AM No. 14-032

MEMO TO: Mayor John Marchione and Members of the Council

FROM: Mike Bailey, Finance and Information Services Director; 425-556-2160
Malisa Files, Deputy Finance Director; 425-556-2166

DATE: February 4, 2014

SUBJECT: **STAFF REPORT: REDMOND COMMUNITY SURVEY TOPLINE RESULTS**

I. RECOMMENDED ACTION:

For information only.

II. DESCRIPTION:

Over the past year we have reviewed the plans and progress toward an annual community survey at both the Public Administration and Finance Committee and with the Redmond City Council. As a result, staff conducted an RFP, and identified and selected EMC Research for the survey work. EMC has conducted the survey and is ready to present results.

Joining me will be Ian Stewart from EMC Research. Ian led this project and will discuss methodology, results (the data) and observations (the interpretation of the data). A draft of the report is attached.

III. LIST OF ATTACHMENTS:

A. Final Draft Report

_____ _____
Mike E. Bailey, Finance Director Date

Approved for Council Agenda_____ _____
John Marchione, Mayor Date

EMC RESEARCH
MARKET & OPINION RESEARCH SERVICES

Citizen Telephone Survey Results

February 2014

Contents

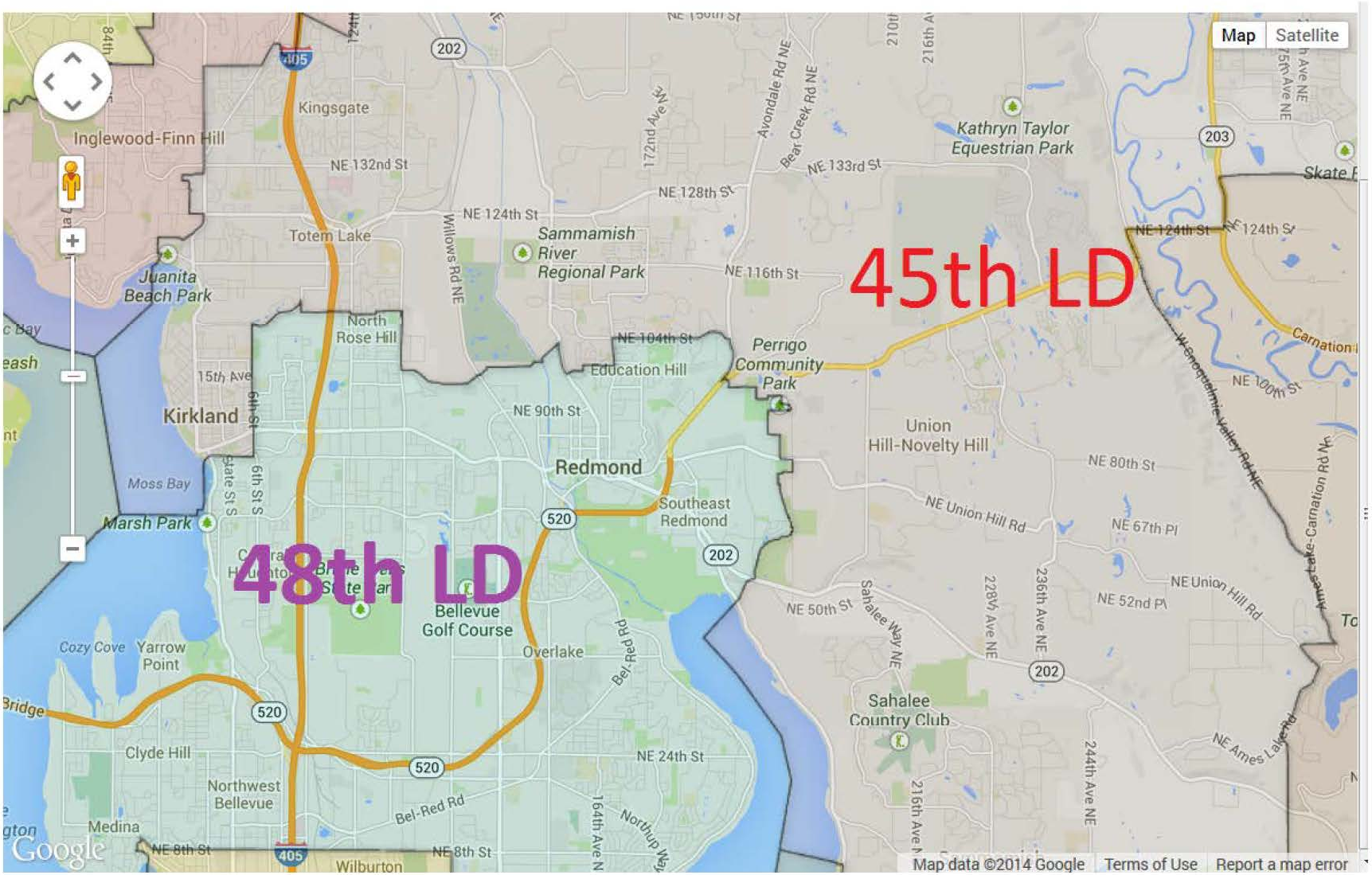
1. Methodology
2. Summary
3. Opinion Environment
4. Services, job performance and priorities
5. City Communications

Methodology

- Telephone survey of voters in the City of Redmond
- Survey conducted December 15 – 19, 2013 using trained, professional interviewers calling from a central, monitored location
- A total of 362 interviews were conducted, which computes to a margin of error ± 5.2 percentage points at the 95% confidence interval
- The results can be projected to the entire universe of voters in Redmond

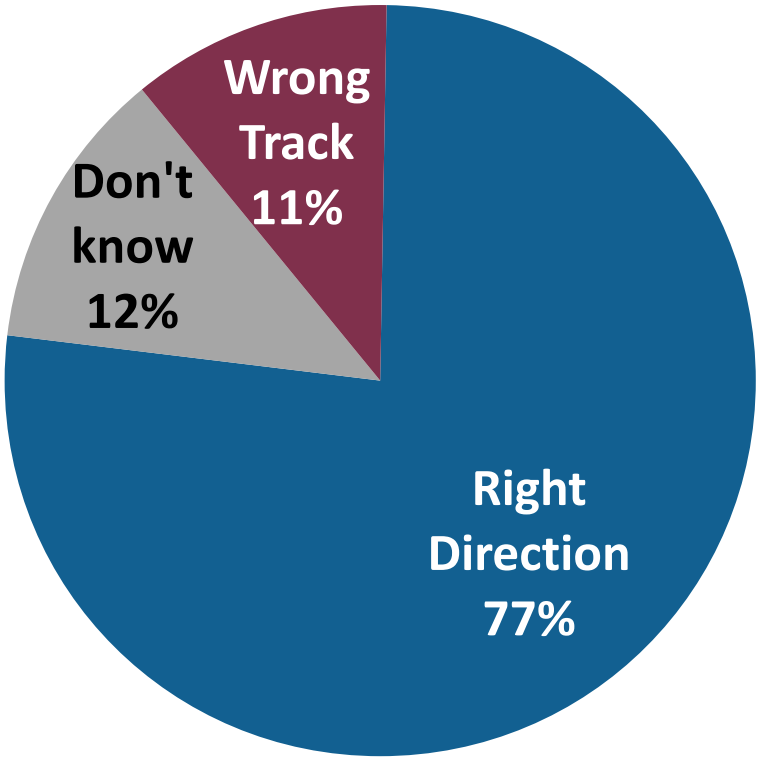
Please note that due to rounding, some percentages may not add up to exactly 100%.

Geography


45th LD
48th LD
Map
Satellite
Kingsgate
Inglewood-Finn Hill
NE 132nd St
Totem Lake
NE 124th St
Sammamish River Regional Park
NE 128th St
NE 133rd St
Kathryn Taylor Equestrian Park
Juanita Beach Park
NE 116th St
North Rose Hill
NE 104th St
Education Hill
Perrigo Community Park
Kirkland
NE 90th St
Redmond
Union Hill-Novelty Hill
NE 80th St
Moss Bay
Marsh Park
Southeast Redmond
NE Union Hill Rd
NE 67th Pl
Bellevue Golf Course
NE 50th St
NE 52nd Pl
Cozy Cove
Yarrow Point
Overlake
Sahalee Country Club
Clyde Hill
NE 24th St
Northwest Bellevue
Bel-Red Rd
Medina
NE 8th St
Wilburton
Carnation
NE 100th St
Map data ©2014 Google
Terms of Use
Report a map error

