



GODBE RESEARCH
Gain Insight



Redwood City

2010 City Satisfaction Survey

January 2011

- Data Collection Telephone Interviewing
- Universe 55,930 adult residents of Redwood City
- Fielding Dates November 17 through 23, 2010
- Interview Length 18 minutes
- Interview Languages English and Spanish
- Sample Size 400
- Margin of Error $\pm 4.9\%$

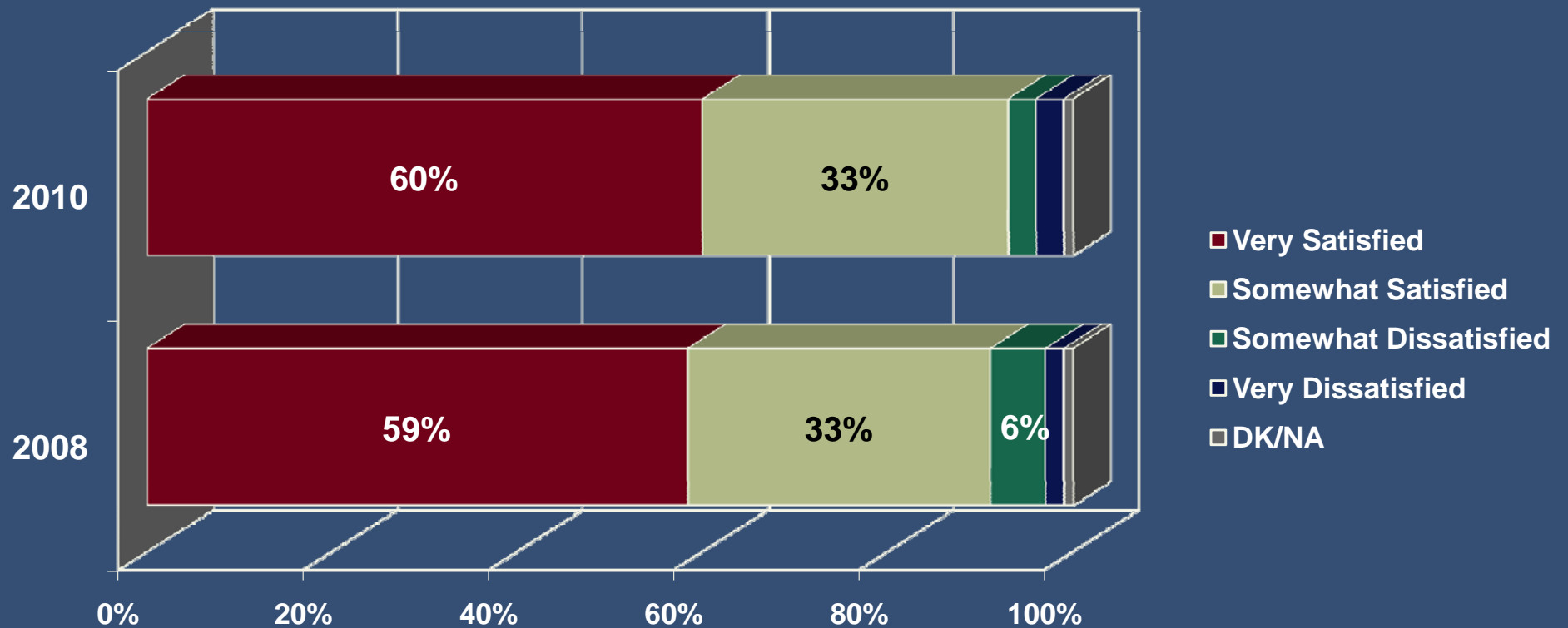


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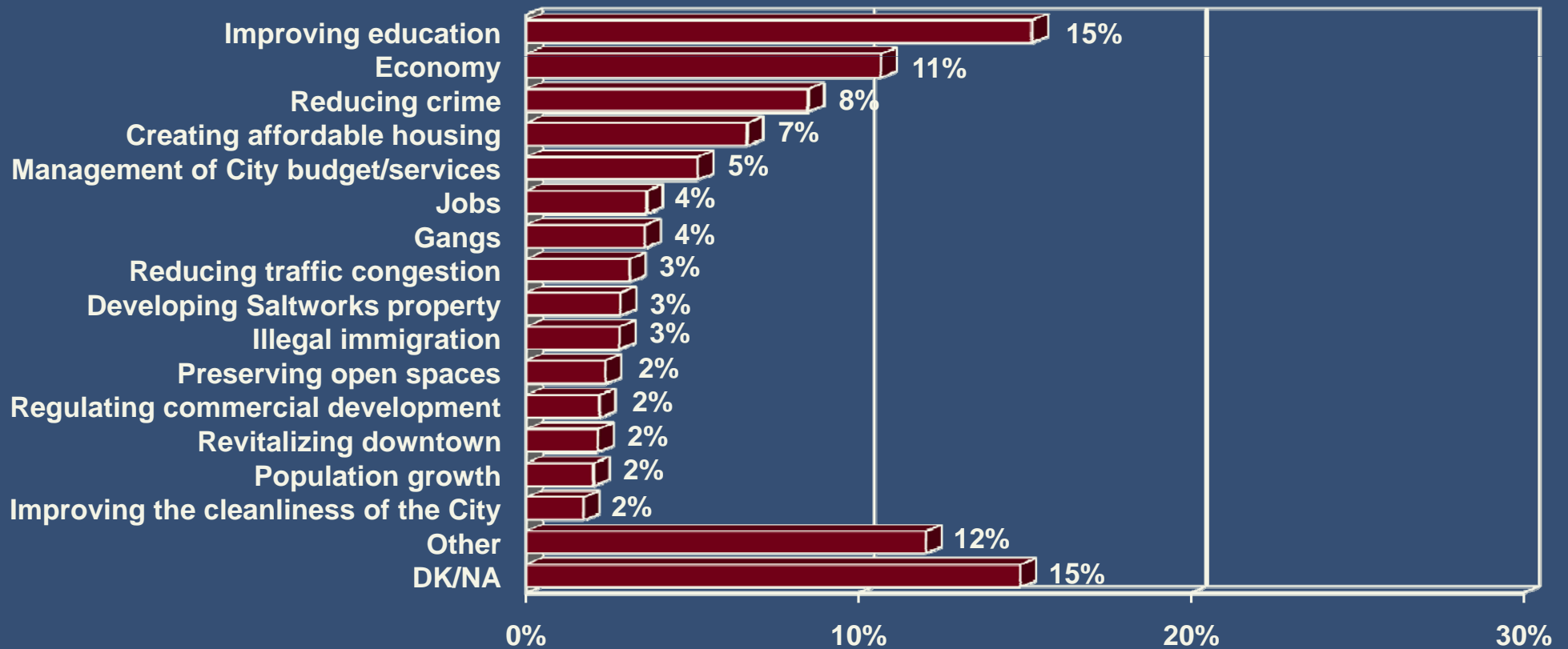


