



Memorandum

Date: 7/8/2025
Meeting of: City Council Study Session

File No. SS 25-048
Type: Study Session

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Executive	Malisa Files, Chief Operating Officer	425-556-2166
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DEPARTMENT STAFF:

Executive	Lisa Maher	Deputy Director
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TITLE:
2025 Annual Community Survey Results

OVERVIEW STATEMENT:

Ian Stewart, Senior Principal with EMC Research Inc. will present the results of Redmond's annual community survey. It was a survey of residents 18+ in Redmond, WA, and a postcard-to-web survey with a phone option. The survey was conducted from March 27 - April 28, 2025, margin of Error +4.2 percentage points. The survey was provided in English, Spanish, Chinese, and Hindi.

☐ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☒ **Receive Information** ☐ **Provide Direction** ☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Community Strategic Plan, 2025-2026 budget, and other plans that use data collected from the annual community survey to track performance measures.
- **Required:**
N/A
- **Council Request:**
Council approved the project in city budget.
- **Other Key Facts:**
N/A

OUTCOMES:

Councilmembers will have a full understanding of the results of the annual community survey and have the opportunity to ask questions and discuss the results.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
March 27, 2025 - Statistically valid survey by invitation only to a random subset of residents, including voters and non-voters. May 2, 2025 - Survey open online to entire community. July 8, 2025 - EMC presents final survey results to Council and results are shared with the community and posted on redmond.gov
- **Outreach Methods and Results:**
Postcard invitations to participate in the annual community survey were mailed to about 16,000 Redmond households in March 2025, and then follow up contact was made to ensure a statistically valid representation of Redmond was achieved. The citywide online survey was promoted through enews, social media, emails, and the city website.
 - Enews: May 5 and 19
 - Our Stories: May 21
 - Social media: May 7 and 20
 - Website (news flash on the homepage): May 5 and 19
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$55,000

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

Budget Offer Number:

00000293 Community outreach and involvement

Budget Priority:
Strategic and Responsive

Other budget impacts or additional costs: ☐ Yes ☐ No ☒ N/A

If yes, explain:
N/A

Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
6/24/2025	Committee of the Whole - Parks and Environmental Sustainability	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: Presentation