



# Citizen Telephone Survey Results

## June 2017

# Methodology

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- ▶ Live telephone survey of voters in the City of Redmond, including landlines and cell phones
- ▶ Survey conducted May 18<sup>th</sup> – 27<sup>th</sup>, 2017 using trained, professional interviewers calling from a central, monitored location
- ▶ A total of 401 interviews were conducted, which computes to a margin of error  $\pm 4.9$  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	Jan 7 - 13, 2016	361	$\pm 5.20$ percentage points	16-5831
Phone	Jan 21 - 27, 2015	360	$\pm 5.20$ percentage points	15-5515
Phone	Dec 15 - 19, 2013*	362	$\pm 5.20$ 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%.*

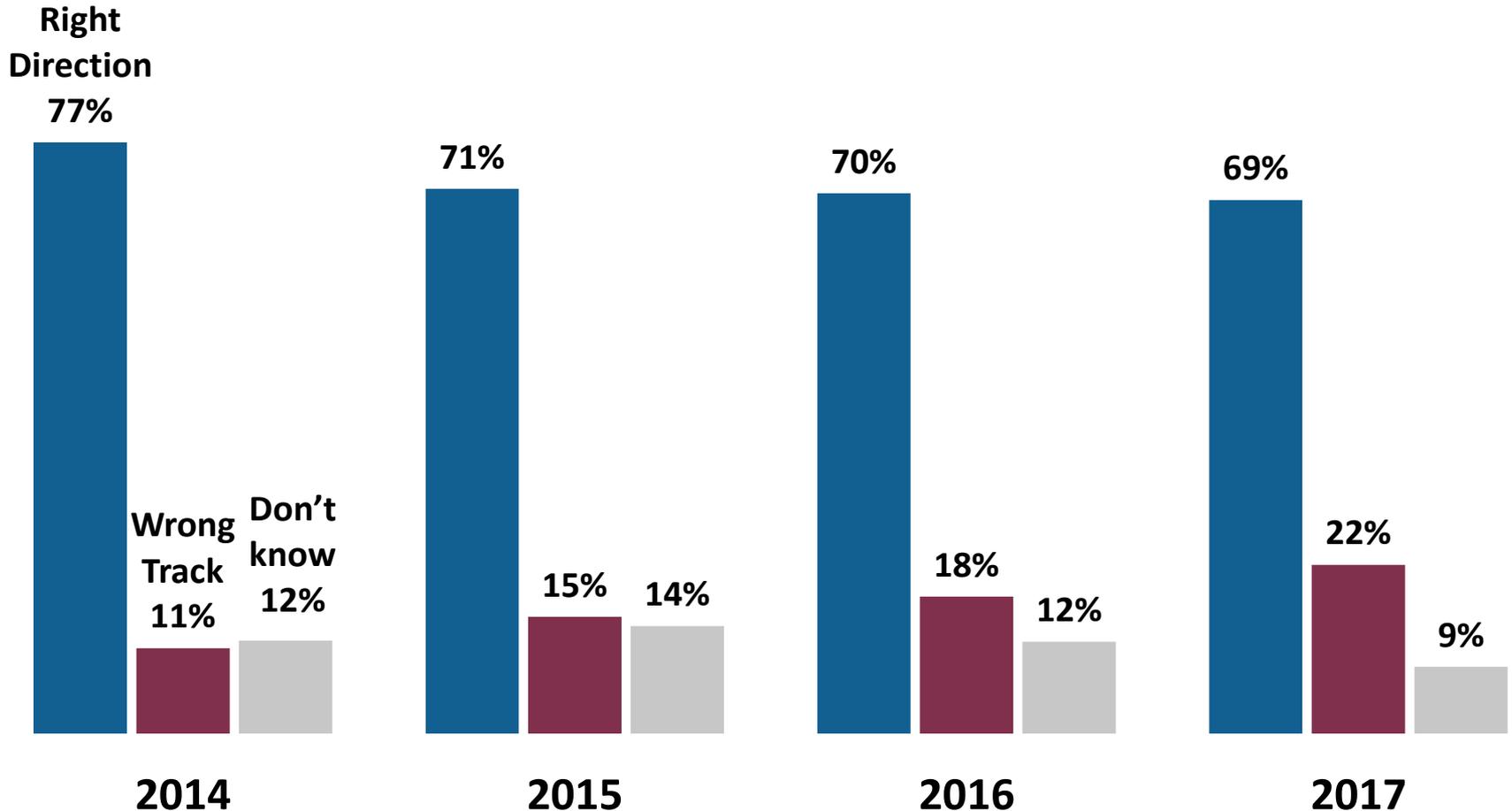




# Local Environment

# Direction of Redmond – By Year

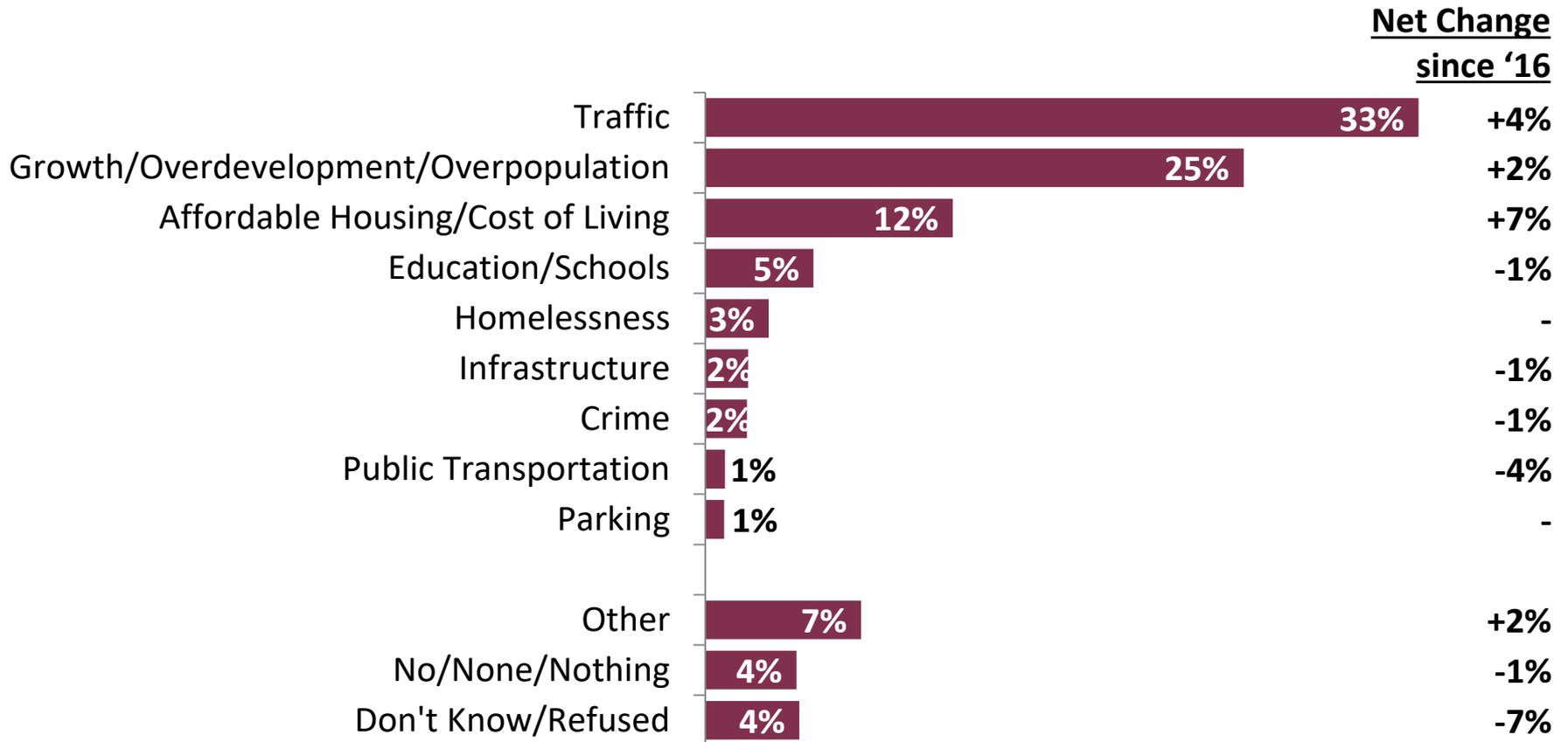
*Similar to 2016, residents continue to be optimistic about the direction of Redmond.*



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?

