

Redmond
WASHINGTON



City of Redmond Community Survey Results

FINAL REPORT

December 2021

- ▶ Mixed-mode live telephone and email-/text-to-web survey in the City of Redmond
- ▶ Survey conducted December 9 – 15, 2021
- ▶ A total of 400 interviews were conducted; margin of error ± 4.9 percentage points at the 95% confidence interval
- ▶ Where applicable, results are compared to the following surveys:

	Dates	Sample Size	Margin of Error	EMC#
Phone - Web	July 14 - 25, 2019	400	± 4.9 percentage points	19-7356
Phone - Web	June 19 - 28, 2018	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

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

Key Findings

- ▶ Despite the volatility of the past two years, ratings for quality of life, city job ratings on its core responsibilities, and satisfaction with/perceived importance of city services remained mostly consistent with previous years, with only slight drops on some items.
- ▶ On most City services and functions, the City's performance rating is on a par with that item's importance, meaning the City is doing well on the things that matter most. At the same time, the City receives mixed ratings on a few key service elements.
 - A look at historical figures for these elements shows a consistent majority in the "middle" (Good/Don't Know/Only Fair), and at the same time a gradual movement away from Excellent and good towards the more negative ratings.
- ▶ Growth and affordability have surpassed traffic as the most pressing concerns.
- ▶ A large majority agree with the City's budgeting priorities.
- ▶ Almost all say they feel very or mostly safe in Redmond and their own neighborhood.
- ▶ A large majority (68%) of voters expect the arrival of light rail to positively impact the City because they believe it will increase connectivity and help reduce traffic. The top concerns around Light Rail are about crime and public safety, but these represent only 15% and 11% of concerns, respectively.
- ▶ A generic test of a potential public safety measure is well received, with 68% saying they support the idea. At the same time, half of this initial support is in the softer "somewhat" category, and there are some reservations about the overall cost of the proposal.

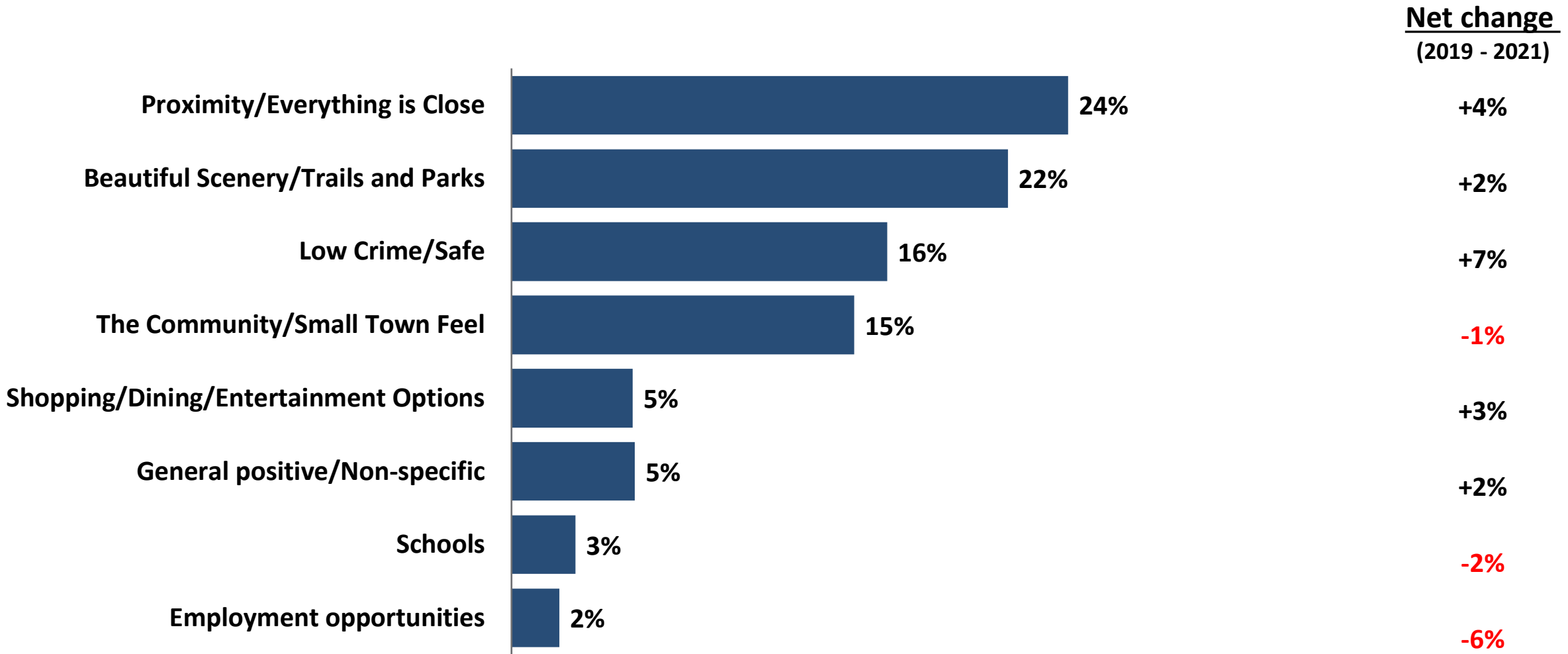


Local Environment

Top-of-Mind Positives

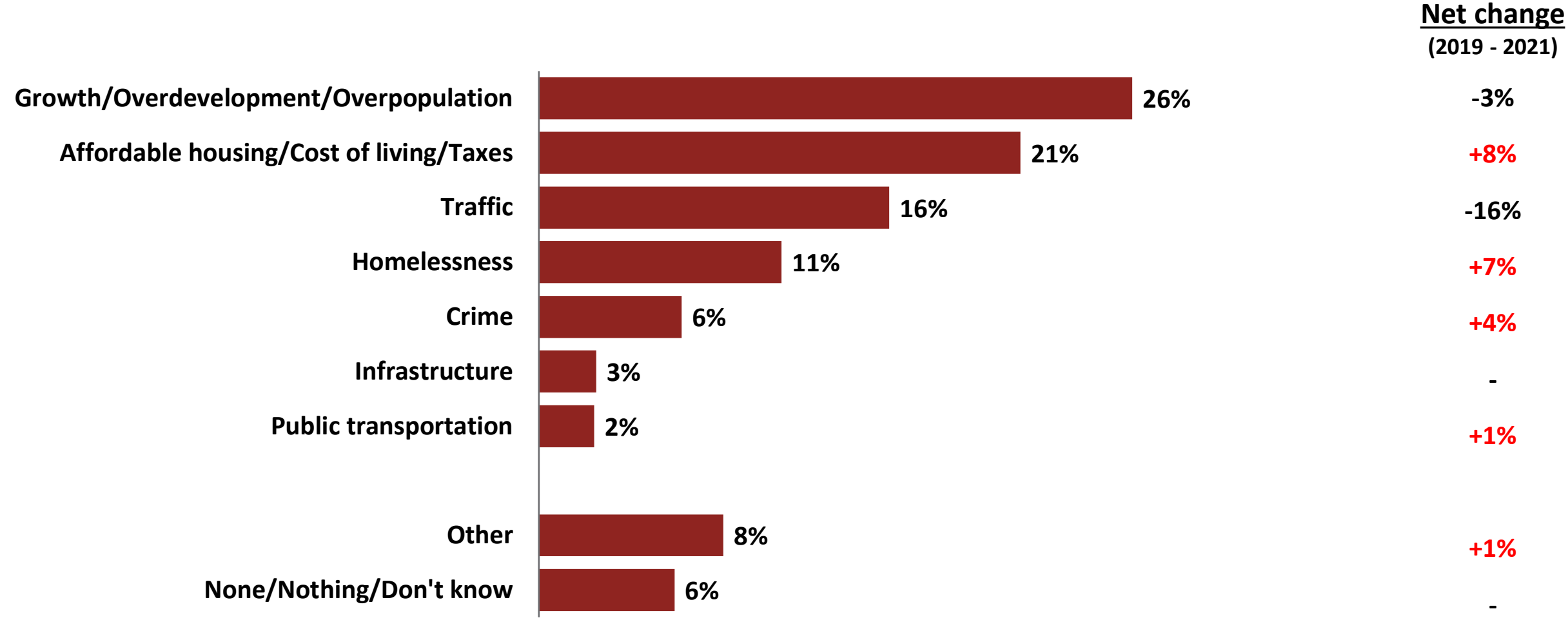


Residents cite the City's location and proximity to amenities as leading top-of-mind perks of living in Redmond. Compared to 2019, mentions of low crime rates/safety have increased by 7 points.



