



City of Redmond Community Survey Results

March 2023

DRAFT

Project Purpose and Methodology

- ▶ Project goal is to measure general satisfaction with Redmond City government and residents' priorities for future planning and improvements.
- ▶ Survey conducted January 16 – February 23, 2023 of all Redmond residents
- ▶ The 2023 survey universe is wider than in the past and includes all residents, using a randomized Address-Based Sampling (ABS) approach.
 - This results in some small differences versus the previously conducted voter surveys.
- ▶ A total of 572 interviews were conducted; margin of error ± 4.1 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

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

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.

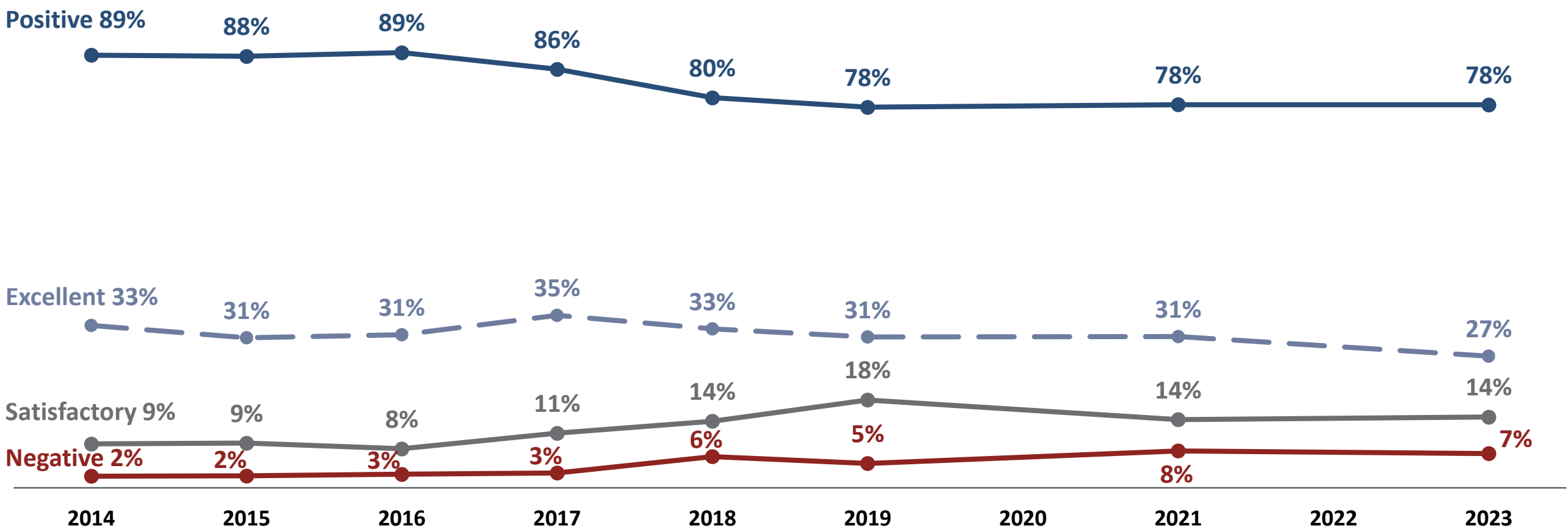


Quality of Life and Priorities

Quality of Life in Redmond – Trend

Quality of life ratings have held steady with the last couple years.

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



Top-of-Mind Concerns Regionally

Compared to other cities in the area, Redmond residents' top-of-mind concerns are comparable to Kirkland in their focus on affordability and addressing growth and overdevelopment. Homelessness and crime are more central concerns in larger cities like Seattle.

Note: Showing Redmond results over 1%

	Kirkland 2022*	Everett 2022	Seattle 2022**	Bellevue 2022**	Redmond 2023
Affordable housing/Cost of living/Taxes	21%	8%	16%	20%	25%
Growth/Overdevelopment/Overpopulation	25%	-	1%	7%	25%
Traffic	7%	-	1%	13%	13%
Infrastructure	4%	-	1%	3%	9%
Crime	8%	29%	28%	16%	7%
Public transportation	2%	-	-	2%	4%
Homelessness	6%	43%	36%	17%	4%
Education/Schools	1%	2%	-	1%	1%

*Asked as "When you think about the way things are going in Kirkland, what, if anything, concerns you?"/

