



Annual Citizen Survey Results

August 2019

- ▶ Hybrid telephone and email-to-web survey of voters in the City of Redmond
- ▶ Survey conducted July 14th – 25th, 2019
- ▶ A total of 480 interviews were conducted; the weighted n for the survey is 400, which has a weighted margin of error ± 4.9 percentage points at the 95% confidence interval
- ▶ The results can be projected to the entire universe of voters in Redmond
- ▶ Where applicable, results are compared to the following surveys:

Methodology	Dates	Sample Size	Margin of Error	EMC#
Phone - Web	June 19- 28	400	± 4.9 percentage points	18-6795
Phone	May 18 - 27, 2017	401	± 4.9 percentage points	17-6385
Phone	Jan 7 - 13, 2016	361	± 5.2 percentage points	16-5831
Phone	Jan 21 - 27, 2015	360	± 5.2 percentage points	15-5515
Phone	Dec 15 - 19, 2013*	362	± 5.2 percentage points	13-5064

* Will be referred to as 2014 from now on for consistency

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



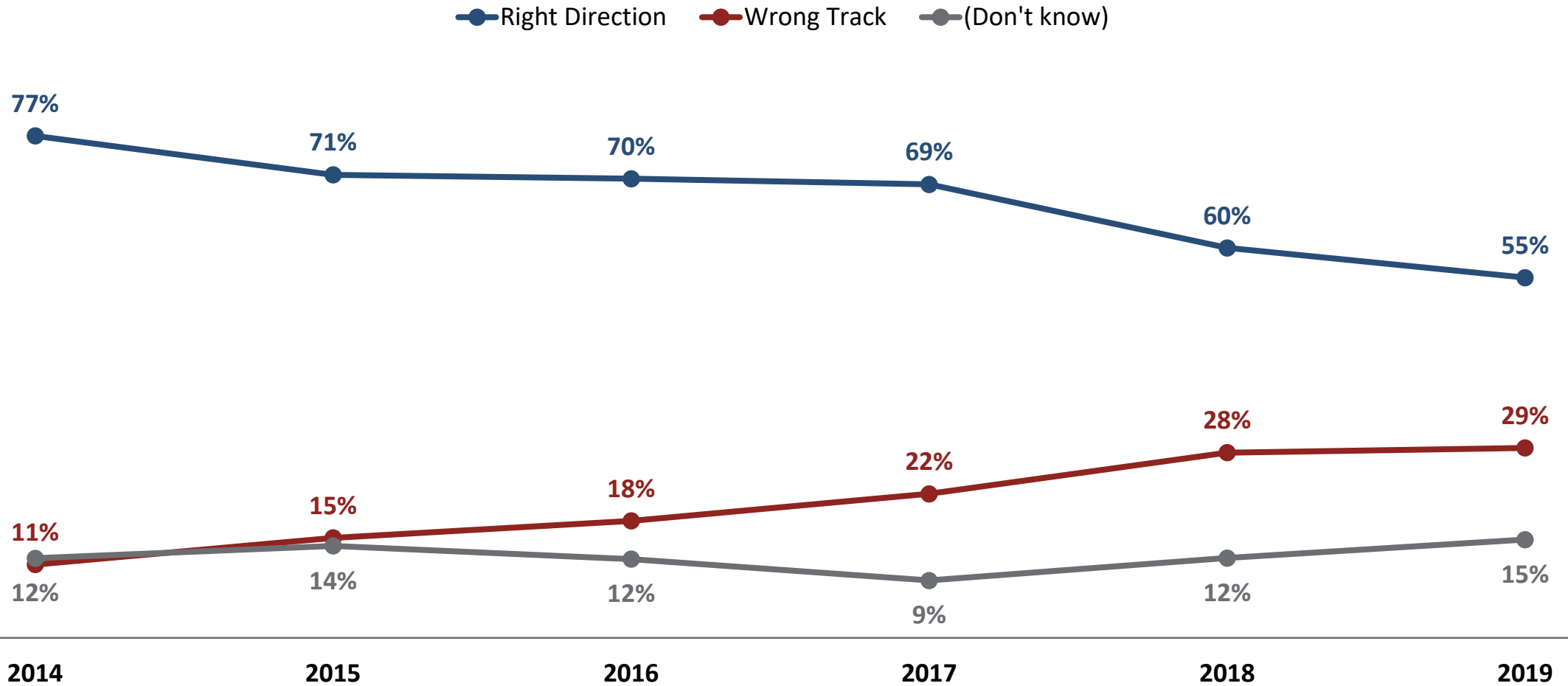
Local Environment

Key Findings

- ▶ Redmond's direction and quality of life ratings have continued to decline over the last few years. Traffic and overdevelopment continue to be the leading top-of-mind concerns.
- ▶ Amidst this backdrop, a strong majority give the City of Redmond a positive job rating, although intensity remains low.
- ▶ Following drops in 2018, the City's job ratings – overall and for delivering services efficiently – have slightly rebounded in 2019. Other job ratings for keeping citizens informed, focusing on the priorities that matter most, and spending tax dollars wisely have stabilized.
- ▶ Fire and EMS response times, quality drinking water, and police services remain the highest priorities for City services and the City receives high marks for each.
- ▶ Managing traffic flow rounds out residents' top-tier of priorities but a majority are dissatisfied with this attribute. It is the only service area which receives net-negative marks and is by far the most critical priority for service improvement efforts.