Top-of-Mind Concerns

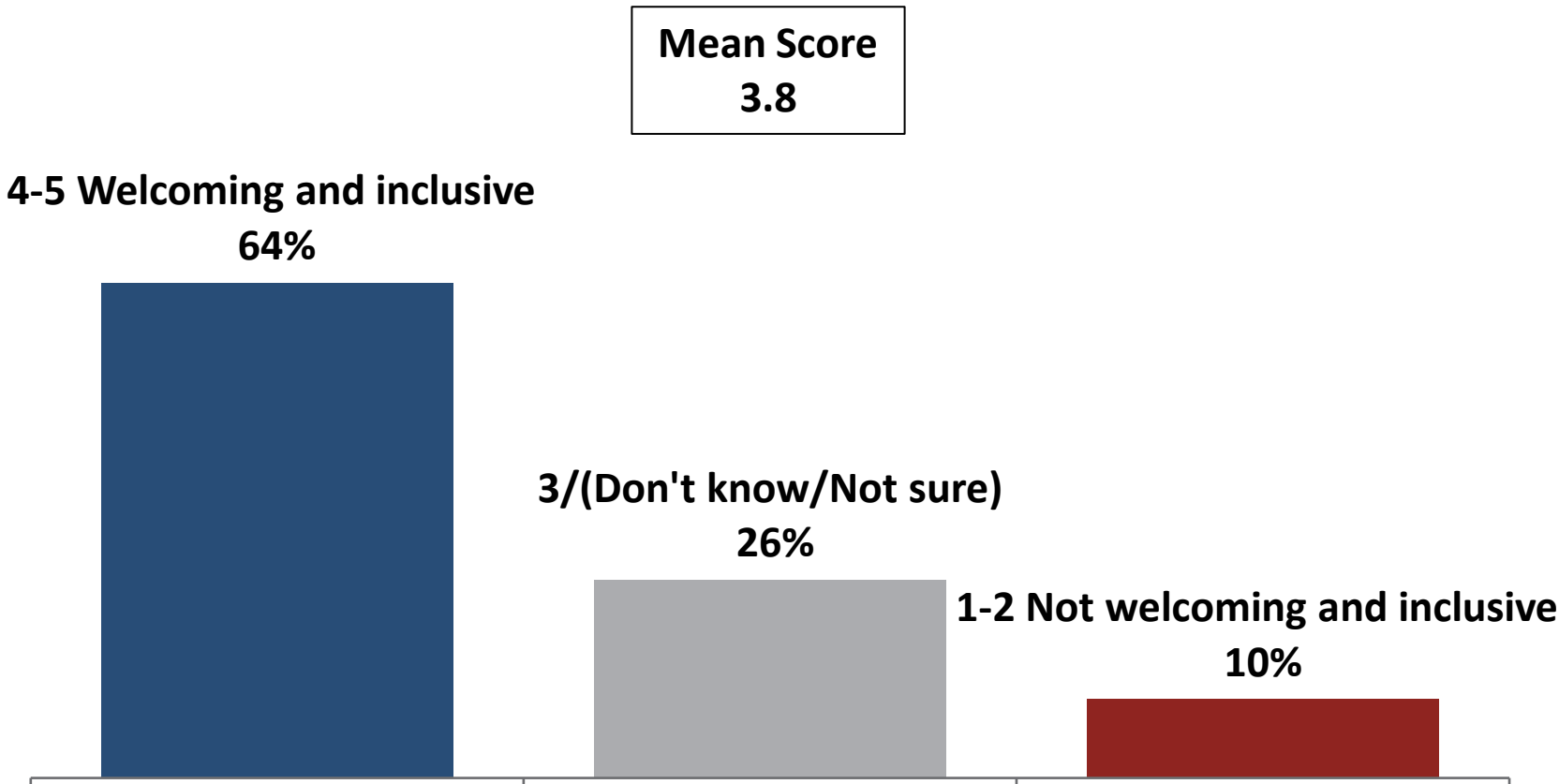
Homelessness and affordability are the fastest-growing concerns among residents. While growth, affordability, and traffic remain among the top three problems residents consider important, mentions of traffic dropped substantially compared to 2019.



Sense of Welcoming and Inclusiveness

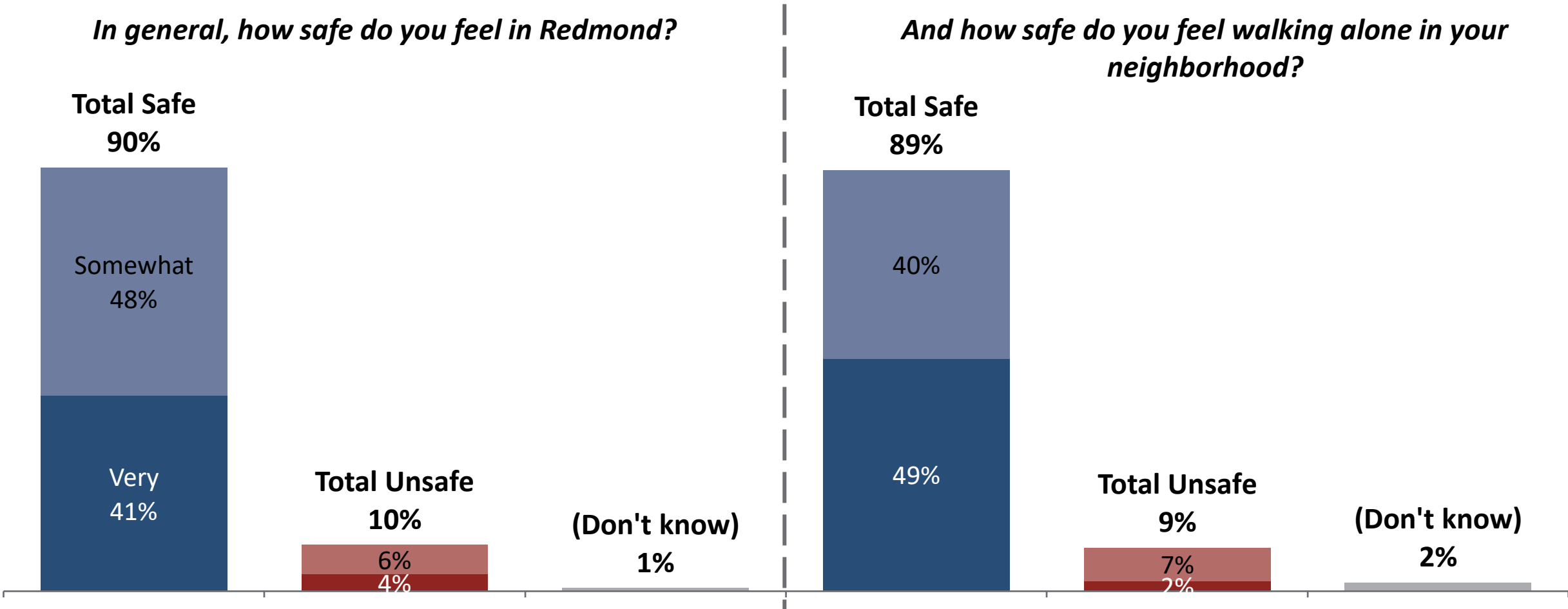
Close to two-thirds (64%) rate Redmond community as welcoming and inclusive. The mean score is a 3.8, above the midpoint.

On a scale of 1 to 5, where 1 is not at all welcoming and inclusive and 5 is very welcoming and inclusive, how would you rate your overall sense of feeling in the Redmond community?



