further ensure the final sample database reflects actual demographic profiles within the County.

Weights were calculated to account for income, gender within age categories and ethnicity.

The following table presents a demographic profile of the residents interviewed for this survey.

Table 2 : Demographics

	2002 Census (%)	Survey Sample 2004 (%) <u>Before</u> Weighting	Survey Sample 2004 (%) <u>After</u> Weighting
Gender			
Male	49%	42%	50%
Female	51	58	50
Age			
18-24	13%	10%	13%
25-44	37	39	38
45-64	35	36	34
65+	15	14	15
Household Income			
<\$30,000	20%	18%	21%
\$30K to \$55K	24	22	25
\$55K to \$75K	27	25	27
\$75K +	30	27	27
Ethnicity			
Non-Hispanic	96%	97%	96%
Hispanic	4	3	4

Statistical Significance

In interpreting survey results, it should be kept in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the whole population were surveyed. Simply put, sampling error relates to the accuracy of the observed distribution and the reliability of the results compared to the population as a whole. The size of such sampling error depends largely on the number of interviews conducted.

Using a confidence interval of 95 percent, the overall margin of sampling error for this survey is plus or minus 4.84 percent for questions asked of all respondents. The confidence interval (95 percent) relates to the *reliability* of the sample: results from the sample would be replicated in the population 19 times out of 20. The maximum error of the estimate (4.84 percent, based on how large the sample is and how reliable it is compared to the population) determines the *accuracy* of the results.

To provide an example from this study, suppose that 410 Kitsap County citizens were asked a question. It is statistically sound to say that 19 times out of 20, the answers provided from the *sample* would be *replicated in the population as a whole*, within a margin of plus or minus 4.84 percent. If fifty percent in the survey said “yes”, then it can be asserted that 19 times out of 20, the answers for “yes” will range from 45.16 to 54.84 percent among the whole population.

As we compare smaller sub-samples, the margin for sample error increases. Using the same example but this time comparing two groups of 100 citizens, if 50 percent of group A (100 citizens) said “yes”, we would need to observe a difference of at least 9.8 percent in group B (100 citizens) to determine that the difference between the two groups is not simply due to sampling error.

The following table provides further detail of the sampling error at different sample sizes. The 50% / 50% proportion assumes the worst case scenario, or the greatest margin of error at the various sample sizes. The proportion refers to the percentage of respondents who answer a question in a particular way. For example, if half of all respondents answer “yes” and half answer “no” to a question, the 50% / 50% scenario should be used to determine the margin of error for that question – while if a large majority (90%) of all respondents say “yes” and only 10% say “no,” the associated margin of error is assumed to be smaller.

ERROR ASSOCIATED WITH DIFFERENT PROPORTIONS AT DIFFERENT SAMPLE SIZES					
Sample Size	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
50	8.32%	11.09%	12.70%	13.58%	13.86%
100	5.88%	7.84%	8.98%	9.60%	9.80%
200	4.16%	5.54%	6.35%	6.79%	6.93%
300	3.39%	4.53%	5.19%	5.54%	5.66%
400	2.94%	3.92%	4.49%	4.80%	4.90%
410	2.90%	3.87%	4.44%	4.74%	4.84%

Reporting Format

Notes on Data Analysis and Report Format

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics and reports on demographic variations that yielded statistically and practically significant differences from what would be expected in a random sample. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is statistically significant. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is practically significant. To be practically significant, the difference must be statistically significant. However, a statistically significant difference may not always be practically significant. The following notes describe reporting conventions used in the report:

- Information about the overall results for each question is presented first, followed by relevant, statistically and practically significant differences between major demographic groups. The probability level for determining statistical significance is $< .05$.
- Except where noted, tables and charts provide information among respondents who offered opinions to a question, including “don’t know.” When the “don’t know” category represents less than five percent of responses, it is not included as an answer point in the graphics. Refusals to answer were not included in the analysis generating the graphics.
- Detailed responses and breakdowns of responses for all questions are included separately in the form of banners. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample – for example, residents of different districts, age, gender, income, household composition, length of residence, etc.
- When available, identical survey items from the 2003 national **SMARTCity™** study are displayed in table format comparing results from Kitsap County to results from the nationwide study of cities and municipalities.
- Some survey items for Kitsap County were adapted from the SMARTCity™ questionnaire. Whereas SMARTCity™ respondents were asked about the *city* in which they live, respondents in this study were asked about *Kitsap County*.

A few notes on SMARTCity™

- Northwest Research Group has developed a comprehensive performance measurement system for local governments – SMARTCity™. This benchmarking tool allows for comparison of results with other communities of comparable size and/or facing similar issues.
- Data from an individual community’s SMARTCity™ survey is benchmarked against results from a national survey of more than 1,600 households. The national survey is conducted using the same methodology and survey questions as would be used in an individual community. Unlike other purported citizen benchmarking tools that allow comparisons against other communities who have elected to participate in a study, this national survey ensures that residents of cities and towns of all sizes and in all locations are included.

Perceptions of Kitsap County

Rating Kitsap County Overall

Overall, Kitsap County citizens give very favorable ratings to their County and most would recommend it to others as a place to live. They generally feel safe in their neighborhoods and integrated in their communities. While a majority of residents indicate overall satisfaction, a significant segment feels dissatisfied with how the County communicates with its residents and plans for the future. Residents are also split on the amount of opportunity they feel they have to affect how things happen in Kitsap County.

Describing Kitsap County as a Place to Live

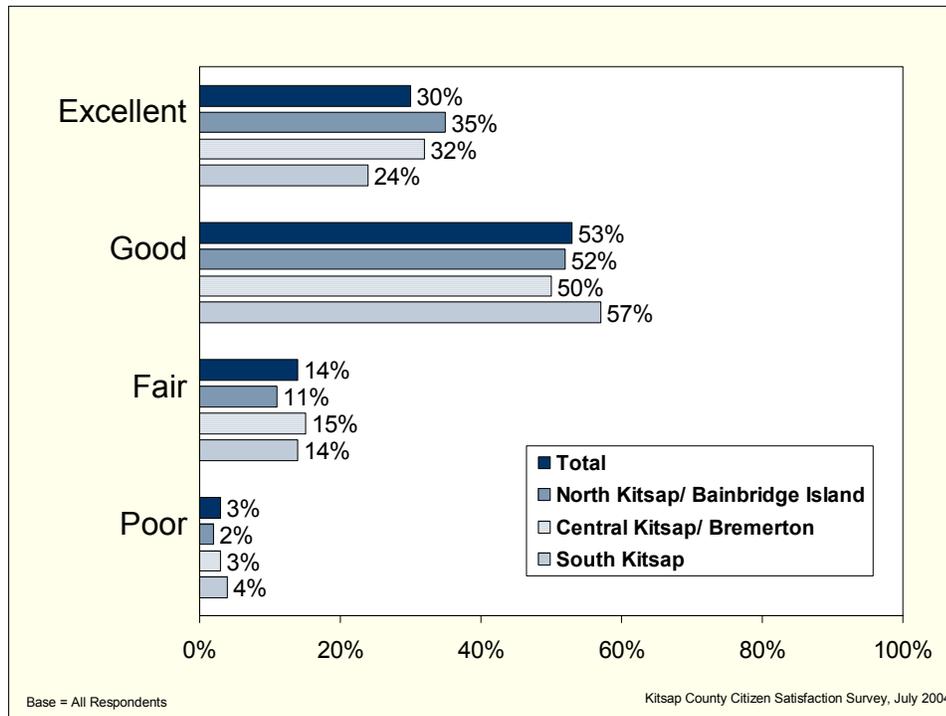
Overall, the results indicate that residents hold a very positive view of Kitsap County. Over eight in ten (83%) describe Kitsap County as either “good” (53%) or “excellent” (30%). One in seven (14%) rate Kitsap County as “fair” and a very small segment (3%) consider Kitsap County to be a “poor” place to live.

There are few significant differences in how residents of the three districts rate Kitsap County as a place to live. On a four-point scale of 1 to 4, where 1 indicates “poor” and 4 indicates “excellent,” residents of North Kitsap/ Bainbridge Island register a higher mean rating (3.20) than residents of South Kitsap (3.02).

The highest overall ratings of Kitsap County as a place to live are likely to be found among older residents. Nearly half (46%) of those aged 65 and older feel Kitsap County is an “excellent” place to live whereas residents under 35 are more inclined to describe Kitsap County as a “good” place to live (65%). Younger Baby Boomers (aged 35 to 44) are among those most likely to give a rating of “fair” (20%).

Women tend to give a slightly more favorable overall rating of Kitsap County (mean of 3.18, compared to 3.03 among men). The overall rating is also more elevated among those with higher household incomes and residents who have had greater exposure to County services and amenities in the past year.

Figure 1: Overall, How Would You Describe Kitsap County As A Place To Live?



Feeling Safe in Your Neighborhood

Most Kitsap County residents indicate they feel safe walking in their neighborhood during the day (75% indicate “very safe” and further, 20% feel “reasonably safe”). When asked how safe they feel walking alone in their neighborhood after dark, the overall perception of personal safety declines, with fewer than half (43%) who indicate they feel “very safe” and another third (36%) who feel “reasonably safe.” One in seven (13%) feels “somewhat unsafe” and less than one in ten (6%) feels “very unsafe” walking alone in their neighborhood after dark.

Compared to the other two districts, a significantly higher percentage of residents of North Kitsap/ Bainbridge Island indicate they feel “very safe” walking alone in their neighborhood, both during the day (85%) and after dark (62%).

The sense of personal security and safety correlates with the overall rating that residents give to Kitsap County. Residents who describe Kitsap County as a poor or fair place to live express lower levels of personal safety walking alone in their neighborhood during the day and after dark. Nearly one in five residents who feel that Kitsap County is less than a good place to live indicate they feel “very unsafe” walking alone in their neighborhood after dark (18%, with a further 19% who feel “somewhat unsafe”).

Residents with higher household incomes tend to express a greater feeling of personal safety in their neighborhood, both during the day and after dark. Nearly three in ten residents who report a household income less than \$30,000 indicate they feel unsafe walking alone in their neighborhood at night (16% feel “somewhat unsafe”, a further 13% feel “very unsafe”).

Women feel somewhat less safe than men walking alone in their neighborhood after dark. Women are less likely to say that they feel “very safe” (34%, compared to 54% of men) and tend rather to indicate that they feel “reasonably safe.” As well, a larger segment of women indicate

they feel “very unsafe” walking alone in their neighborhood at night (9% of women, compared to 3% of men).

Figure 2: How Safe Do You Feel Walking Alone In Your Neighborhood During The Day?

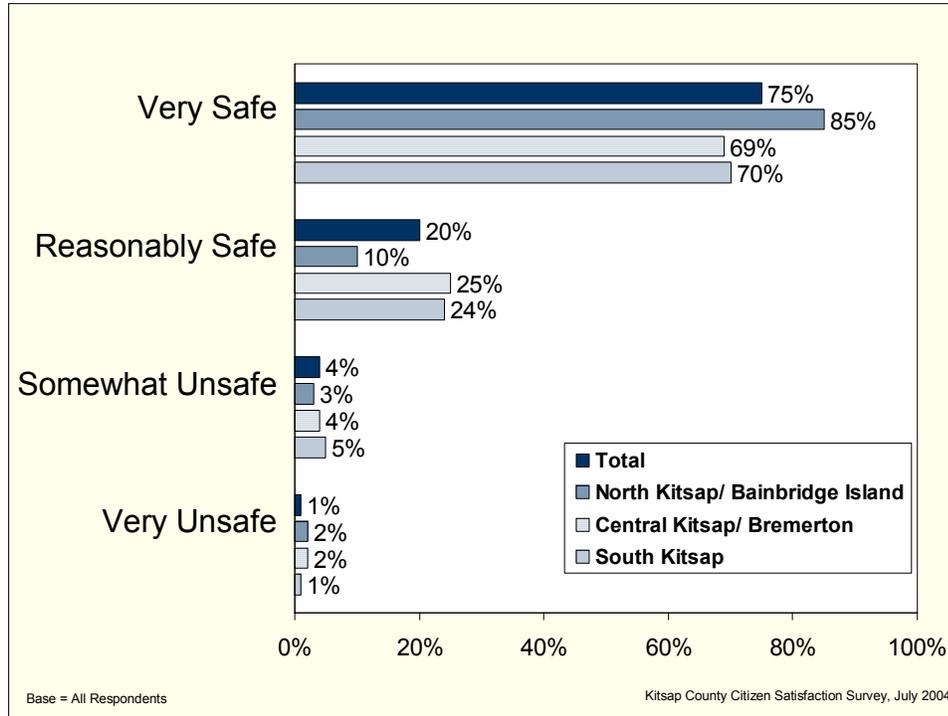
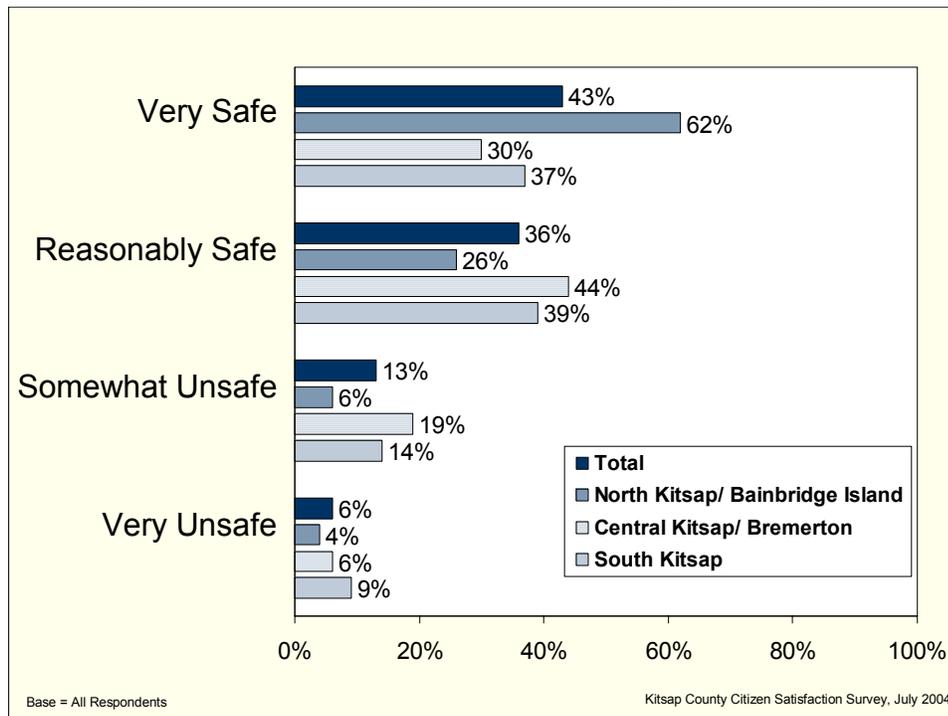


Figure 3: How Safe Do You Feel Walking Alone In Your Neighborhood After Dark?



Planning for the Future

Overall, the assessment of Kitsap County’s job in planning for the future is fairly positive. A majority of residents (59%) are satisfied but there is a significant segment that is either neutral or dissatisfied with how Kitsap County is planning for the future. One fourth (25%) express dissatisfaction, an opinion that is shared fairly evenly among residents of all three districts.

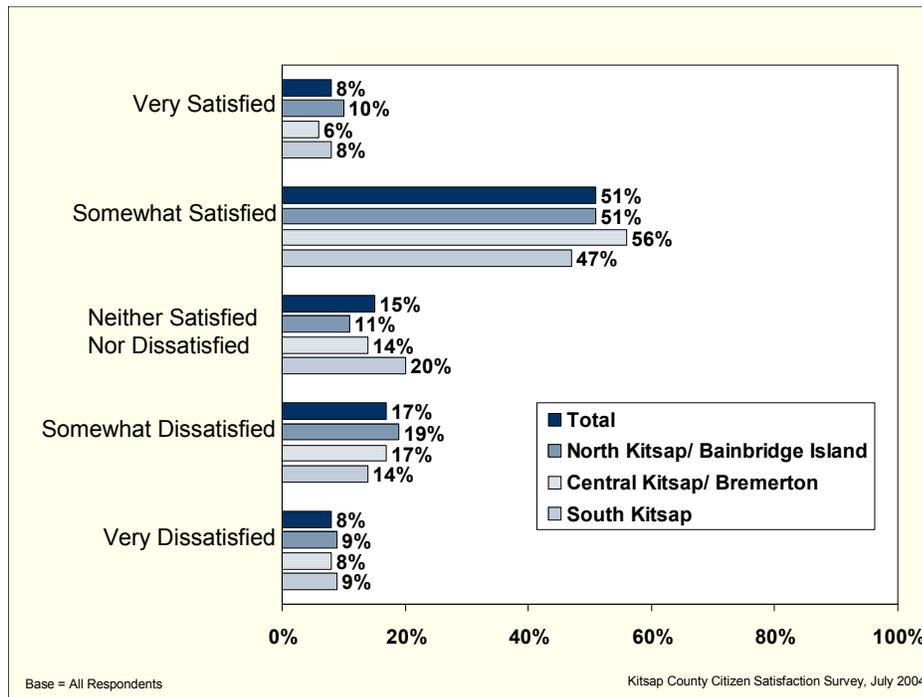
Long-time residents of Kitsap County and those between the ages of 45 and 64, are among those most likely to be dissatisfied with the job Kitsap County is doing in planning for the future. The overall rating of Kitsap County is also reflected in this assessment: over half (55%) of those who rate Kitsap County as a poor or fair place to live are dissatisfied with the County’s job in planning for the future.

Planning for the future proves to be a hotter topic in Kitsap County compared to national SMARTCity™ data, with a significantly smaller percentage of residents indicating satisfaction with planning in this area (59% satisfied, compared to 70% satisfied in SMARTCity™).

Table 3 : Overall, How Satisfied Are You With The Job <Kitsap County/ Your City> Is Doing In Planning For The Future?

Rating: Satisfaction with planning for the future	Kitsap County	SMARTCity™
Very Satisfied	8%	21%
Somewhat Satisfied	51%	49%
Neither Satisfied nor Dissatisfied	15%	10%
Somewhat Dissatisfied	17%	12%
Very Dissatisfied	8%	6%

Figure 4: Overall, How Satisfied Are You With The Job Kitsap County Is Doing In Planning For The Future?



Communicating with Residents

Kitsap County residents feel about the same towards the job that the County does in communicating with its residents. A majority of residents indicate they are satisfied (58%) but there is a significant segment that expresses dissatisfaction with how the County communicates with its residents (15% somewhat dissatisfied, 9% very dissatisfied).

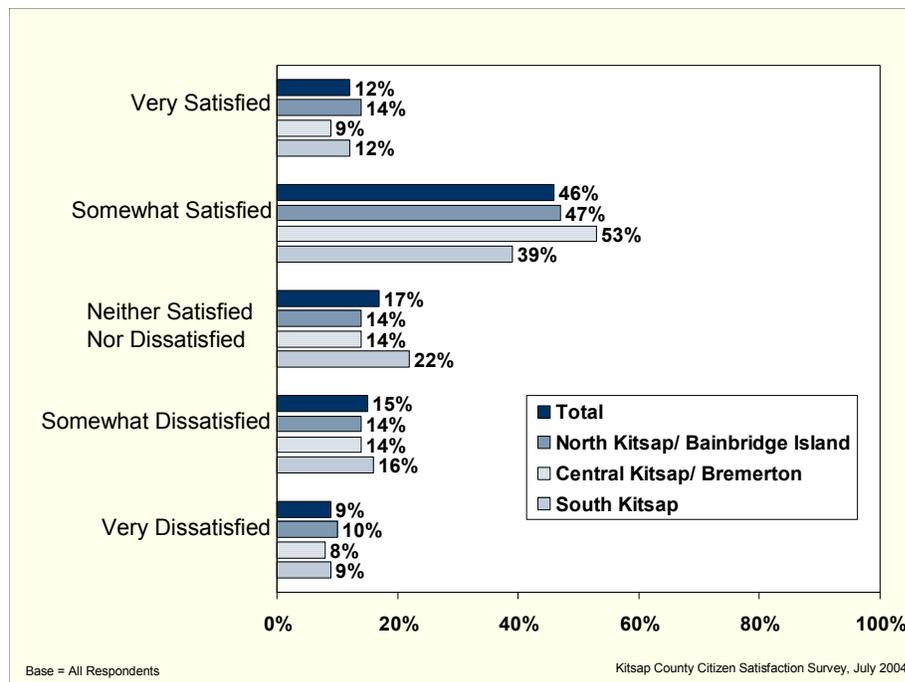
Residents from all three districts share a very similar assessment of the County on this issue. The harsher critics are found among long-time residents: one in three (32%) of those who have lived in Kitsap County for twenty years or longer are dissatisfied with the job the County does in communicating with them. Men also tend to be less satisfied than women on this issue. On the other hand, a greater proportion of residents under 45 (26%, compared to 10% among older residents) are neither satisfied nor dissatisfied towards the job the County does in communicating with its residents.

Again, Kitsap County rates somewhat lower than the overall findings from SMARTCity™ on rating county/city communication with its residents.

Table 4 : Overall, How Satisfied Are You With The Job <Kitsap County/ Your City> Is Doing In Communicating With Its Residents?

Rating: Satisfaction with communicating with residents	Kitsap County	SMARTCity™
Very Satisfied	12%	23%
Somewhat Satisfied	46%	47%
Neither Satisfied nor Dissatisfied	17%	10%
Somewhat Dissatisfied	15%	12%
Very Dissatisfied	9%	7%

Figure 5: How Satisfied Are You With The Job Kitsap County Does In Communicating With Its Residents?



Opportunity to Affect How Things Happen

Kitsap County residents express mixed views on their opportunities to influence and shape how things happen in their county: half (51%) say they have some opportunity and a further one in ten (10%) feel they have a great opportunity to do so. On the other hand, nearly three in ten feel they have little opportunity (28%) and one in ten (9%) also indicates they have no opportunity to affect how things happen in Kitsap County. The broad split is observed across all districts.

A larger percentage of men (44%, compared to 32% of women) feel that they have little or no opportunity to affect how things happen in Kitsap County.

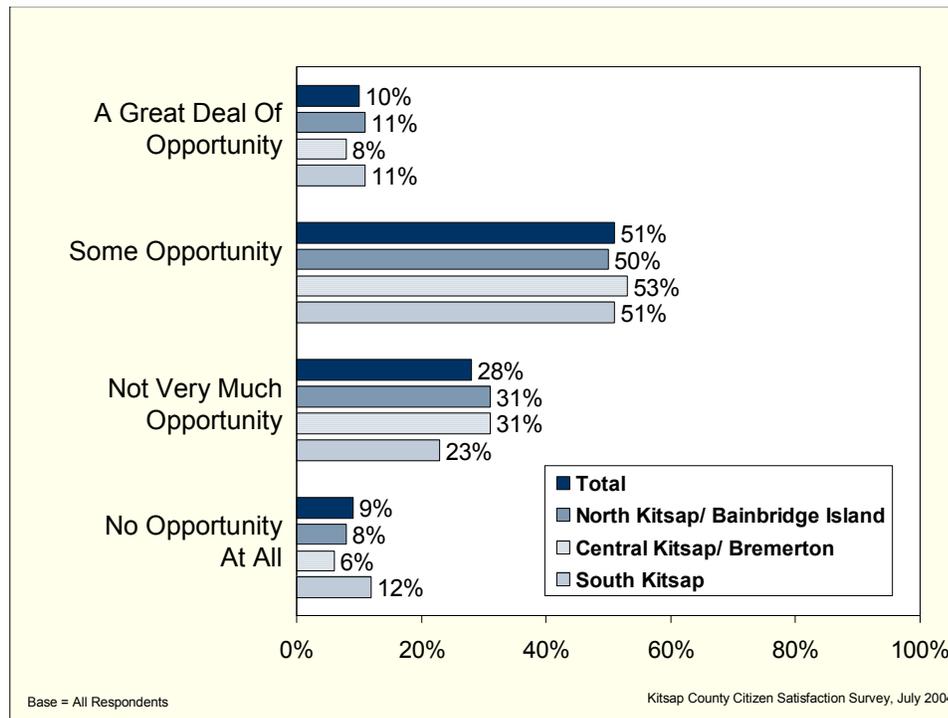
Residents who feel less connected to their community and how things happen in Kitsap County are also less likely to rate Kitsap County as a good or excellent place to live. They also tend to have had less exposure to county services and amenities (parks, community centers) and direct communication efforts from the county (newsletters, voter pamphlets, public access television).

The results in Kitsap County are very similar to the overall findings from SMARTCity™.

Table 5 : How Much Opportunity Do You Have to Affect How Things Happen in <Kitsap County/ Your City>?

Rating: opportunity to affect how things happen	Kitsap County	SMARTCity™
A great deal of opportunity	10%	14%
Some opportunity	51%	51%
Not very much opportunity	28%	24%
No opportunity at all	9%	8%

Figure 6: How Much Opportunity Do You Have To Affect How Things Happen In Kitsap County?



Recommending Kitsap County as a Place to Live

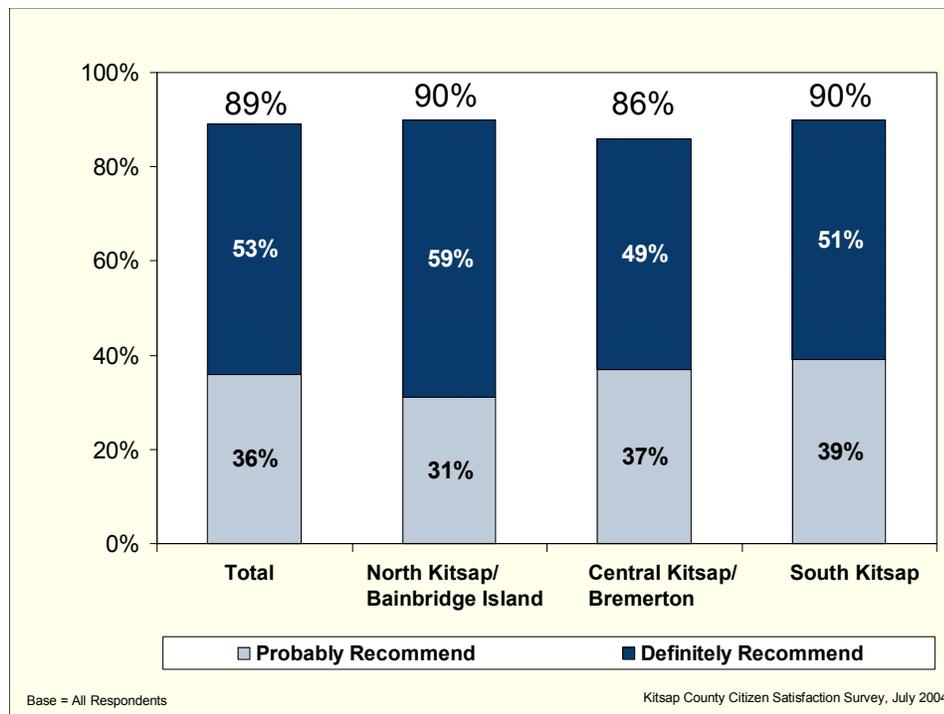
A strong majority of residents indicate they would recommend Kitsap County to a friend or relative as a place to live (53% definitely recommend, 36% probably recommend). These views hold for all districts and across most demographic and household variables. More women indicate that they would “definitely recommend” Kitsap County (60%) as a place to live than men (44%).

Results from Kitsap County reflect similar findings from SMARTCity™ data.

Table 6 : Would You Recommend <Kitsap County/ Your City> to a Friend or Relative As a Place to Live?

Recommend as a place to live	Kitsap County	SMARTCity™
Definitely would recommend	53%	55%
Probably would recommend	36%	29%
Probably would not recommend	5%	8%
Definitely would not recommend	4%	6%

Figure 7: Would You Recommend Kitsap County To A Friend Or Relative As A Place To Live?



County Services and Employees

Accessing Kitsap County Services

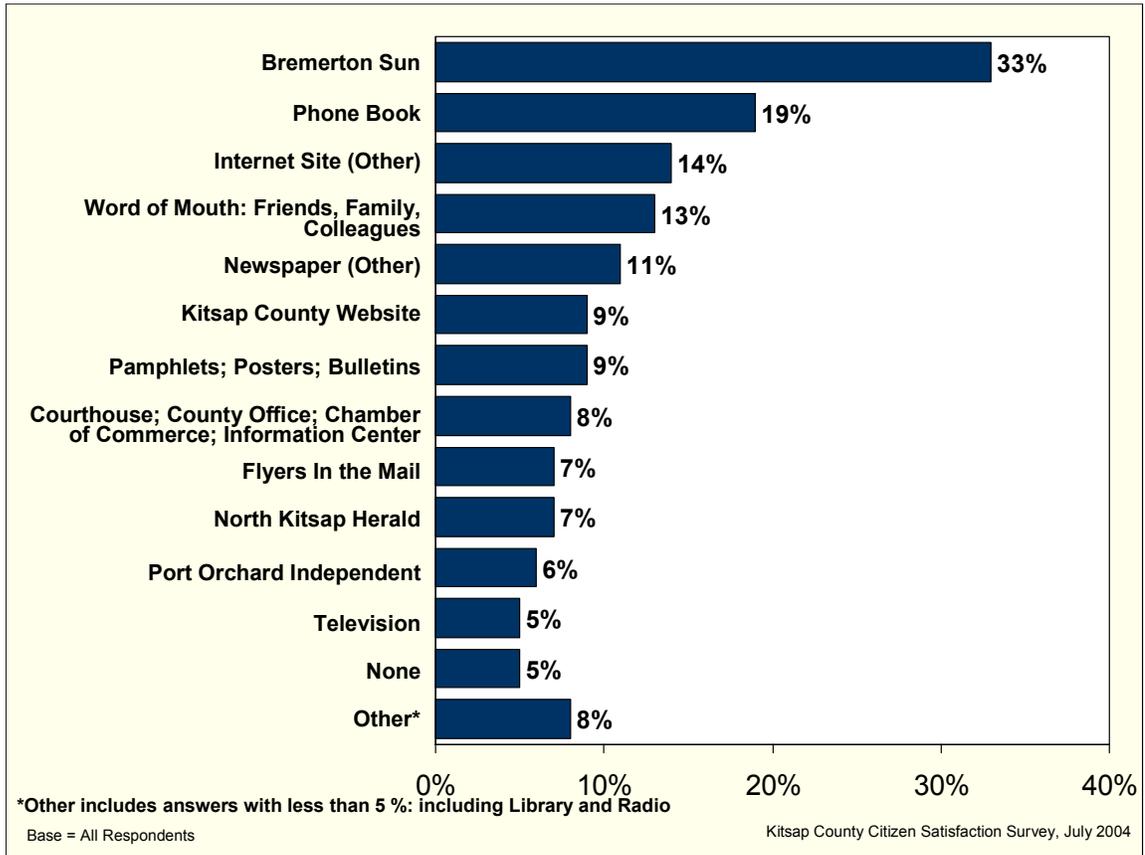
Understanding how residents access the range of services provided by Kitsap County begins with identifying the various sources where they gather information on these services. Residents obtain information on County services from a number of sources, including community and local newspapers, flyers they receive in the mail and information they read in County buildings.

The second part of understanding residents' access to county services concerns the means of delivery. A majority assigns a high priority to providing customer service staffing to ensure citizens can conveniently and quickly obtain information and use services. Providing multiple channels to access information and county services is also seen as a very strong priority, particularly among younger residents. The connection with a real "live" person is also an essential aspect of accessing county services. Most indicate that having a live operator to answer calls from the public is important, including two out of three who rate it as very important.

Sources of Information for County Services

Kitsap residents consult a wide array of sources to inform themselves about the services provided by the county. Most revealing from this question is the relatively scattered distribution of responses. Aside from The Bremerton Sun (mentioned by 33% of all respondents) and the phone book (mentioned by 20%), there is little in the way of a universal source that reaches a wider segment of residents. Approximately one in seven (13%) indicate they rely on word of mouth or Internet sites to find out about Kitsap County services. One in ten (9%) mention the Kitsap County website specifically. Other sources mentioned by fewer than one in ten residents include: The North Kitsap Herald, The Port Orchard Independent, various community newspapers, pamphlets, posters, flyers received in the mail, information posted in county offices and buildings, as well as at the library. Television and radio figure very marginally as sources for information on services provided by Kitsap County.

Figure 8: What Sources Of Information Do You Currently Use To Find Out About The Services Kitsap County Provides?



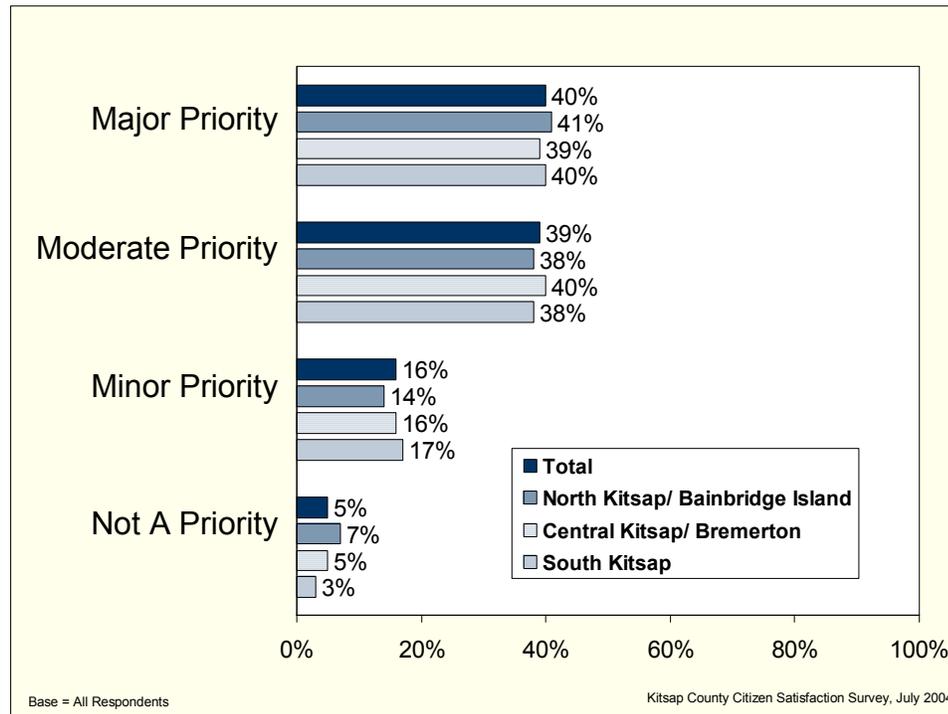
Importance of Providing Customer Service Staffing

Providing customer service staffing for information seekers and service users registers as a high priority among Kitsap residents from all districts. Four out of five identify it as either a major (40%) or moderate (39%) priority, sending a strong signal from residents on their desire to improve or maintain their ability to quickly obtain and use government services in person.

There are few demographic or household differences to report for this variable. The younger cohort (aged 18 to 34) is more likely to indicate providing such customer service staffing is a moderate (51%) rather than a major priority (27%). On the other hand, those aged 55 to 64 are more likely to assign it a major (55%) rather than a moderate (30%) priority.

This is also an area of improvement for residents who rate Kitsap County as a poor or fair place to live. A clear half (51%) assign a major priority to providing customer service staffing for obtaining information and using government services in person.

Figure 9: How Much Of A Priority Is It That The County Provide Customer Service Staffing To Ensure Citizens Can Conveniently And Quickly Obtain Information And Use Government Services In Person?

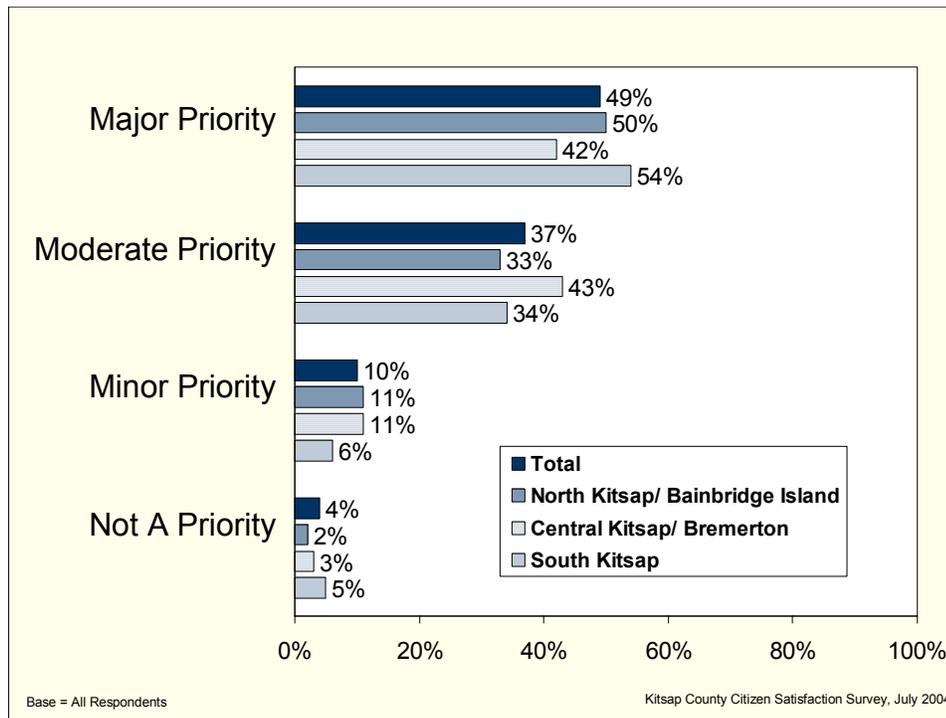


Importance of Providing Multiple Channels

A strong majority of Kitsap residents want to be able to access government services and information through a variety of channels, traditional and electronic. Overall, half (49%) consider it to be a major priority. A further thirty-seven percent (37%) indicate it is a moderate priority for the County to provide various means of accessing services and information. Compared to other districts, residents in South Kitsap are more likely to indicate providing multiple channels for information and government services is a major priority.

