



Memorandum

Date: 7/14/2026
Meeting of: City Council Study Session

File No. SS 26-066
Type: Study Session

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

Executive	Lisa Maher	425-556-2427
Executive	Zach Houvener	425-556-2306

DEPARTMENT STAFF:

Executive	Kelly Schutz	Communications Manager
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TITLE:
2026 Annual Community Survey Results

OVERVIEW STATEMENT:

Sara LaBatt, Senior Principal at EMC Research Inc., will present the results of Redmond's 2026 annual community survey. The survey was conducted April 6 - May 3, 2026, covering Redmond residents 18 years or older using a randomized Address-Based Sampling (ABS) approach; a supplemental text, email, and outbound phone outreach approach was added in 2026 to ensure outreach to a representative pool of survey respondents. The margin of error was ± 4.3 percentage points and the survey was offered 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:**
Redmond 2050, 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 can ask questions and discuss the results.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**

April 6, 2026 - Statistically valid survey opened; participants included random subset of Redmond residents by invitation only.

May 3, 2026 - Statistically valid survey closed; data analyzed.

June 22, 2026 - Survey opened to entire community (closes July 31); results will be gathered and analyzed, though not considered statistically valid.

July 14, 2026 - EMC presents final survey results to Council and results are shared with the community and posted on redmond.gov.

- **Outreach Methods and Results:**

About 16,000 households received an invitation to participate, with postcard invitations mailed in April 2026, and follow-up contact made via text, email, and phone call to ensure a statistically valid representation of Redmond was achieved. Throughout data collection, EMC monitors the representativeness of respondents compared to the known Census population counts for city sub-geographies, age, gender, ethnicity, household income, homeownership/rent mix, and other key variables, adjusting the survey distribution and reminder strategy accordingly.

The citywide online survey opened on June 22 and closes on July 31. It is being promoted through:

- Enews: Each Monday, June 22 through July 27
- Our Stories: July 1 and 15
- Social media: Twice weekly starting June 22 through July 31
- Website (news flash on homepage): July 7 and 16
- Yard signs posted in various areas of the City
- Communication directly to CBOs

- **Feedback Summary:**

N/A

BUDGET IMPACT:

Total Cost:

\$65,000

Approved in current biennial budget:

☒ **Yes**

☐ **No**

☐ **N/A**

Budget Offer Number:

0000293

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
N/A	Item has not been presented to Council	N/A

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: 2026 Annual Community Survey Results Deck