Quality of Life and Sense of Community

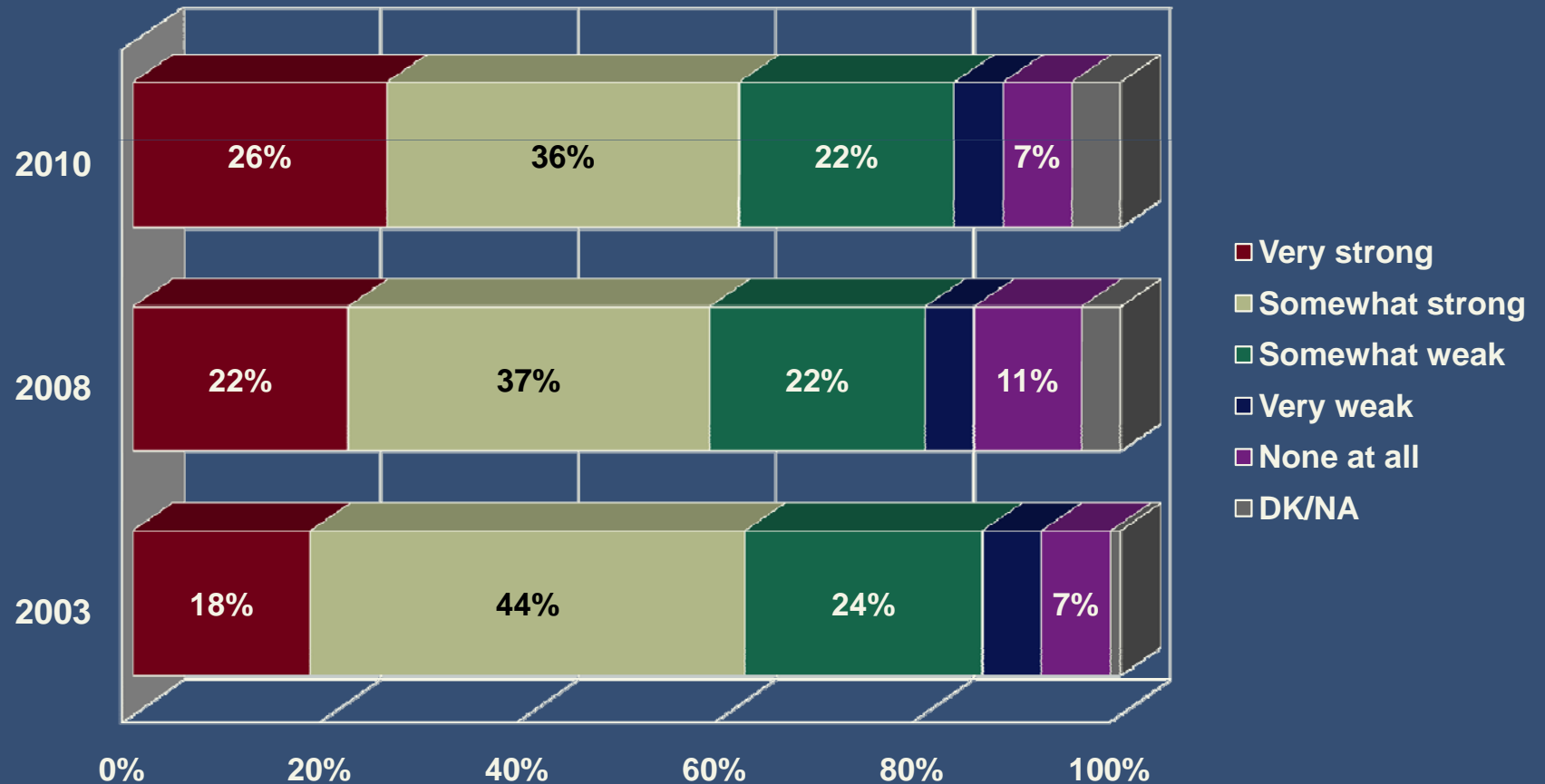
Satisfaction with Quality of Life



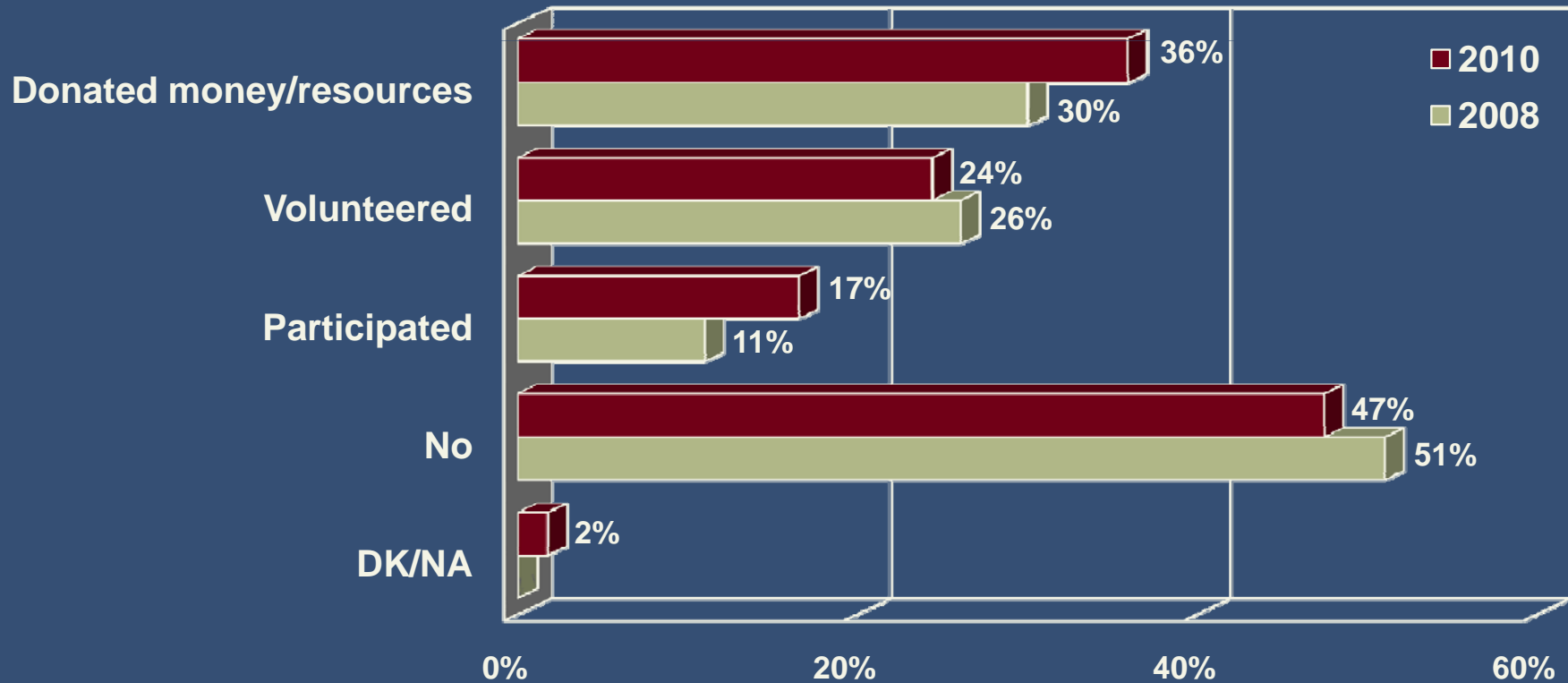
Important Issues Facing Redwood City



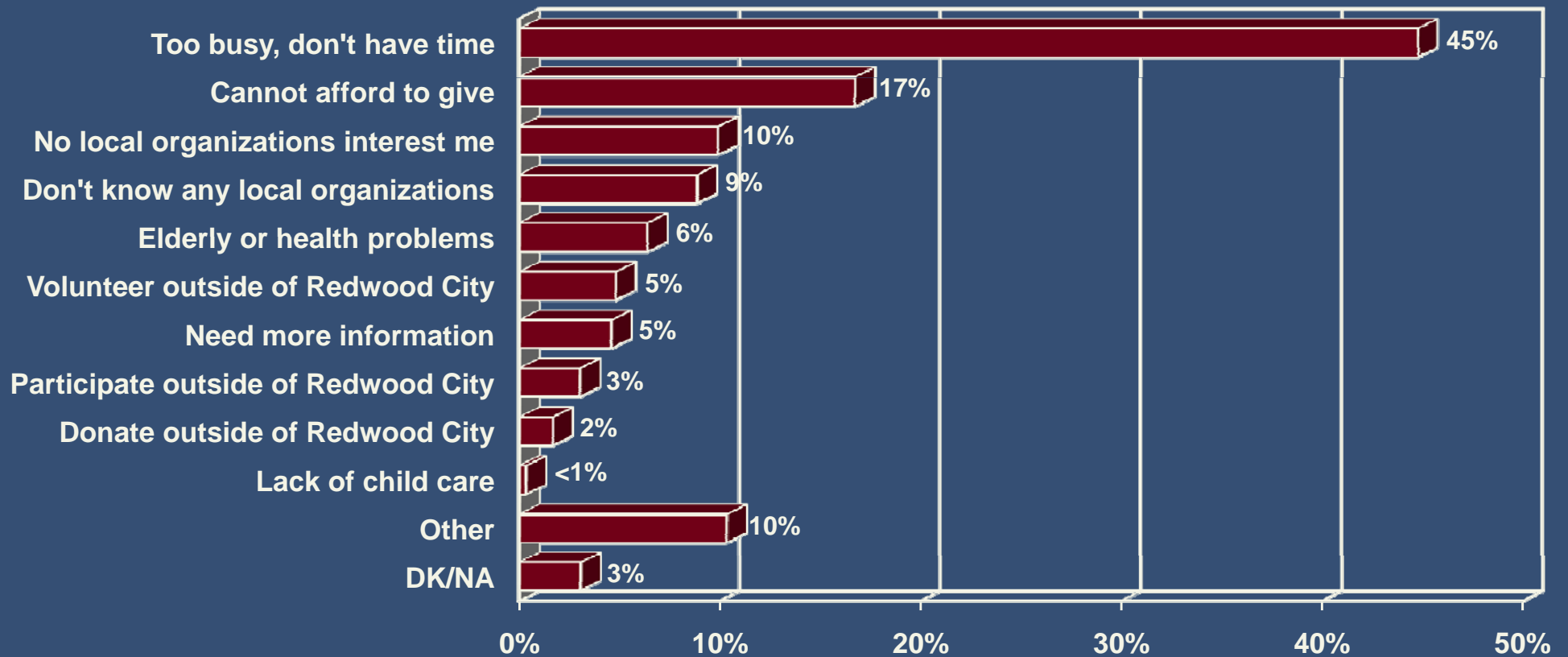