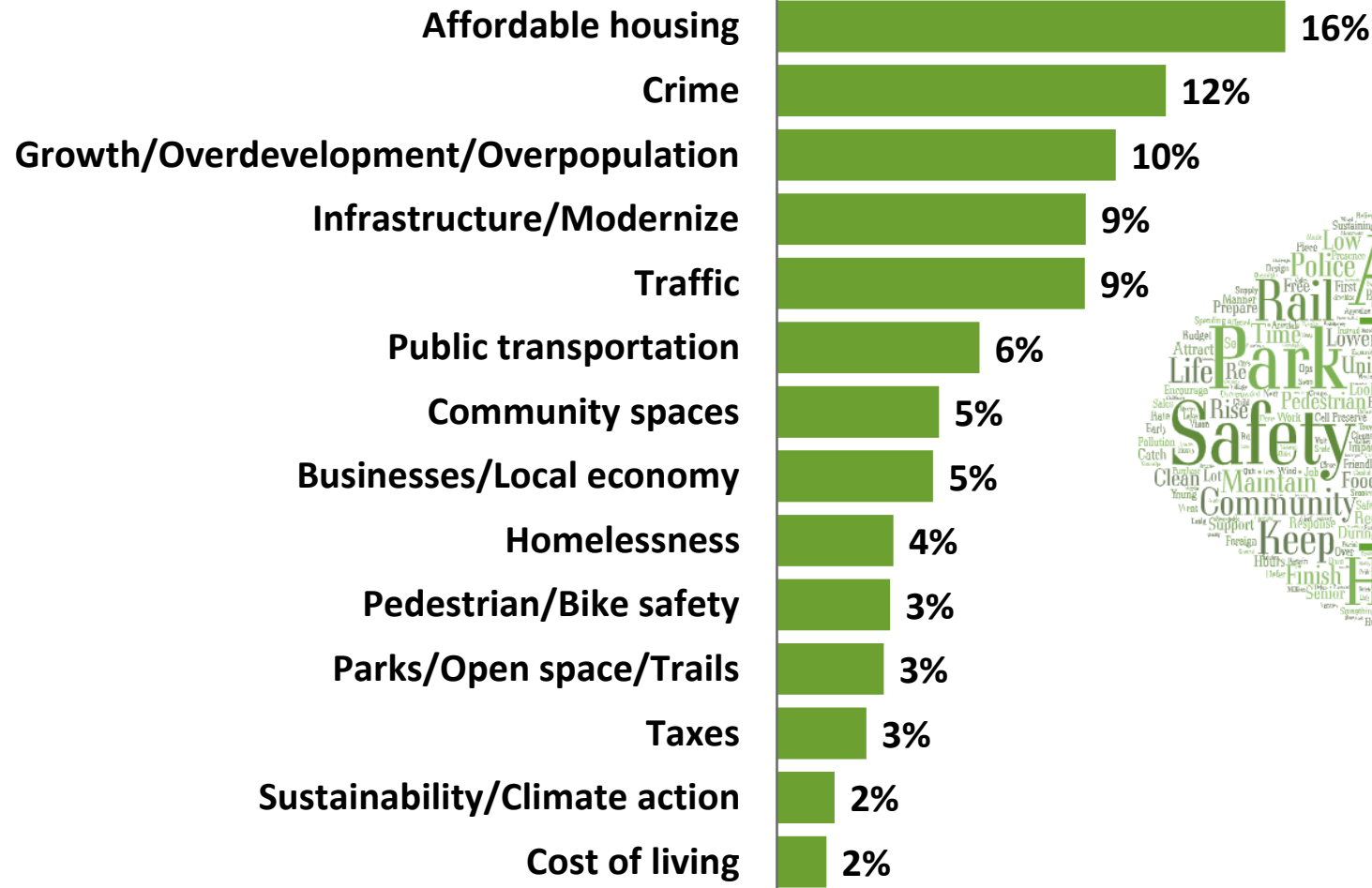
**Asked as "And what are the issues facing [Seattle/Bellevue] that you are most frustrated or concerned about?"

Number One Priority

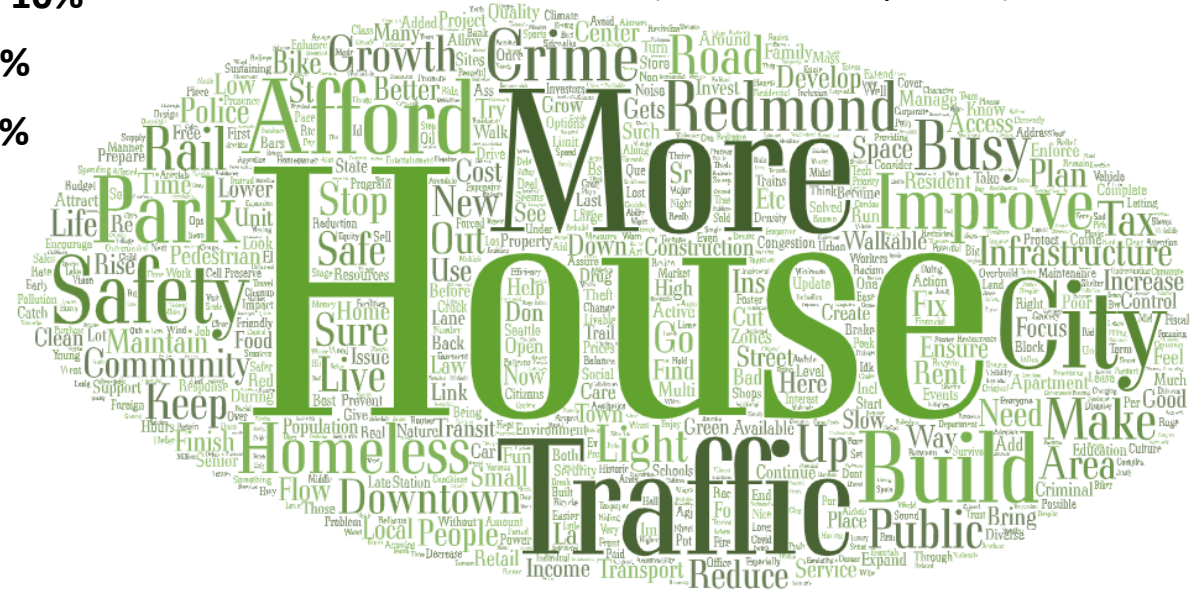
Affordable housing, crime, and growth are the biggest priorities, but a range of topics draw some mention.

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)



(Verbatim responses)



City of Redmond's Current Priorities

Nearly nine-in-ten residents in Redmond agree with the four guiding statements as top priorities for the City.

