



Redmond
WASHINGTON



City of Redmond
Community Survey Results
March-April 2024

Project Purpose and Methodology

- ▶ Project goal is to measure general satisfaction with Redmond City government and residents' priorities for future planning and improvements
- ▶ Survey of Redmond residents conducted March 14 – April 14, 2024
- ▶ Like the 2023 survey, the 2024 survey universe includes all residents, using a randomized Address-Based Sampling (ABS) approach
 - This results in some small differences versus surveys conducted prior to the 2023 survey
- ▶ A total of 547 interviews were conducted; margin of error ± 4.2 percentage points at the 95% confidence interval
- ▶ Survey offered in English, Spanish, Chinese, and Hindi but 99% of respondents completed it in English
- ▶ Where applicable, results are compared to past Redmond Community surveys

Postcard invitation:



The City of Redmond, in partnership with EMC Research, is conducting a survey about local issues and priorities.

Please take a few minutes to share your opinions by completing this survey. This study is being conducted on a statistical basis and your input will be kept strictly confidential. The results from this study will be used for research purposes only.



TO COMPLETE ONLINE
Visit RedmondSurvey.com or scan the QR code. Enter the six-character code on the other side of this card.



BY PHONE
Call 800-903-2521 and leave your name, phone number, survey ID code, and the best time of day to call you back.

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

Context and Timing

LOCAL

Neighbors of planned homeless housing project push back at Redmond City Council meeting



By KIRO 7 News Staff

March 20, 2024 at 11:23 am PDT

Group protests for city of Redmond to pause 'rushed' plans for housing facility

by Jeremy Harris, KOMO News Reporter | Tue, March 19th 2024 at 6:26 PM

Updated Tue, March 19th 2024 at 8:10 PM



Report: Time to sell home in Redmond nearly doubles

By SUZANNE ROIG EO Media Group Apr 11, 2024 0

Homelessness decreases in Redmond, rises in smaller towns in county

By ANNA KAMINSKI EO Media Group Apr 8, 2024 Updated Apr 10, 2024 0





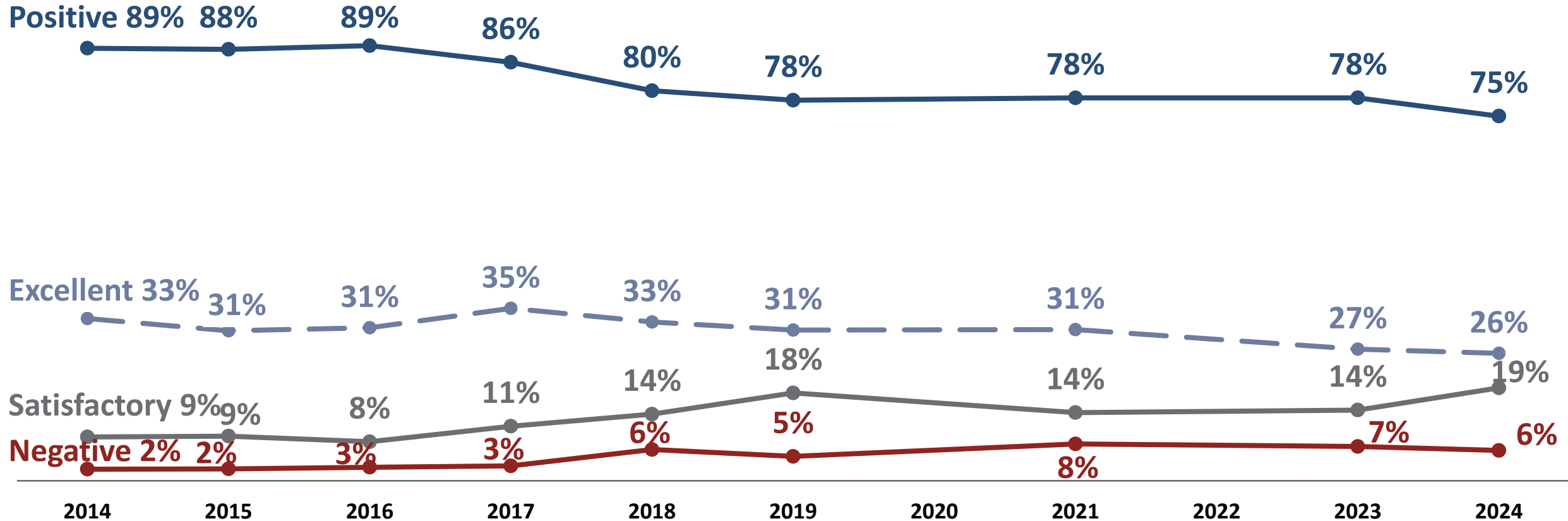
Quality of Life and Priorities

Quality of Life in Redmond – Trend

Ratings for quality of life have remained stable over the past few years. However, there has been a slight decrease in positive ratings since the previous year.

Positive: the combined total of “excellent” and “very good” ratings

Negative: the combined total of “only fair” and “poor” ratings



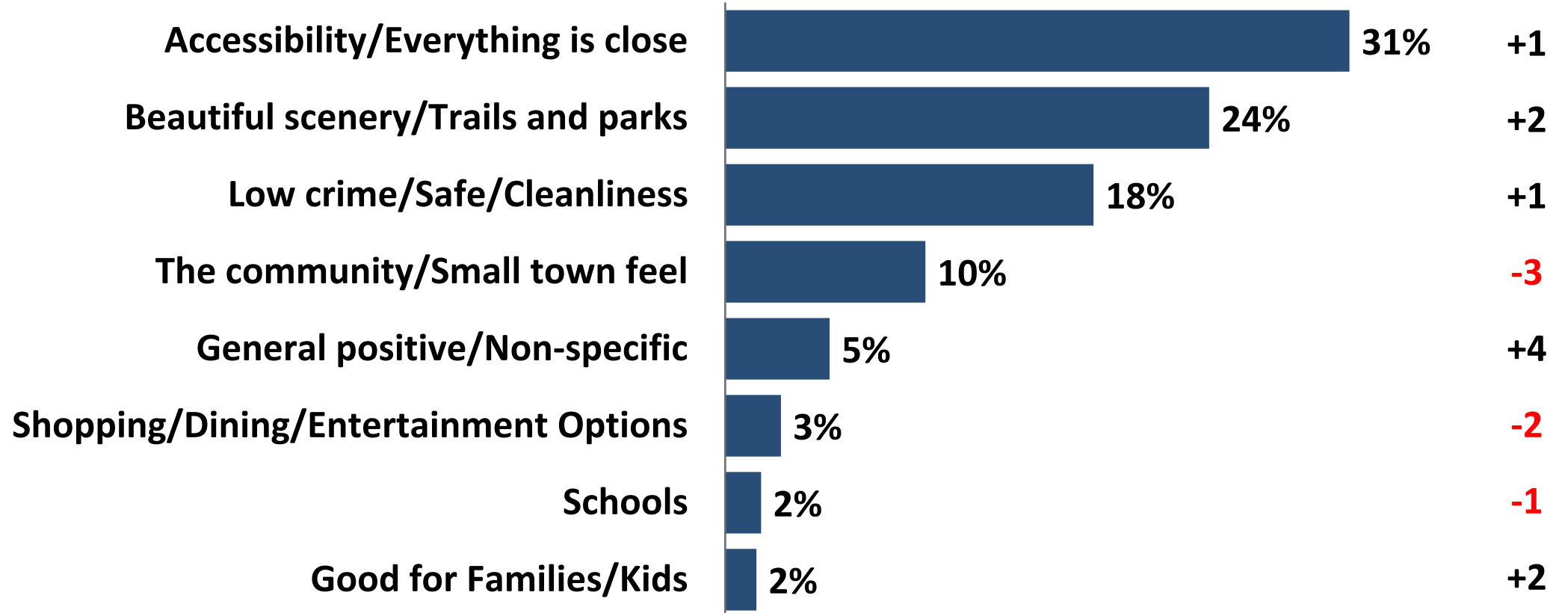
Top-of-Mind Positives

Accessibility, scenery and parks, and safety continue to be residents' favorite top-of-mind things about living in Redmond.

