

# City of Burien

Annexation Area Outreach Plan

Phone Survey Final Report

January 2010

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# EXECUTIVE SUMMARY

During November and December of 2009, the City of Burien, working with the White Center Community Development Association, administered an Annexation Outreach Plan Survey in the North Highline-South Annexation Area. The purpose of the survey was to gather input from residents in the voter-approved annexation area in order to develop an outreach plan to help improve communication with residents as they become part of the City. The information gathered from this survey will be used to develop an outreach plan specific to the annexation area.

## Methodology:

- The four-page survey was administered by phone to a representative, random sample of residents living in the North Highline-South Annexation Area for a total of 178 completed surveys.
- In addition to English, approximately 10% of the surveys were administered in other languages; Spanish, Vietnamese and Cambodian.

## Key Findings

- **Ratings of the Communication Tools Used By the City of Burien**
  - The communication tools that residents preferred based upon a combination of “very useful” and “useful” responses were: 77% preferred mailed fliers or postcards, 70% preferred neighborhood newsletters, like the Burien City News and 52 % preferred E-mail/Web site/Internet.
  - Respondents were split on the Open House/Public presentations, with 39% finding them useful, 31% finding them not useful at and 21% having no opinion.
  - The lowest rated communication tools, based upon a combination of “Not too useful” and “Not at all useful” responses, were: 43% did not find radio announcements useful and 45% did not think that Burien TV 21/cable TV channel content would be useful. (Note: Residents in the annexation area do not currently receive Burien Channel 21 and Burien Radio AM 540 is still relatively new so residents may not be familiar with these tools.)

- **Participation in Public Meetings, Open Houses and Discussion Groups**

- Fifty-eight percent (58%) of residents indicated they would be willing to participate in meetings, open houses or discussion groups. The days that residents felt would be the best to attend these meetings were:

- Mondays: 42%

- Tuesdays: 38%

- Wed. & Sun: 36%

- Saturdays: 35%

- Thursdays: 33%

- Fridays: 28%

- In addition, 48% of residents felt it would be best to attend these meetings in the evening and 37% in the afternoons. For Saturdays and Sundays; residents preferred afternoon vs. evening.

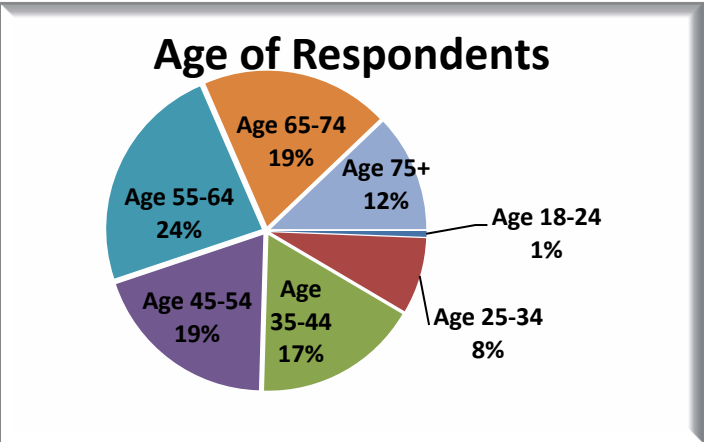
- **Importance of Various Public Services.** The public services that residents felt were most important, based upon a combination of “very important” and “important” responses were: police (92%), storm water (85%), roads (81%) and parks (79%). A interesting number (17%) of respondents were not familiar with Code Enforcement.

- **Satisfaction with the Quality of Services Currently Provided.** The services that residents were most satisfied with, based upon a combination of “very satisfied” and “satisfied” responses were: police (69%), parks (63%), storm water (55%), roads (55%) and sidewalks (53%). Residents were least satisfied with the quality of code enforcement (32%).