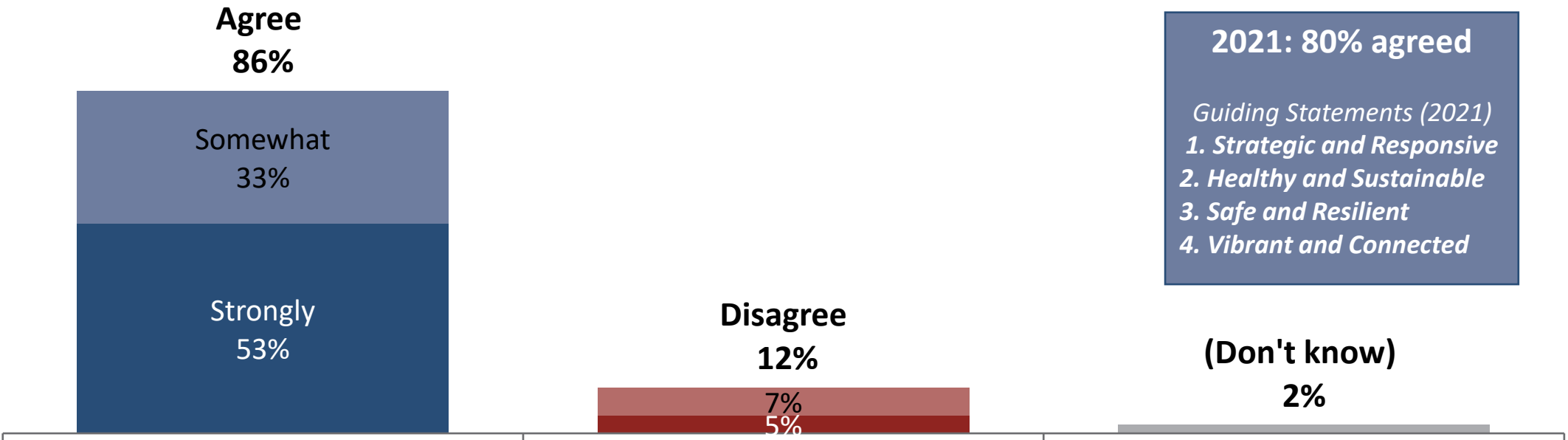
The City of Redmond uses four guiding priority statements when determining how your tax dollars should be spent. These statements say that the programs, initiatives, and priorities the City will fund should be:

- (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

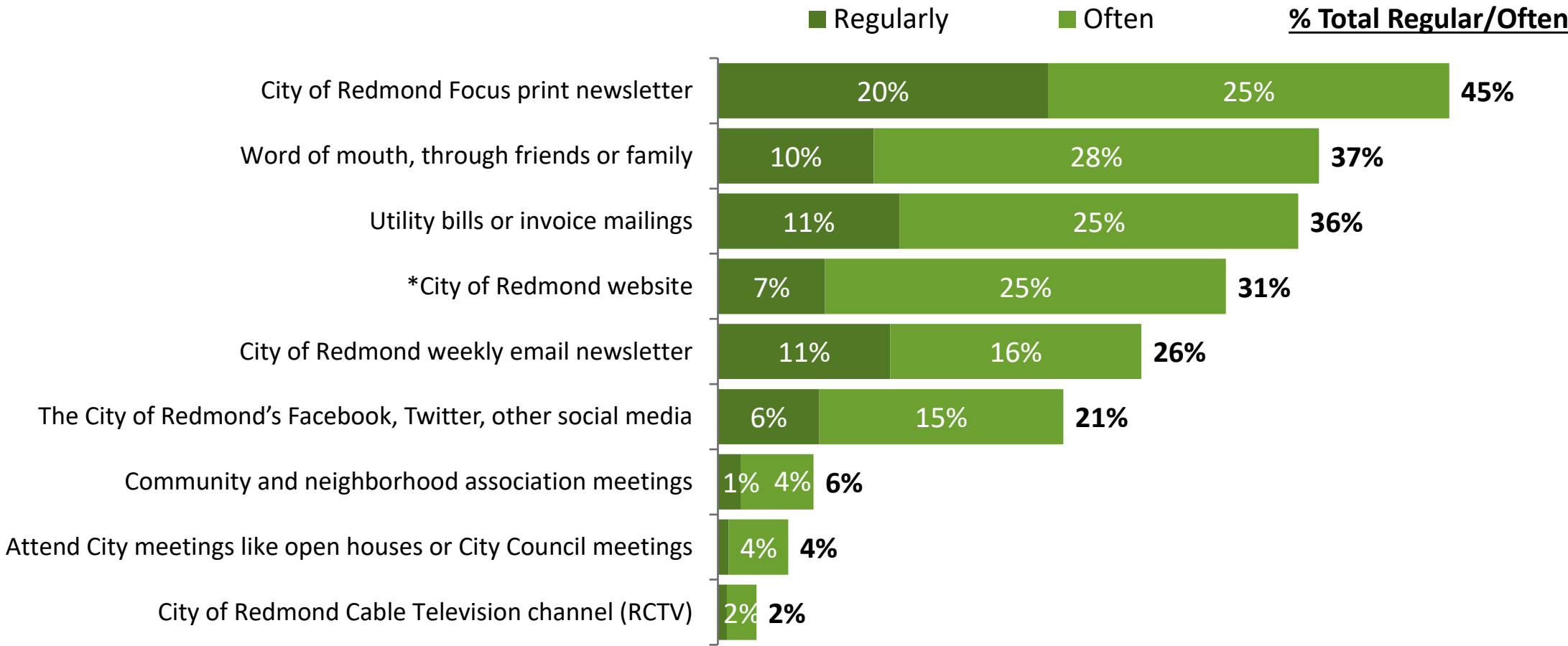
(3) Safe and Resilient - We value a thriving community where all people feel safe

(4) Vibrant and Connected - We value a well-planned and supported community that provides a sense of place



