

REPORT OF THE LIBRARY SURVEY AD HOC COMMITTEE
TO THE VASHON-MAURY ISLAND COMMUNITY COUNCIL
APRIL 6, 2009

LIBRARY SURVEY RESULTS

Background

The Vashon-Maury Island Community Council (VMICC) formed a Library Survey Ad Hoc Committee on February 2, 2009 to seek input from residents concerning the desired location of the Island's King County Library. Tim Morrison was selected to chair this effort.

Individuals on all sides of the Library location issue were asked to participate, and a group of ten came together to develop a survey questionnaire, set data collection methodology, institute the survey and summarize results. This endeavor took two months encompassing three face-to-face meetings, several hundred e-mail exchanges and extensive hours of volunteer time.

Methodology

The Library Ad Hoc Committee members decided to follow the voting requirement of the VMICC and allow any Island resident age 18 or over to participate. A mail survey to all registered voters on the Island, with provision for others to receive questionnaires, was determined to be the most feasible distribution methodology. It was thought that maximum publicity would enhance survey return.

An introductory statement and a survey instrument containing only three questions were developed. These were set to fit on a one page/two sided mailer, constructed to be easily completed and returned by respondents. The mailer was designed for individuals to tear off their personal address information, thereby safeguarding confidentiality. (See attached survey copies.)

To remove possible bias from the listing of any potential Library site before another in the set of questions, half of the survey forms were printed with the K-2 option first and the other half with the Ober Park option first. There was no difference in the wording of questions on each of these two sets.

King County Councilman Dow Constantine offered to pay for the printing and mailing of the questionnaires. He added a personal statement to the second side of the mailer. Mr. Constantine also required the inclusion of pro/con statements on three issues related to the survey content: location of the Library at Ober Park, location at K-2 Commons and location within the town core (as geographically defined by the Vashon-Maury Island Town Plan of 1996). These were posted on his website, along with the name of the author, and a reference to this site was made on the survey form.

The Library Ad Hoc Committee members took the following steps to guard against the possibility that individuals might try to slant results toward any particular side:

- Restricted participation to one completed questionnaire per person.
- Requested the survey form be printed on paper that might be more difficult to copy (i.e., off-white, heavier stock than normal 20 lb weight).
- Carefully monitored distribution of questionnaires which supplemented those mailed to registered voters (the individual had to call a specified number, their name and address were taken, then they were either hand-delivered or mailed a survey form).
- Placed strict controls on receipt of completed questionnaires.

The following activities encouraged survey return and served to notify residents where they could request a questionnaire copy if one had not been received by mail:

- Articles, an editorial and Letters to the Editor were in both Island newspapers: the Beachcomber and the Loop. The Beachcomber ran a story and/or a column about the survey for each of the three weeks in which questionnaires were available for distribution and return.
- Committee members stood at the main intersection of Vashon holding signs encouraging survey response.
- Signs were posted at strategic locations around the Island.
- Reminders were sent through various Island e-mail lists.

Because the survey would be distributed under Councilman Constantine's name rather than the VMICC, the Committee members felt it was important to make sure the mailing was preceded by newspaper publicity and other very visible notifications. This would serve to ask Islanders to be on the lookout for the mailed survey and inform them of the process for requesting additional copies. Unfortunately, Councilman Constantine's office distributed the mailing early resulting in some confusion from Islanders receiving the form three days prior to any public notification and four days before the pro/con statements were posted on the Councilman's website (499 questionnaires were returned before any information about the survey was publicly available).

Questionnaires began to appear in Islander's mailboxes on March 16. The deadline for survey return was April 3. Completed forms could be sent back (using the pre-addressed format of the mailer) or dropped at a box located in the Beachcomber office. Ad Hoc Committee members felt it was important to allow for a return option that did not require postage by the respondent. The drop-off method was available only during the hours the Beachcomber was open, which allowed for monitoring of the box by Beachcomber staff.

Completed forms were collected from both the VMICC postal box and the Beachcomber by Hilary Emmer, Ad Hoc Committee member and current Secretary of the VMICC. Ms. Emmer counted the number of returns then handed them to Alice Larson, a professional

researcher asked to serve on the Committee, who double counted them to verify the numbers. If a returned questionnaire was an obvious copy of an original survey form, this fact was noted for later determination of whether it should be included in the analysis.