Direction of Redmond

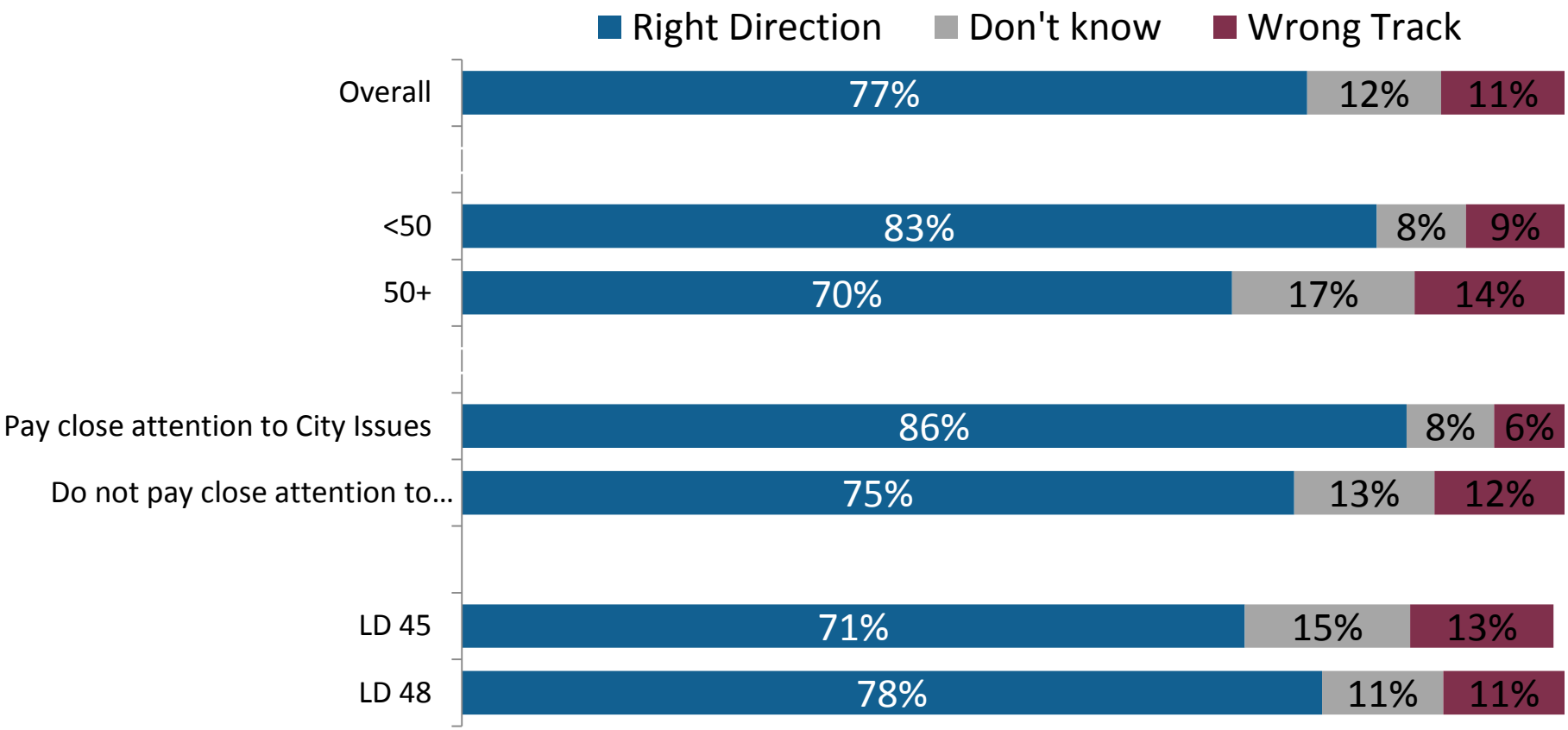
Majority of Voters think the city is moving in the right direction



Q2. Do you feel things in Redmond are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Direction of Redmond

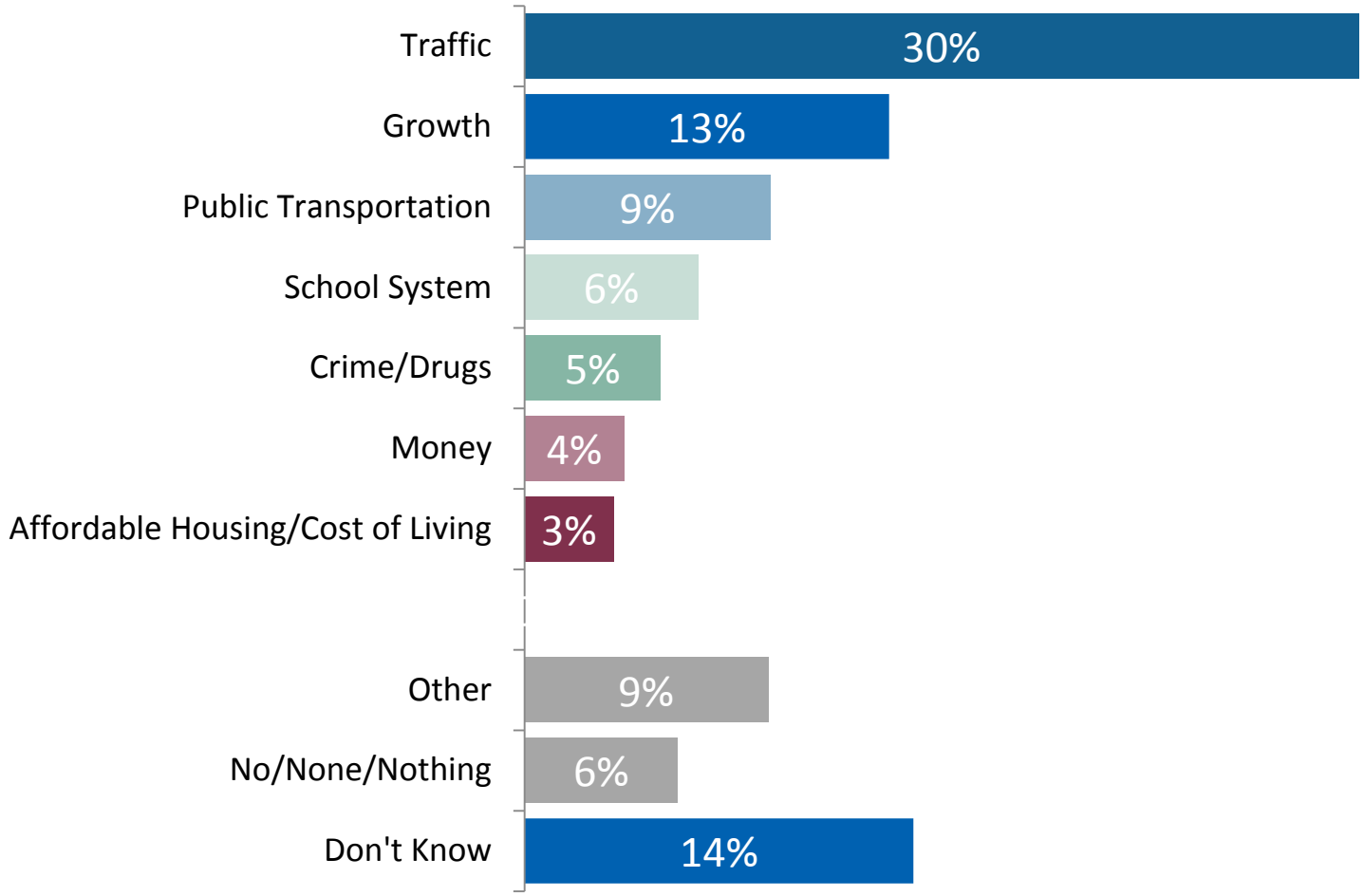
Younger residents and those who pay close attention to City issues are more optimistic about the direction of Redmond



Q2. Do you feel things in Redmond are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Most Important Problem

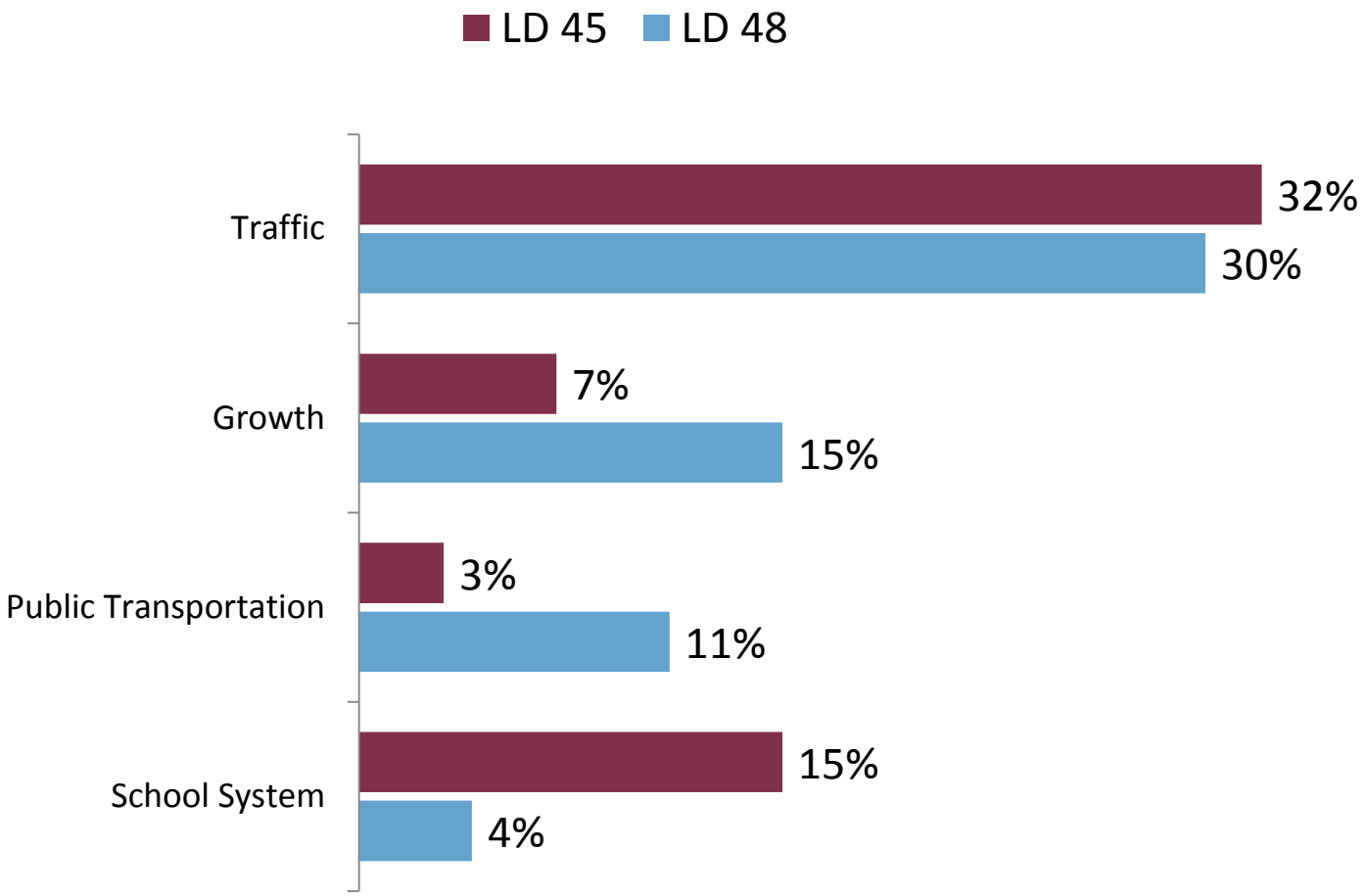
Traffic is the most important problem, mentioned nearly three times as often as others



Q3 What do you think is the most important problem facing the City of Redmond today?