Information Sources

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



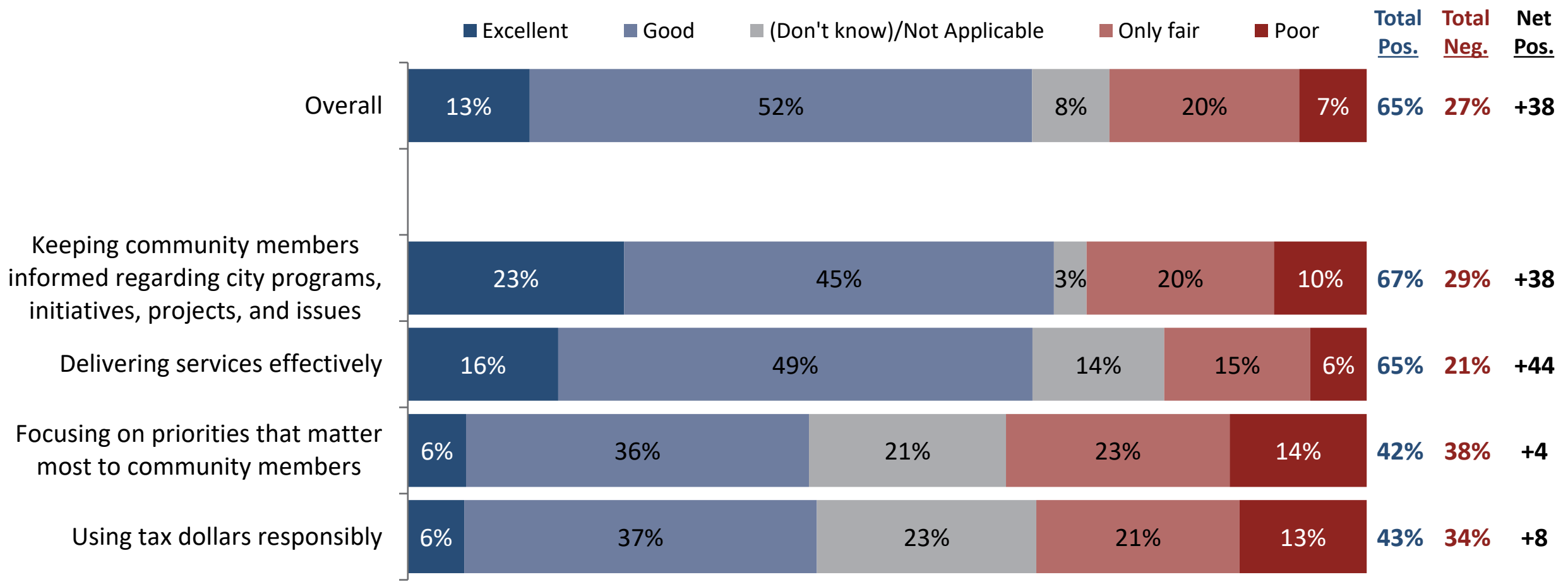
*Full Question text: “City of Redmond website – www.redmond.gov and/or www.LetsConnectRedmond.com”



City Ratings and Priorities

City of Redmond Job Ratings

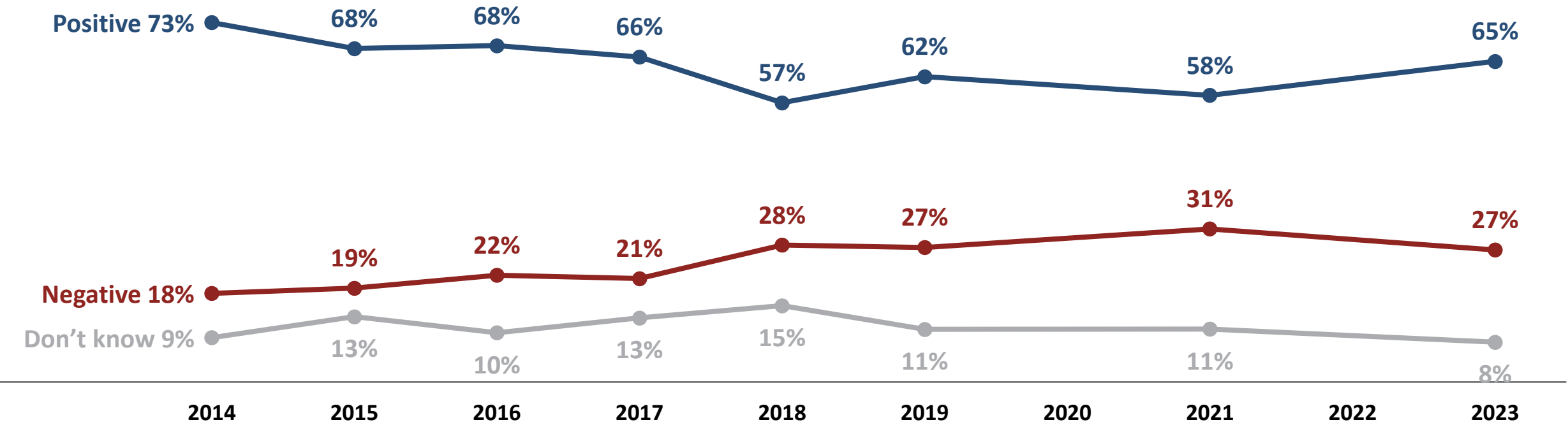
Half of residents rate the job the City of Redmond is doing overall, keeping community members informed, and delivering services as “excellent” or “good.” “Keeping community members informed” and “delivering services effectively” receive the highest marks, overall.



