

**Redmond**  
WASHINGTON



**City of Redmond**  
**Community Survey Results**  
*December 2021*

# Methodology

- ▶ Mixed-mode live telephone and email-/text-to-web survey in the City of Redmond
- ▶ Survey conducted December 9 – 15, 2021
- ▶ A total of 400 interviews were conducted; margin of error  $\pm 4.9$  percentage points at the 95% confidence interval
- ▶ Where applicable, results are compared to the following surveys:

	Dates	Sample Size	Margin of Error	EMC#
Phone - Web	July 14 - 25, 2019	400	$\pm 4.9$ percentage points	19-7356
Phone - Web	June 19 - 28, 2018	400	$\pm 4.9$ percentage points	18-6795
Phone	May 18 - 27, 2017	401	$\pm 4.9$ percentage points	17-6385
Phone	Jan 7 - 13, 2016	361	$\pm 5.2$ percentage points	16-5831
Phone	Jan 21 - 27, 2015	360	$\pm 5.2$ percentage points	15-5515
Phone	Dec 15 - 19, 2013*	362	$\pm 5.2$ percentage points	13-5064

Please note that due to rounding, some percentages may not add up to exactly 100%.

\* Will be referred to as 2014 from now on for consistency

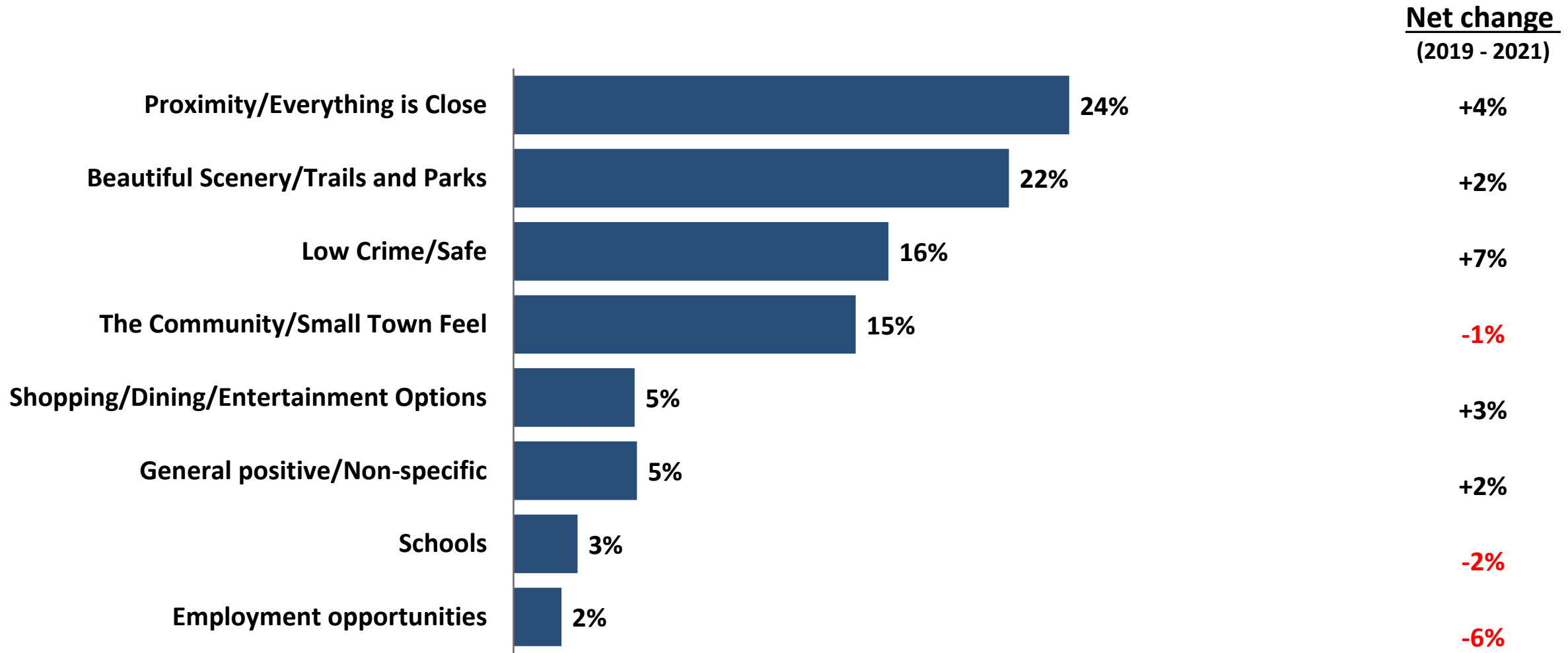
# Key Findings

- ▶ Despite the volatility of the past two years, ratings for quality of life, city job ratings on its core responsibilities, and satisfaction with city services is consistent with previous years.
- ▶ On most City services and functions, the City's performance rating is on a par with that item's importance. At the same time, the City receives mixed ratings on a few key service elements.
  - Historical ratings show a consistent majority in the “middle” (Good/Don't Know/Only Fair), and a gradual movement away from Excellent and good towards the more negative ratings.
- ▶ Growth and affordability have surpassed traffic as the most pressing concerns.
- ▶ A large majority agree with the City's budgeting priorities.
- ▶ Almost all say they feel very or mostly safe in Redmond and their own neighborhood.
- ▶ A large majority (68%) of voters expect the arrival of light rail to positively impact the City because they believe it will increase connectivity and help reduce traffic.
- ▶ A generic test of a potential public safety measure is well received, with 68% saying they support the idea, though half of this initial support is in the softer “somewhat” category.