Sense of Community



Involvement with Community Organizations



Barriers to Involvement



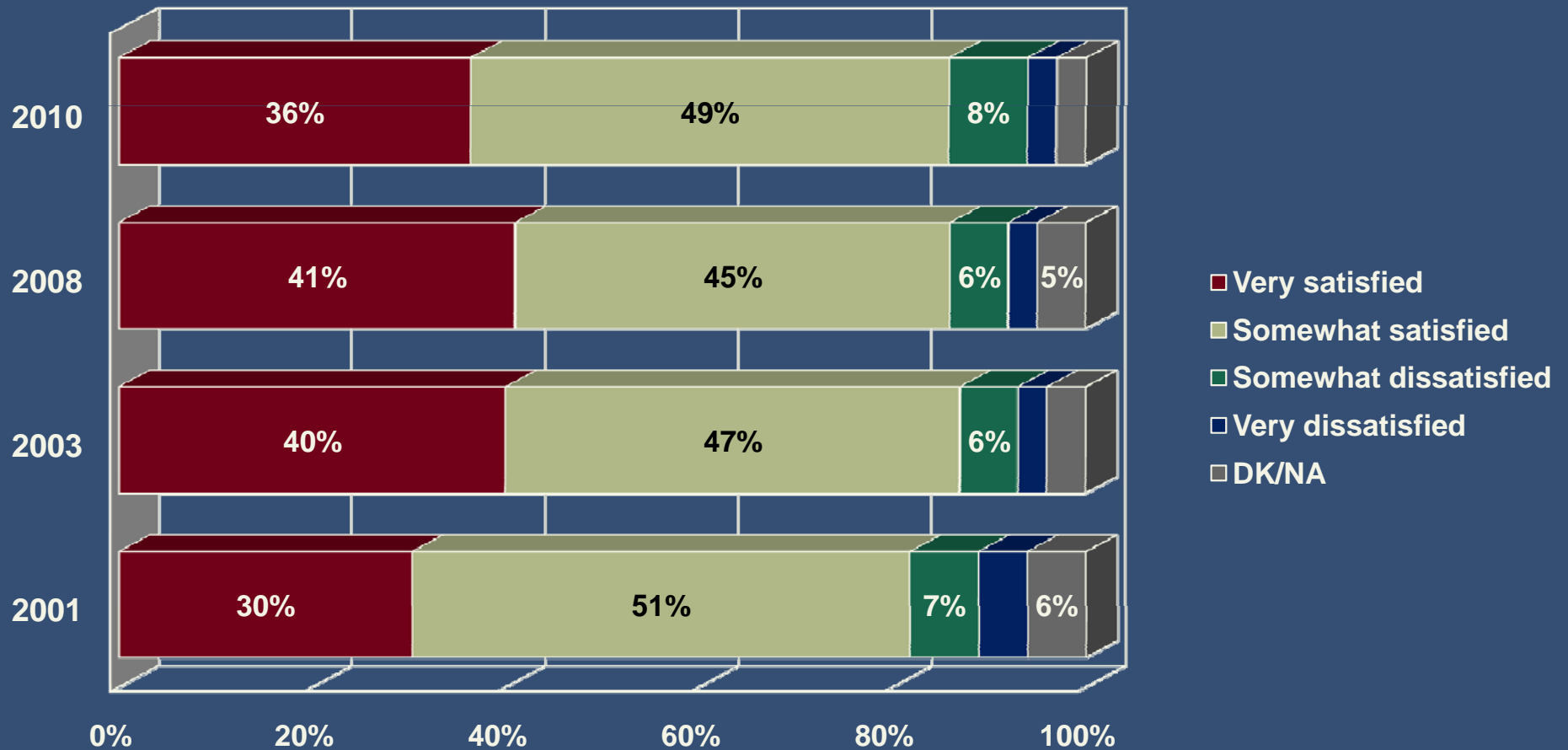


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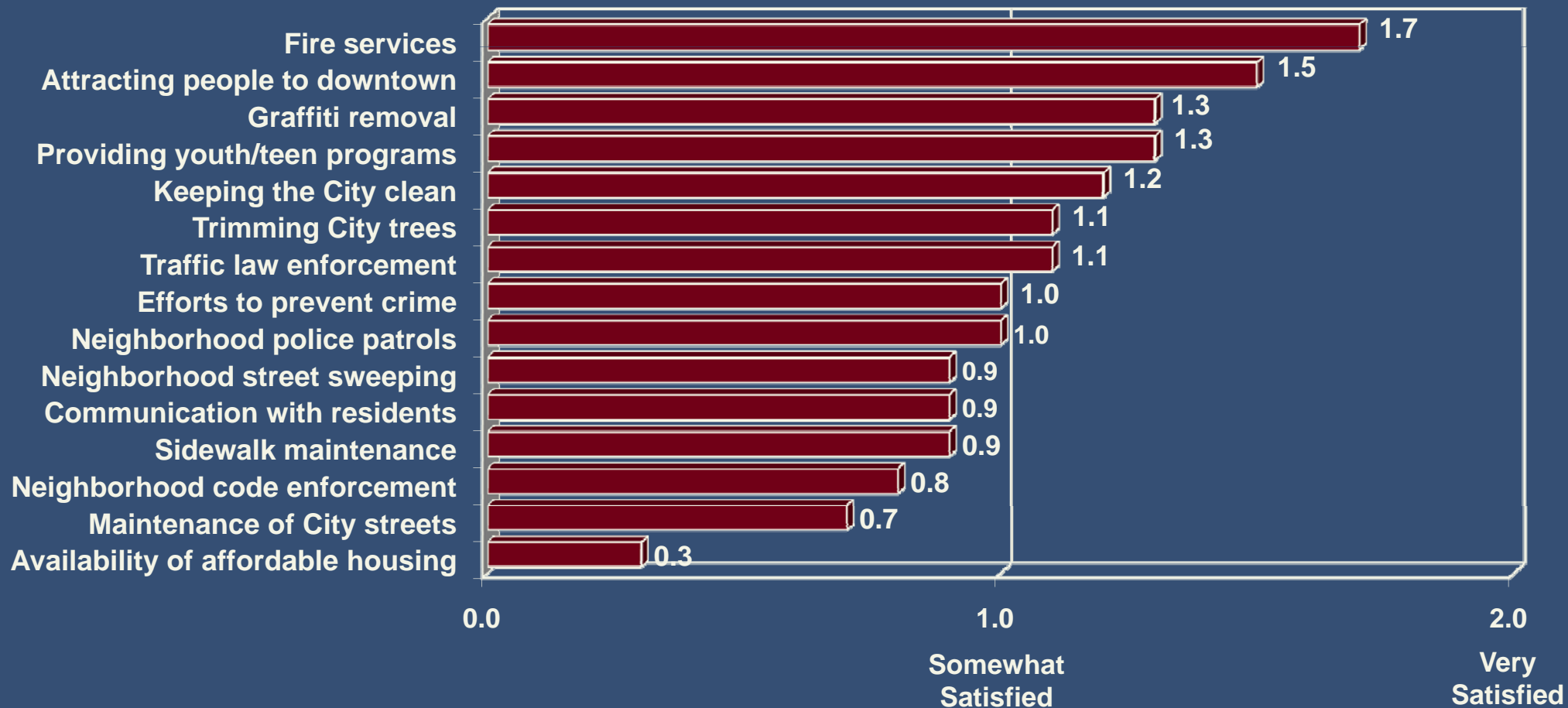