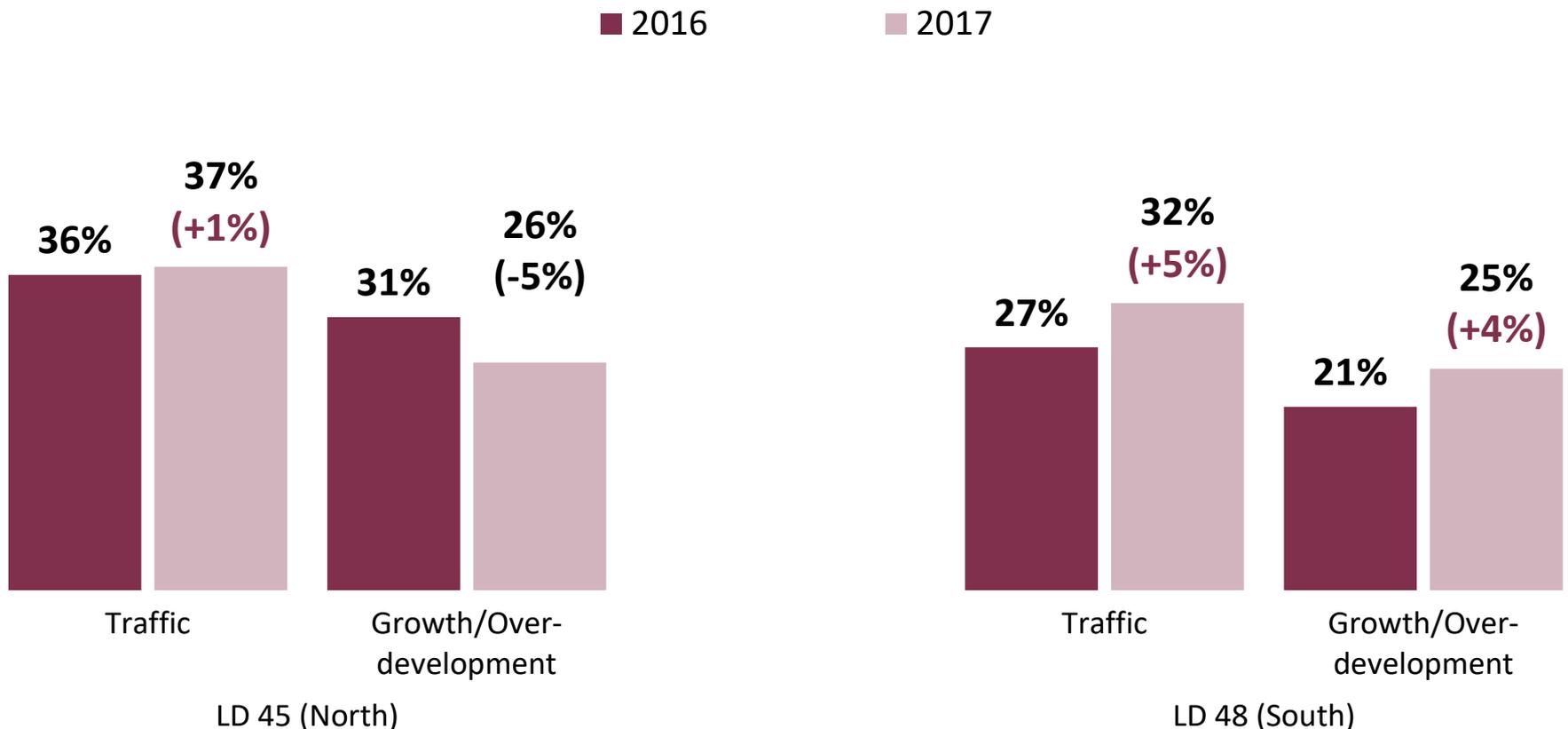
# Most Important Problem (MIP) – By Year

*Traffic continues to be the top problem for residents and this concern has grown by 4 points since 2016. Concern about growth and overdevelopment also is a top concern and continues to increase. Though only one-in-ten (12%) mention affordable housing/cost of living specifically, the category has increased by 7 points from 2016.*



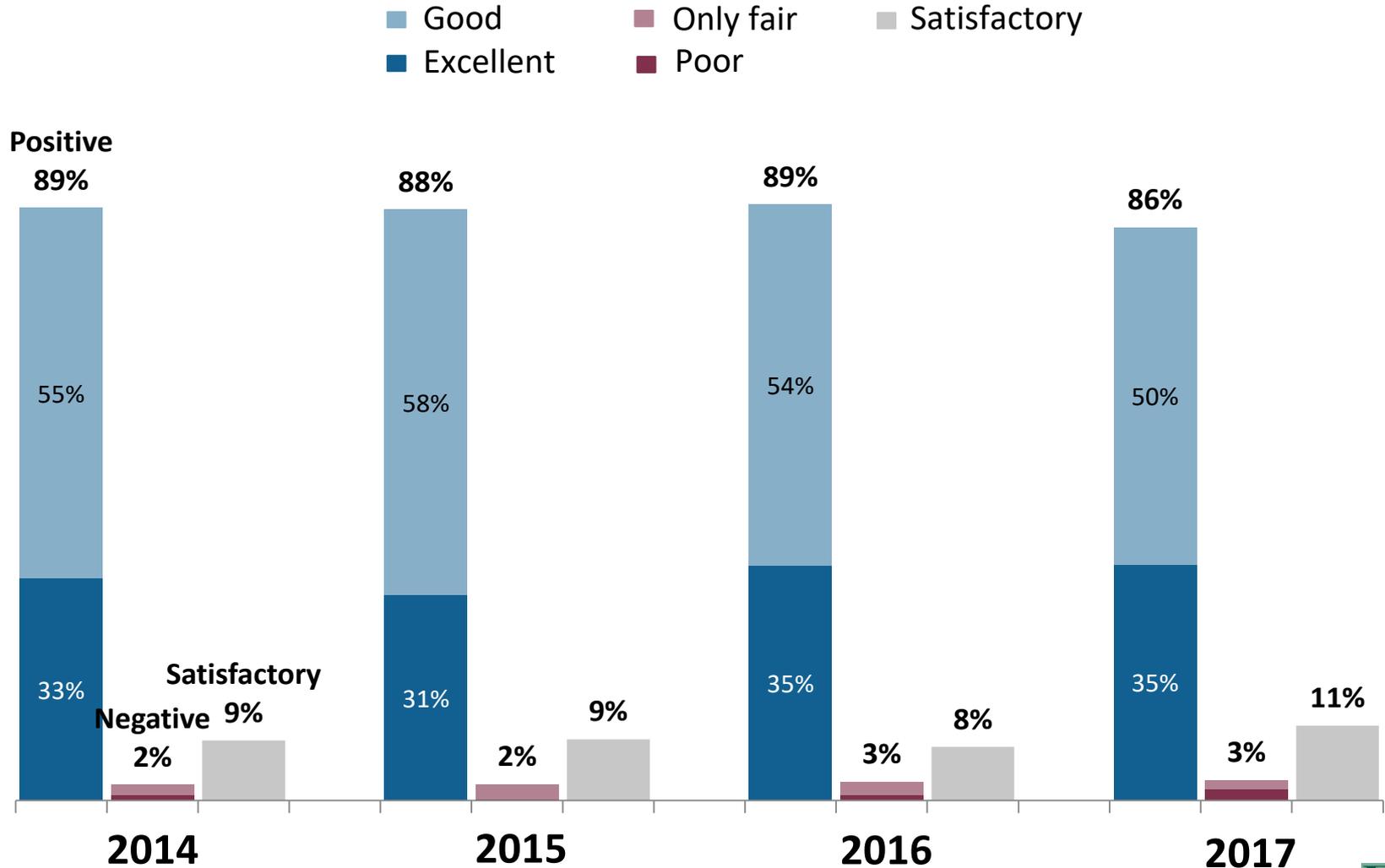
# Most Important Problem – By Geography/Year

Although traffic remains the top issue for residents in both North and South Redmond, residents in North Redmond see traffic as a slightly bigger issue than residents in South Redmond. Since 2016, concern for growth/overdevelopment has increased by 4 points among South Redmond residents and has declined by 5 points among residents in North Redmond.