Dr. Larson developed a data entry codebook and entered survey responses utilizing Excel spreadsheets. All replies were recorded, including tracking of no response to particular questions. If additional comments were written, this action was noted. Such comments were not requested as part of the survey, and these statements have not been summarized in this report.

Mr. Morrison and his daughter Claire, as well as Bonnie and Allen de Steiguer, all spent time checking the accuracy of data entry. Any errors were corrected before analysis began.

Data Analysis

A total of 8,150 survey questionnaires were mailed to Island registered voters using a label addressed to the named individual "or current resident." Another 110 were distributed to those requesting a form (having either not received one in the mail, or lost/mistakenly thrown away the mailer).

As of the response deadline of April 3, 2,269 questionnaires were received, a response rate of 28%. Five of the returned forms were obvious copies of the original mailer. Three of these were received within the first three days of survey distribution which was prior to any public information on how individuals without a form might obtain one. It was determined that these were likely to be other family members who did not receive a questionnaire in the mail and so made and completed a duplicate of the original. The fourth copy had a notation that the form received by mail had been lost. The fifth copy had no explanatory note. In summary, it was felt that these five copies were justified and not part of any movement to skew results. Because the total number was very small, a decision was made to include all of these copied forms in the data analysis.

A few returned forms had no responses checked for any of the questions but did contain comments. These were also counted as part of the data analysis. The final total number of questionnaires included in tabulations was 2,269.

The tables below present the results from the Library survey. For each question, the total number checking a particular choice is provided including those who offered no response for that question and individuals whose response could not be determined (e.g., checked two responses when only one was required). Percentages are also offered. Charts of these numbers illustrate the comparative results.

A second set of tables for each question looks at replies and percentages discounting the options: no opinion, no response and unclear response.

FINAL SURVEY ANALYSIS APRIL 6, 2009

1. Please rate these as potential sites for the Vashon Library:

All Responses [N = 2269]

Numbers

Percentages

Only Responses With Opinions

Percentages

Number Responses

Average

Site = K-2 Commons

| Category | Total |
|-------------|-------|
| Good | 502 |
| Acceptable | 336 |
| Bad | 1149 |
| No opinion | 33 |
| Unclear | 15 |
| No response | 234 |
| Grand Total | 2269 |

| Category | Total |
|-------------|--------|
| Good | 22.1% |
| Acceptable | 14.8% |
| Bad | 50.6% |
| No opinion | 1.5% |
| Unclear | 0.7% |
| No response | 10.3% |
| Grand Total | 100.0% |

| Category | Total |
|-------------|--------|
| Good | 25.3% |
| Acceptable | 16.9% |
| Bad | 57.8% |
| Grand Total | 100.0% |

n = 1987

| Category | Total |
|-------------|-------|
| Good | 1 |
| Acceptable | 2 |
| Bad | 3 |
| Grand Total | 2.33 |

Site = Ober Park

| Category | Total |
|-------------|-------|
| Good | 1730 |
| Acceptable | 288 |
| Bad | 125 |
| No opinion | 19 |
| Unclear | 20 |
| No response | 87 |
| Grand Total | 2269 |

| Category | Total |
|-------------|--------|
| Good | 76.2% |
| Acceptable | 12.7% |
| Bad | 5.5% |
| No opinion | 0.8% |
| Unclear | 0.9% |
| No response | 3.8% |
| Grand Total | 100.0% |

| Category | Total |
|-------------|--------|
| Good | 80.7% |
| Acceptable | 13.4% |
| Bad | 5.8% |
| Grand Total | 100.0% |

n = 2143

| Category | Total |
|-------------|-------|
| Good | 1.00 |
| Acceptable | 2.00 |
| Bad | 3.00 |
| Grand Total | 1.25 |

Site = Other

| Category | Total |
|-------------|-------|
| Good | 232 |
| Acceptable | 88 |
| Bad | 13 |
| No opinion | 53 |
| Unclear | 2 |
| No response | 1881 |
| Grand Total | 2269 |

| Category | Total |
|-------------|--------|
| Good | 10.2% |
| Acceptable | 3.9% |
| Bad | 0.6% |
| No opinion | 2.3% |
| Unclear | 0.1% |
| No response | 82.9% |
| Grand Total | 100.0% |