# Top-of-Mind Positives

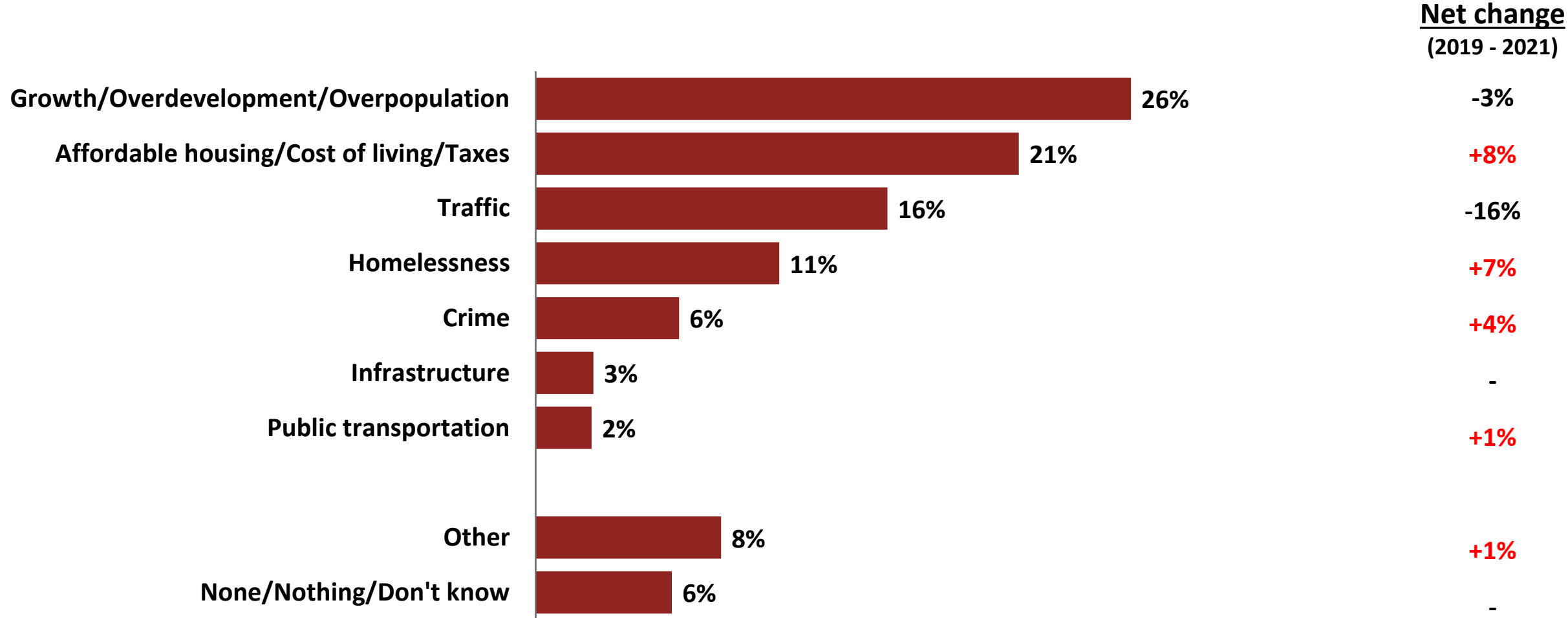


*Residents cite the City's location and proximity to amenities as leading top-of-mind perks of living in Redmond. Compared to 2019, mentions of low crime rates/safety have increased by 7 points.*



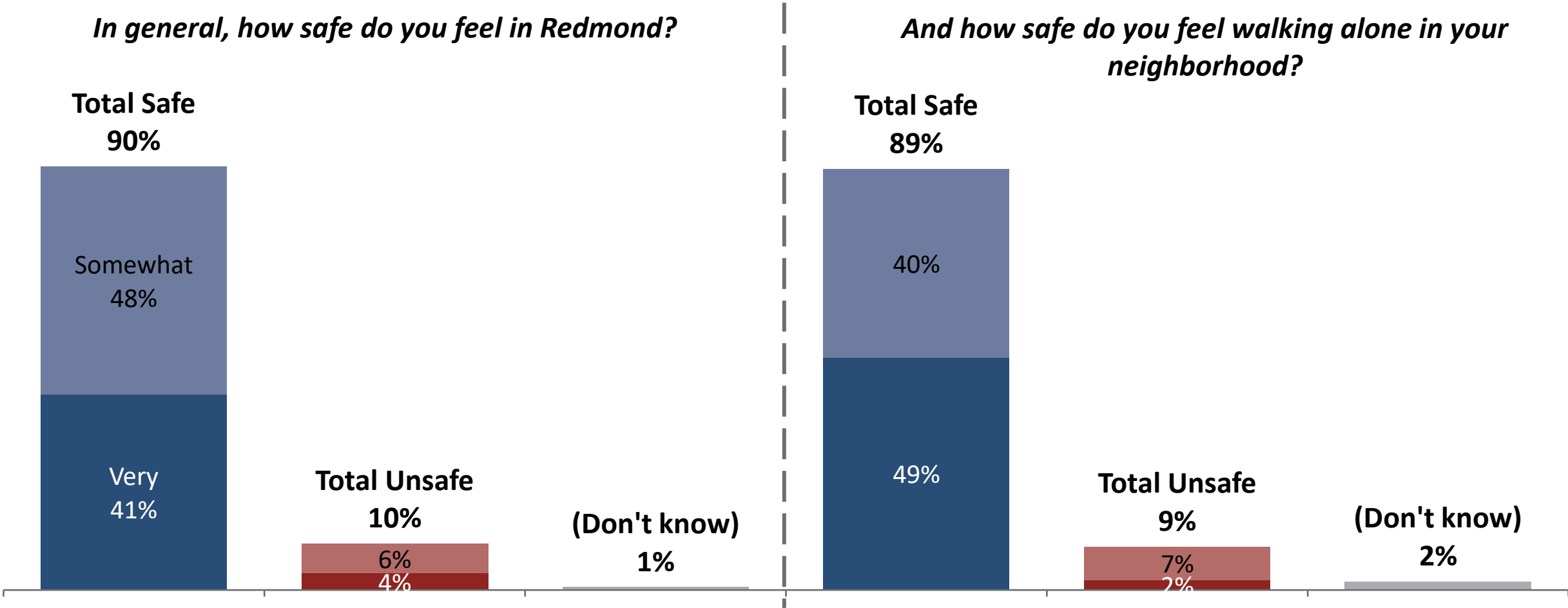
# Top-of-Mind Concerns

*Homelessness and affordability are the fastest-growing concerns among residents. While growth, affordability, and traffic remain among the top three problems residents consider important, mentions of traffic dropped substantially compared to 2019.*



# Safety in Redmond

Most say they feel safe in Redmond in general, and when walking alone in their own neighborhoods. Around 1-in-10 report feeling unsafe in both situations.