Most Important Problem

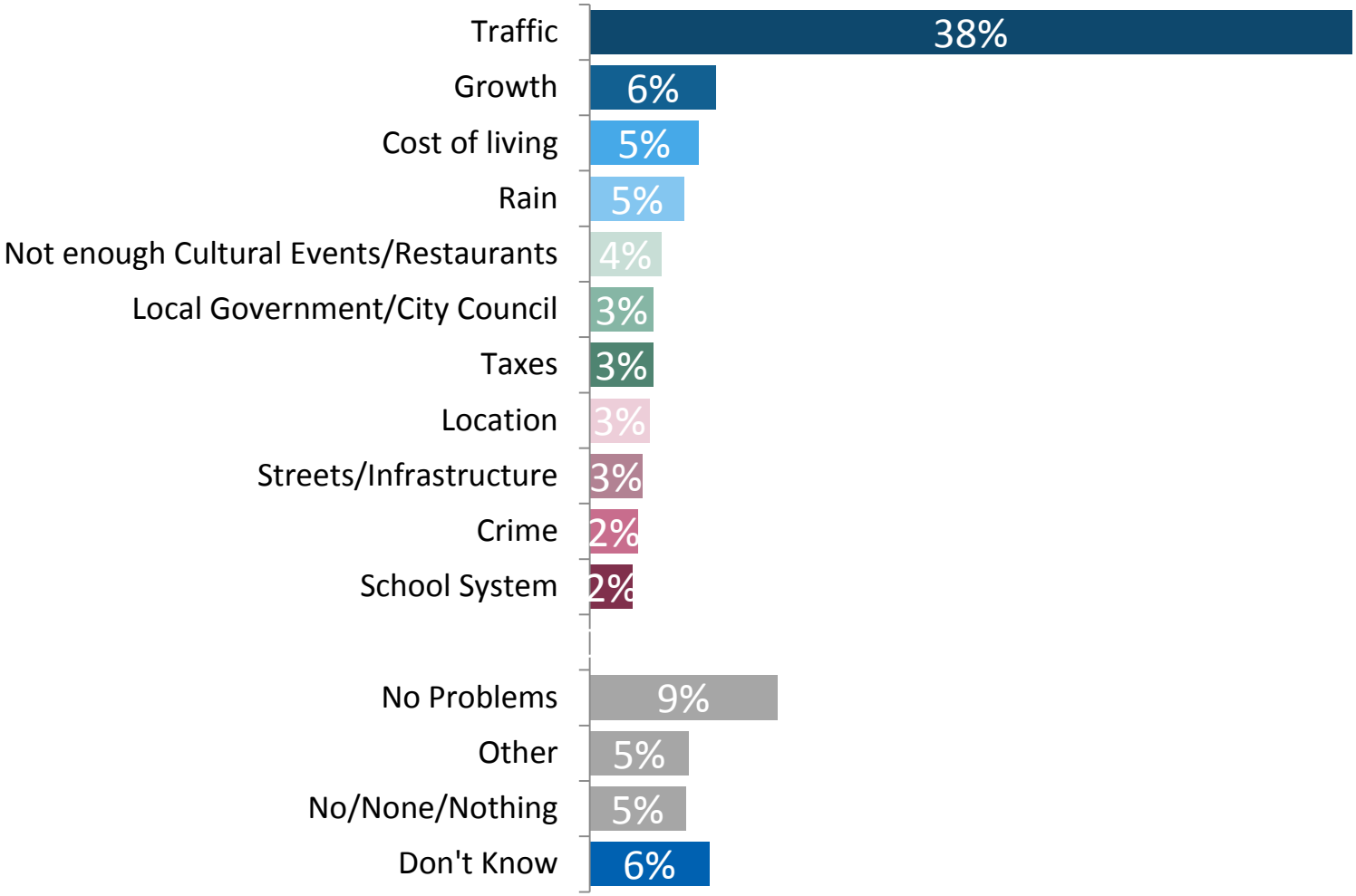
Growth and public transportation are bigger concerns in the 48th, while the school system is a bigger concern in the 45th



Q3 What do you think is the most important problem facing the City of Redmond today?

Worst thing about living in Redmond

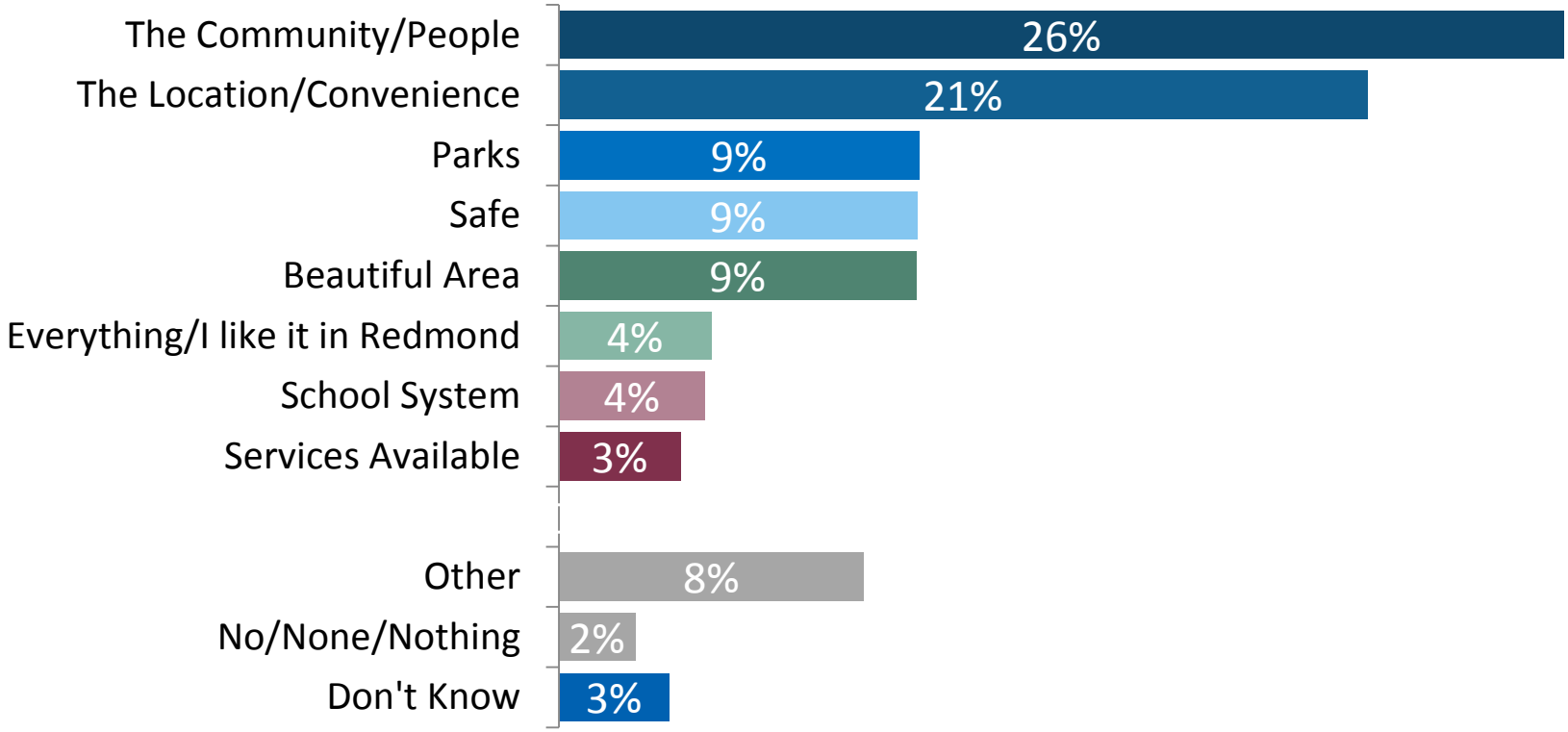
When asked in the context of worst thing, traffic goes up in mentions and growth drops



Q5 And what is the worst thing about living in Redmond?