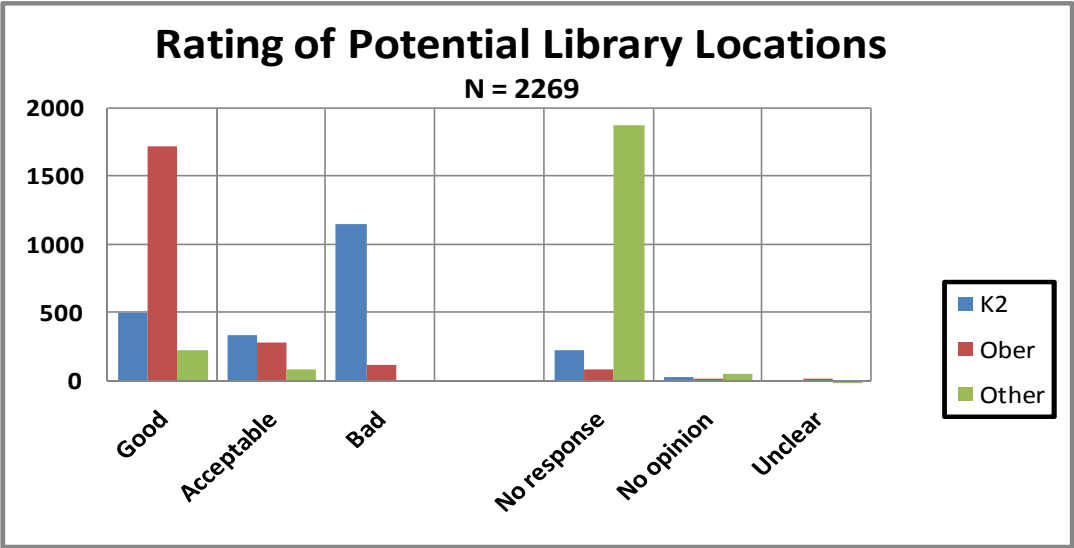
| Category | Total |
|-------------|--------|
| Good | 69.7% |
| Acceptable | 26.4% |
| Bad | 3.9% |
| Grand Total | 100.0% |

n = 333

| Category | Total |
|-------------|-------|
| Good | 1 |
| Acceptable | 2 |
| Bad | 3 |
| Grand Total | 1.34 |

Most Frequently Listed Other Sites

| | |
|--|--|
| In town core (in town, downtown, any place in town/in town core) | Vashon Plaza (old Napa building, old Variety store building) |
| Kimmco property | Vashon Village |
| Old Island Lumber building | YMCA building |
| Vacant lot behind Vashon Plaza | |



2. Of the above, which site would you prefer? (Please check only one)

All Responses [N = 2269]

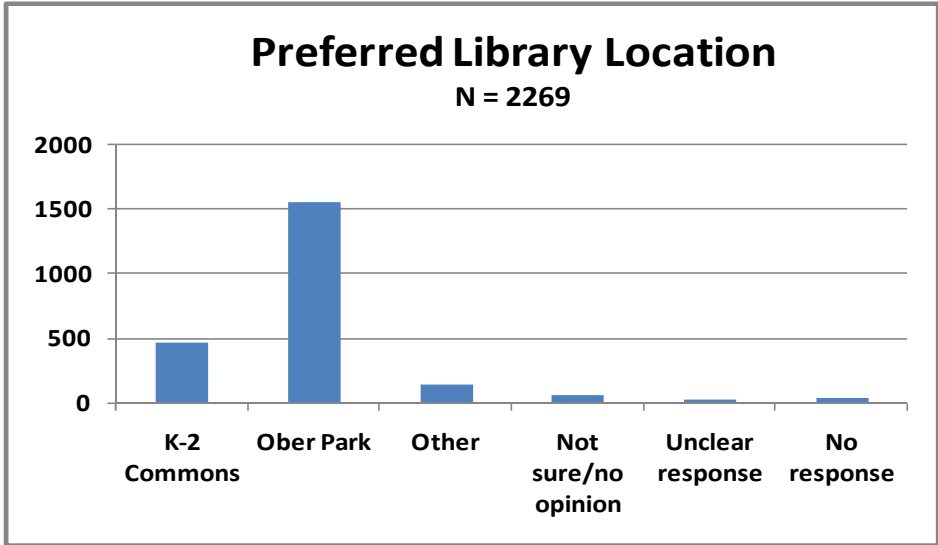
| Numbers | | Percentages | |
|---------------------|-------|---------------------|--------|
| Category | Total | Category | Total |
| K-2 Commons | 461 | K-2 Commons | 20.3% |
| Ober Park | 1561 | Ober Park | 68.8% |
| Other | 134 | Other | 5.9% |
| Not sure/no opinion | 55 | Not sure/no opinion | 2.4% |
| Unclear response | 24 | Unclear response | 1.1% |
| No response | 34 | No response | 1.5% |
| Grand Total | 2269 | Grand Total | 100.0% |