Safety in Redmond

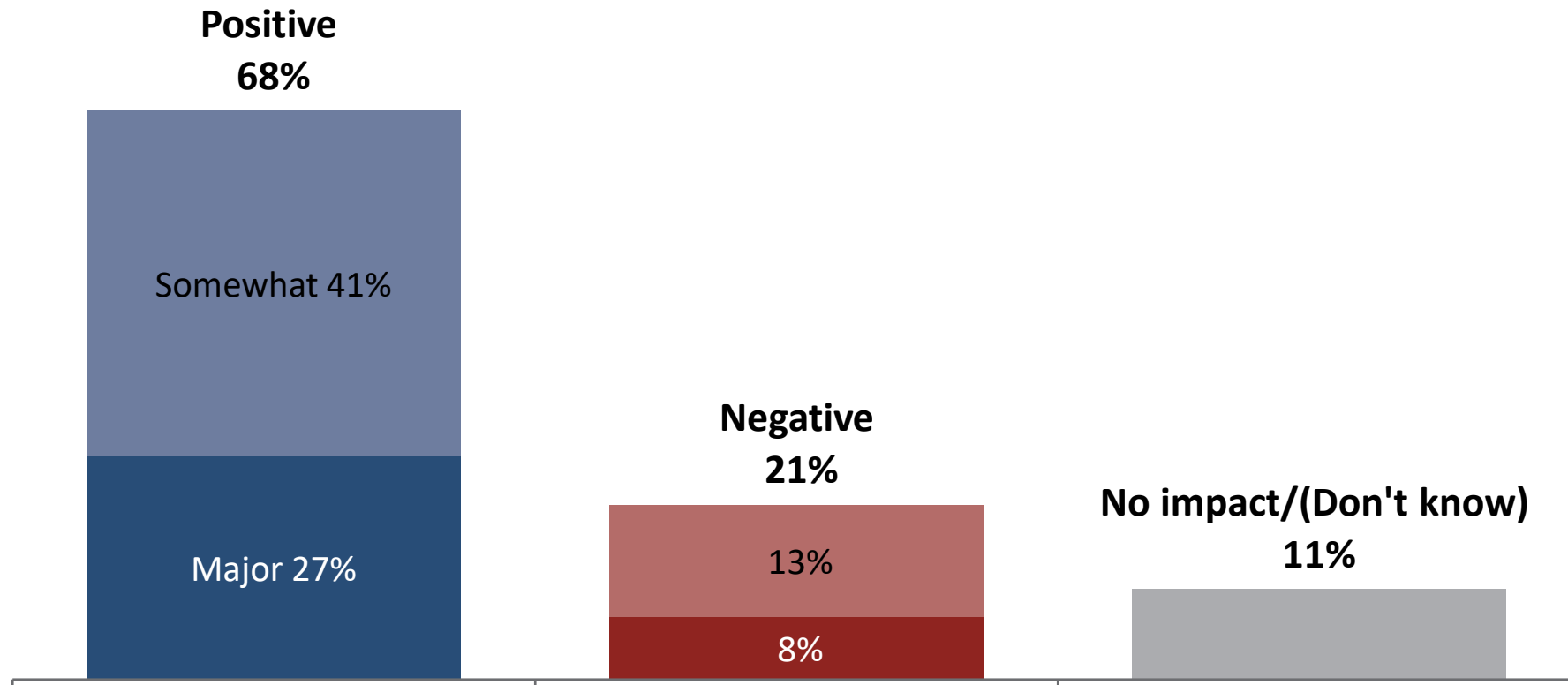
Most say they feel safe in Redmond in general, and when walking alone in their own neighborhoods. Around 1-in-10 report feeling unsafe in both situations.



Link Light Rail Impact

Over two-thirds (68%) think the arrival of Link Light Rail to Redmond will have a positive impact on the city.

How do you think the Link Light Rail will impact Redmond?



Top Benefits / Biggest Concerns of Light Rail Impact

In a follow up open-end, a larger percentage are able to name a specific benefit, like light rail will provide easier access and help decrease traffic congestion . Concerns are larger in number, but with smaller concentrations mentioning them.

What do you think is the top benefit of the arrival of Link Light Rail to Redmond?

<i>(Open-ended question, verbatim responses coded into categories)</i>	%
Ease of access / Quick	25
Helps decrease traffic congestion	23
Commute options (Public transportation)	16
Connectivity to Seattle	8
Fewer cars / Lower carbon emissions	8
Benefits the economy	5
Other	2
Nothing/No benefits	5
Don't know/Refused	7

What do you think is the biggest concern of the arrival of Link Light Rail to Redmond?

<i>(Open-ended question, verbatim responses coded into categories)</i>	%
Crime / Public safety	15
Traffic / Congestion	11
Overdevelopment / Population	9
Not enough parking	9
Taxes / Cost	7
Homelessness	6
Infrastructure	5
Too much noise	4
Lack of affordable housing	3
Easy access for outsiders	2
Not enough use	2
Other	8
Nothing /No concerns	11
Don't know/Refused	7

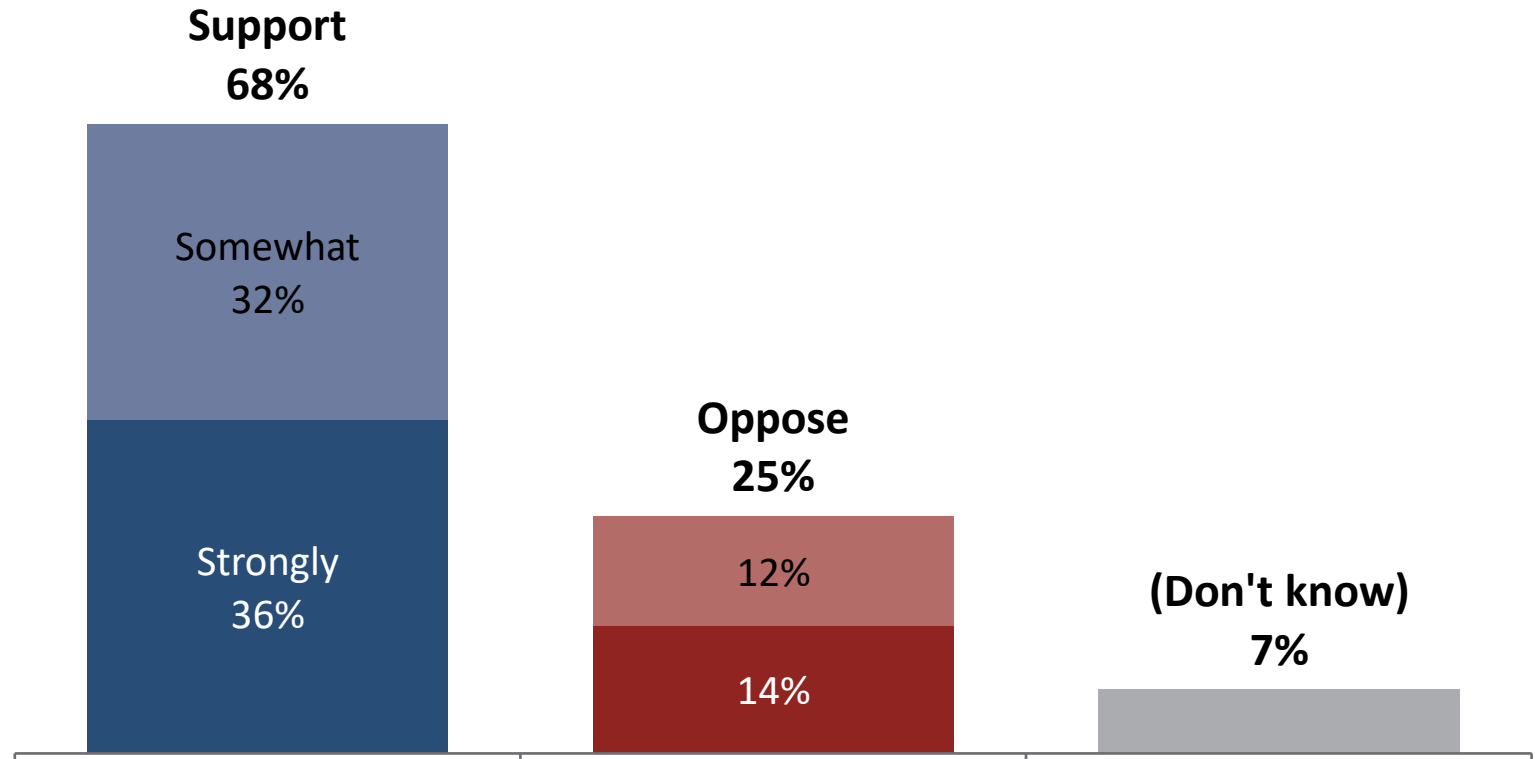


Potential Public Safety Measure

Initial Support

Initial support for the potential public safety measure is encouraging with 68% supporting the concept of the measure, and with 36% saying they support it strongly.