Best thing about living in Redmond

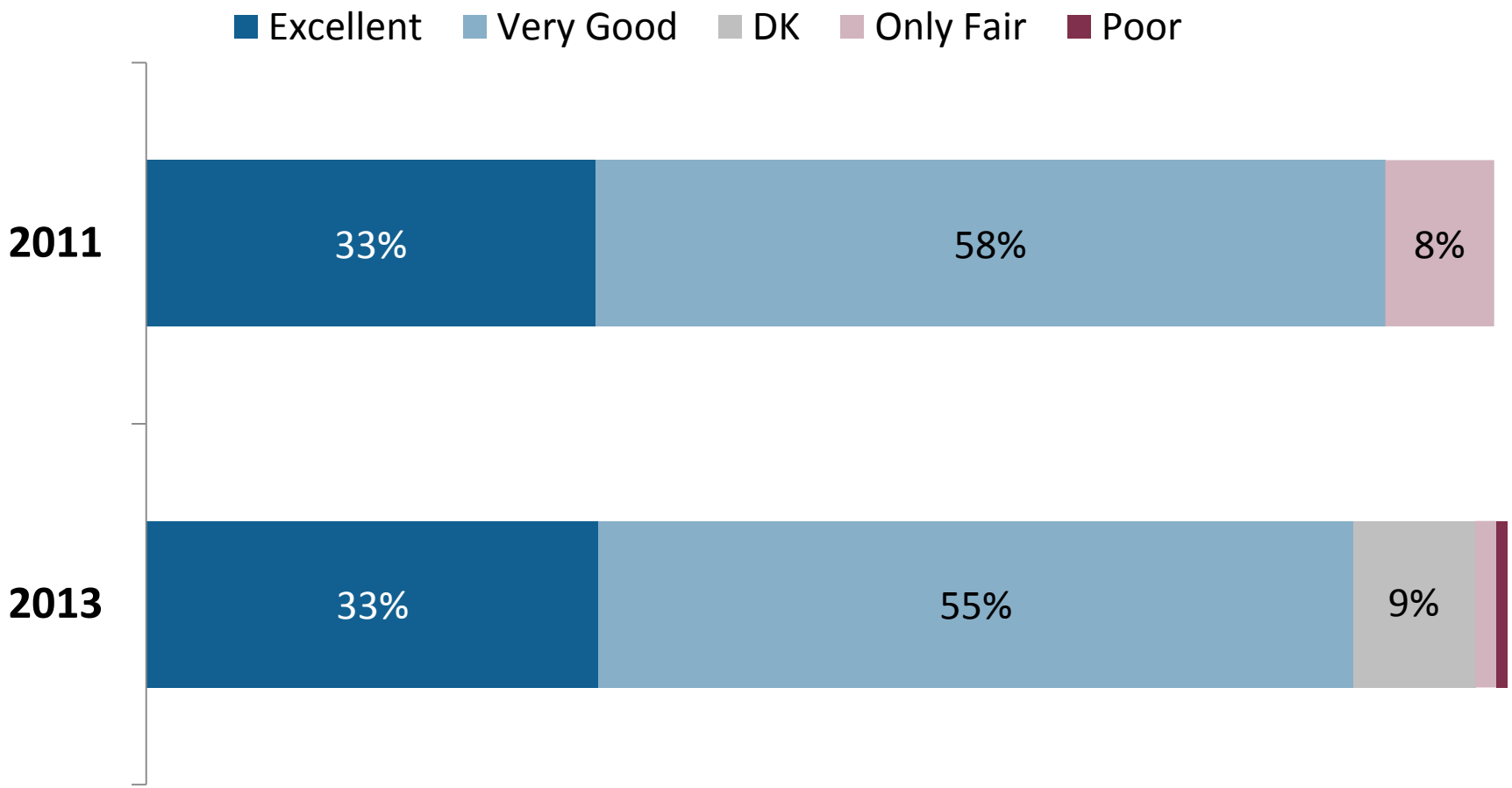
Community and location are two of the best things about living in Redmond



Q4 And what is the best thing about living in Redmond?

Quality of Life in Redmond

Redmond has consistently received strong quality of life ratings



Q6 How would you rate the quality of life in Redmond?

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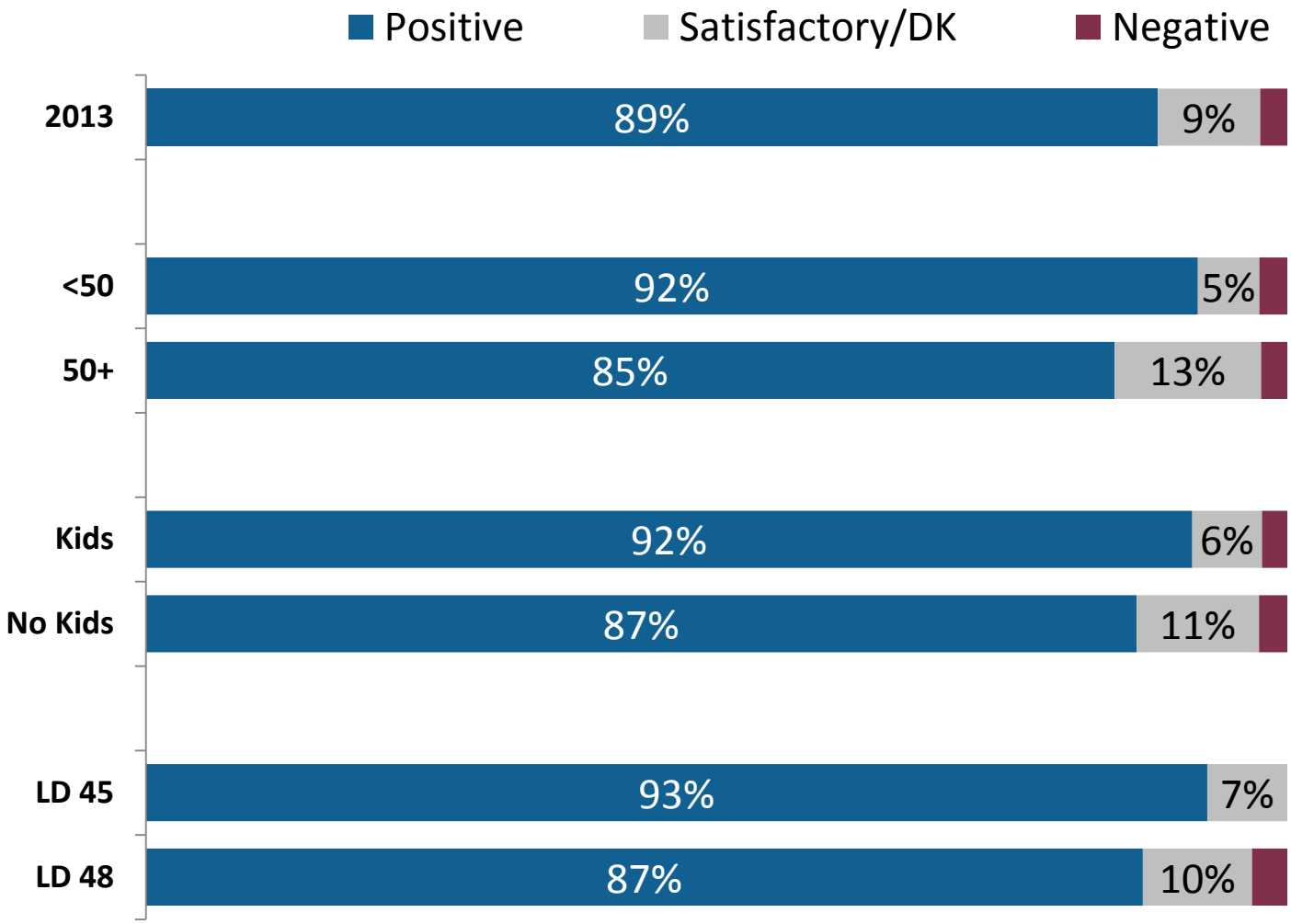
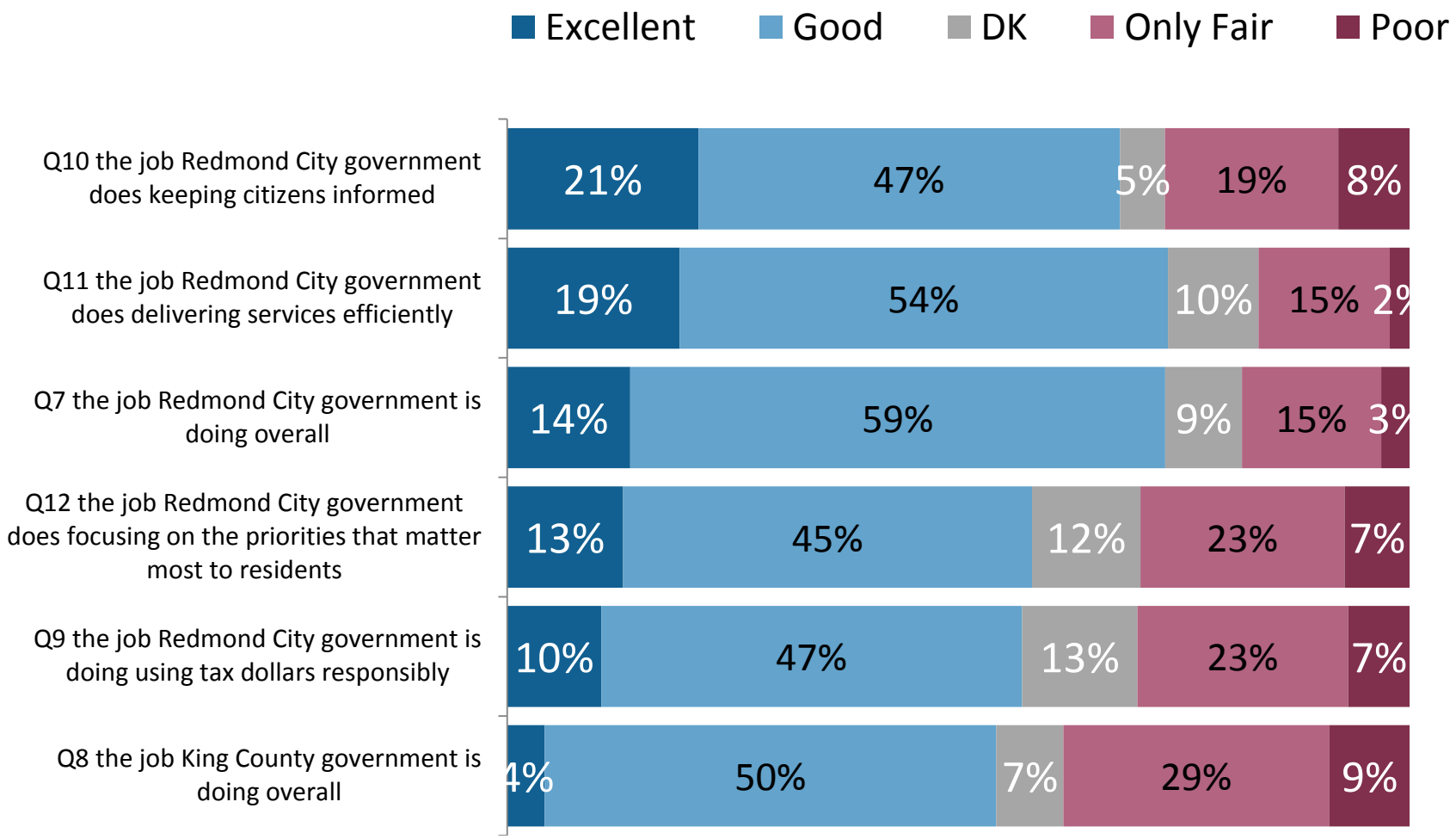


Q6 How would you rate the quality of life in Redmond?