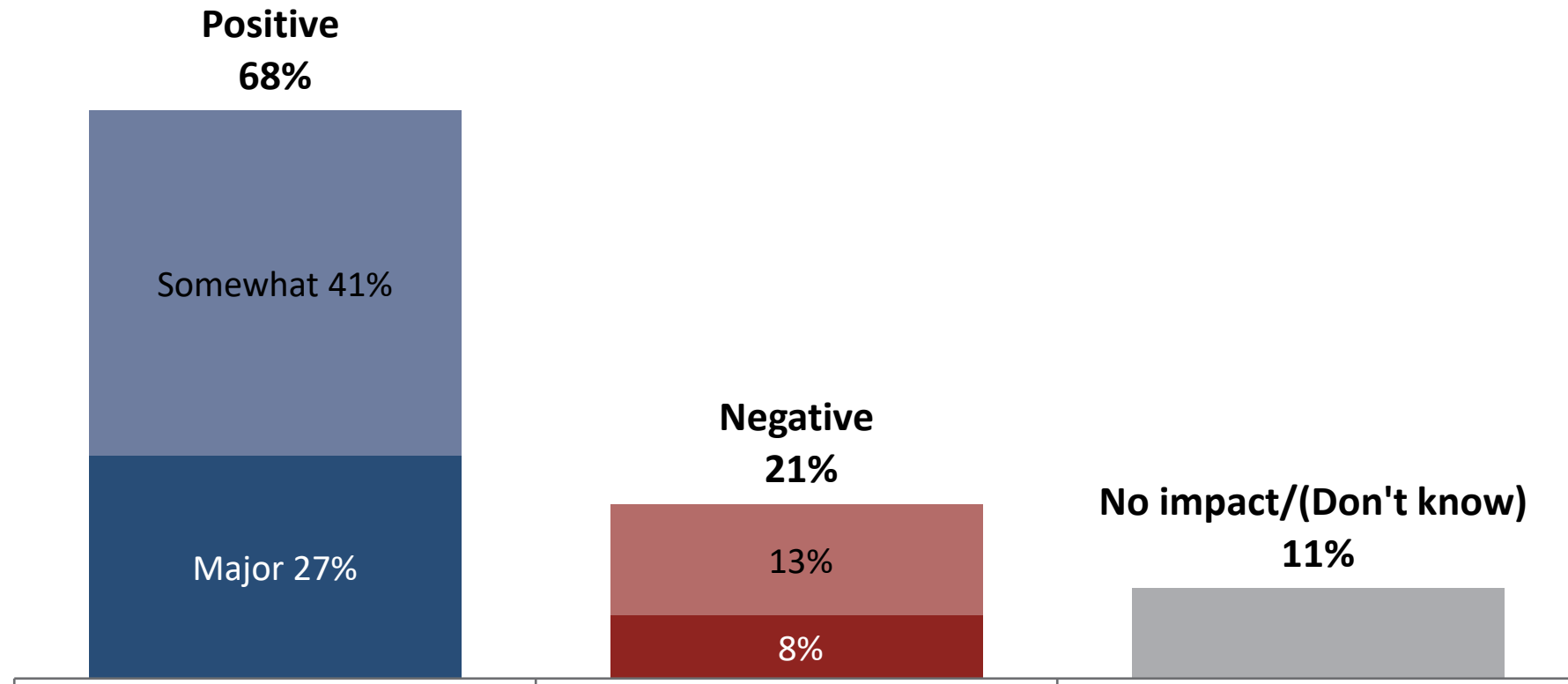


Q38./Q39. Would you say very safe, mostly safe, somewhat unsafe, or very unsafe?

# Link Light Rail Impact

Over two-thirds (68%) think the arrival of Link Light Rail to Redmond will have a positive impact on the city.

**How do you think the Link Light Rail will impact Redmond?**



# Top Benefits / Biggest Concerns of Light Rail Impact

*In a follow up open-end, a larger percentage are able to name a specific benefit, like light rail will provide easier access and help decrease traffic congestion . Concerns are larger in number, but with smaller concentrations mentioning them.*

## What do you think is the top benefit of the arrival of Link Light Rail to Redmond?

<i>(Open-ended question, verbatim responses coded into categories)</i>	<b>%</b>
Ease of access / Quick	25
Helps decrease traffic congestion	23
Commute options (Public transportation)	16
Connectivity to Seattle	8
Fewer cars / Lower carbon emissions	8
Benefits the economy	5
Other	2
Nothing/No benefits	5
Don't know/Refused	7

## What do you think is the biggest concern of the arrival of Link Light Rail to Redmond?

<i>(Open-ended question, verbatim responses coded into categories)</i>	<b>%</b>
Crime / Public safety	15
Traffic / Congestion	11
Overdevelopment / Population	9
Not enough parking	9
Taxes / Cost	7
Homelessness	6
Infrastructure	5
Too much noise	4
Lack of affordable housing	3
Easy access for outsiders	2
Not enough use	2
Other	8
Nothing /No concerns	11
Don't know/Refused	7