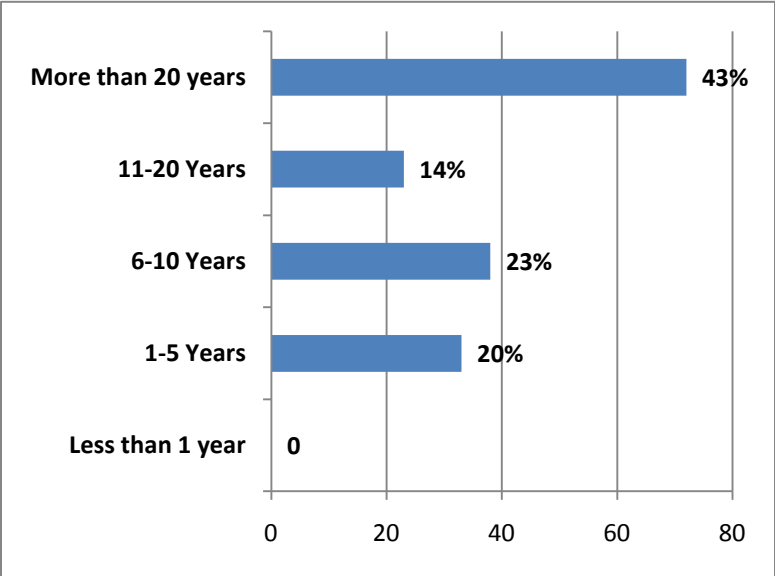
# Final Results

# DEMOGRAPHICS

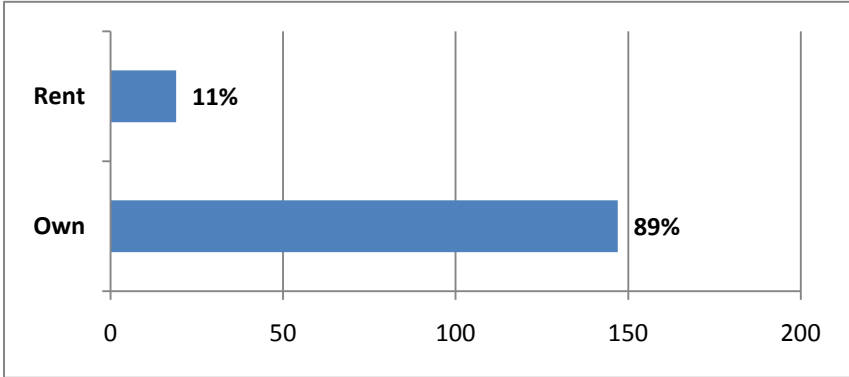
What is your age? (165 Respondents answered this question)



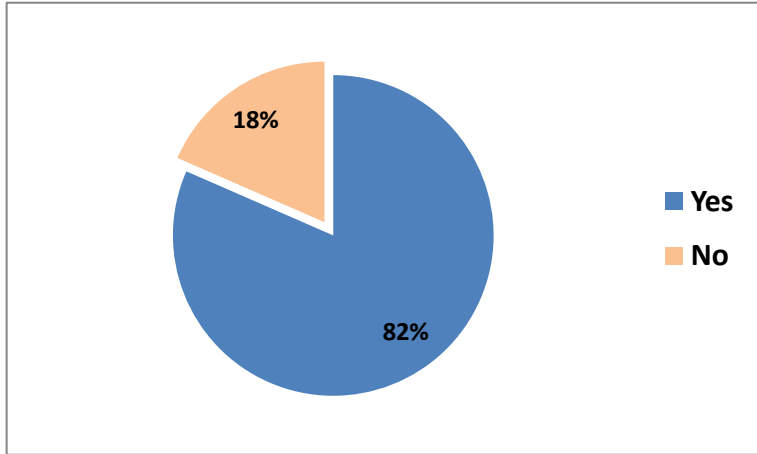
How long have you lived in your current home?



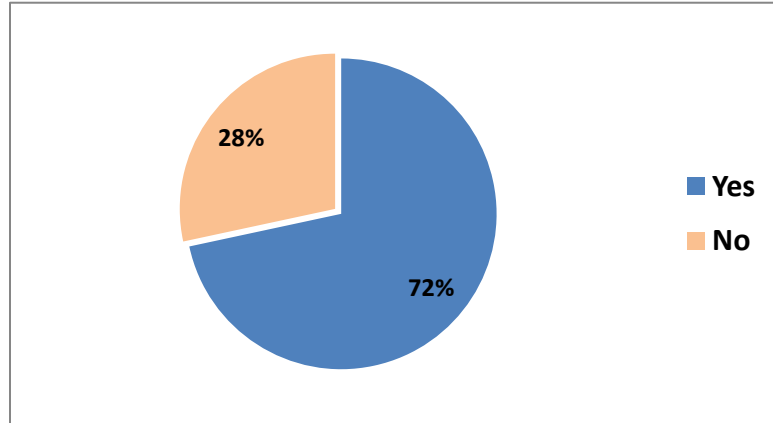
Do you own or rent your home?