Direction of Redmond – Trend

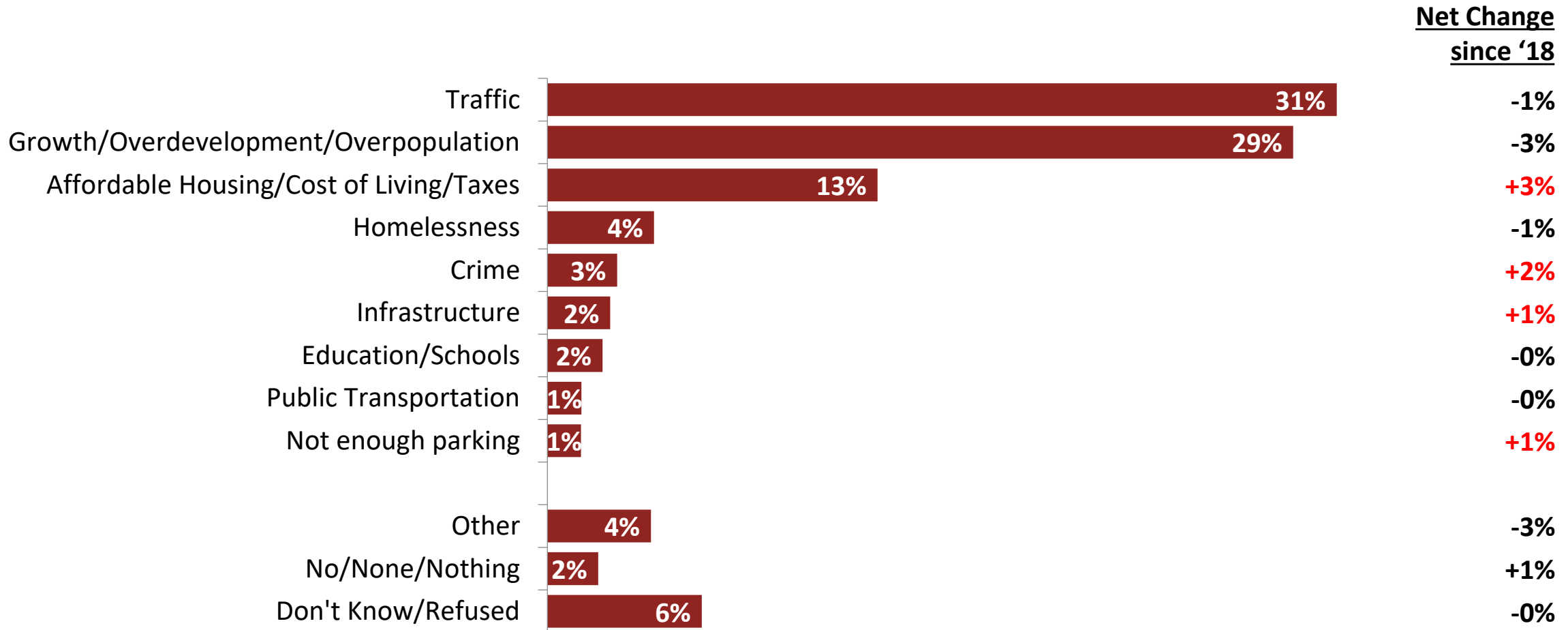
Residents' "Right Direction" ratings continue to decline but a majority (55%) remain optimistic.



Q3. 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?

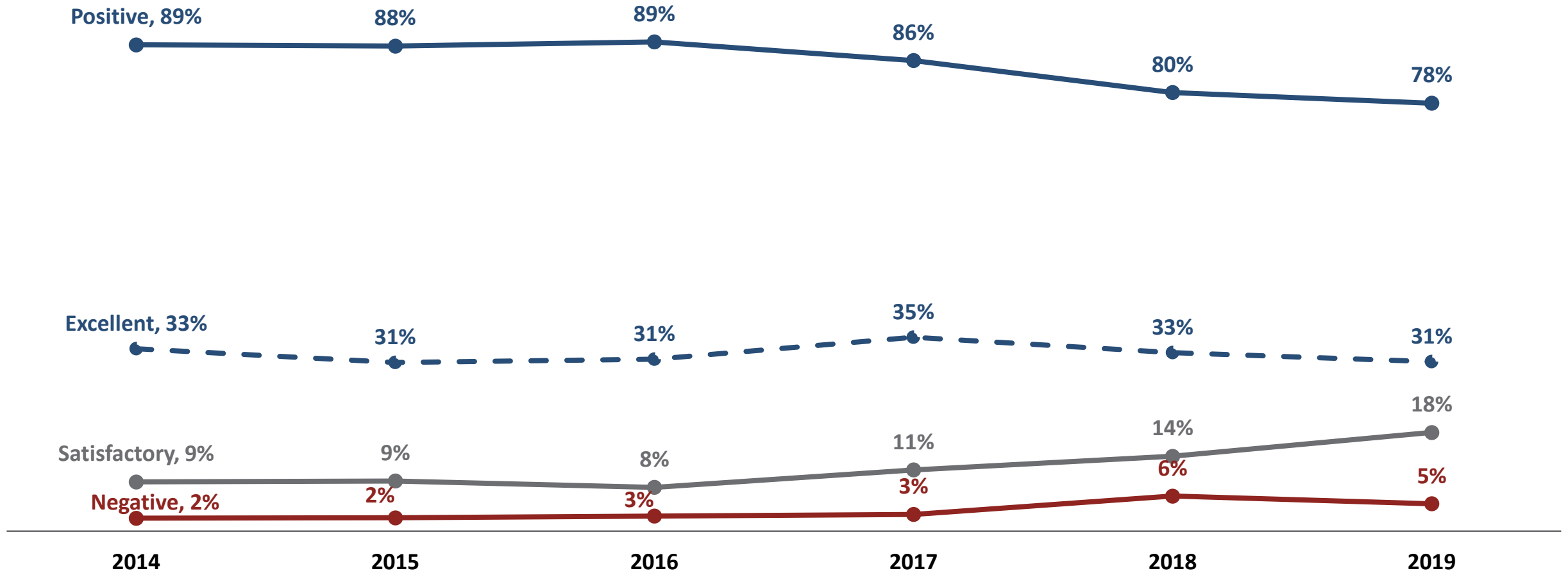
Most Important Problem – Trend

Traffic and growth remain residents' top concerns. Nearly a third consider these to be the top issues facing the City.



Quality of Life in Redmond – Trend

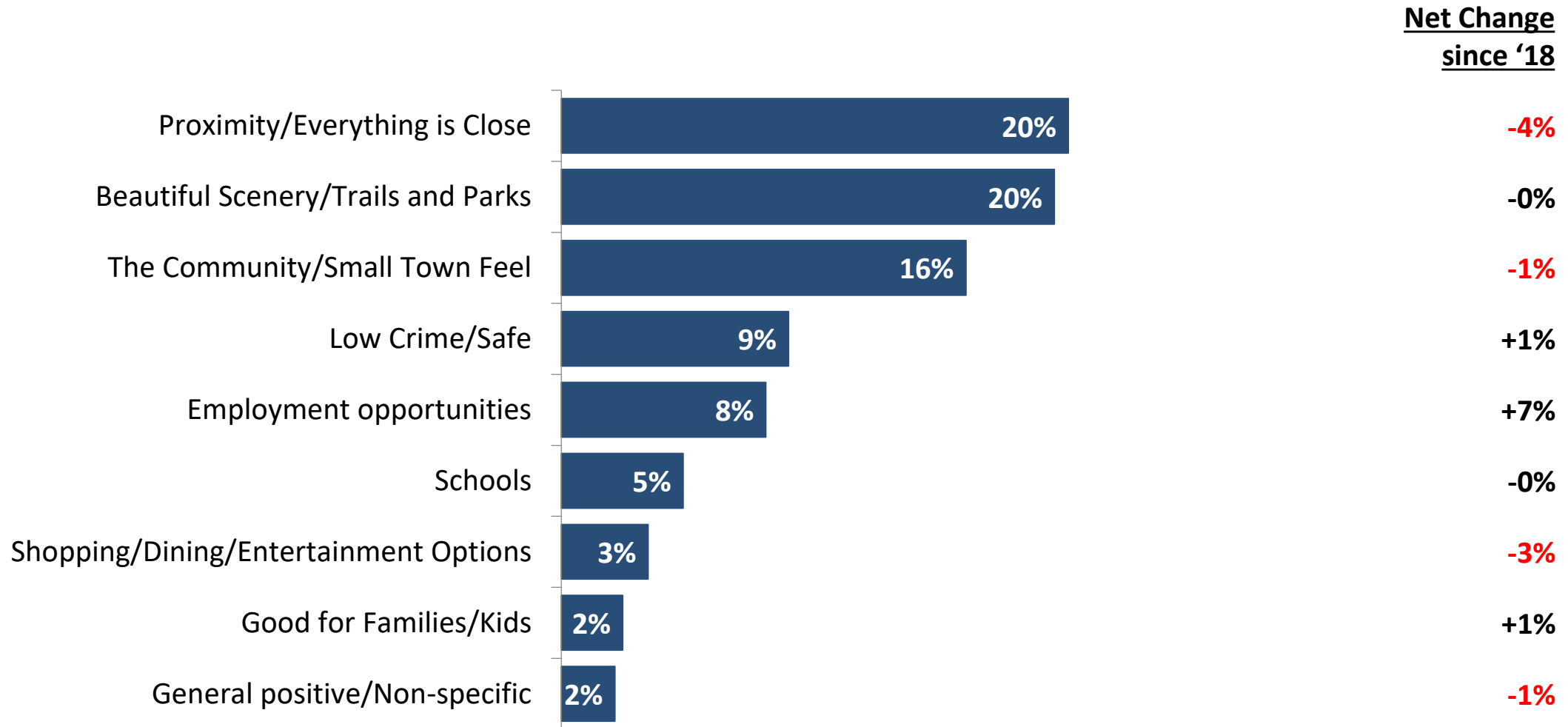
Although the quality of life ratings have fallen slightly over the last few years, four-in-five rate residents continue to rate it favorably with little discontent.