Job Ratings

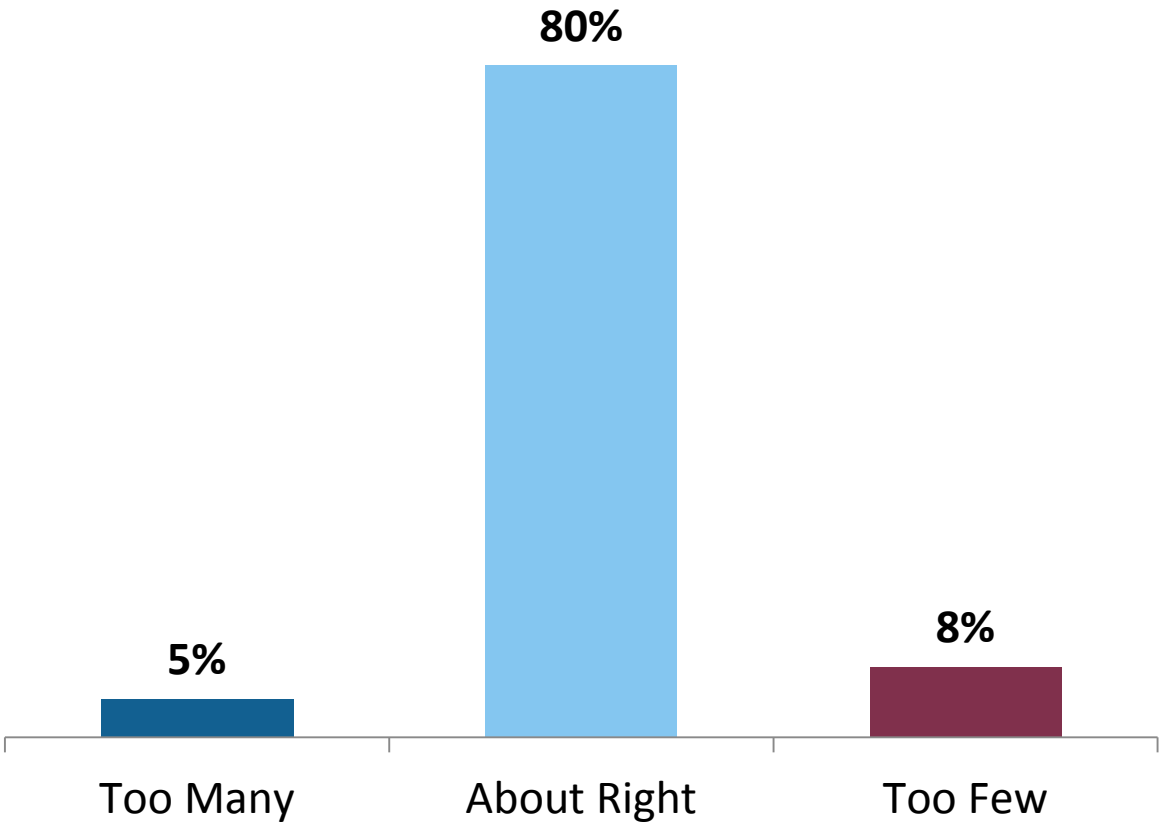
Redmond's job performance is better on every measure, including more challenging assessments like using tax dollars, than King County.



Q7-12. Moving on, I'd like you to rate a few items using a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other on an item, please just say so.

Services provided

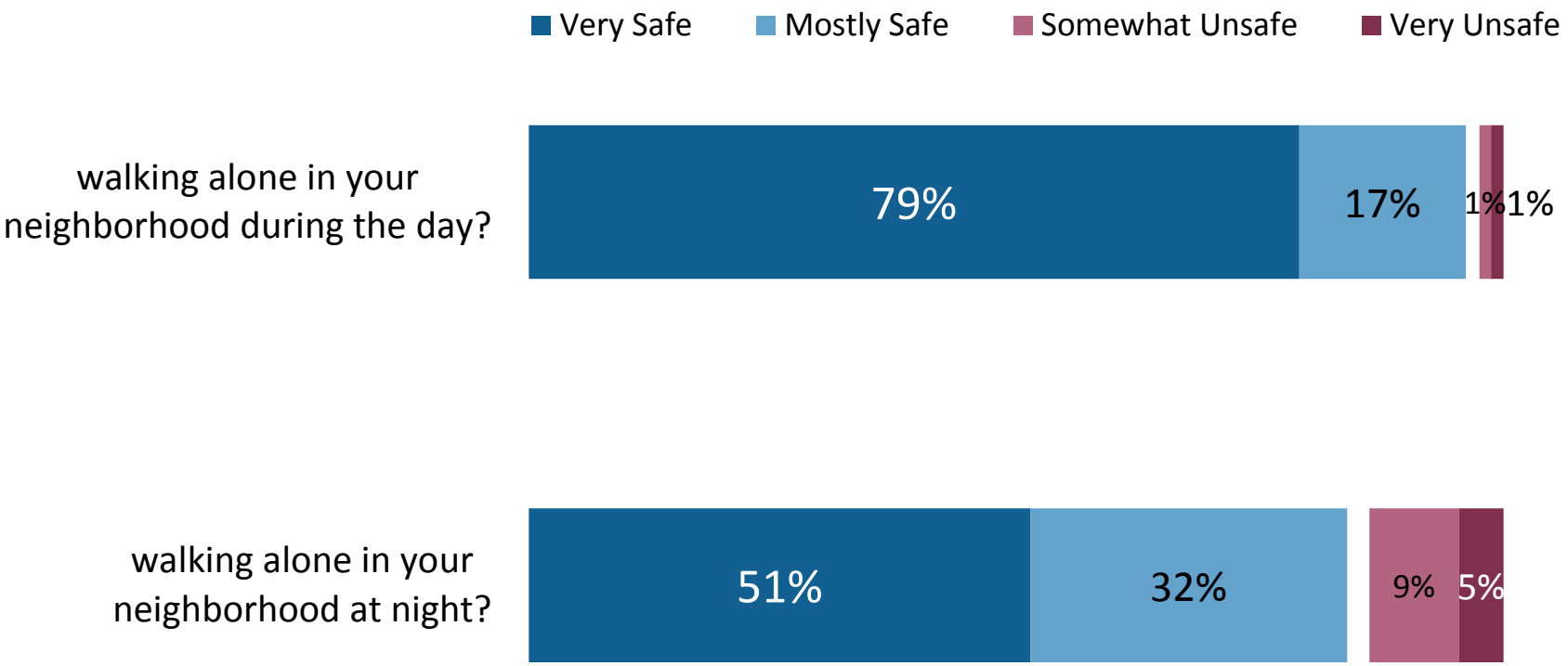
Redmond appears to have found the right mix of services for its citizens



Q28. Moving on, in terms of public services provided by the City of Redmond, do you think that overall the city provides too many services, too few services, or about the right amount of services?

Safety in Redmond

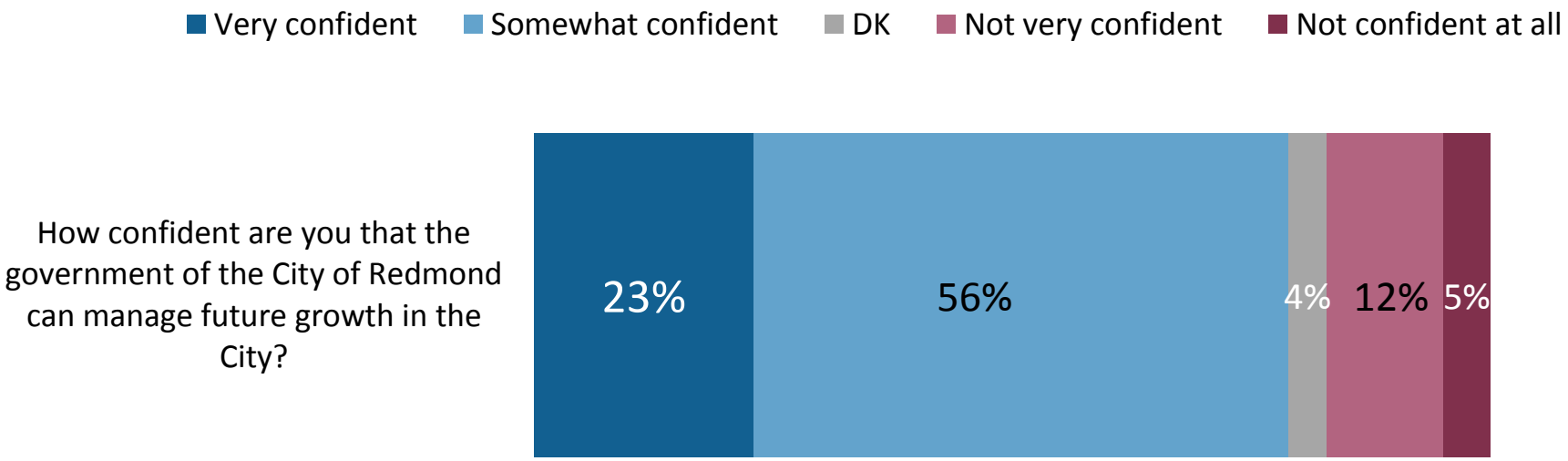
There are virtually no concerns about safety during the day, concerns rise at night



Q41. In general, how safe do you feel walking alone in your neighborhood during the day?
Q42. And how safe do you or would you feel walking alone in your neighborhood at night?