Most Frequently Listed Other Sites - Same As Above

Only Responses With Opinions

| Percentages | | Number Responses | | Average | |
|-------------|--------|------------------|-------|-------------|-------|
| Category | Total | Category | Total | Category | Total |
| K-2 Commons | 21.4% | K-2 Commons | 1.00 | K-2 Commons | 1.00 |
| Ober Park | 72.4% | Ober Park | 2.00 | Ober Park | 2.00 |
| Other | 6.2% | Other | 3.00 | Other | 3.00 |
| Grand Total | 100.0% | Grand Total | 1.85 | Grand Total | 1.85 |

n = 2156



3. How important do you think it is that the Vashon Library be located in the town core [as defined in 1996 Vashon-Maury Island Town Plan]?

All Responses [N = 2269]

Numbers

| Category | Total |
|---------------------|-------|
| Very important | 1500 |
| Somewhat important | 268 |
| Not important | 437 |
| Not sure/no opinion | 34 |
| Unclear response | 5 |
| No response | 25 |
| Grand Total | 2269 |

Percentages

| Category | Total |
|---------------------|--------|
| Very important | 66.1% |
| Somewhat important | 11.8% |
| Not important | 19.3% |
| Not sure/no opinion | 1.5% |
| Unclear response | 0.2% |
| No response | 1.1% |
| Grand Total | 100.0% |

Only Responses With Opinions

Percentages

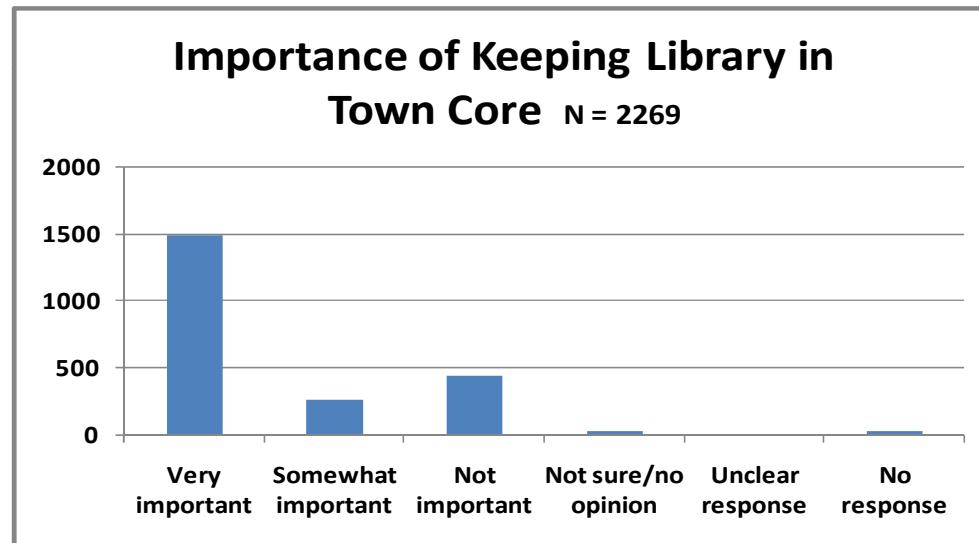
| Category | Total |
|--------------------|--------|
| Very important | 68.0% |
| Somewhat important | 12.2% |
| Not important | 19.8% |
| Grand Total | 100.0% |

n = 2205

Number Responses

| Category | Total |
|--------------------|-------|
| Very important | 1.00 |
| Somewhat important | 2.00 |
| Not important | 3.00 |
| Grand Total | 1.52 |

Average



Dow Constantine
Chair, King County Council
516 Third Ave, 12th Floor
Seattle, WA 98104

Dear Vashon neighbor:

In January, I was unanimously elected by my colleagues on the King County Council to serve as Council Chair for 2009.