There is a significant age split on this priority. Fewer residents aged 65 and older indicate that providing access to methods such as the county web page, e-mail, regular mail and telephone should be a high priority for Kitsap County (only 30% indicate high priority). They are more likely than their younger counterparts to indicate that providing multiple channels should be a minor (14%) or not a priority at all (12%) for the County.

Figure 10: How Much Of A Priority Is It That The County Provide Access To Methods Such As Via The County Web Page, E-Mail, Regular Mail, And Telephone To Ensure Citizens Can Obtain Public Information And Use Government Services?

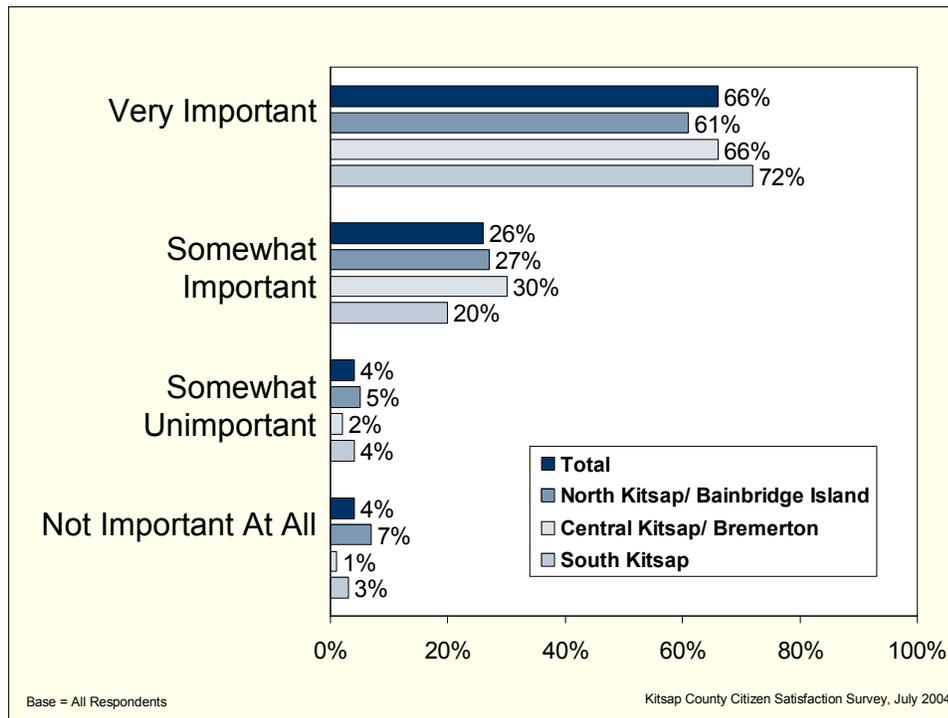


Importance of a Live Operator

A firm majority (66% overall) of Kitsap residents believe that it is very important that a live operator answer calls from the public. This figure is slightly higher among South Kitsap residents (72%). A further one in four overall (26%) indicate that it is somewhat important to have a live person answer calls from the public.

An interesting and significant shift is observed in this variable: as residents get older, having a live person to answer calls becomes increasingly more important. Whereas just under six in ten (57%) residents under the age of 35 indicate a live operator is very important, this figure increases steadily to nearly three out of four (73%) among those over the age of 45.

Figure 11: When Calling The County, How Important Is It That A Live Operator Answer Calls From The Public?



Using Kitsap County Services, Programs and Facilities

Residents were asked about their use or exposure to an array of county services, amenities and publications over the past year. There are interesting and significant distinctions between the districts regarding some of the services, publications and programs they are more or less likely to have been recently exposed to.

As noted in an earlier section, increased exposure to county services and amenities, in particular to the County Fair and Community Centers, is linked to a more favorable rating of Kitsap County as a place to live.

Visiting a County Park or Open Space

Most Kitsap residents indicate they or someone in their household has visited a county park or open space in the past year (84% overall). The proportion is slightly lower in South Kitsap (79%), and is significantly lower among all older residents (69% of those over 55 have visited a park or open space, compared to 95% patronage among those under 45).

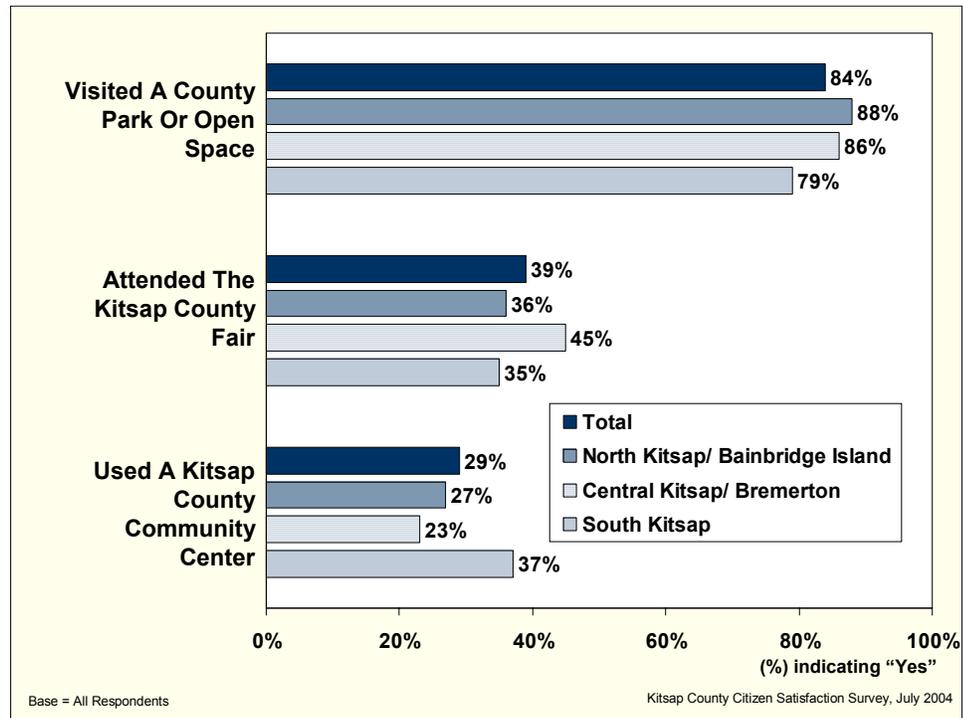
Attending the Kitsap County Fair

Overall, four in ten (39%) residents report someone in their household attended this year's Kitsap County Fair. Attendance is highest among Central Kitsap residents (45%). Residents who have been living in Kitsap County for at least four years and those with children living at home are among those most likely to indicate that they have attended the County Fair.

Used a Kitsap County Community Center

A smaller segment (29% overall) of residents indicates they have used a Kitsap County Community Center in the past year. Compared to the other districts, the level of use is slightly higher in South Kitsap (37%). A greater proportion of women (35%) and residents with children in their household (38%) indicate they have recently used a Kitsap County Community Center.

Figure 12: In The Last 12 Months, Have You Or Any Member Of Your Household...?



Reading a Kitsap County Issued Voter’s Pamphlet

A strong majority (76% overall) of residents indicate they have read a recent County-issued voter’s pamphlet. There is a very strong age split for its readership: among those under 35, only half (51%) indicate they have read a county voter’s pamphlet. This increases to three out of four (74%) among residents aged 35 to 44 and rises to nine in ten residents (90%) over the age of 45.

Homeowners are far more likely than renters to have read a county-issued voter’s pamphlet (81%, compared to 58%) – as are residents who have been living in the county for more than three years (82%, compared to 50% of those who have been residents of Kitsap County for three years or less).

Reading a Kitsap County Issued Newsletter

Approximately half of all residents (49%) recall reading a Kitsap County-issued newsletter. This proportion is fairly stable across most demographic and household variables, increasing slightly among residents with higher household incomes.

Viewing Public Access Television

A significant minority of residents (43% overall) report they have viewed public access television BKAT (Comcast Channel 12, Charter Communications Channel 3). Regionally, the segment is greater in South and Central Kitsap (47% and 49%, respectively) and smaller in North Kitsap (34%).

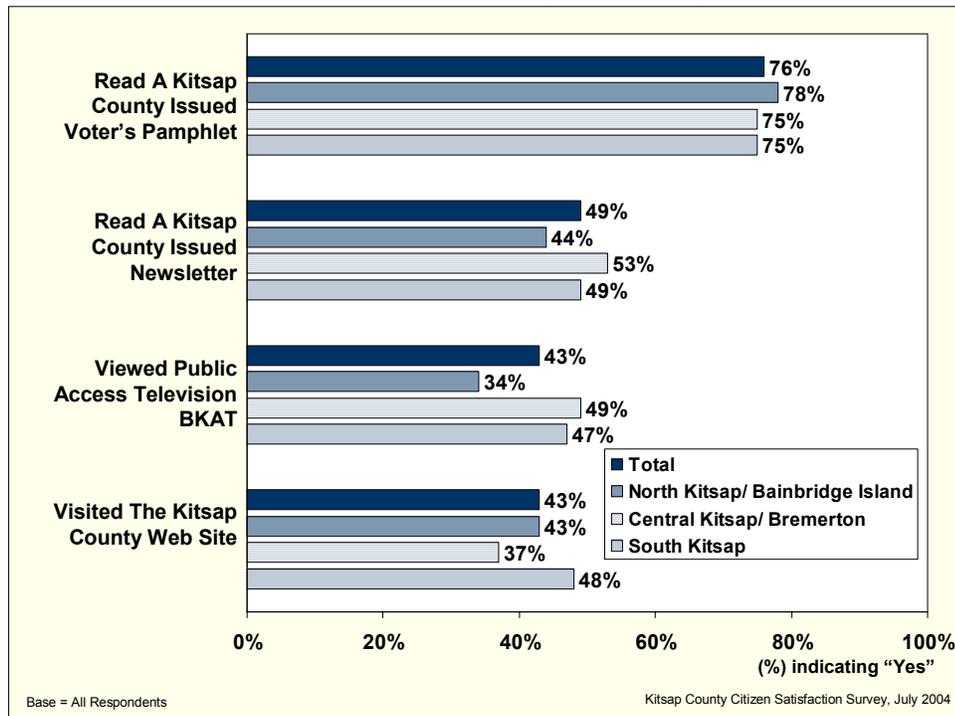
Long-time Kitsap residents are among those most likely to have viewed public access television in the past year (53% among those who have lived in Kitsap for at least 20 years). Viewership is also higher among the segments of the population who report lower levels of education (51% of some college or less, compared to 31% of those with a four-year college degree or higher).

Visited the Kitsap County Web Site

Overall, two in five Kitsap residents (43%) say they have visited the Kitsap County web site in the past year. The rate is slightly lower among residents of Central Kitsap (37%), than in North Kitsap (43%) or South Kitsap (48%).

Exposure to the Kitsap County web site is significantly skewed by age, with very few seniors (19% of those over the age of 65) having accessed the County web site. Exposure also increases among residents with higher household incomes. Residents who do not have Internet access at home are very unlikely to have visited the County web site (7%).

Figure 13: In The Last 12 Months, Have You Or Any Member Of Your Household...?



Rating Kitsap County Services and Attributes

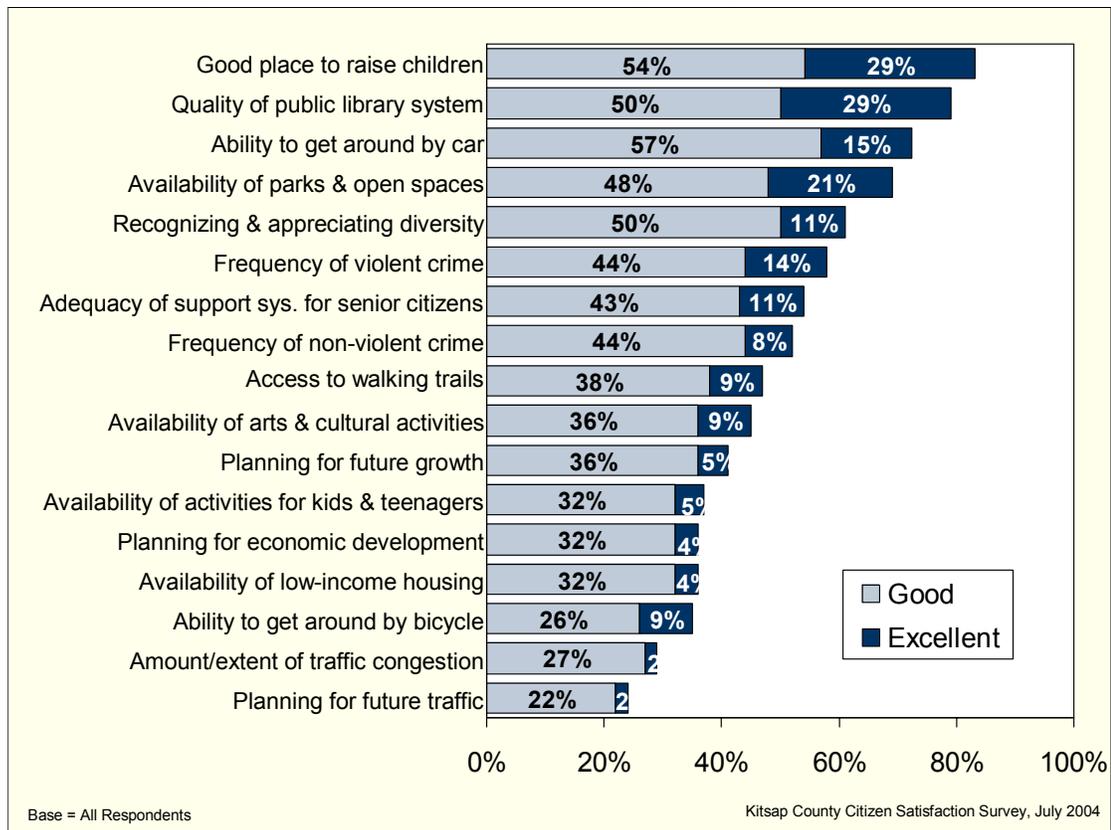
Residents rated Kitsap County on seventeen specific services and attributes. The top four performers for “good” and “excellent” ratings include being a good place to raise children (83%), the quality of the public library system (79%), the ability to get around by car (72%) and the availability of parks and open spaces (69%).

A second tier of performers include services and amenities that rate “excellent” and “good” from half to two thirds of respondents. They include: recognizing and appreciating diversity (61%), the infrequency of violent crime (58%), the adequacy of support systems for senior citizens (54%), and the infrequency of non-violent crime (52%).

Between one third and one half of residents give a “good” or “excellent” rating to the following items: access to walking trails (47%), the availability of arts and cultural activities (45%), planning for future growth (41%), the availability of activities for kids and teens (37%), planning for economic development (36%), the availability of low-income housing (36%) and the ability to get around by bicycle (35%). Less than one in four residents attest that the amount or extent of traffic congestion (24%) and the County’s plans for future traffic (24%) is either good or excellent.

Important and significant regional differences are noted on a number of key services and attributes in Kitsap County. The contrasts between districts are most salient on rating Kitsap County as a “good” place to raise children, the quality of its public library system, the infrequency of violent and non-violent crime and the availability of parks and open spaces.

Figure 14: How Would You Rate Kitsap County For ...?



A Good Place to Raise Children

Overall, ratings are quite positive for Kitsap County being a good place to raise children. Three in ten (29%) give Kitsap County an “excellent” rating, with a further fifty-four percent (54%) giving a rating of “good.” One in seven (13%) describe the County as “fair” and very few (1%) rate the county as a “poor” place to raise children.

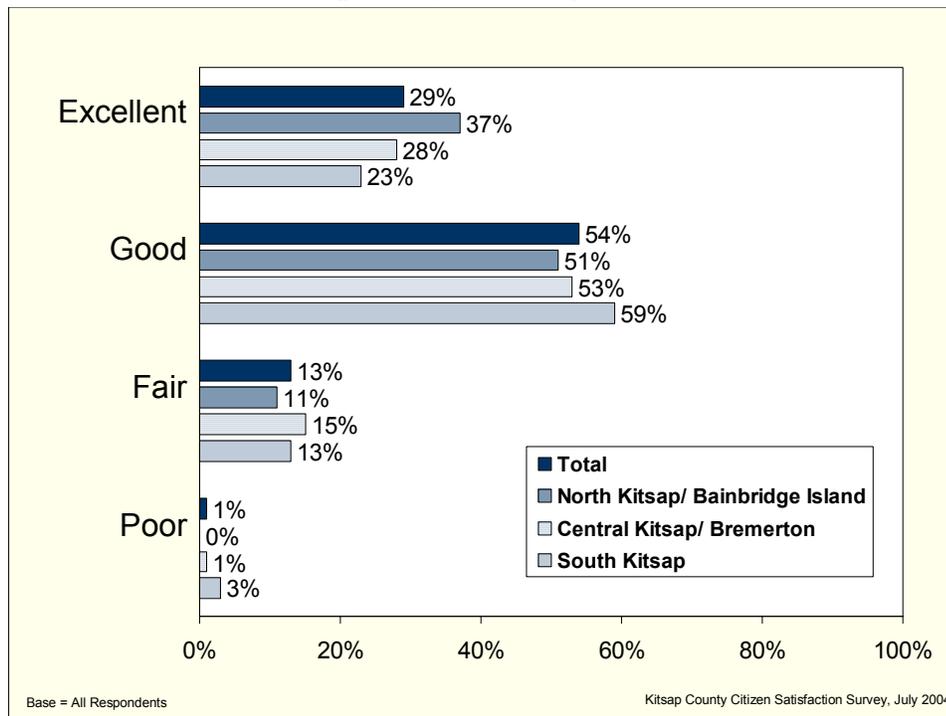
Regional differences to note include a slightly higher mean rating in North Kitsap (37% indicate “excellent”). Residents over the age of 55 are also slightly more inclined to rate the County as a “good” or “excellent” place to raise children.

When comparing these results to national SMARTCity™ data, Kitsap citizens have a more favorable rating of their county as a good place to raise children (83% “good” or “excellent,” compared to 67% in national data).

Table 7 : How Would You Rate <Kitsap County/ Your City> For Being A Good Place to Raise Children?

Rating: Good place to raise children	Kitsap County	SMARTCity™
Excellent	29%	25%
Good	54%	42%
Fair	13%	23%
Poor	1%	10%

Figure 15: How Would You Rate Kitsap County For Being A Good Place To Raise Children?



Quality Public Library System

The overall high ratings for the public library system (29% “excellent,” 50% “good”) reveal significant and important regional differences. Whereas approximately half of residents across all districts rate the public library system as “good,” there are stark contrasts in the proportions who rate the library as “excellent” or “fair.” In North Kitsap, two in five (41%) rate the library as “excellent”, compared to one in six residents in South Kitsap (17%). Conversely, a greater percentage of residents in South Kitsap rate the library system as “fair” (22%, compared to 6% in North Kitsap). The results in Central Kitsap are between these two extremes, thus substantially reflecting the overall results.

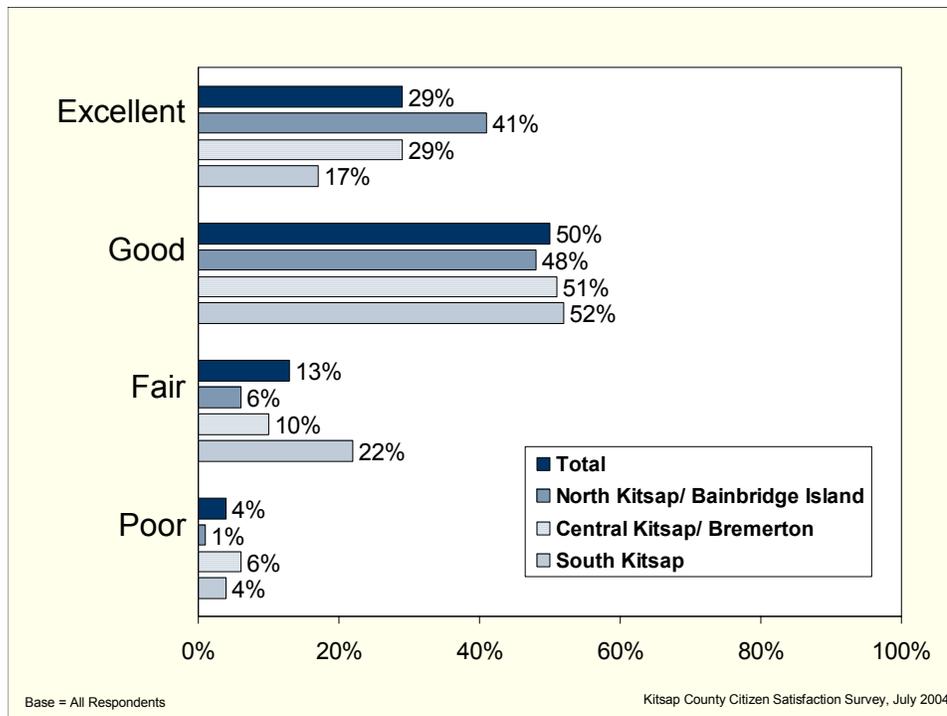
The overall rating of the public library system in Kitsap County tends to increase among its older residents.

To a very large extent, the results from Kitsap County mirror the data from SMARTCity™.

Table 8 : How Would You Rate <Kitsap County/ Your City> For The Quality of the Public Library System?

Rating: Quality of the public library system	Kitsap County	SMARTCity™
Excellent	29%	30%
Good	50%	47%
Fair	13%	16%
Poor	4%	5%

Figure 16: How Would You Rate Kitsap County For The Quality of The Public Library System?



Getting Around By Car

More than half of all residents (57%) describe the County as a “good” place to get around by car, with a further one in seven (15%) rating Kitsap County as “excellent” on this item. A significant segment rates the ability to get around by car in the County as “fair” (23%).

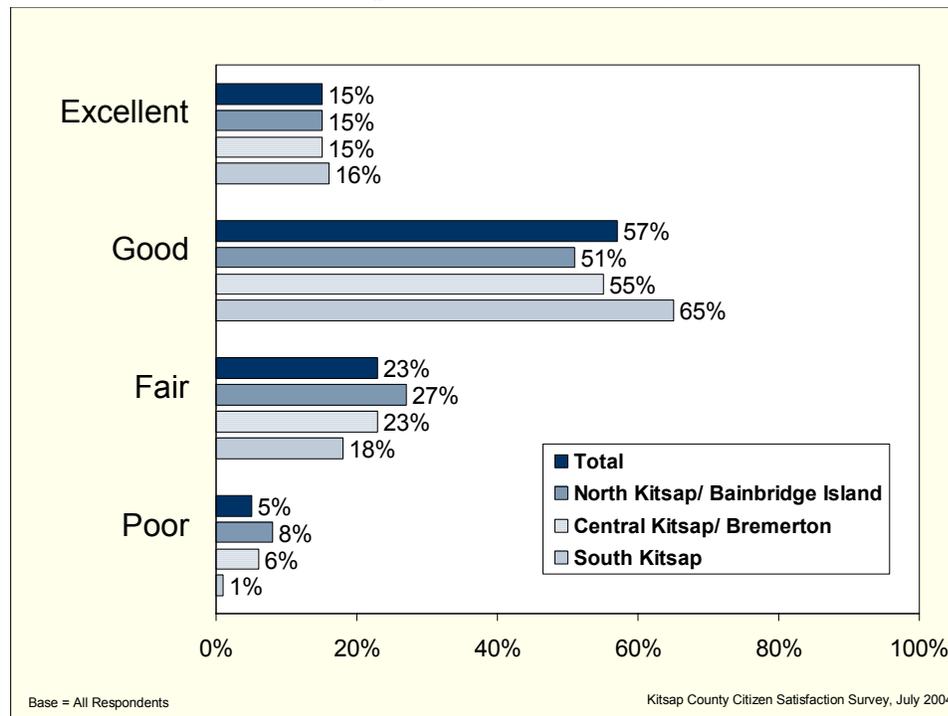
There is significant variability between districts on this item. Results from North Kitsap residents reveal less favorable ratings. Fewer residents in North Kitsap rate the County as a “good” place to get around by car (51%) and more indicate Kitsap County is “fair” (27%) or “poor” (8%) on this issue. Results in South Kitsap are more favorable, with two out of three (65%) rating it as “good” and fewer than one in five who rate it “fair” (18%) or “poor” (1%). Ratings from Central Kitsap split the difference between these two groups.

Compared to the national data from SMARTCity™, a greater percentage Kitsap residents rate the ability to get around by car as “good” rather than “excellent.”

Table 9 : How Would You Rate <Kitsap County/ Your City> For The Ability to Get Around By Car?

Rating: Ability to get around by car	Kitsap County	SMARTCity™
Excellent	15%	29%
Good	57%	47%
Fair	23%	17%
Poor	5%	7%

Figure 17: How Would You Rate Kitsap County For The Ability to Get Around By Car?



Available Parks and Open Spaces

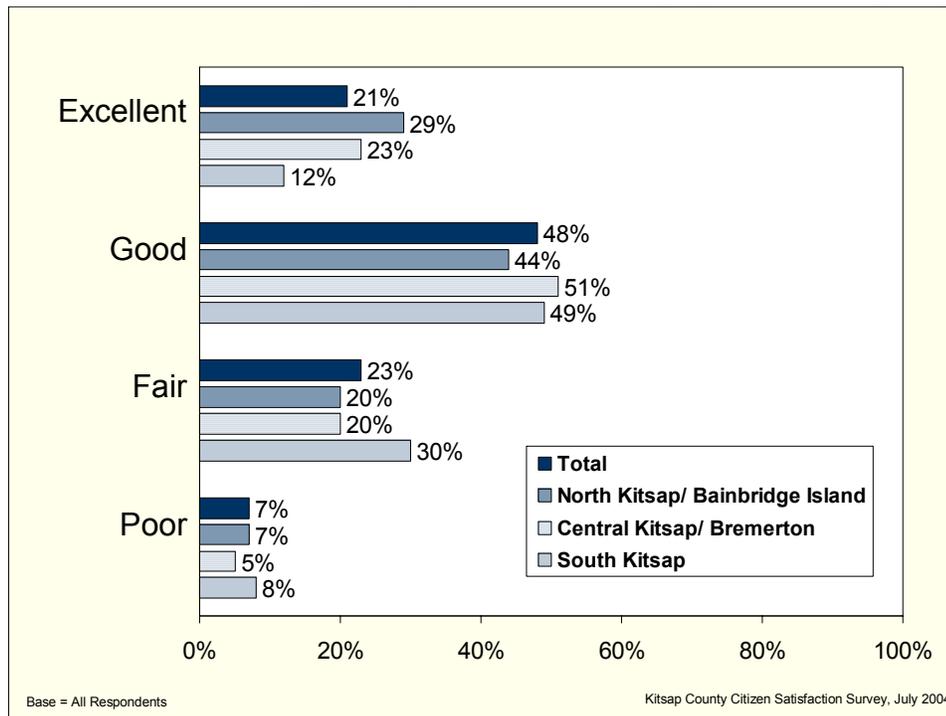
Overall, nearly seven in ten rate the availability of parks and open spaces in Kitsap County as “excellent” (21%) or “good” (48%). The balance is split three to one between those who rate it as “fair” (23%) and those who rate it as “poor” (7%).

The rating levels for “good” and “poor” remain fairly stable across the districts, but there is some volatility between districts among those who indicate an “excellent” or “fair” rating of the availability of parks and open spaces in Kitsap County. A significantly smaller segment of residents in South Kitsap rate this item as “excellent” (12%) and they are more likely than others to indicate the availability of parks and open spaces in the County is “fair” (30%).

Among those least likely to describe the availability of parks and open spaces in Kitsap County as “excellent” or “good” are the younger Baby Boomers (aged 35-44).

Strong ratings for the availability of parks and open spaces are also linked to a better overall rating of Kitsap as a place to live.

Figure 18: How Would You Rate Kitsap County For The Availability Of Parks And Open Spaces?



Recognizing and Appreciating Diversity

A majority of Kitsap County citizens share favorable views on the way that the County recognizes and appreciates diversity. Half (50%) rate it “good” and a further one in ten (11%) rate it “excellent” on this item. Nonetheless, significant segments express concern over this issue, with one in four rating it as “fair” and one in ten giving the county a “poor” rating. Overall, five percent (5%) did not know how to rate the County on this item. Ratings across the districts are fairly stable, with a greater percentage of South Kitsap residents (9%) expressing uncertainty on how to rate the county on this item.

Residents aged 65 and older are among those most likely to rate the county as “good” (57%) or “excellent” (16%) at recognizing and appreciating diversity. As well, relative newcomers to the community (those that have lived in their community for less than four years) have a significantly higher mean rating, with two out of three (65%) rating the county as “good” on this issue.

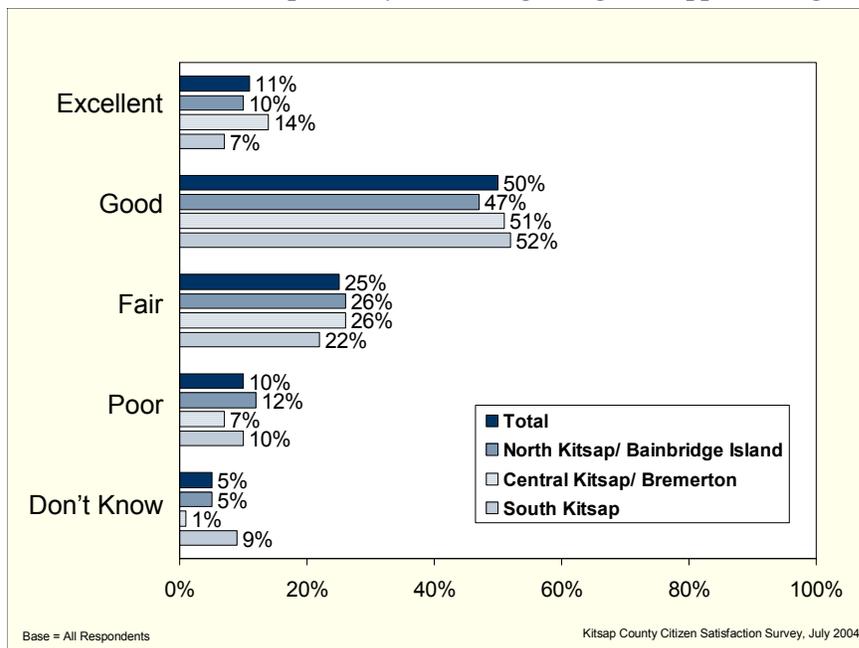
Higher ratings on this item are also linked to a stronger recommendation of the County as a place to live, as well as an increased exposure to county publications, services and amenities.

Compared to nationwide findings in SMARTCity™, residents rate Kitsap County slightly lower for recognizing and appreciating diversity.

Table 10 : How Would You Rate <Kitsap County/ Your City> For Recognizing and Appreciating Diversity?

Rating: Recognizing and appreciating diversity	Kitsap County	SMARTCity™
Excellent	11%	21%
Good	50%	50%
Fair	25%	20%
Poor	10%	6%

Figure 19: How Would You Rate Kitsap County For Recognizing and Appreciating Diversity?

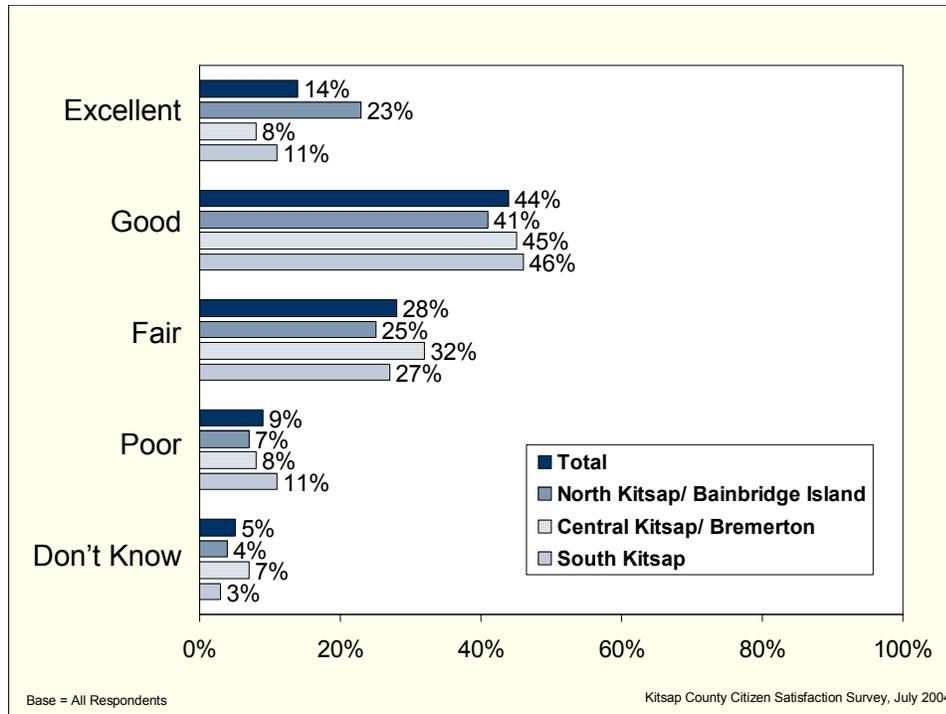


(In) Frequency of Violent Crime

Over half (58%) rate the frequency of violent crime in Kitsap County as either “excellent” (14%) or “good” (44%). However, the regional analysis reveals significant variability. Whereas one in seven (14%) rate it as “excellent” overall, that figure is as low as eight percent (8%) in Central Kitsap and as high as twenty-three percent (23%) in North Kitsap.

Seniors appear to be the most concerned about the frequency of violent crime in Kitsap County, with over half rating it as “fair” (48%) or “poor” (5%).

Figure 20: How Would You Rate Kitsap County For The Frequency of Violent Crime?



Support Services for Senior Citizens

Residents are generally favorable on this item, with just over half who rate the County as “good” (43%) or “excellent” (11%) on the adequacy of support services for senior citizens. One in five (20%) describe the county as “fair” on this issue and very small share (7%) rate it as “poor.”

A significant segment, one in five overall, were uncertain as to how to rate the County on this issue. Regionally, this segment is as large as thirty percent in North Kitsap and as small as thirteen percent in Central Kitsap. Uncertainty is also most pronounced among residents aged 35 to 44 (32% “don’t know”).

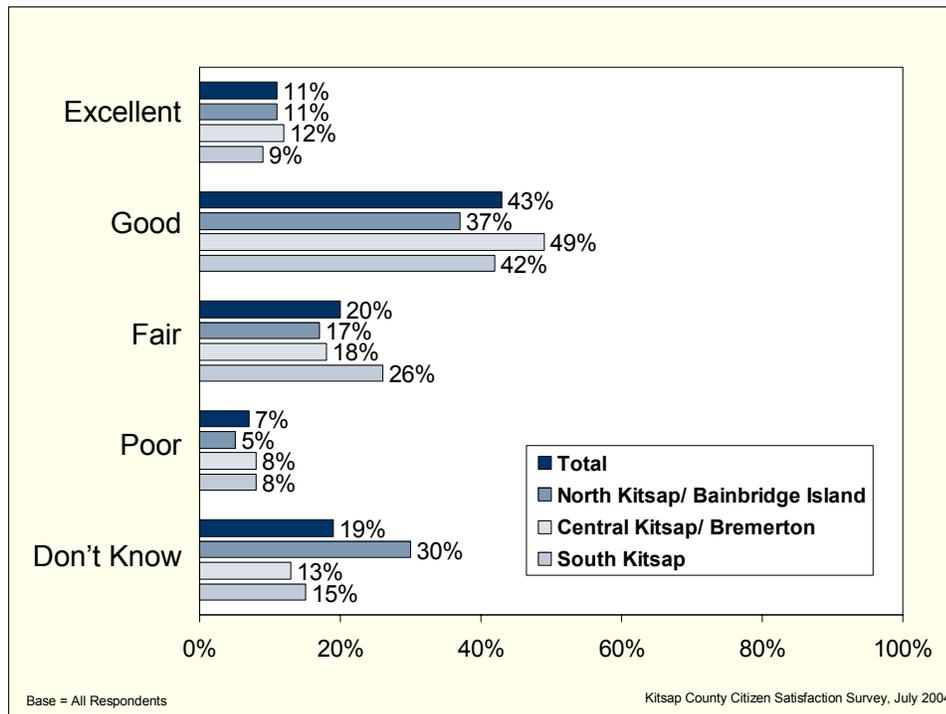
Kitsap residents with lower household incomes tend to rate the county more critically on this issue. One in seven (14%) of those with incomes less than \$30,000 rate the County as “poor” at providing adequate support services for senior citizens.