# Quality of Life in Redmond – By Year

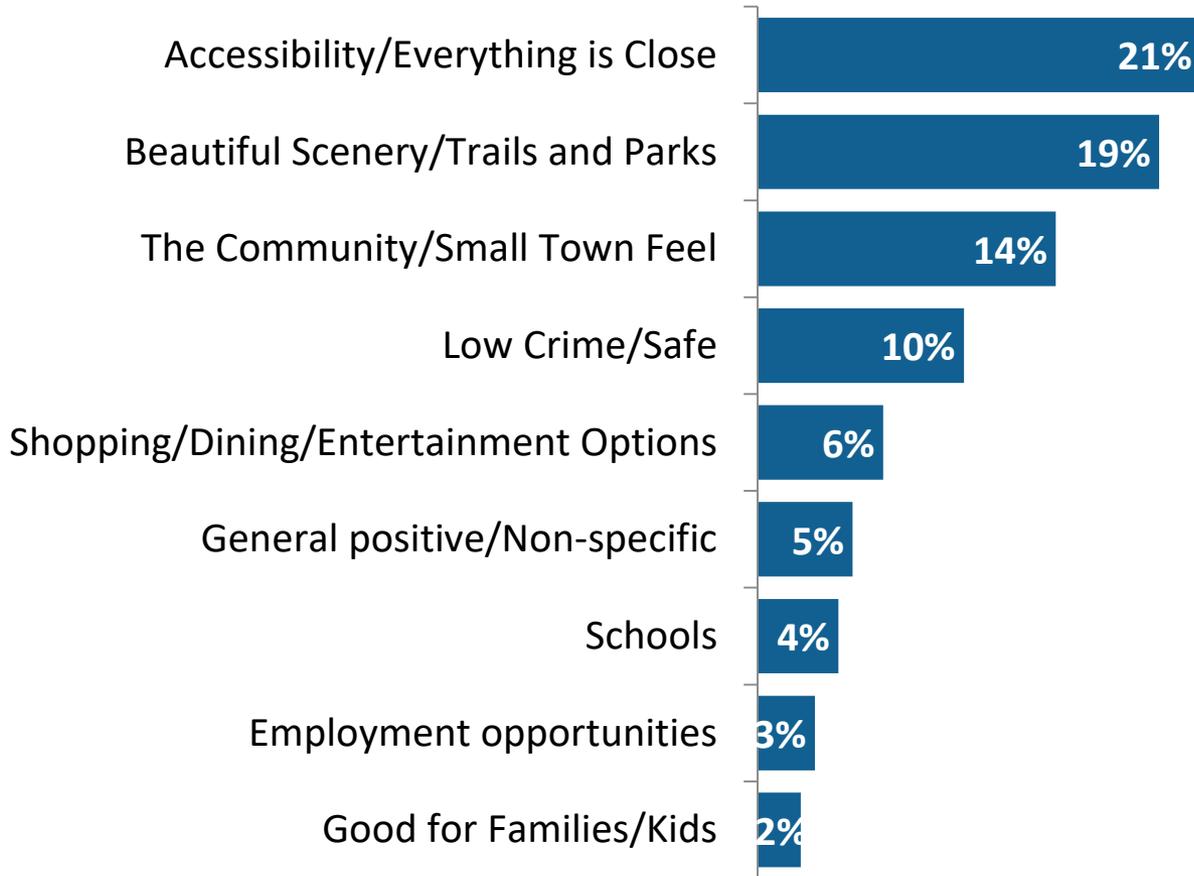
*Most (9-in-10) Redmond residents continue to positively rate the quality of life in Redmond. There is almost no negative intensity.*



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 – OE Response

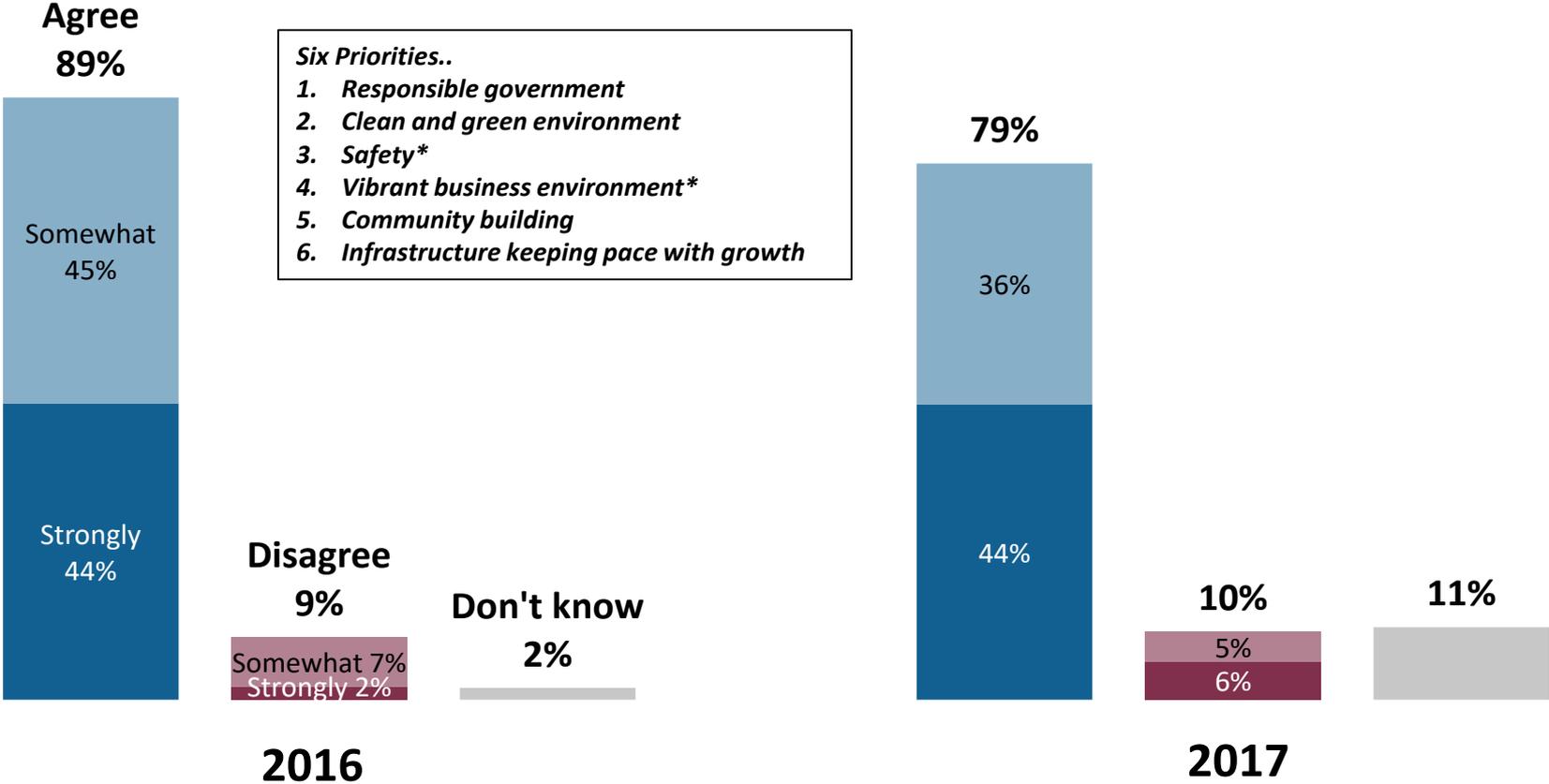
*Accessibility and natural beauty have taken the top reasons for the best things about living in Redmond, closely followed by community and small town feel.*



Q6. And what is the best thing about living in Redmond?