City of Redmond Overall Job Rating – Trend

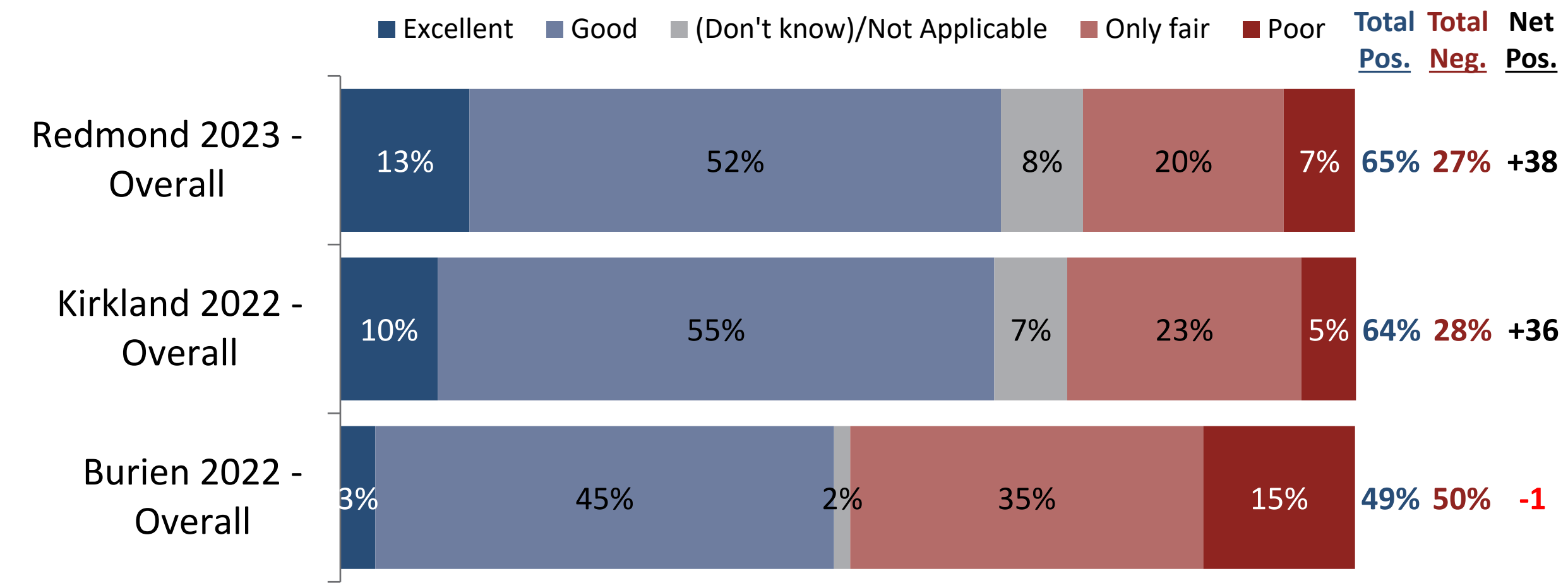
Residents’ overall job ratings for the City have rebounded slightly in 2023, while intensity remains comparatively minimal, both positively (“Excellent” ratings) and critically (“Poor” ratings).

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



City of Redmond Job Ratings Compared

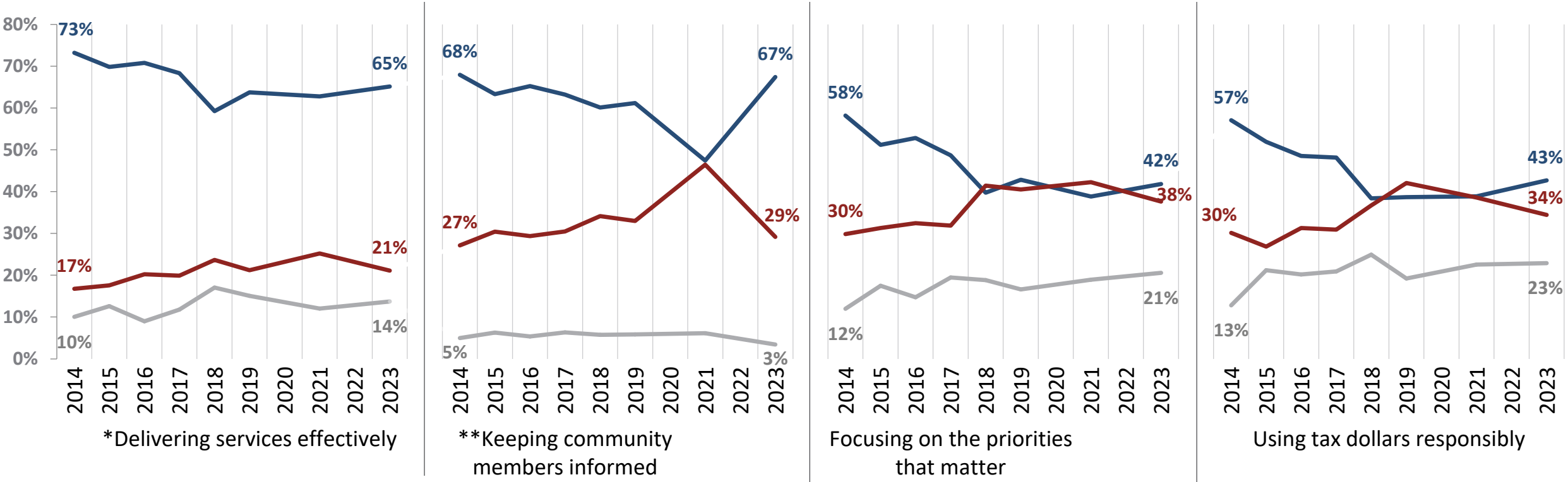
The City receives a comparable job rating as Kirkland. Burien residents are far more critical of the job the City of Burien is doing overall.



City of Redmond Job Ratings – Trend

Compared to previous years, the City’s Job ratings are at least slightly higher for each category tested.