As shown in Table 11 below, the results from Kitsap County are very similar to the national findings from SMARTCity™.

Table 11 : How Would You Rate <Kitsap County/ Your City> For Adequacy Of Support Services For Senior Citizens?

Rating: Adequacy of support services for senior citizens	Kitsap County	SMARTCity™
Excellent	11%	15%
Good	43%	40%
Fair	20%	22%
Poor	7%	8%

Figure 21: How Would You Rate Kitsap County For Adequacy Of Support Services For Senior Citizens?



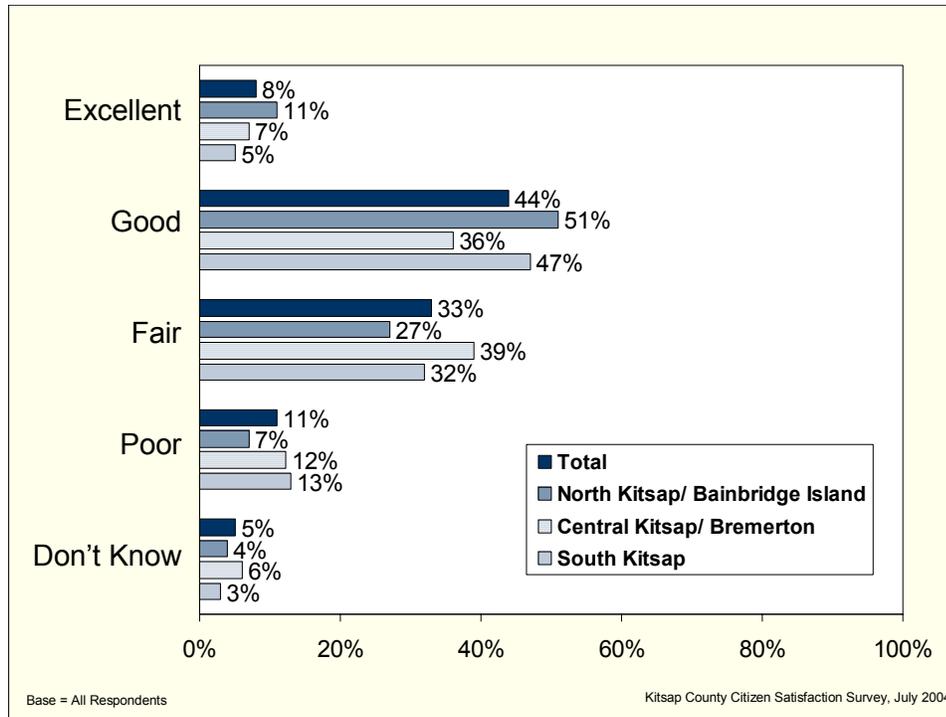
(In) Frequency of Non-Violent Crime

The results are split with a slim majority of residents rating the County as “good” (8%) or “excellent” (44%) on the frequency of non-violent crime. One in three rate the County as “fair” (33%) and one in ten as “poor” (11%). The level of uncertainty is similar to the rating for violent crime in the County (5% indicate “don’t know”). Seniors register a significant proportion of the uncertainty segment (14% of those aged 65 or older indicate “don’t know”).

Regionally, Central Kitsap residents are less likely to indicate positive ratings for the County on the frequency of non-violent crime: over half indicate “fair” (39%) or “poor” (12%).

The level of positive rating on this issue appears to increase with higher levels of household income. Whereas over half of residents with household incomes less than \$30,000 rate the County as “fair” (38%) or “poor” (14%), this figure drops to one in three among those with incomes greater than \$75,000 (22% “fair,” 10% “poor”).

Figure 22: How Would You Rate Kitsap County For The Frequency of Non-Violent Crime?



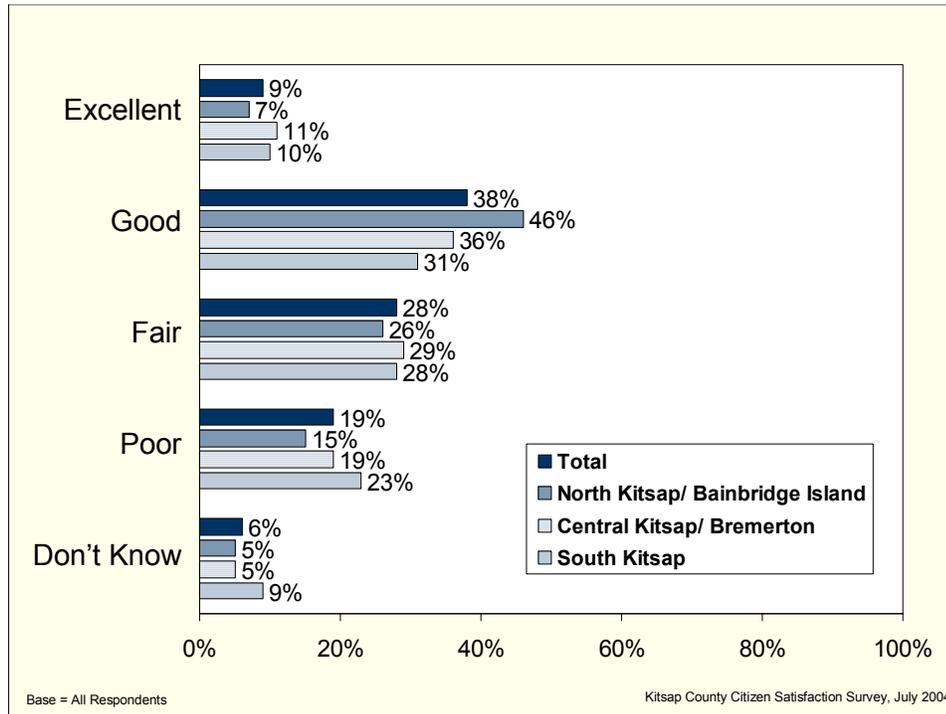
Accessible Walking Trails

Again, there is an even split between positive and negative ratings on this issue, with a plurality (38%) rating the County as “good” on its access to walking trails. Not far behind is the proportion of residents who feel the county rates “fair” on this issue (28%), followed by one in five (19%) who rate it as “poor.” Only one in ten (9%) give an “excellent” rating to access to walking trails in Kitsap County.

Regionally, positive ratings tip the balance in North Kitsap (53% “good” or “excellent”).

Among the youngest (18 to 34) and oldest (65 and older) age cohorts, ratings skew more positively with nearly six in ten (59%) indicating “good” or “excellent” on this issue.

Figure 23: How Would You Rate Kitsap County For Access To Walking Trails?



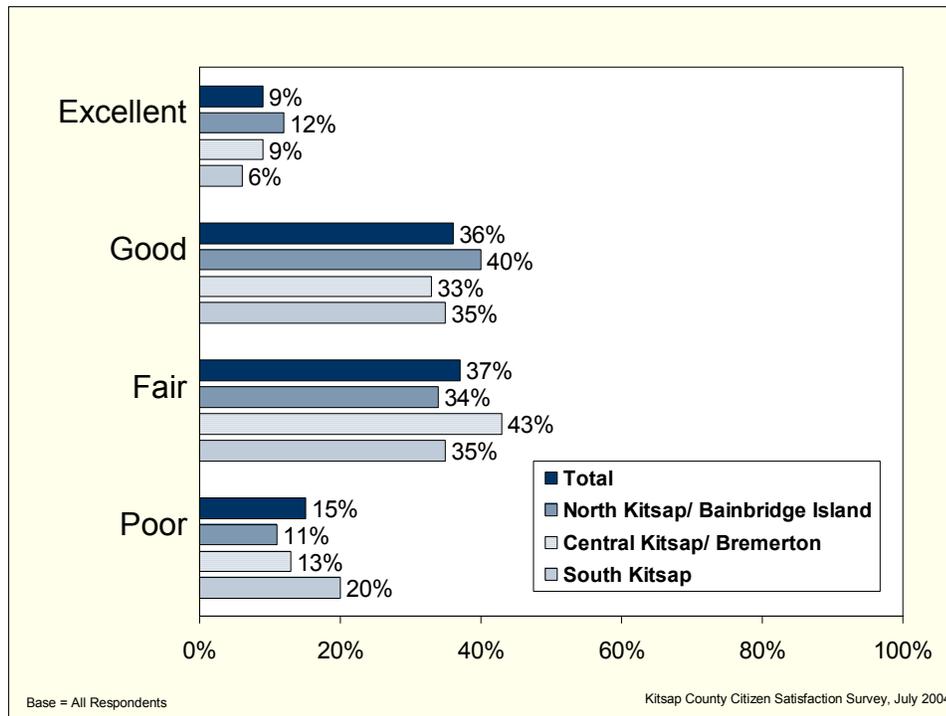
Available Arts and Cultural Activities

There is a fairly even split between positive and negative ratings on the issue of available arts and cultural activities in Kitsap County. Results are virtually the same for “good” and “fair” ratings (36% and 37%, respectively) and a slightly greater percentage rate the County as “poor” (15%) rather than “excellent” (9%) on its availability of arts and cultural activities.

The rating on arts and culture is significantly higher in North Kitsap (62% “good” or “excellent”) compared to South Kitsap (52% “good” or “excellent”).

There is some variability among demographic characteristics, notably age, where the Baby Boomers (aged 35 to 54) are far more likely to rate the availability of arts and cultural activities in Kitsap County as “poor” (20%).

Figure 24: How Would You Rate Kitsap County For The Availability of Arts and Cultural Activities?



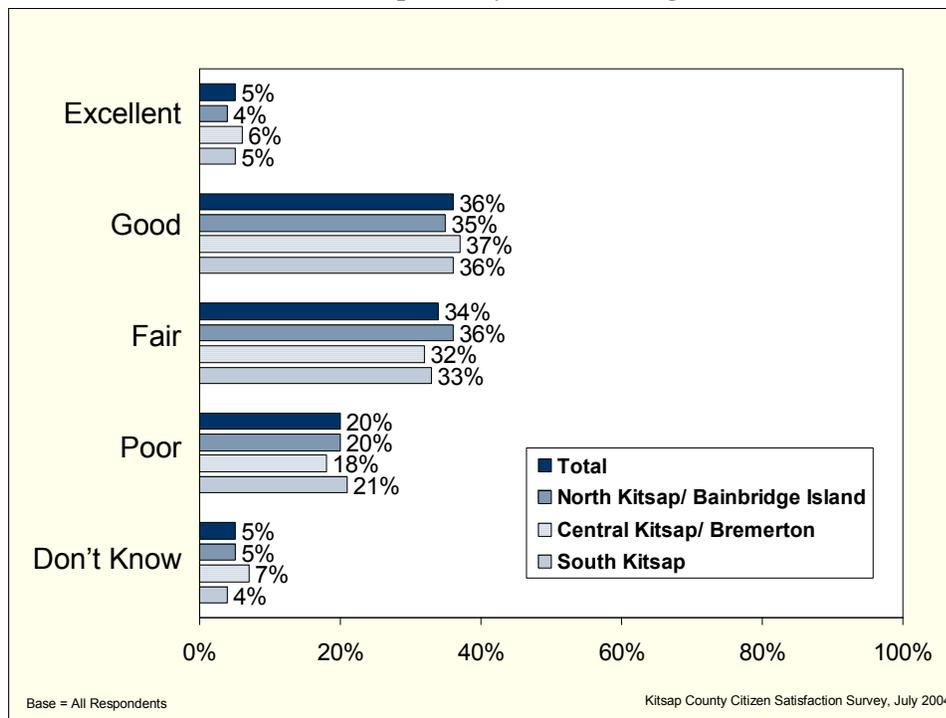
Planning For Future Growth

There is very little regional differentiation in rating the County’s planning for future growth. Overall, the majority rates the county negatively (34% “fair”, 20% “poor”), with a strong segment (36%) giving the County a “good” rating on this issue. Very few (5%) believe that Kitsap County is “excellent” at planning for future growth.

Relative newcomers to their community offer the most positive rating on planning for future growth (50% of those who have lived in their community for three years or less indicate “good”). Residents under the age of 35 are also more positive in rating the County on this issue (48% indicate “good,” 10% indicate “excellent”).

Those who rate the County’s planning for future growth as “good” are among those most likely to recommend Kitsap County to others as a place to live.

Figure 25: How Would You Rate Kitsap County For Planning For Future Growth?



Available Activities for Kids and Teenagers

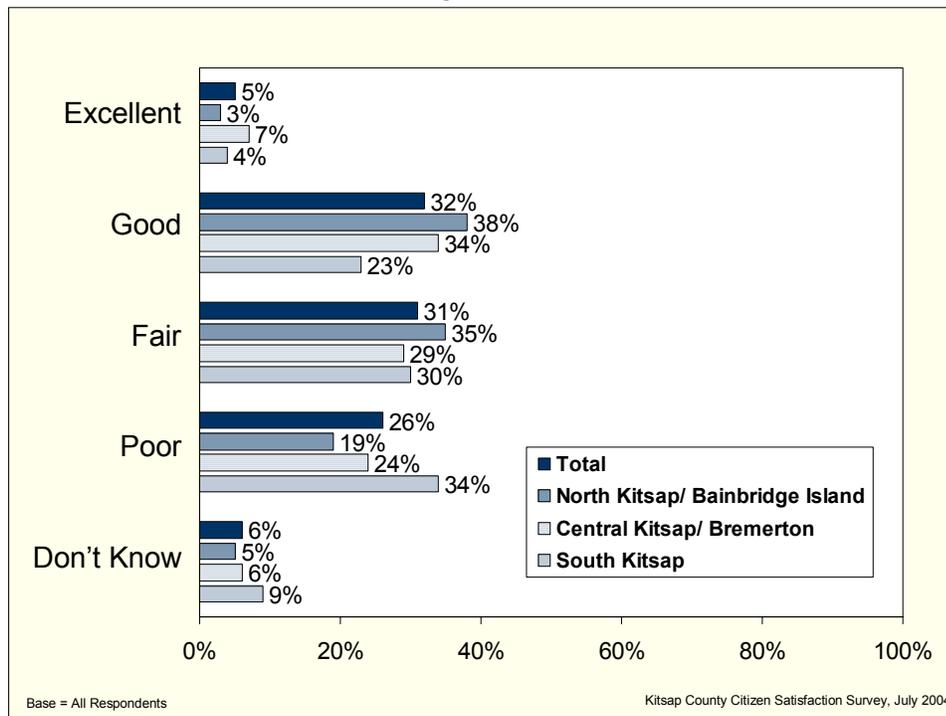
There are significant regional differences in how residents rate the county on the availability of activities for kids and teenagers. Overall, the majority gives a rating of either “fair” (31%) or “poor” (26%) with one in three (32%) rating the county as “good” and very few (5%) granting an “excellent” rating. In South Kitsap, nearly two out of three give a negative rating (30% “fair”, 34% “poor”) on the availability of activities for kids and teenagers.

Table 12 describes how little difference there is in the bulk of the opinion share when comparing households with and without children. Where they differ is that one in ten households with children rate the available activities as “excellent,” compared to one in ten households without children who indicate “don’t know.”

Table 12 : How Would You Rate Kitsap County For The Availability Of Activities For Kids And Teenagers?

Rating: Availability of Activities for Kids and Teenagers	Children in Household	No Children in Household
Excellent	10%	2%
Good	34%	31%
Fair	32%	31%
Poor	24%	27%
Don't Know	1%	10%

Figure 26: How Would You Rate Kitsap County For The Availability Of Activities For Kids And Teenagers?



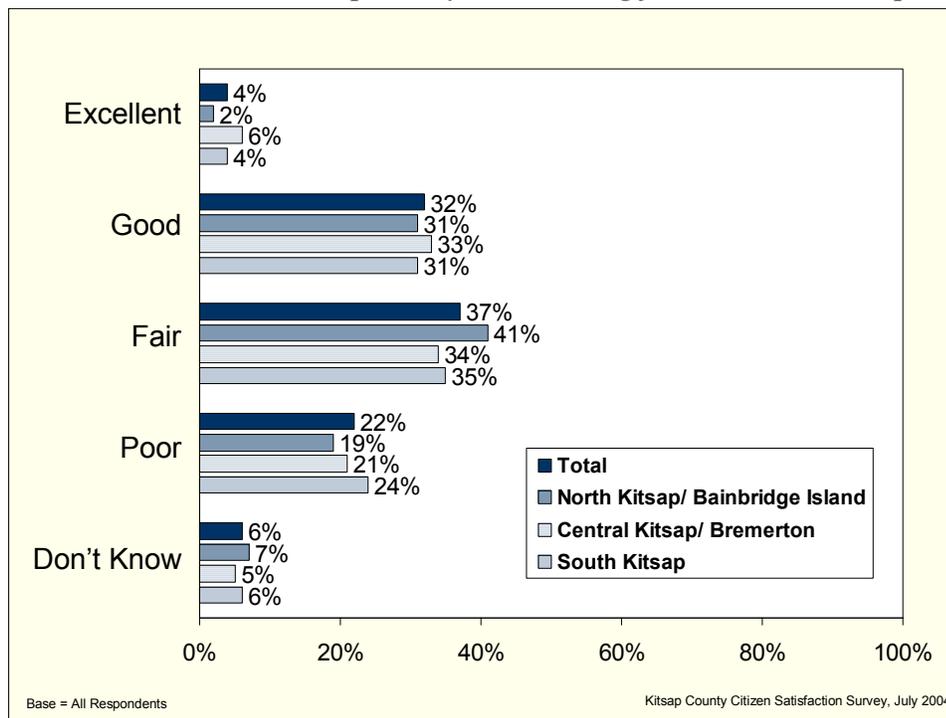
Planning for Economic Development

A solid majority rate the County as “fair” (37%) or “poor” (22%) when it comes to planning for Economic Development. A mere third (32%) believe Kitsap County is doing a good job in this area while very few (4%) indicate an “excellent” rating. These results are observed in all three districts.

Factors that contribute to a more positive rating on planning for economic development include the number of years lived in the community. Half of the residents who have lived in their community for less than four years rate the planning for economic development as “good” (47%) or “excellent” (4%). Kitsap residents aged 18 to 34 are also among the most positive on this issue, with one in two giving a “good” (41%) or “excellent” (8%) rating. This is in distinct contrast to the older Baby Boomers (aged 45 to 54): three out of four describe the County as “fair” (40%) or “poor” (33%) in planning for economic development.

Higher ratings for this forward-vision and planning variable are strongly linked to a better overall rating of Kitsap County as a place to live, as well as the recommendation of Kitsap County to others.

Figure 27: How Would You Rate Kitsap County For Planning for Economic Development?



Available Low-Income Housing

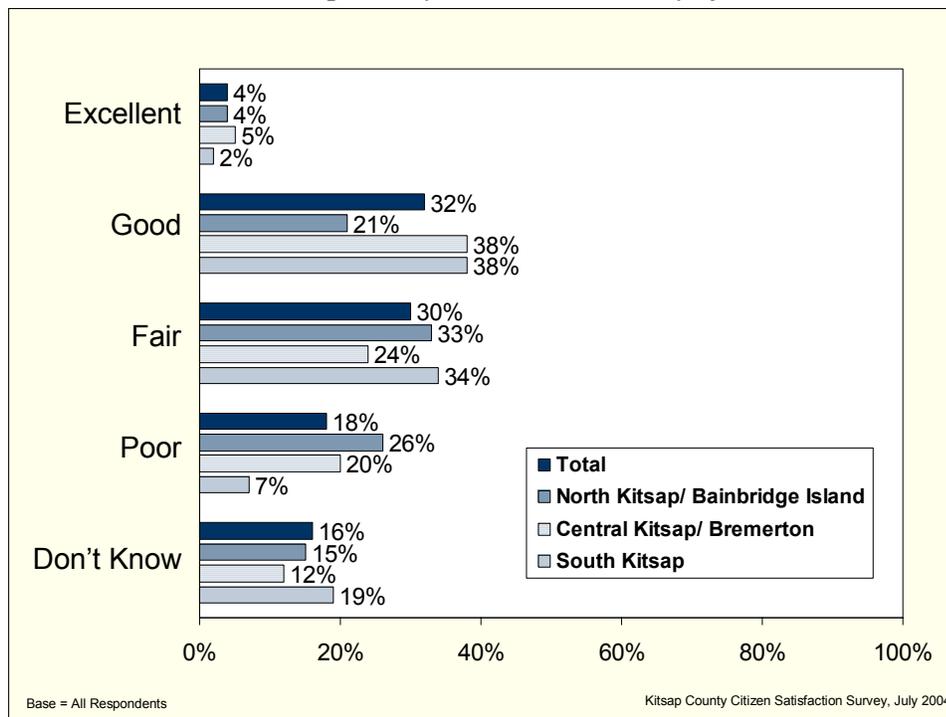
The balance is more negative than positive on the availability of low-income housing in Kitsap County. Just over one in three rate the County as “good” (32%) or “excellent” (4%), whereas almost six in ten offer a “fair” (30%) or “poor” (18%) rating. As well, there is a significant segment (16%) who are uncertain on how to rate the County on availability of low-income housing.

The regional analysis shows a clear tendency in North Kitsap to rate the county lower on this issue (21% “good”, 26% “poor”). In Central Kitsap, the split between “fair” and “poor” ratings is fairly even (24% and 20%, respectively) whereas in South Kitsap, residents lean more towards a “fair” rating (34%, compared to 7% “poor”).

Interesting and significant demographic trends to note include a more positive rating among residents aged 18 to 34 (42% “good”). When looking at the differences based on household income, those claiming less than \$30,000 tend to rate the County more poorly (25% “poor”) and are very unlikely to be uncertain or offer no opinion on this item (3% “don’t know”). The segment of residents with the highest level of education (graduate or professional degree) are among the most likely to indicate the County is doing a poor job in making low-income housing available (26% “poor”). In contrast, residents who have at most a high-school level education are more likely to offer a positive rating on this issue (41% “good”).

The rating on low-income housing is a strong contributing factor to the overall rating of Kitsap as a place to live and the likelihood of recommending the County to others.

Figure 28: How Would You Rate Kitsap County For The Availability of Low-Income Housing?



Ability to Get Around By Bicycle

Approximately one in three rate the County as either “good” (26%) or “excellent” (9%) on the ability to get around by bicycle. Most of the remaining share is split between a “fair” (30%) and a “poor” (31%) rating on this item, with a small segment (5%) indicating they “don’t know.” These results are closely observed across all three districts.

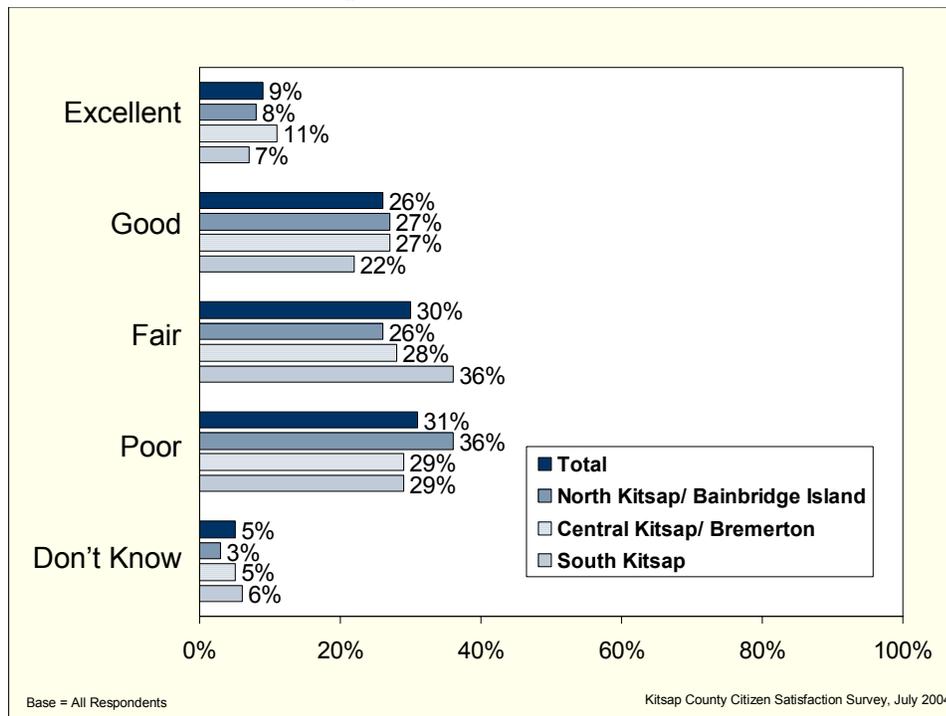
As longevity in the community increases, the rating on this issue tends to decrease. As well, there is a sharp decline in ratings on this item in cohorts aged 35 to 64, rising again among seniors.

When comparing the Kitsap County results to data from SMARTCity™, there is a significant decline in the County’s rating on the ability to get around by bicycle. The data in Table 13, below, shows data from SMARTCity™ centered on “good” (44%), compared to the majority of responses from Kitsap County stacking on “fair” and “poor” ratings.

Table 13 : How Would You Rate <Kitsap County/ Your City> For The Ability to Get Around by Bicycle?

Rating: Ability to get around by bicycle	Kitsap County	SMARTCity™
Excellent	9%	20%
Good	26%	44%
Fair	30%	20%
Poor	31%	13%

Figure 29: How Would You Rate Kitsap County For The Ability To Get Around By Bicycle?



(Low) Amount of Traffic Congestion

Approximately one in three residents give generally positive ratings for the amount of traffic congestion in Kitsap County (6% “excellent”, 27 % “good”). The bulk rate Kitsap County as either “fair” (34%) or “poor” (32%) on this item. These results are fairly consistent across all three districts.

It is interesting to note that long-time residents are far more apt to rate the County for traffic congestion as “poor” (39%), whereas a significant segment (13%) of those who have lived in their community for less than four years give it an “excellent” rating.

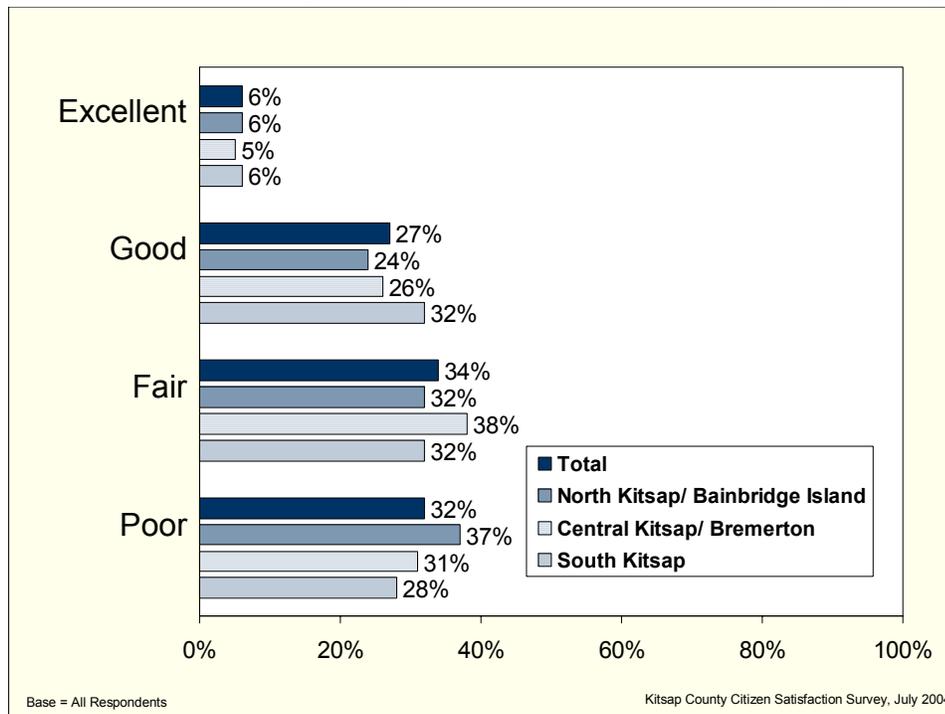
The extent of traffic congestion appears to have less impact on the overall rating of the County or on the likelihood of residents to recommend the County as a place to live.

Traffic congestion is a salient issue in municipalities across the nation. Data from SMARTCity™ in Table 14 supports very similar findings to the results from Kitsap County.

Table 14 : How Would You Rate <Kitsap County/ Your City> For The Amount/ Extent of Traffic Congestion?

Rating: Amount of traffic congestion	Kitsap County	SMARTCity™
Excellent	32%	29%
Good	34%	36%
Fair	27%	29%
Poor	6%	6%

Figure 30: How Would You Rate Kitsap County For The Amount or Extent of Traffic Congestion?



Planning for Future Traffic

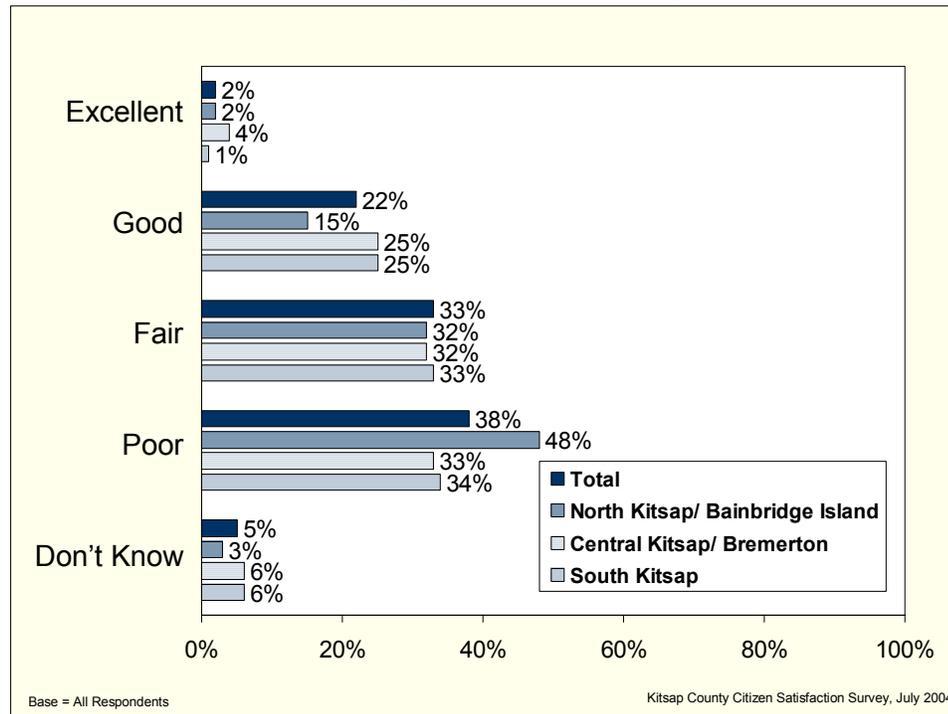
Kitsap County’s planning for future traffic rates lowest overall among Kitsap residents. Fewer than one in four indicate a generally positive rating (22% “good,” 2% “excellent”) and this is the only instance where a clear plurality rate the County as “poor” (38%) over “fair (33%). Critical reaction to the County’s planning for future traffic is more intense in North Kitsap, where nearly one in two (48%) rate the County as “poor” on this issue.

Differences between age cohorts on the issue of planning for future traffic is similar to the patterns observed in other planning items. The youngest cohort (18 to 34) tends to be more positive (42% “fair,” 28% “good”) on the County’s planning for future traffic. On the other hand, those aged 45 to 55 are the most critical, with over half (53%) rating the County as “poor” on this issue.

Long-time residents are more critical of Kitsap County’s plans for development and growth, including the plans for future traffic. As longevity in the community increases, so does the likelihood of residents indicating the County is doing a poor job in planning for future traffic.

Whereas the amount of current traffic had little effect on how residents rated the County overall, the planning for future traffic appears to be more closely linked to how residents think of the County as a place to live and whether they would recommend it to others. Those who rate Kitsap poorly as a place to live also tend to give a worse rating on the County’s planning for future traffic.

Figure 31: How Would You Rate Kitsap County For Planning For Future Traffic?



Comparing to Services in Other Counties

Over half of all residents (53%) feel that the quality of services provided by Kitsap County is somewhat (44%) or significantly (9%) better compared to those in other counties. Approximately one in seven (15%) rate them about the same. One in five views the quality of services as worse in Kitsap County (14% “somewhat worse,” 6% “significantly worse”). An additional four percent (4%) had no experience with services provided by other counties and eight percent (8%) were unsure or uncertain how to compare these services. The distribution of ratings is very similar across all three districts.

Residents who are more likely to rate the quality of services provided by the County as better than in other counties include households with children, as well as residents aged 18 to 45 and those aged 65 and older. In all of these categories, approximately six in ten indicate that services provided by Kitsap County are better than in other counties.

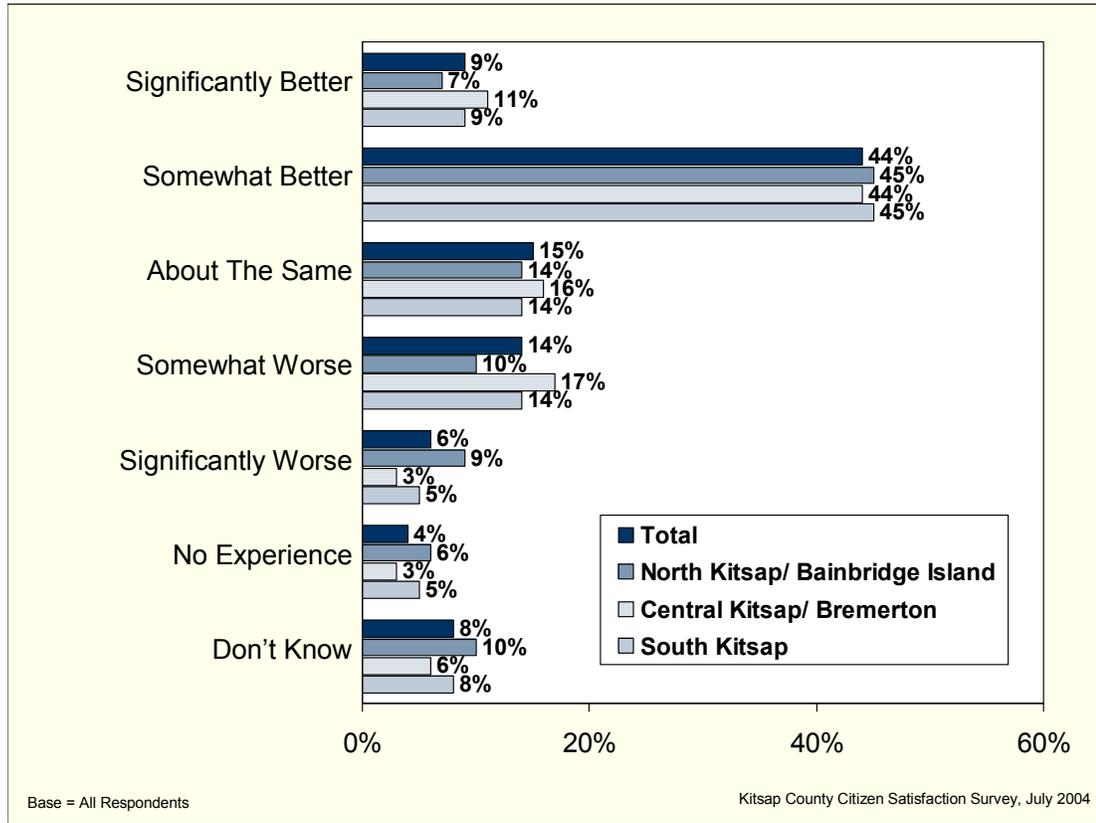
It is interesting to note the level of exposure and experience with county services and amenities, as well as contact with a county employee, have no effect on how residents compare the quality of Kitsap services to those in other counties.

The overall results from SMARTCity™ show a slightly increased proportion of respondents who rate the quality of services in their city as significantly better compared with those in other cities.

Table 15 : How Would You Rate The Quality of Services Provided by <Kitsap County/ Your City> Compared With Those in Other <Cities/ Counties> of Comparable Size that You Have Visited?

Rating: Quality of Services	Kitsap County	SMARTCity™
Significantly Better	9%	20%
Somewhat Better	44%	41%
About the Same	15%	16%
Somewhat Worse	14%	12%
Significantly Worse	6%	5%

Figure 32: How Would You Rate The Quality Of Services Provided By Kitsap County Compared With Those In Other Counties?