Q5. How would you rate the quality of life in Redmond? Would you say it is excellent, very good, satisfactory, only fair, or poor?

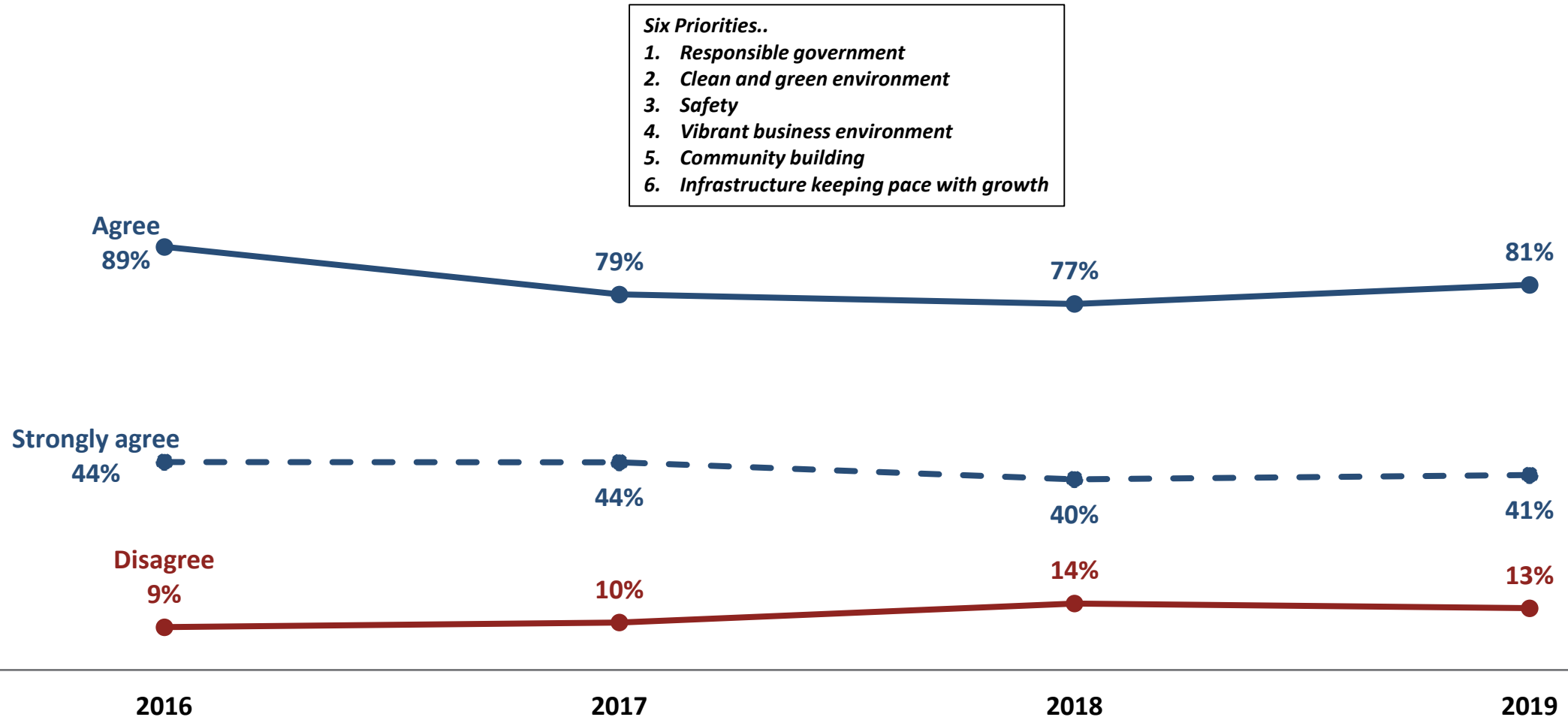
Best Thing about Living in Redmond – Trend

Proximity, open space, and small town atmosphere continue to be the things residents like most about living in Redmond.



City of Redmond's Current Priorities

About four-in-five agree with the City's top priorities, including two-in-five who strongly agree. These shares have remained stable over the last couple of years.