There may be a measure on the ballot in the future in Redmond. If approved, it would fund a new mobile integrated health program to help reduce the need for calling 911, invest in police and fire including improved response times across the city, buy body cameras and additional fire engines; fund a mental health officer to provide crisis intervention and direction for the homeless during police interactions; and fund supportive services to the community. Property tax would be increased by \$0.40 per \$1,000 of assessed valuation, up from the current \$1.08 per \$1,000, generating \$10.8 million a year.



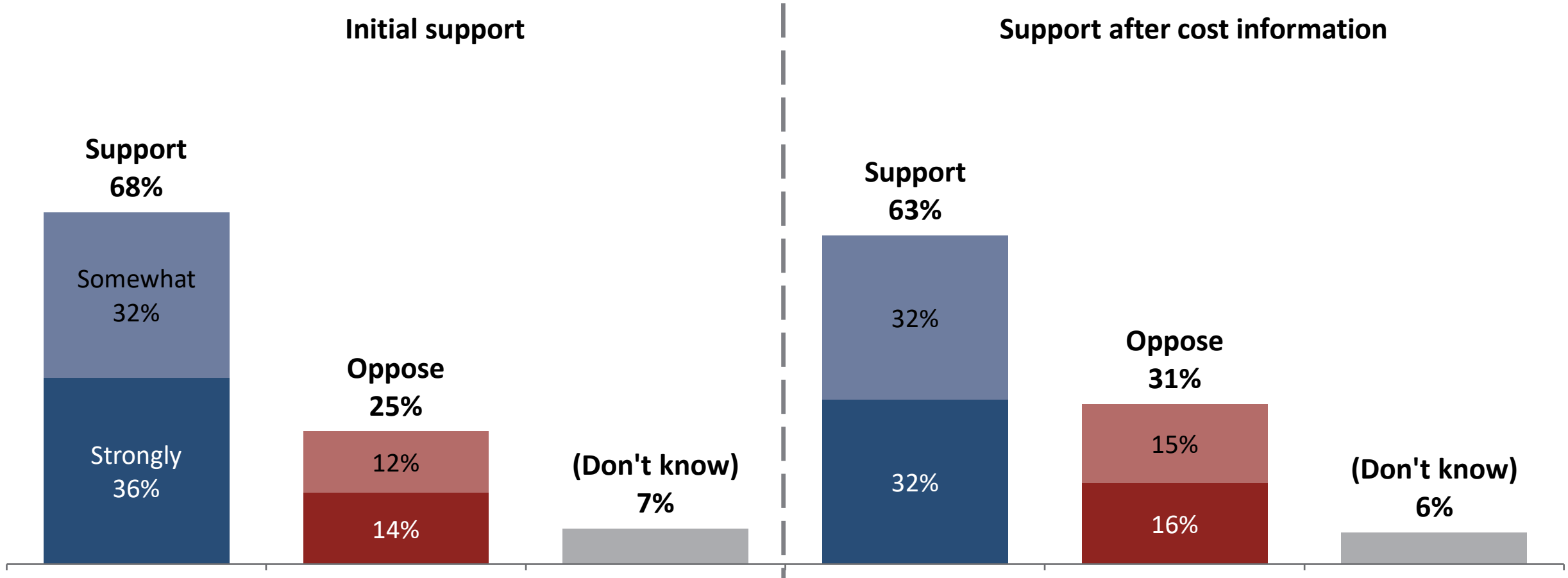
Support after Cost Information

Strong support somewhat decreases after cost information is provided, indicating a potential vulnerability for the measure.

The potential levy will cost the typical Redmond household \$29 a month, or \$344 a year.

Initial support

Support after cost information





City Ratings, Priorities, and Information Sources

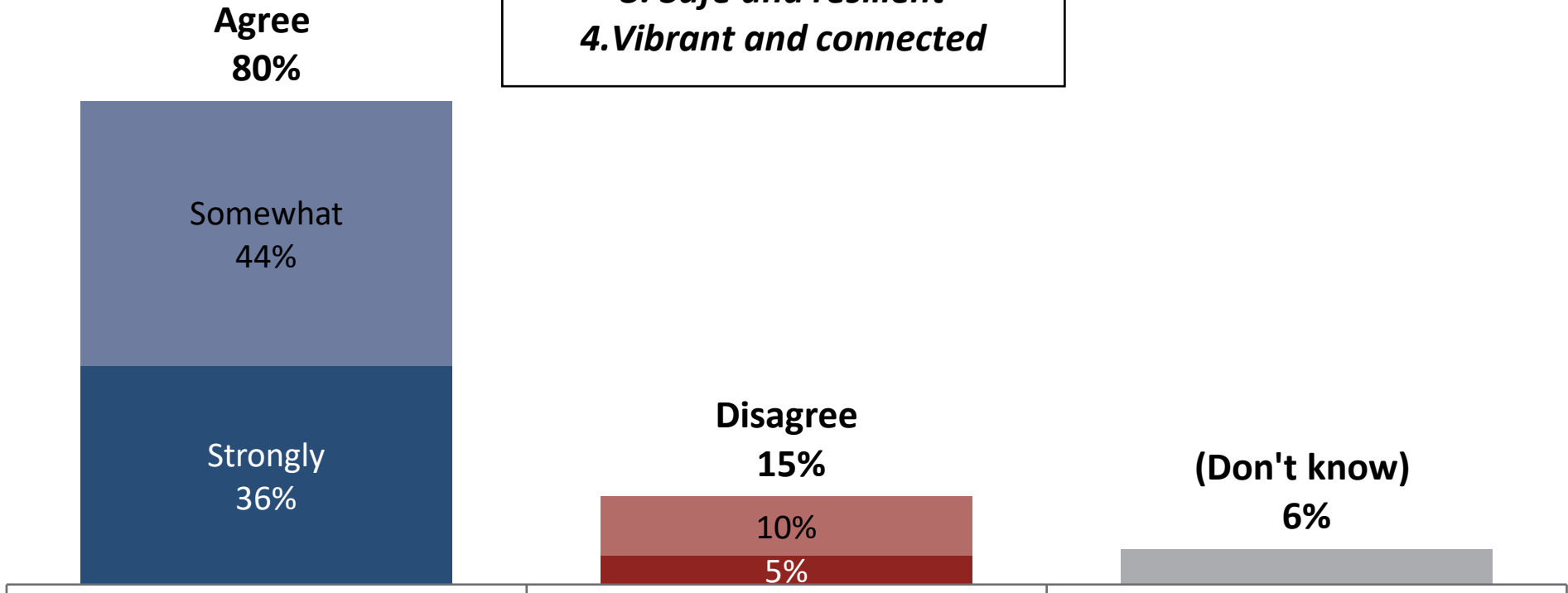
City of Redmond's Current Priorities

Four-in-five agree with the four guiding statements the City uses when determining how the City spends tax dollars.

The City uses four guiding statements when determining how your tax dollars should be spent...