# City of Redmond's Current Priorities

*There continues to be majority agreement on the six priorities the City of Redmond uses to determine how local tax dollars should be spent. Total agreement has declined 10 points from 2016, but this is almost entirely among soft agreement.*

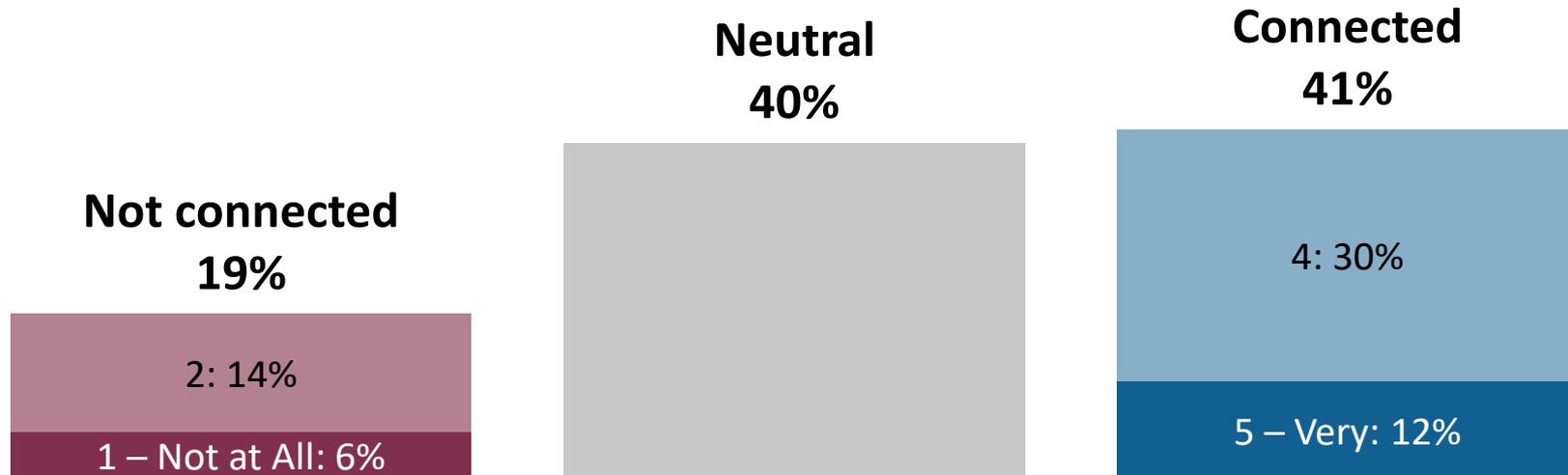


Q12. The City currently uses six priorities when determining how your tax dollars should be spent. They are: responsible government, ... Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that these should be the City's top priorities? \* Denotes minor change in wording from 2016.

# Sense of Connection to the Redmond Community

More residents feel connected than not connected to their city, though intensity of connection is soft. About 1-in-5 residents rate themselves as not connected (1 or 2 on a 5-point connection scale). The plurality (41%) rate themselves as connected (4 or 5 on a 5-point connection scale); however, as many (40%) give a neutral rating (3 on a 5-point connection scale).

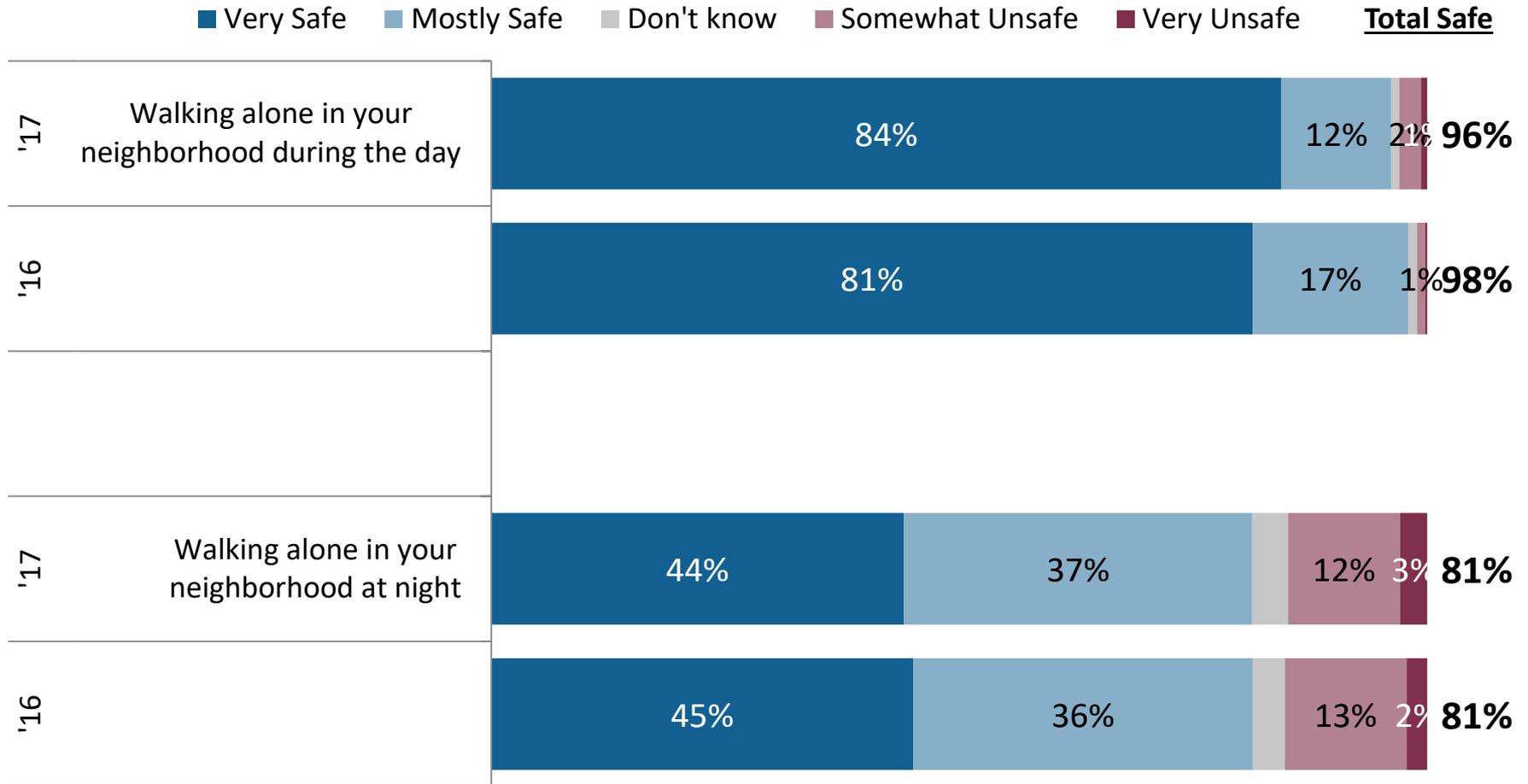
Mean Score **3.28**  
Connected Scale: 1- Not all Connected to 5- Very Connected



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 – By Year

*Residents' feelings of safety walking alone during the day and at night show almost no change since 2016.*