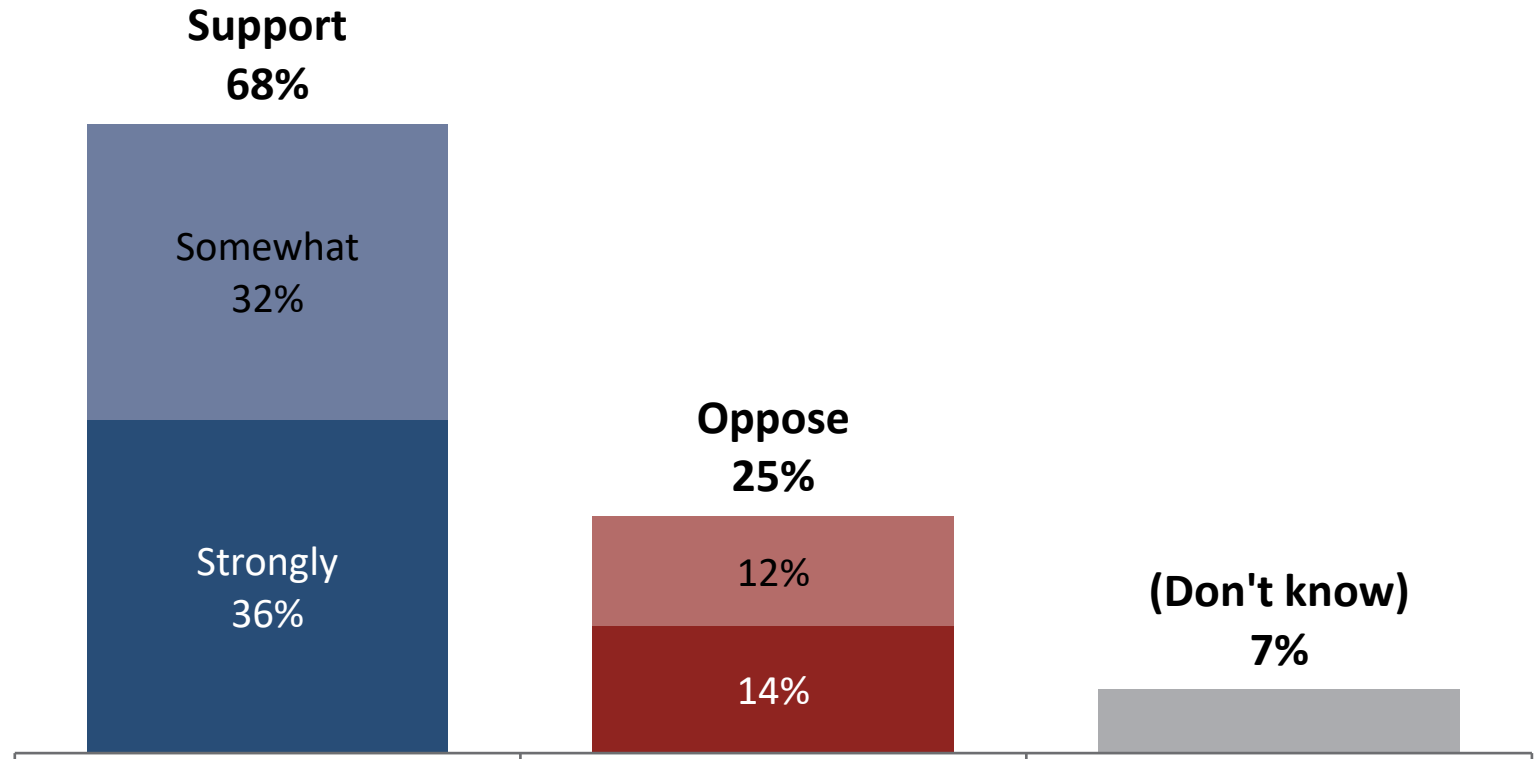


**Potential Public Safety Measure**

# Initial Support

*Initial support for the potential public safety measure is encouraging with 68% supporting the concept of the measure, and with 36% saying they support it strongly.*

*There may be a measure on the ballot in the future in Redmond. If approved, it would fund a new mobile integrated health program to help reduce the need for calling 911, invest in police and fire including improved response times across the city, buy body cameras and additional fire engines; fund a mental health officer to provide crisis intervention and direction for the homeless during police interactions; and fund supportive services to the community. Property tax would be increased by \$0.40 per \$1,000 of assessed valuation, up from the current \$1.08 per \$1,000, generating \$10.8 million a year.*



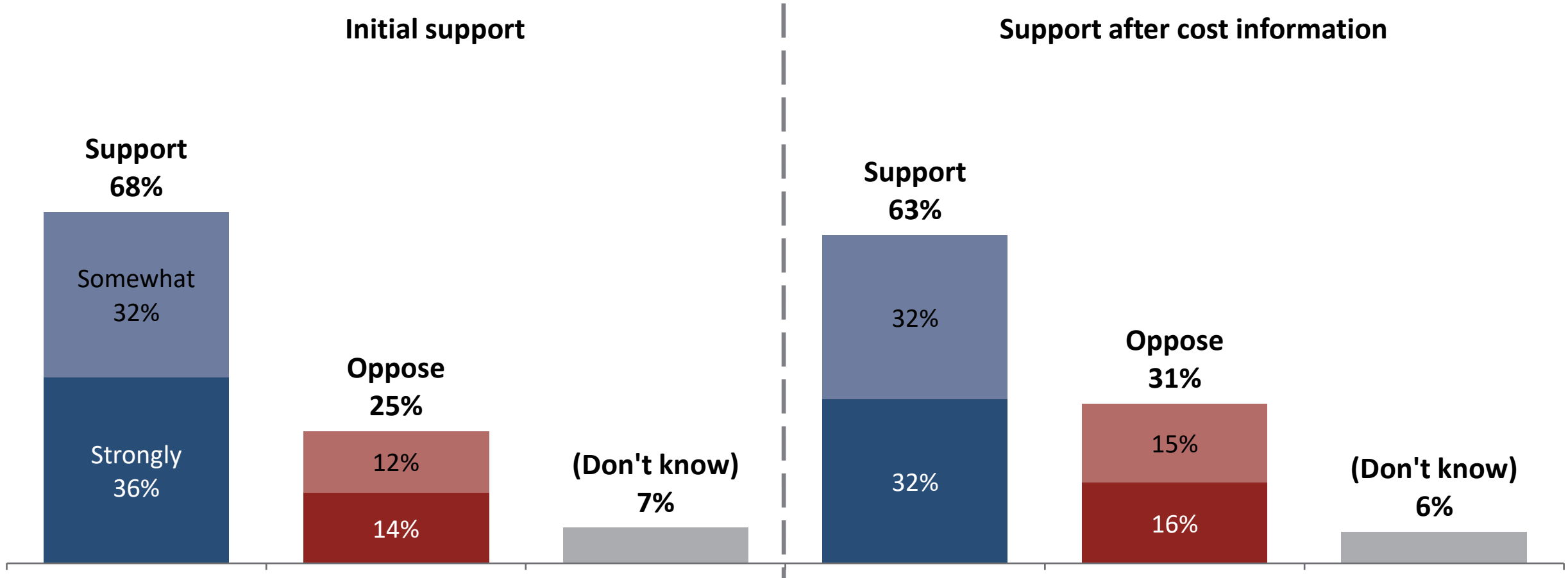
# Support after Cost Information

Strong support somewhat decreases after cost information is provided, indicating a potential vulnerability for the measure.