Confidence in Growth

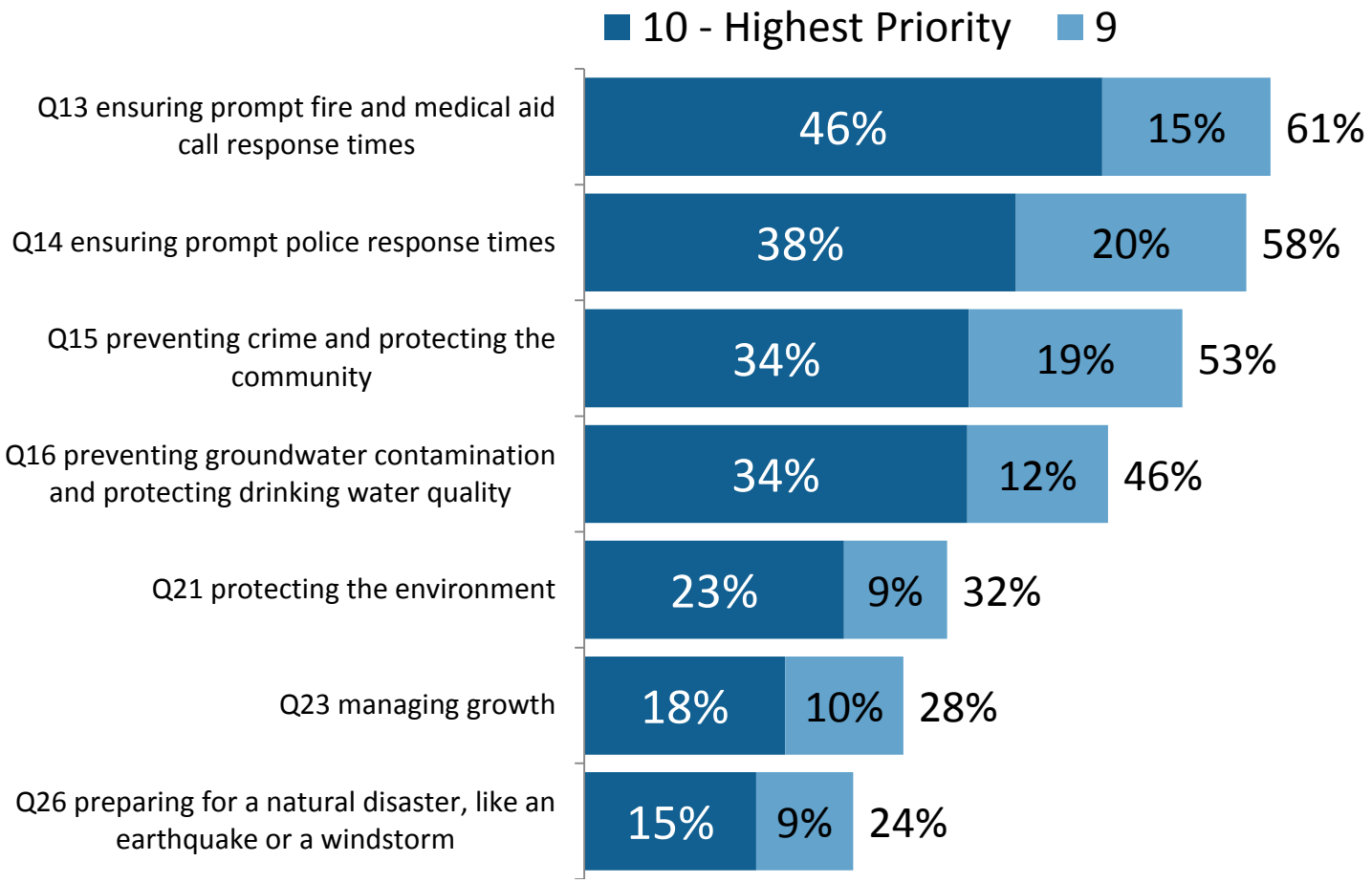
A strong majority are confident in Redmond's ability to manager growth



Q43. How confident are you that the government of the City of Redmond can manage future growth in the City?

Priorities

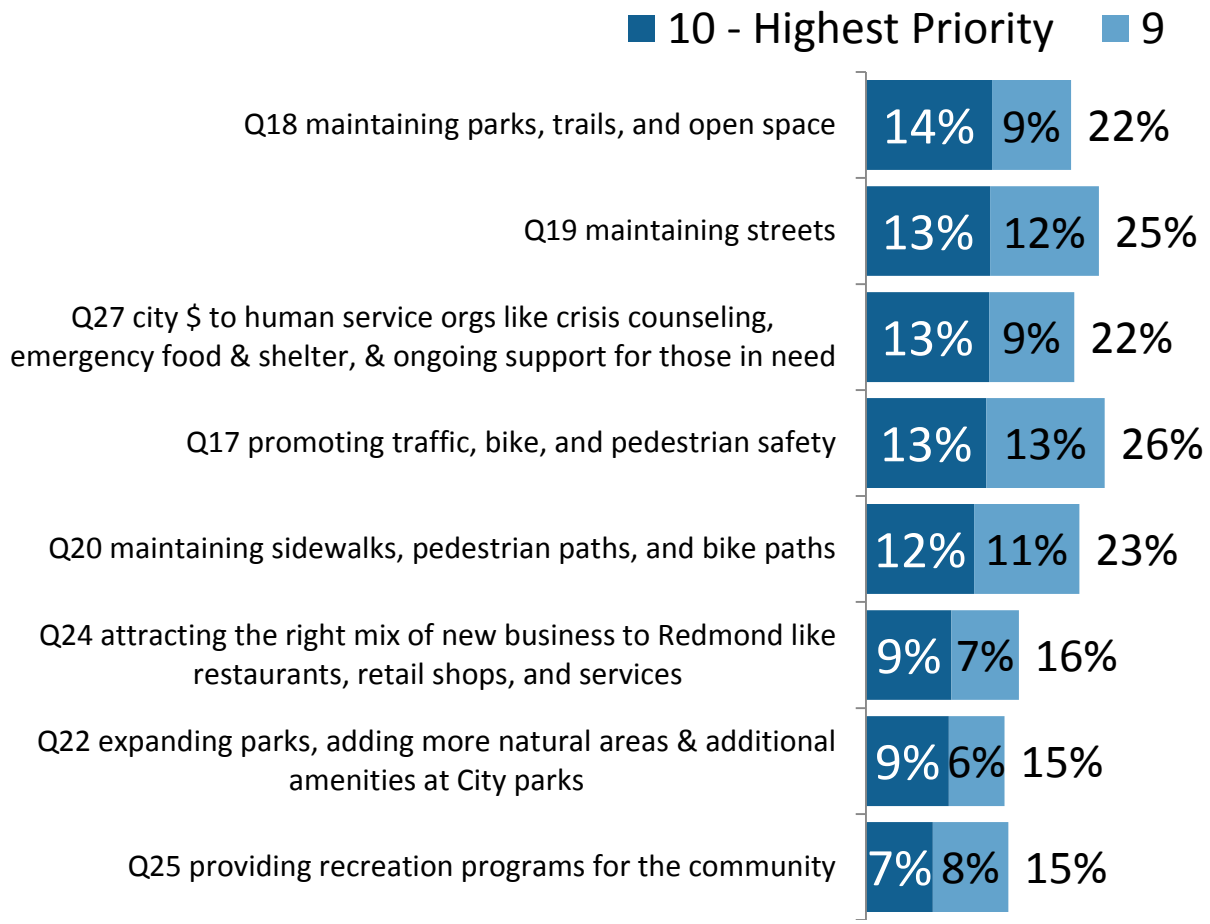
Fire, medical, and police services are the top priorities, but protecting drinking water rates very close to them



Q13-27. For each of the following items, please tell me how high a priority that item should be for the City of Redmond. Use a scale of 1 to 10 where 1 means the lowest priority and 10 means the highest priority. You can use any number from 1 through 10.

Priorities

Compared to the first set, these priorities are not nearly as important to voters