Rating Kitsap County Employees

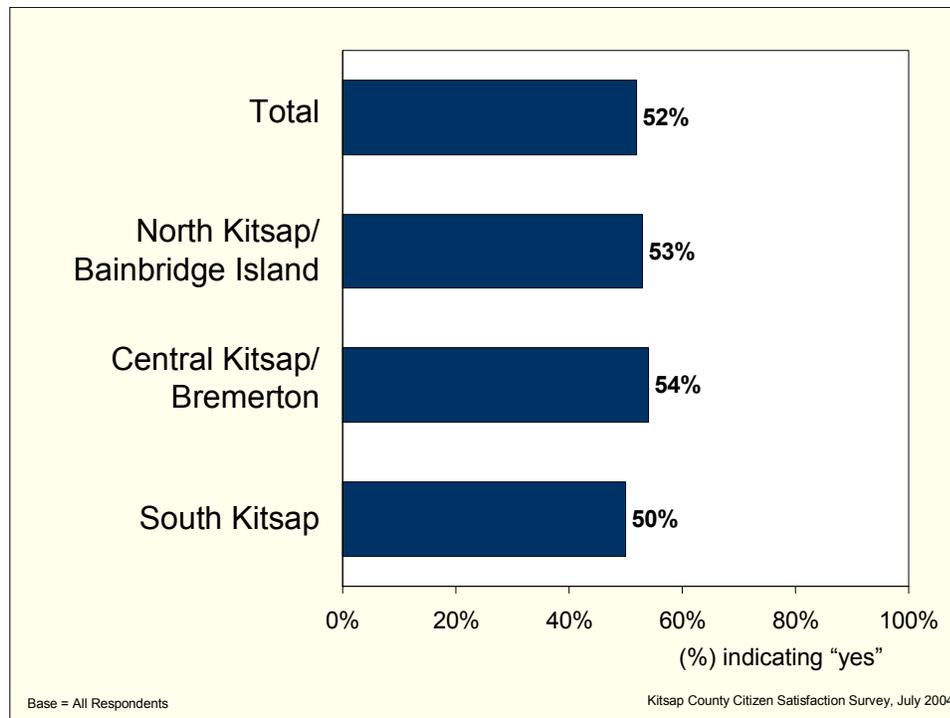
Approximately half of residents say they or someone in their household has contacted a Kitsap County employee in the past year. The overall impression of county employees is generally favorable, with three out of four indicating either “good” (49%) or “excellent” (24%).

Contact with a Kitsap County Employee

One in two households (52%) has had contact with a Kitsap County employee in the past year. This result is similar across all districts.

A smaller proportion of men (47%), most significantly residents aged 18 to 34 (39%), and renters (40%) indicate that they have contacted a county employee in the past year.

Figure 33: In The Last 12 Months, Have You Or Any Member Of Your Household Contacted A County Employee?

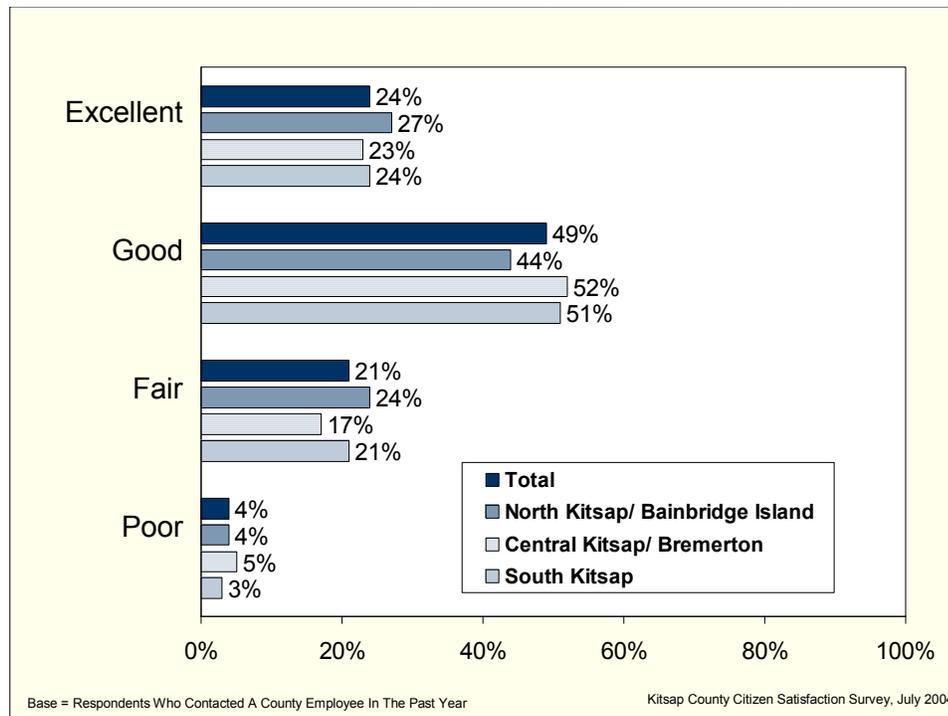


Overall Impression of Kitsap County Employee

Among those who have had recent contact with a County employee, the overall impression is positive. One in four (24%) rate them as “excellent” and half (49%) offer an overall “good” rating to employees. This is stable across all districts.

There are few demographic differences to note on this item. Compared to other age groups, Seniors have a slightly higher overall impression of Kitsap County employees. Perhaps of greatest interest is that the data suggests increased exposure to County services and amenities has a positive effect on the overall rating of County employees.

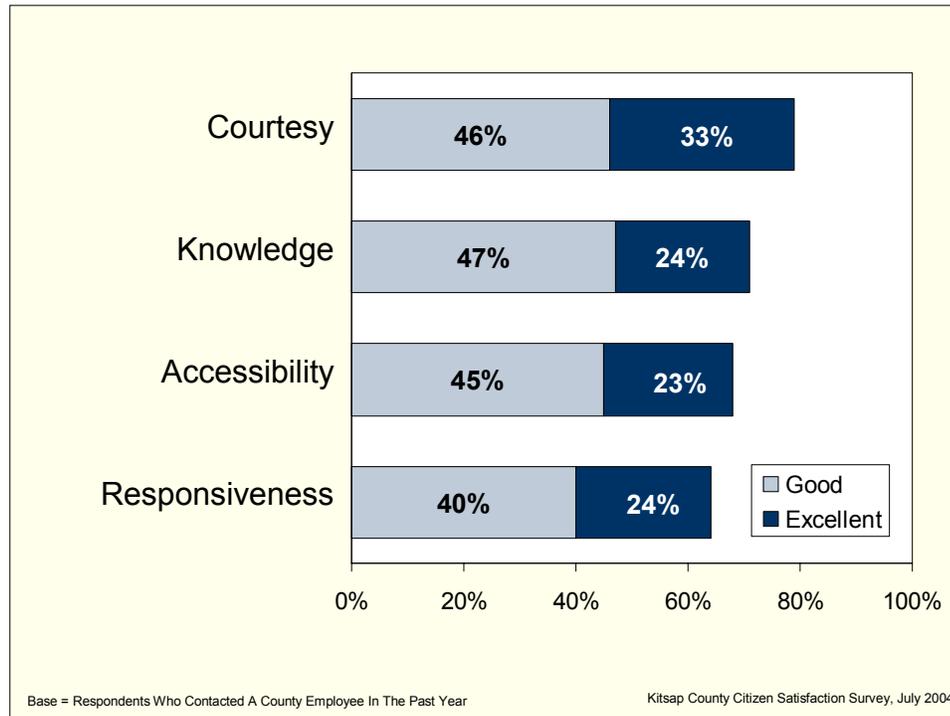
Figure 34: What Is Your Overall Impression Of Kitsap County Employees?



Rating Kitsap County Employees

Residents who had recent contact with County employees were asked to rate them on four key indicators. The results ranked courtesy above knowledge, accessibility and employee responsiveness.

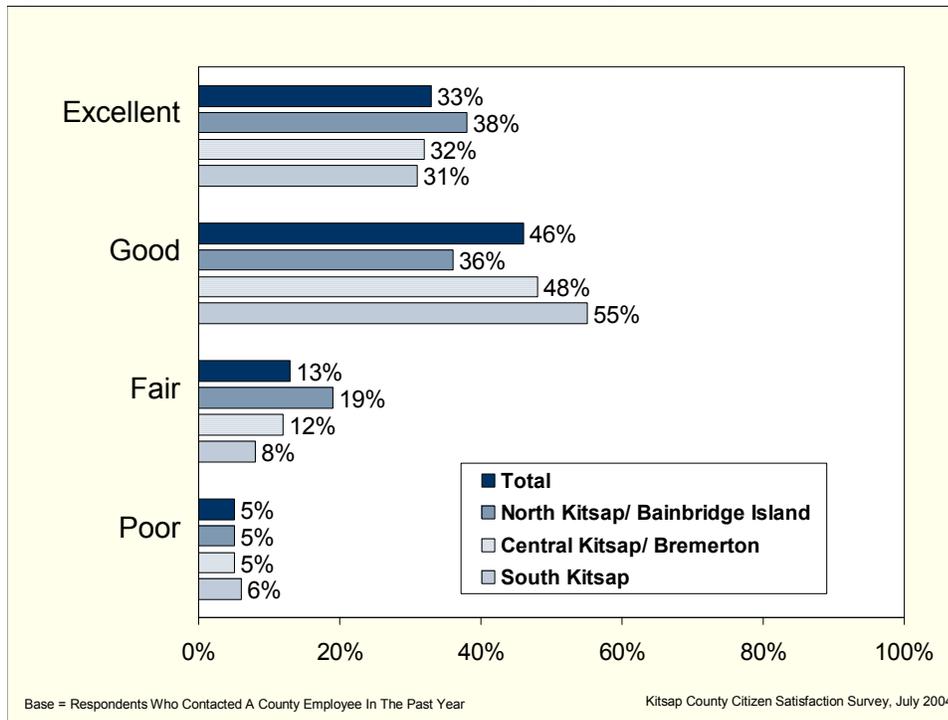
Figure 35: How Would You Rate The County's Employees On ...?



Courtesy

A majority of those asked had a generally positive rating for employee courtesy (46% “good,” 33% “excellent”). One in eight (13%) rated employee courtesy as “fair” and one in twenty (5%) rated them as “poor.” Due in part to smaller sub-sample sizes in each district, the distribution appears to be more volatile. However, there is a significantly larger percentage of South Kitsap residents who rate County employee courtesy as “good” (55%).

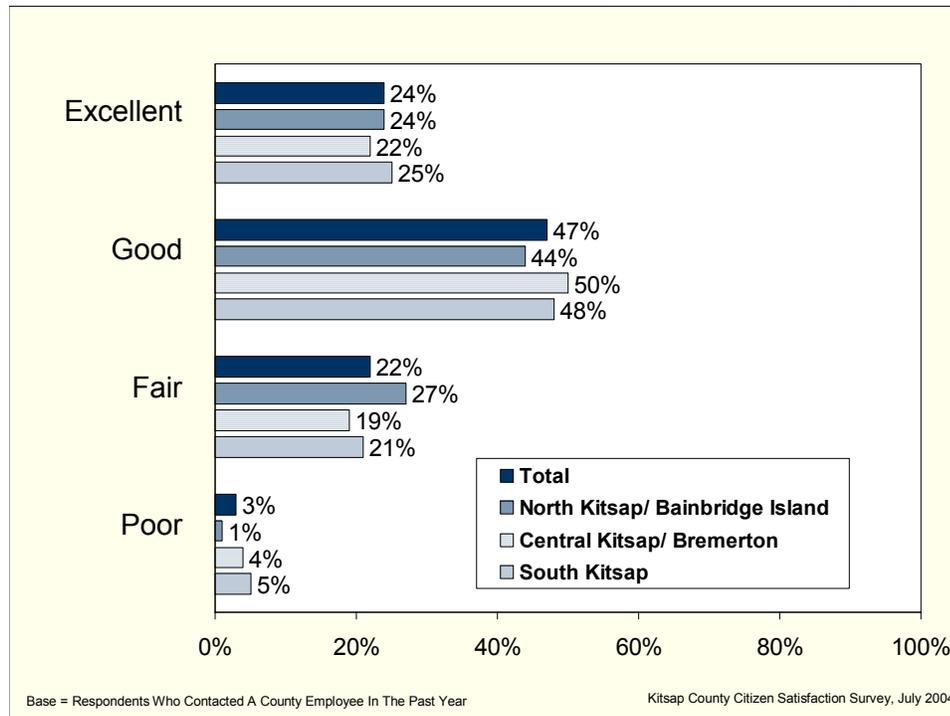
Figure 36: How Would You Rate The County's Employees On Courtesy?



Knowledge

Results are split two to one between “good” (47%) and “excellent” (24%) ratings on employee knowledge. Most of the remaining share is rated as “fair” (22%) over “poor” (3%). The mean rating for employee knowledge is significantly higher among residents who have lived in their community for less than four years (46% “excellent,” 28% “good”).

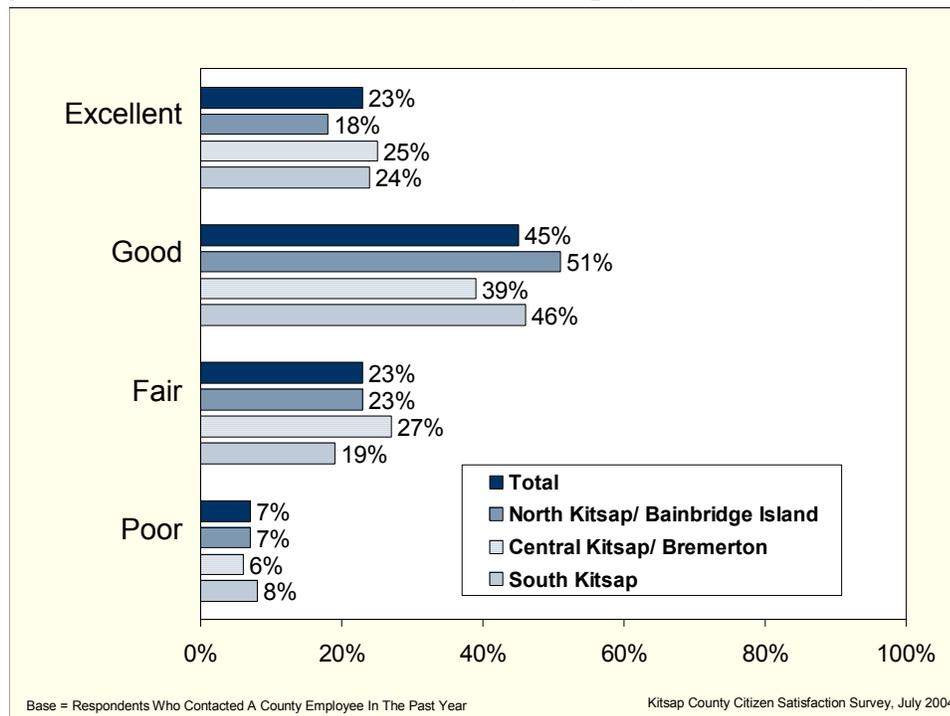
Figure 37: How Would You Rate The County's Employees On Knowledge?



Accessibility

Ratings on employee accessibility follow a very similar pattern to those on employee knowledge. Due to small sub-sample sizes, there are no significant differences between the districts, either in distribution of responses or in overall mean.

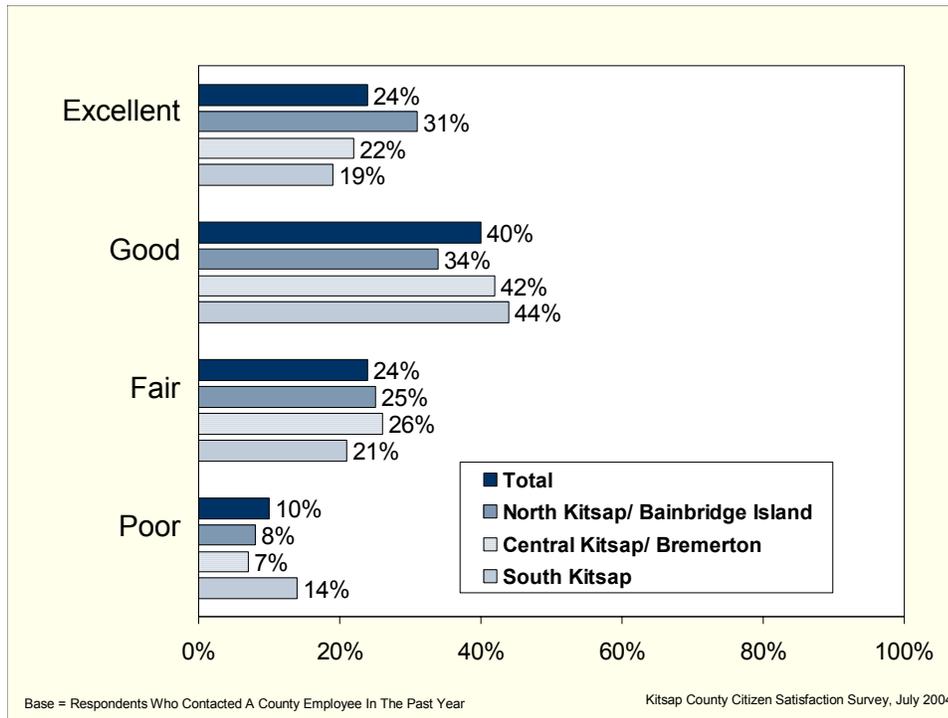
Figure 38: How Would You Rate The County's Employees On Accessibility?



Responsiveness

A plurality of residents indicates employee responsiveness is “good” (40%), while one in ten (10%) rate employee responsiveness as “poor.” The balance is evenly split between those that rate it as “excellent” (24%) and those who give employees a “fair” rating on responsiveness (24%). Despite the small sample size, there is a clear advantage given to County employees from residents who have lived in their community for less than four years (38% indicate “excellent” responsiveness).

Figure 39: How Would You Rate The County's Employees On Responsiveness?



Kitsap County Issues

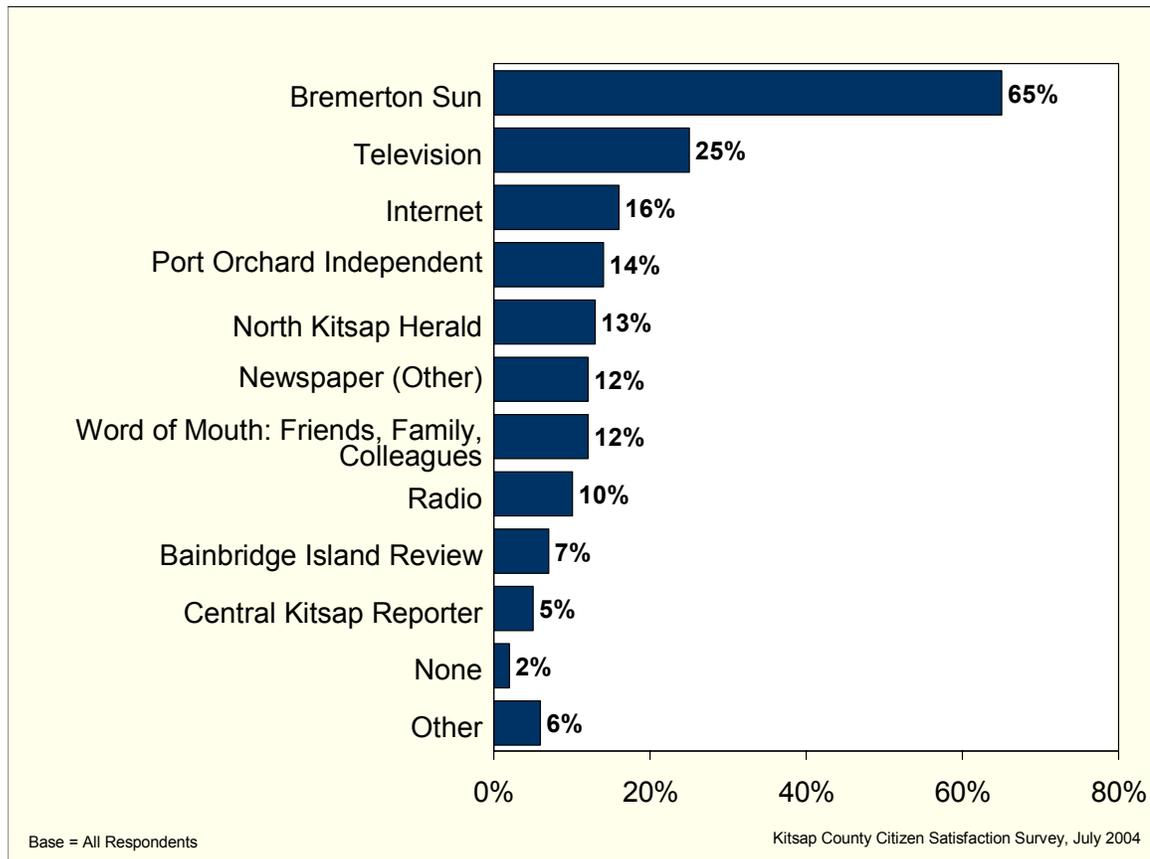
Awareness and Perception of Current Issues

Kitsap County citizens rely on a wide array of local and community newspapers to get information about local issues. The wide range in the levels of knowledge and awareness about county issues captures some of the vastness and breadth of the areas of concern to Kitsap County and its citizens. Results show that two out of three are aware of the NASCAR proposal and a similar proportion has at least some concerns about it.

Sources of Information for County Issues

On the whole, newspapers stand out as primary sources for information about local issues in Kitsap County. Two out of three mentioned The Bremerton Sun (65%), and smaller segments mentioned the Port Orchard Independent (14%), the North Kitsap Herald (13%), the Bainbridge Island Review (7%), the Central Kitsap Reporter (5%) and other community or local newspapers (12% total). One in four residents (25%) cites television and one in six (16%) mentions the Internet. Word of mouth (12%) and the radio (10%) are also mentioned by at least one in ten residents as a source of information about local county issues.

Figure 40: What Sources Of Information Do You Currently Use To Find Out About Local Issues In Kitsap County?



Knowledge of Burn Ban Regulation

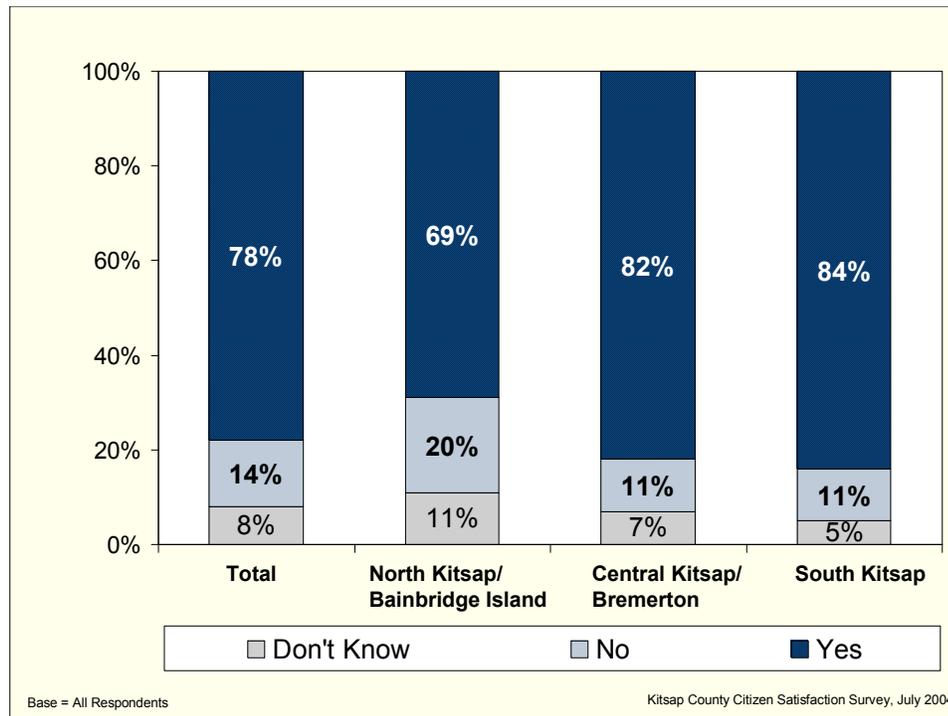
This question serves as a proxy for measuring awareness and knowledge on some of the more specific areas of County issues and concerns. Puget Sound Clean Air Agency is the State agency responsible for regulating outdoor burn bans in Kitsap County. The County's role is primarily to inform the public and disseminate information about burn ban regulations.

Overall, nearly four in five residents (78%) believe Kitsap County is responsible for regulating burn bans. Only one in seven (14%) do not think that Kitsap County is responsible for burn bans and eight percent are unsure ("don't know").

A larger segment of North Kitsap residents believes the county is not responsible for regulating burn bans (20% "no").

Most demographic and household differences are slight. However, the percentage of residents who indicate the County is not responsible for regulating burn bans increases steadily with the level of education.

Figure 41: To The Best Of Your Knowledge, Is Kitsap County Responsible For Regulating Burn Bans?



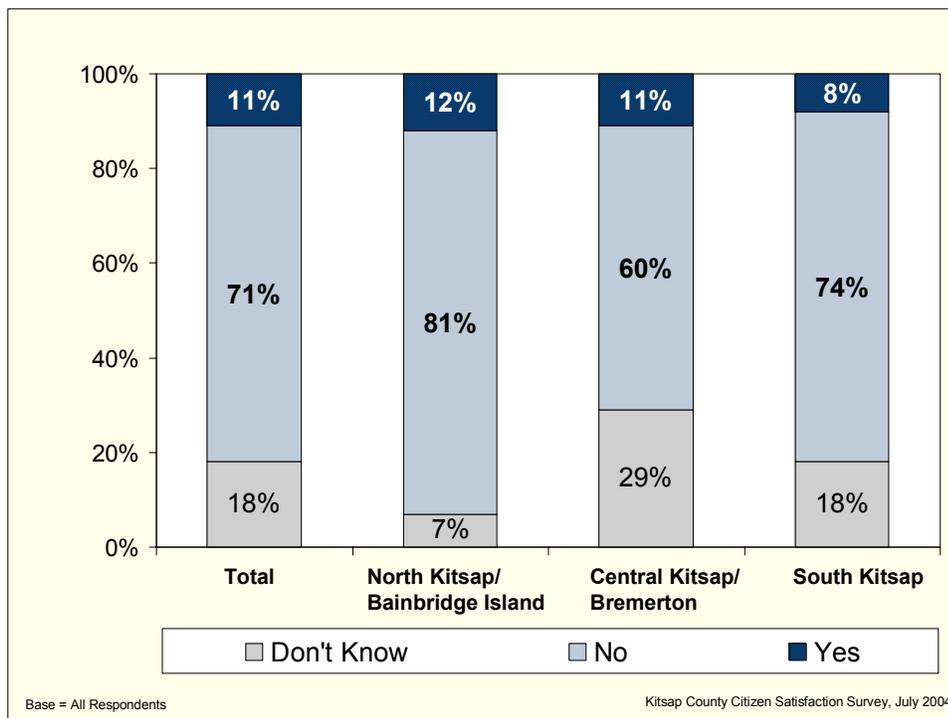
Knowledge of County Jurisdictional Authority

Similarly, residents were asked whether the County has authority over tribal land use. Overall, seven in ten (71%) believe it does not, whereas one in nine (11%) believes that it does. A significant share of the population is unsure or uncertain whether or not the County has jurisdictional authority over tribal land use (18% “don’t know”).

The regional analysis reveals that a much larger segment of residents in Central Kitsap (29%) indicate they don’t know if the County has jurisdictional authority over tribal land use.

A greater percentage of residents age 18 to 34, as well as those over the age of 65, believe the County has jurisdictional authority over tribal lands (19% and 14%, respectively).

Figure 42: To The Best Of Your Knowledge, Does Kitsap County Have Jurisdictional Authority Over Tribal Land Use?

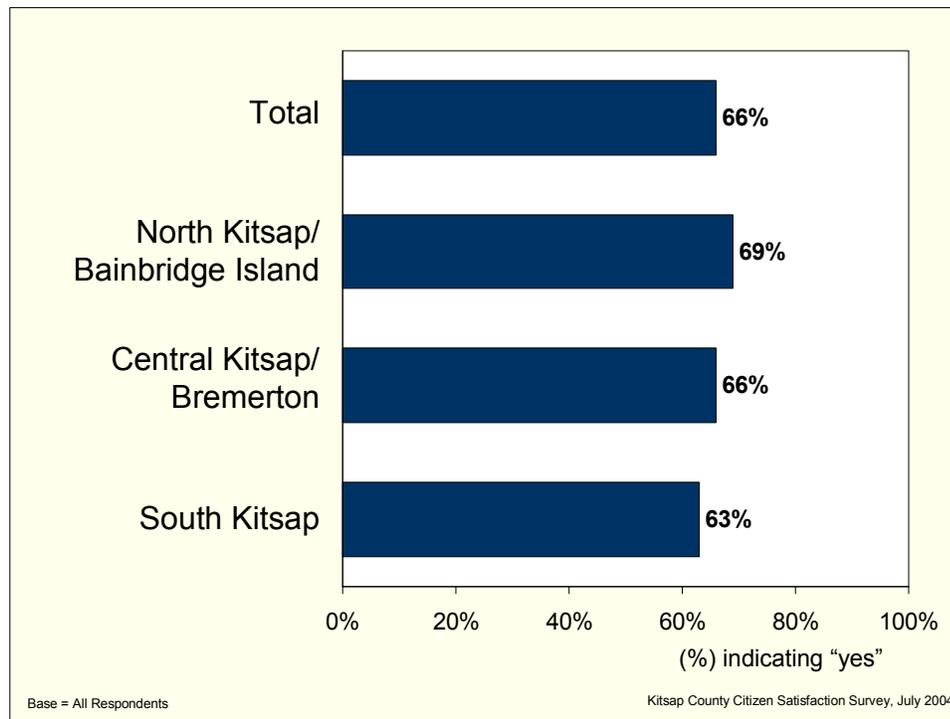


NASCAR Racetrack Proposal

Approximately two out of three Kitsap residents say they are aware of the County's NASCAR racetrack proposal. Awareness levels are similar across all three districts.

The longer someone has lived in their community, the more likely they are to be aware of the racetrack proposal.

Figure 43: Are You Aware Of The County's NASCAR Racetrack Proposal For The South County Area?

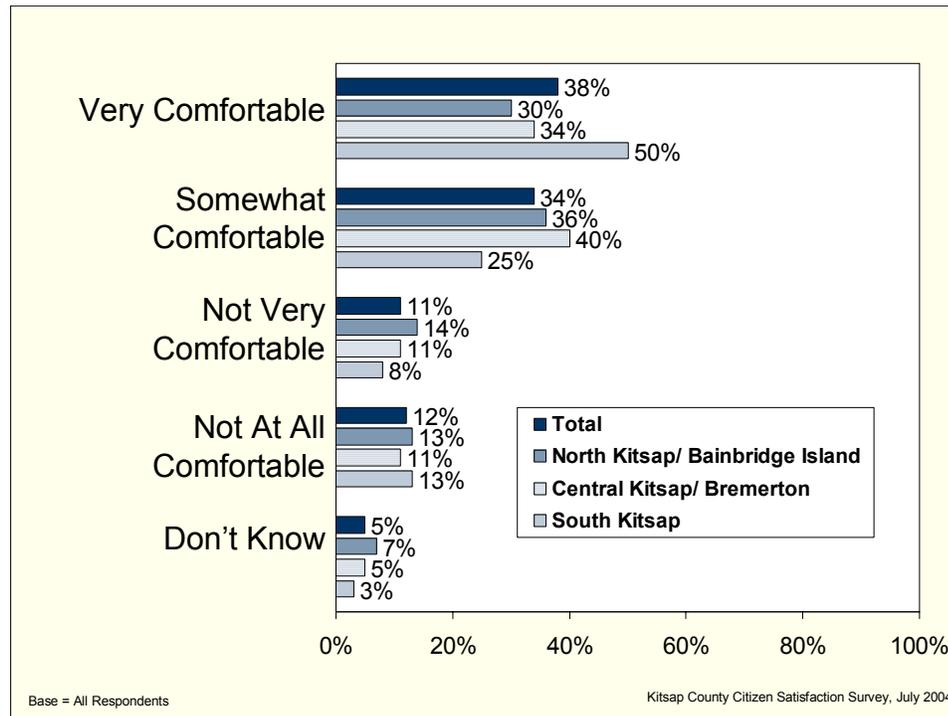


Overall, fewer than two in five (38%) indicate they are “very comfortable” with the NASCAR racetrack proposal. One in three (34%) are “somewhat comfortable” with the proposal and one in nine (11%) indicate they are “not very comfortable.. At the lower end of the scale, there is a small segment (12%) – but firm across all districts – that is “not at all comfortable” with the racetrack proposal.

Regionally, a larger proportion of South Kitsap residents (50%) are “very comfortable” with the racetrack proposal for the South County Area. Support at that level is lowest among residents of North Kitsap (30% “very comfortable”).

The level of comfort with the NASCAR racetrack proposal is greatest highest among younger residents (age 18 to 34). Seniors and residents with higher educational attainment tend to express a lower level of comfort with the proposal.

Figure 44: How Comfortable Are You With The NASCAR Racetrack Proposal For The South County Area?

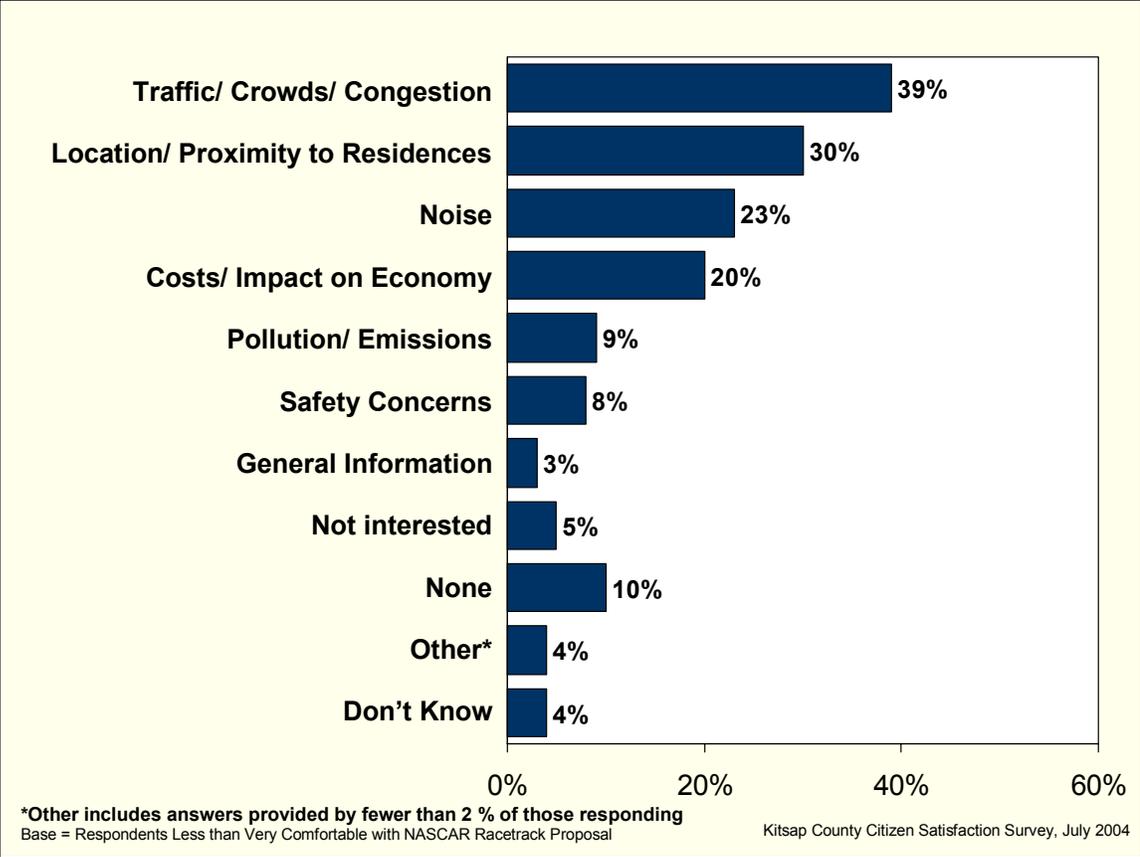


Kitsap County citizens who are less than “very comfortable” with the NASCAR racetrack proposal were asked what they would need to know to feel very comfortable with the collation of a racetrack in South County. The most frequently posed questions (mentioned by 39%) related to the traffic, crowds and congestion that a racetrack would generate. Approximately one in four (23%) specifically mentioned noise and nine percent (9%) had concerns about pollution or emissions.

Nearly one third (30%) expressed concerns over the location, its proximity to residences and schools. One in five (20%) expressed concerns and questions about the economic impact, the viability and the costs of developing a racetrack in South County.

Other items mentioned include safety concerns (8%) and general information about the proposal (3%). Furthermore, one in ten (10%) did not have any additional questions and another five percent (5%) said that no amount of information could make them feel very comfortable about the racetrack proposal.

Figure 45: What Questions Would You Need To Have Answered To Feel Very Comfortable With The Location Of A NASCAR Track In Kitsap County?