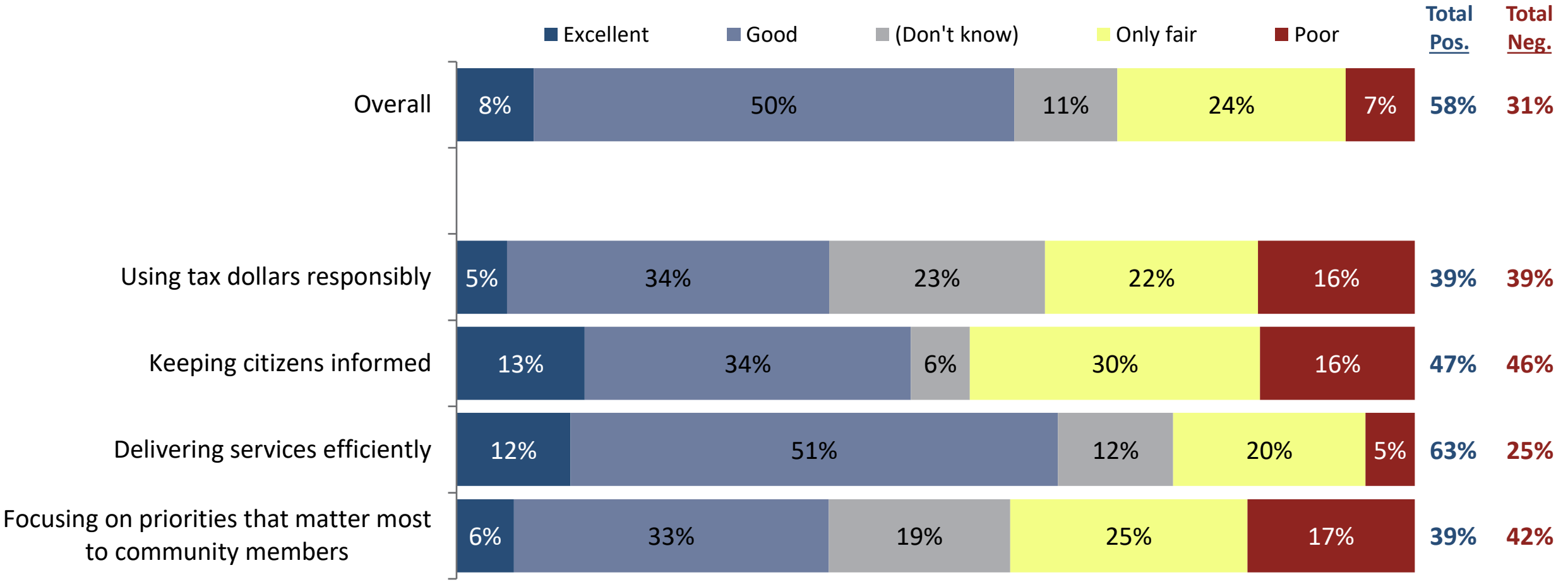
- 1. Strategic and responsive
- 2. Healthy and sustainable
- 3. Safe and resilient
- 4. Vibrant and connected

- 2019: 81% agreed
- Six Priorities (2016-2019)
- 1. Responsible government
 - 2. Clean and green environment
 - 3. Safety
 - 4. Vibrant business environment
 - 5. Community building
 - 6. Infrastructure keeping pace with growth



City of Redmond Job Ratings

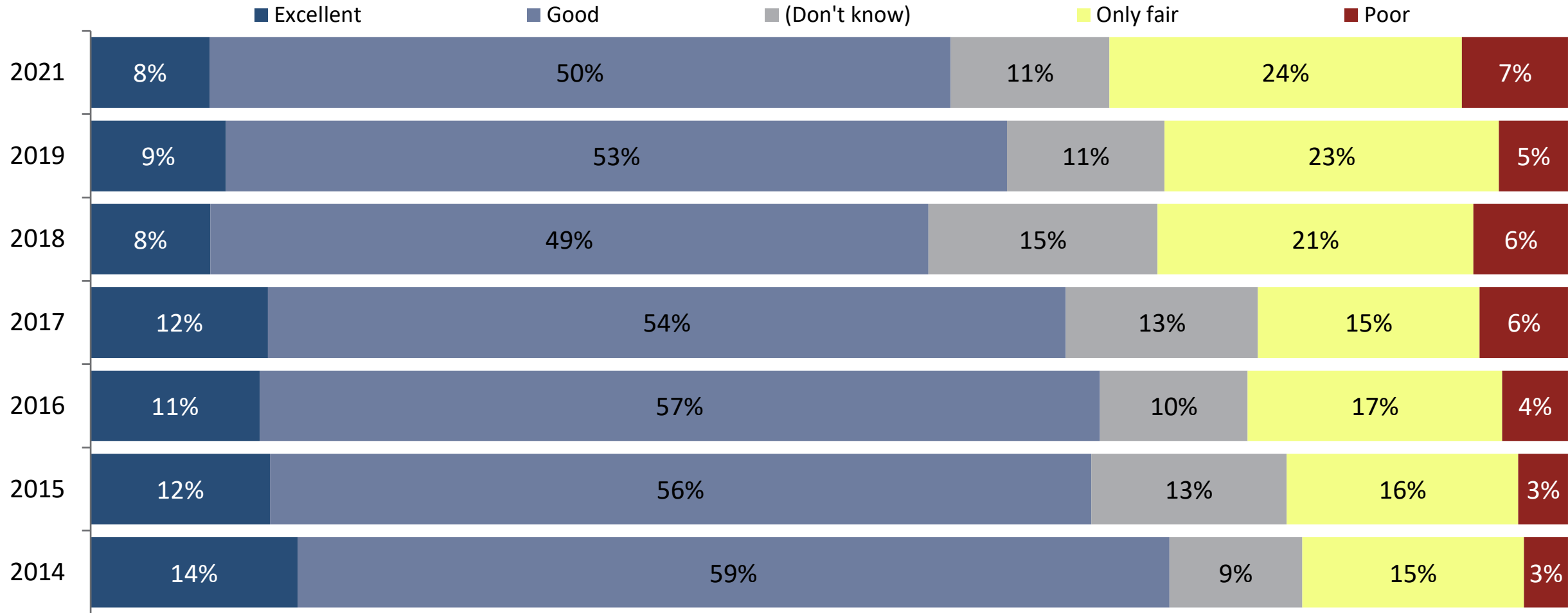
The City receives majority positive ratings overall and on “delivering services effectively”. Residents are more divided on the City’s performance “keeping community members informed”, “focusing on the priorities that matter most to residents”, and “using tax dollars responsibly”.



Q4-8. 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.

City of Redmond Overall Job Rating – Trend

Despite a slight increase in negative ratings, the City maintains a roughly 2:1 positive rating.

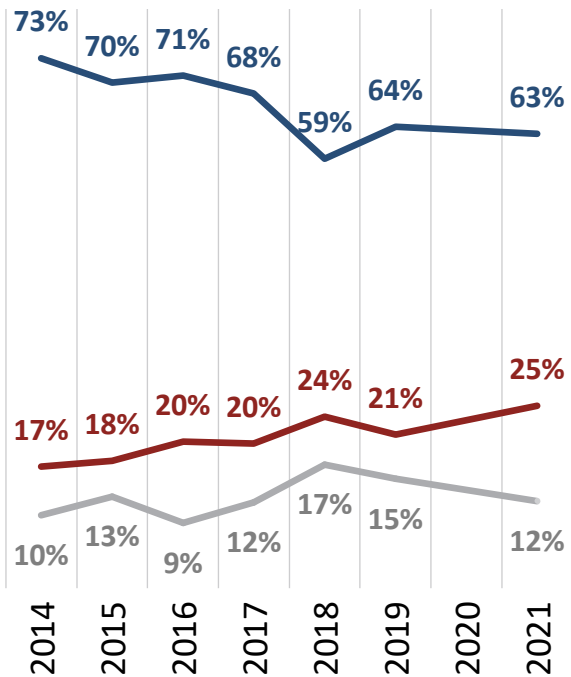


Q4. Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. ... the job Redmond City government is doing overall

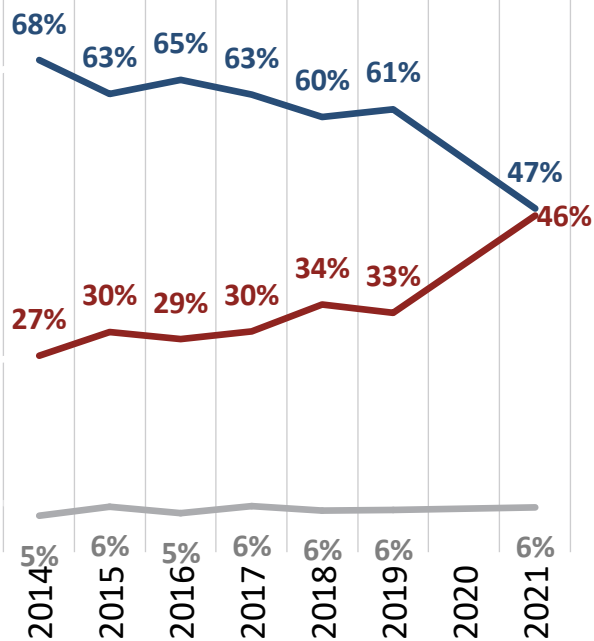
City of Redmond Job Ratings – Trend

Job ratings for “delivering services effectively” and “using tax dollars responsibly” remained steady, but positive ratings dropped slightly for “focusing on the priorities that matter” and substantially for “keeping community members informed”.