The potential levy will cost the typical Redmond household \$29 a month, or \$344 a year.

## Initial support

## Support after cost information





# City Ratings, Priorities, and Information Sources

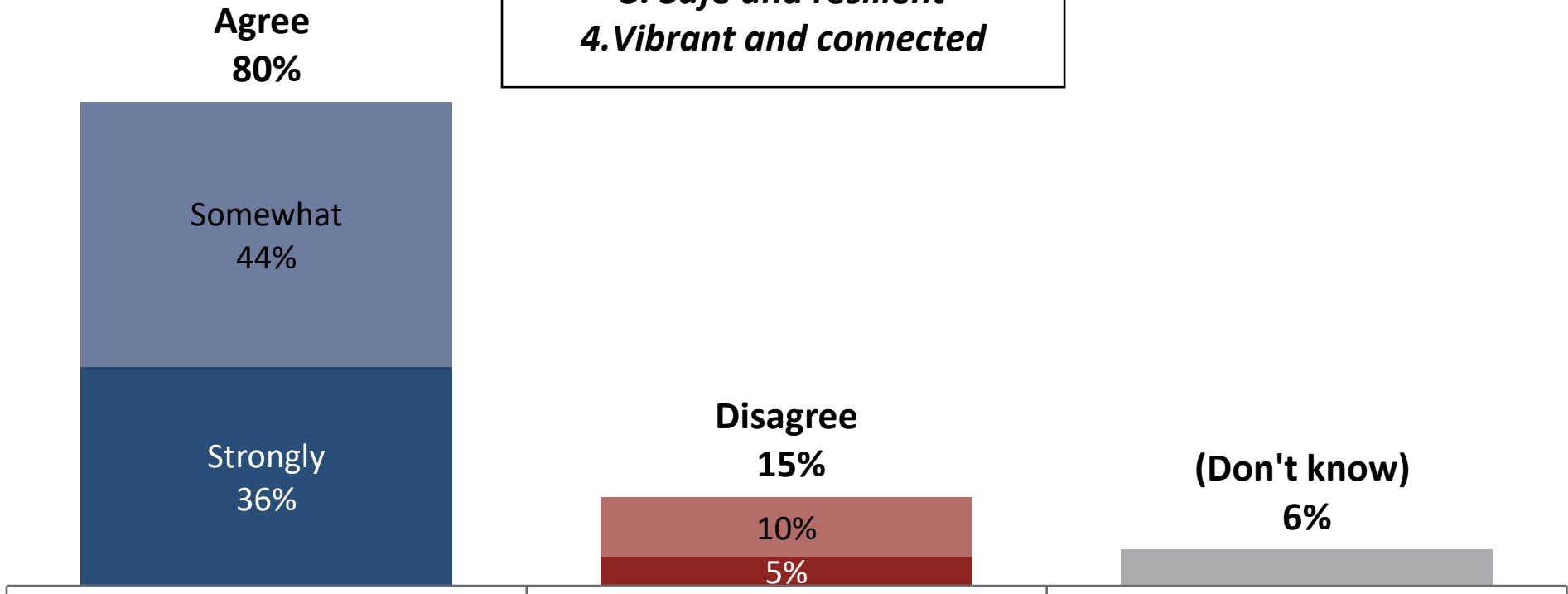
# City of Redmond's Current Priorities

Four-in-five agree with the four guiding statements the City uses when determining how the City spends tax dollars.

The City uses four guiding statements when determining how your tax dollars should be spent...

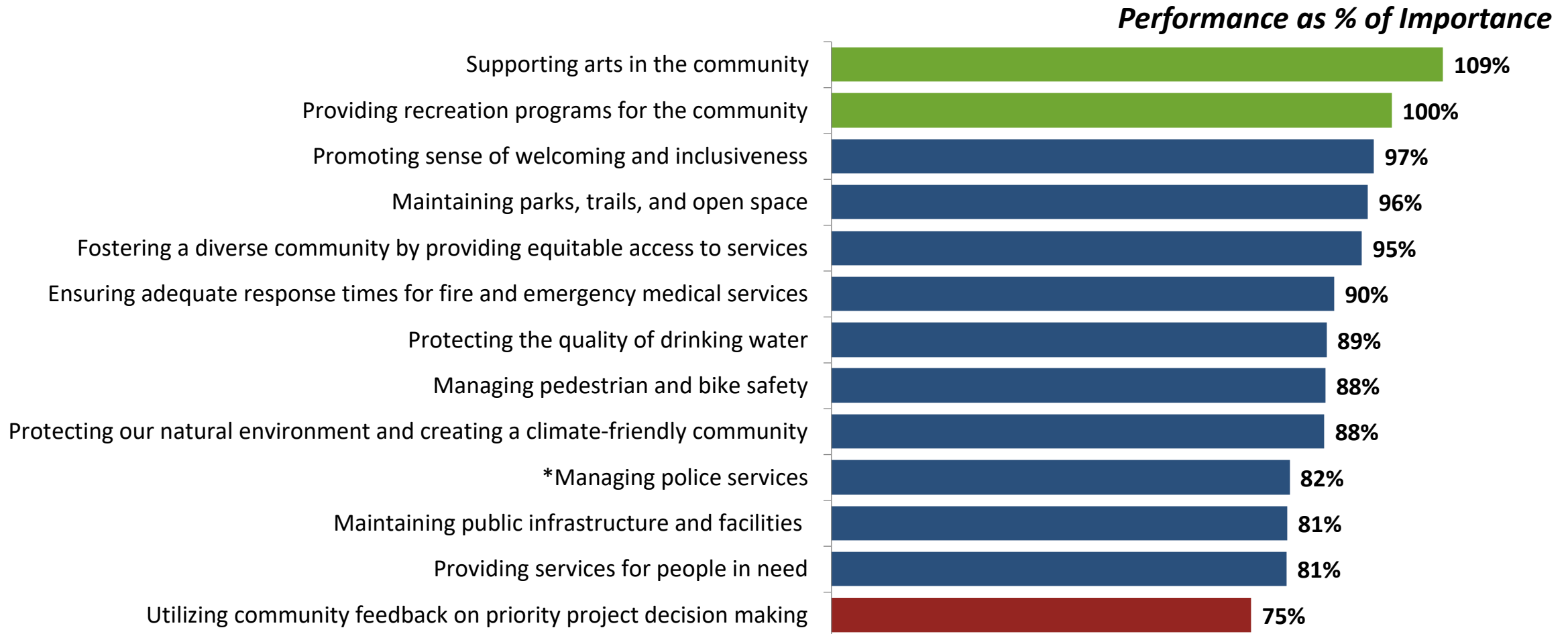
- 1. Strategic and responsive
- 2. Healthy and sustainable
- 3. Safe and resilient
- 4. Vibrant and connected