Importance of County Issues

Residents rated the importance of specific items as well as the magnitude of issues on a series of relevant problems and concerns for Kitsap County. Respondents are generally most concerned with environmental and aesthetic issues, including traffic, road conditions, water pollution, nuisance plants, junk vehicles and illegal dumping (noise and air pollution rate considerably lower). There are corresponding levels of concern about social issues such as unemployment, alcohol abuse, low-income housing, public transportation, and mental illness (racial and ethnic discrimination is a much lesser concern). The level of concern over access and activities ranks somewhat lower altogether, including recreational facilities, arts and cultural activities, access to shoreline and to walking trails.

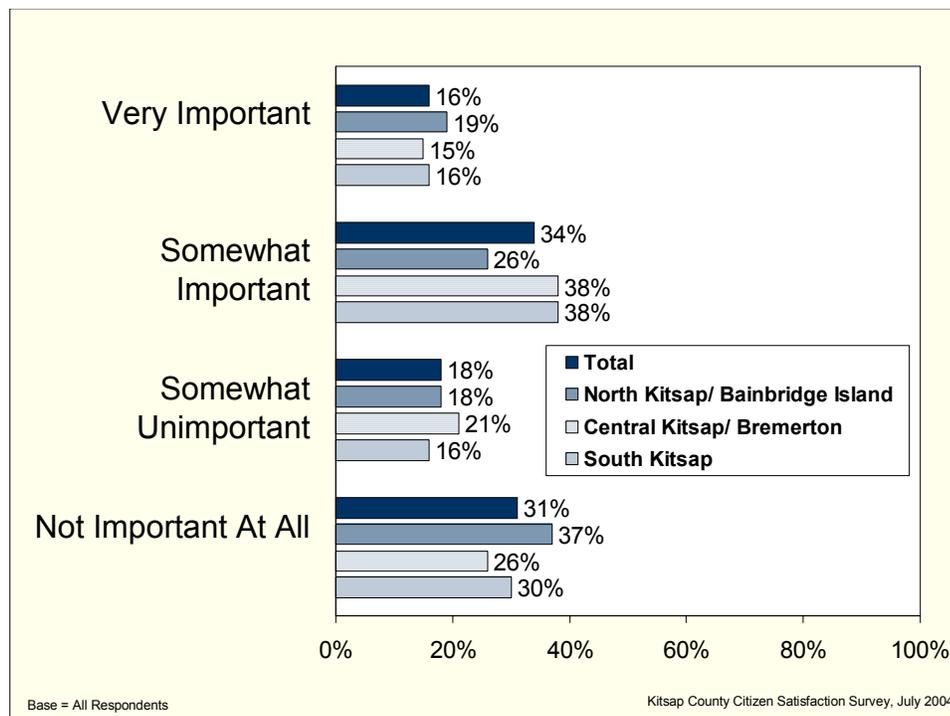
Importance of Off-Leash Dog Runs in County Park

Results from this item show a bi-modal distribution, that is, two distinct peaks in the distribution of results over a four-point scale. Approximately half of residents feel it is “very important” (16%) or “somewhat important” (34%) to them to have off-leash dog runs in County Park. The other half is distributed quite similarly among those who feel that it is “somewhat unimportant” (18%) and those who think that it is “not important at all” to them (31%).

These results are stable over all three districts, with a slightly larger proportion of North Kitsap residents who say this issue is “not important at all” to them (37%).

The gender split shows a larger proportion of men who indicate off-leash dog runs in County Park is not an important issue at all to them (36%, compared to 27% of women).

Figure 46: How Important Is It To You That The County Provide Off-Leash Dog Runs In County Park?



Comparing the Magnitude of Importance for All Issues

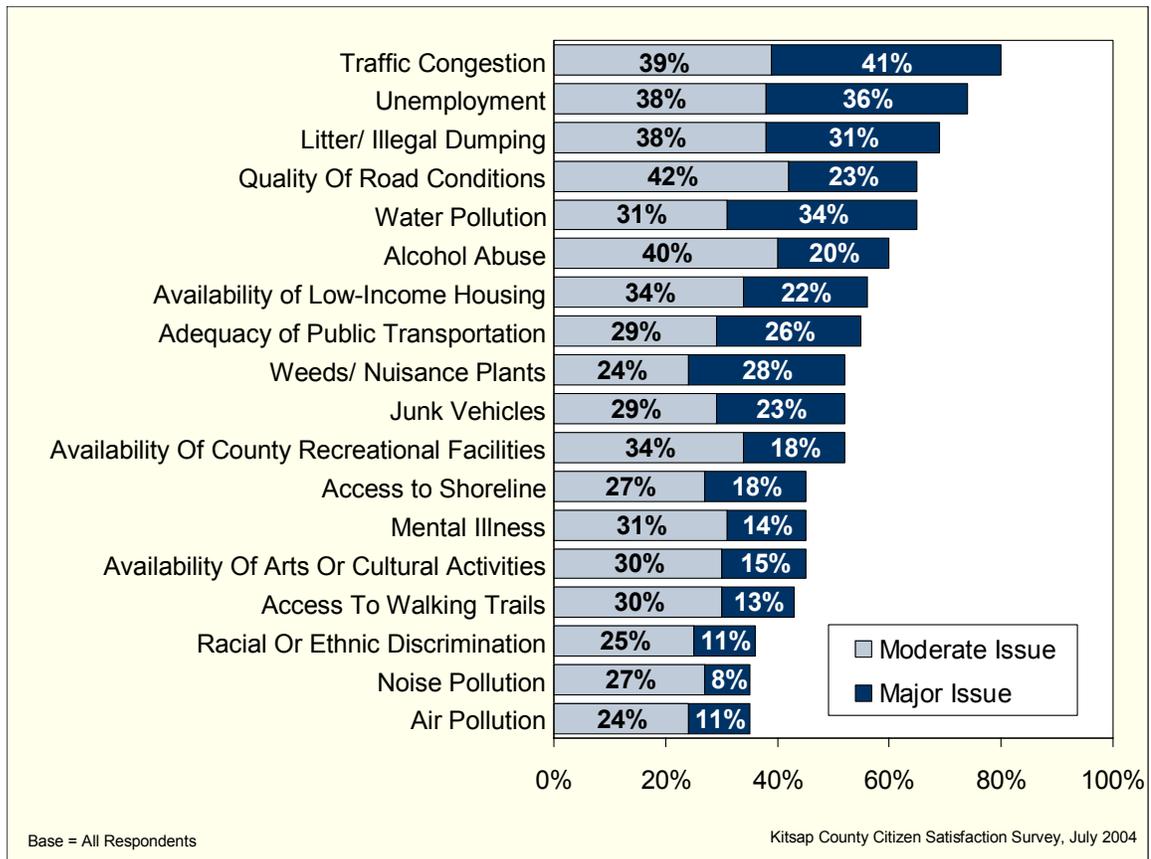
Kitsap residents rated eighteen (18) County issues as either major, moderate, minor or not an issue at all. These issues have been ranked according to the magnitude assigned to the top two categories (combining major and moderate issue).

Traffic congestion (80%), unemployment (74%), litter and illegal dumping (69%), quality of road conditions (65%) and water pollution (65%) are the top-ranked issues for citizens in Kitsap County.

These issues are followed by alcohol abuse (60%), available low-income housing (56%), adequate public transportation (55%), weeds and nuisance plants (52%), junk vehicles (52%), and the availability of county recreational facilities (52%).

A third tier of issues include access to shoreline (45%), mental illness (45%), access to walking trails (43%), racial and ethnic discrimination (36%), noise pollution (35%) and air pollution (35%).

Figure 47: Is (...) A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Traffic Congestion

The top issue in this series relates to traffic congestion in the County. A plurality (41%) considers it to be a major issue, with a similar percentage (39%) who declare traffic congestion a moderate issue for the County. Most of the remaining share declares congestion to be a minor issue (15%) and very few (4%) think it is not an issue at all for Kitsap County.

Regional analysis reveals more North Kitsap residents declare traffic congestion a major issue (51%).

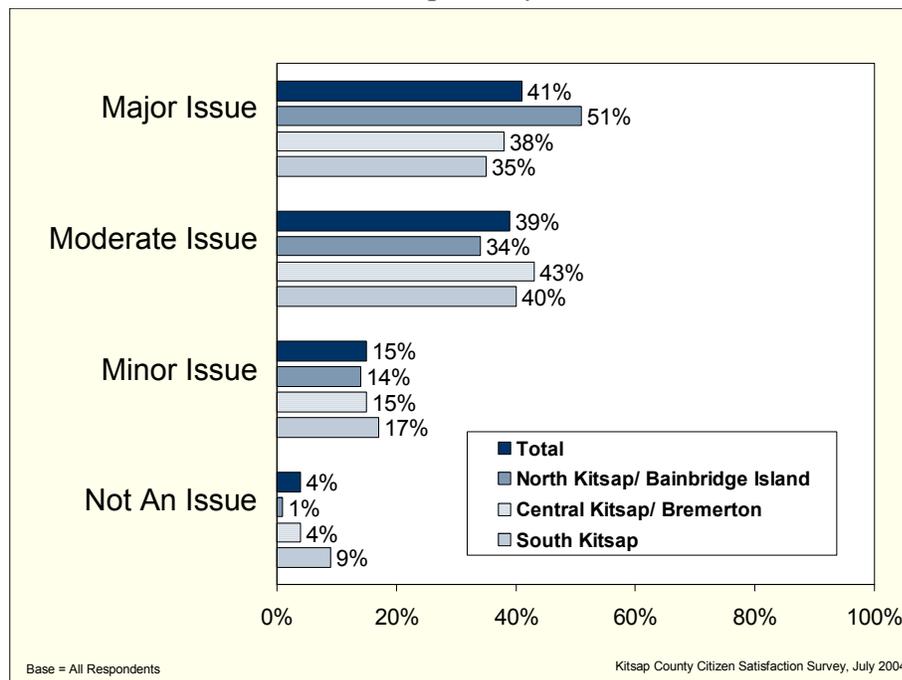
Residents who have lived in their community for less than four years are more inclined than long-time residents to say traffic congestion is a minor issue (25%). Age also appears to be a determining factor, as a much smaller proportion of those under the age of 35 indicate traffic congestion as a major issue (27%).

The results from Kitsap County echo and amplify the finding in the nationwide SMARTCity™ study. A greater percentage of residents in Kitsap County rate traffic congestion a major or moderate issue (78% in Kitsap County, compared to 66% in SMARTCity™).

Table 16 : Is Traffic Congestion A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: problems with traffic congestion	Kitsap County	SMARTCity™
Major	41%	35%
Moderate	39%	31%
Minor	15%	23%
Not an Issue	4%	10%

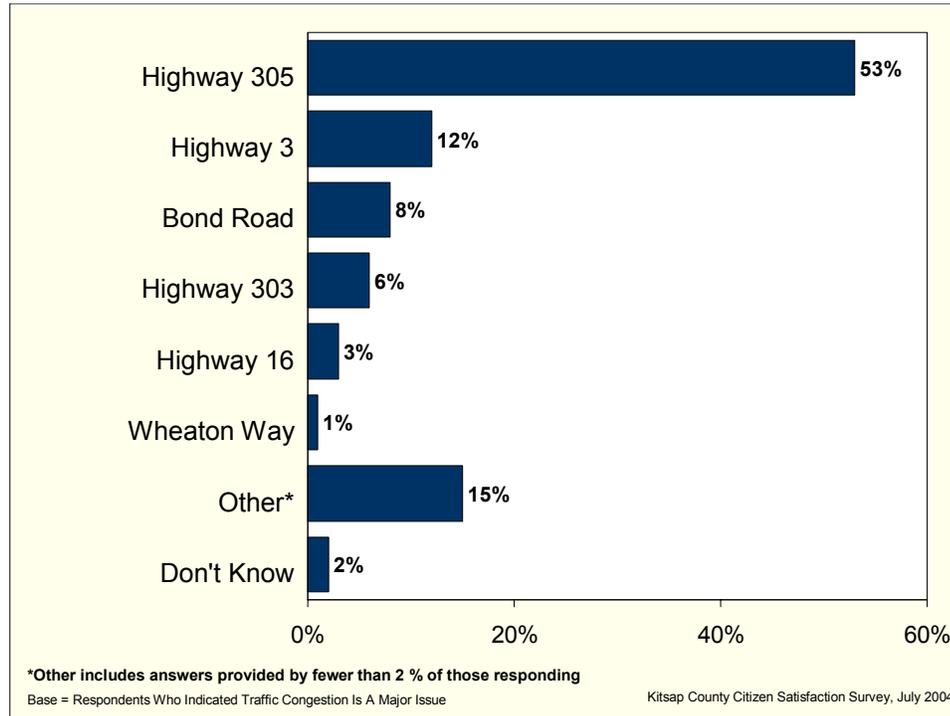
Figure 48: Is Traffic Congestion A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Those who declared traffic congestion to be a “major issue” were asked to indicate what road gives them the most concern. The results are displayed by district in the following figures.

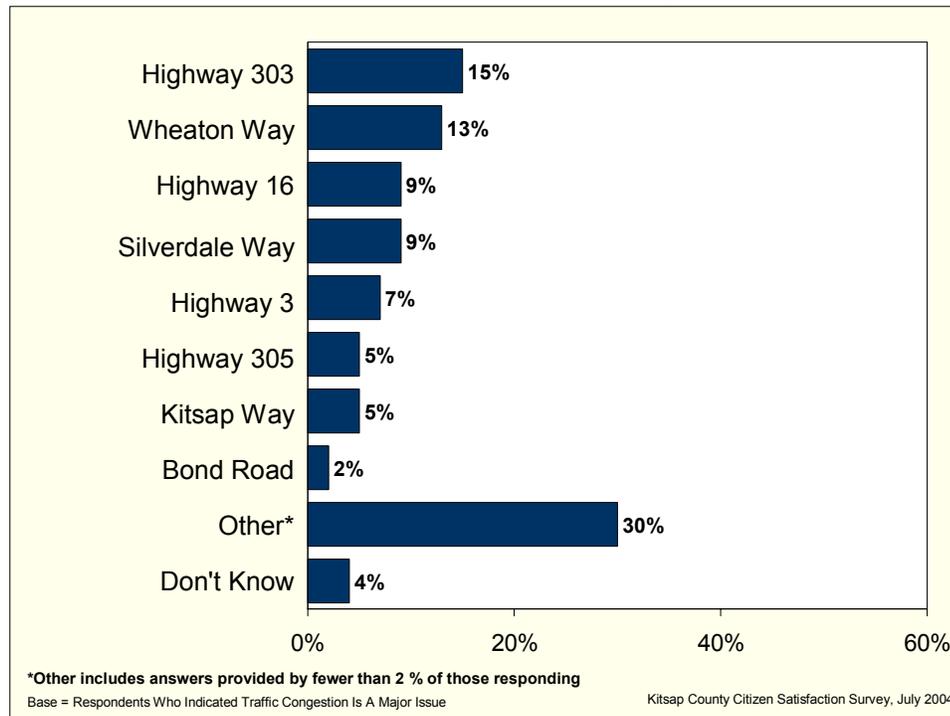
For North Kitsap residents, a majority mention Highway 305, with fewer mentions of Highway 3 (12%), Bond Road (8%) and Highway 303 (6%). “Other” (at 15%) represents the amalgamation of responses shared by fewer than two percent of respondents.

Figure 49: NORTH KITSAP RESIDENTS ONLY: What road gives you the most concern?



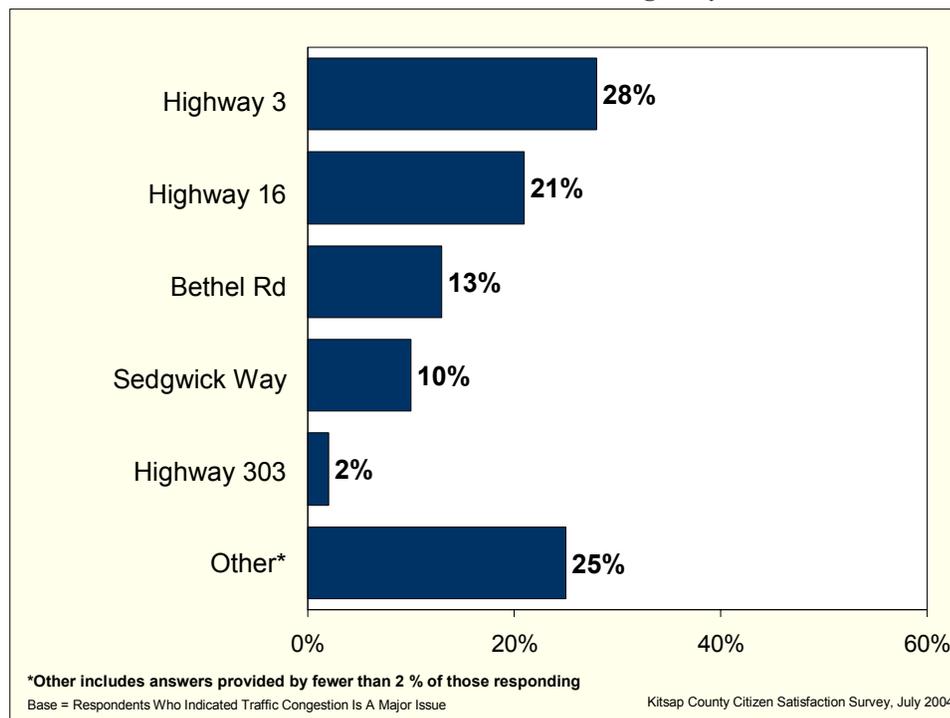
Among Central Kitsap residents who indicate traffic congestion is a “major issue”, results are more widely distributed. Highway 303 garners the most responses (15%), followed by Wheaton Way (13%), Highway 16 (9%), Silverdale Way (9%), Highway 3 (7%), Highway 305 (5%), Kitsap Way (5%) and Bond Road (2%). The largest share of responses (30%) is grouped in the “other” category, which represents responses shared by fewer than two percent of respondents.

Figure 50: CENTRAL KITSAP RESIDENTS ONLY: What road gives you the most concern?



In South Kitsap, the most cited response is Highway 3 (28%), followed by Highway 16 (21%), Bethel Road (13%) and Sedgwick Way (10%). Highway 303 is also mentioned by two percent, with the remaining share (25%) falling in the “other” category.

Figure 51: SOUTH KITSAP RESIDENTS ONLY: What road gives you the most concern?



Unemployment

Unemployment is also revealed as an important issue for Kitsap County, with a strong majority split between declaring it a major issue (36%) and moderate issue (38%). One in five (19%) believe unemployment is a minor issue in Kitsap County and very few (3%) do not think unemployment is an issue at all in the County. Regionally, there are no significant differences in either the means or the distribution across the scale.

Women tend to rate this issue slightly higher than men (77% indicate major or moderate, compared to 67% of men). Household income is also an important factor when rating the importance of this issue. Table 17 illustrates the shift in attitudes and perceptions along income lines. As household income increases, there is a shift towards unemployment as a moderate and minor issue.

Table 17 : Is Unemployment A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for Kitsap County?

Rating: importance of unemployment issue	< \$30K	\$30-54K	\$55-74K	> \$75K
Major	44%	46%	29%	23%
Moderate	36%	31%	40%	46%
Minor	16%	13%	22%	27%
Not an Issue	4%	2%	4%	2%

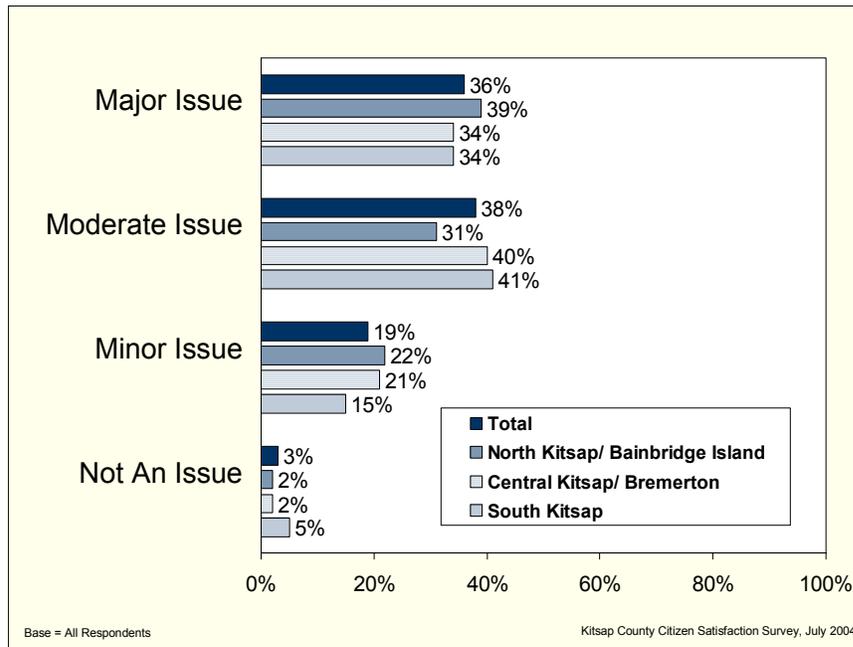
Views on unemployment as a major issue are also strongly linked to the overall rating of Kitsap County as a poor or fair place to live.

Data from SMARTCity™ show similar findings to Kitsap County, although the magnitude is somewhat attenuated in the nationwide survey. Two out of three (67%) rate unemployment as a “major” or “moderate” issue in SMARTCity™, compared to three out of four (74%) in Kitsap County.

Table 18 : Is Unemployment A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: importance of unemployment issue	Kitsap County	SMARTCity™
Major	36%	38%
Moderate	38%	29%
Minor	19%	21%
Not an Issue	3%	8%

Figure 52: Is Unemployment A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



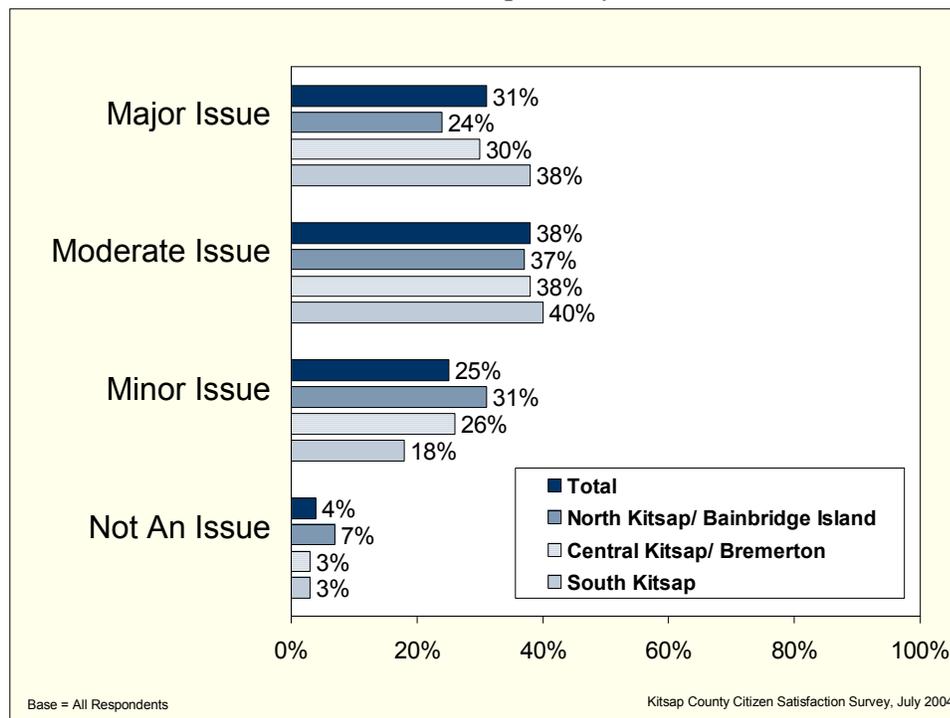
Litter and Illegal Dumping

Litter and illegal dumping is seen by nearly seven in ten (69%) as a major (31%) or moderate (38%) issue in Kitsap County. One in four (25%) say it is a minor issue and only four percent (4%) say it is not an issue at all for the County.

The regional differences are slight; among them is the larger percentage of North Kitsap residents who think litter and illegal dumping is a minor issue (31%).

There are very few demographic and household differences on this issue. To note: a larger proportion of 18 to 34 year-olds (35%) say that litter and illegal dumping is a minor issue for the County.

Figure 53: Is Litter/ Illegal Dumping A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Quality of Road Conditions

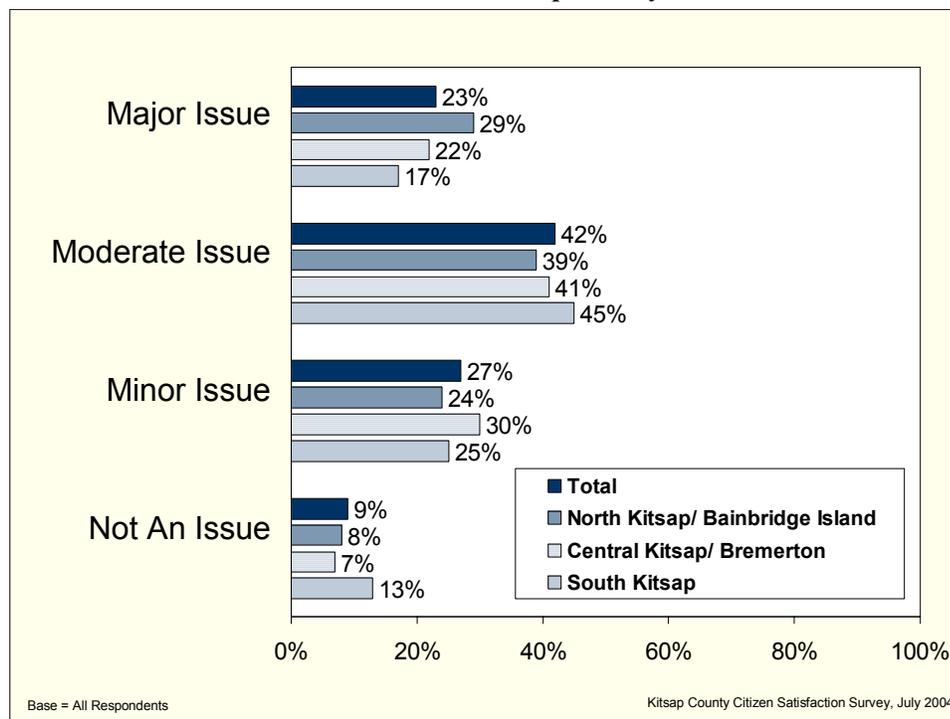
A plurality (42%) indicates the quality of road conditions is a moderate issue for the County. Overall, the split looks even but regional analysis reveals distinct regional patterns among those who declare road conditions a major issue and those who declare it a minor issue. In North Kitsap, three in ten (29%) indicate road conditions is a major issue. This figure drops to seventeen percent (17%) in South Kitsap. Conversely, a larger proportion in South Kitsap says road conditions are a minor issue (25%) or not an issue at all (13%).

The quality of road conditions is seen as a major or moderate issue among nearly two out of three Kitsap County residents. This result is also supported in the nationwide study; however there is a greater emphasis in SMARTCity™ findings on the quality of road conditions as a major issue (23% in Kitsap County compared to 32% in SMARTCity™).

Table 19 : Is The Quality of Road Conditions A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: quality of road conditions	Kitsap County	SMARTCity™
Major	23%	32%
Moderate	42%	32%
Minor	27%	24%
Not an Issue	9%	11%

Figure 54: Is The Quality of Road Conditions A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Water Pollution

Overall, two out of three residents declare water pollution to be a major (34%) or moderate (31%) issue for Kitsap County. The rest are split two to one between those who think that it is a minor issue (22%) and those who do not think water pollution is an issue at all for Kitsap County (12%).

The important regional differences to note are the relative strength accorded to this issue in North Kitsap (40 % indicate it is a major issue) and the more moderate opinion shared by residents in South Kitsap (37% indicate it is a moderate issue).

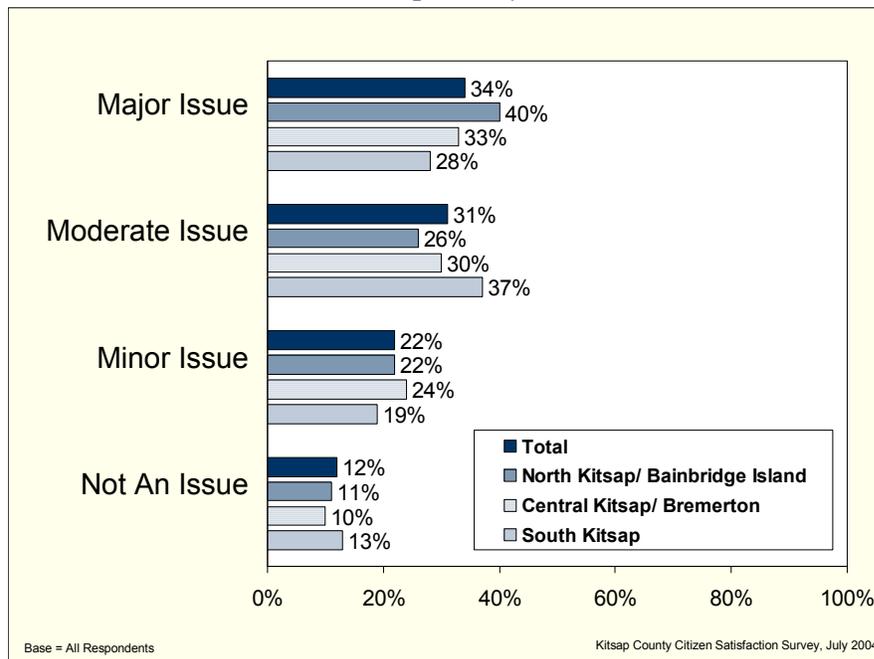
There is a significant difference between men and women, with a much larger proportion of men indicating water pollution is not an issue for Kitsap County (16%, compared to 8% of women). As well, this issue does not resonate as strongly among residents aged 18 to 34, with over one in five (21%) who indicate water pollution is not an issue for the County.

There is a distinct contrast between the results in Kitsap County and the nationwide findings from SMARTCity™ on the importance of water pollution as an issue for residents. Whereas one in three (34%) in Kitsap County rate it a major issue, this figure drops to under one in five (18%) in the national SMARTCity™ findings.

Table 20 : Is Water Pollution A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: importance of water pollution	Kitsap County	SMARTCity™
Major	34%	18%
Moderate	31%	25%
Minor	22%	30%
Not an Issue	12%	25%

Figure 55: Is Water Pollution A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?

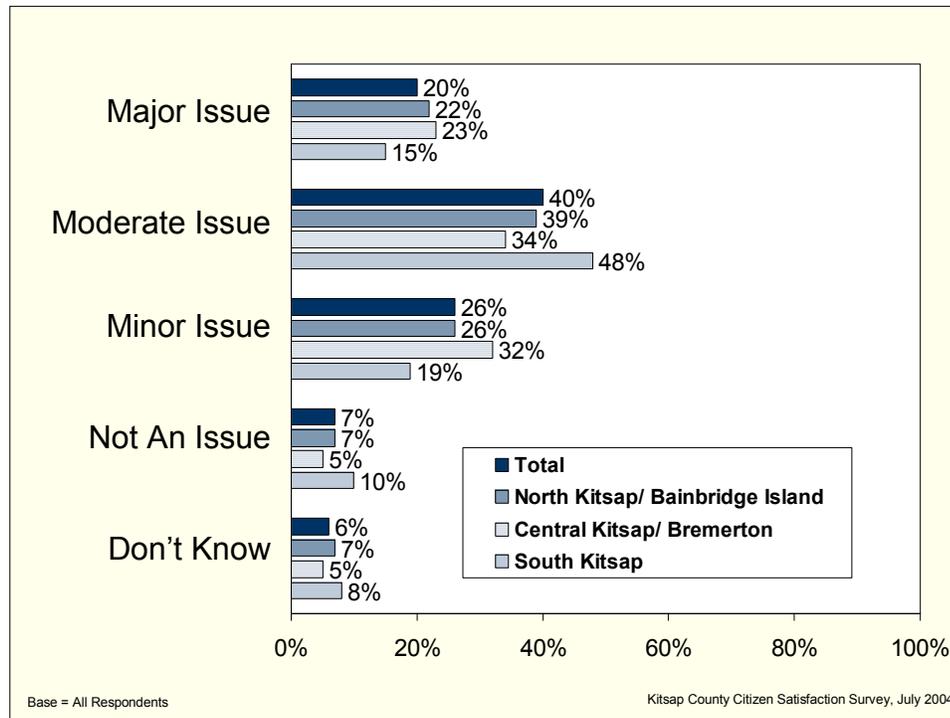


Alcohol Abuse

A plurality of residents (40%) report alcohol abuse is a moderate issue in Kitsap County. This percentage is even greater in South Kitsap, where nearly half of the residents (48%) feel it is a moderate issue in the County. Overall, one in five (20%) declares it to be a major issue and over one in four (26%) says it is a minor issue in the County. Similar small segments state alcohol abuse is not an issue at all (6%) or are unsure about the magnitude of the issue in Kitsap County (7%).

The extent to which alcohol abuse is identified as a major problem is linked to other quality of life and social economic indicators. Those who give a low rating to Kitsap County as place to live are far more inclined to point out alcohol abuse as a major issue (33%). Respondents with lower income and lower levels of education are also more inclined to rate alcohol abuse as a major issue in Kitsap County.

Figure 56: Is Alcohol Abuse A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?

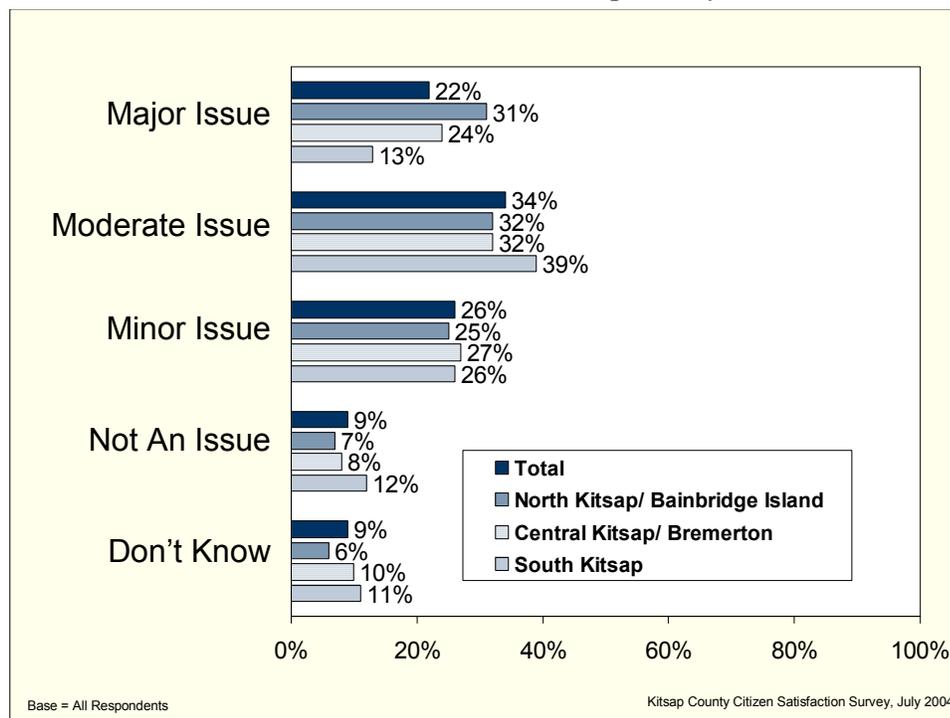


Low-Income Housing

Overall, County residents rate the availability of low income housing as a more moderate (34%) than major (22%) issue in Kitsap County. However, there are important regional distinctions in these figures. In North Kitsap, three in ten (31%) indicate low-housing is a major issue. This segment is twice as large as the one in South Kitsap, where only fifteen percent (15%) indicate the availability of low-income housing is a major issue. Overall, one in four (26%) say available low-income housing is a minor issue in Kitsap County although that figure is significantly higher in Central Kitsap (32%). Only one in fourteen residents (7%) feel low-income housing is a non-issue in the County.

The importance of this issue is largely segmented by income, age and gender. Those under age 35 are far more likely to say the availability of low-income housing is not an issue at all for Kitsap County (16%). Conversely, a much greater share of residents with household incomes under \$30,000 indicate the availability of low-income housing is a major issue in the County (34%). A greater share of women rate this as a moderate issue (38%, compared to 28% of men), while more men tend to rate low-income housing as a minor issue (31%, compared to 22% of women).

Figure 57: Is The Availability of Low-Income Housing A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Public Transportation

Residents are evenly split between declaring the adequacy of public transportation a major (26%), moderate (29%) and minor (27%) issue in Kitsap County. There are sharper distinctions between the three regions. As North Kitsap residents are more inclined to rate it as a major (32%) or moderate (35%) issue, more residents in Central Kitsap rate it as a minor issue (35%). In South Kitsap, the shift is towards declaring it a non-issue (22%).