What is the best thing about living in Redmond?

(Open-ended question; Verbatim responses coded into categories below; showing results over 1%)

**Net change
(2023– 2024)**

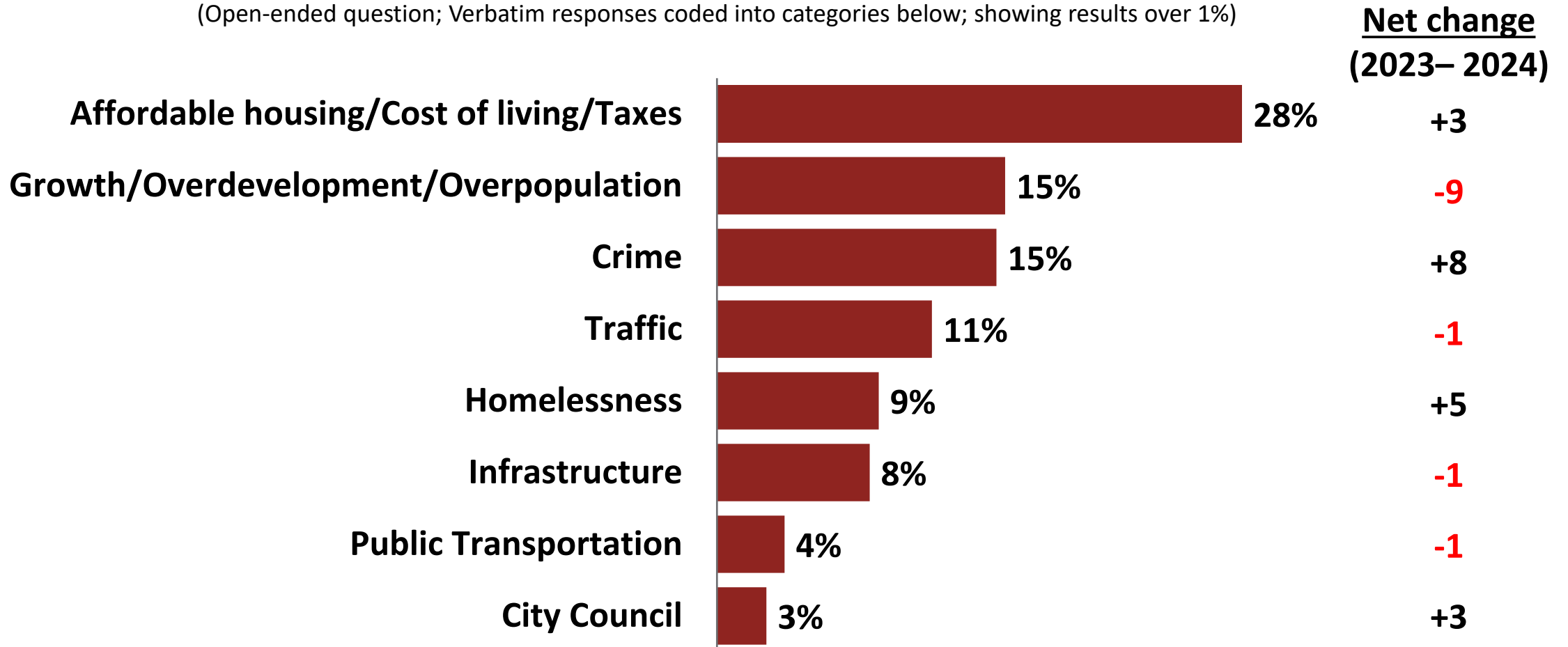


Top-of-Mind Concerns

Residents' primary concerns include affordability/cost of living, growth/overdevelopment, and crime.

What do you think is the most important problem facing the City of Redmond today?

(Open-ended question; Verbatim responses coded into categories below; showing results over 1%)



Top-of-Mind Concerns Over Time

Mentions of crime as a top concern have steadily increased, while growth/overdevelopment is a concern to a smaller share of residents than in previous surveys.

Note: Showing categories over 1%

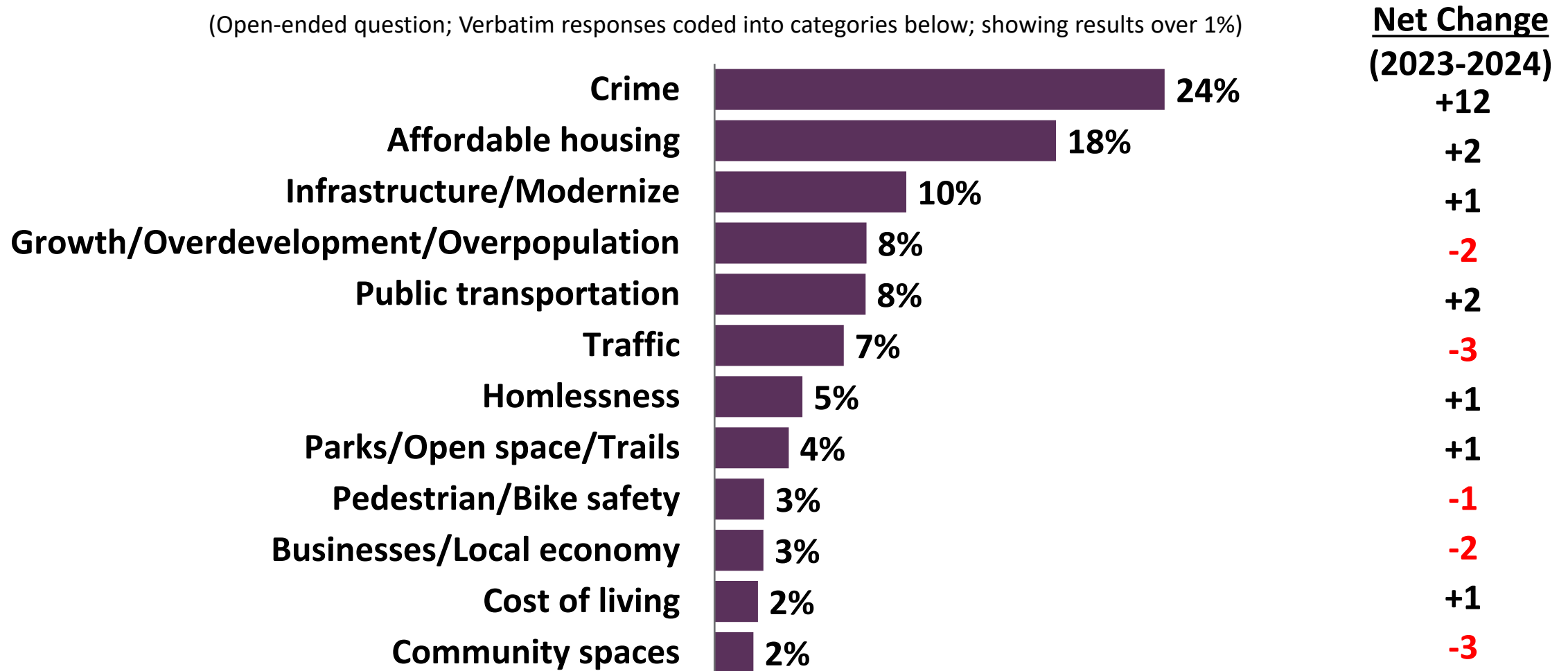
	2019	2021	2023	2024
Affordable housing/Cost of living/Taxes	13%	21%	25%	28%
Growth/Overdevelopment/Overpopulation	29%	26%	25%	15%
Crime	3%	6%	7%	15%
Traffic	31%	16%	13%	11%
Homelessness	4%	11%	4%	9%
Infrastructure	2%	3%	9%	8%
Public transportation	1%	2%	4%	4%

Number One Priority

Mentions of crime have doubled and are now the most mentioned topic, followed by affordable housing and infrastructure as top priorities for the City to focus on over the next couple of years.