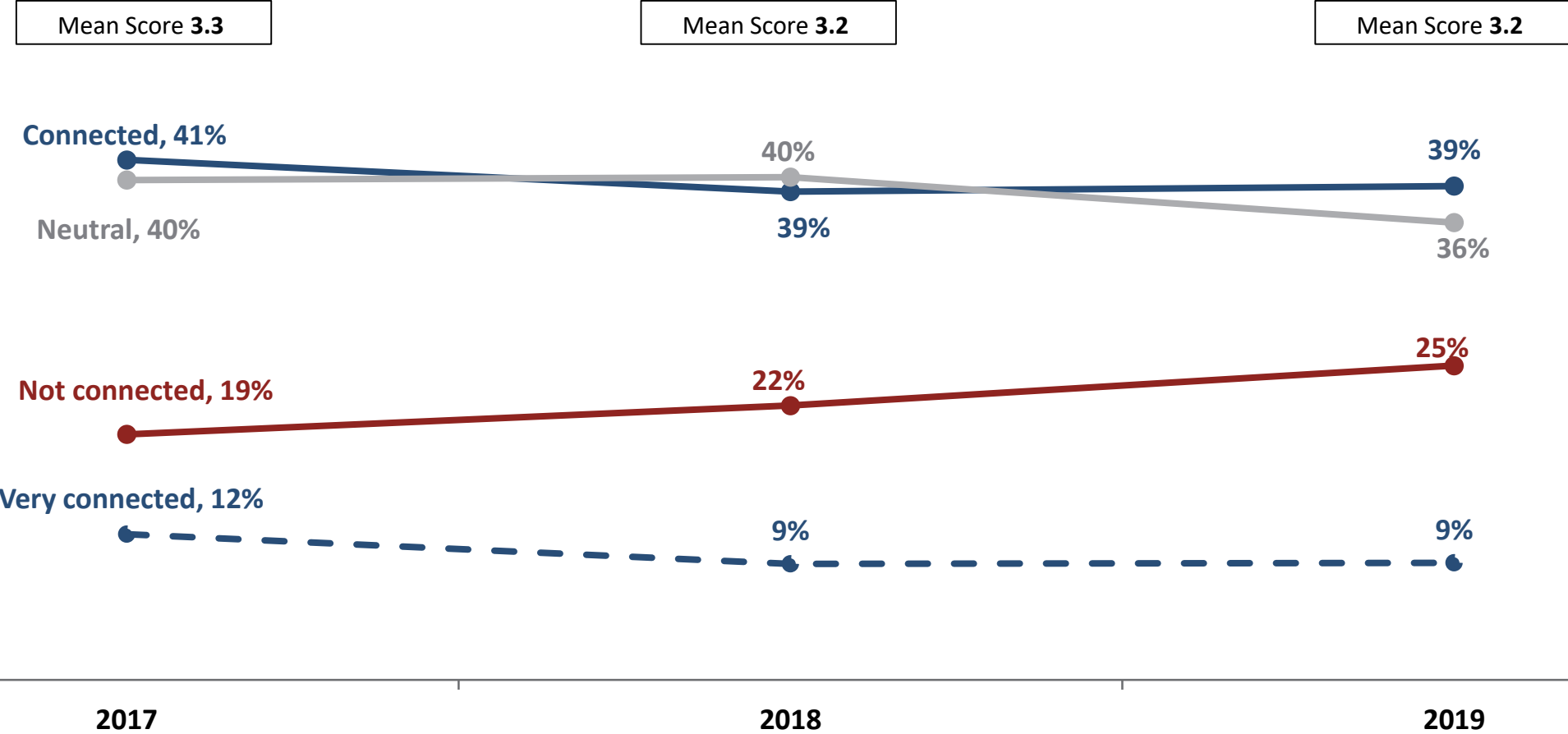


Sense of Connection to the Redmond Community



The share of people who feel connected to the community has remained stable but the number of those who do not feel connected has increased slightly over the last couple of years.

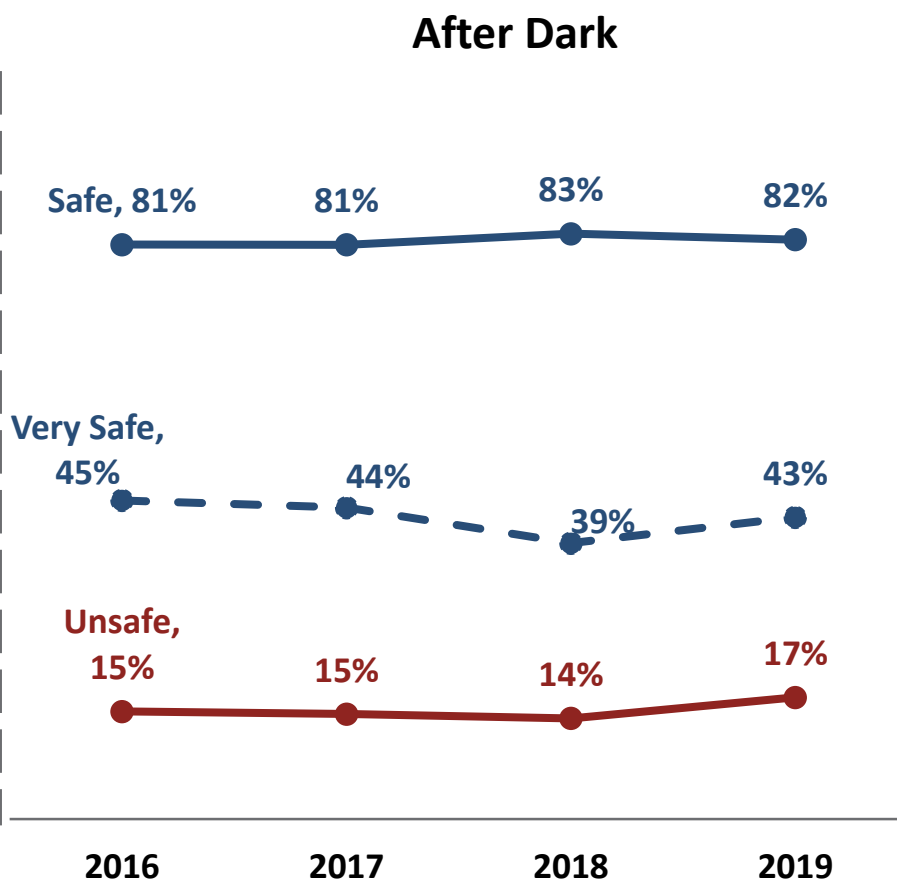
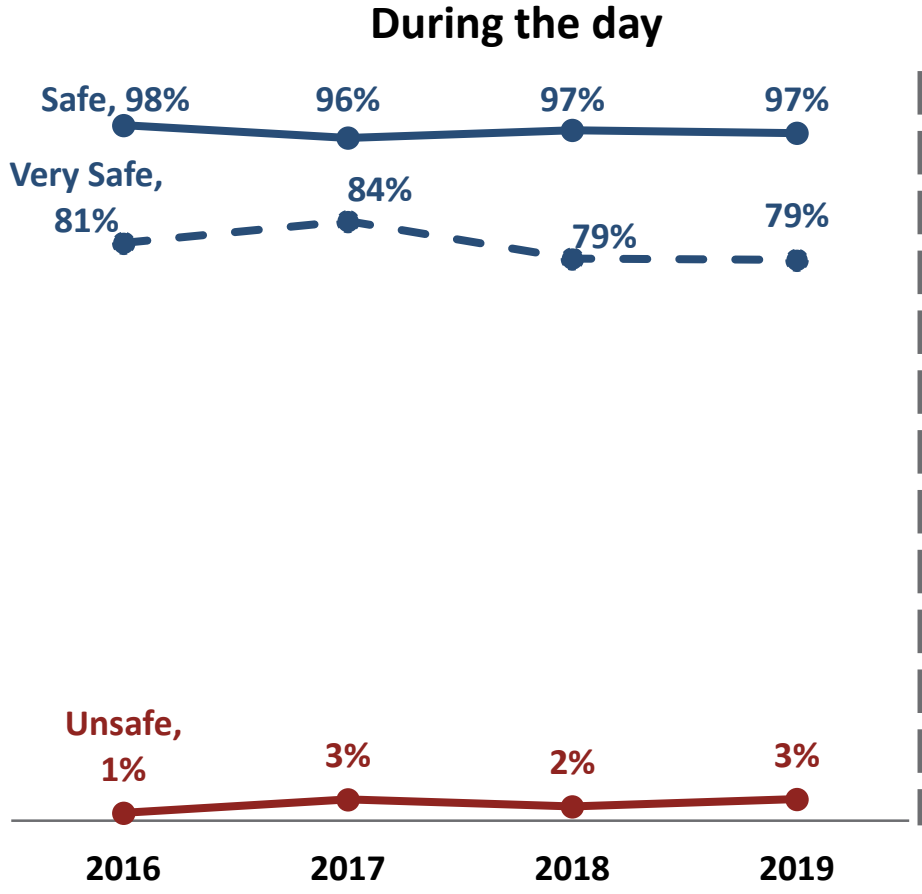
Scale: 1- Not all Connected; 5- Very Connected



Q13. On a scale of one to five, where one is not at all connected and five is very connected, how do you rate your overall sense of connection to the Redmond community?