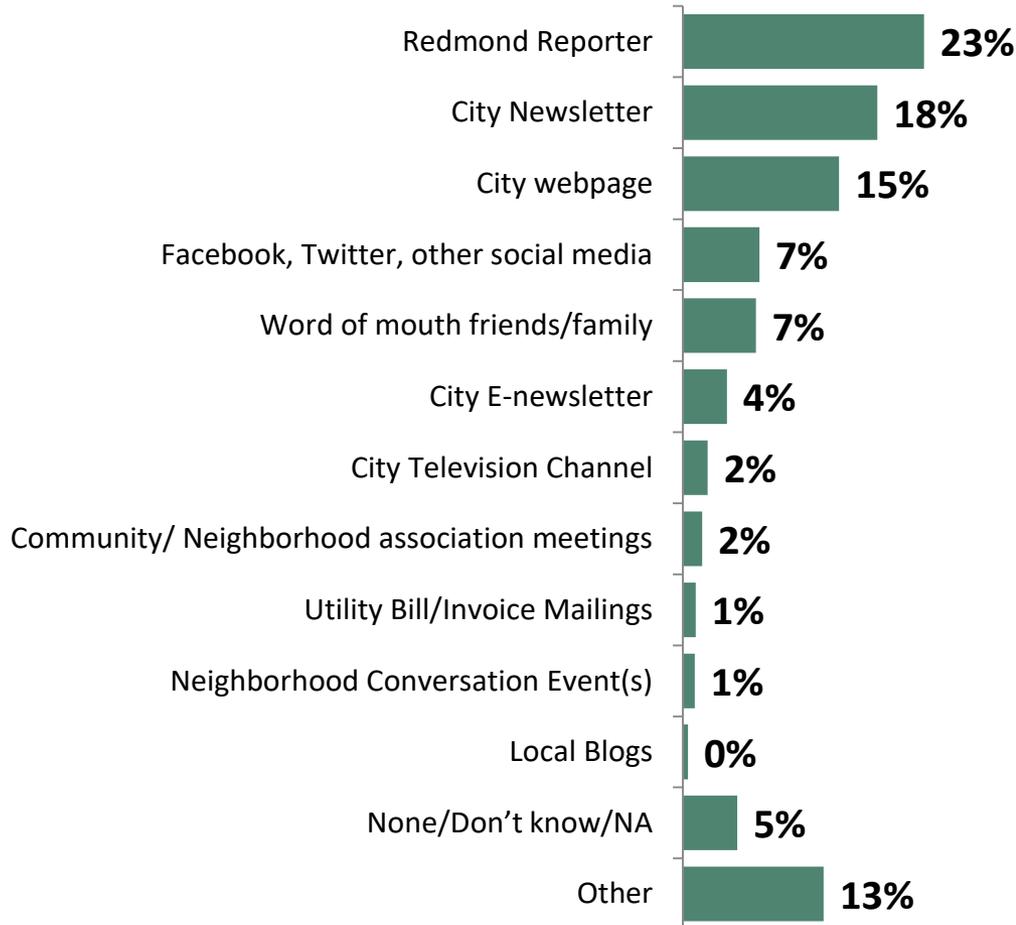
Q16. In general, how safe do you feel walking alone in your neighborhood during the day?

Q17. And how safe do you or would you feel walking alone in your neighborhood at night?



# Information Sources

*The most prevalent source of local City government news and information is the Redmond Reporter, followed by the City Newsletter and City webpage.*



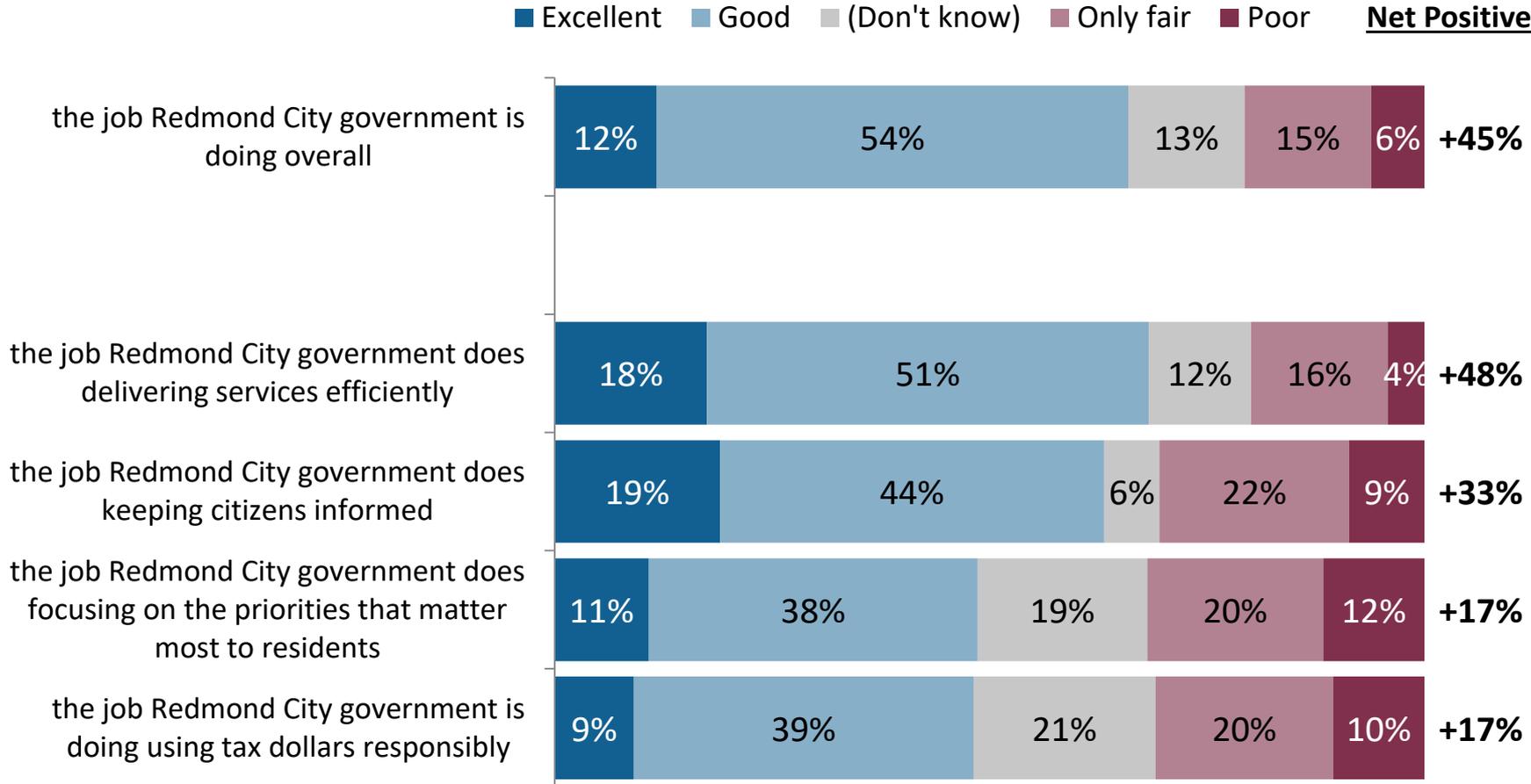
Q18. What is your primary source of information for finding out what is going on with Redmond City government?



# City Job Ratings

# City of Redmond Job Ratings

*A majority of residents give the City high marks overall and for delivering services efficiently and keeping citizens informed. Half of residents positively rate the job the City does focusing on priorities that matter most and on the job City government is doing using tax dollars responsibly.*