What do you think should be the City of Redmond’s number one priority over the next two years?

(Open-ended question; Verbatim responses coded into categories below; showing results over 1%)

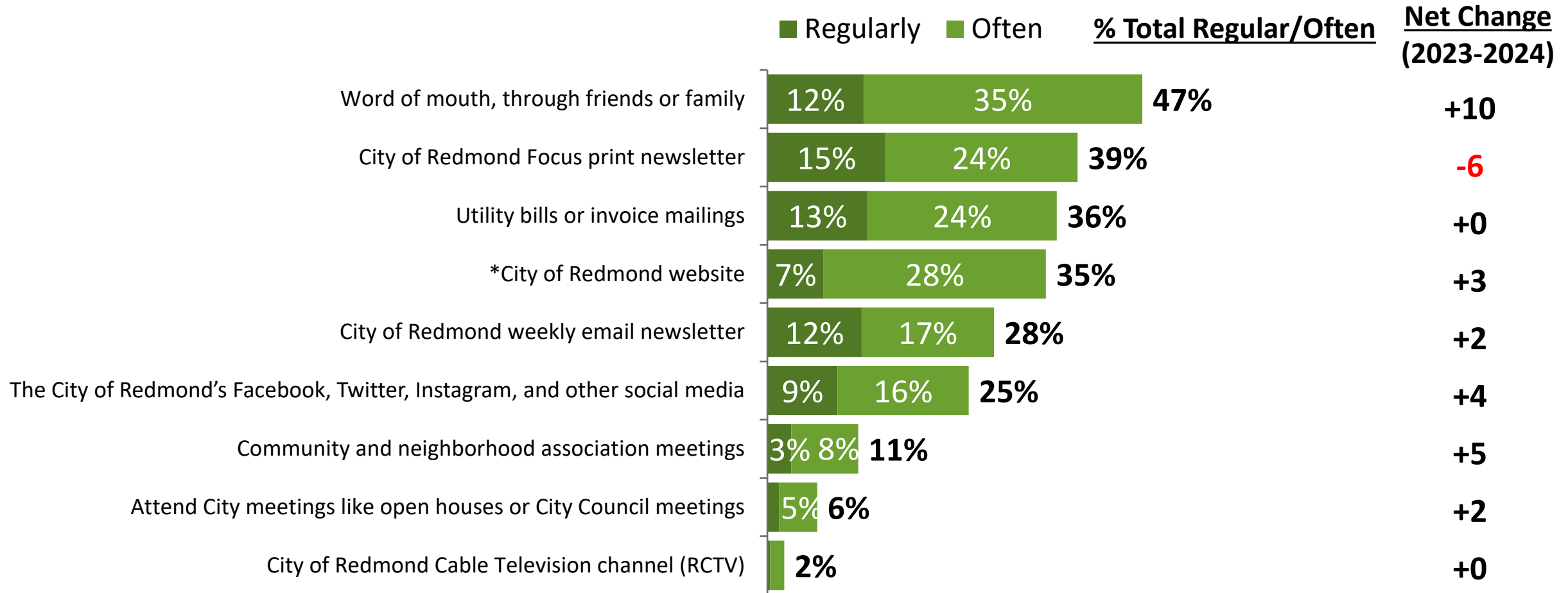




City Ratings and Priorities

Information Sources

Nearly half of Redmond residents report getting information about the City via word of mouth, and just over a third rely on the Focus print newsletter, utility bills, and the City’s website.



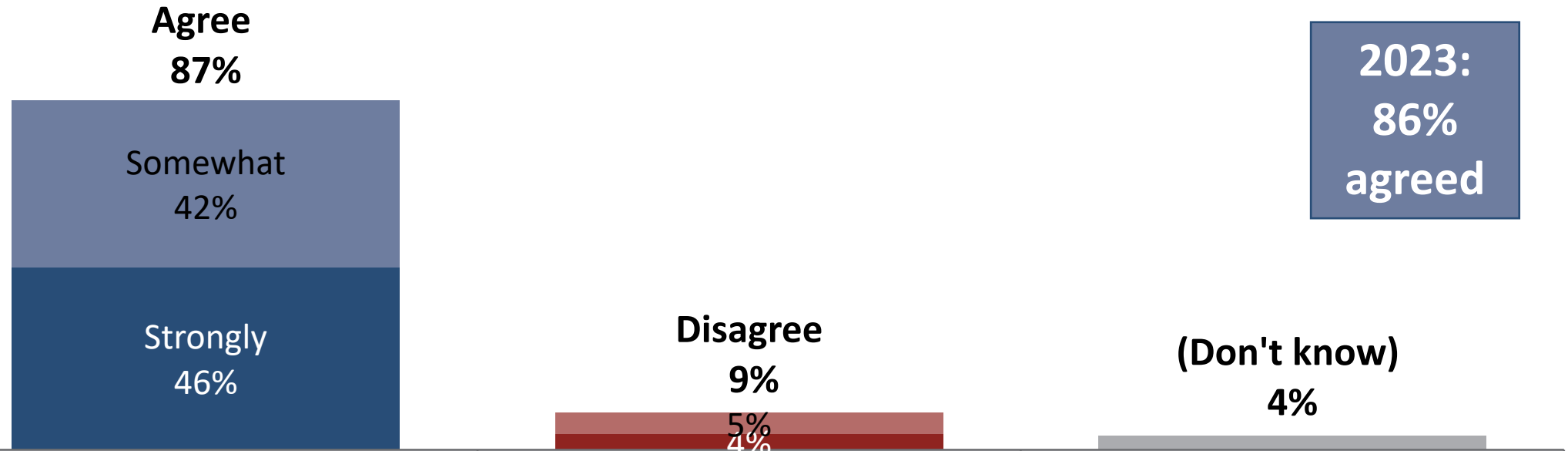
*Full Question text: “City of Redmond website – www.redmond.gov and/or www.LetsConnectRedmond.com”

City of Redmond's Current Priorities

Consistent with last year, nearly nine out of ten residents of Redmond agree with the four guiding statements as the city's top priorities.