Safety in Redmond – Trend

Overall, safety ratings have held steady over time and perceptions of safety after dark remain lower than during the day.

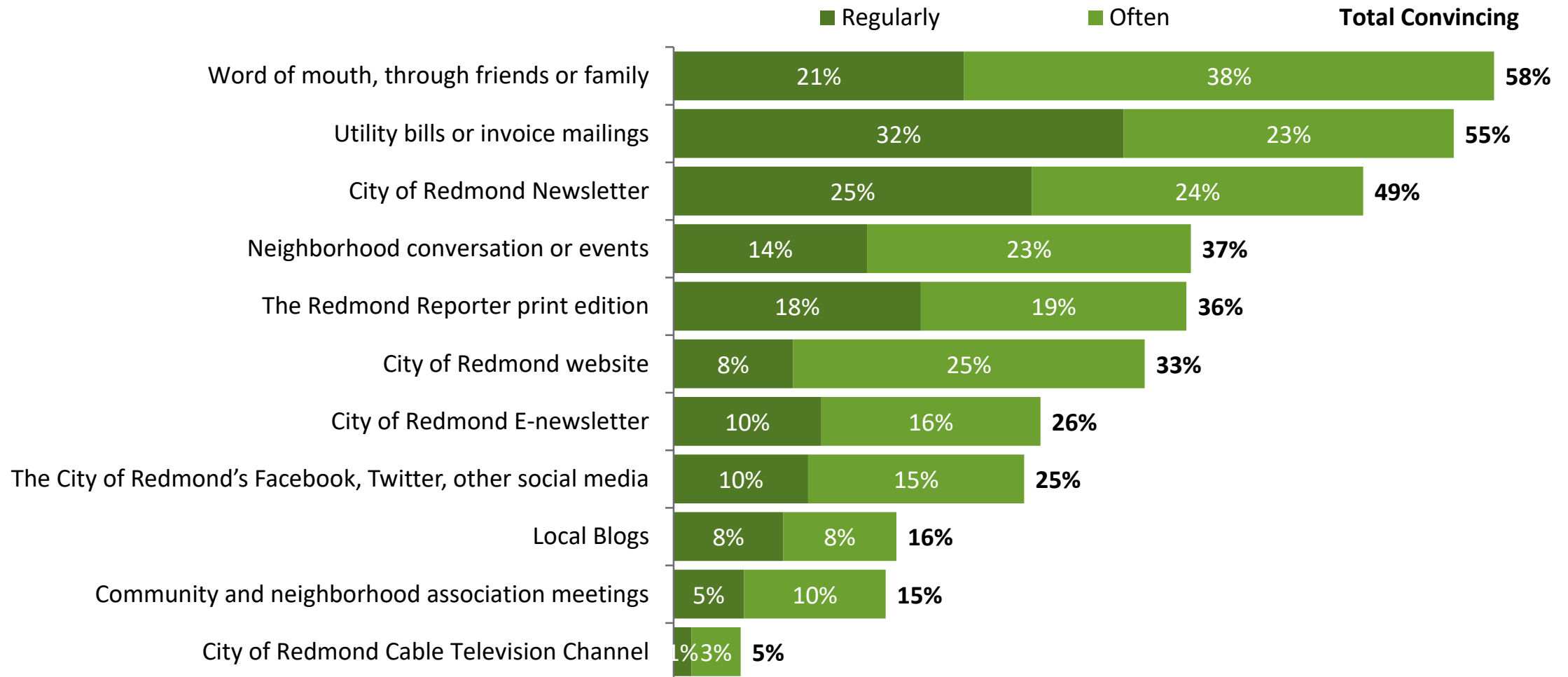


Safety After Dark by Subgroup	Total "Very Safe" + "Safe" %	"Very Safe" % only
Male (50%)	88%	58%
Female (50%)	76%	27%
18-49 (53%)	87%	48%
50+ (47%)	77%	37%
LD 45 (23%)	83%	40%
LD48 (77%)	82%	44%
Kids in HH (39%)	90%	49%
No kids in HH (61%)	77%	39%

Q16. In general, how safe do you feel walking alone in your neighborhood during the day? Would you say very safe, mostly safe, somewhat unsafe, or very unsafe?
 Q17. In general, how safe do you feel walking alone in your neighborhood at night? Would you say very safe, mostly safe, somewhat unsafe, or very unsafe?

Information Sources

Utility bills, City newsletters, and word-of-mouth are residents' primary sources of information about the City government.

