

Neighborhood Services Survey

Redwood City conducts a biennial public opinion research survey to better understand the needs of the community and the extent to which the City is meeting those needs. This is the third survey conducted over the past six years and the information is used to develop objectives for budget purposes as well as on-going continuous improvement plans. As you will see in this budget document, many departments have set objectives as appropriate based on the results of the survey. In most cases, the objectives are geared towards improving ratings or maintaining levels of services where there is a good or excellent rating. An executive summary of the survey follows and it may also be found on the City's website at <http://www.redwoodcity.org/manager/initiatives/index.html>. In particular, there are three items of notable interest:

Neighborhood Focus Incorporated in Data Collection Methodology

One primary change in this year's data collection will allow for more meaningful analysis. Instead of categorizing the data by zip code, the detail of the information is presented by neighborhood. You will note that certain responses vary significantly by neighborhood. In fact, seven of the measures show more than a 25 point difference in the responses between various neighborhoods. Following the Executive Summary are tables showing a summary of responses over the years, as well as this year's responses by neighborhood. This level of detail will help departments target their activities for a more efficient delivery of services.

Parks, Recreations, and Community Services Department Receives In-depth Study

Each time the survey is conducted, the services of one department are explored in depth. The Parks, Recreation, and Community Services department was the focus in the most recent survey. The department's priorities are particularly shaped by the detailed information provided in the survey.

Housing Tops List of Most Important Issues

Housing has become the most important issue for Redwood City residents. In response to an open-ended question about the most important issue facing Redwood City, 15% of the respondents answered "Creating affordable housing." No other issue has ever received such a high percentage in any other year.

The issue experiencing the largest decline is traffic. The percentage of people who believe that traffic is the most significant issue facing the City dropped by 50% from 12% in 2001 to 6% in 2003.

This page left blank intentionally