The City of Redmond uses four guiding priority statements when determining how your tax dollars should be spent. These statements say that the programs, initiatives, and priorities the City will fund should be:

- (1) Strategic and Responsive** - We value a city that is welcoming, service oriented, and fiscally responsible
- (2) Healthy and Sustainable** - We value a healthy environment that supports an active community
- (3) Safe and Resilient** - We value a thriving community where all people feel safe
- (4) Vibrant and Connected** - We value a well-planned and supported community that provides a sense of place

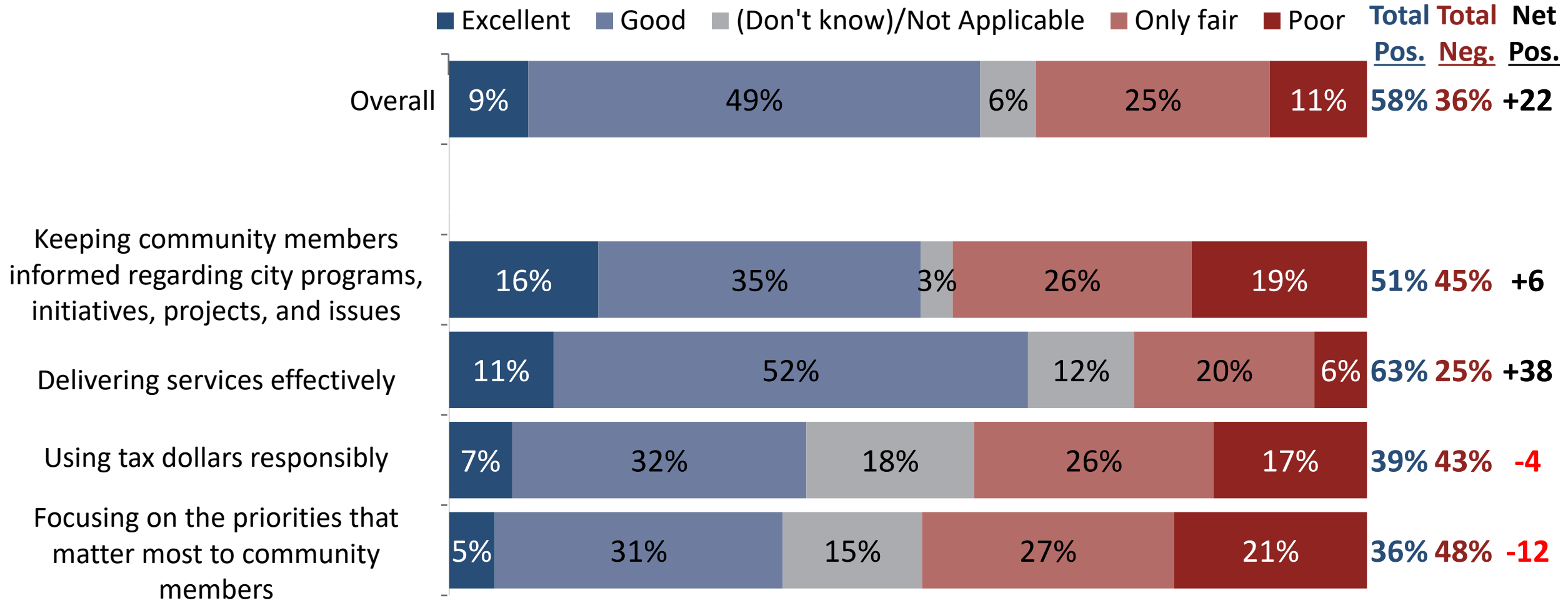


**2023:
86%
agreed**

Q13. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree, that these should be the City's top priorities?

City of Redmond Job Ratings

Half or more of residents rate the job the City of Redmond is doing overall, keeping community members informed, and delivering services as “excellent” or “good.”

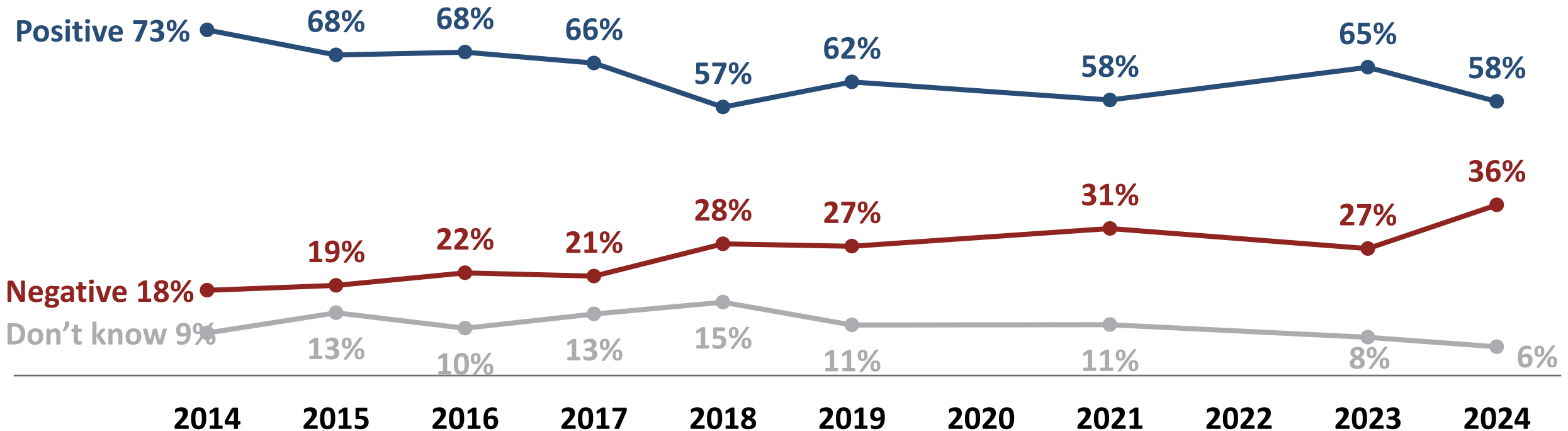


Q6-Q7. Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.

City of Redmond Overall Job Rating – Trend

The City's overall job rating has declined since 2023, returning to 2021 levels, while negative ratings are at an all-time high.

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

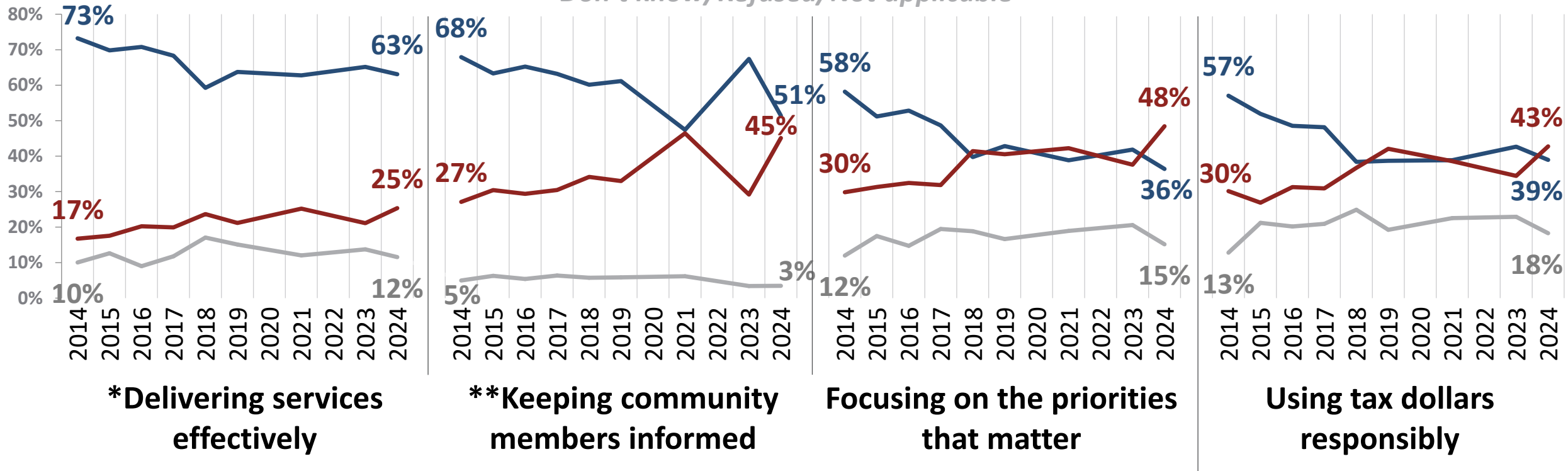


Q6. Please tell me how you think Redmond City government is doing in each of the following areas.
Use a scale of excellent, good, only fair, or poor. ... the job Redmond City government is doing overall

City of Redmond Job Ratings – Trend

After an upswing last year, job ratings have decreased across the board, with the most significant decrease in the job the City is doing keeping community members informed.