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



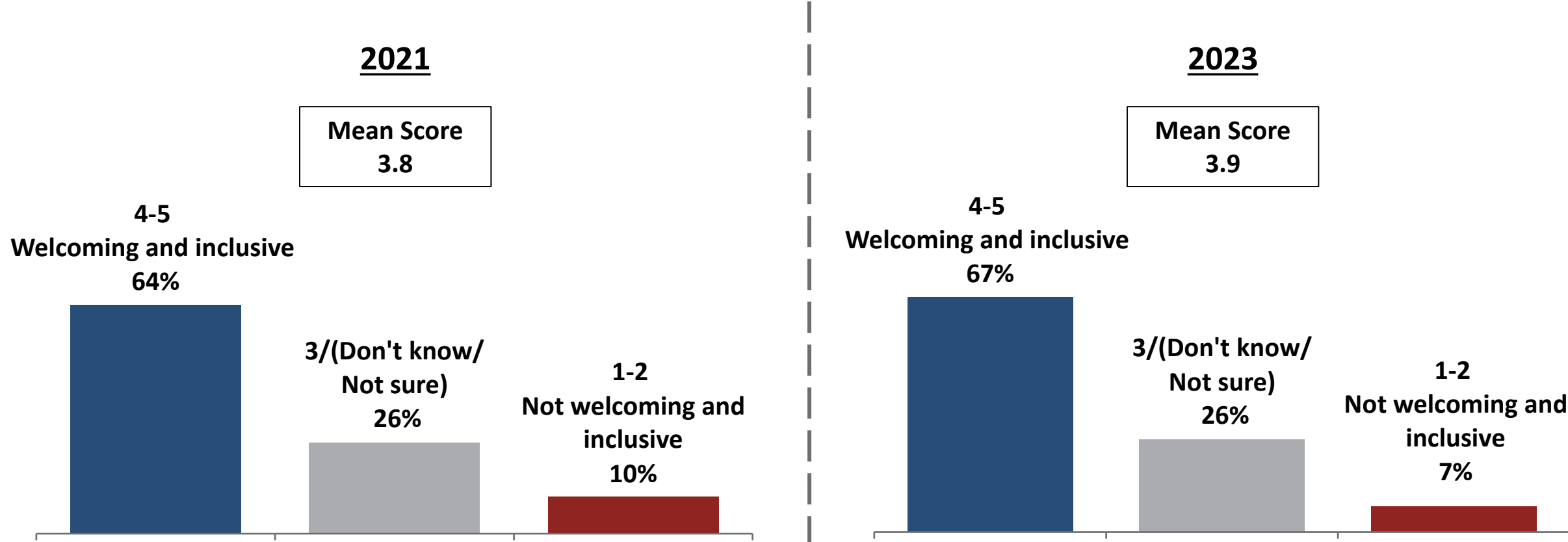
*Pre-2021, question text was “...delivering services efficiently” **Updated in 2023 to “keeping community members informed regarding city programs, initiatives, projects, and issues”

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.

Sense of Welcoming and Inclusiveness

Two-thirds of Redmond residents rate the community of as welcoming and inclusive, a measure that is consistent with 2021.

On a scale of 1 to 5, where 1 is not at all welcoming and inclusive and 5 is very welcoming and inclusive, how would you rate your overall sense of feeling in the Redmond community?





City Services Gap Analysis

City Service/Function Importance Ratings

Protecting the quality of drinking water, emergency and police services, and maintaining public infrastructure are most important to community members. The range of “extremely important” is very wide.

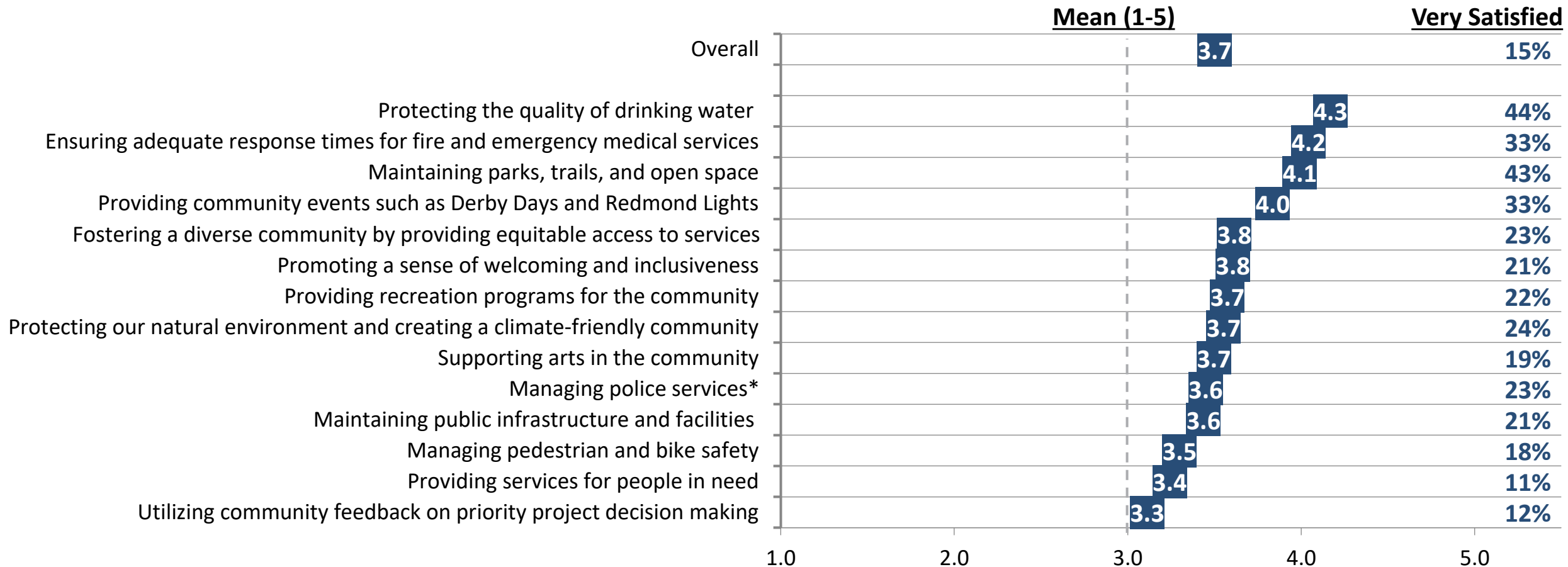


*Full Question text: “Managing police services including response time, preventing crime and protecting community members”

Q28-Q41. 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 (3.7 over 5) is on par with most services. Performance ratings are higher for drinking water, fire/EMS, parks/open space, providing community events, and promoting welcoming and inclusiveness and slightly 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"