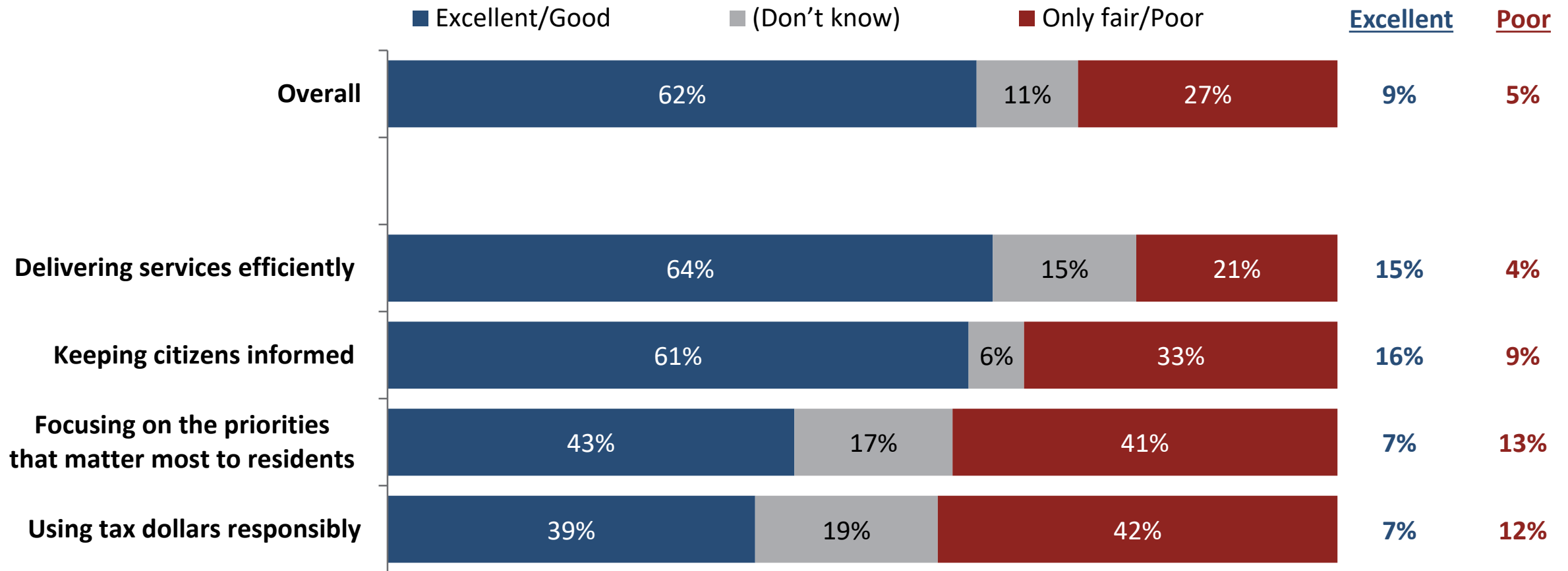




City Job Ratings

City of Redmond Job Ratings

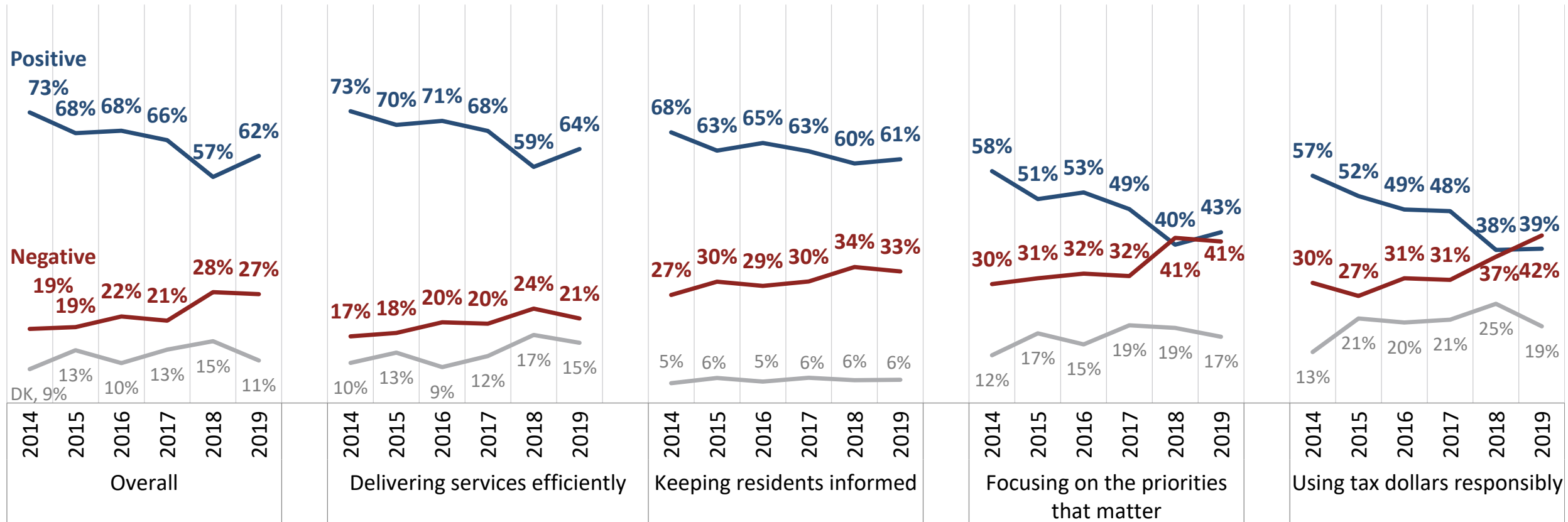
The City receives majority positive ratings overall, and for keeping citizens informed and delivering services efficiently. Residents are divided on job ratings for focusing on the priorities that matter most to residents and using tax dollars responsibly, albeit with low negative intensity (“poor”) ratings.



City of Redmond Job Ratings – Trend

After gradually dropping over the last few years, most of the City’s job ratings have stabilized since 2018. Ratings for overall City government and the job it does delivering services efficiently have rebounded slightly in 2019.

Positive: the combined total of “excellent” and “good” ratings
Negative: the combined total of “only fair” and “poor” ratings



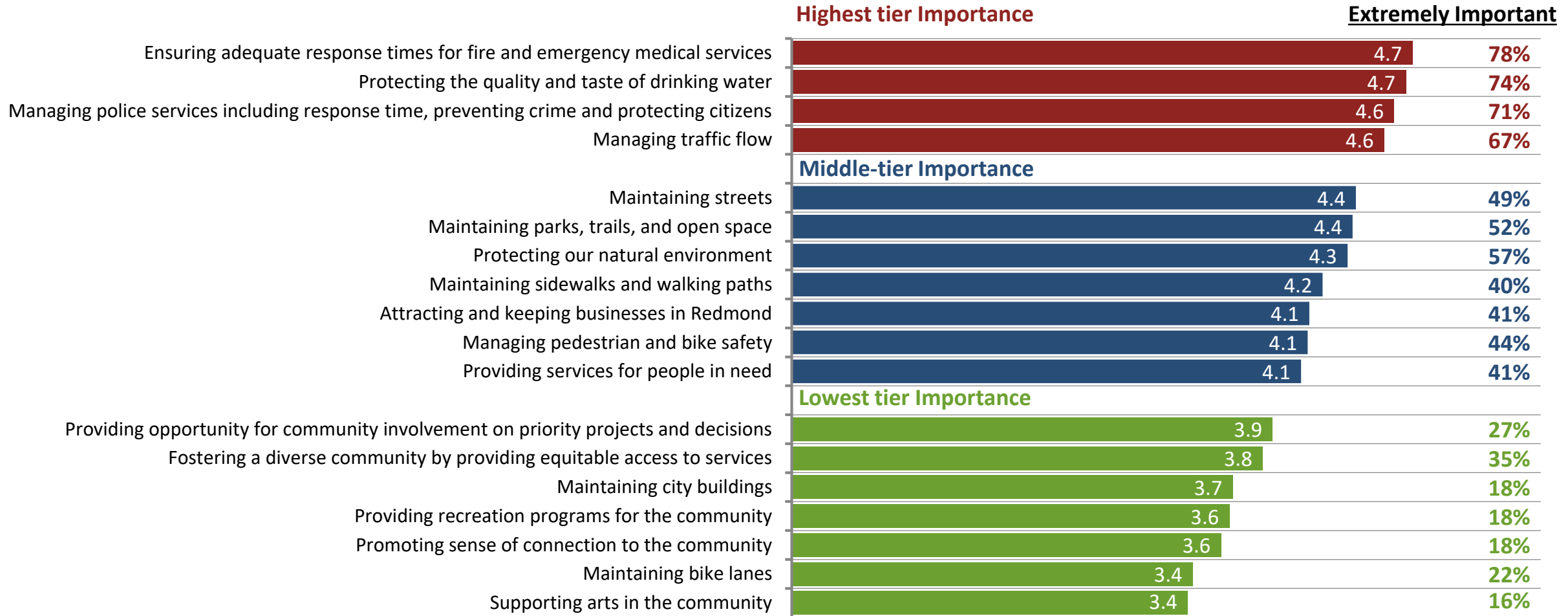
Q7-11. Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren’t sure one way or the other, please just say so.



