

Attachment A: Community Involvement Summary | 2020 Overview

In December of 2020, Planning staff reviewed the community involvement that had occurred to-date to review and learn where to add additional focus or make changes. This memo summarizes what staff learned from 2020 engagement activities and how staff have responded to what we learned. Staff will repeat the review and analysis quarterly.

2020 Community Involvement Opportunities

The Redmond 2050 project kicked-off officially in October 2020 after the Council adopted the Scope and Community Involvement Plan at its October 6th meeting. The Virtual Lobby and the alternative lobby went live the next week, and several engagement efforts were conducted that fall.

Due to limitations from COVID that impacted our ability to have in-person events, the outreach relied heavily on social media, with press releases, email, and connecting with partner organizations to supplement. Participation started gradually, but quickly picked up after the election. By the end of the year, the email subscription list for Redmond 2050 was 500 subscribers. There were over 2000 visits made to the Redmond 2050 web site, 2500 visits to the virtual lobby, and over 1200 visits to the Let's Connect Redmond 2050 page.

2020 involvement opportunities included:

- November 18th Community Workshop over 60 attendees
- Gains & Pains Round One & Round Two questionnaires 175 responses
- Favorite Places mapping tool 15 entries
- TMP Round one questionnaire 108 responses
- TMP project idea mapping tool 107 ideas submitted
- SEPA Scoping Questionnaire 90 responses

Summaries have been posted online at www.Redmond.gov/1495/Engagement-Summaries. This memo will not re-state the summary input for these activities, but instead focuses on staff's analysis of participants and what we have done in response to this first round of adaptive management review of our participation activities to-date.

Participant Overview

Where demographic information was collected, staff analyzed the information to determine who was participating and who was not and used that information to design opportunities and make additional community connections for 2021. Not all events and activities collected this information, so staff have reviewed for major trends and areas that need additional focus and potentially specialized outreach. ¹

¹ The TMP questionnaire and the mapping tools did not collect demographic information. The November workshop had some technical challenges and user unfamiliarity with Zoom led to only half of participants responding to the pop-up demographics tool. In all activities there were some participants who chose not to provide demographic information. Demographic information was simplified for the live workshop and therefore is not directly comparable to the questionnaires (where consistent questions were utilized).

Please note that due to the variability in the data collection, and that responses were voluntary and not always provided, statements in this memo should be considered generalizations for information and learning purposes only.

Participant Demographics

Gender

Participation in early events was more prevalent for females than males (typically in the 60% range), though there was some variation by topic and the community workshop participation was majority male (56%). Participation by transgender/other or those that prefer not to answer has varied from three to nine percent.

Age

The age cohorts most active in the Redmond 2050 project have been Millennials and Generation X, with the exception that the live event attendance was Generation X and late Baby Boomers. Millennials have been consistently in the 30 to 40 percent of total responses to questionnaires, with Gen X participation in the 40 to 50 percent range. Generation Z is almost absent from the conversation so far, though events in 2021 have seen an up-tick in those numbers.

Live events have an older age profile while activities available over time capture a broader age profile.

Race/Ethnicity

Responses to online activity has been inclusive, but not yet to the levels that meet our participation goals. While the citywide demographics show a community that is 56% white/Caucasian, the participation has been 53 to 68 percent white/Caucasian. The African American/Black, Arab, and Multi-racial groups are closely matching our community profile but the Asian American/Pacific Islander and Latinx groups are under-represented in online activities to date, with our Latinx participation fairly consistently at three to four percent (verses seven percent citywide) and Asian American/Pacific Islander typically around 15 percent (verses 35 percent citywide).

Other Analytics Evaluated

Staff have also reviewed traffic and engagement rates to evaluate the effectiveness of different delivery methods. Based on this review we shifted from general awareness messaging to specific calls to action. We have seen an increase in action taken on messaging that is very pointed and leads directly to a questionnaire or other input method over messaging that directs people to the Virtual Lobby or web site as a general resource.

Our Redmond 2050 newsletter analytics show a steady increase in subscribers (over 600). We are looking at ways to increase the subscriptions for our newsletter, but we have been reviewing open and action rates for each newsletter sent and have been making some adjustments based on that review.

- We have adjusted subject lines in our newsletter to see what type of subject line has the best open rates.
- We have shifted links to be directly into questionnaires instead of to the web site or lobby (similar to our social media shift).

- We have resent newsletters with critical deadline information to individuals who did not open the last newsletter, to help capture their attention before an opportunity closes.

Staff will continue to evaluate the effectiveness of each of our outreach methods and make adjustments where needed throughout the project to ensure that we reach as many people as possible.

Steps to broaden participation

- Staff tested Facebook ads to target groups that have had lower response rates. The ads did generate responses, so we will continue to utilize them to broaden our reach. Staff will continue to use targeted social media ads to ensure broader awareness of opportunities and capture broader demographic group participation in activities. We will be evaluating the potential for ads in ethnic news sources.
- Staff convened focus groups² with businesses and representatives of our Black, Indigenous, People of Color (BIPOC) community to ensure that we are capturing voices that are not generally heard in planning projects and that have been under-represented in other activities we've conducted.
- Staff have built additional relationships within our community to help spread awareness of the project to those that are not typically tuned into City media outreach (commuters, BIPOC, etc.).
- Staff have erected additional lawn signs and will be putting up posters in additional areas to capture the attention of people where they are.
- Staff are reaching out to property managers to connect more with renters.
- Staff are assembling stakeholder groups that will be held throughout 2021.

² Staff did not ask focus group participants to complete a demographic survey, but the invitations were sent to business, social organizations, and service providers that primarily serve or represent our BIPOC community members. This greatly increased our participation from those groups but will be difficult to represent in our demographic overview since staff do not have direct responses to demographic questions for each participant.