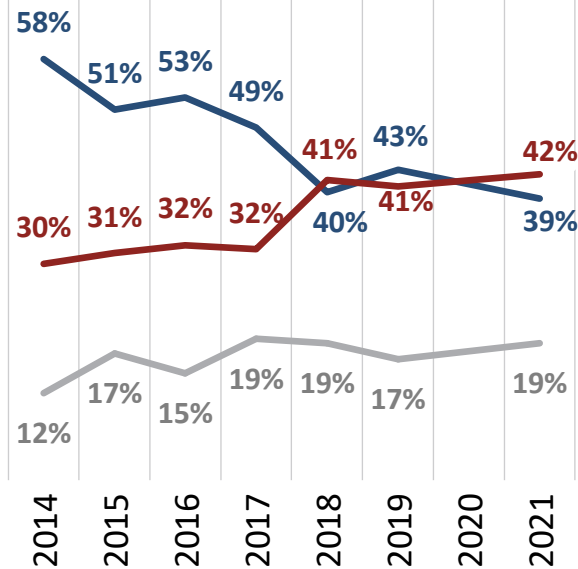
Positive: the combined total of “excellent” and “good” ratings
Negative: the combined total of “only fair” and “poor” ratings



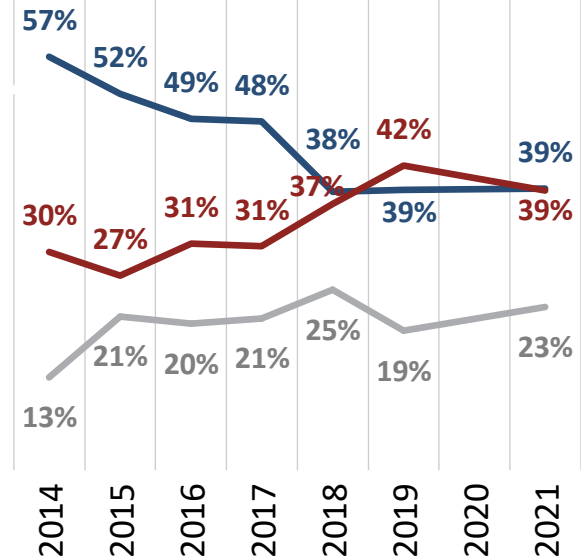
*Delivering services effectively



Keeping community members informed



Focusing on the priorities that matter



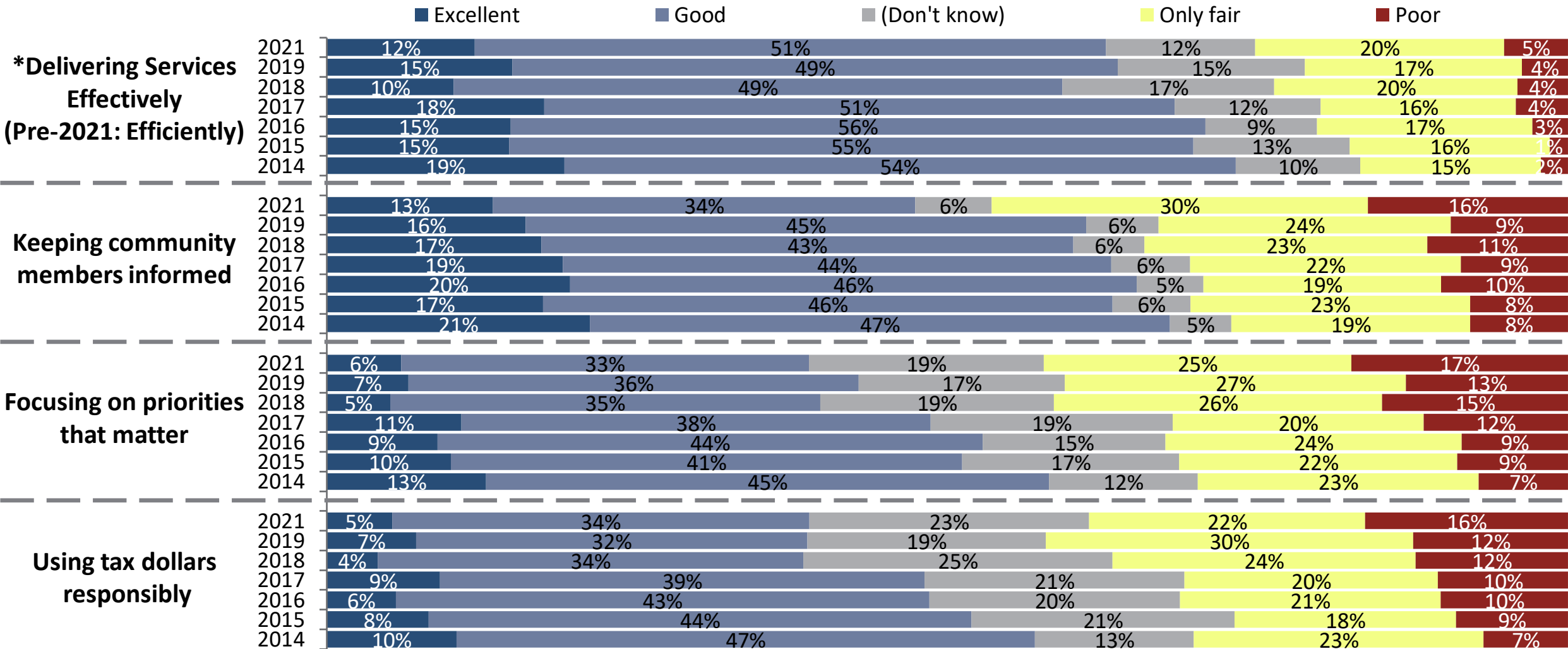
Using tax dollars responsibly

*Pre-2021, question text was “...delivering services efficiently”

Q5-Q8 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.

City of Redmond Job Ratings – Trend

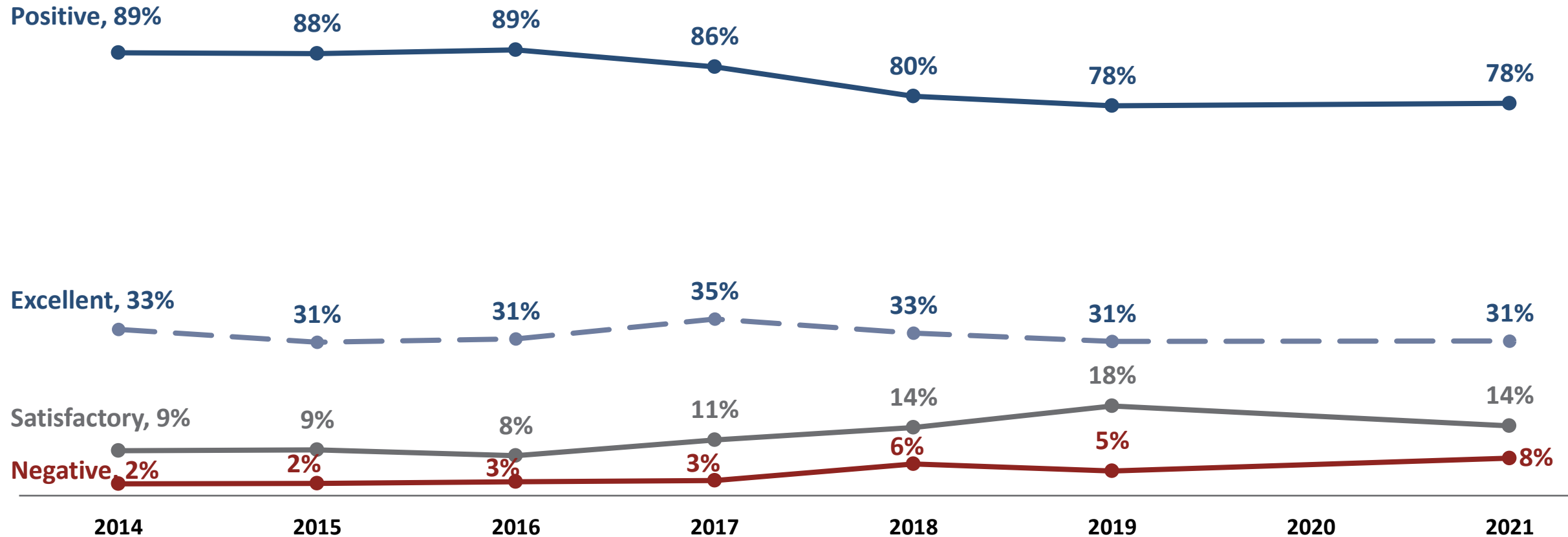
Over time, ratings in the middle (good, don't know, only fair) comprise the vast majority of each item. At the same time, there is a gradual shift away from Excellent and Good towards the negative.