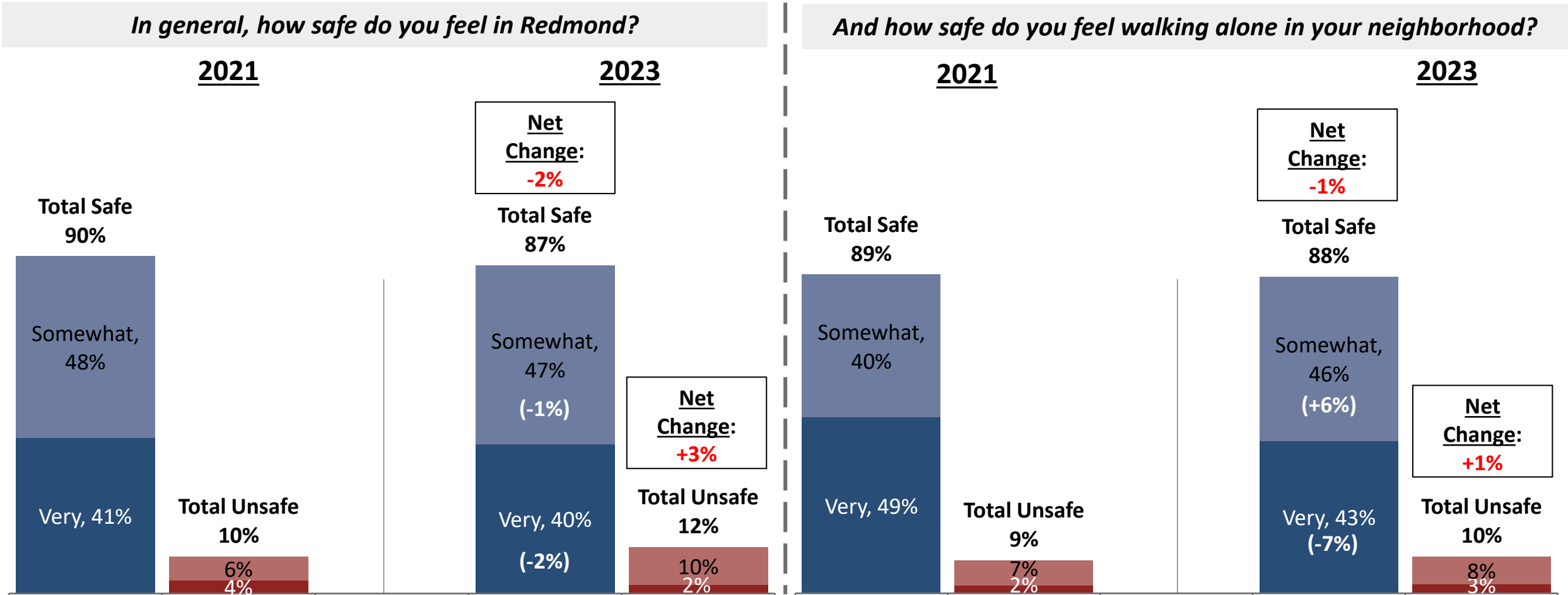
Q13-Q27. Tell me how satisfied you are with the City's performance for that specific service or function. Use a scale of 1 to 5, where 1 means you are very dissatisfied and 5 means you are very satisfied with that city function or service.



Public Safety & Thrive Program

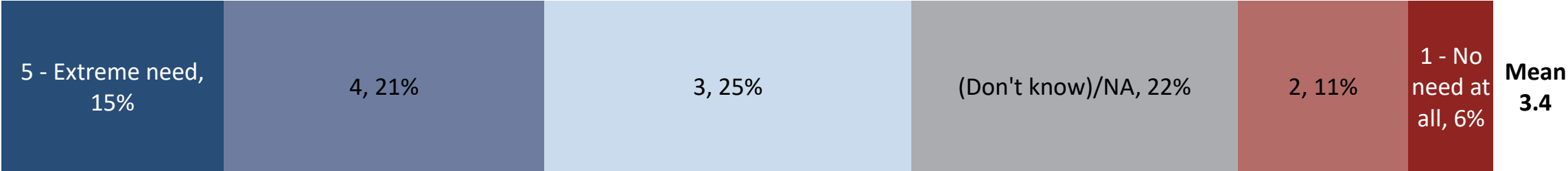
Safety in Redmond

Consistent with 2021, most residents feel safe in Redmond and while walking alone in their neighborhood. However, there has been a slight drop in the percentage of residents who report feeling “very safe” and an increase in those who feel “somewhat” safe.

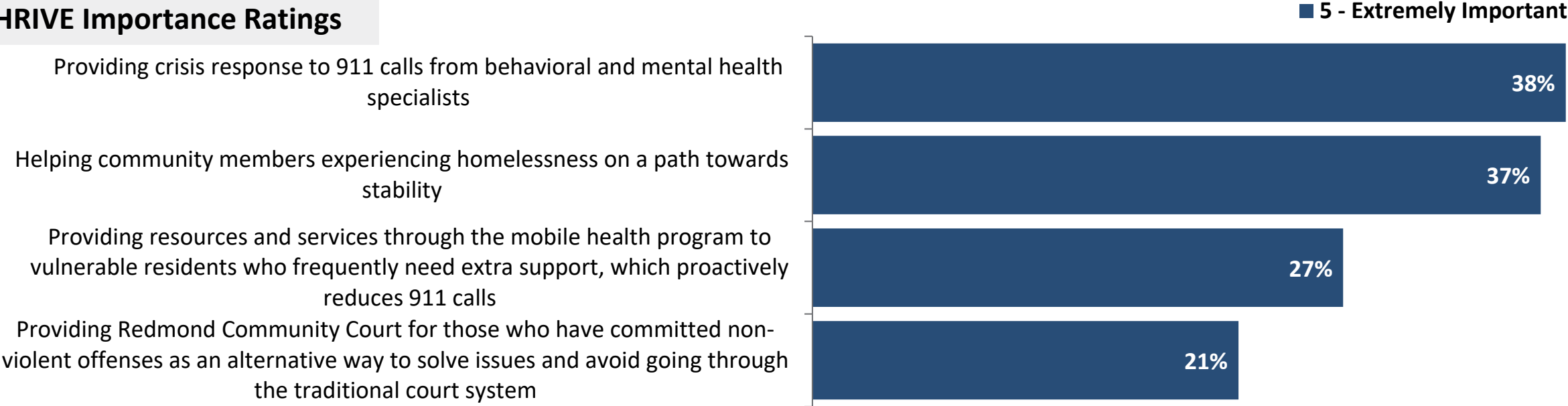


Public Safety Resources & Upgrades

Thinking about public safety resources, including police officers, firefighters, behavioral health specialists who can respond to 911 calls, and upgraded emergency response equipment and technology... On a scale of 1 to 5, where 1 is no need at all and 5 is an extreme need, where would you place the City of Redmond on the need for more of all of those resources?