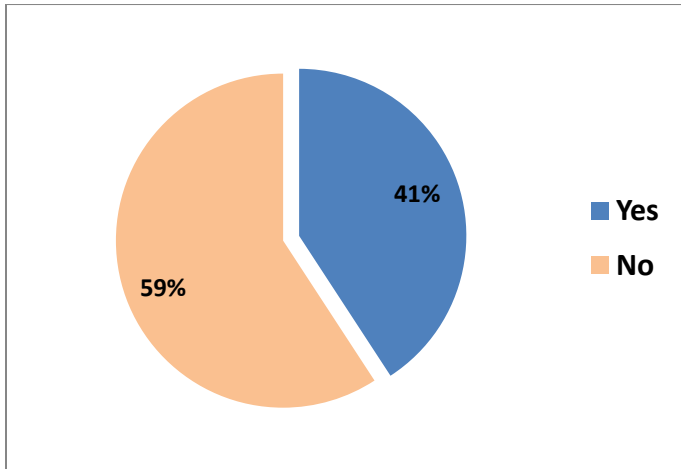
**Are you a registered voter?**



**[If YES] Did you vote on the proposed annexation in the August 18, 2009 Election?**

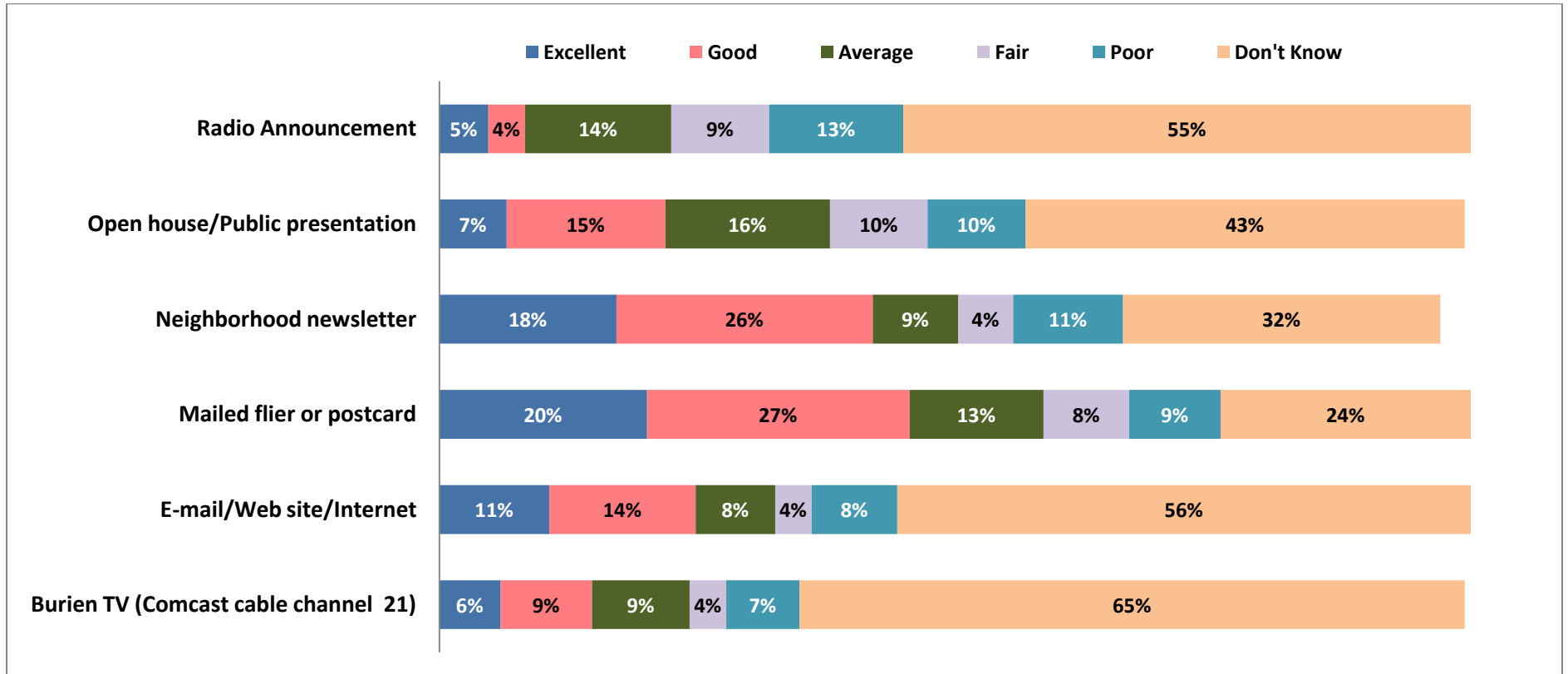