City Services Gap Analysis

Importance Rating

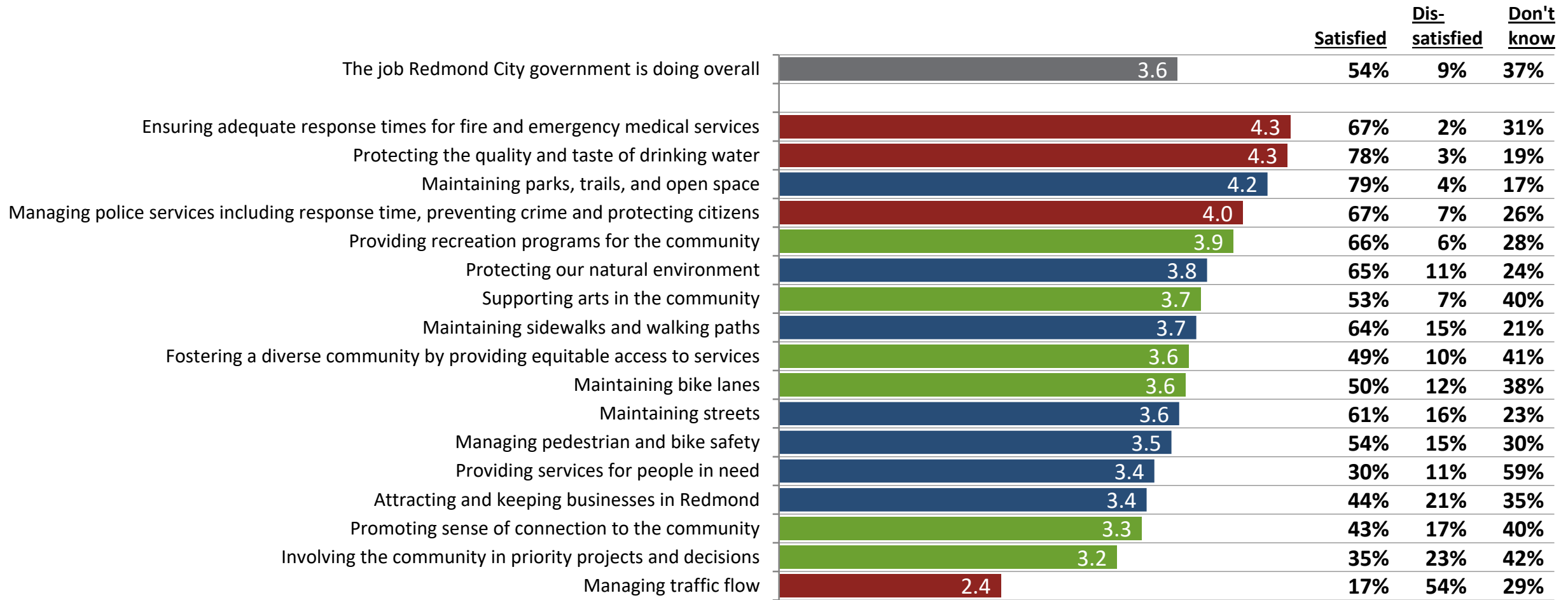
Fire and EMS, quality drinking water, police services, and managing traffic flow continue to round out the top priorities for City services.



Q15. Using the same list, please tell me how important that city service or function is to you and your household. Use a scale of 1 to 5, where 1 means that it is “not at all important” and 5 means it is “extremely important.”

Performance Rating

Most of the highest priority services are also among the highest rated with the exception of managing traffic flow, which is by far the lowest performing item tested.



Q14. Now I am going to read you a list of various City services and functions. Tell me how satisfied or dissatisfied you are with the City’s performance for that specific service or function. Use a scale of 1 to 5, where 1 means you are “very dissatisfied” and 5 means you are “very satisfied” with that city function or service.

Gap Analysis: Importance vs Performance

Managing traffic flow continues to have the largest importance/performance gap and remains the most significant opportunity for improvement. The importance/performance gap is below one point for all other City services tested.

Service Item	Importance	Performance	Gap	Perf/Imp
The job Redmond government is doing overall		3.6	--	--
Supporting arts in the community	3.4	3.7	0.3	110%
Providing recreation programs for the community	3.6	3.9	0.3	108%
Maintaining bike lanes	3.4	3.6	0.2	106%
Maintaining parks, trails, and open space	4.4	4.2	-0.2	95%
Fostering a diverse community by providing equitable access to services	3.8	3.6	-0.2	95%
Promoting sense of connection to the community	3.6	3.3	-0.2	93%
Ensuring adequate response times for fire and emergency medical services	4.7	4.3	-0.4	91%
Protecting the quality and taste of drinking water	4.7	4.3	-0.4	91%
Maintaining sidewalks and walking paths	4.2	3.7	-0.5	88%
Protecting our natural environment	4.3	3.8	-0.6	87%
Involving the community in priority projects and decisions	3.9	3.2	-0.7	87%
Managing police services including response time, preventing crime and protecting citizens	4.6	4.0	-0.6	86%
Managing pedestrian and bike safety	4.1	3.5	-0.6	86%
Providing services for people in need	4.1	3.4	-0.6	84%
Attracting and keeping businesses in Redmond	4.1	3.4	-0.7	82%
Maintaining streets	4.4	3.6	-0.8	82%
Managing traffic flow	4.6	2.4	-2.1	53%