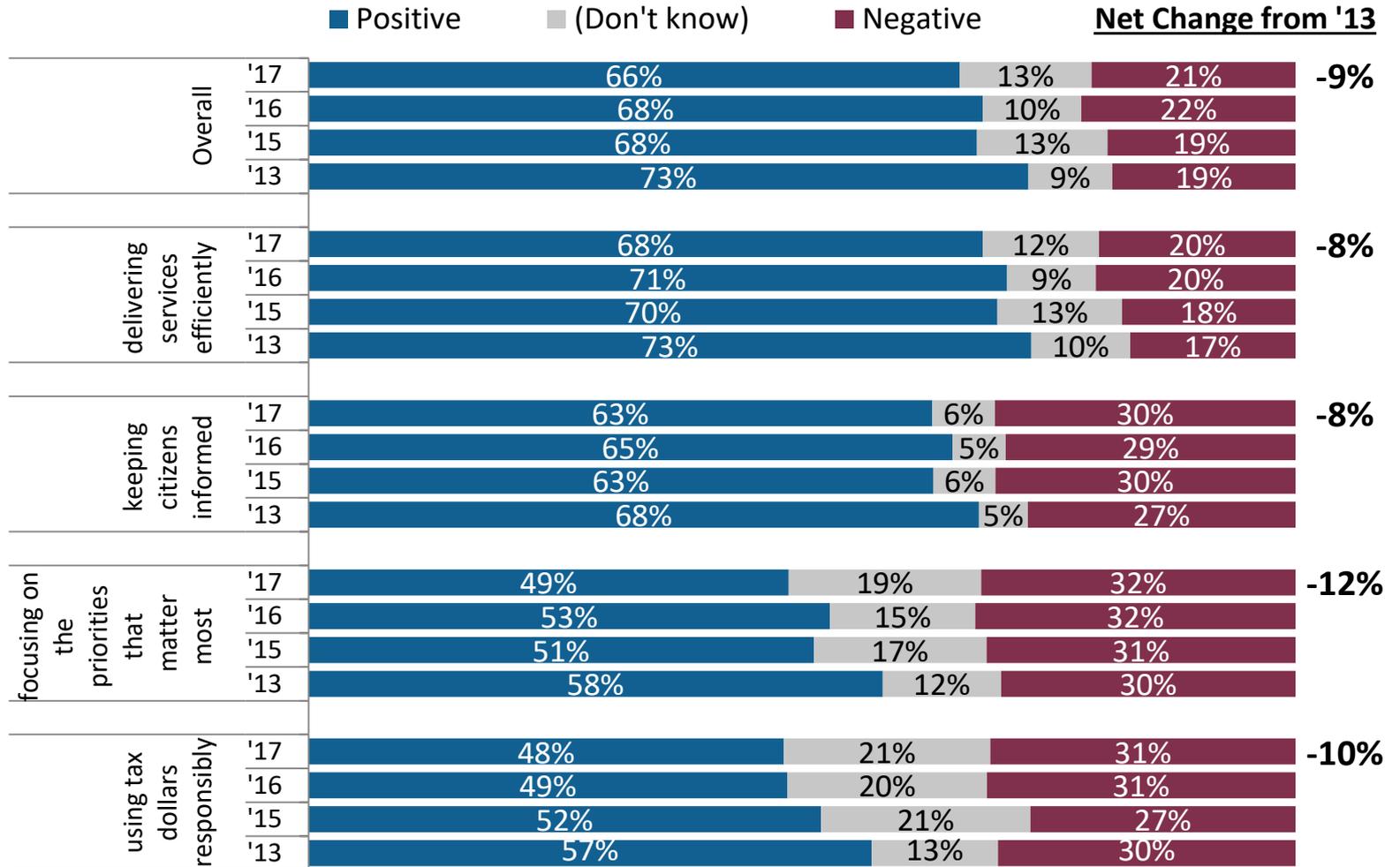


Q7-11. Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.



# City Job Ratings – By Year

Residents give the City similar positive ratings for each attribute compared to 2016. Positive ratings have softened some since 2013.

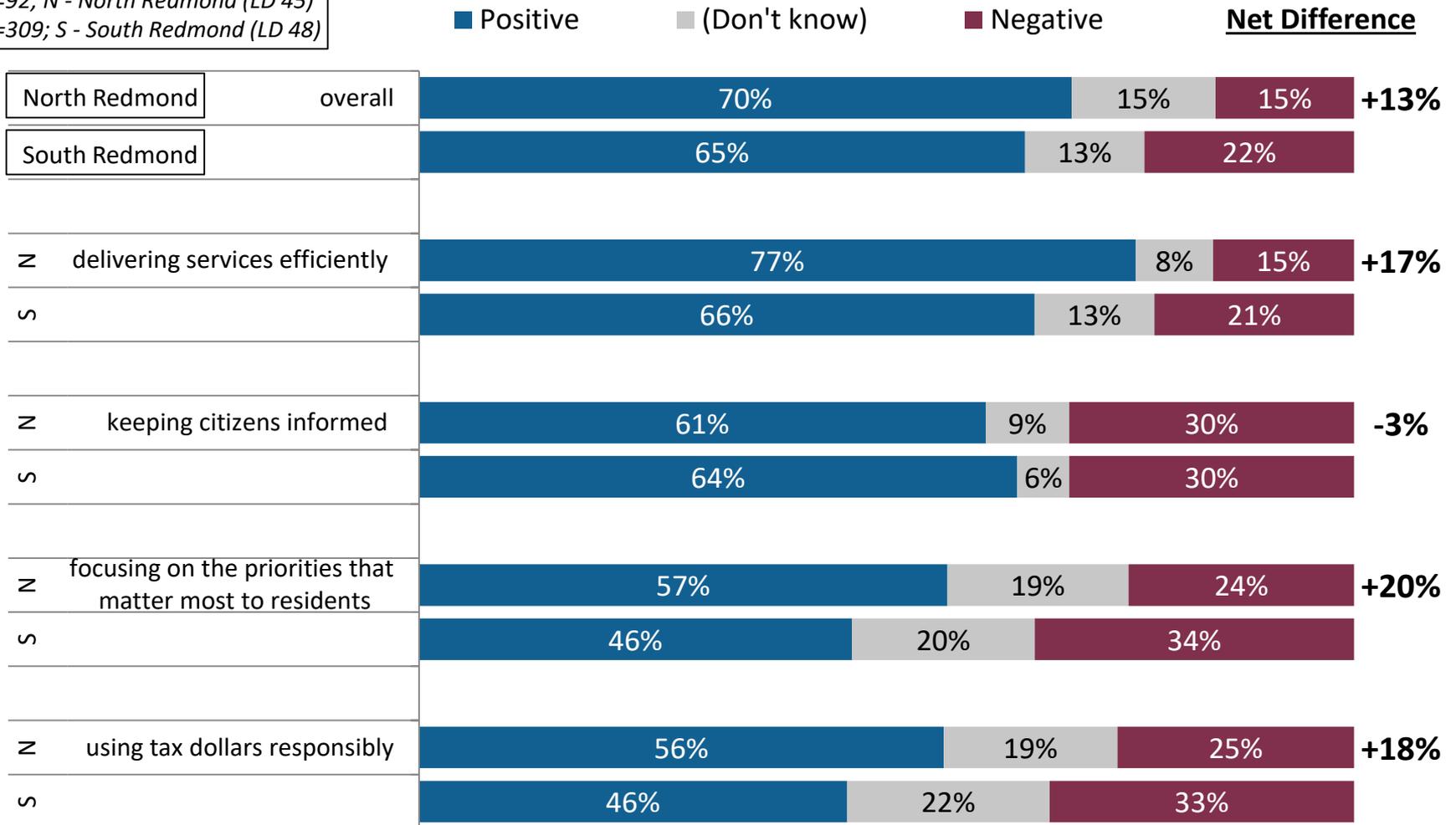


Q7-11. Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. If you aren't sure one way or the other, please just say so.

# City Job Ratings – By Geography

*Residents in South Redmond are less positive than residents in North Redmond, specifically around focusing on priorities that matter most to residents and using tax dollars responsibly.*

n=92; N - North Redmond (LD 45)  
n=309; S - South Redmond (LD 48)



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.