Positive: the combined total of “excellent” and “good” ratings
Negative: the combined total of “only fair” and “poor” ratings
Don't know/Refused/Not applicable



*Pre-2021, question text was “...delivering services efficiently” **Updated in 2023 to “keeping community members informed regarding city programs, initiatives, projects, and issues”

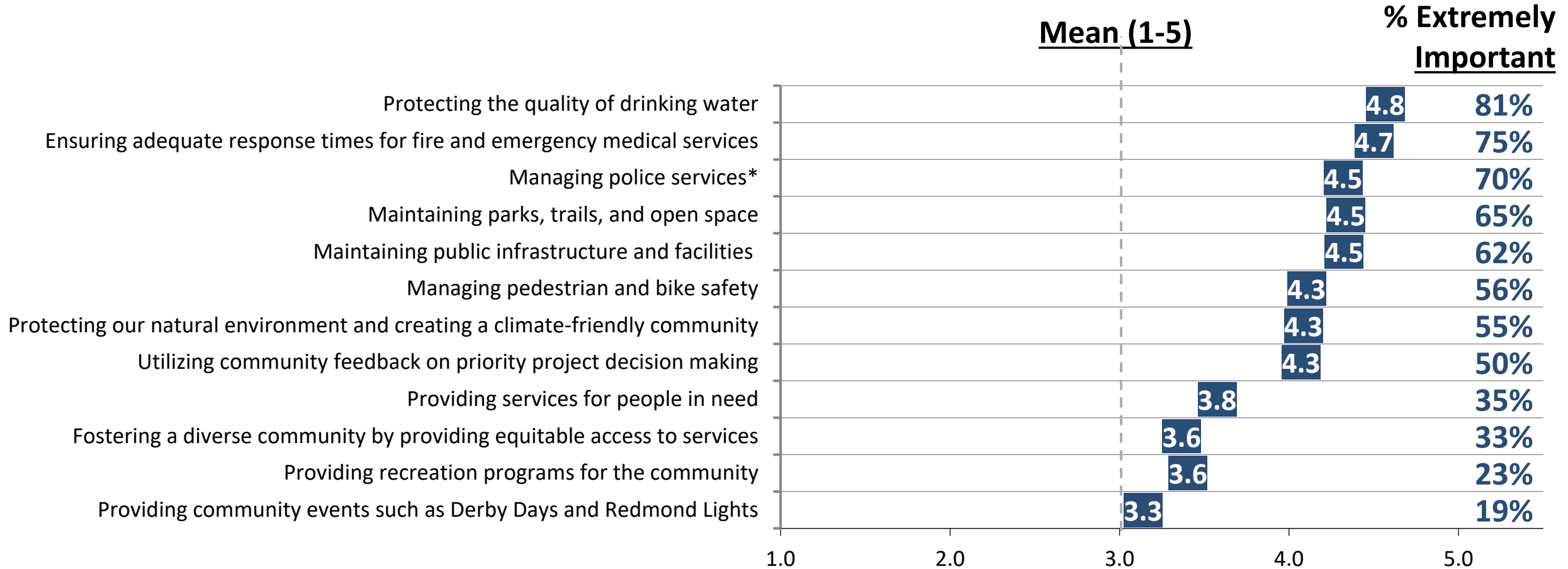
Q6-Q10 Please tell me how you think Redmond City government is doing in each of the following areas. Use a scale of excellent, good, only fair, or poor.



City Services Gap Analysis

City Service/Function Importance Ratings

Protecting drinking water, emergency and police services, and maintaining parks, trails and open spaces are rated highest in importance among Redmond Residents.

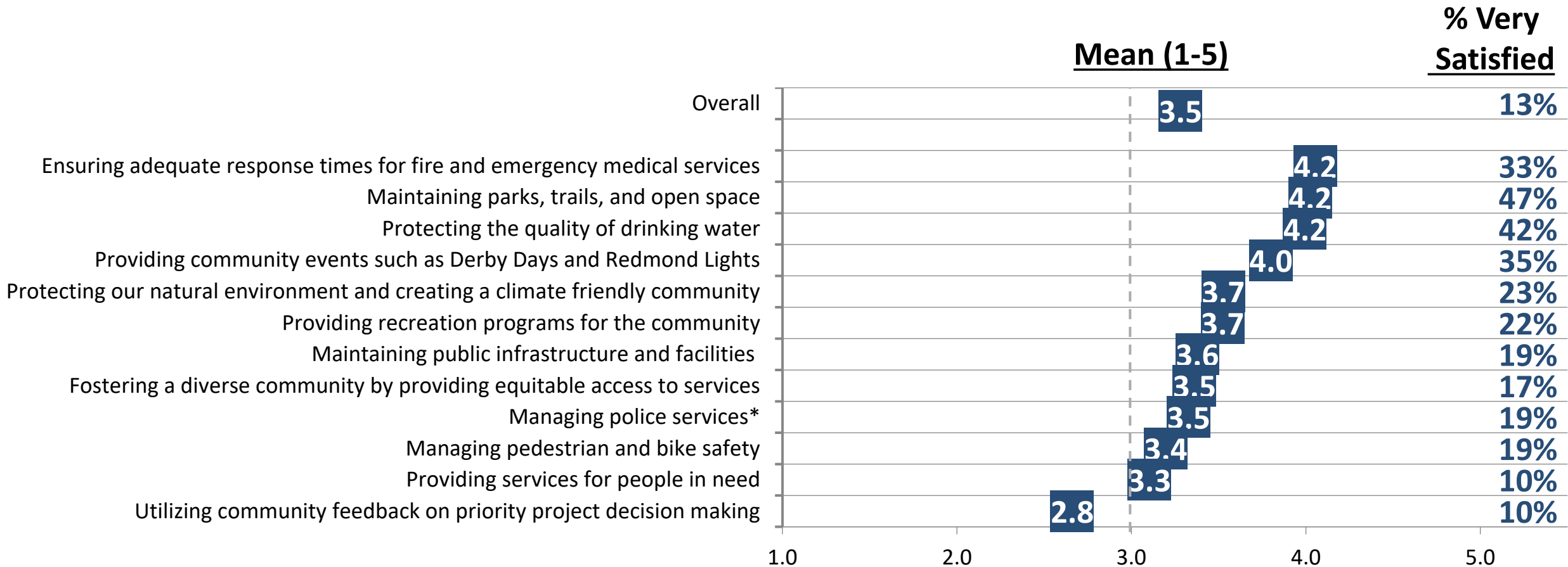


*Full Question text: "Managing police services including response time, preventing crime and protecting community members"

Q27-Q38. Next you will see the same city services and functions. After each, please indicate how important that city service or function is to you and your household.

City Service/Function Performance Ratings

The City's overall performance rating (3.5 over 5) is on par with most services. Performance ratings are higher for fire/EMS, parks/open space, drinking water, providing community events, and protecting our natural environment, and are lower for providing services for pedestrian safety, people in need, and utilizing community feedback in decision making.



