



Memorandum

Date: 7/23/2024
Meeting of: City Council Study Session

File No. SS 24-043
Type: Study Session

TO: Members of the City Council
FROM: Derek Wing

DEPARTMENT DIRECTOR CONTACT(S):

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

DEPARTMENT STAFF:

Executive	Derek Wing	Communications Manager
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TITLE:
2024 Annual Community Survey Results

OVERVIEW STATEMENT:

Staff from EMC Research 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 14 - April 14, 2024, n=572; Margin of Error +4.1 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, 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:

CCouncilmembers 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 14, 2024 - Statistically valid survey by invitation only to a random subset of residents, including voters and non-voters. April 18, 2024 - Survey open online to the entire community. July 23, 2024 - EMC presents final survey results to Council. August - Results are shared with the community and posted on redmond.gov
- **Outreach Methods and Results:**
Postcard invitations soliciting participation in the annual community survey were mailed to about 18,000 Redmond households in March 2024. 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

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
7/9/2024	Committee of the Whole - Finance, Administration, and Communications	Provide Direction

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 - 2024 Annual Survey Results