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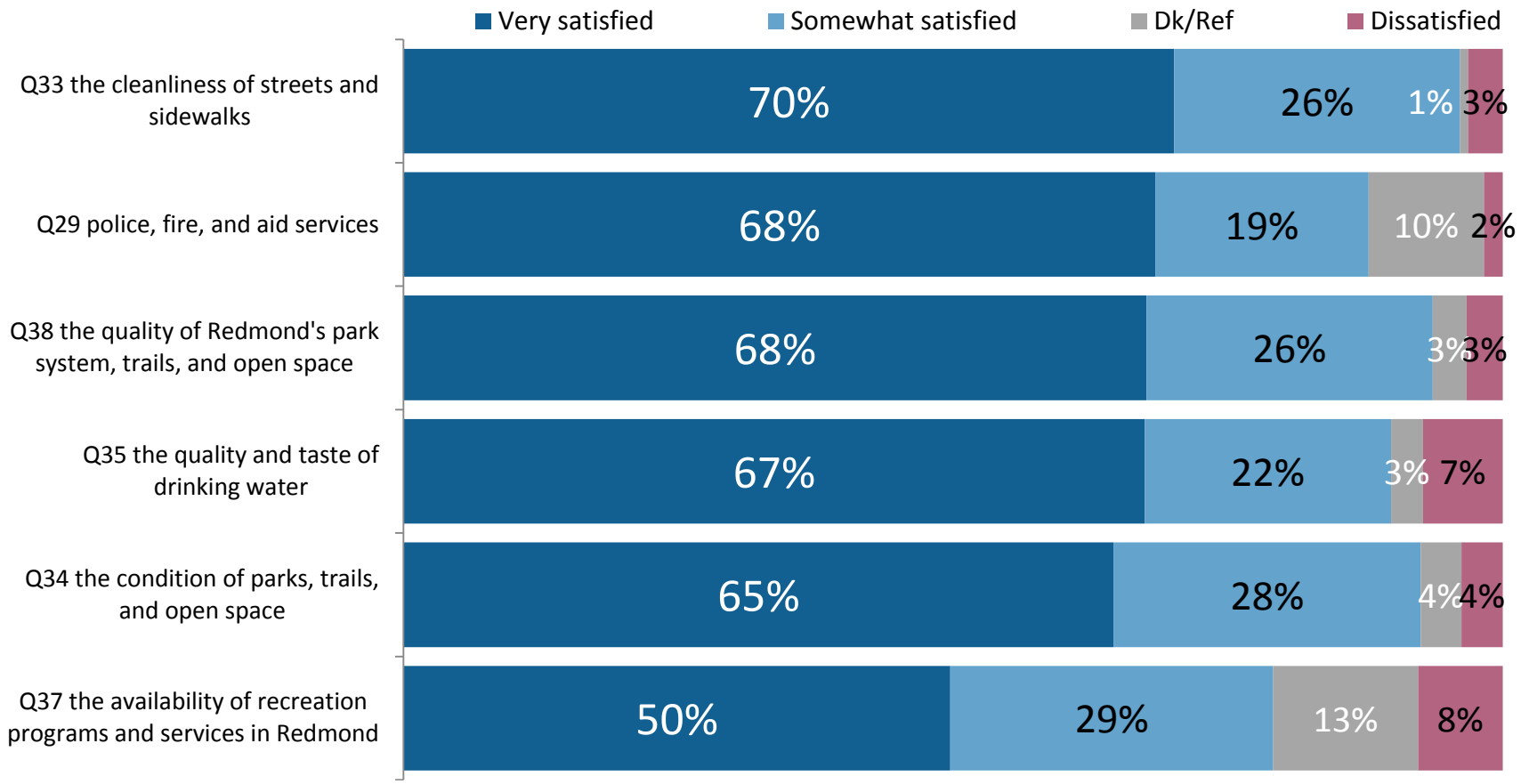
Service Satisfaction

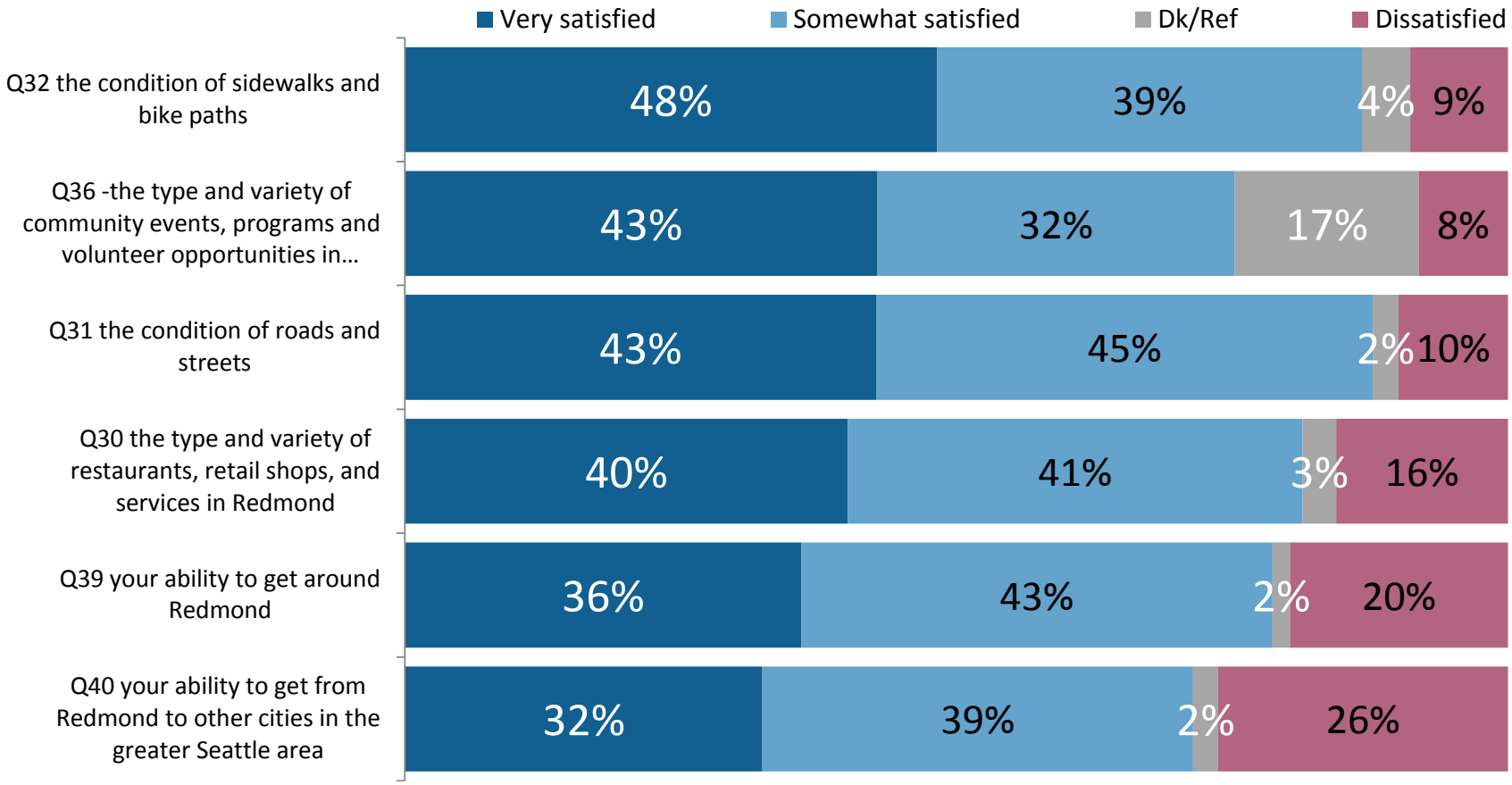
Satisfaction on these items is quite high, with virtually no one dissatisfied



Q29-40. Now I'd like you to think about your level of satisfaction with some characteristics of Redmond, and some city services and programs. For each, you can say very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you don't know or it doesn't apply to you, please just say so.

Service Satisfaction

This second tier shows higher levels of dissatisfaction, but a strong majority are still satisfied with every item tested.



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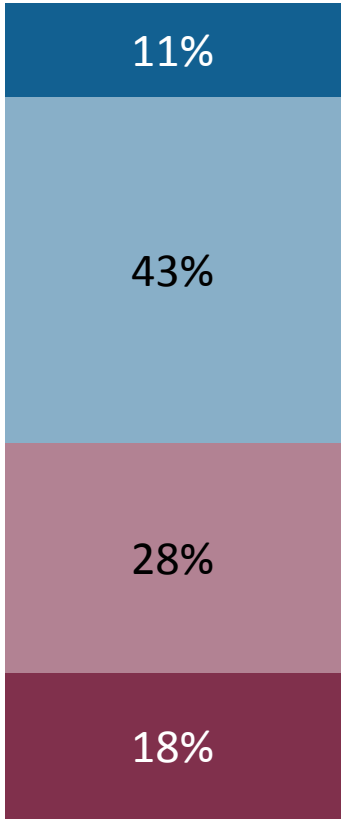
Communication