**Would you be interested in participating in further efforts to help Burien develop a successful communication plan?**



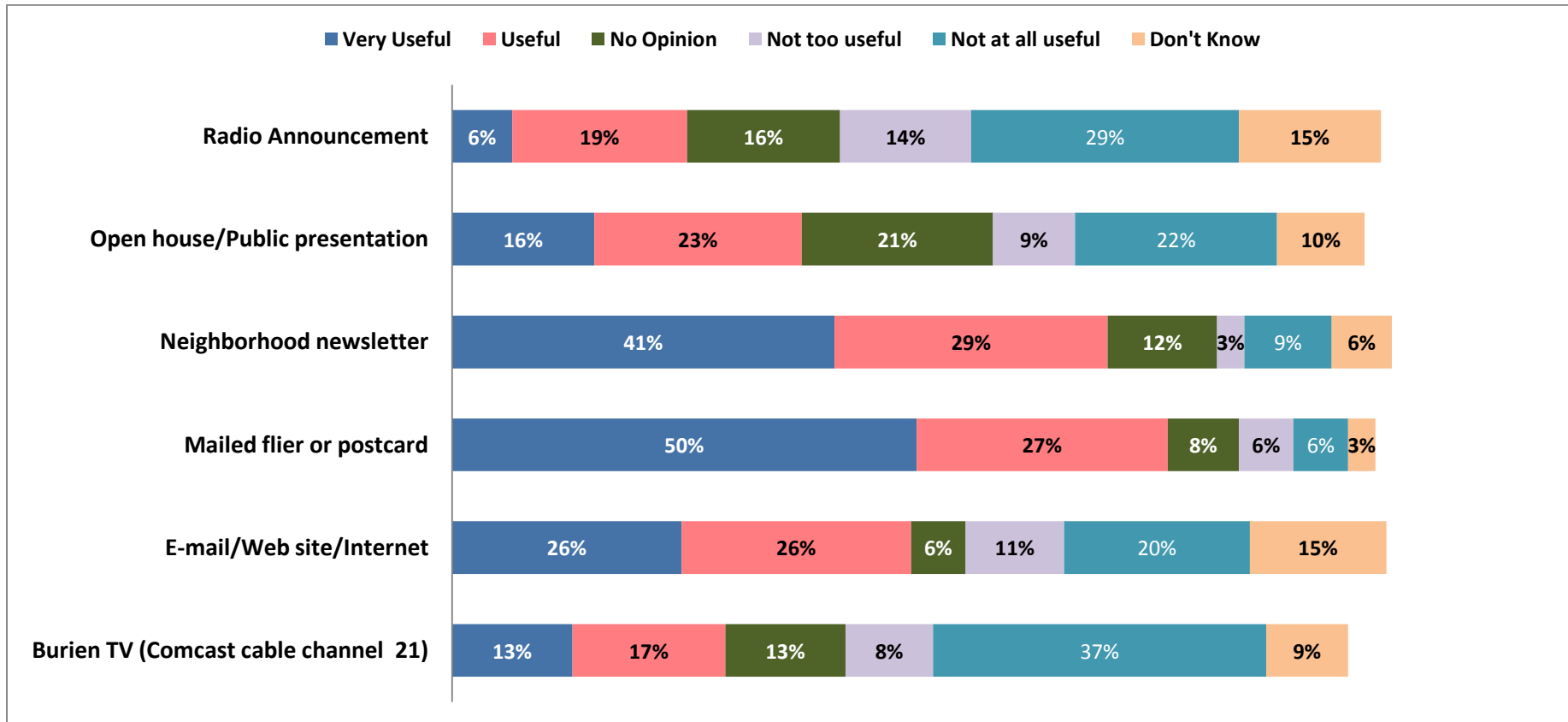
# Quality of the following communication tools used by the City of Burien