Quality of Life in Redmond – Trend

Quality of life rating has remained consistent, with four-in-five residents (78%) giving Redmond an “excellent” or “very good” rating, and few expressing discontent.

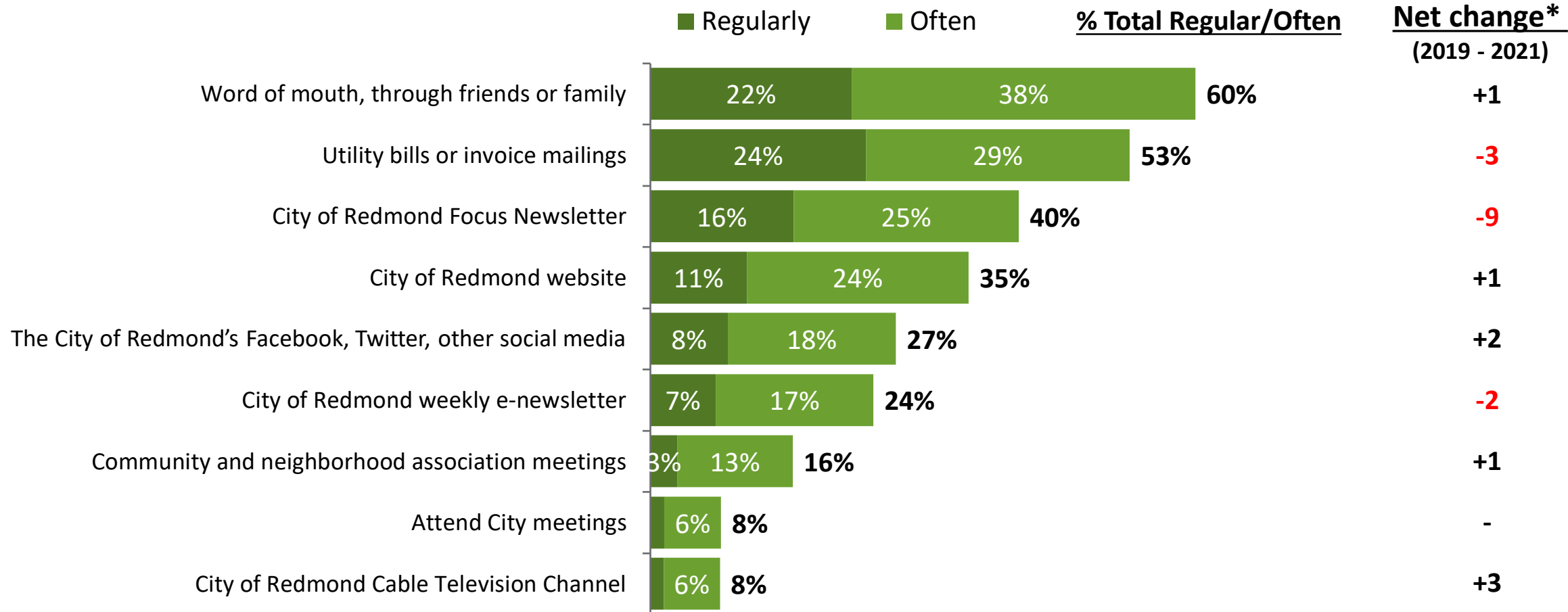
Positive: the combined total of “excellent” and “good” ratings
Negative: the combined total of “only fair” and “poor” ratings



Q1. How would you rate the quality of life in Redmond? Would you say it is excellent, very good, satisfactory, only fair, or poor?

Information Sources

While top information sources mainly remained consistent with 2019, residents report using City's own sources (utility bills, Redmond Focus Newsletter, and the City website) less often.



Q45-53. Next are a few sources you might be using to hear about what Redmond City is doing or to get information on news and events happening in Redmond. For each one, please tell me how often you use that source.

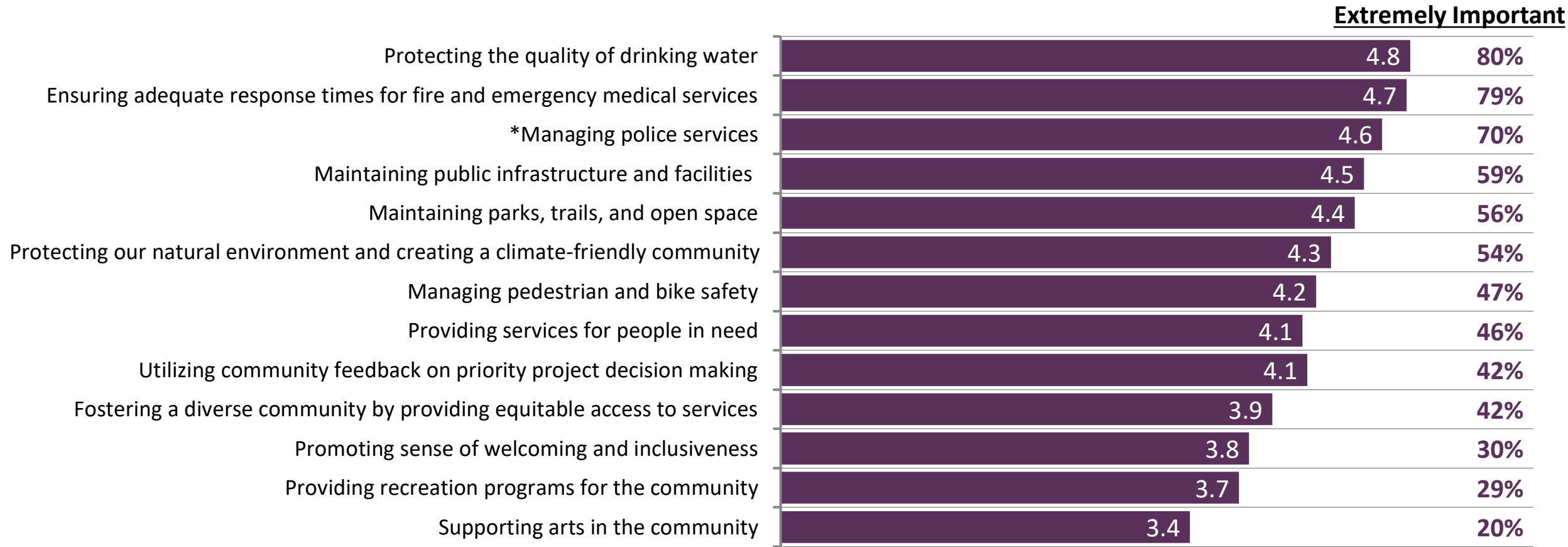
*Net change in regularly + often shown



City Services Gap Analysis

City Service/Function Importance Ratings

Protecting the quality of drinking water, ensuring fire and EMS response times, and managing police services are of highest importance to community members.