THRIVE Importance Ratings

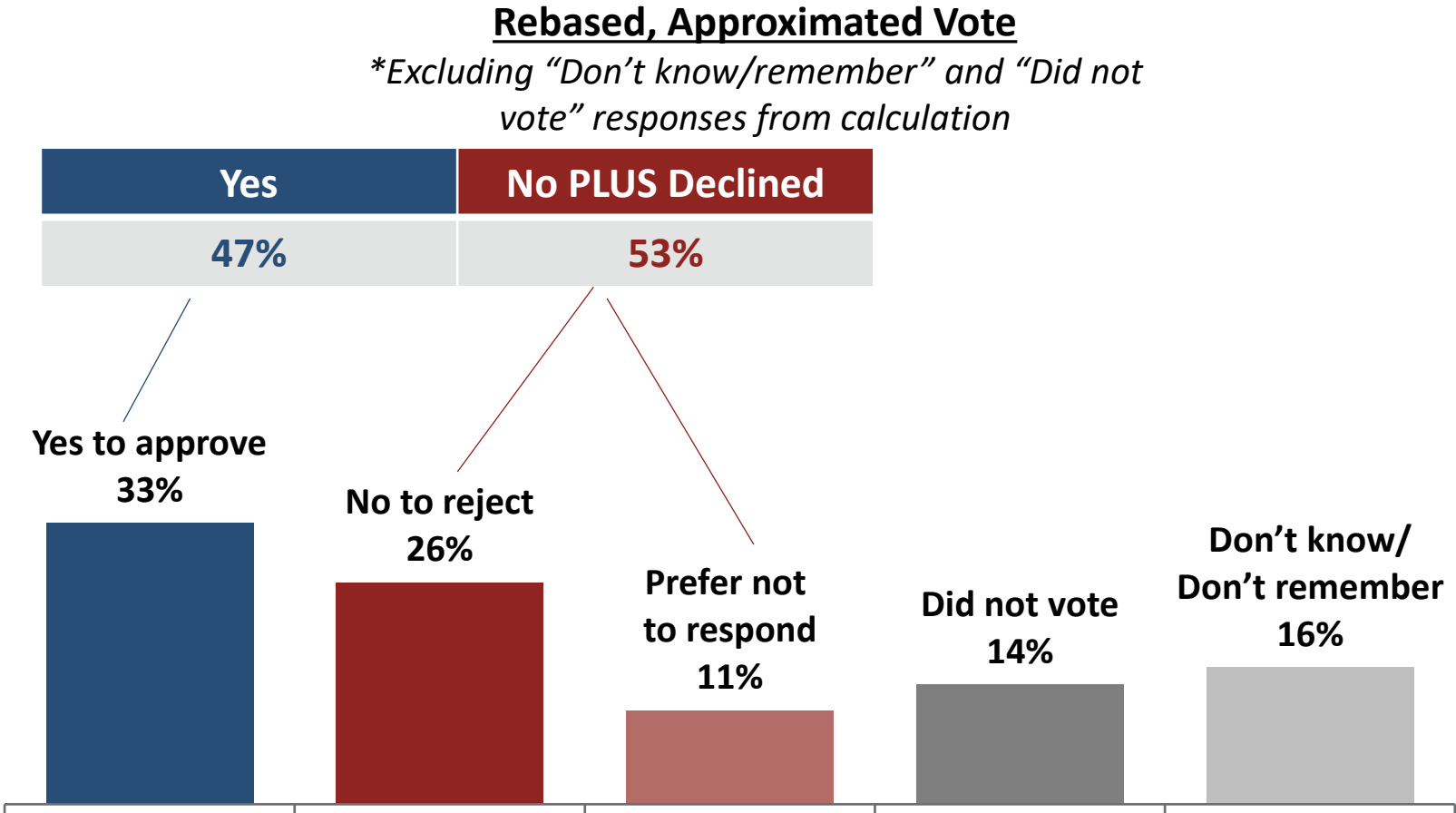


Prop No. 1 Public Safety Levy

A plurality of residents either voted against or declined to indicate how they voted for the public safety levy. About 3-in-10 either did not vote or don't know/remember either way. Note that this survey was among a broader resident audience and does not directly reflect a particular electorate.

Last November, there was a measure on the ballot in Redmond related to public safety. That public safety measure read as follows:

To fund a comprehensive public safety system, behavioral health and crisis response professionals, and a body/in-car camera program, this proposition increases Redmond's regular property tax levy \$0.366/\$1,000, for a total rate of \$1.36/\$1,000 of assessed valuation for collection in 2023; sets the limit factor for Redmond's total regular property tax levy for 2024-2028 to 100% plus an annual increase of 5% for six years; and uses the 2028 levy amount to calculate subsequent levy limits.



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 and two councilmembers 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.

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

[illegible]

Findings Summary

- ▶ Perceptions of Redmond's quality of life are consistent and positive, and residents consider the city to be a welcoming, inclusive and safe community.
- ▶ Redmond residents continue to give the City high marks for the job it does on its core responsibilities, with some average but positive ratings on measures like using tax dollars responsibly and focusing on priorities that matter.
- ▶ Ratings for most City services and functions have remained consistent with past surveys, with some exceptions.
- ▶ Most residents see at least some need for upgraded public safety resources and support the specific components of the Thrive program, albeit with low intensity behind those sentiments, likely due to the fact that the vast majority of Redmond residents see the City as safe.
- ▶ There were a series of reasons the 2022 Public Safety measure failed; chief among them are likely inflation and the active No campaign, which are reflected in the main reason people gave to oppose the measure (Taxes/Cost Too High).



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Appendix