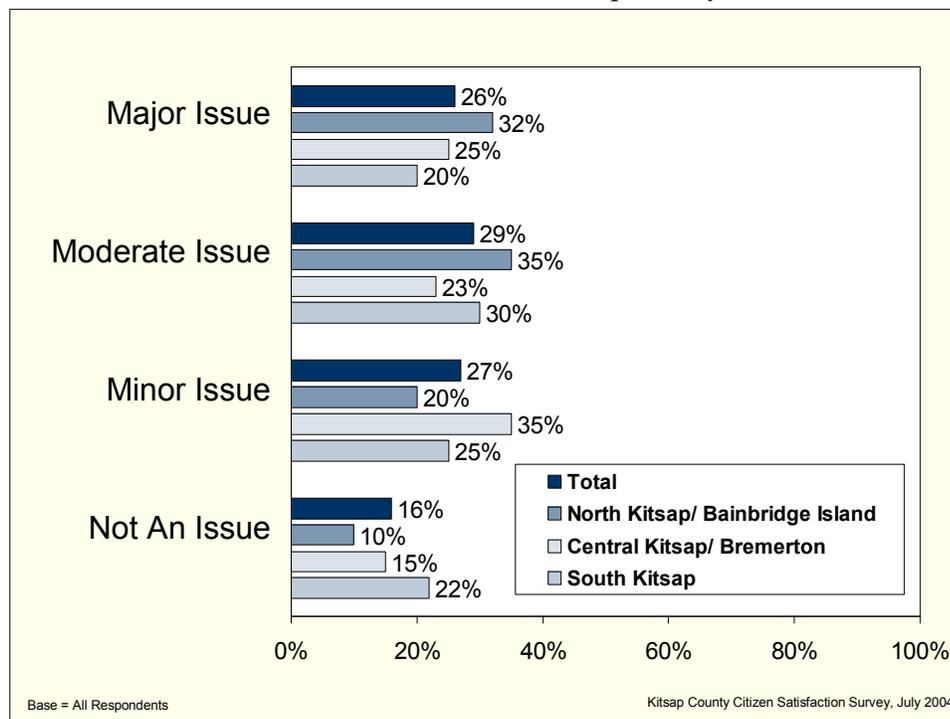
There is an indisputable generational divide on the issue of available public transportation. Compared to the results in older age cohorts, public transportation rates significantly lower among those aged 18 to 34 (37% declare a “minor issue” and 24% “not an issue at all”).

The importance of adequate public transportation rates somewhat higher in Kitsap County compared to the national findings in SMARTCity™. Kitsap County residents are less inclined to indicate it as a non-issue (16% in Kitsap County compared to 26% in SMARTCity™).

Table 21 : Is The Adequacy of Public Transportation A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: adequacy of public transportation	Kitsap County	SMARTCity™
Major	26%	21%
Moderate	29%	25%
Minor	27%	26%
Not an Issue	16%	26%

Figure 58: Is The Adequacy of Public Transportation A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?

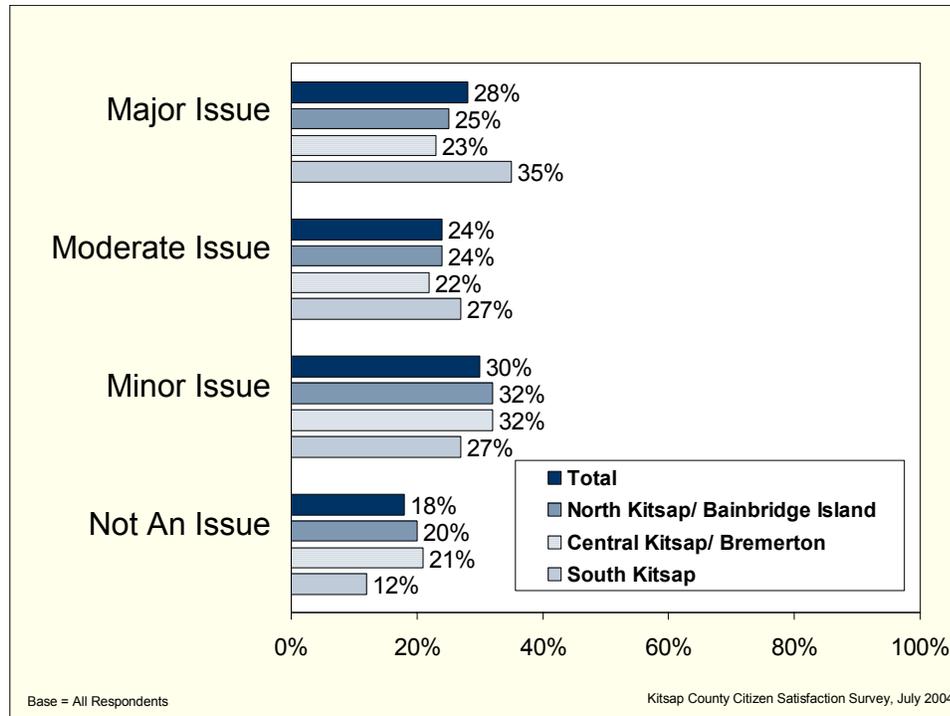


Weeds and Nuisance Plants

Residents are slightly more inclined to say weeds and nuisance plants are a moderate (24%) or major (28%) issue than they are to call it a minor issue (30%) or a non-issue (18%) in Kitsap County.

Most of the variability in the responses is observed between regions. More residents in South Kitsap indicate weeds and nuisance plants are a major issue (35%).

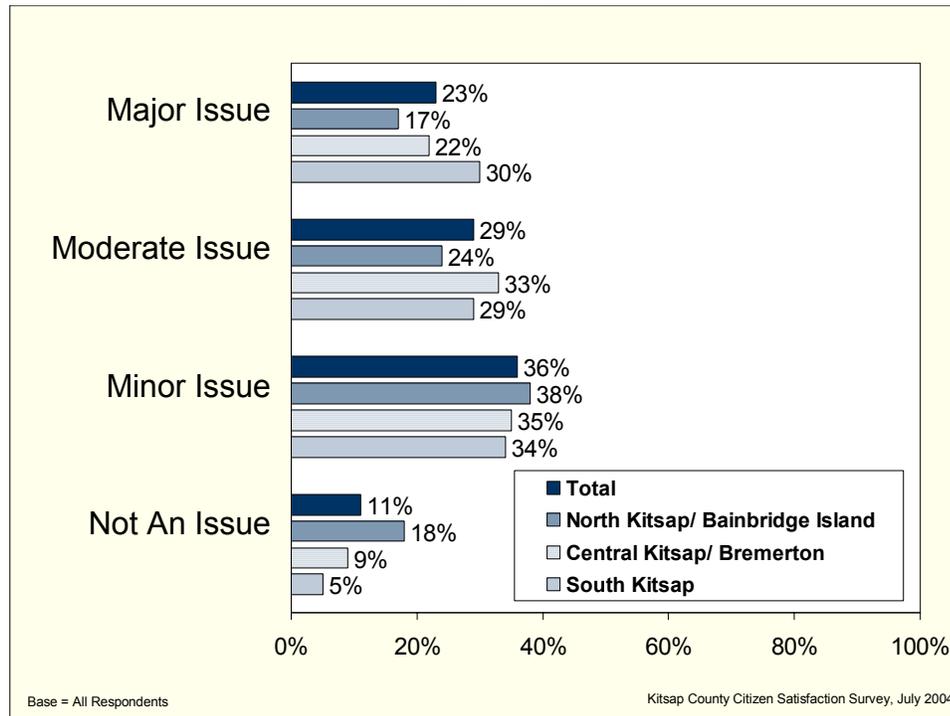
Figure 59: Are Weeds And Nuisance Plants, Such As Scotch Broom, A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Junk Vehicles

A plurality of residents (36%) asserts that junk vehicles are a minor issue in Kitsap County. Nonetheless, over one in two declare it a major (23%) or moderate (29%) issue. Overall, one in ten (11%) rate junk vehicles as a non-issue, although this figure is as high as eighteen percent (18%) in South Kitsap.

Figure 60: Are Junk Vehicles A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



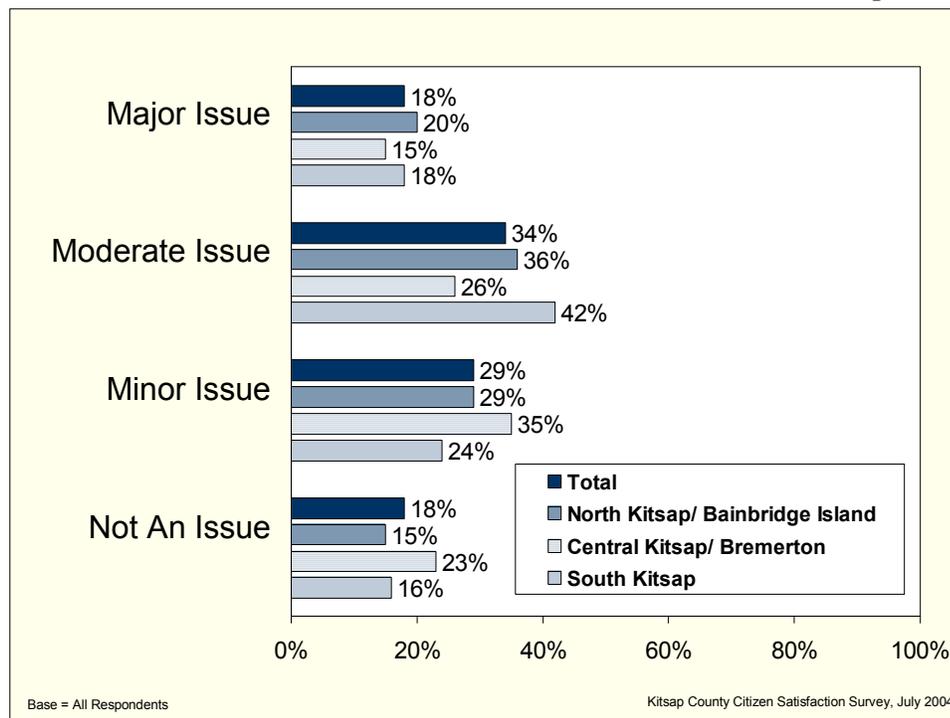
County Recreational Facilities

Just over half of all residents rate the availability of county recreational facilities as a major (18%) or moderate (34%) issue in Kitsap County. Three in ten (29%) rate it as a minor issue and nearly one in five (18%) declare the availability of county recreational facilities as a non-issue in Kitsap County.

Compared to other districts, more residents in Central Kitsap rate this item as a minor (35%) or non-issue (23%) for the County.

The availability of parks, playgrounds and trails is also more likely to rate as a non-issue among those aged 18 to 34 (27%).

Figure 61: Is Availability Of County Recreational Facilities, Such As Parks, Playgrounds, Trails, Etc. A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



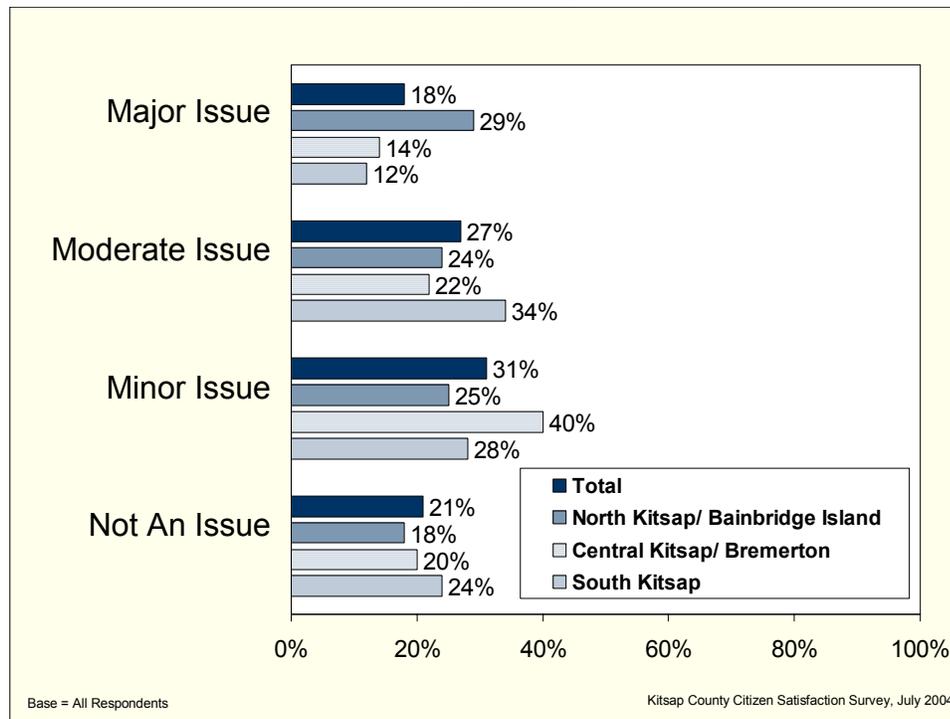
Access to Shoreline

Overall, half of residents regard access to shoreline as a minor (31%) or non-issue (21%). The balance is split two to three among those who rate this item as a major issue (18%) and those who rate it as a moderate issue (27%).

Region analysis reveals very distinct patterns in each district. In North Kitsap, this item is a more important issue: three in ten (29%) rate it as a major issue for Kitsap County. In Central Kitsap, a larger percentage rate access to shoreline as a minor issue (40%). The results from South Kitsap indicate that fewer rate it as a major issue (12%) and more rate access to shoreline as a moderate issue (34%).

Once again, there is a significant shift among residents aged 18 to 34: a much larger share of younger residents (28%) declare access to shoreline is a non-issue in Kitsap County.

Figure 62: Is Access To Shoreline A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Mental Illness

Except for the one in ten residents (10%) who were unsure or uncertain how to rate the importance of mental illness as a county issue, the distribution of the responses from all districts follows a shallow bell shape over a four-point scale. The greater part of residents rate mental illness as a moderate (31%) or minor (32%) issue, with the tail ends splitting the difference (14% major issue, 12% not an issue at all).

Women tend to rate this issue higher than men (17% indicate major issue, compared to 10% of men). Residents under age 35 are least likely to declare mental illness as a major issue (5%, compared to a high of 21% among those aged 65 and older).

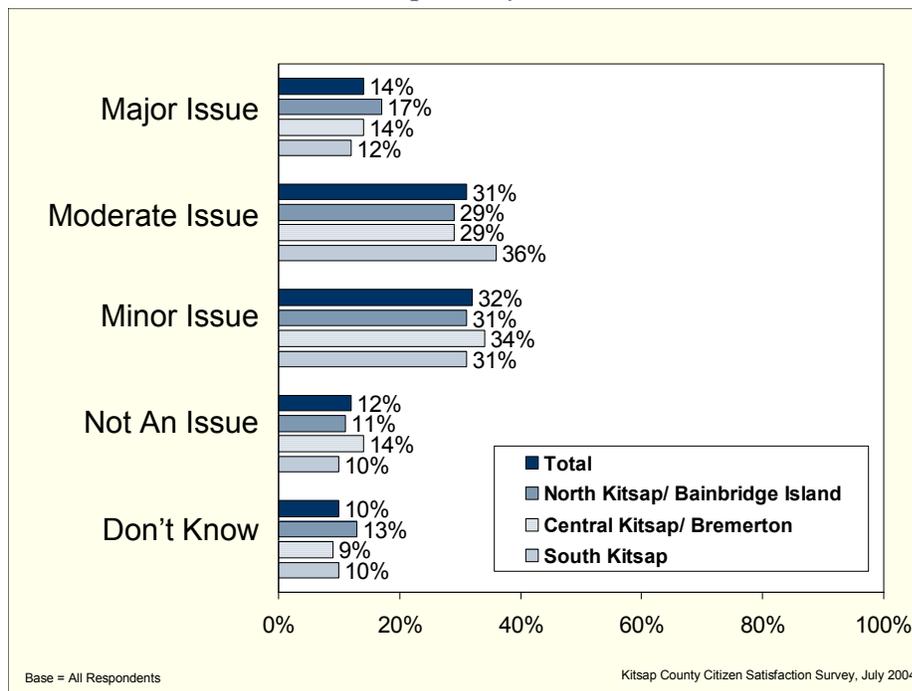
There is also a significant split by income levels. Among households reporting less than \$30,000, one in four (24%) say mental illness is a major issue. This figure declines as the level of income category increases. Among those reporting over \$75,000, only six percent (6%) state mental illness is a major issue in Kitsap County.

The overall findings in Kitsap reflect similar results from the SMARTCity™ nationwide study.

Table 22 : Is Mental Illness A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: importance of mental illness	Kitsap County	SMARTCity™
Major	14%	17%
Moderate	31%	25%
Minor	32%	31%
Not an Issue	12%	14%

Figure 63: Is Mental Illness A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?

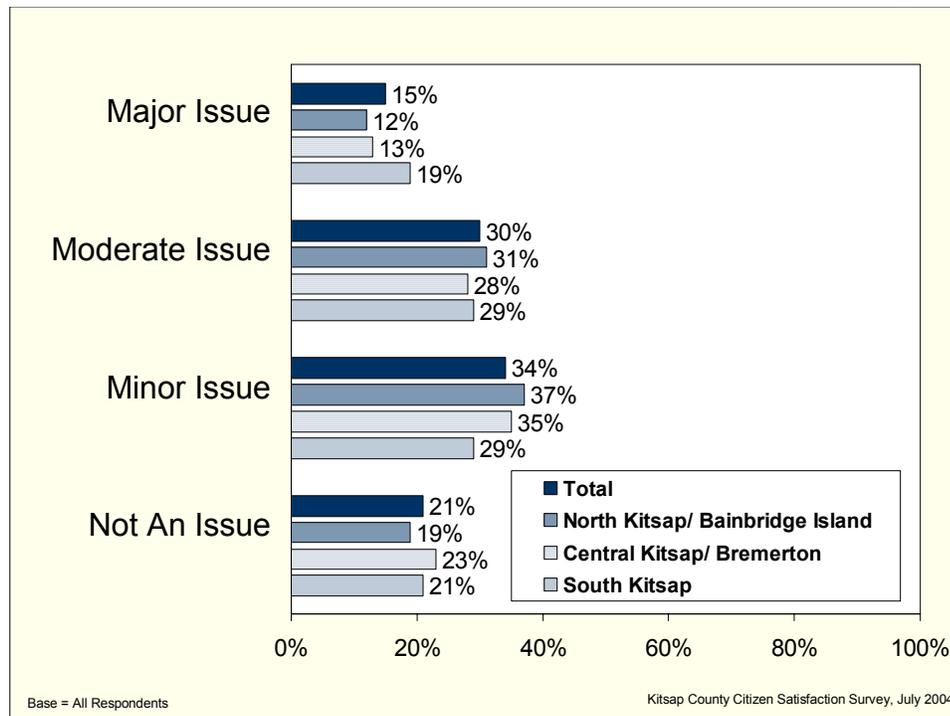


Arts and Cultural Activities

More residents believe the availability of arts and cultural activities is a minor (34%) or non-issue (21%) than they do a major (15%) or moderate (30%) issue for the County. This distribution is firm across all districts.

The most important factor of variability is age: far fewer residents under 35 as well as 65 and older rate this item as a major issue (10% and 7%, respectively, compared to approximately one in five among those aged 35 to 64).

Figure 64: Is The Availability of Arts And Cultural Activities Such As Festivals, Concerts, Museums, Etc, A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?

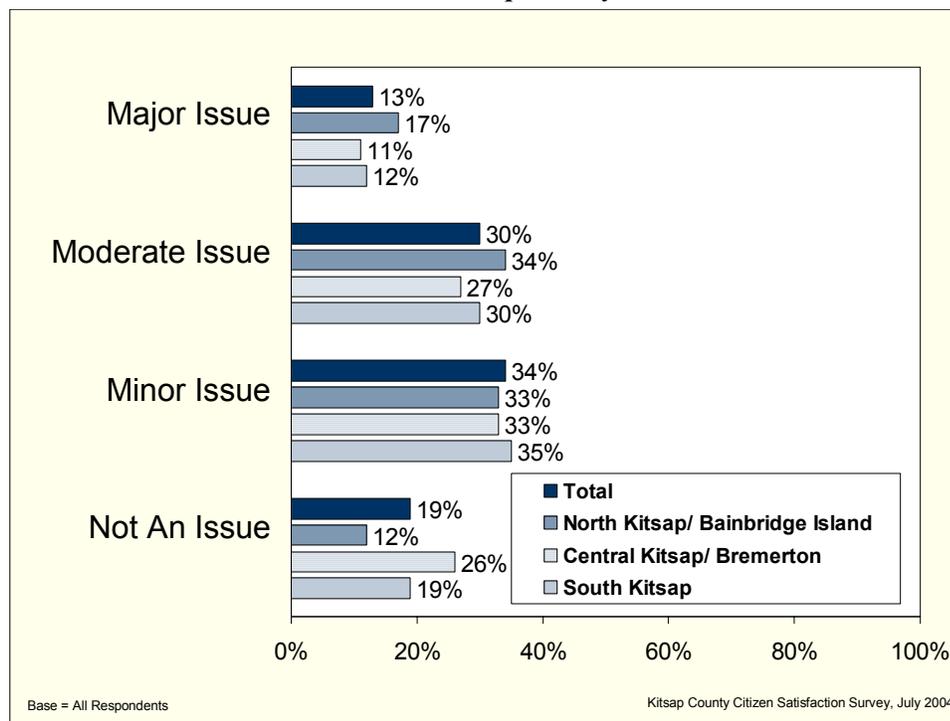


Access to Walking Trails

Over half of all residents indicate that access to walking trails is a minor (34%) or non-issue (19%) for Kitsap County. A significant segment rate it as a moderate issue (30%), while less than one in seven (13%) call it a major issue for the County. These results are fairly stable across the three districts, with a larger percentage of residents in Central Kitsap (26%) rating access to walking trails as a non-issue in Kitsap County.

Again, age is a determining factor in rating this issue. A larger proportion of residents aged 18 to 35 declare access to walking trails to be a non-issue for the County (30%). Among seniors, on the other hand, a significant segment were unsure or uncertain how to rate this issue for Kitsap County (16% “don’t know”).

Figure 65: Is Access To Walking Trails A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Racial or Ethnic Discrimination

Over six in ten residents declare that racial or ethnic discrimination is a minor issue (36%) or a non-issue (25%) for Kitsap County. A significantly larger share of Central Kitsap residents rates the item as a minor issue (44%). In South Kitsap, just as many residents rate the issue as minor (32%) as rate it as a non-issue (32%). Overall, one in four (25%) rate it as a moderate issue, while one in nine (11%) indicate racial and ethnic discrimination is a major issue for the County. Compared to other districts, the share of North Kitsap residents who rate the issue as major (16%) or moderate (29%) is thirteen percentage points greater.

Overall, there are virtually no differences in the response patterns among respondents who belong to racial or ethnic minorities in Kitsap County.

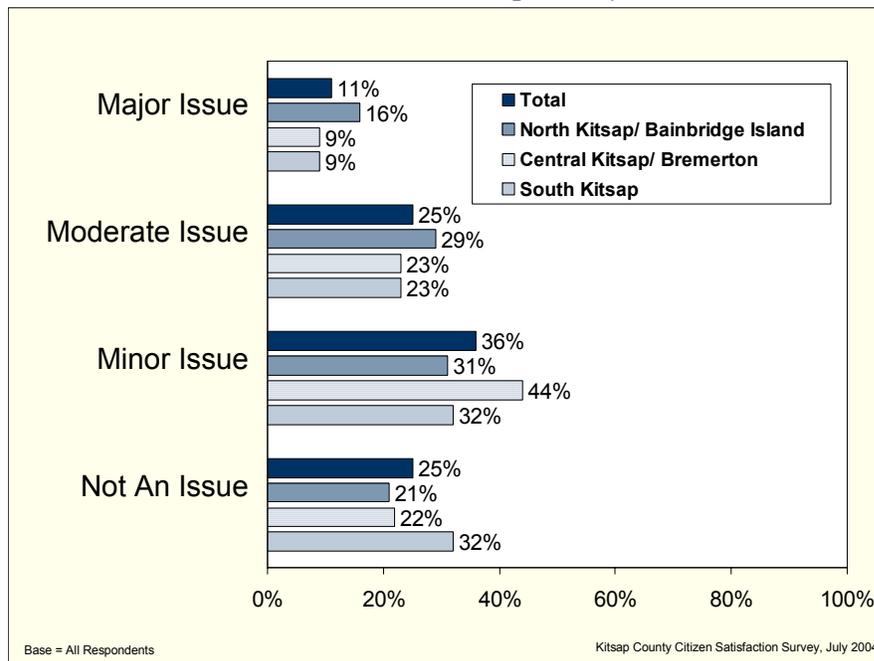
Compared to the older cohorts, a greater part of residents aged 18 to 34 rate racial and ethnic discrimination as a non-issue in Kitsap County (36%).

Results from Kitsap County are slightly more positive than those in SMARTCity™; a smaller percentage of Kitsap County residents feel that racial or ethnic discrimination is a major issue (11% in Kitsap County, 19% in SMARTCity™).

Table 23 : Is Racial or Ethnic Discrimination A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: racial or ethnic discrimination	Kitsap County	SMARTCity™
Major	11%	19%
Moderate	25%	28%
Minor	36%	34%
Not an Issue	25%	17%

Figure 66: Is Racial Or Ethnic Discrimination A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Noise Pollution

Two out of three residents say noise pollution is a minor issue (39%) or a non-issue (25%) for Kitsap County. The balance is split three to one between “moderate issue” (27%) and “major issue” (8%).

On the whole, the distribution of responses is fairly stable across the districts. Comparing South and Central Kitsap, results strongly suggest that residents in South Kitsap are significantly more likely to say noise pollution is not an issue for Kitsap County (32%, compared to 17% in Central Kitsap).

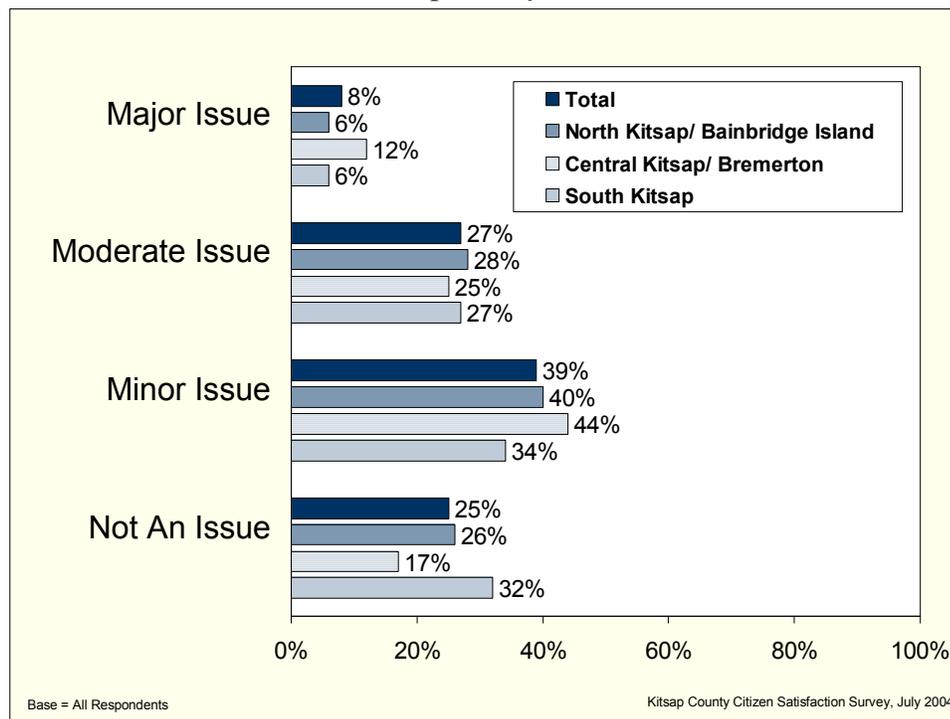
The results also splinter by age group. A significantly larger proportion of residents aged 18 to 34 say noise pollution is not an issue at all for Kitsap County (34%).

Compared to the SMARTCity™ findings, noise pollution is not as salient an issue for Kitsap County. The percentage of residents who feel that noise pollution is a major issue is less than half in Kitsap County (8%) than what is reported in the national SMARTCity™ data (18%).

Table 24 : Is Noise Pollution A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: importance of noise pollution	Kitsap County	SMARTCity™
Major	8%	18%
Moderate	27%	29%
Minor	39%	35%
Not an Issue	25%	17%

Figure 67: Is Noise Pollution A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Air Pollution

At the lowest end is importance of air pollution as an issue for Kitsap County. The results are very similar to the findings on noise pollution, with two-thirds rating it a minor issue (40%) or non-issue (24%). One in four (24%) say that air pollution is a moderate issue for the County while one in ten (11%) rate it as a major issue.

Regional analysis on this item reveals fairly stable results across all districts. Comparing South Kitsap to North Kitsap, the findings indicate that a significantly larger share of North Kitsap residents declare air pollution as a major issue for the County (15% compared to 7% in South Kitsap).

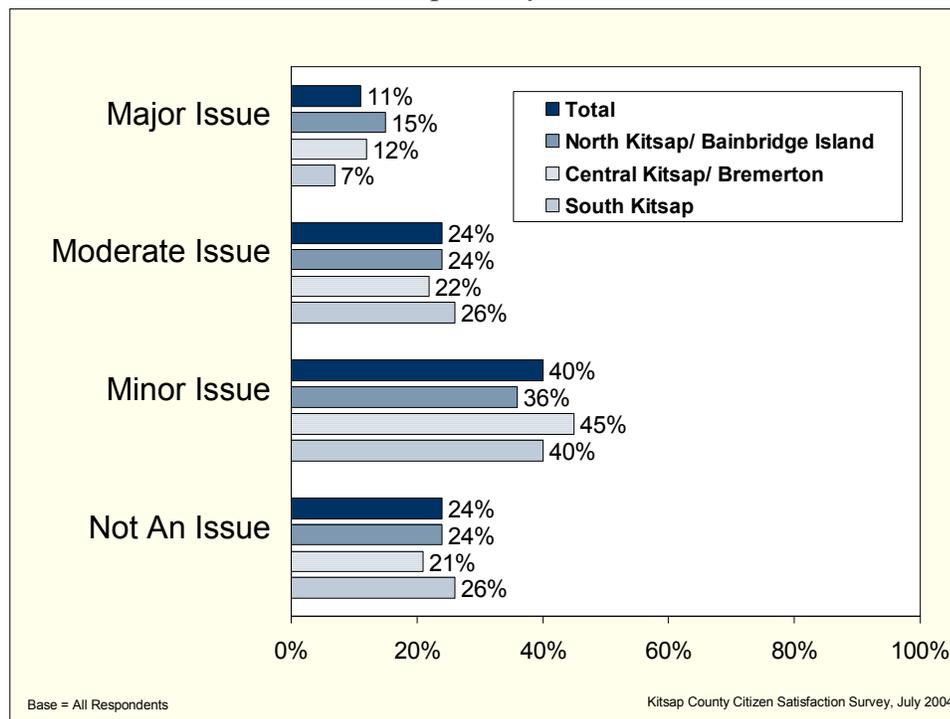
Those aged 18 to 34 are far more likely than the older cohorts to rate air pollution as a non-issue for Kitsap County (32%).

Comparing the results from Kitsap County to the nationwide findings from SMARTCity™, air pollution is more likely to be a minor or non-issue in Kitsap County.

Table 25 : Is Air Pollution A Major Issue, Moderate Issue, Minor Issue or Not an Issue At All for <Kitsap County/ Your City>?

Rating: importance of air pollution	Kitsap County	SMARTCity™
Major	11%	26%
Moderate	24%	30%
Minor	40%	28%
Not an Issue	24%	15%

Figure 68: Is Air Pollution A Major Issue, A Moderate Issue, A Minor Issue, Or Not An Issue At All For Kitsap County?



Drug Issues in Kitsap County

Although the general trend indicates a more positive rating of the County’s response to drug abuse problems, there are significant segments of the population who clearly demonstrate a more negative attitude towards current County efforts.

Drug abuse problems have directly affected thirteen percent (13%) of County households.

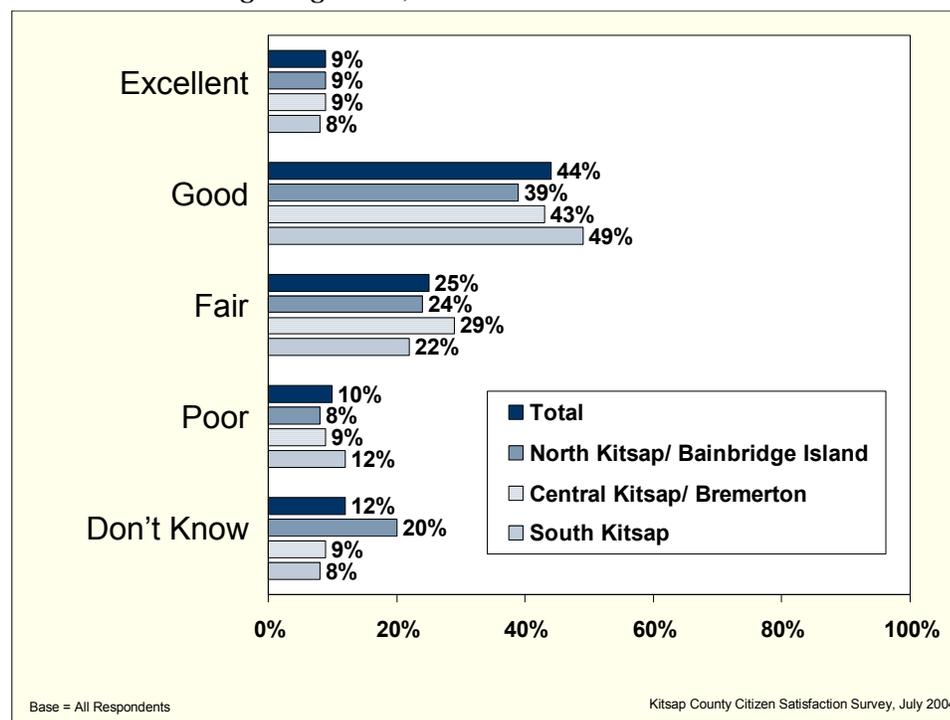
Rating Kitsap County’s Response to Drug Issues

Kitsap residents were asked to rate the County’s current response to drug abuse problems, including drug court, methamphetamine (“meth”) use and meth labs. The results lean towards the positive end of the scale: the share is split evenly between “excellent” and “poor” at one in ten (9% and 10%, respectively); among those remaining, a larger proportion indicates the County’s response is “good” (44%) over “fair” (25%). Approximately one in eight Kitsap residents (12%) say they “don’t know” how to rate the County’s response to drug abuse problems. This share is significantly larger in North Kitsap (20%), than in South (8%) or Central Kitsap (9%).

Socio-economic indicators are the leading drivers in determining how Kitsap residents rate the County on their response to drug issues. Residents with lower levels of education and lower household income are far more likely to rate the County’s response as “poor.”

These results also tie into general issues of quality of life. A greater share of residents who rate the County as a poor or fair place to live also indicate that the County’s current response to drug abuse problems is poor (20%). As well, a larger segment of those who will not recommend Kitsap as a place to live also give the County a poor rating on responding to drug abuse problems.

Figure 69: How Would You Rate Kitsap County's Current Response To Drug Abuse Problems, Including Drug Court, Meth Use And Meth Labs?

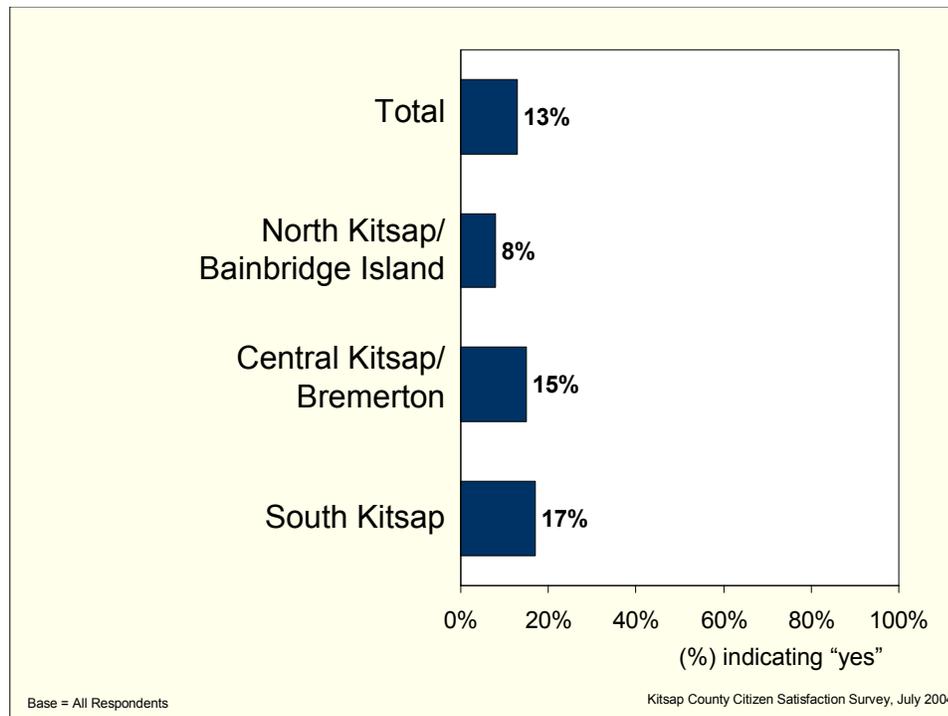


Direct Impact of Drug Abuse / Crime on Citizens

Overall, just over one in eight (13%) residents say drug abuse problems have had a direct affect on them or someone in their household. The percentage is slightly greater in Central Kitsap (15%) and South Kitsap (17%) relative to the reported share in North Kitsap (8%).