It is a great honor and privilege to serve the citizens of King County in this pivotal role.

As Council Chair, my theme is to advance efficiency, accountability, and effectiveness in government. Three specific steps I will oversee this year are a sweeping audit of the Metro Transit system, the continuing implementation of Council-initiated performance measures, and the improvement of our budget process through extended Council budget review and the establishment of a joint economic forecasting office.

In my role as representative of the people of Vashon Island, I will continue my work to protect and restore Vashon ferry service and to fight the Maury Island gravel mine and other projects that would harm Puget Sound.

I am also writing today to send you a survey regarding the site of the Vashon Library. I have been working closely with the Vashon Maury Island Community Council, which has provided this public opinion survey. To find out more about this issue, please go to my website at www.kingcounty.gov/constantine and select the link marked "Vashon Library survey information." There, I have posted informational statements provided by advocates on all sides of the issue.

Although the King County Library System will make the final library siting decision, I think it is important to allow all the residents of Vashon and Maury Islands to convey their opinions to the KCLS Board. I encourage your participation and I thank you for taking the time to contribute to your community.

Sincerely,



Dow Constantine
Chair, King County Council
District Eight

PRSR STD
U.S. Postage
PAID
Seattle, WA
Permit No. 1788

Vashon Library Survey

PLACE
STAMP
HERE

Vashon Maury Island Community Council
Library Survey Committee
P.O. Box 281
Vashon, WA 98070

Vashon Library Survey

In 2004, we voted for major upgrades to our King County Library System (KCLS). KCLS has been improving libraries throughout the county, and now it is Vashon's turn. One of the questions that has come up is where our library should be located. The Vashon Maury Island Community Council (VMICC) is conducting this survey to get your input.

This survey is being mailed to all registered voters. However, all Vashon residents 18 years of age or older are eligible to fill out this survey. If you did not get a survey and want one, please contact Hilary Emmer at 463-7277. **Please complete this survey and have it postmarked or dropped off at the Beachcomber by Friday, April 3rd, 2009.**

For more information, visit www.kingcounty.gov/constantine. Thank you for being a concerned citizen and having your voice counted.

CUT HERE , FOLD, AND MAIL SURVEY, OR DROP IT OFF AT THE BEACHCOMBER

1. Please rate these as potential sites for the Vashon Library:

| | Good Location | Acceptable Location | Bad Location | No Opinion |
|---------------------------------|------------------|------------------------|-----------------|---------------|
| K-2 Commons | _____ | _____ | _____ | _____ |
| Ober Park | _____ | _____ | _____ | _____ |
| Other (please specify) _____ | _____ | _____ | _____ | _____ |

2. Of the above, which site would you prefer? (Please check only one.)

- K-2 Commons
- Ober Parks
- Other (please specify) _____
- Not sure or have no opinion

3. How important do you think it is that the Vashon Library be located in the town core (between Ober Park and the Chevron Station and between the Fire Station and Bank of America)?

- Very important
- Somewhat important
- Not important
- Not sure or have no opinion

SURVEY MAY BE MAILED OR DROPPED OFF AT THE BEACHCOMBER NO LATER THAN **FRIDAY APRIL 3, 2009.**

Vashon Library Survey

In 2004, we voted for major upgrades to our King County Library System (KCLS). KCLS has been improving libraries throughout the county, and now it is Vashon's turn. One of the questions that has come up is where our library should be located. The Vashon Maury Island Community Council (VMICC) is conducting this survey to get your input.

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| | Good Location | Acceptable Location | Bad Location | No Opinion |
|---------------------------------|------------------|------------------------|-----------------|---------------|
| Ober Park | _____ | _____ | _____ | _____ |
| K-2 Commons | _____ | _____ | _____ | _____ |
| Other (please specify) _____ | _____ | _____ | _____ | _____ |

2. Of the above, which site would you prefer? (Please check only one.)

- Ober Park
- K-2 Commons
- Other (please specify) _____
- Not sure or have no opinion

3. How important do you think it is that the Vashon Library be located in the town core (between Ober Park and the Chevron Station and between the Fire Station and Bank of America)?

- Very important
- Somewhat important
- Not important
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SURVEY MAY BE MAILED OR DROPPED OFF AT THE BEACHCOMBER NO LATER THAN **FRIDAY APRIL 3, 2009.**