- 2019: 81% agreed
- Six Priorities (2016-2019)
- 1. Responsible government
  - 2. Clean and green environment
  - 3. Safety
  - 4. Vibrant business environment
  - 5. Community building
  - 6. Infrastructure keeping pace with growth



# Gap Analysis: Performance as Percentage of Importance

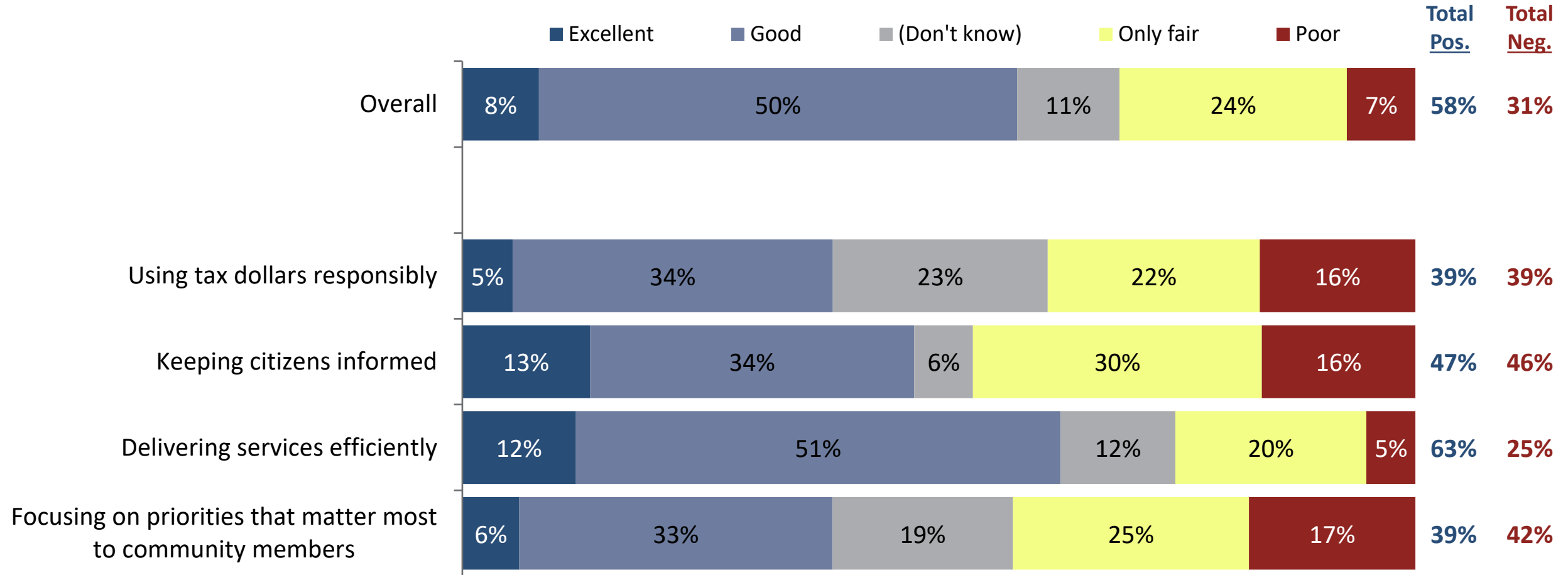
*On most of its services and functions, the city's performance rating is comparable to the importance of that item. The City's performance exceeds service importance on supporting arts and providing recreation programs, but is underperforming on utilizing community feedback.*



\*Full Question text: "Managing police services including response time, preventing crime and protecting community members"

# City of Redmond Job Ratings

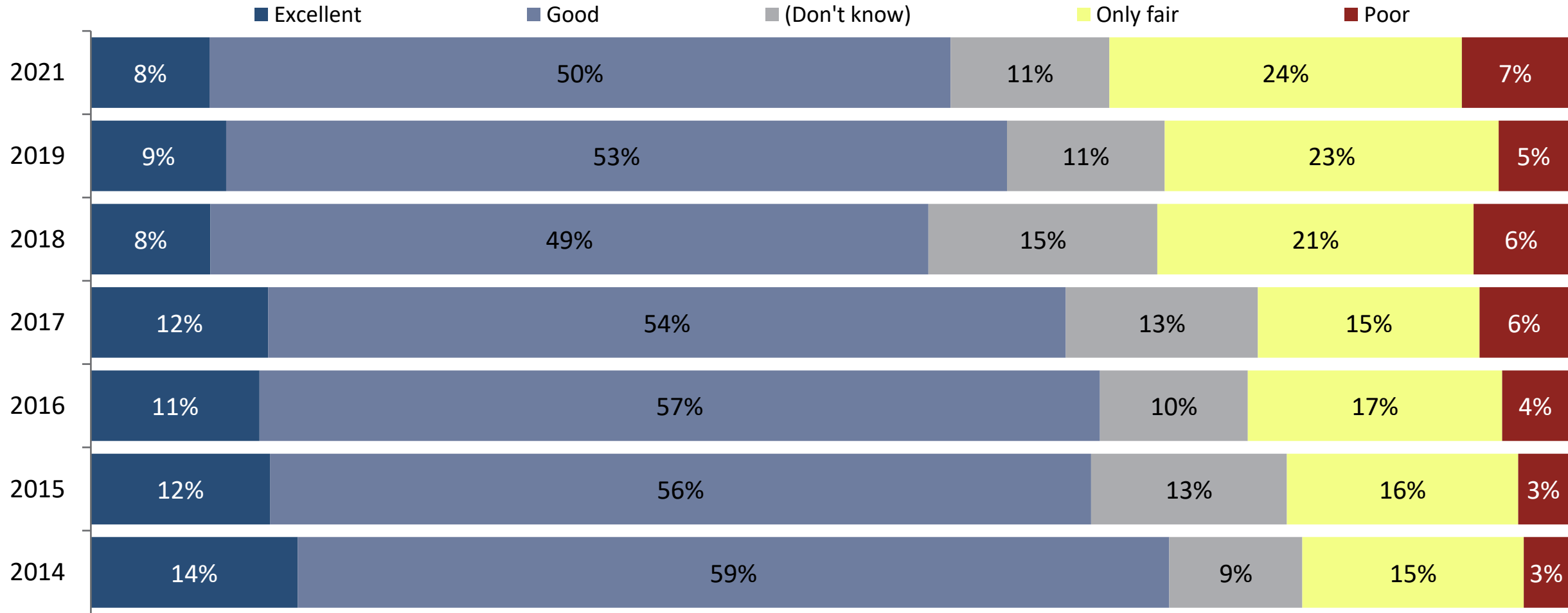
*The City receives majority positive ratings overall and on “delivering services effectively”. Residents are more divided on the City’s performance “keeping community members informed”, “focusing on the priorities that matter most to residents”, and “using tax dollars responsibly”.*