The largest concentration of reported problems is found among residents aged 35 to 44 (18%) and the lowest among those aged 65 and older (7%).

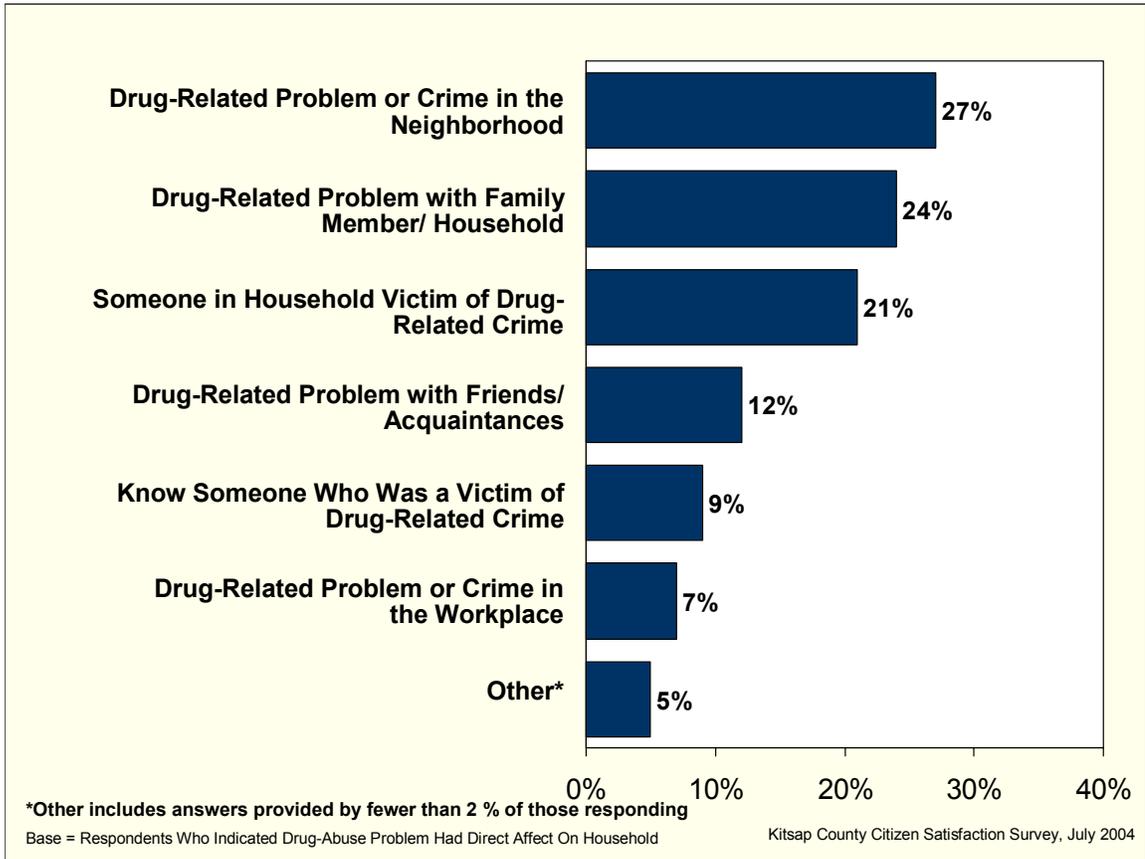
Figure 70: In The Last 12 Months, Have Drug Abuse Problems In Kitsap County, Including Crime Associated With Meth Use And Meth Labs, Had A Direct Affect On You Or Anyone In Your Household?



Residents who had indicated drugs have had a direct affect in their household were asked to describe, more specifically, the circumstances or nature of the problem.

The top-three responses are: drug-related problems in the neighborhood (27%), drug problems in the household or with a family member (24%) and drug-crime victimization of someone in the household (21%). Respondents also mention drug problems (12%) and drug-crime victimization (9%) with friends and acquaintances, as well as drug-related problems and crime in the workplace (7%).

Figure 71: In What Way Have Drug Abuse Problems In The County Had A Direct Affect On You Or Anyone In Your Household?



Emergency Preparedness

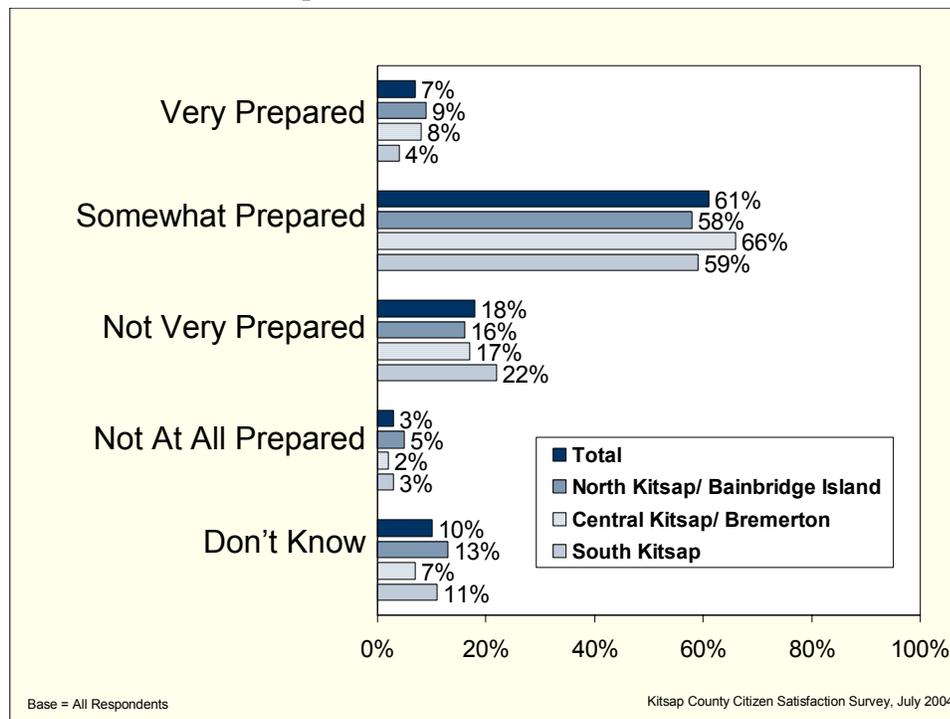
County Preparedness

At least two out of three residents feel Kitsap County is somewhat prepared (61%) or very prepared (7%) to deal with natural disasters. Approximately one in five feel the County is either not very prepared (18%) or not at all prepared (3%) in this regard. Overall, one in ten (10%) are unsure or uncertain how well prepared the County is to deal with natural disasters.

These results are stable across all three districts and when examined by household and demographic variables.

Residents who have had greater exposure and experience with County services and amenities tend to indicate the County is more prepared to deal with natural disasters.

Figure 72: How Well Prepared Would You Say Kitsap County Is to Deal with Natural Disasters Such As Earthquakes, Floods, Tornadoes, etc?



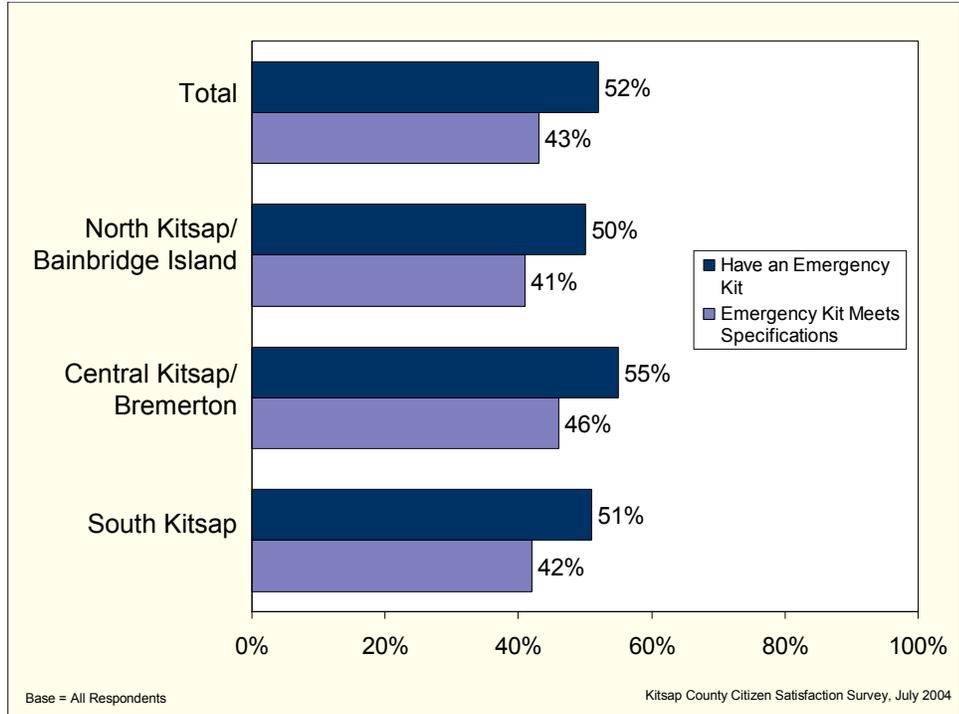
Household Preparedness

Approximately half of all residents report they have a designated emergency kit. Of those, four out of five (84%) say their kit provides at least three days of food, water, first aid, clothing and other emergency supplies for everyone in the household. This amounts to forty-three percent (43%) of all households who say their emergency kit provides the recommended minimum supplies. These results hold across all three districts in the County.

Those who have lived in their community less than four years are less likely to have an emergency kit (39%).

When examining results across age groups, older Baby Boomers (age 45 to 54) are most likely to report they have an emergency kit (62%). Compliance with the required specifications is highest among seniors (97% of those who have an emergency kit say it meets specifications).

Figure 73: Does Your Household Have A Designated Emergency Kit? Does Your Kit Provide At Least 3 Days Worth Of Food, Water, First Aid, Extra Clothing And Other Emergency Supplies?

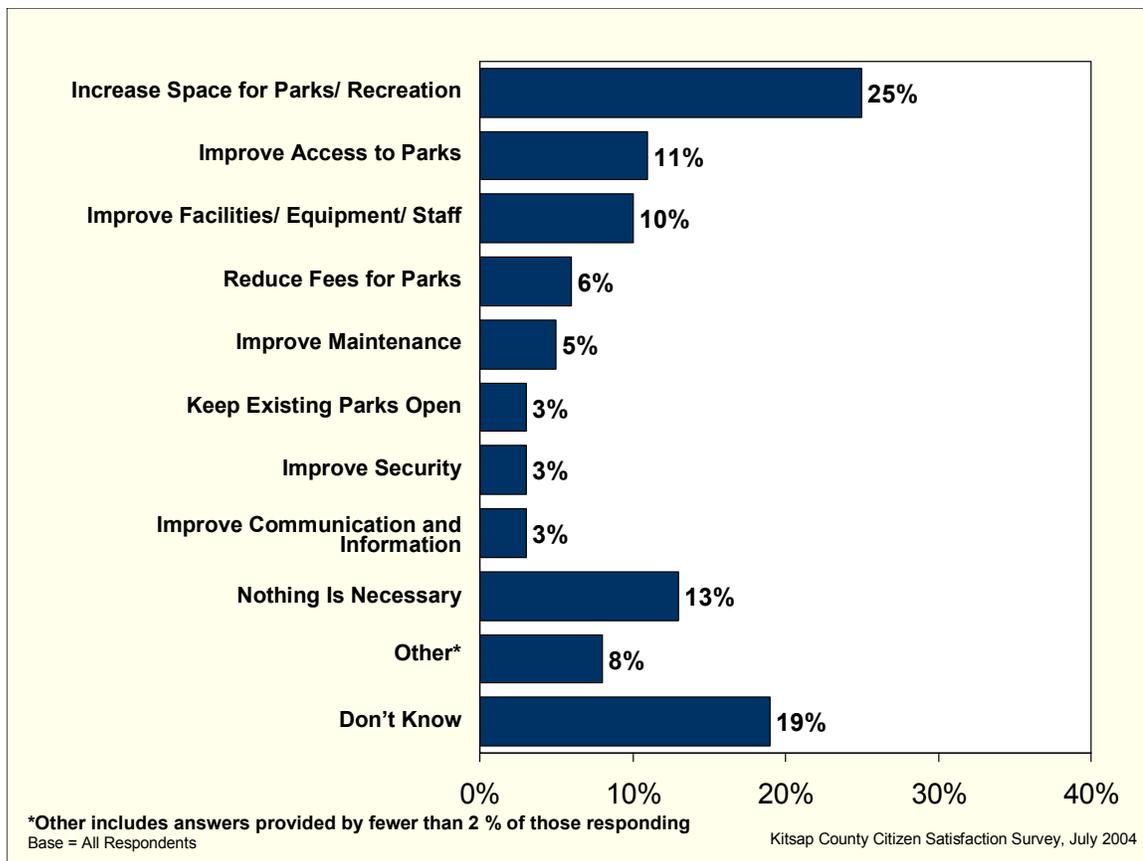


Recommendation for County Open Space and Parks Plan

When asked what one change they would like to make to the County plan for parks and open spaces, the most cited response was to increase the space available for parks and recreation (27%). Approximately one in ten mention improving access to parks (11%) or improving park facilities, equipment and staffing (10%). Other suggestions include: reducing fees (6%), improving general park maintenance (5%), keeping existing parks open (3%), improving security (3%) and improving communications about park services (3%).

Close to one in three had no response, either citing that no changes to the County plan were necessary (13%) or they did not know what change or addition to make to the parks and open spaces plan (19%).

Figure 74: What One Change Or Addition To The County's Current Open Space And Parks Would You Recommend Be Made In The Next Year?



County Budget Priorities

Identifying and Rating Kitsap County's Highest Budget Priority

Kitsap Citizens focus on three main areas of concern in allocating the County's highest budget priority: traffic and planning, education and social services, and economic development. There is some degree of regional variation in these priorities, in particular between the relative importance of managing and planning for growth versus aiming to develop a stronger economy in the region. The importance of education is driven to some extent by age whereas the priority for health and social services is highly sensitive to household income. Overall, there is a fairly acute sense of urgency and negativity towards the County's performance on the self-identified highest budget priority.

Identifying the Highest Budget Priority

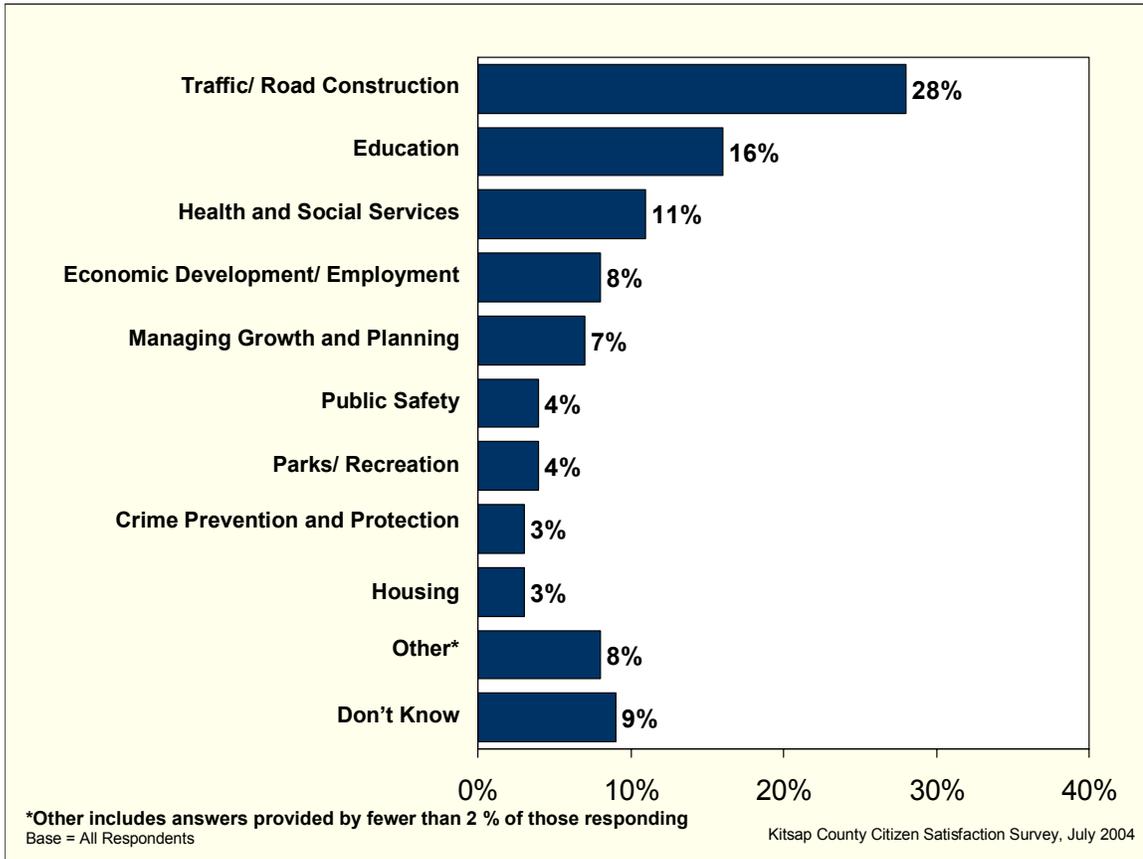
The most frequently cited suggestions for the County's highest budget priority relate to road construction and traffic alleviation solutions (28%). It ranks highest in all districts and its share is notably higher in North Kitsap (35%). Among residents who indicate that traffic congestion is a major issue for Kitsap County, two out of five (41%) cite traffic and road construction as the most important budget priority for the County over the next two years.

The next highest priority, education, is mentioned by nearly one in six Kitsap residents (16%). However, the demographic analysis reveals that the relative importance of education (24%) closely rivals that of traffic and road construction (30%) among residents aged 18 to 34.

Various health and social services issues get the nod from one in ten residents (11%). These are followed by priorities relating to economic development and employment (8%), as well as non-specific planning and growth management (7%). The importance of economic and employment concerns is relatively higher in Central Kitsap, where thirteen percent (13%) mention it as the highest budget priority for Kitsap County.

Other items, each mentioned by fewer than five percent of respondents, include: public safety (4%), parks and recreation (3%), crime prevention and protection (3%), and housing (3%).

Figure 75: When Allocating Funding To Programs And Services In The Next Two Years, What Should Be The County's Highest Budget Priority?



Rating County's Performance on Highest Budget Priority

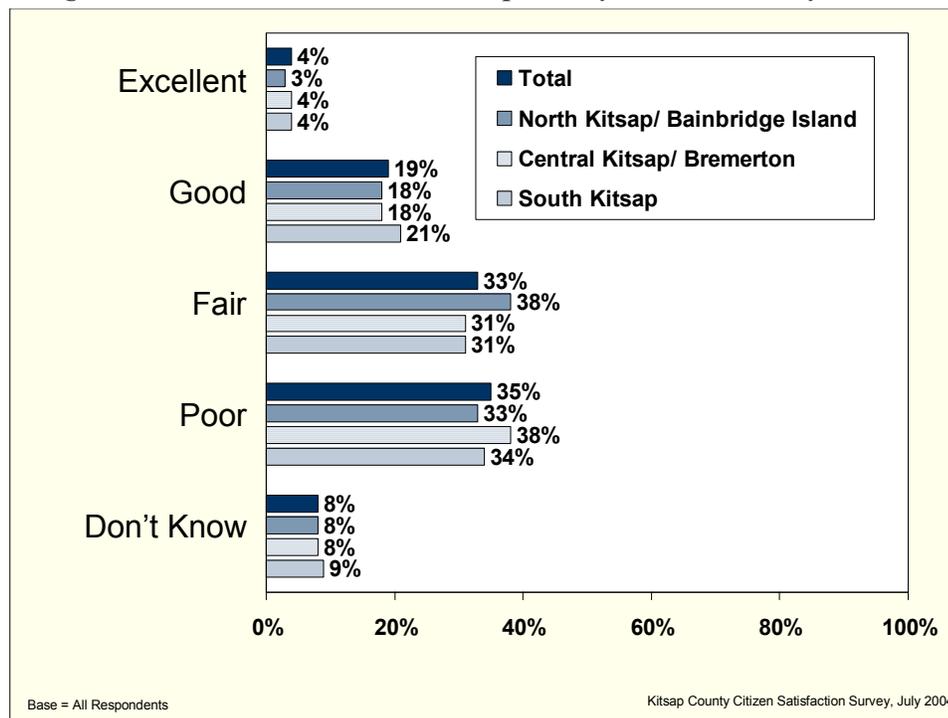
There is a marked sense of critical urgency among Kitsap residents regarding what they perceive as the County's highest budget priority. Overall, more than two out of three rate the county as either "poor" (35%) or "fair" (33%) on their top priority. Overall, only one in five residents (19%) feel the County is doing a "good" job; very few (4%) rate the county as "excellent." These results are very stable across all three districts.

Compared to the younger age cohorts, older residents are far more likely to indicate a favorable rating for the County's top budget priority. Well over one in three rate the County as "good" (32%) or "excellent" (5%) on their highest budget priority.

An even stronger majority of those who cite traffic and road construction as their top priority rate the County as "poor" (44%) or "fair" (37%) on that priority.

This survey item is more closely linked with the overall rating of Kitsap County as a place to live and the likelihood of recommending it others as a place to live. The relatively small proportion of residents who describe Kitsap County as a "poor" or "fair" place to live are far more inclined to rate the County as "poor" on its top budget priority. Converting the range of answers to a four-point scale (where poor = 1 and excellent = 4), those who describe Kitsap County as a "poor" or "fair" place have a mean rating of 1.65 on the top budget priority, well below the mean rating of 2.18 given by those who rate Kitsap as an "excellent" place to live.

Figure 76: How Would You Rate Kitsap County On That Priority?



Maintaining a Balanced Budget

Counties are facing difficult choices in attempting to maintain a balanced budget while dealing with reduced revenues. When asked to choose between four plausible options, a plurality of residents would rather go to the polls and seek voter approval for higher taxes. Those who would elect to eliminate specific programs from Kitsap County operations had some difficulty in identifying which specific programs to eliminate.

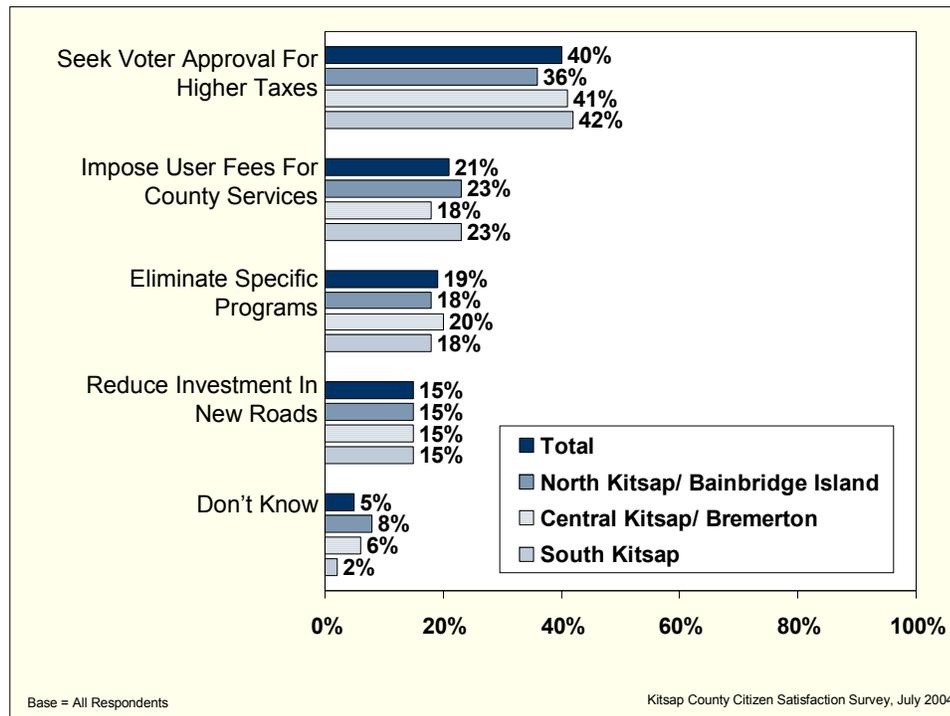
Maintaining a Balanced Budget

This question relates to Initiative-864, a proposed measure to reduce property tax revenues going to Kitsap County government. With reduced funds available to the General Fund and Road Fund budgets, specific actions would be required to balance the County budgets.

Given a choice between four options, the preferred means for achieving a balanced budget is to seek voter approval for higher taxes (40%). Twice as many selected that option than any of the other choices: imposing user fees (21%), eliminating specific programs (19%), or reducing investment in new roads (15%).

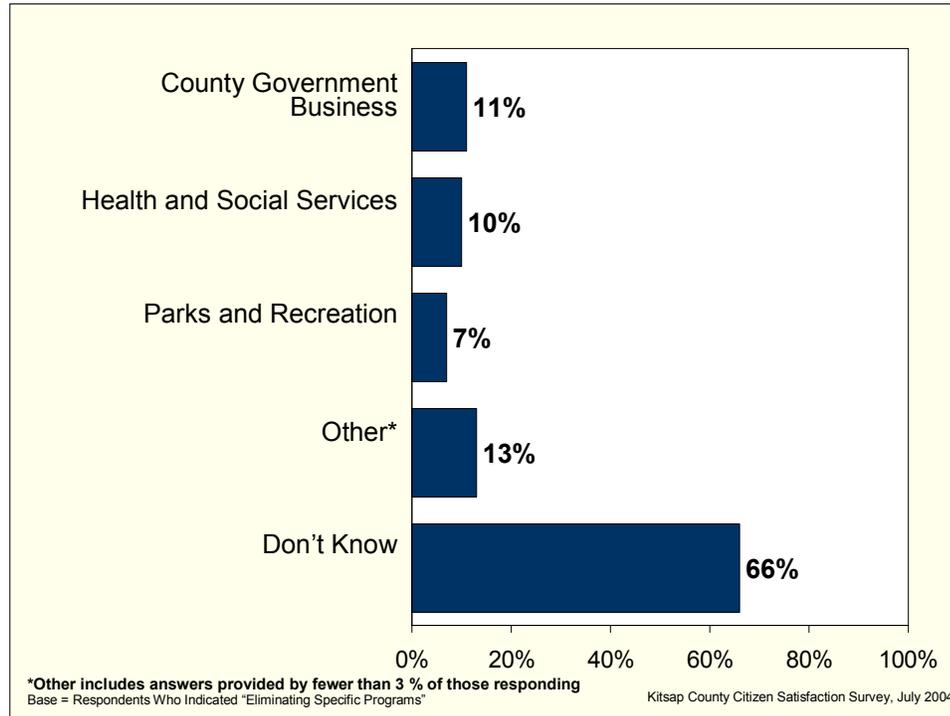
These results are very firm across most demographic, household and regional variables. Those who selected to eliminate specific programs figured a larger percentage of men (23%, compared to 15% of women).

Figure 77: As Initiatives Result In Budget Reductions, Which Of The Following Options Would You Prefer That The County Adopt?



Those who selected to eliminate specific programs were asked to identify which program they would chose to eliminate. Putting the theory into practice proved to be a sizeable challenge. A strong majority did not know which program they would eliminate (66%). The most frequent responses relate to cutting county government business, such as committees (11%) and reducing programs relating to health and social services (10%). A small number also mentioned cutting parks and recreation programs (7%).

Figure 78: Which Specific Programs Would You Eliminate?



Priority for Spending County Tax Dollars

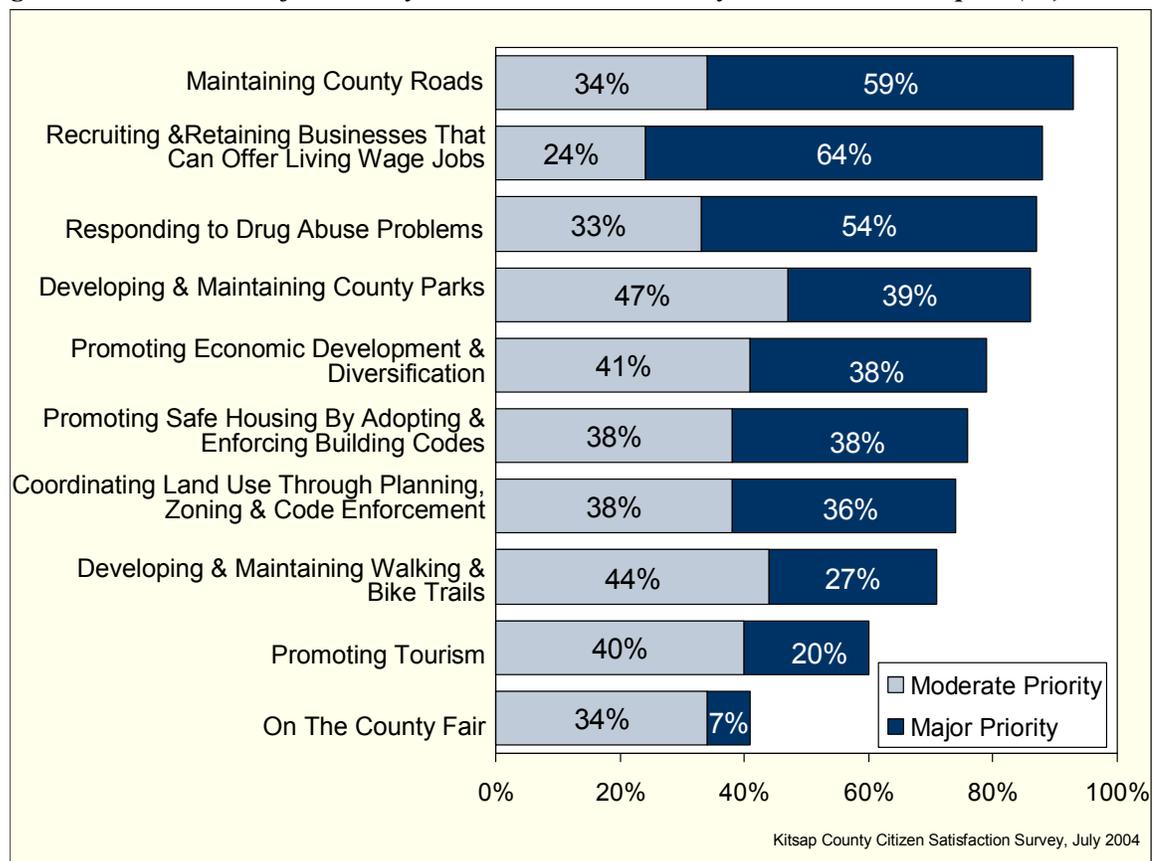
Rating a Range of Issues

Nearly all the issues residents were asked to rate garnered very high levels of attention, with at least two out of three rating it a major or moderate priority for spending tax dollars. The top three priorities include maintaining county roads, recruiting businesses that can offer living wage jobs, and responding to drug abuse problems – each with at least one in two who says that it should be a major priority.

At a second level of priority, there are a number of issues that rate a “major” priority among just fewer than two in five residents. These include: developing and maintaining county parks, promoting economic development and diversification, promoting safe housing and coordinating land use. Kitsap residents rate developing and maintaining walking and bike trails, and promoting tourism as slightly lower priorities.

Receiving the least amount of support is the County Fair. Fewer than half of Kitsap residents rate this item as a major (7%) or moderate (34%) budget priority.

Figure 79: How Much Of A Priority Is It To You That County Tax Dollars Are Spent (...)?



Maintaining County Roads

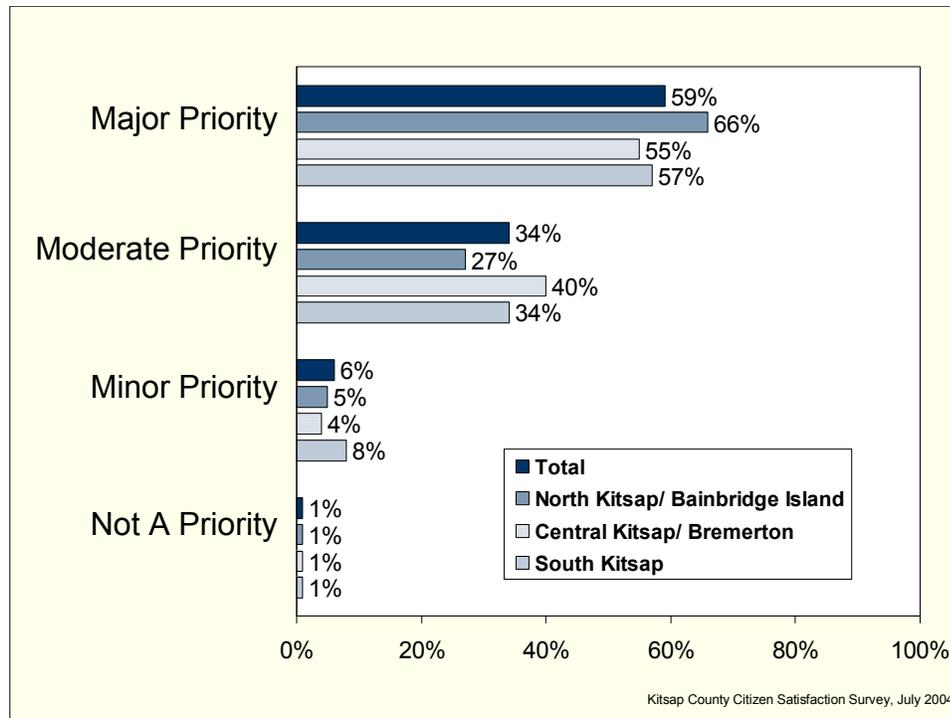
The top priority, assigned to maintaining County roads, attests to traffic, congestion and road quality as major issues for Kitsap residents.

More residents of North Kitsap than those in Central Kitsap rate this as a major (66% and 55%, respectively) rather than moderate priority (27% and 40%, respectively).

This issue also resonates with a greater proportion of Baby Boomers and seniors (65% and 64%, respectively indicate major priority).

Residents who have an overall high rating of Kitsap as a place to live are more inclined to view spending tax dollars on maintaining county roads as a major priority.

Figure 80: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Maintaining County Roads?

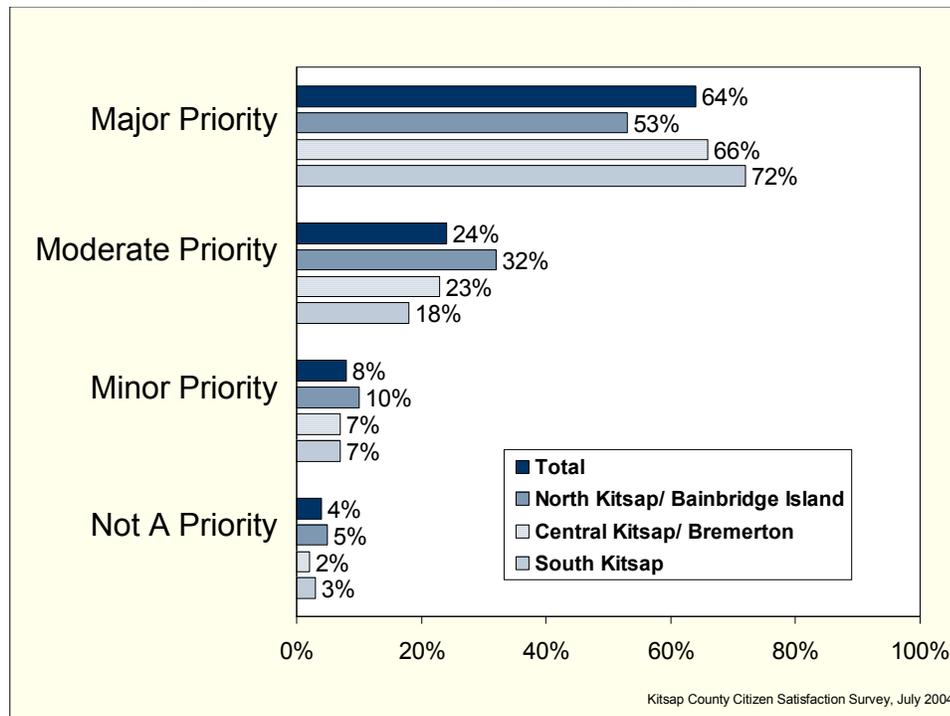


Recruiting and Retaining Businesses that Can Offer Living Wage Jobs

Of all the issues presented to residents, this issue the greatest level of support in the top category, with nearly two out of three (64%) declaring this issue as a major priority. Regardless of income or age, this issue rates highly across most demographic and household variables.