(Based on a rating of 1 to 5 with 1 meaning poor and 5 meaning excellent)

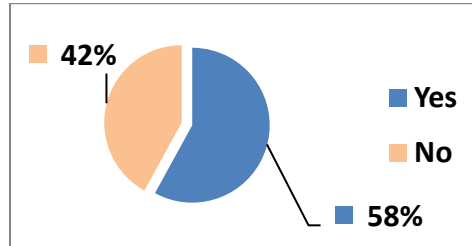


## Preferred methods of communication

(Based on a rating of 1 to 5 with 1 meaning “Not at all Useful” and 5 meaning “Very Useful”)



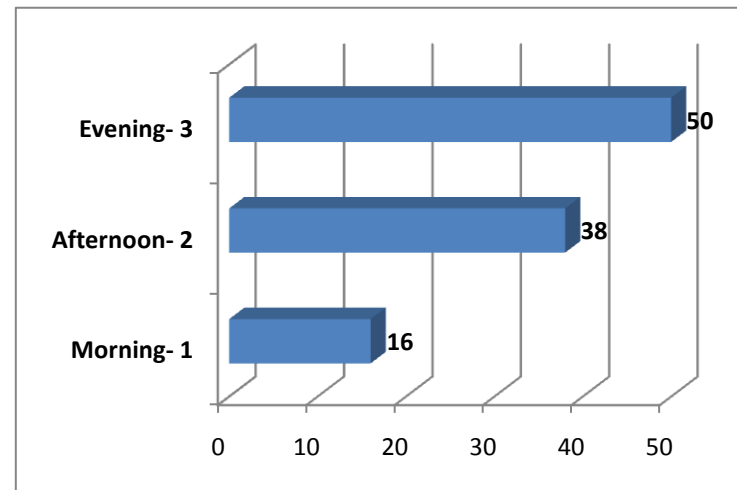
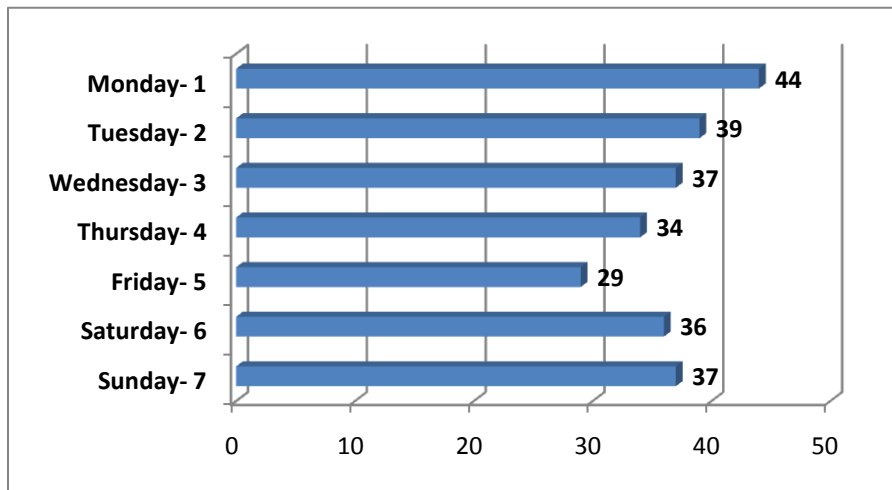
## If Burien were to schedule meetings, open houses or discussion groups about the annexation area, would you participate?



- For those who responded “No” to this question, the most common reason for not attending an open house or public meeting was lack of time. Other responses included lack of transportation and lack of interest.
- For those who responded “Yes”, the best times for meetings were Monday or Tuesday evenings or Saturday or Sunday morning/afternoon.

**[If YES] What days of the week would be good for you to attend a meeting or open house?**  
**(256 Responses - Multiple replies were acceptable)**

**[If YES] What times of the day would generally be the best time for you to attend a meeting or open house?**  
**(104 Responses - Multiple replies were acceptable)**



**When asked the question “What do you like best about the area where you live?” the most common responses were:**

(Out of 180 total responses)

- Convenient access to multiple amenities (50)
- Quiet (40)
- Neighborhood (28)
- 18 people responded “don’t know” or “don’t like the area”

**When asked the question “What ONE thing would you most like to see improved in your community?” the most common responses were:**

(Out of 173 total responses)

- Nothing/Don’t know (63)
- Public Safety (38)
- Sidewalks (12)
- Other responses included: roads, schools, trash, code enforcement, and parks (all had more than 5 but less than 10 responses).