Q4-8. 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.

# City of Redmond Overall Job Rating – Trend

*Despite a slight increase in negative ratings, the City maintains a roughly 2:1 positive rating.*

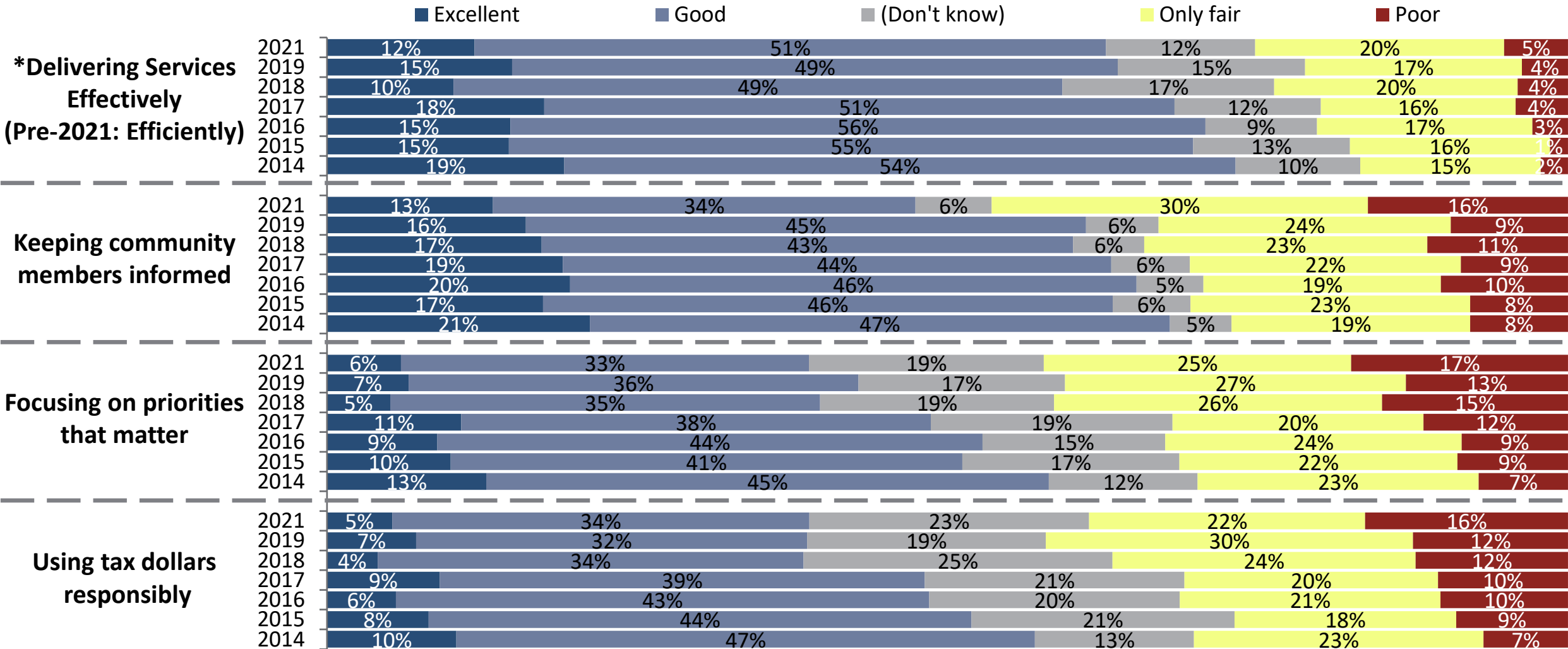


Q4. Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor. ... the job Redmond City government is doing overall