City Service Ratings

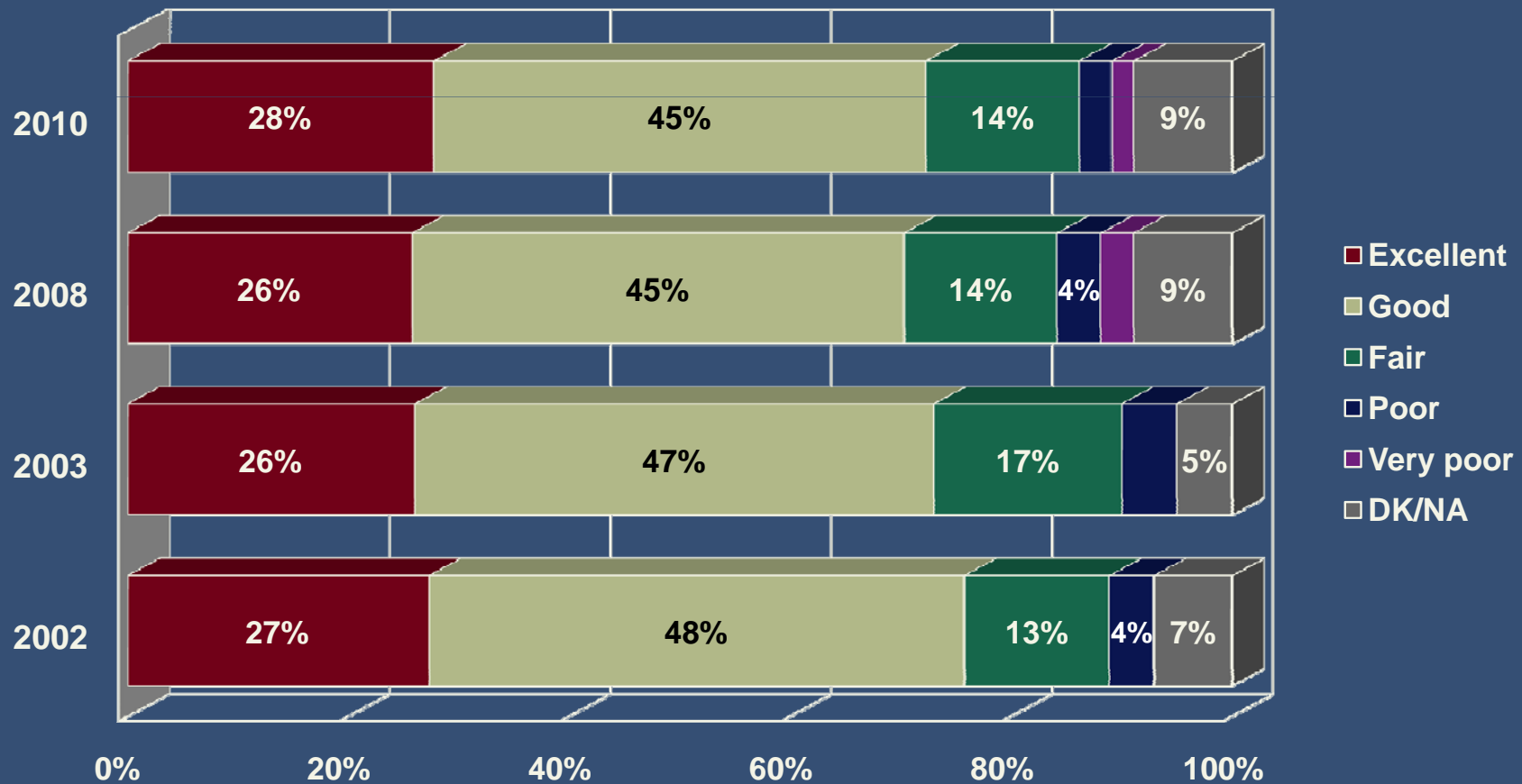
Overall Satisfaction with City Services



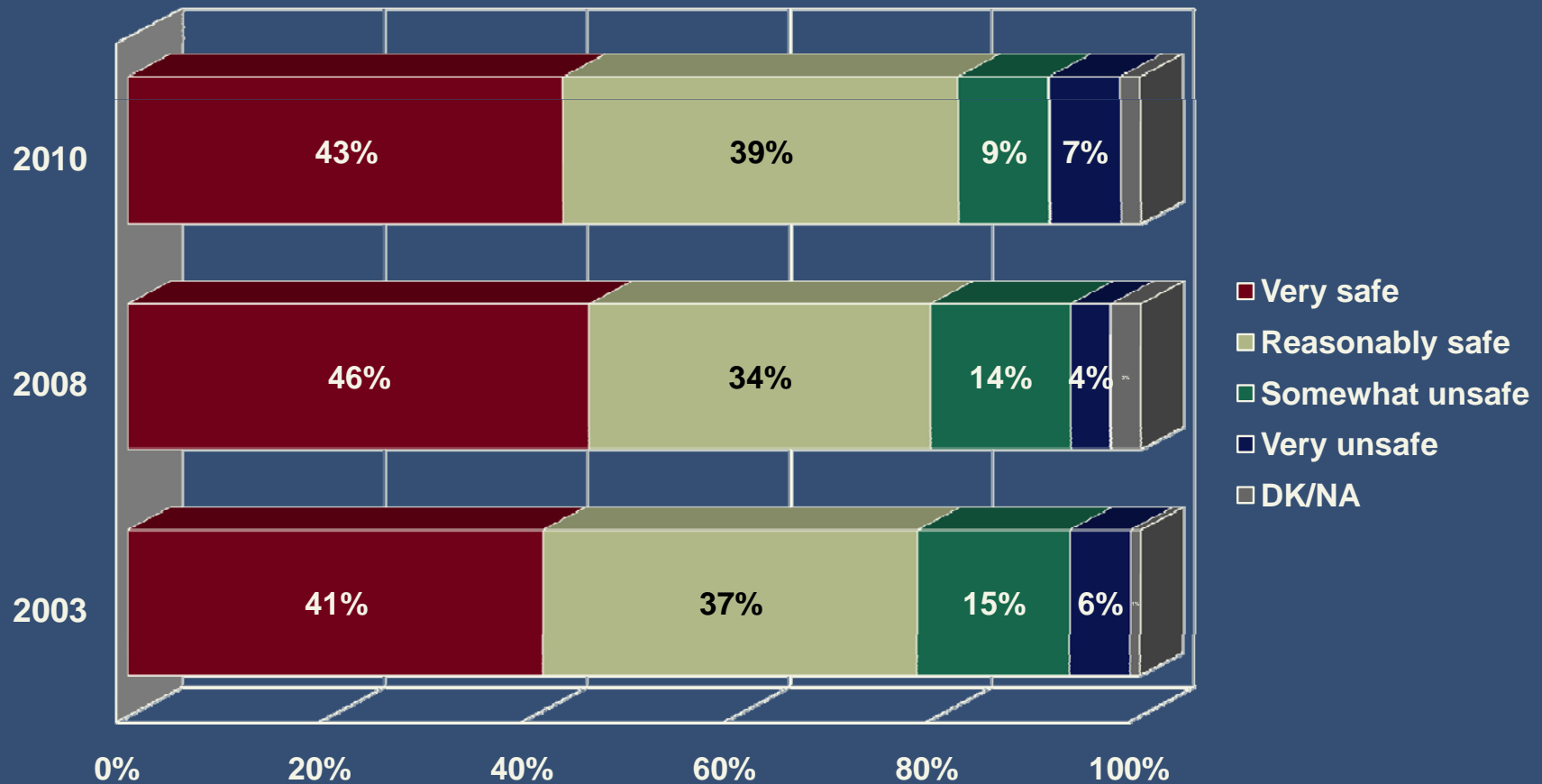
Satisfaction with Specific City Services