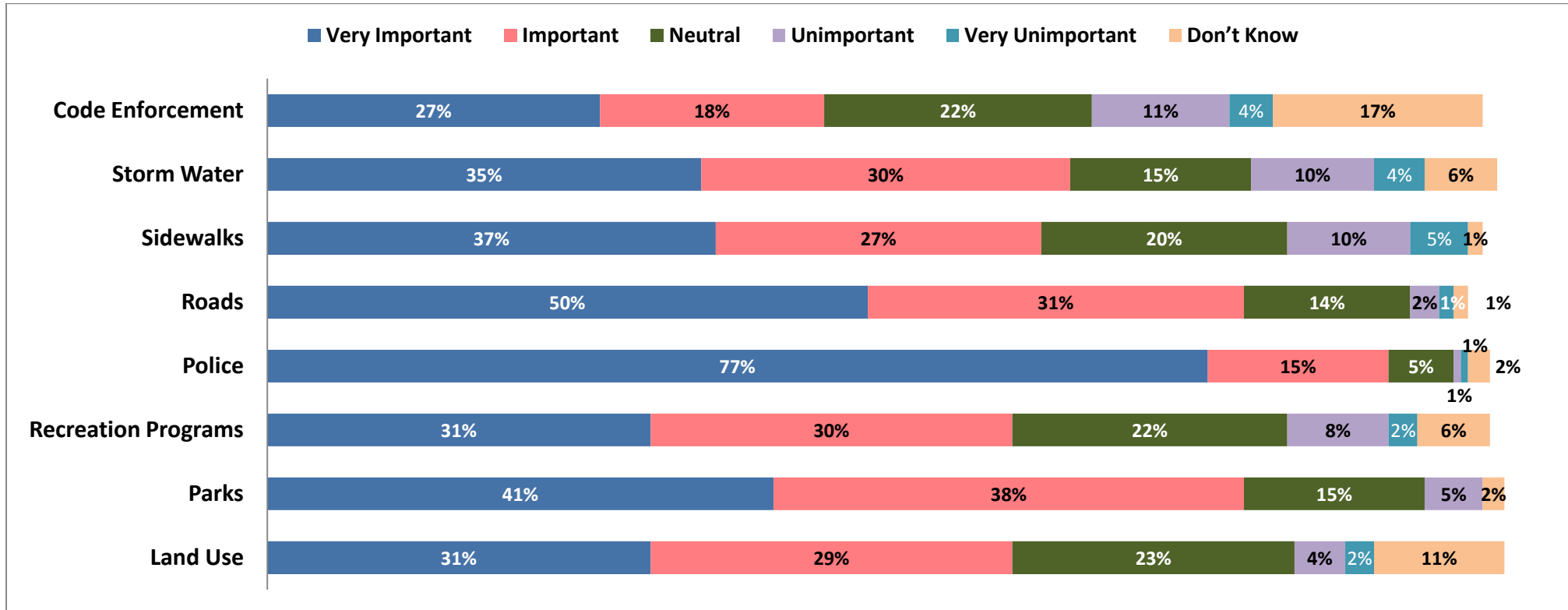
**When asked the question “Do you have any concerns about annexation or becoming a part of the City of Burien?” the most common responses were:**

(Out of 176 responses)

- No concerns/Don’t know (110)
- Taxes/cost (35)
- Did not support annexation to Burien (12)
- Service levels (primarily police) (8)
- Additional regulations (8)