However, there are some distinct regional differences to note. In Central Kitsap and South Kitsap, this issue rates considerably higher than in North Kitsap (66%, 72% and 53%, respectively, rate it as a major priority).

Figure 81: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Recruiting And Retaining Businesses That Can Offer Living Wage Jobs?

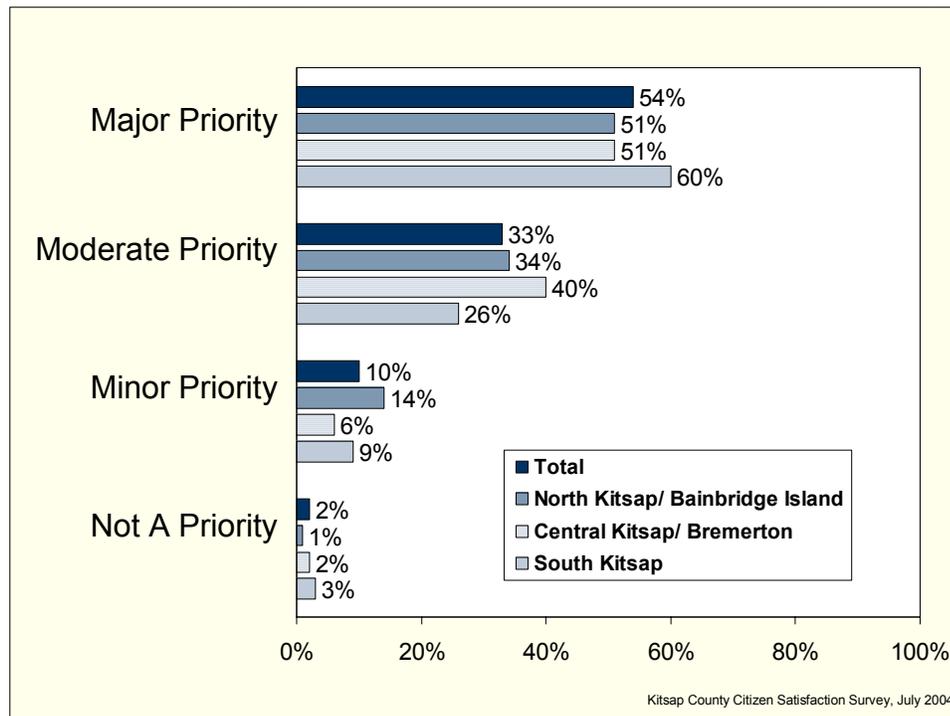


Responding to Drug Abuse Problems

Spending County tax dollars on responding to drug abuse problems is a high priority among more than half (54%) of Kitsap residents. The priority assigned to responding to drug abuse problems rates somewhat higher in South Kitsap (60% “major priority”), whereas a relatively larger share of residents in North Kitsap assign it a minor priority (14%) for spending tax dollars.

There are few differences among demographic and household variables on the issue of spending tax dollars to respond to drug problems. Residents who rate Kitsap County as an excellent place to live are among those most likely to be those driving this “major priority” category.

Figure 82: How Much Of A Priority Is It That County Tax Dollars Are Spent To Respond To Drug Abuse Problems, Including Drug Court, Meth Use And Meth Labs, In Kitsap County?

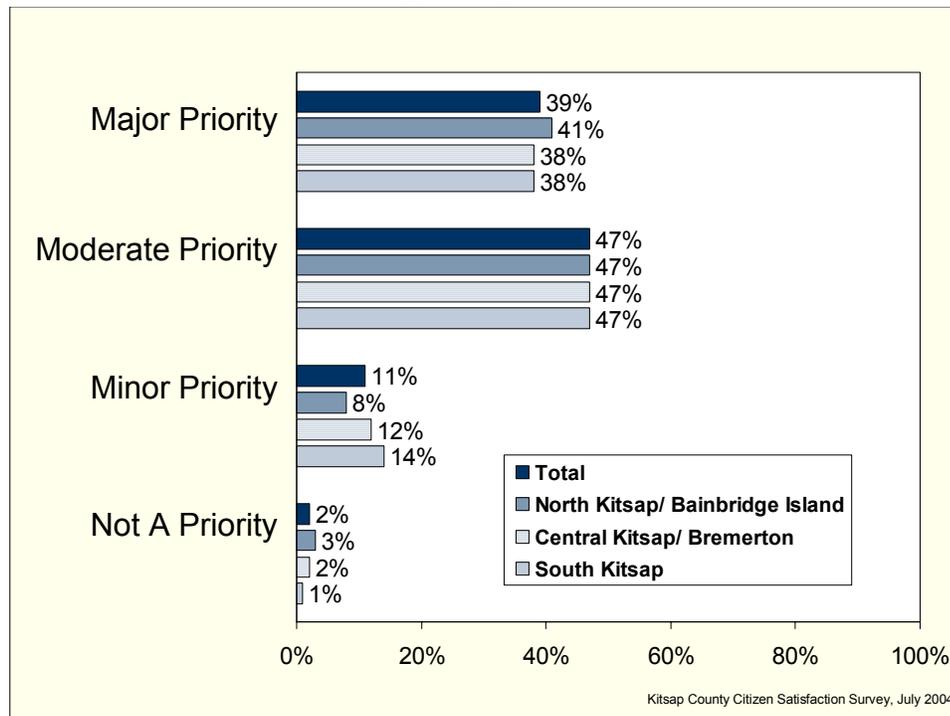


Developing and Maintaining County Parks

A plurality of residents (47%) would make it a moderate priority to spend tax dollars developing and maintaining county parks. Approximately two in five (39%) declare this item to be a major budget priority. A very small percentage of residents declare it a minor priority (11%) or a non-priority (2%). These results are very stable across all regions.

Women are slightly more inclined than men to rate this item as a major budget priority (43%, compared to 34% of men).

Figure 83: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Developing And Maintaining County Parks?

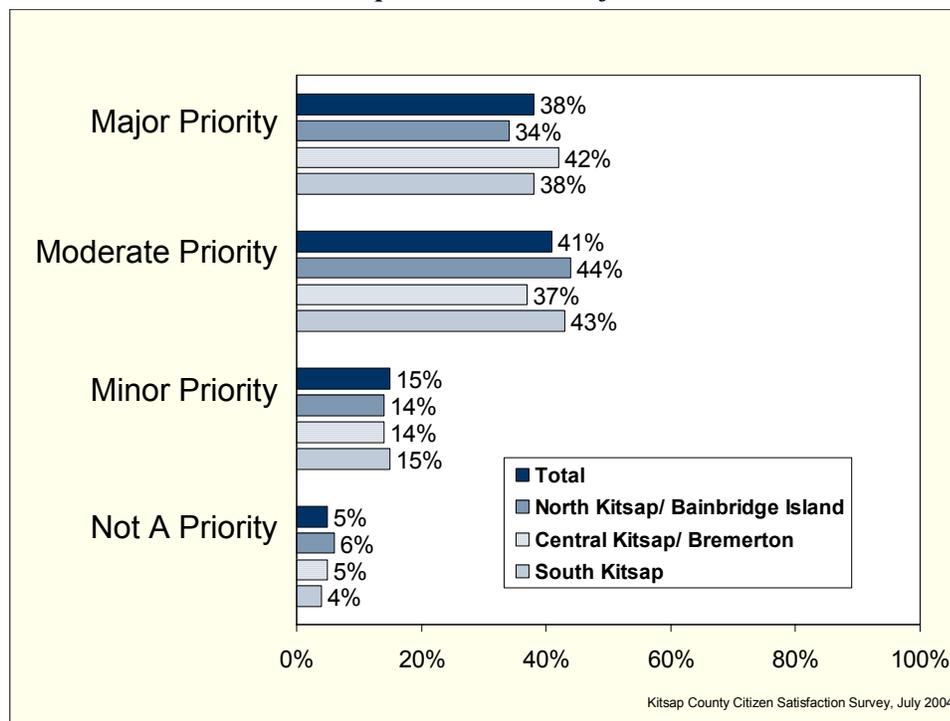


Promoting Economic Development and Diversification

Residents are fairly evenly split between assigning a major priority (38%) or a moderate priority (41%) to spending tax dollars on promoting economic development and diversification. The remaining share is split three to one between those who rate it a minor priority (15%) and those for whom it is not a budget priority (5%). The distribution of these results is fairly stable across all three districts.

Age and income do not figure as contributing factors in determining how important this budget priority should be. Instead, the longevity in the community emerges as a more significant determinant. Those who have lived in their community for less than ten years are far more inclined than the long-time residents to rate this item as a major budgetary priority.

Figure 84: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Promoting Economic Development And Diversification?



Adopting and Enforcing Building Codes

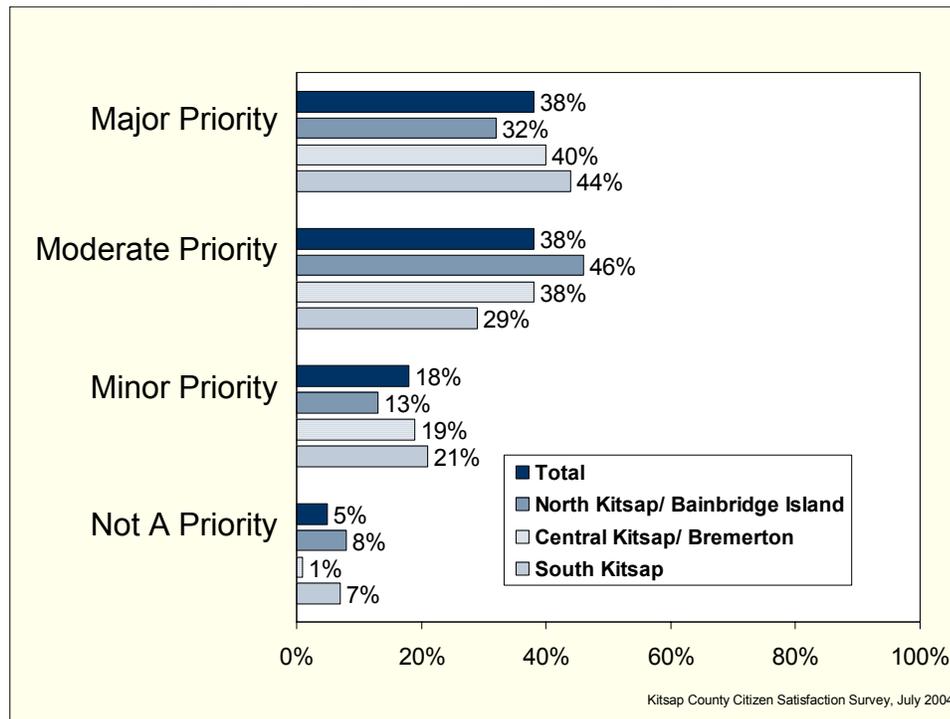
On the whole, there is fairly strong support for spending tax dollars on promoting safe housing by adopting and enforcing building codes. Overall, just as many residents rate this issue a major priority (38%) as a moderate priority (38%). About half as many (18%) rate this issue a minor budget priority and very few (5%) feel this is not a priority at all.

Regional variation is more apparent on the issue of adopting and enforcing building codes. This is a more moderate budget priority for North Kitsap residents (46% “moderate priority”) and more pressing among South Kitsap residents (44% “major priority”).

Women tend to give greater budget priority to this issue (46% “major priority”), whereas men tend to be centered on a moderate budget priority for promoting safe housing.

This issue is less salient among the younger age cohort, where one in three of those aged 18 to 34 rate this as a minor priority (27%) or not a priority at all (5%).

Figure 85: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Promoting Safe Housing By Adopting And Enforcing Building Codes?

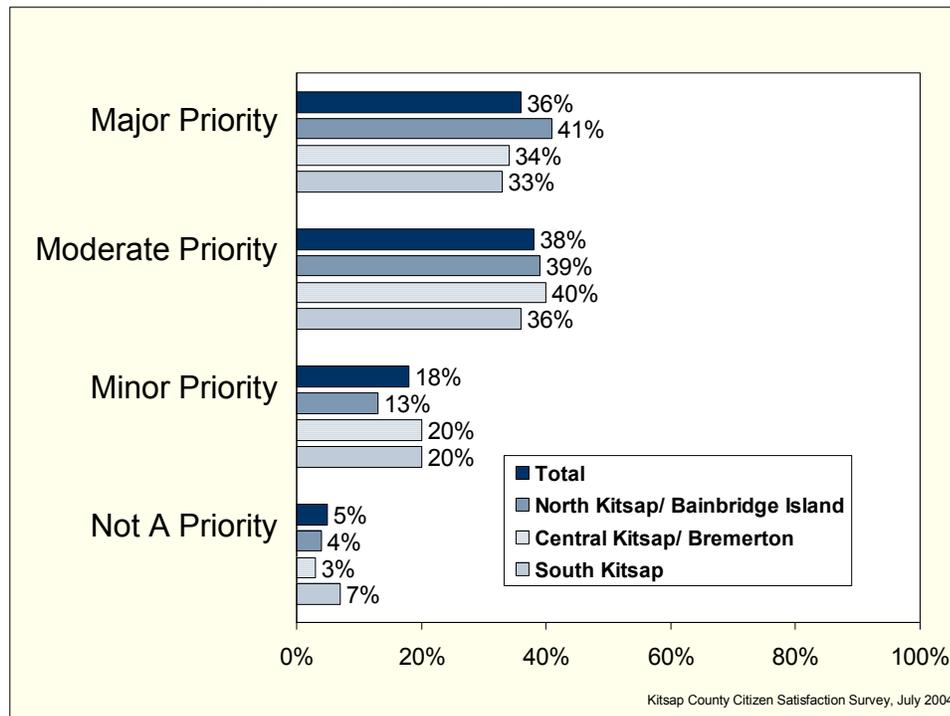


Coordinating Land Use Through Planning, Zoning and Code Enforcement

The overall distribution on coordinating land use through planning and code enforcement is very similar to how residents rate the budget priority for adopting and enforcing building codes. Most are split evenly between “major” and “minor priority” (36% and 38%, respectively), with a larger part of the remaining share going to “minor priority” for budget spending. The results hold across all three districts.

Once again, this issue is much less relevant to the younger age cohort, with three in ten (30%) rating this as a minor budget priority.

Figure 86: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Coordinating Land Use Through Planning, Zoning, And Code Enforcement?

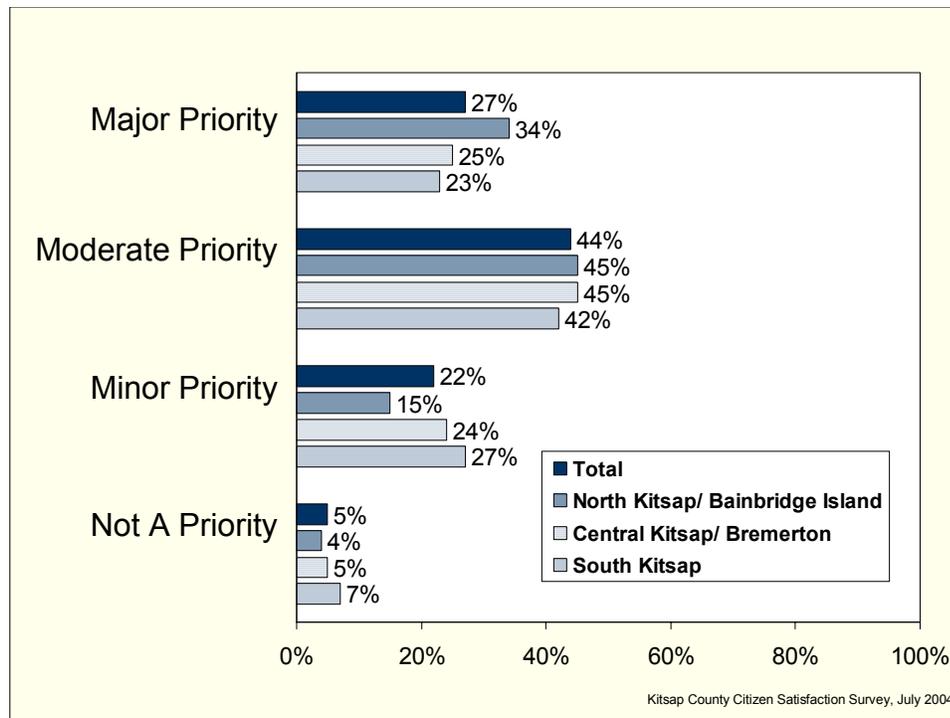


Developing and Maintaining Walking and Bike Trails

A plurality of residents (44%) assigns a moderate budget priority to developing and maintaining walking and bike trails in Kitsap County. A slightly larger percentage rate it a major priority (27%) over a moderate priority (22%) and very few (5%) say it is not a budget priority at all for them. This issue rates higher in North Kitsap, where one in three (34%) assign it a major budget priority.

The level of support for this budget item peaks among those aged 35 to 44 (33% “major priority”) and among those with higher household incomes. Further analysis reveals how this issue is related to other items on quality of life in Kitsap County. Residents who have lived in their community for less than four years are more likely to rate this as a major priority (35%), as are residents who rate Kitsap as an excellent place to live (34%).

Figure 87: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Developing And Maintaining Walking And Bike Trails?



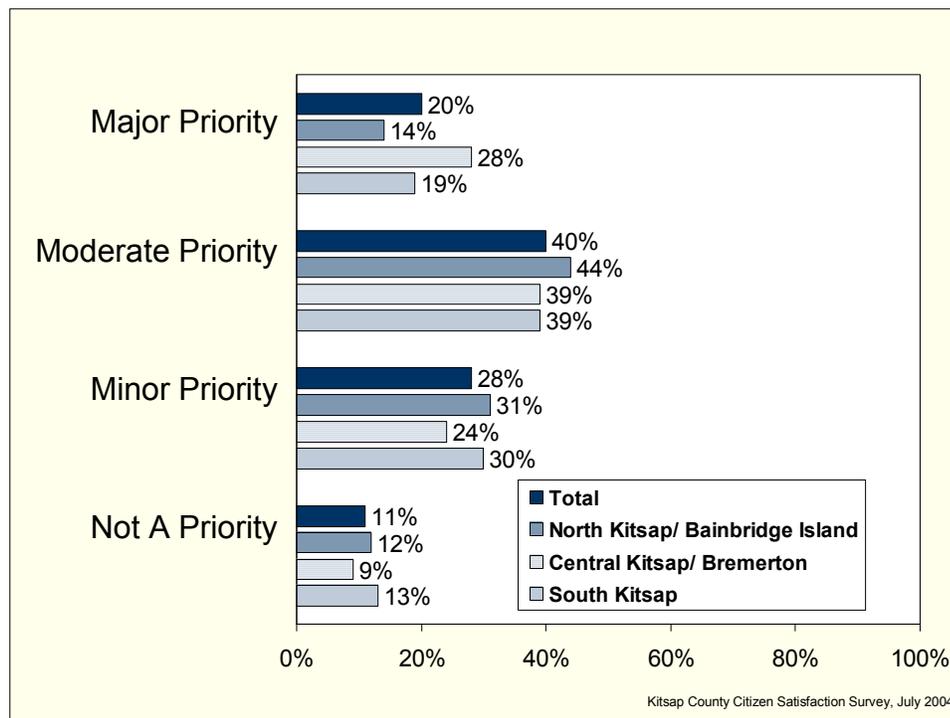
Promoting Tourism

While the mode is still at “moderate priority” for spending money on promoting tourism, more residents lean towards a lower (28% “minor priority”, 11% “not a priority”) rather than higher priority (20% “major priority”). Support is significantly higher in Central Kitsap, where almost three in ten (28%) rate promoting tourism as a major budget priority.

There are a few household and demographic differences to note. Perhaps most revealing is that promoting tourism is a higher priority among those with lower household incomes.

Residents who describe Kitsap County as an excellent place to live are also more inclined to assign a major priority to spending money on tourism (27%).

Figure 88: How Much Of A Priority Is It To You That County Tax Dollars Are Spent Promoting Tourism?



County Fair

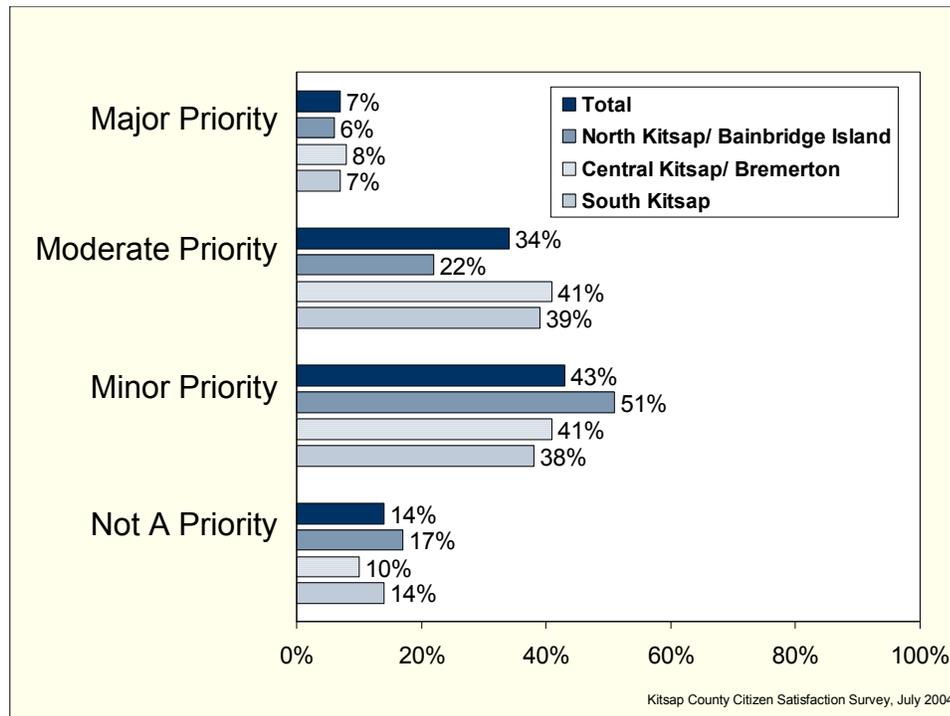
There is a definite shift in attitudes when assigning a budget priority to the County Fair. A plurality rates it a minor priority (43%) and another fourteen percent would not rate it as a priority for the County budget. One in three (34%) assign it a moderate priority while very few (7%) make it a major budget priority.

There are some significant trade-offs between moderate and minor priority ratings when comparing North Kitsap to the other two districts on this item. North Kitsap residents are more inclined to say that spending money on the County Fair is a minor priority (51%).

Support for the County Fair as a budget priority is higher among seniors, where a majority of those 65 or older rate it a moderate (47%) or major priority (14%).

Residents with higher household incomes are less likely to support the County Fair as a high budget priority. Over seven in ten of those reporting incomes greater than \$75,000 rate this issue as a minor (56%) or non-priority (15%) for the County budget.

Figure 89: How Much Of A Priority Is It To You That County Tax Dollars Are Spent On The County Fair?

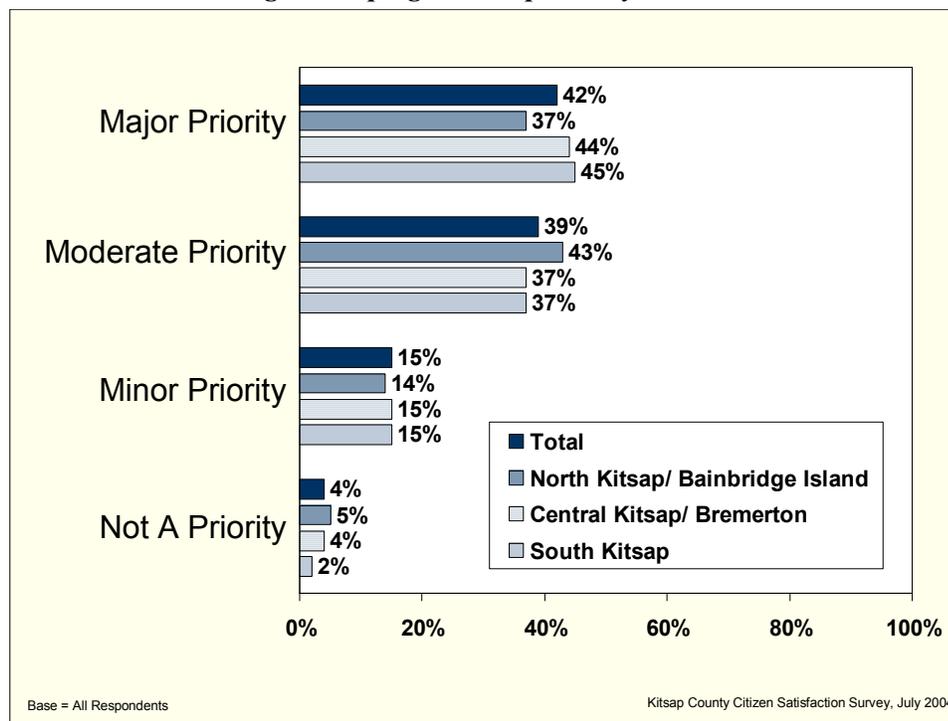


Managing Litter and Illegal Dumping

Kitsap County residents assign a fairly high priority to the use of County resources to manage litter and illegal dumping. Because this question was posed a little differently from the other items rating budget priorities, it is being treated separately in the analysis. However, the results have a similar distribution to the priority assigned to maintaining county parks or coordinating land use.

A slim plurality (42%) rates this item as a major budget priority. A similar proportion (39%) says using county resources to manage litter and illegal dumping is a moderate priority. The remaining share is split three to one (15% “minor priority”, 4% “not a priority”). The distribution of results is fairly stable across all districts.

Figure 90: How Much Of A Priority Is It That County Resources Are Used To Manage Litter And Illegal Dumping In Kitsap County?



Perception of Value-for-Money in Kitsap County

Kitsap residents generally agree that they are getting good value-for-dollar for the services and programs provided by the County. While more than three in four believe their property tax bill is the same or higher than in other Washington counties, there is little consensus as to how much of their tax bill goes to support county government services. The perception of value for money does not appear to be predicated by age or household income, nor does it appear to be based the level of exposure to county services and amenities. On the other hand, those who feel that they are paying more than the State average in property taxes in Kitsap County are more likely to say they are getting their money's worth for County services and facilities.

Getting Your Money's Worth

A majority of Kitsap residents report they are getting their money's worth for their tax dollars (56% "probably," 9% "definitely" getting their money's worth). One in five (21%) state they are probably not getting their money's worth; a further thirteen percent (13%) say they are definitely not getting their money's worth. These results hold steady for all districts, with a slightly greater percentage of Central Kitsap residents (62%) who indicate they are probably getting value-for-dollar for the services and facilities in Kitsap County.

The perception of the value-for-dollar is not altered substantially by age or household income. It is, however, related to other perception items about Kitsap County. Residents who rate Kitsap County as a "poor" or "fair" place to live are significantly more likely to indicate they are not getting their money's worth for their tax dollars (32% "probably not", 33% "definitely not").

Exposure and experience with Kitsap County publications, services, and amenities has little or no impact on whether or not Kitsap residents feel they are getting good value for their tax dollars.

The top concerns and immediate budget priorities appear to vary little with whether or not citizens feel they are getting their money's worth for their tax dollars. However, when looking at a combination of top priorities related to housing and education, as well as health and social services, the contrast becomes more evident (Table 26). Those who feel that they are probably or definitely not getting their money's worth are more inclined to mention education as the top priority for the County. Just under one in five (18%) of those who feel they are not getting their money's worth from County services and facilities mention education as the highest budget priority, compared to one in ten (11%) among those who feel they are getting good value for their tax dollars. Combining the results for housing, education, and health and social services, there is a twelve (12) percentage point difference in the number who rated these items as their highest budget priority for the County.

Table 26 : Budget Priorities and Value for Money

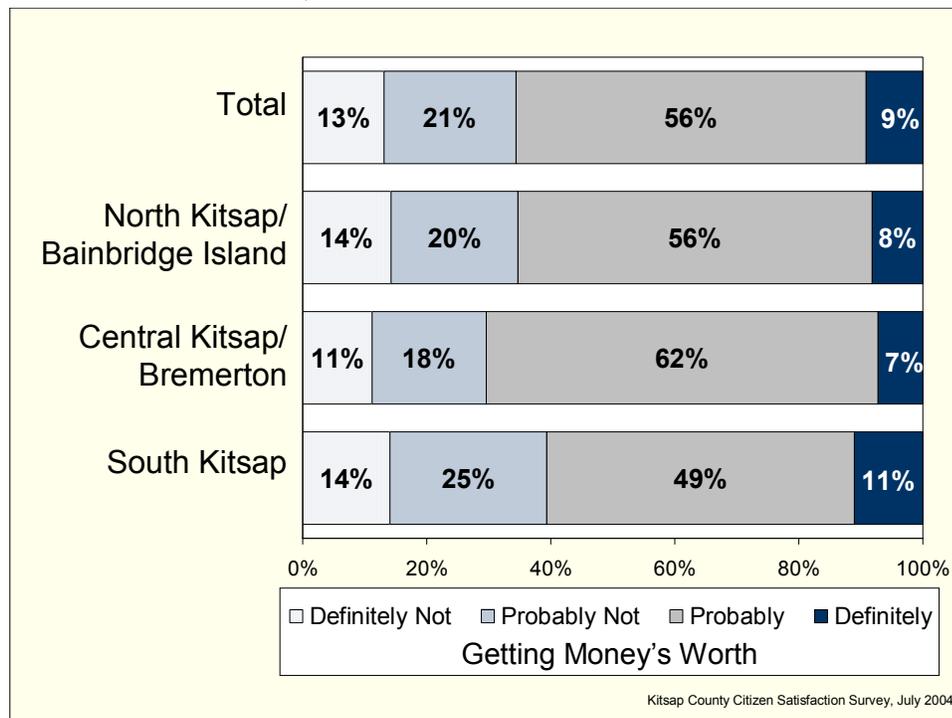
When Allocating Funding To Programs And Services In The Next Two Years, What Should Be The County's Highest Budget Priority?	<i>Probably/Definitely Not Getting Money's Worth</i>	<i>Probably/Definitely Getting Money's Worth</i>
Housing: Low-Income/ Affordable Housing	3%	1%
Education	18%	11%
Health & Social Services	12%	9%
Total	33%	21%

Comparing results in Kitsap County to the findings in SMARTCity™, a similar percentage of residents feel they are getting their money’s worth for their tax dollars. The distribution in the SMARTCity™ data, however, shows a relatively larger proportion who feel they are definitely getting their money’s worth (19% in SMARTCity™, 9% in Kitsap County).

Table 27 : Thinking About Services and Facilities In <Kitsap County/ Your City> Do You Feel You Are Getting Your Money's Worth For Your Tax Dollars?

Rating: Value for money	Kitsap County	SMARTCity™
Definitely getting money’s worth	9%	19%
Probably getting money’s worth	56%	44%
Probably not getting money’s worth	21%	19%
Definitely not getting money’s worth	13%	16%

Figure 91: Thinking About Services And Facilities In Kitsap County, Do You Feel You Are Getting Your Money's Worth For Your Tax Dollars?

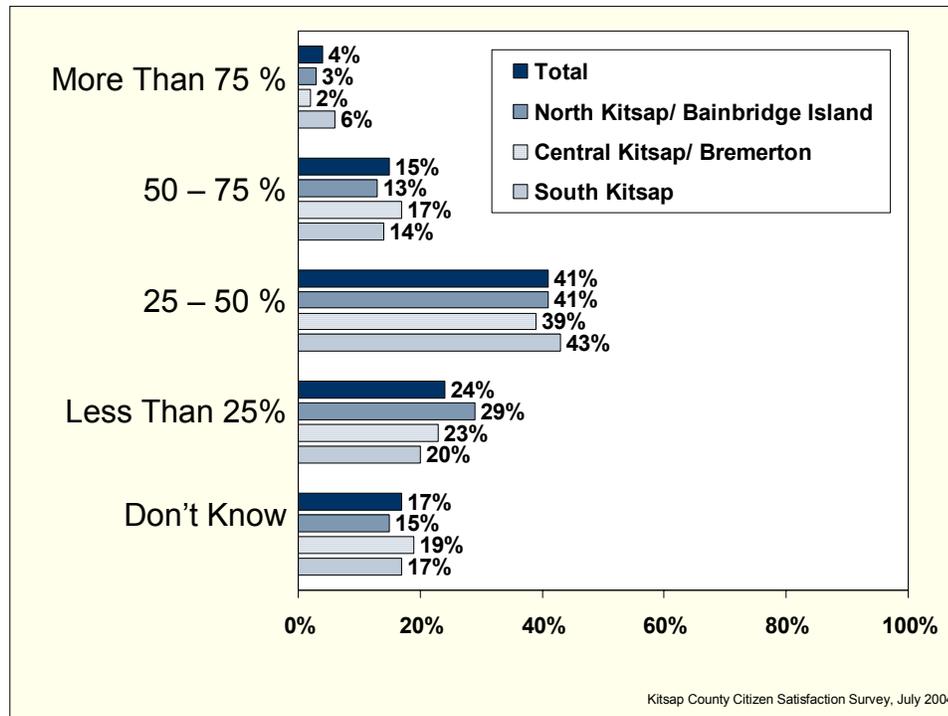


Percentage of Taxes That Support County Government

The largest share of residents believes that 25 to 50 percent of their tax bill goes to support County government services (41%). Overall, one in four (24%) thinks less than 25 percent of their tax bill goes to support county government services. A smaller proportion (15%) believes up to three quarters of their tax bill supports county government services. Very few (4%) say their tax share for County government services is more than 75 percent of their tax bill. One in six residents (17%) were unsure or uncertain as to how much of their tax bill went to supporting County government services. These results are very similar in all districts.

Age and income factors were somewhat influential in determining the distribution of results. Those who report household incomes between \$30,000 and \$55,000 were more inclined to say their share for County government services is more than one quarter of their tax bill: only one in six indicates (17%) their share is less than 25 percent of their tax bill.

Figure 92: What Percentage Of Your Property Tax Bill Do You Think Goes To Support County Government Services?



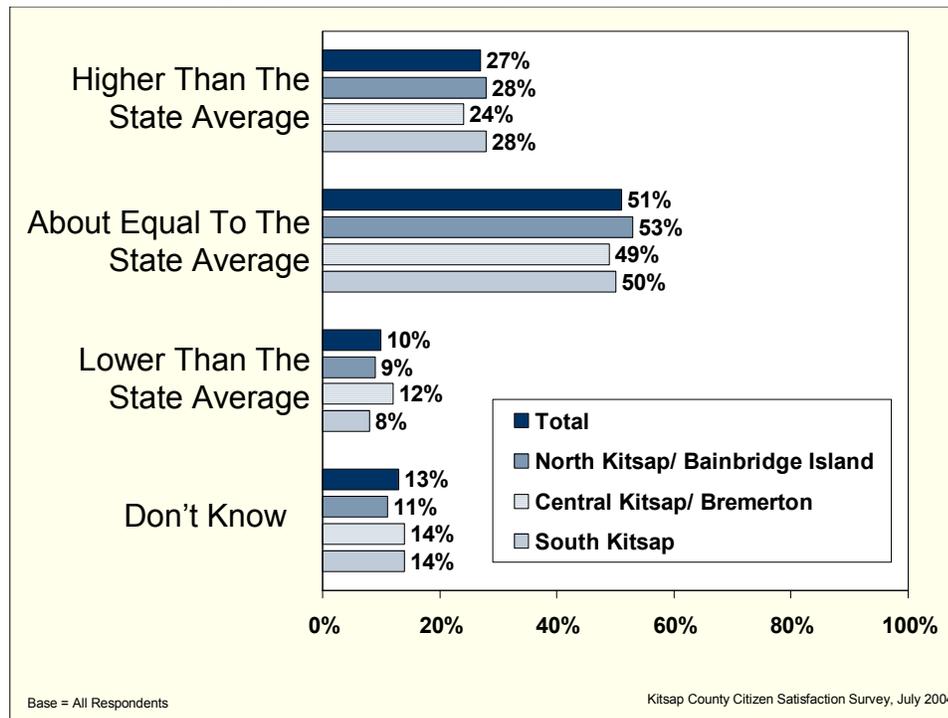
Comparing the Average Tax Bill to Other Counties

Half of all residents (51%) believe the average property tax bill in Kitsap County is about equal to the state average. The balance leans towards thinking that taxes in Kitsap County are higher than the state average (27%). Only one in ten (10%) think the average property tax bill is lower in Kitsap than the state average. A significant segment (13%) is unsure or uncertain how to compare Kitsap to other Washington counties.

These results are very firm across regional, demographic and household variables. The results remain virtually unchanged when comparing general quality of life items as well as exposure to services and amenities in Kitsap County.

Residents who feel that they are getting their money's worth for their tax dollars are slightly more inclined to say that Kitsap County taxes are higher than in other Washington counties (35% say higher, compared to 22% among those who do not feel they are getting their money's worth).

Figure 93: Compared To All Other Counties In Washington State, Do You Think That The Average Property Tax Bill For Kitsap County Is...?



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