



Memorandum

Date: 4/25/2023
Meeting of: City Council Study Session

File No. SS 23-023
Type: Study Session

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

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-556-2427

DEPARTMENT STAFF:

Executive	Jill Smith	Communications Manager
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TITLE:
2022 Annual Community Survey Results

OVERVIEW STATEMENT:
Staff from EMC Research will present the results of Redmond's annual community survey.

This year's annual community survey was conducted from January 16 - February 23, 2023, using a multi-modal address-based sampling (ABS) approach, fielded primarily as a postcard-to-web survey of residential households in Redmond, not just registered voters as in the past. 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, city 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):**

January-February 2023 - Statistically valid survey by invitation only to a random subset of residents, including voters and non-voters

March 6, 2023 - Survey open online to entire community

April 25, 2023 - EMC presents final survey results

April/May - 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 4,000 Redmond households in January 2023, 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 other city communications.

- **Feedback Summary:**

N/A

BUDGET IMPACT:

Total Cost:

\$51,000

Approved in current biennial budget:

☒ Yes

☐ No

☐ N/A

Budget Offer Number:

0000027 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
3/14/2023	Committee of the Whole - Finance, Administration, and Communications	Receive Information
11/15/2022	Business Meeting	Approve

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	N/A	N/A

Time Constraints:

City staff will share the results with the community by posting to Redmond.gov and communicating via a variety of city communication channels.

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

City of Redmond Community Survey Results - March 2023