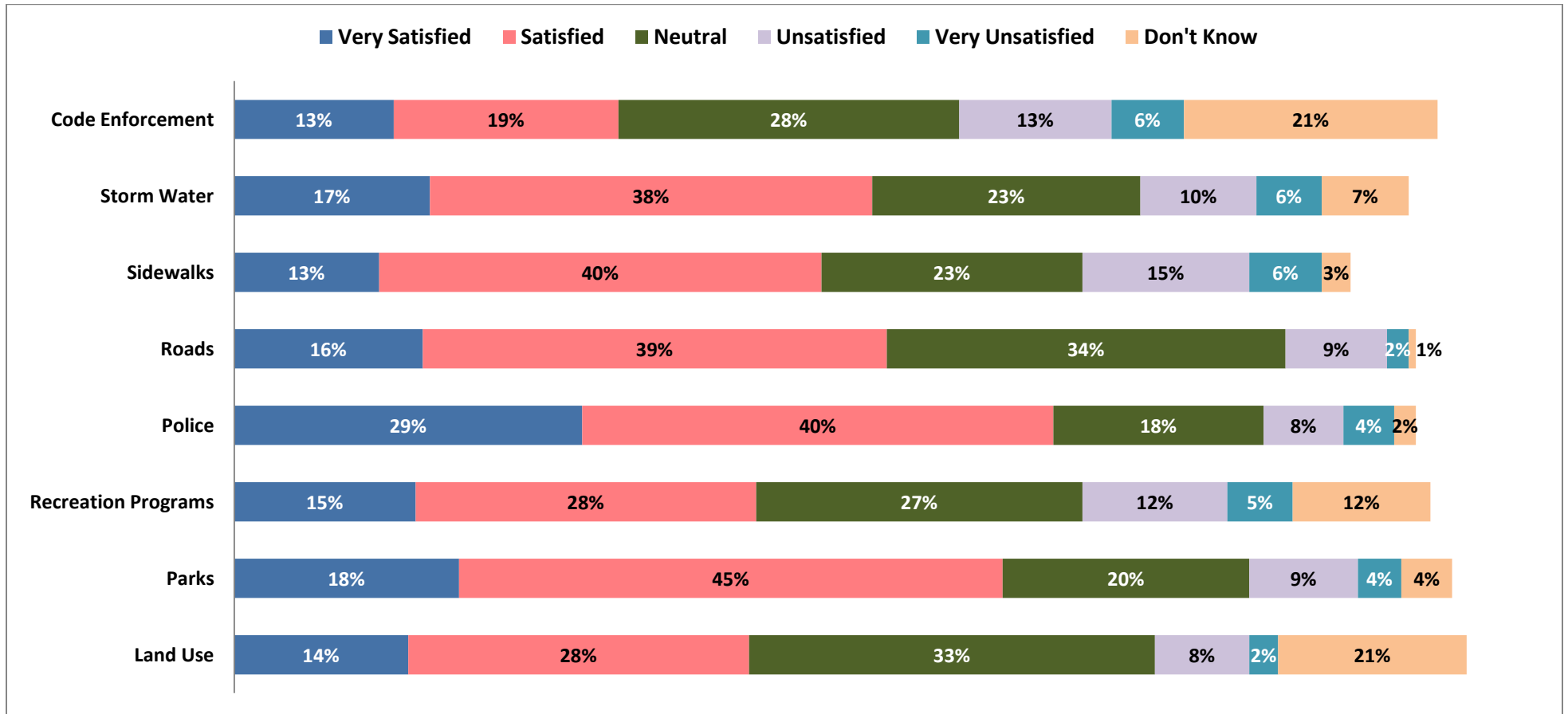
# Importance of various public services

(Based on a rating of 1 to 5 with 5 meaning “very important” and 1 meaning “very unimportant”)



## Satisfaction with various public services

(Based on a rating of 1 to 5 with 5 meaning “very satisfied” and 1 meaning “very dissatisfied”)



## RECOMMENDATIONS

- For vital community information, the focus should be on printed direct-mail materials. Those materials can then be used for the web and other communication methods. People need the information to come to them until they become more familiar with other means of communication used by the City.
- When community meetings are used, schedule them early in the week in the evenings. Also consider sessions on the weekend during morning and afternoon hours. When possible, meeting locations should be where people already meet, i.e. churches, schools, libraries, etc.
- Public Safety is a major concern in the area. Consider holding separate Public Safety Forums in the area to hear those concerns.
- Of the people who elected to participate in this survey, most were in favor of annexation to Burien. There was a general concern that taxes would go up and the level of services would go down. Consider ways to demonstrate how the City plans to maintain or improve service levels in the area.
- Many respondents did not know what the terms “Code Enforcement” and “Land Use” meant. Consider using language that more describes these functions in plain English.
- A significant number of respondents, 41%, were interested in helping the City of Burien develop a communication plan. City staff should consider ways to involve these residents in annexation communications and activities.