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

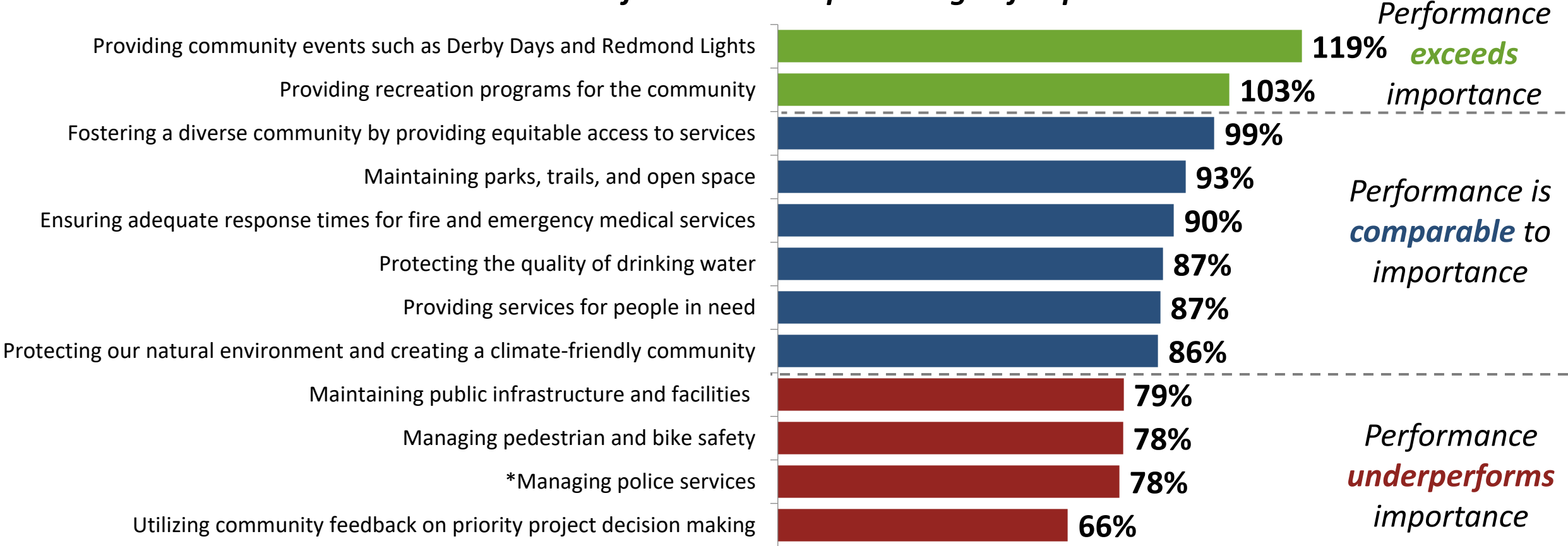
Q14-Q26. Next you will read various city services and functions. After each, please rate how satisfied you are with the City's performance for that specific service or function.

Gap Analysis: Performance as Percentage of Importance



Areas where the City underperforms importance include its use of community feedback, managing police services, pedestrian and bike safety, and maintaining public infrastructure and facilities. Most other services have a performance rating equivalent to their importance, but the City exceeds service importance in providing community events and recreation programs.

Performance as a percentage of importance



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

Gap Analysis - Trend

*The "gap" is a measure of how well the City is doing based on community members' perceived importance. Changes are driven by changes in perceptions of importance and/or performance; **the closer to 100% the gap is, the better**. The most significant change since 2023 is the decline in performance around utilizing community feedback.*

<u>Gap Analysis: Performance as Percentage of Importance</u>	2023	2024	Net Gap Change ('23-'24)
Providing community events such as Derby Days and Redmond Lights	116%	119%	3%
Providing recreation programs for the community	103%	103%	-1%
Fostering a diverse community by providing equitable access to services	100%	99%	-1%
Maintaining parks, trails, and open space	91%	93%	1%
Ensuring adequate response times for fire and emergency medical services	88%	90%	2%
Providing services for people in need	85%	87%	2%
Protecting the quality of drinking water	89%	87%	-2%
Protecting our natural environment and creating a climate-friendly community	86%	86%	0%
Maintaining public infrastructure and facilities	79%	79%	0%
Managing pedestrian and bike safety	80%	78%	-1%
Managing police services*	78%	78%	-1%
Utilizing community feedback on priority project decision making	76%	66%	-10%

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



Public Safety

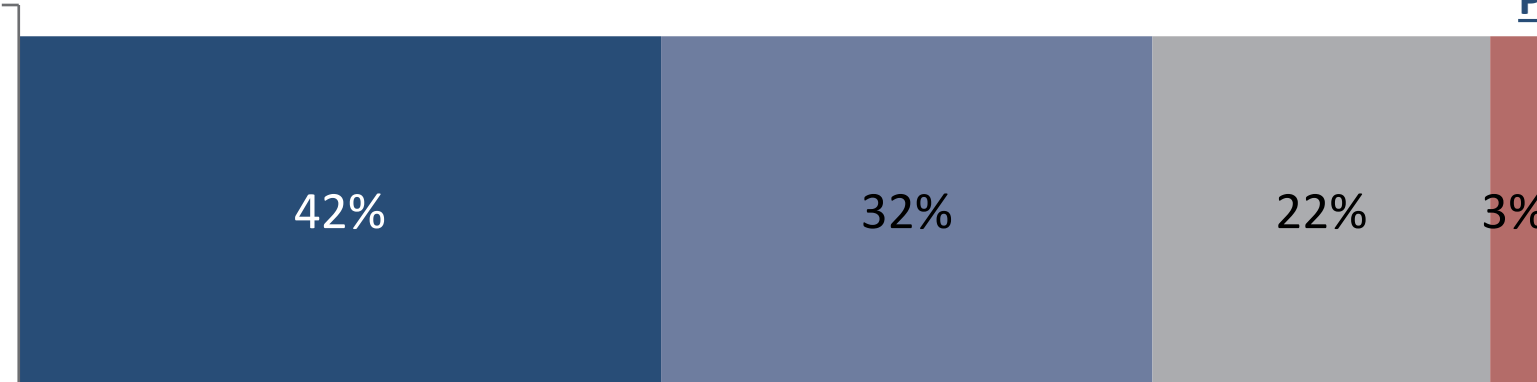
RFD & RPD Job Ratings

Majorities rate the performance of both the RFD and RPD positively, although four-in-ten residents give the RFD an "excellent" rating, indicating a more intense positive perception.

How would you rate...

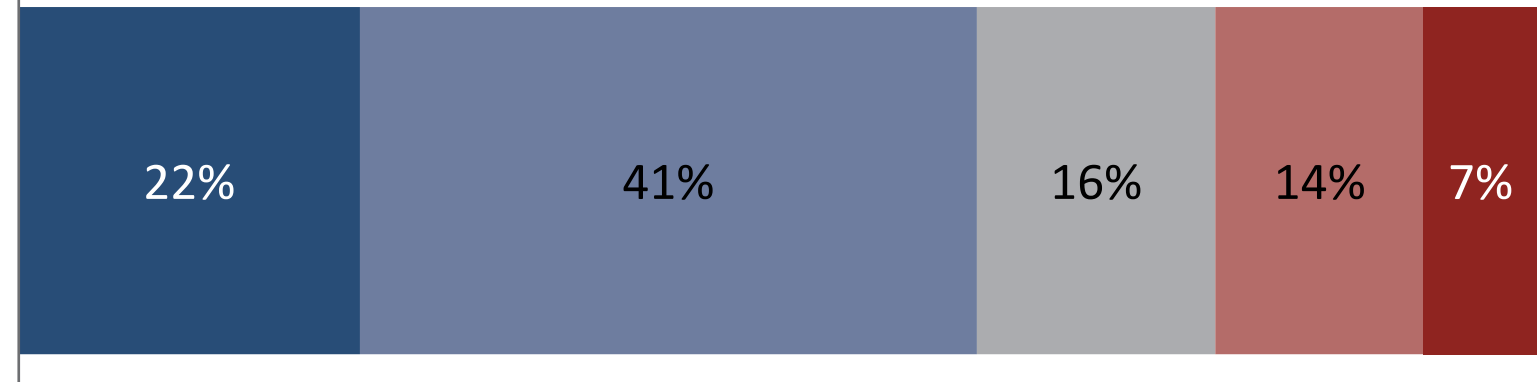
■ Excellent
 ■ Good
 ■ (Don't know)/Not Applicable
 ■ Only fair
 ■ Poor
 Total Pos. **Total Neg.** **Net Pos.**

The job Redmond Fire Department (RFD) is doing overall



75% **3%** **+72**

The job Redmond Police Department (RPD) is doing overall



63% **21%** **+42**

Q11-Q12. 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.