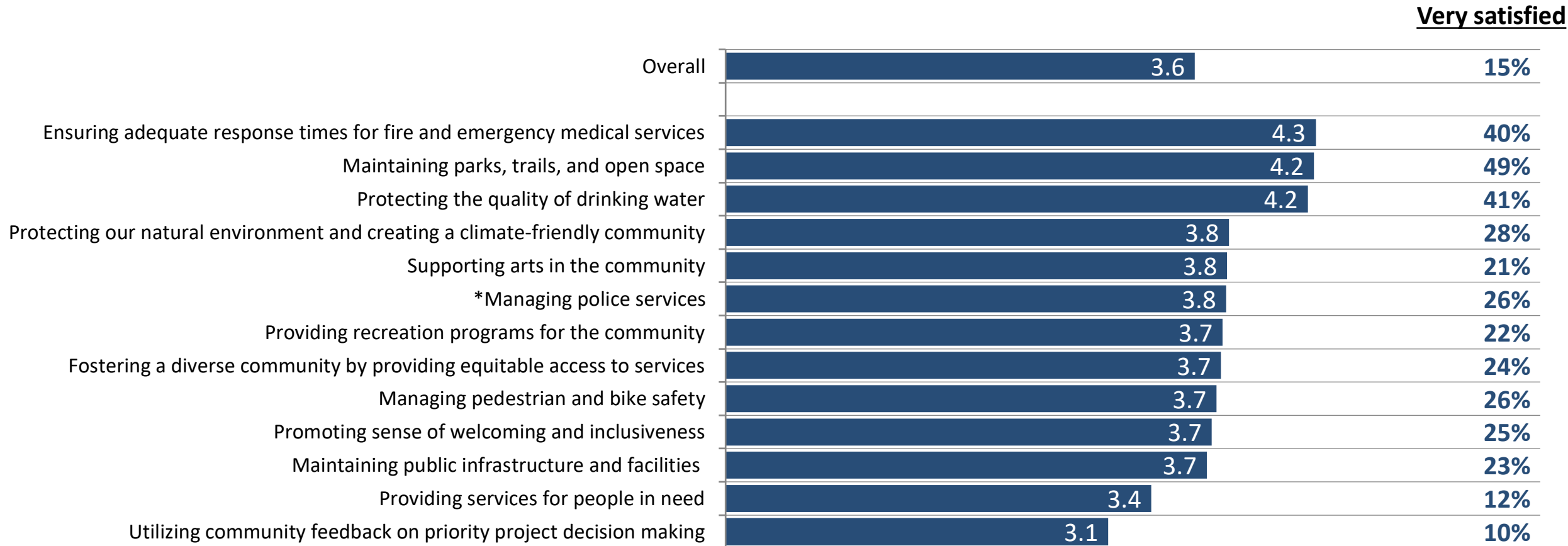
**Full Question text: "Managing police services including response time, preventing crime and protecting community members"*

Q25-Q37. Now I am going to read you a list of various City services and functions. Tell me how satisfied 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.

City Service/Function Performance Ratings



The City’s overall performance rating (3.6 over 5 on average) is on a par with most service ratings it receives. Performance ratings are higher for fire/EMS, parks/open space, and drinking water and slightly lower for providing services for people in need and utilizing community feedback in decision making.

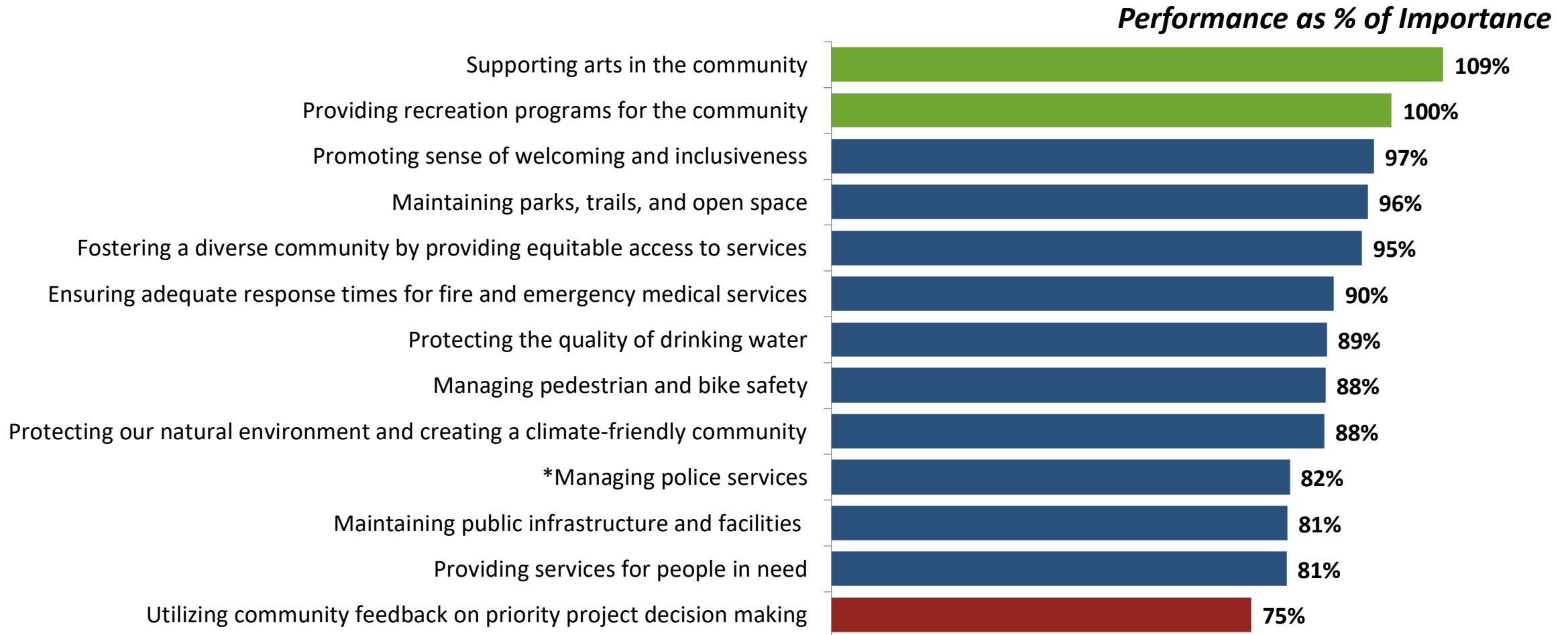


*Full Question text: “Managing police services including response time, preventing crime and protecting community members”

Q11-Q24. Tell me how satisfied 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: Performance as Percentage of Importance

On most of its services and functions, the city's performance rating is comparable to the importance of that item. The City's performance exceeds service importance on supporting arts and providing recreation programs, but is underperforming on utilizing community feedback.



*Full Question text: "Managing police services including response time, preventing crime and protecting community members"

Gap Analysis - Trend

For most items, the performance to importance ratio is similar to 2019, with a slight drop on providing recreation programs, managing police services, and using community feedback in decision-making.

The “gap” below is a measure of how well community members think the City is doing based on how important they perceive that item to be. Changes are driven by changes in perceptions of importance and/or performance; the smaller the gap, the better.

Service Item (Mean ratings on a scale of 1-5)	2019			2021			Net Gap Change ('19-'21)
	Performance	Importance	Gap	Performance	Importance	Gap	
Supporting arts in the community	3.7	3.4	110%	3.8	3.4	109%	-1%
Providing recreation programs for the community	3.9	3.6	108%	3.7	3.7	100%	-8%
Maintaining parks, trails, and open space	4.1	4.4	95%	4.2	4.4	96%	1%
Fostering a diverse community by providing equitable access to services	3.6	3.8	95%	3.7	3.9	95%	0%
Ensuring adequate response times for fire and emergency medical services	4.3	4.7	91%	4.3	4.7	90%	-1%
Protecting the quality of drinking water	4.3	4.7	91%	4.2	4.8	89%	-3%
Managing pedestrian and bike safety	3.5	4.1	86%	3.7	4.2	88%	2%
Protecting our natural environment and creating a climate-friendly community	3.8	4.3	87%	3.8	4.3	88%	2%
Managing police services	4.0	4.6	86%	3.8	4.6	82%	-5%
Providing services for people in need	3.4	4.1	84%	3.4	4.1	81%	-3%
Utilizing community feedback on priority project decision making	3.2	3.9	82%	3.1	4.1	75%	-7%



Ian Stewart
ian@emcresearch.com
206.204.8032

Ayse Toksoz
ayse@emcresearch.com
206.204.8047

Sabrina Smith-Holmes
sabrina@emcresearch.com
206.652.5023