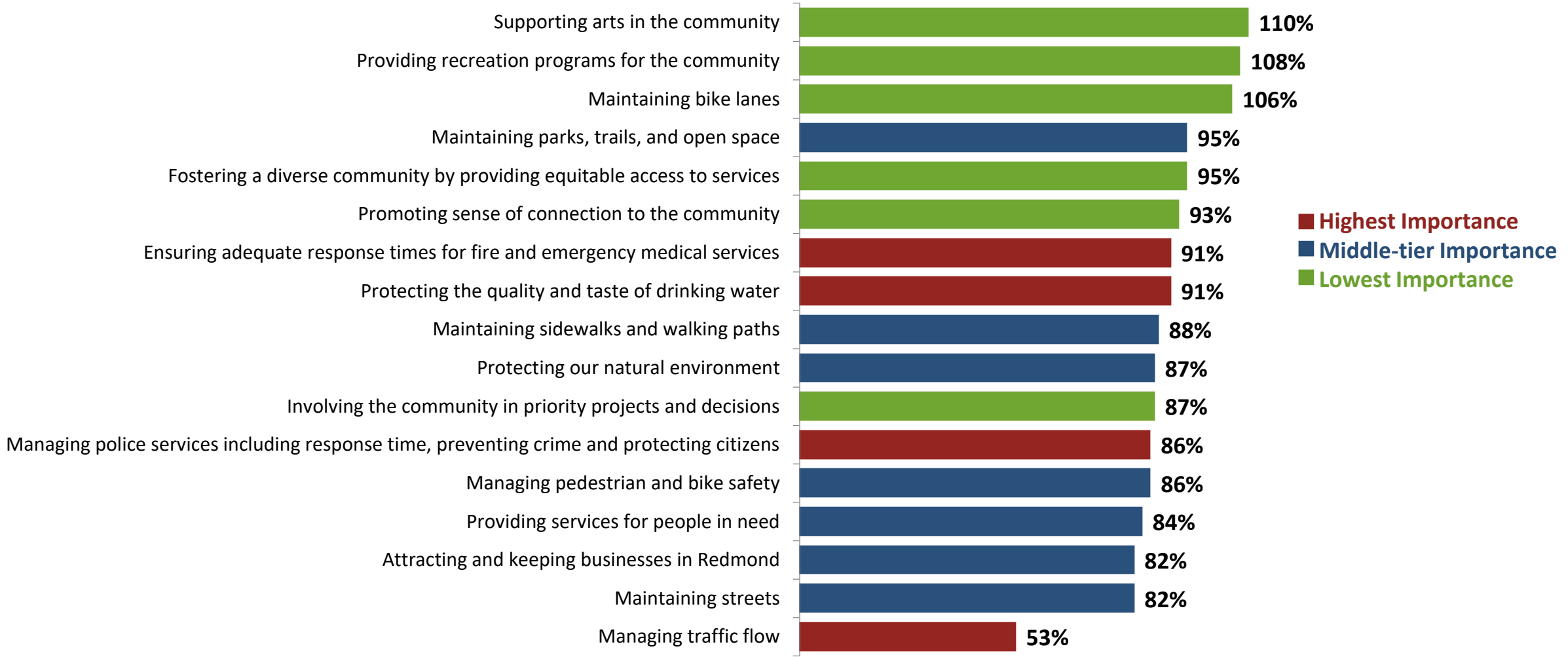
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Gap Analysis: Performance as Percentage of Importance

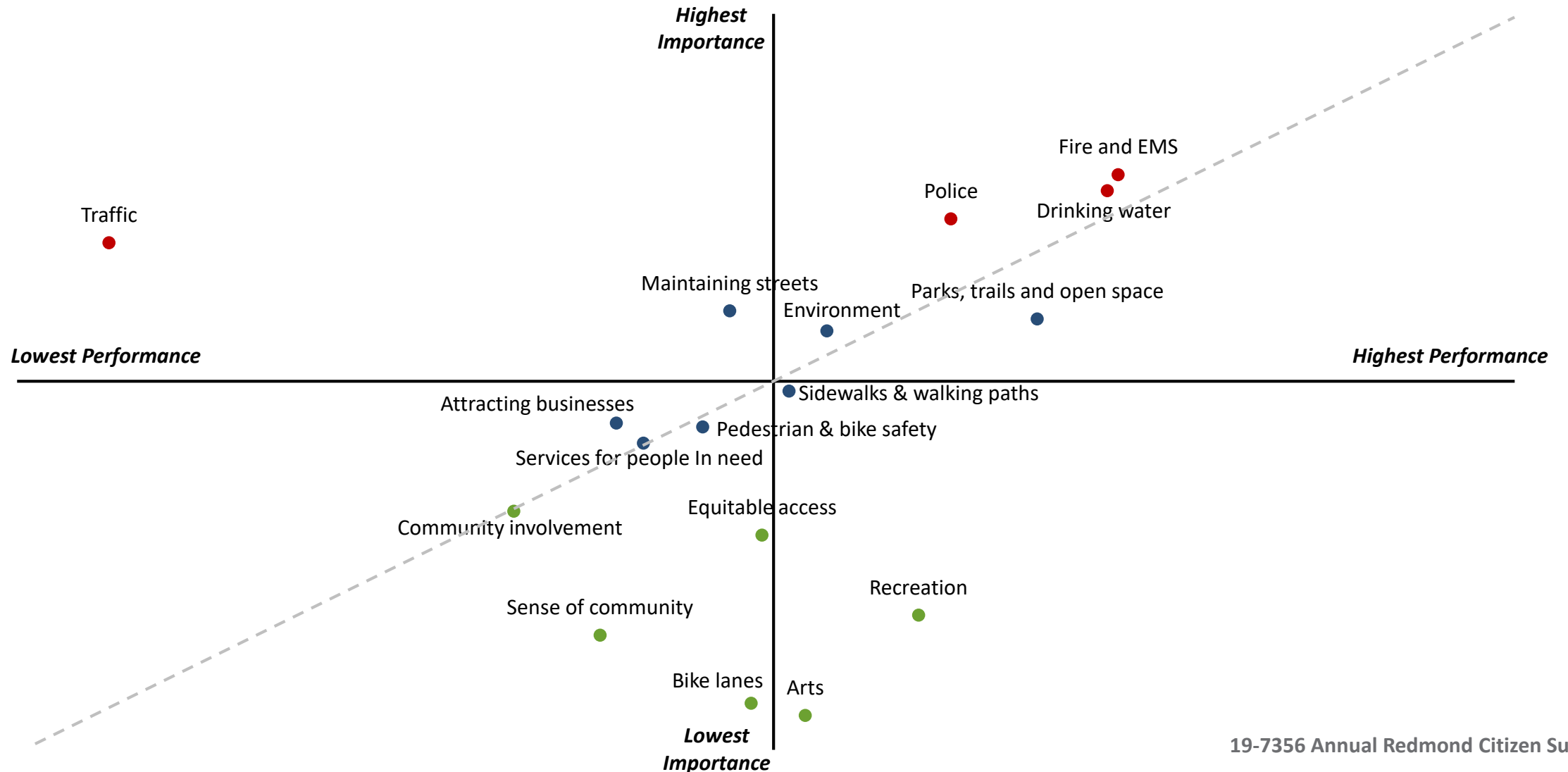


Managing traffic flow continues to have the highest ratings gap given its high priority level. Otherwise, the City is performing comparably on most services and functions relative to their perceived importance. Maintaining streets and attracting/keeping businesses may be potential areas to monitor for future improvement efforts.



Quadrant Chart

Aside from traffic flow, the vast majority of City services and functions perform comparably to their perceived priority level. Maintaining streets, managing police, and attracting businesses have slight gaps in performance and may be worth monitoring for future improvement efforts.





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