RFD & RPD Job Ratings Over Time

Ratings for both the RFD and RPD have remained mostly consistent. However, “poor” ratings for the RPD have increased slightly since 2022.

How would you rate...

■ Excellent
 ■ Good
 ■ (Don't know)/Not Applicable
 ■ Only fair
 ■ Poor

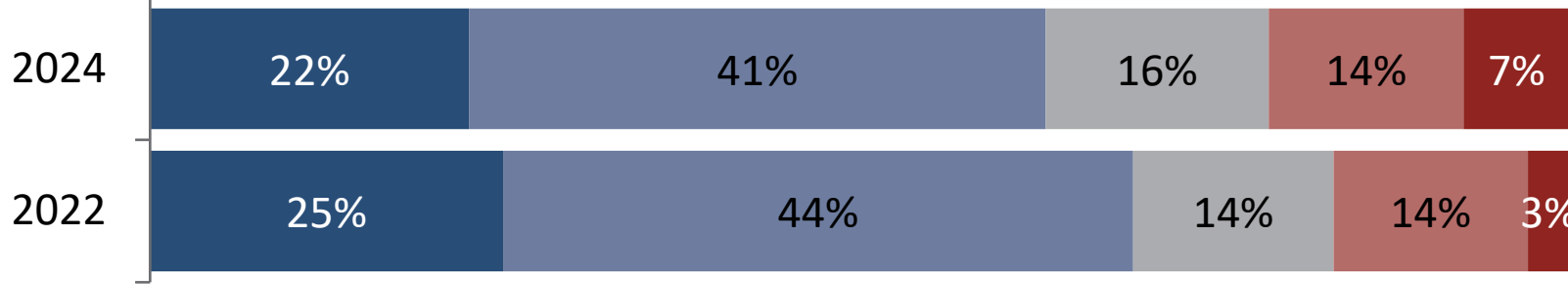
Total Pos. **Total Neg.** **Net Pos.**

The job Redmond Fire Department (RFD) is doing overall



75% **3%** **+72**
78% **6%** **+72**

The job Redmond Police Department (RPD) is doing overall



63% **21%** **+42**
69% **17%** **+53**

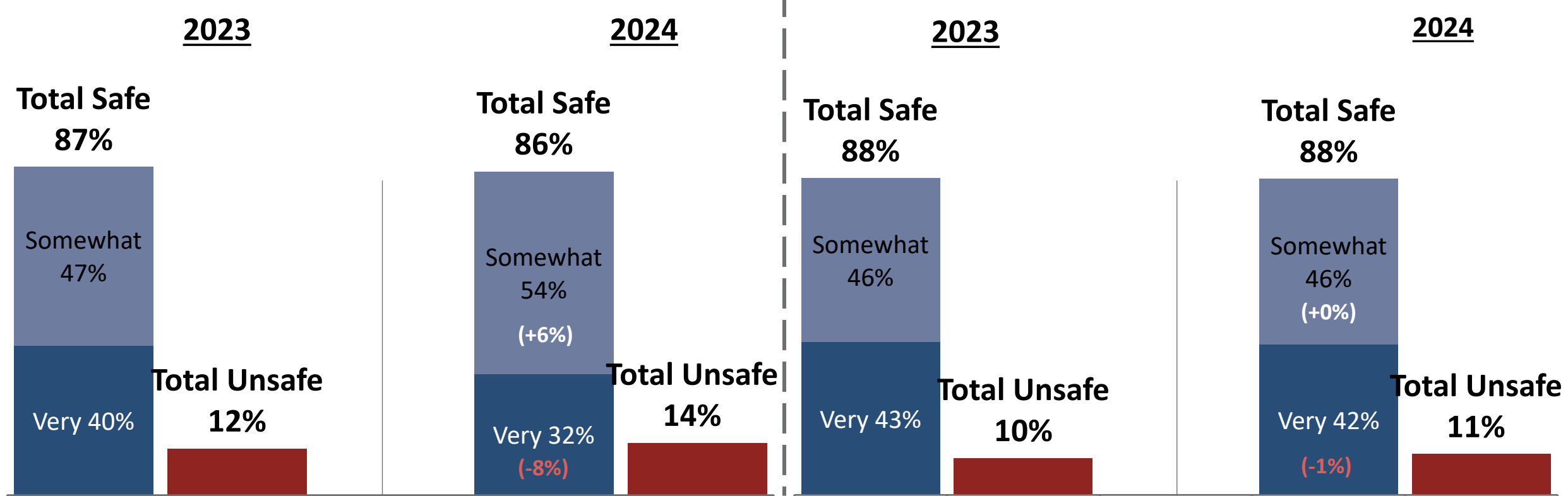
**In 2022, only “don’t know” was offered. “Not applicable” was not a response option.*

Safety in Redmond

Strong majorities feel safe in Redmond and walking alone in their neighborhood. While total safety is consistent with last year, the share of those who feel “very” safe in Redmond has decreased since 2023, with a majority of those who feel less safe moving to “somewhat” safe.

In general, how safe do you feel in Redmond?

And how safe do you feel walking alone in your neighborhood?