A solid core of one in ten pay attention to what the city is doing

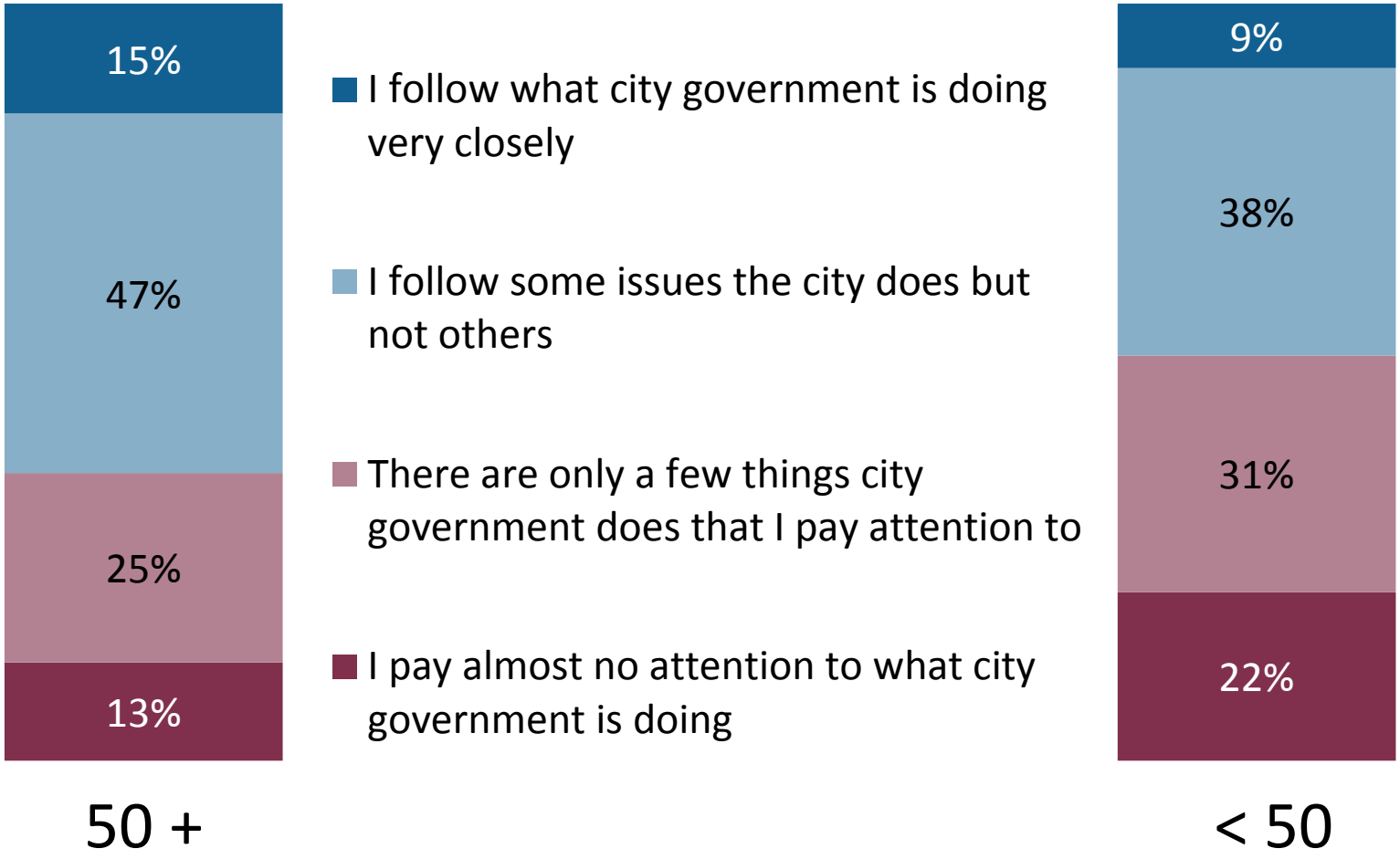


- I follow what city government is doing very closely
- I follow some issues the city does but not others
- There are only a few things city government does that I pay attention to
- I pay almost no attention to what city government is doing

Q43 Which of the following is the best description of how closely you follow what the government of the City of Redmond is doing?

Communication

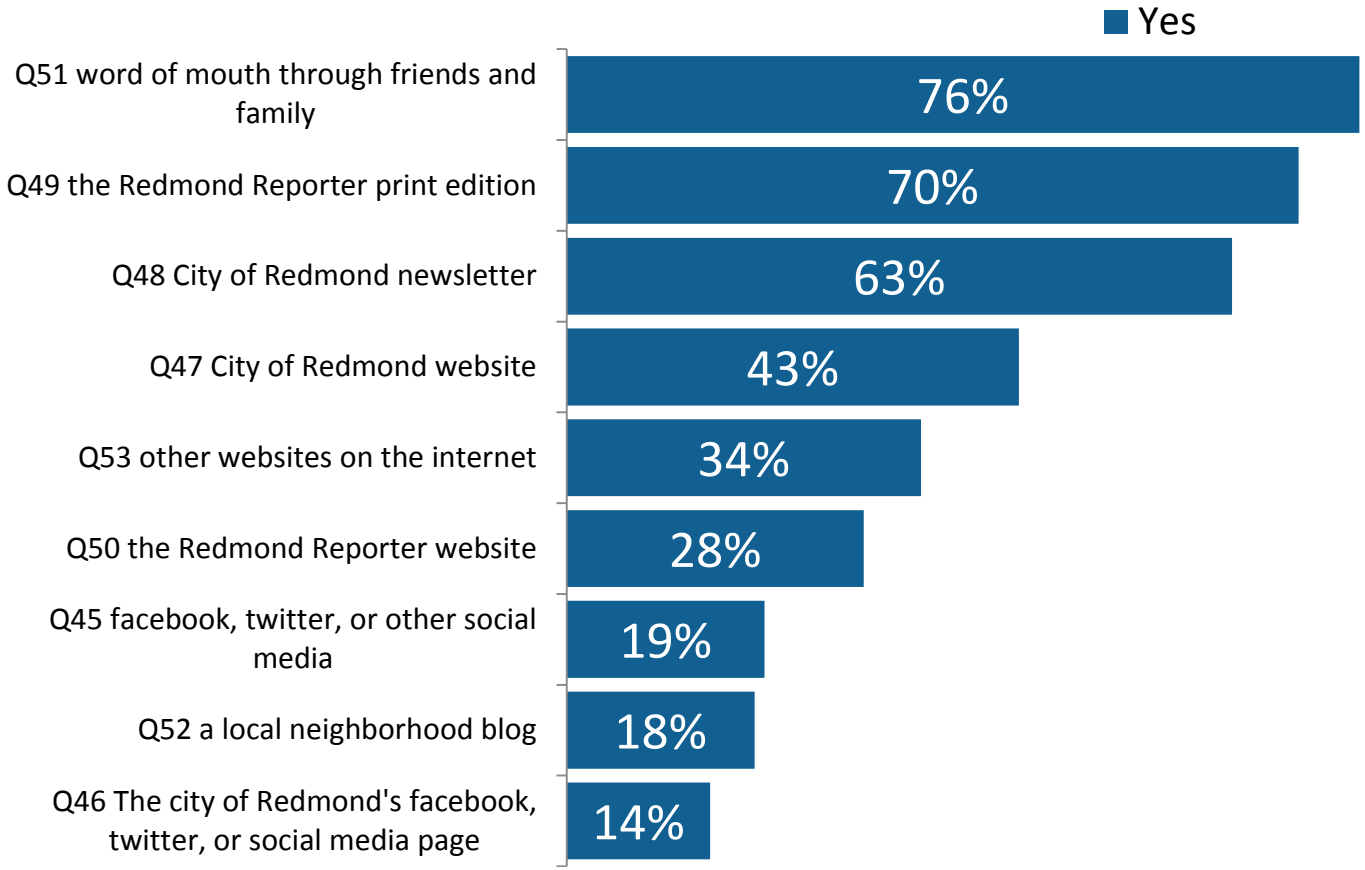
A solid core of one in ten pay attention to what the city is doing



Q43 Which of the following is the best description of how closely you follow what the government of the City of Redmond is doing?

How do you get information

Word of mouth, the Redmond Reporter, the City's newsletter, and the City's website are the most popular sources for getting information about what is happening in Redmond



Q45-53. I'd like to ask about a few sources you regularly use to hear about what Redmond City government is doing or to get information on news and events happening in Redmond. You can say yes or no for each one.

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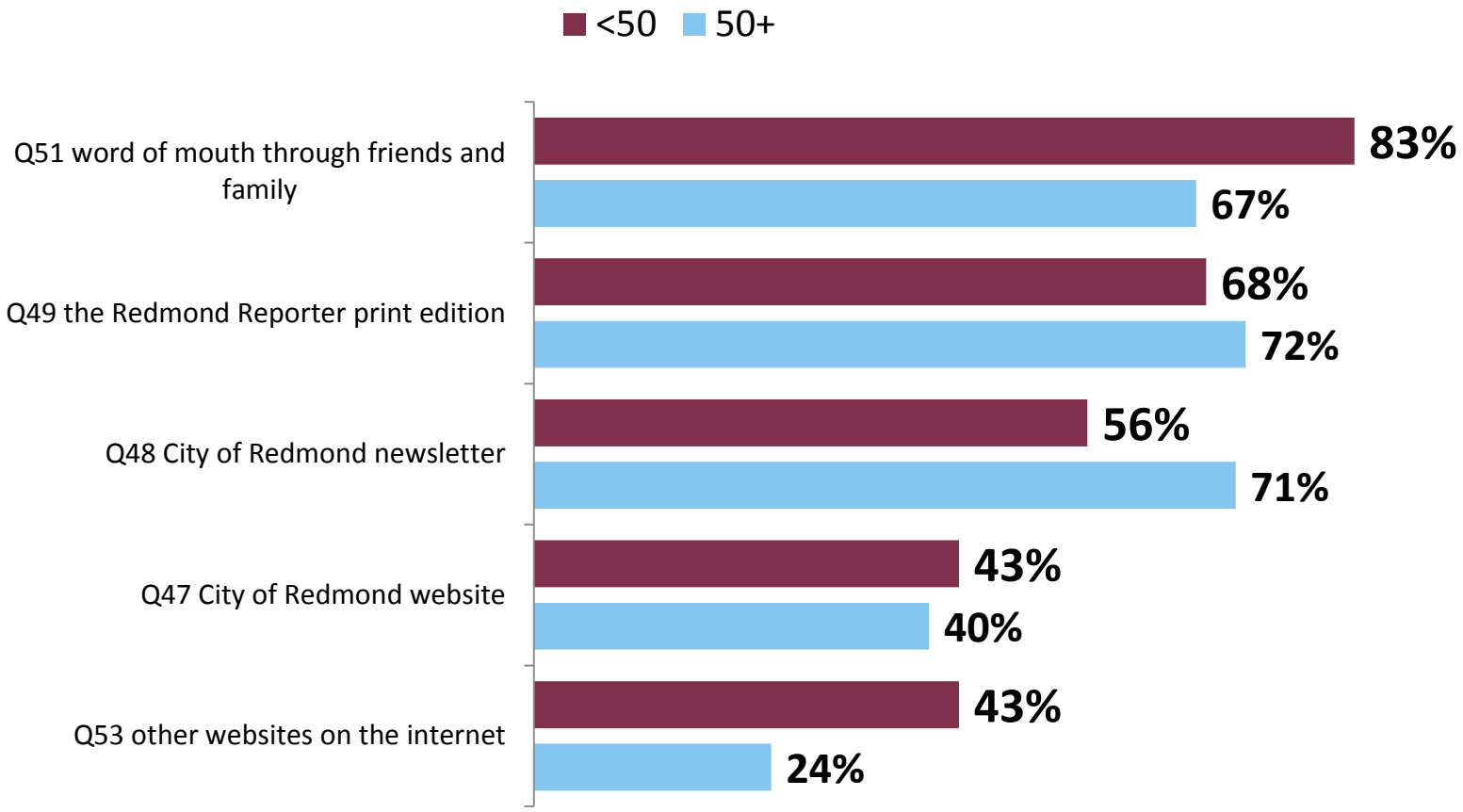

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