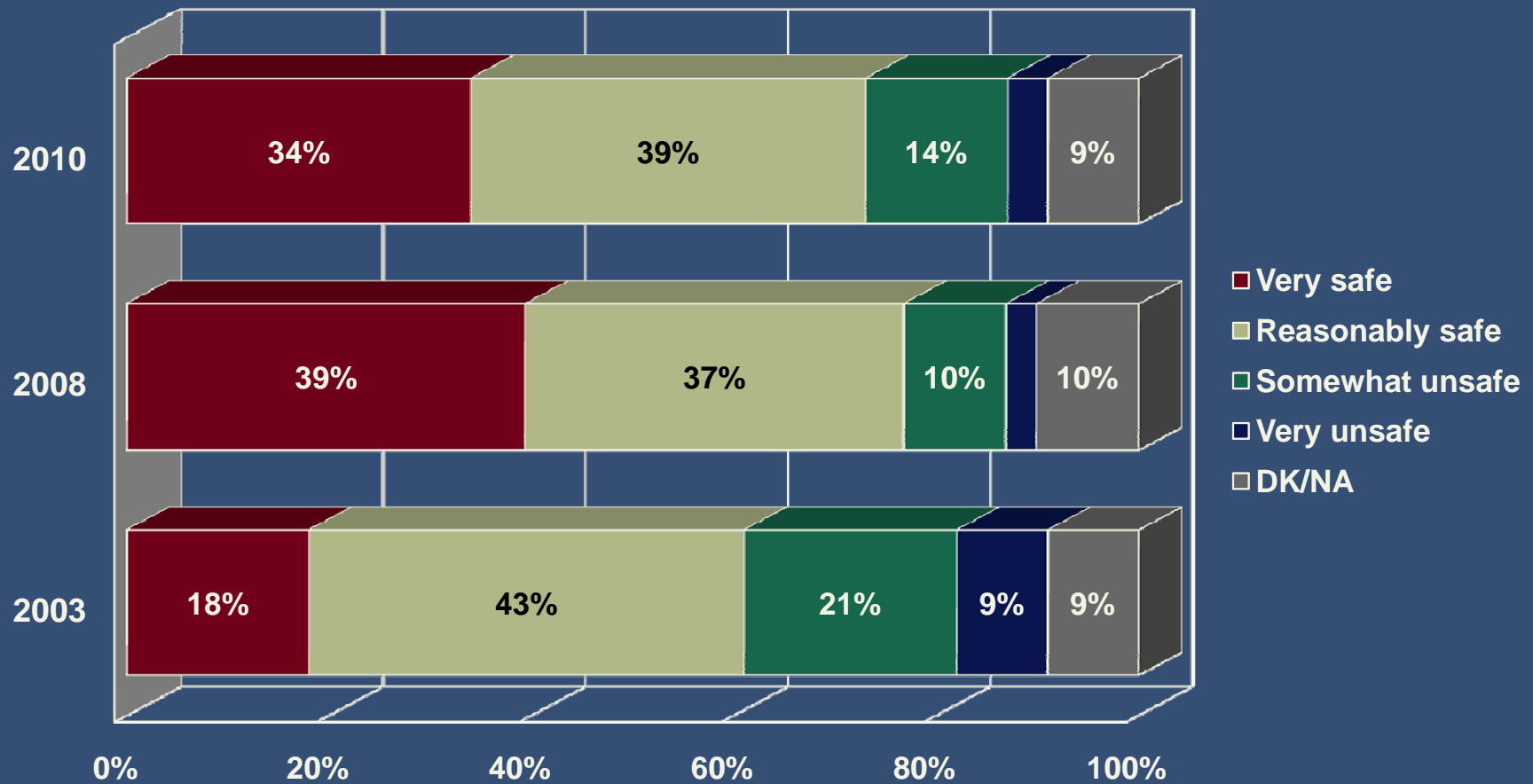
Police Department Ratings



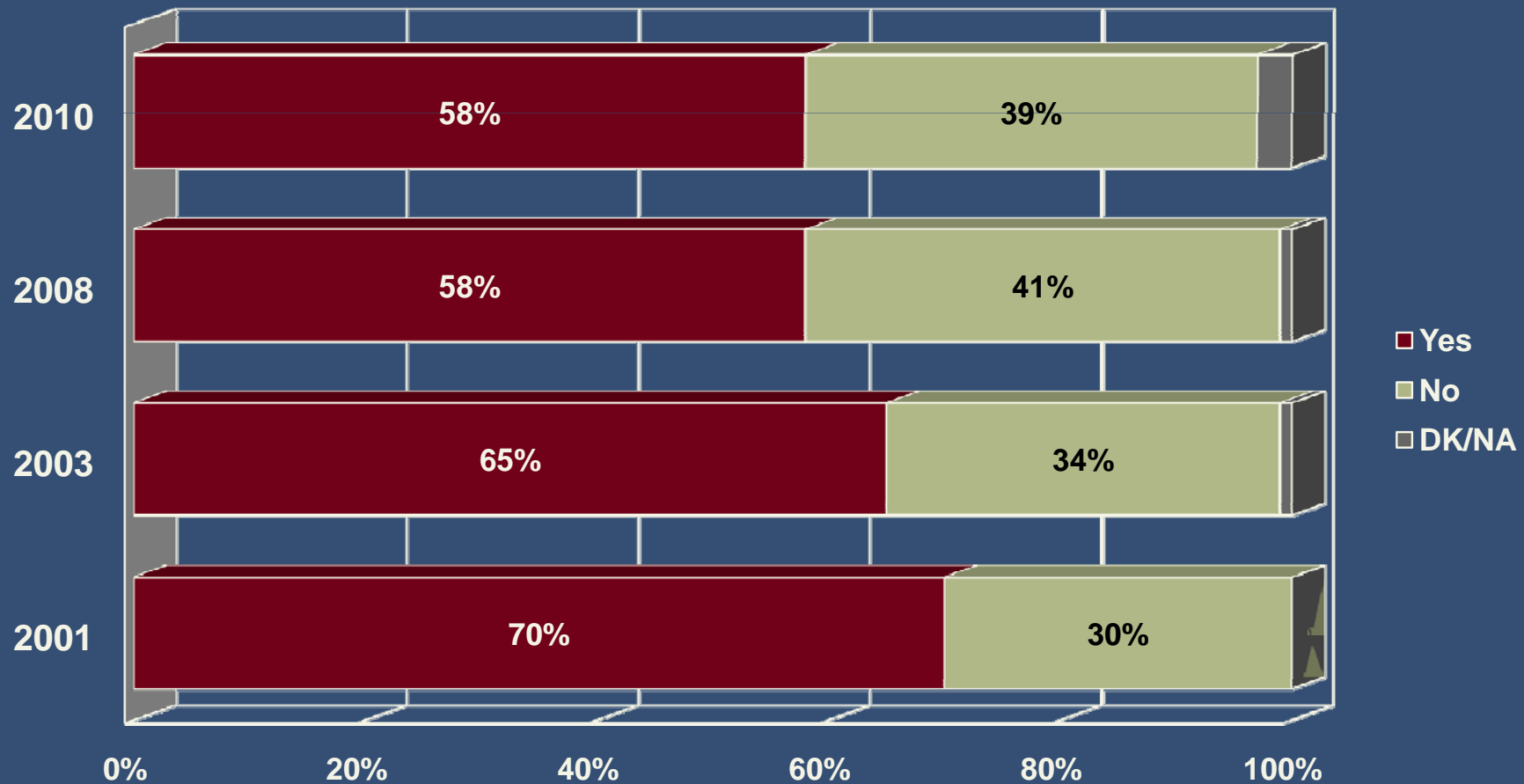
Neighborhood Safety After Dark



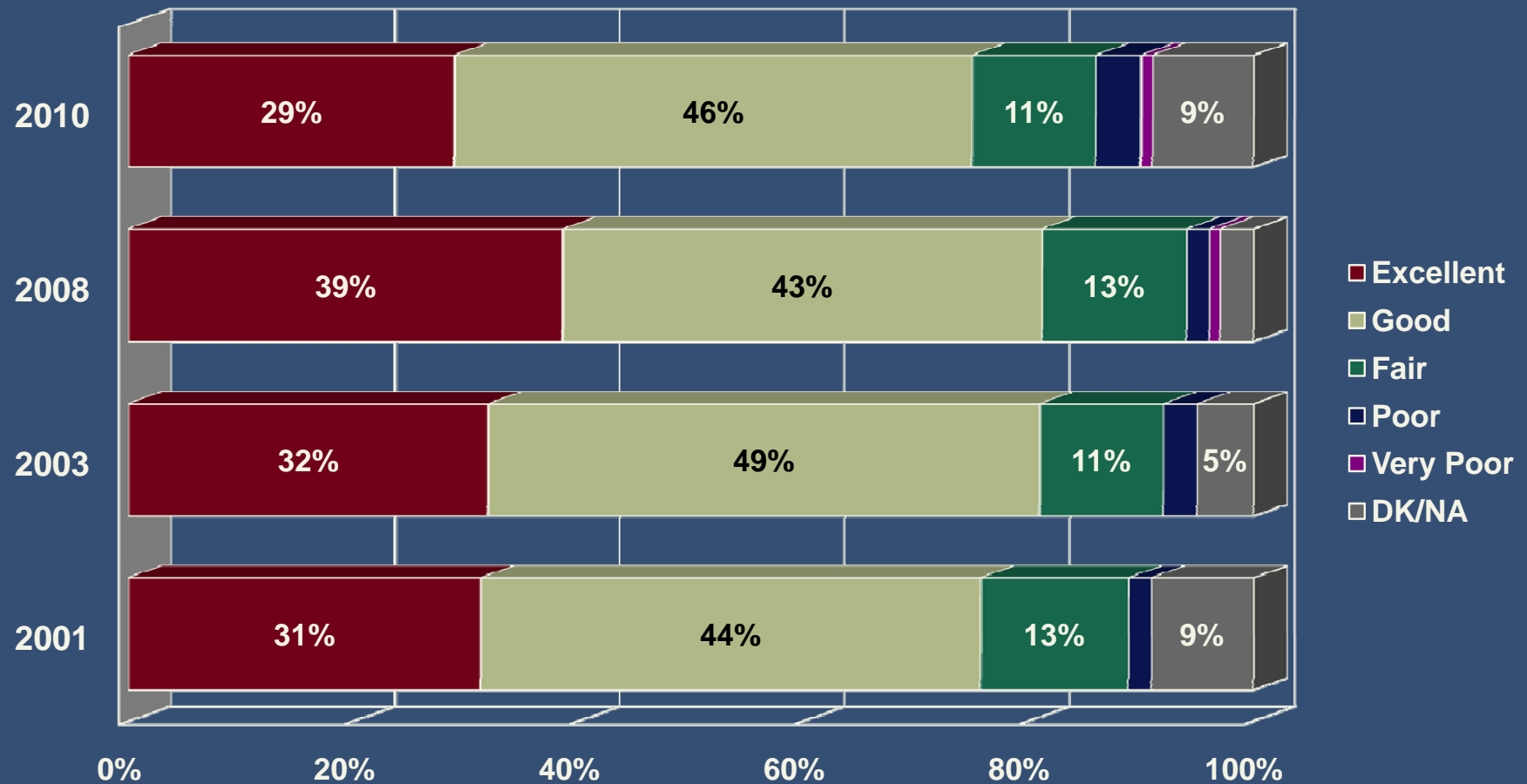
Downtown Safety After Dark



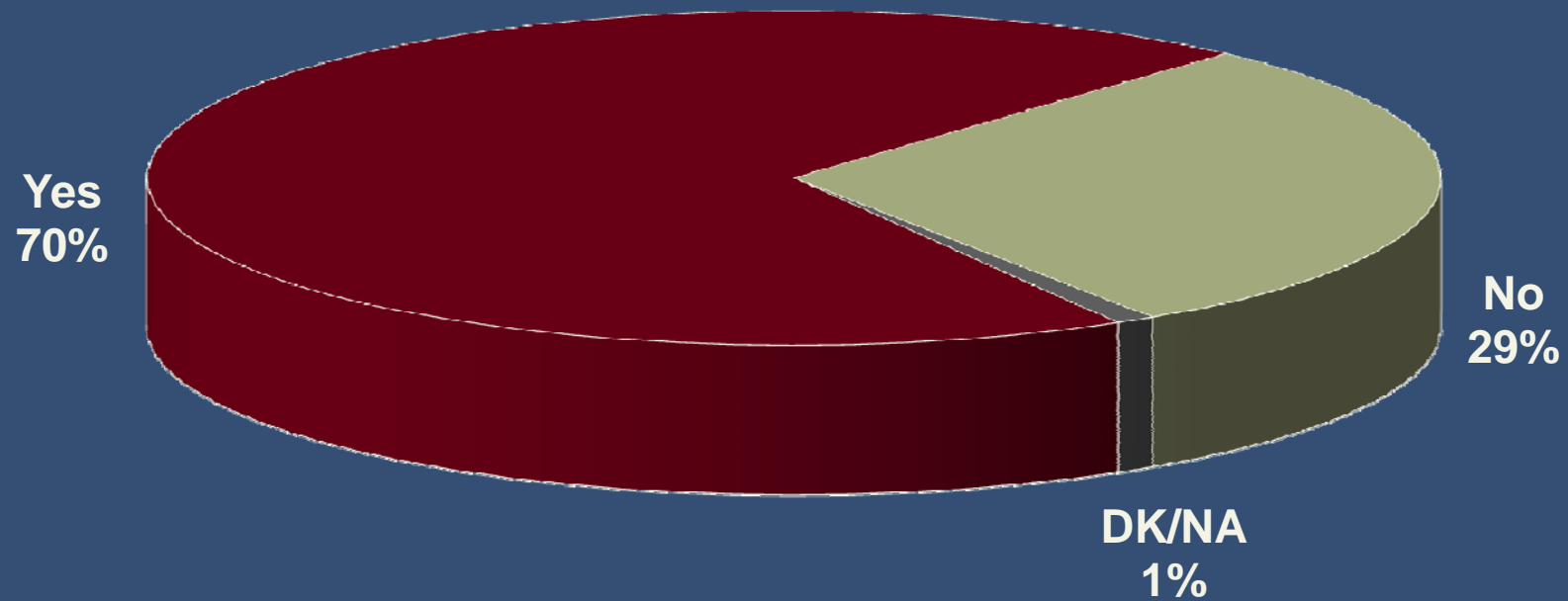
Use of City Parks and Recreation



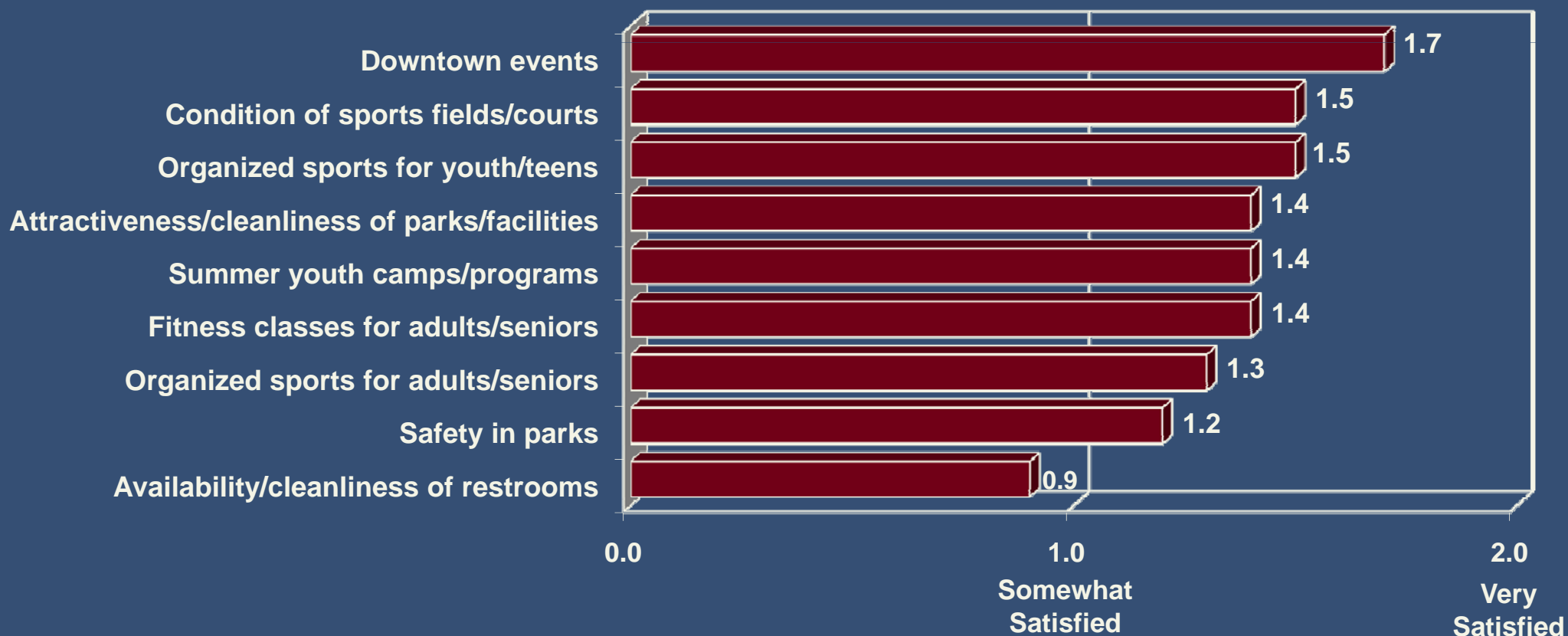
Ratings of City Parks and Recreation



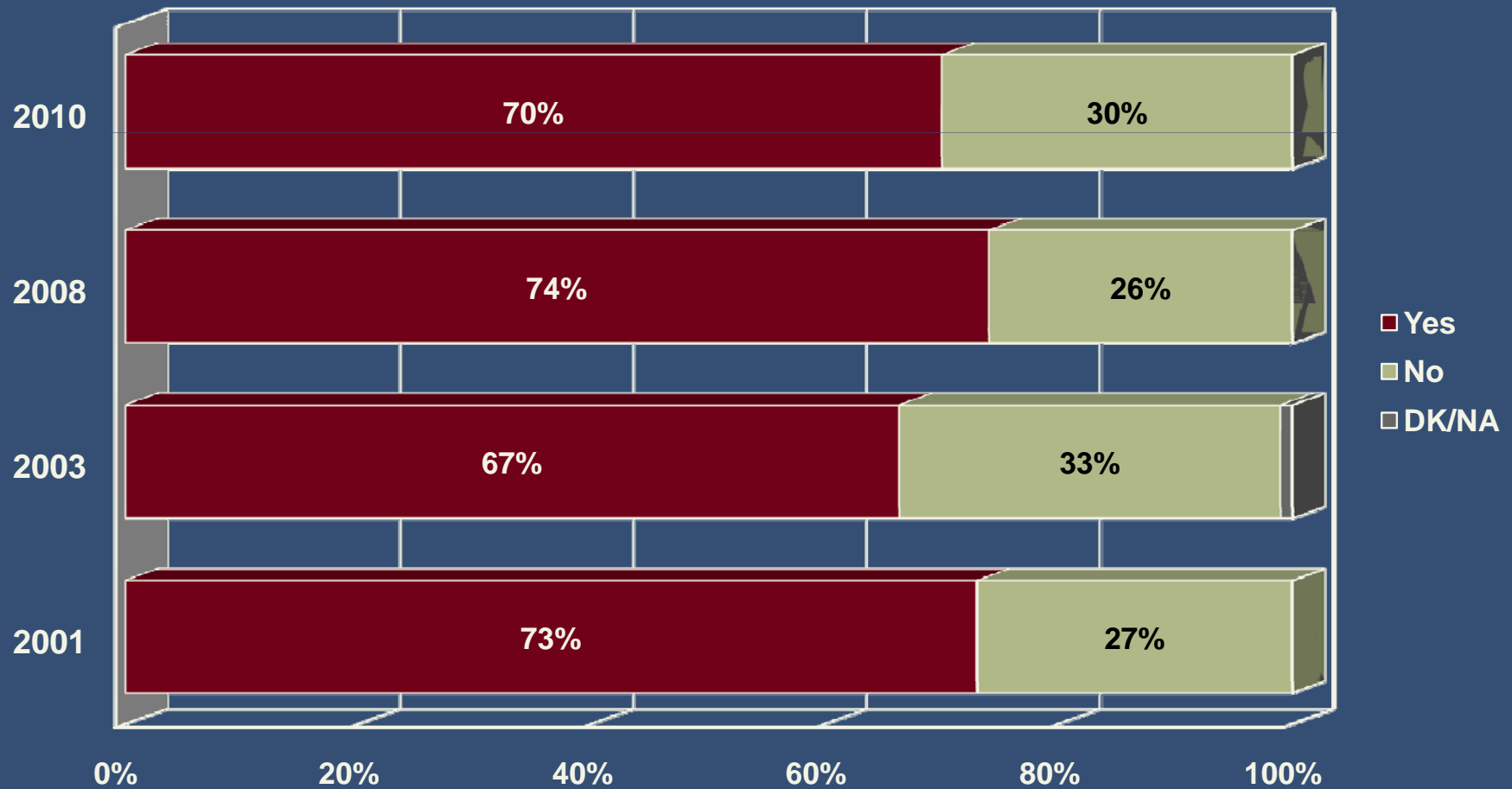
Attendance of Downtown Events



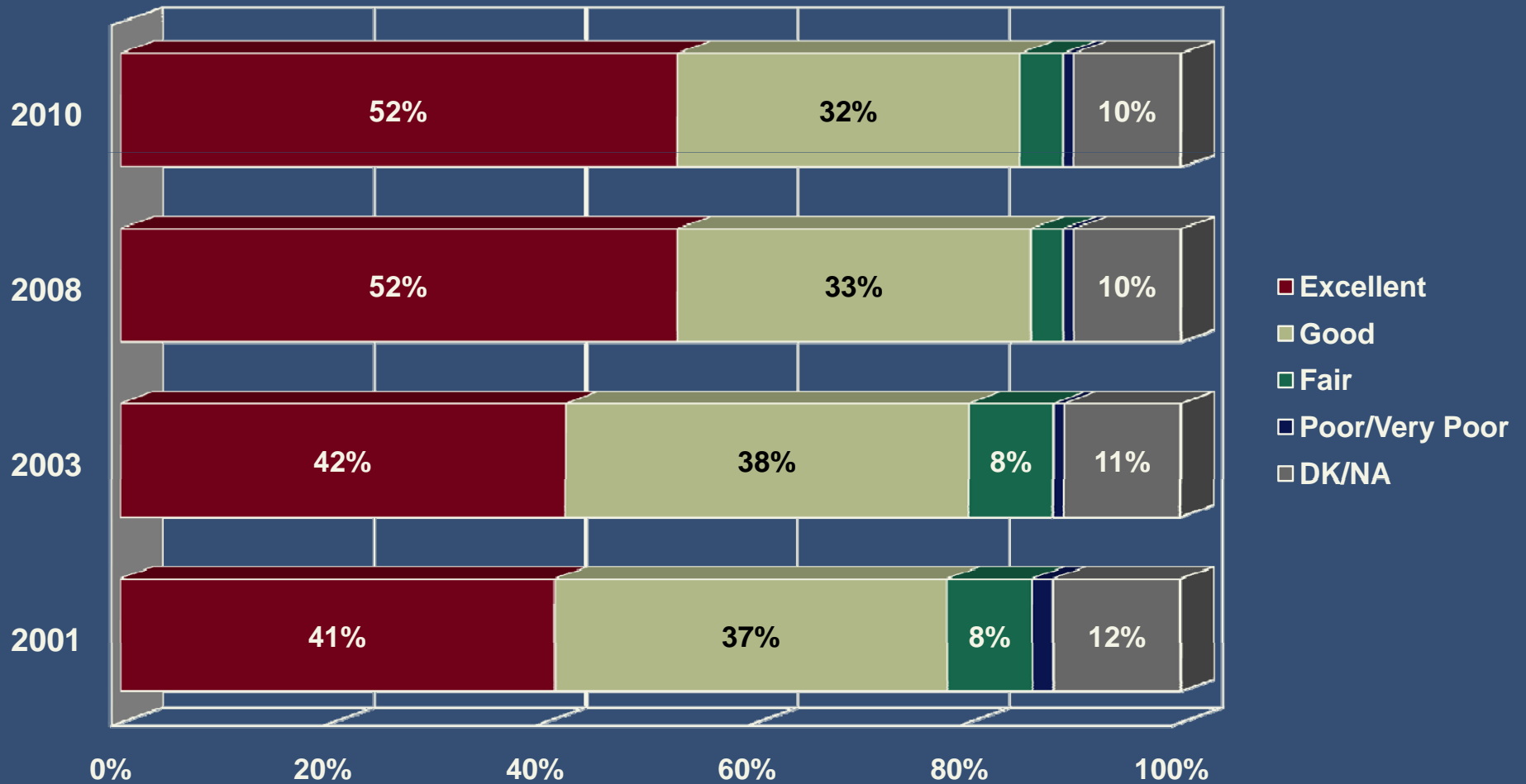
Satisfaction with Parks and Recreation



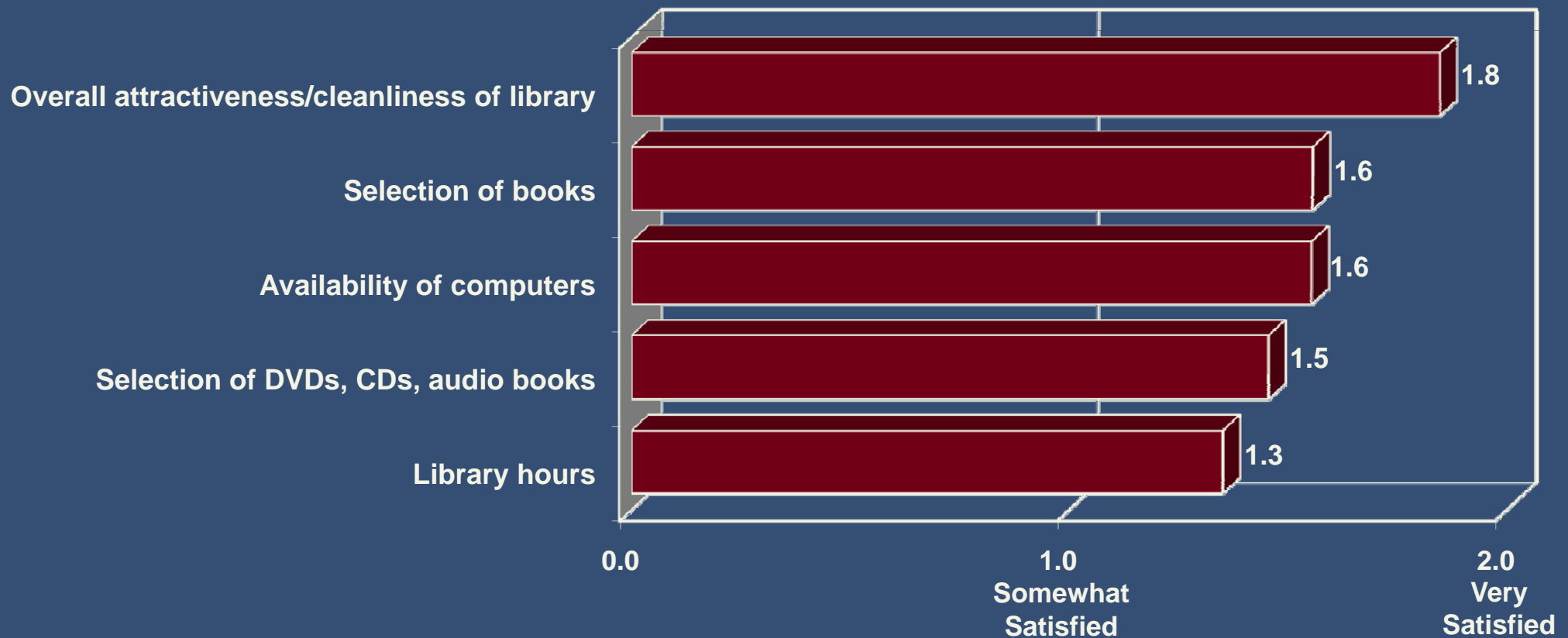
Use of Public Library



Library Service Ratings



Satisfaction with Library Services



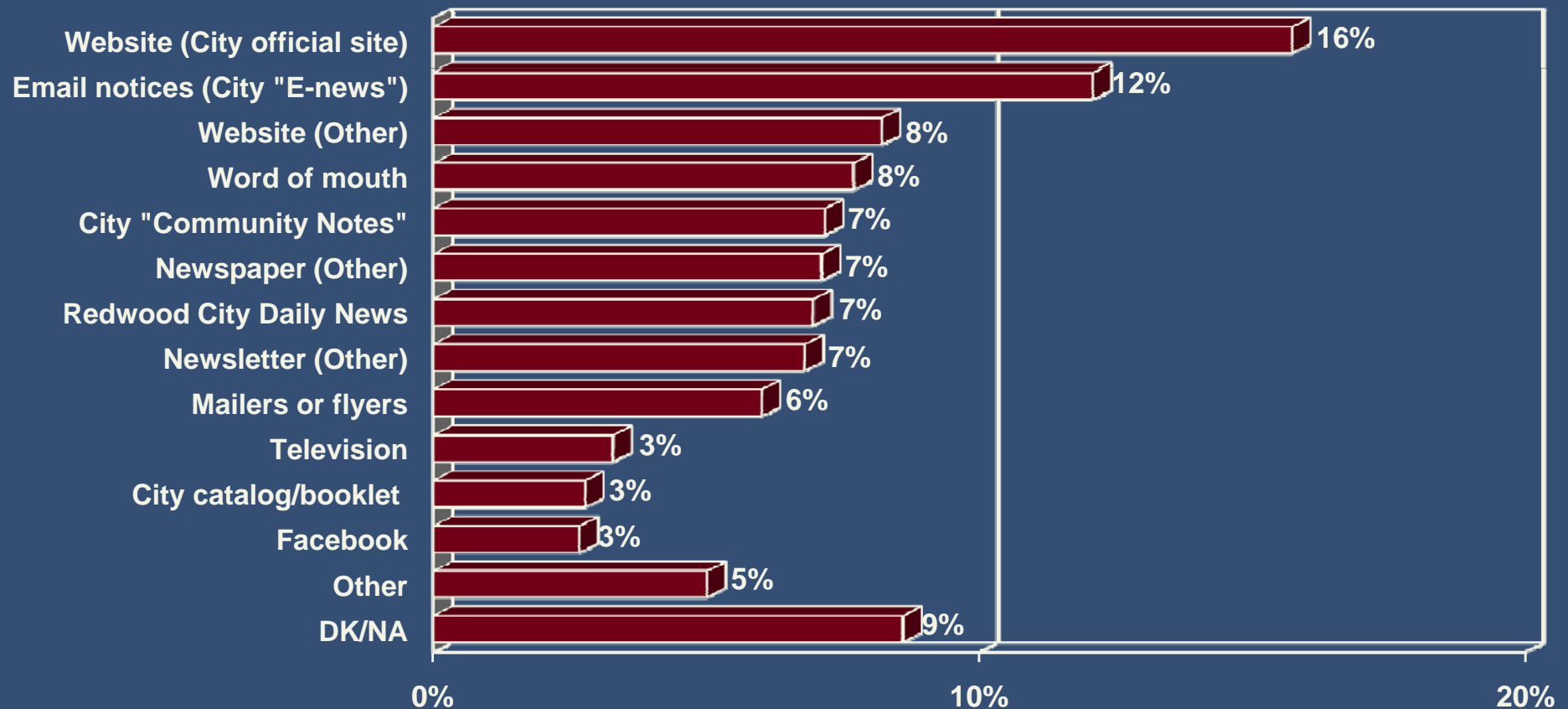


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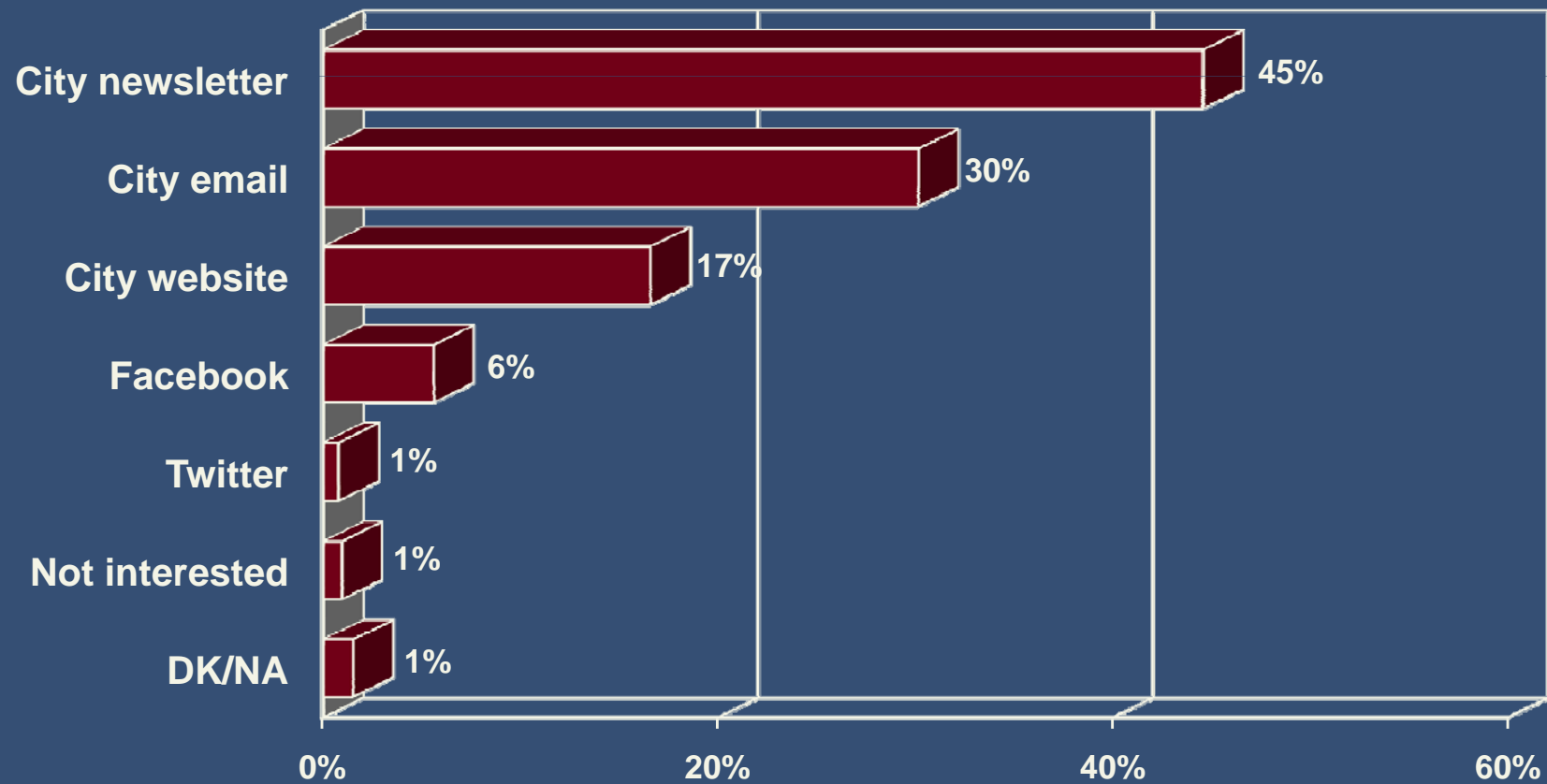


City Communication and Outreach

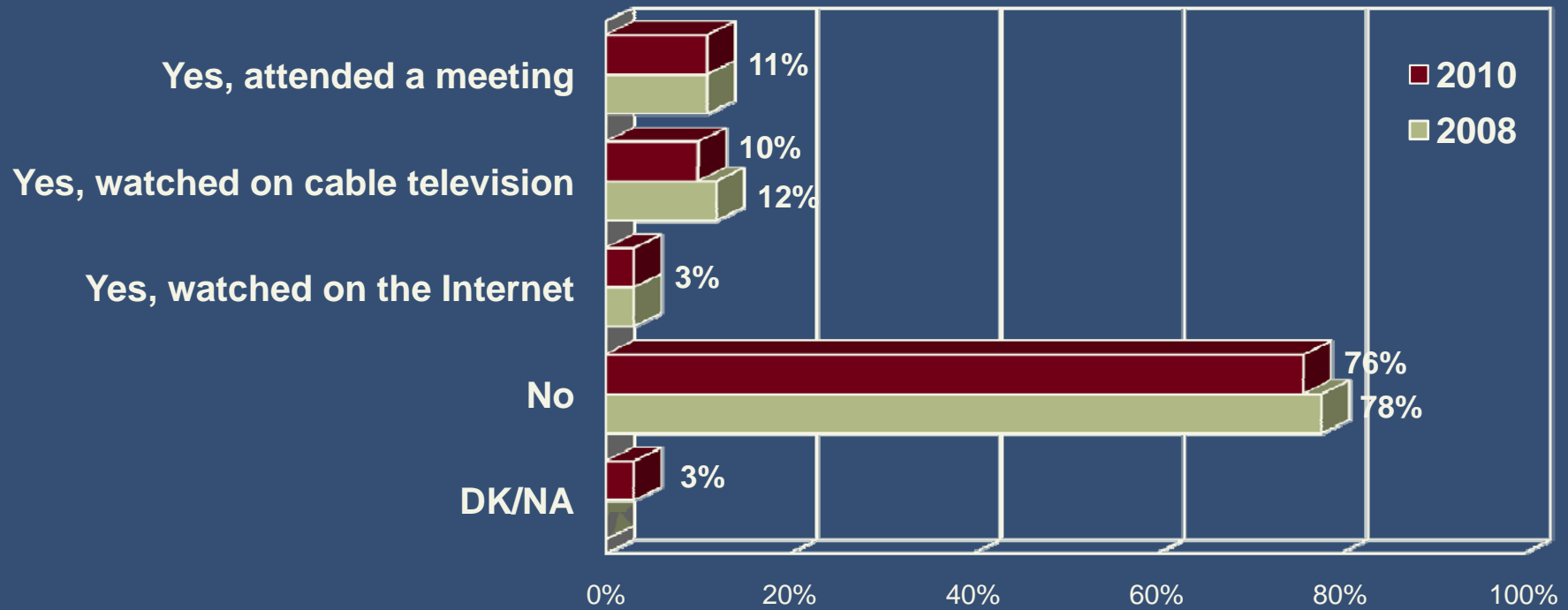
Preferred Information Sources