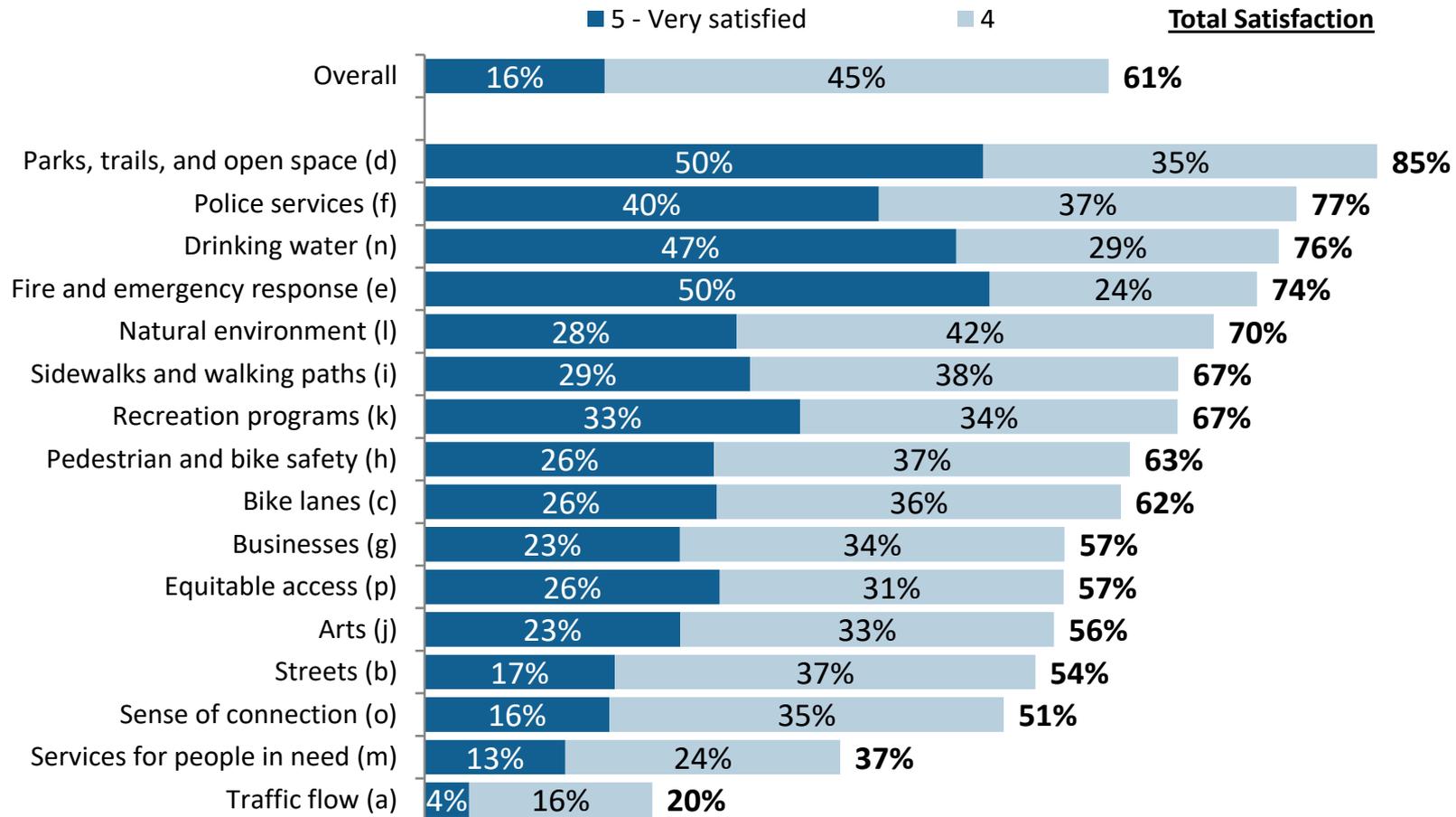




# City Services Importance and Performance

# Performance

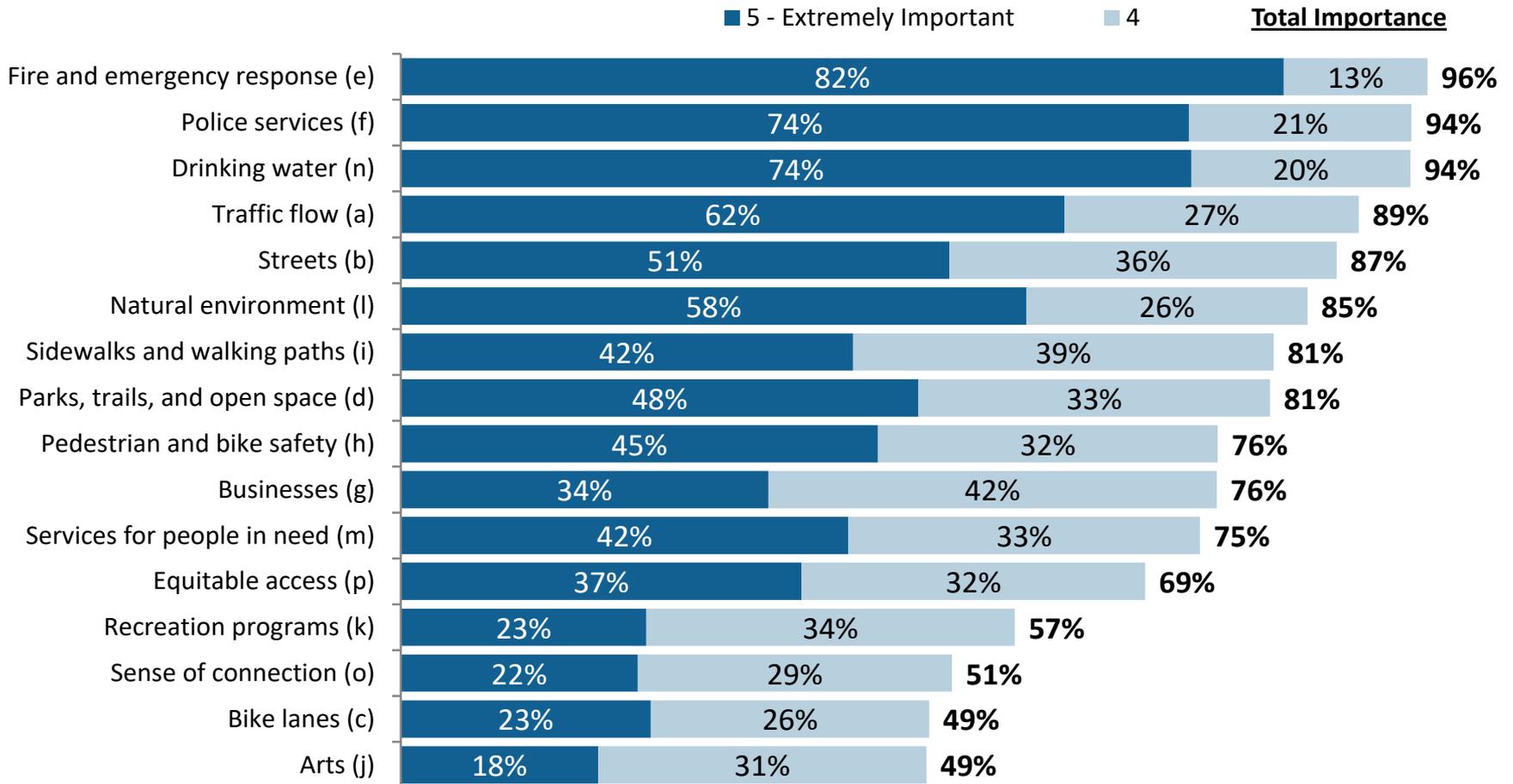
*Maintaining parks, trails, and open space, managing police services, protecting quality and taste of drinking water and ensuring adequate response times for fire and emergency medical services are the City services and functions that receive the highest overall satisfaction ratings. All but 2 out of 16 items (“providing services for people in need” and “managing traffic flow”) receive majority satisfaction ratings (5 or 4 on a 5-point scale).*



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.”

# Importance

*Ensuring adequate response times for fire and emergency medical services is the highest-priority item, followed by managing police services including response time, preventing crime and protecting citizens, and protecting the quality and taste of drinking water. Traffic flow ranks among the most intensely prioritized services/functions (62% “Extremely important”).*



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.”