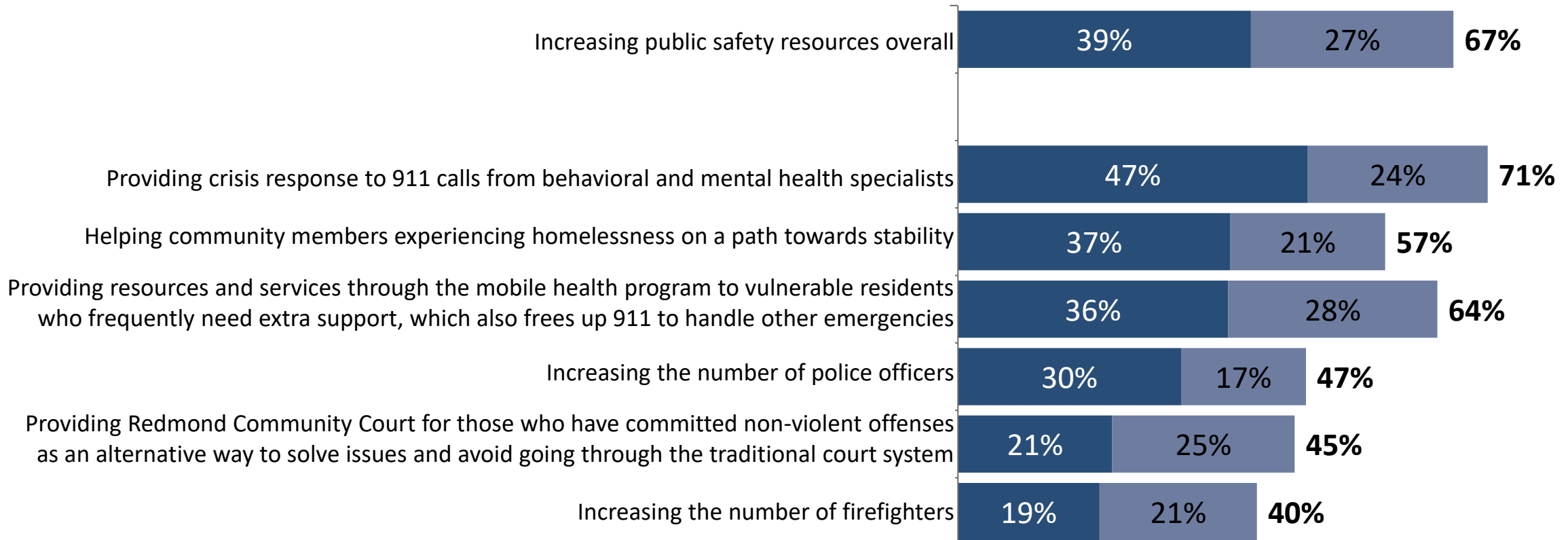


Public Safety Resources & Upgrades

Over two-thirds see it as important to increase public safety resources overall. Top resources include crisis response by behavioral specialists, help for homeless community members, and mobile health services for vulnerable residents.

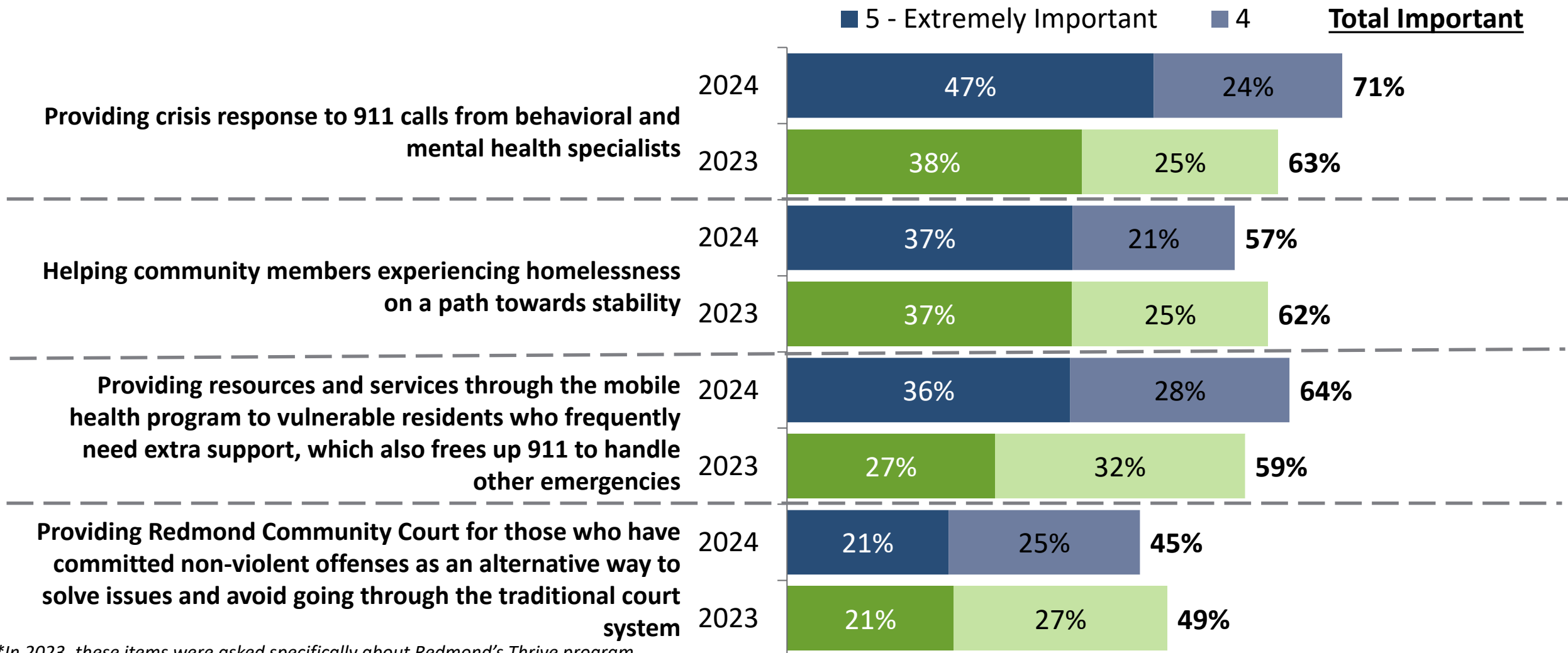
Thinking about public safety resources, please indicate how important each of the following items is to you and your household?

■ 5 - Extremely Important ■ 4 Total Important



Public Safety Resources & Upgrades Tracked

Providing crisis response to 911 calls has increased in both intensity and overall importance compared to last year.



**In 2023, these items were asked specifically about Redmond's Thrive program.
Q41-Q47. Thinking about public safety resources, please indicate how important each of the following items is to you and your household?*

Findings Summary

- ▶ The quality of life in Redmond continues to be perceived positively by most of its residents.
- ▶ Redmond residents continue to give high marks to the City for fulfilling its core responsibilities, including delivering services effectively. However, dips in some job ratings suggest current events may be impacting perceptions of the City.
- ▶ Ratings for most city services and functions have remained consistent with past surveys.
- ▶ Concern around crime has steadily increased and is now the top issue residents would like to see the City focus on over the next couple of years.
- ▶ While most residents feel that Redmond is a safe place to live, some believe improvements could be made to public safety resources. These sentiments are not very intense, but there is a particular need for crisis response to 911 calls involving behavioral specialists.



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March 2022 to November 2022: What Changed?

- ▶ This survey tested recall of the November 2022 vote; when those who refused to answer are included in the “No,” we get a result of 47% Yes and 53% No which mirrors November 2022.

Key Influences from March to November 2022

- ▶ Measure language tested in March 2022 did not include the 5% annual increase on the November ballot.
- ▶ In March 2022 we highlighted the unpredictability of the economy and inflation. Economic concerns rose along with inflation throughout 2022; this clearly did not pair well with the added 5% increase language.
- ▶ There was an active No campaign, with a former Mayor in opposition via editorials and the voter pamphlet, claiming the measure was a large tax increase at an inflationary time, while also insisting the City either had the money or needed to consider other options before asking for a tax increase.
- ▶ The Yes campaign likely reached voters only once with information; not enough to hold support.
- ▶ While the March 2022 poll showed a majority in favor, only 35% strongly supported the measure and 32% leaned in favor; a majority of this group was clearly swayed to vote against it.
- ▶ Our poll did not test on any negatives because it was not a campaign poll; instead, it established the theoretical ceiling for the proposal.

2022 - Reasons to Approve or Reject Measure

Sentiments against the measure largely revolved around high costs and taxes, with nearly a majority offering that as the best reason to vote no. Clearly this message resonated.

Regardless of whether or how you voted, what was the best reason to vote yes to approve this measure?

And regardless of whether or how you voted, what was the best reason to vote no to reject this measure?

Showing top coded responses (Open-ended question, verbatim responses coded categories)	%
Public Safety	14%
General positive	12%
Funding to maintain/improve services	12%
Mental Health/Behavioral Health Specialists	11%
Accountability/Body Cameras	9%

Showing top coded responses (Open-ended question, verbatim responses coded categories)	%
Taxes/Cost too high	46%
Unnecessary/Have enough money	12%
Increased funding for police	8%
Other priorities	4%
Voted Yes/No reason to vote no	2%