Preferred City Communications



City Council Meetings



Quality of Life and Sense of Community

- Residents continue to be highly satisfied with the overall quality of life in Redwood City, and share a positive outlook toward the future.
- As in previous surveys, residents shared diverse perspectives and cited a variety of issues that are most important for the future, including education (15%); the economy (11%) and jobs (4%); reducing crime (8%) and gangs (4%); and several issues related to growth and development.
- A majority of residents feel a strong sense of community living in Redwood City and interact with their neighbors.
- Many residents volunteer or participate with a local organization; however, there may be some potential to increase involvement through more flexible scheduling and one-time events.

City Service Ratings

- Residents report a high level of satisfaction with the job Redwood City is doing to provide City services as a whole.
- Residents also indicated high satisfaction with a wide range of City services, and satisfaction with several services has increased from previous surveys.
- Ratings of public safety continue to remain positive, and the results indicate that residents feel significantly safer in the downtown area after dark than they did prior to downtown revitalization efforts.
- Use of City parks and recreation has slightly declined from 2001. However, a majority of residents are satisfied with the quality of facilities and programs. In addition, satisfaction with specific services and features increased from the 2003 survey.
- The results also show that downtown events are highly effective in bringing the community together, and positively contribute to residents' sense of community.
- A majority of residents has used Redwood City public library services in the past year. In addition, residents indicated high satisfaction with specific library services and features.

- The results recommend that the City continue to use a variety of communication methods to inform the community. However, we expect a steady increase in residents' preference for online information sources. In the current survey, there was a significant increase in residents who prefer official online City sources.
- Further, 54 percent would most prefer to receive information from the City through email (30%) or the website (17%).
- At the same time, just a handful of residents indicated a preference for receiving information from the City through Facebook (6%) or Twitter (1%), which indicates that the City has time to further consider these resources before implementing.



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