# Gap Analysis: Importance vs Performance

*Managing traffic flow has the steepest performance gap of all of the City services and functions tested.*

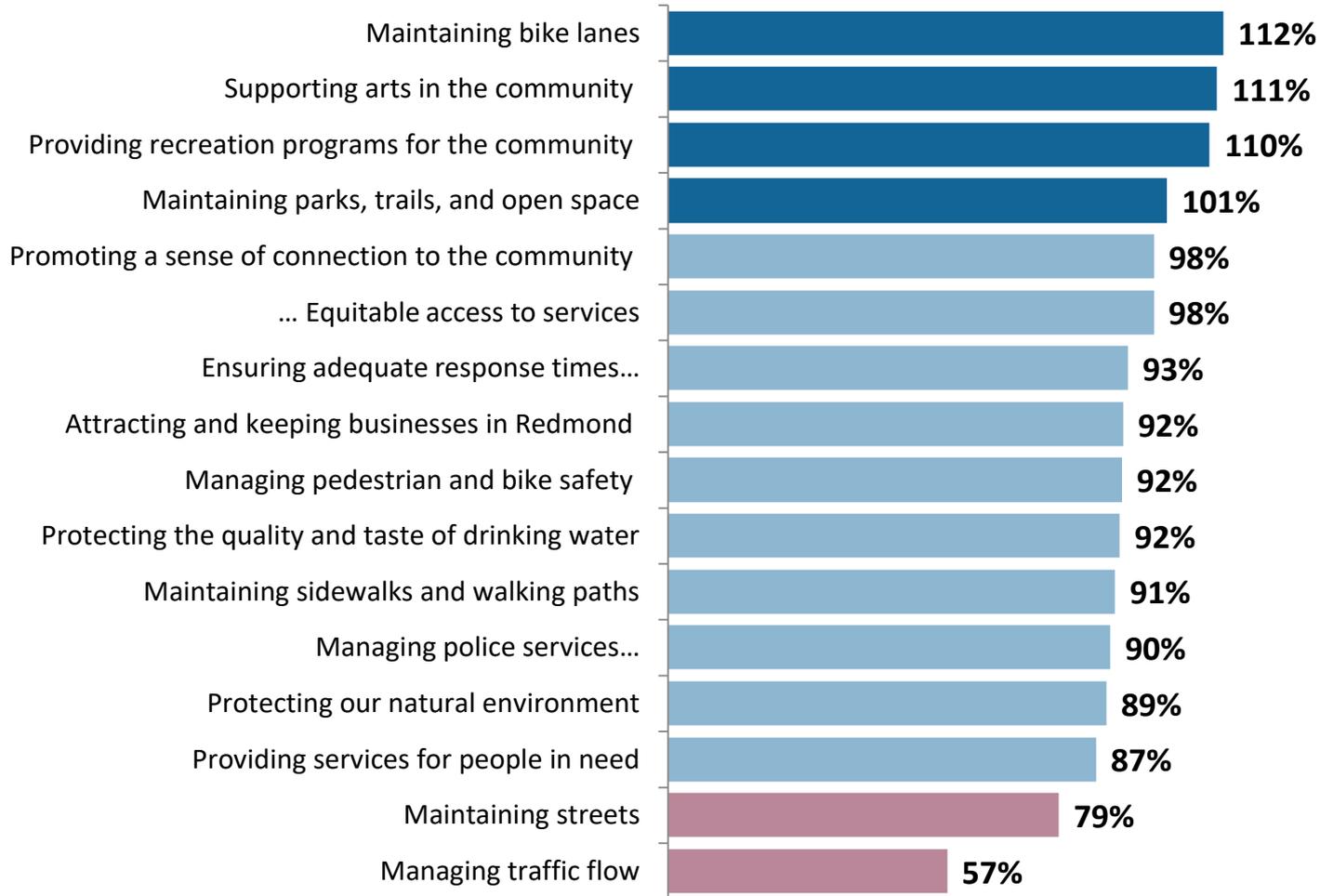
Service Item	Importance	Performance	Gap	Perf/Imp
<b>ALL SERVICES/FUNCTIONS (AVERAGE)</b>	<b>4.14</b>	<b>3.82</b>	<b>-0.32</b>	<b>92.4%</b>
Maintaining bike lanes	3.42	3.84	+0.43	<b>112%</b>
Supporting arts in the community	3.42	3.81	+0.39	<b>111%</b>
Providing recreation programs for the community	3.65	4.01	+0.36	<b>110%</b>
Maintaining parks, trails, and open space	4.27	4.32	+0.05	<b>101%</b>
Promoting a sense of connection to the community	3.58	3.53	-0.05	<b>98%</b>
Fostering a diverse community by providing equitable access to services	3.96	3.90	-0.06	<b>98%</b>
Ensuring adequate response times for fire and emergency medical services	4.80	4.47	-0.33	<b>93%</b>
Attracting and keeping businesses in Redmond	4.04	3.73	-0.31	<b>92%</b>
Managing pedestrian and bike safety	4.12	3.79	-0.33	<b>92%</b>
Protecting the quality and taste of drinking water	4.70	4.30	-0.40	<b>92%</b>
Maintaining sidewalks and walking paths	4.21	3.81	-0.40	<b>91%</b>
Managing police services including response time, preventing crime and protecting citizens	4.69	4.21	-0.49	<b>90%</b>
Protecting our natural environment	4.40	3.91	-0.49	<b>89%</b>
Providing services for people in need	4.11	3.57	-0.54	<b>87%</b>
Maintaining streets	4.36	3.45	-0.91	<b>79%</b>
Managing traffic flow	4.50	2.55	-1.95	<b>57%</b>

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."

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."

# Gap Analysis: Satisfaction as a Percentage of Importance

The City's performance exceeds importance on 4 of the 16 services/functions tested and performance is comparable to importance for 7 other services/functions. Five of 16 services/functions are underperforming. Managing traffic flow remains the key improvement opportunity followed by maintaining streets.



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."

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."



# Summary of Findings – Quality of Life Ratings

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- ▶ Redmond residents overwhelmingly give the city high marks as a place to live -- nearly nine-in-ten (86%) rate it positively. Accessibility, beautiful scenery, and community/small town feel were the top mentions for best things about living in Redmond.
- ▶ About seven-in-ten (69%) residents say things in Redmond are headed in the right direction, with only one-in-five (22%) respondents saying things are off on the wrong track.
- ▶ When asked for top-of-mind concerns with the direction of Redmond, traffic and growth/over-development top the list followed by Affordable housing/Cost of living. Though only one-in-ten (12%) respondents mention affordable housing/cost of living specifically, the category has the greatest (7 points) increase from 2016.
- ▶ More Redmond residents feel connected than not connected to their city. About one-in-five (21%) residents rate themselves as not connected.
- ▶ Nearly all (96%) Redmond residents say they feel safe walking in their neighborhood during the day. Most (81%) also report feeling safe walking in their neighborhood after dark.

# Summary of Findings – City Job Ratings

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- ▶ Redmond City government receives strong job ratings overall (66% positive), and continues to get high marks for "delivering services efficiently" (69%) and "keeping citizens informed" (63%).
- ▶ A majority of residents give the City high marks overall and for delivering services efficiently and keeping citizens informed. Half of residents positively rate the job the City does focusing on priorities that matter most and on the job City government is doing using tax dollars responsibly.
- ▶ The most prevalent source of local City government news and information is the Redmond Reporter, followed by the City Newsletter and City webpage.

# Summary of Findings – Service Importance

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- ▶ Safety-related services – including fire/emergency medical services and police and protecting drinking water – are widely viewed as the most critical City services. A strong majority (74%+) of residents say that each are “extremely important” – more than any other service tested. Additional top-tier priorities include protecting the natural environment, maintaining streets, and managing traffic flow.
- ▶ Promoting a sense of connection to the community, supporting arts, and maintaining bike lanes are seen as less important City services and functions.

# Summary of Findings – Service Performance

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- ▶ The City's performance exceeds importance on 4 of the 16 services/functions tested and performance is comparable to importance for 7 other services/functions.
- ▶ The City performs well on the services/functions residents consider most important – including fire/emergency medical services, managing police services, protecting drinking water, and maintaining parks, trails, and open space.
- ▶ Managing traffic flow is among the lowest-rated performance areas and continues to be the key improvement opportunity, followed by maintaining streets.

# Contacts

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