# City of Redmond Job Ratings – Trend

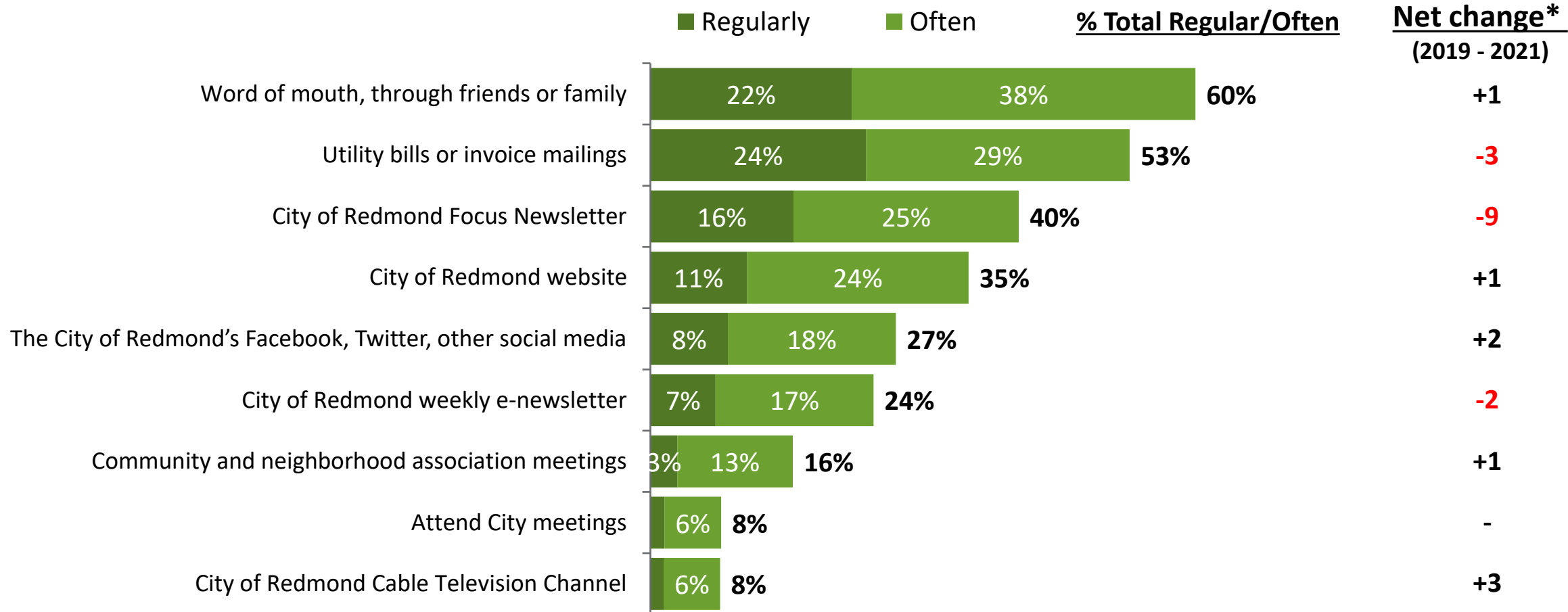
*Over time, ratings in the middle (good, don't know, only fair) comprise the vast majority of each item. At the same time, there is a gradual shift away from Excellent and Good towards the negative.*



Q5-8. Please tell me how you think Redmond City government is doing in each of the following areas.

# Information Sources

While top information sources mainly remained consistent with 2019, residents report using City's own sources (utility bills, Redmond Focus Newsletter, and the City website) less often.



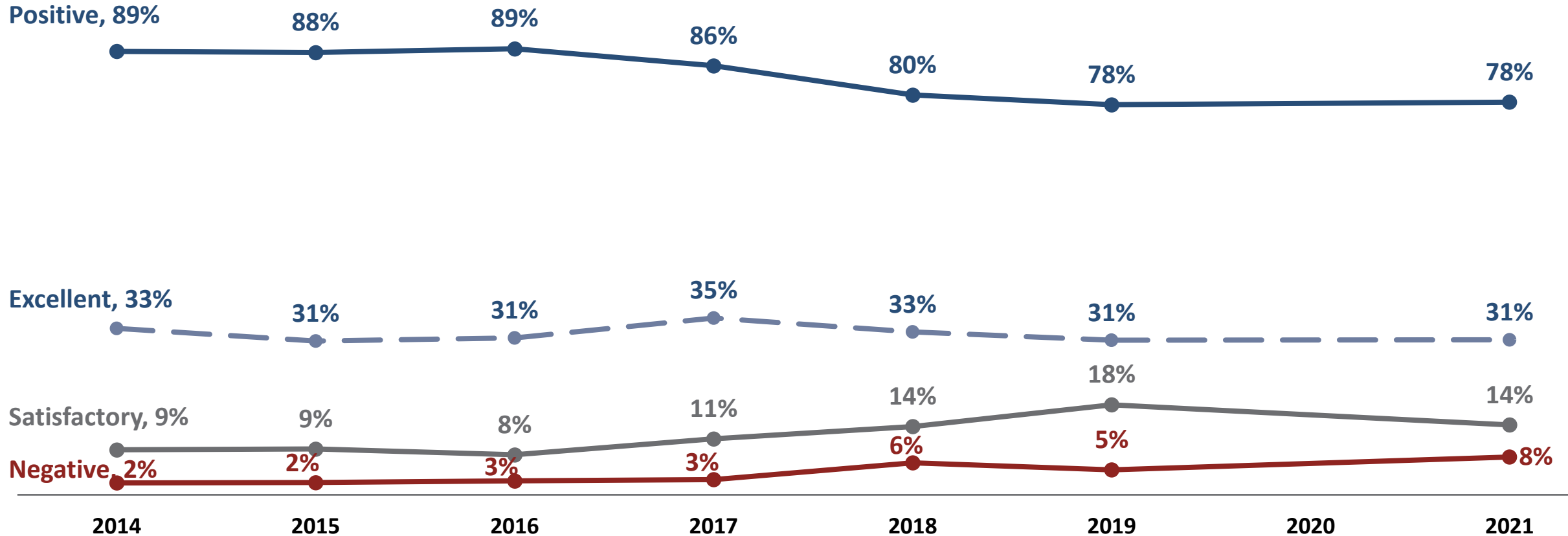
Q45-53. Next are a few sources you might be using to hear about what Redmond City is doing or to get information on news and events happening in Redmond. For each one, please tell me how often you use that source.

\*Net change in regularly + often shown

# Quality of Life in Redmond – Trend

Quality of life rating has remained consistent, with four-in-five residents (78%) giving Redmond an “excellent” or “very good” rating, and few expressing discontent.

**Positive:** the combined total of “excellent” and “good” ratings  
**Negative:** the combined total of “only fair” and “poor” ratings



Q1. How would you rate the quality of life in Redmond? Would you say it is excellent, very good, satisfactory, only fair, or poor?



**Ian Stewart**  
**ian@emcresearch.com**  
**206.204.8032**

**Ayse Toksoz**  
**ayse@emcresearch.com**  
**206.204.8047**

**Sabrina Smith-Holmes**  
**sabrina@emcresearch.com**  
**206.652.5023**