



GODBE RESEARCH
Gain Insight

MEMORANDUM

March 12, 2020

TO: City of Redwood City

FROM: Bryan Godbe
President
Godbe Research

RE: 2024 Resident Priorities Survey – Summary of the Results

Introduction:

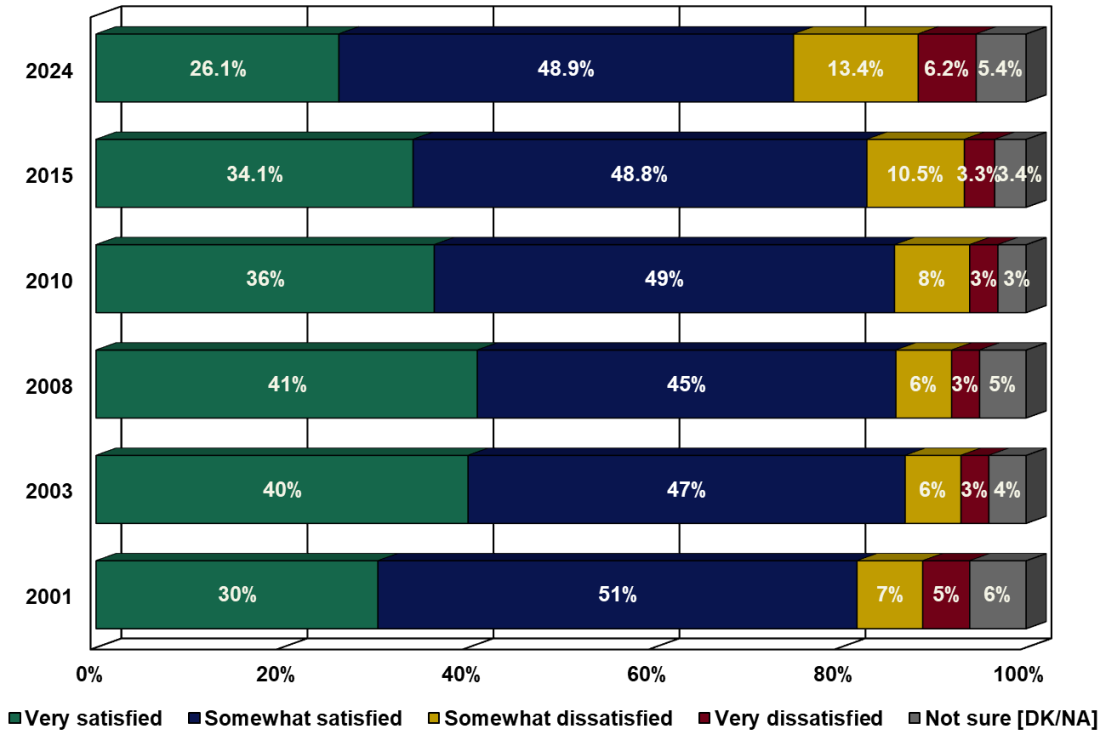
The City of Redwood City commissioned Godbe Research to conduct independent public opinion research to assess resident priorities. The results show residents with high levels of satisfaction: Specifically, 75.0% of residents are satisfied with city services in Redwood City.

Methodology Overview:

Telephone and online interviews were conducted from January 25 to February 7, 2024. A total of 603 City of Redwood City respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 3.96%.

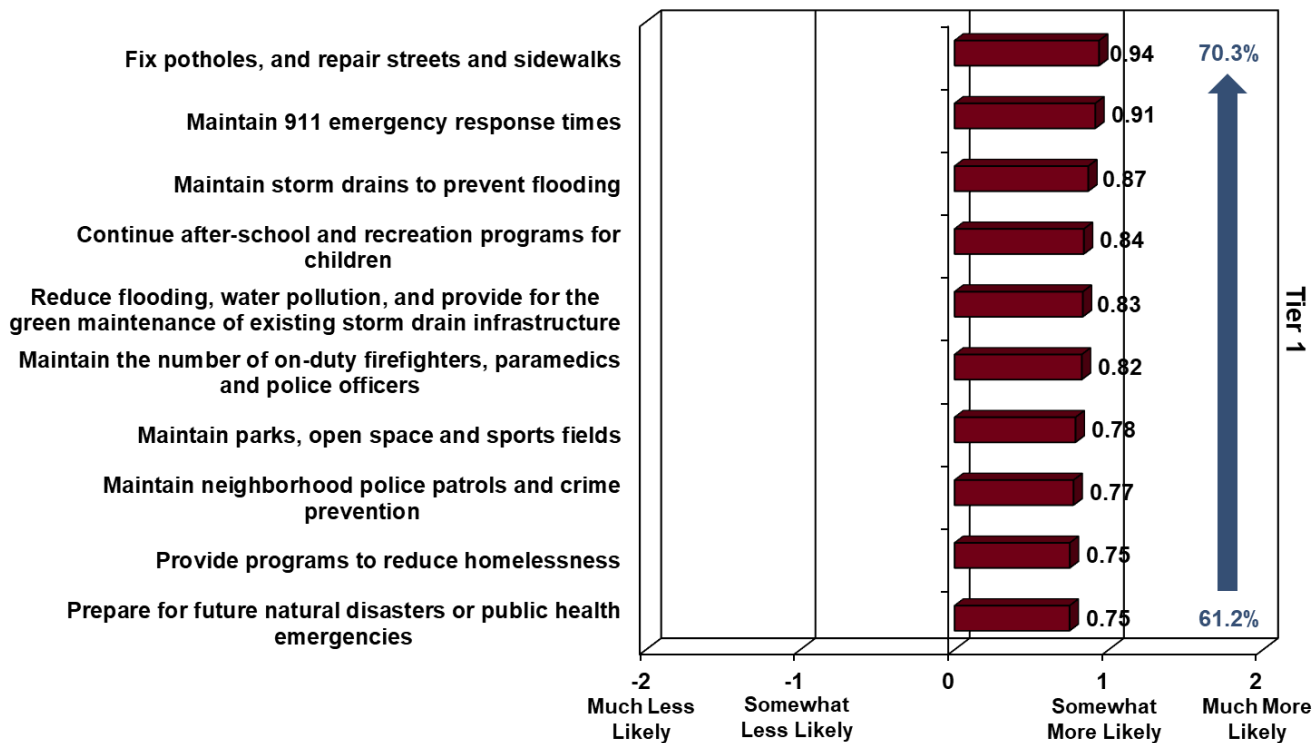
Satisfaction with the City of Redwood City's Job Performance:

75 percent respondents indicated that they had a favorable impression of quality of life in Redwood City, a very high 3.82-to-1 satisfaction-to-dissatisfaction ratio. Somewhat lower than pre-pandemic years, but consistent with other jurisdictions before and after COVID.



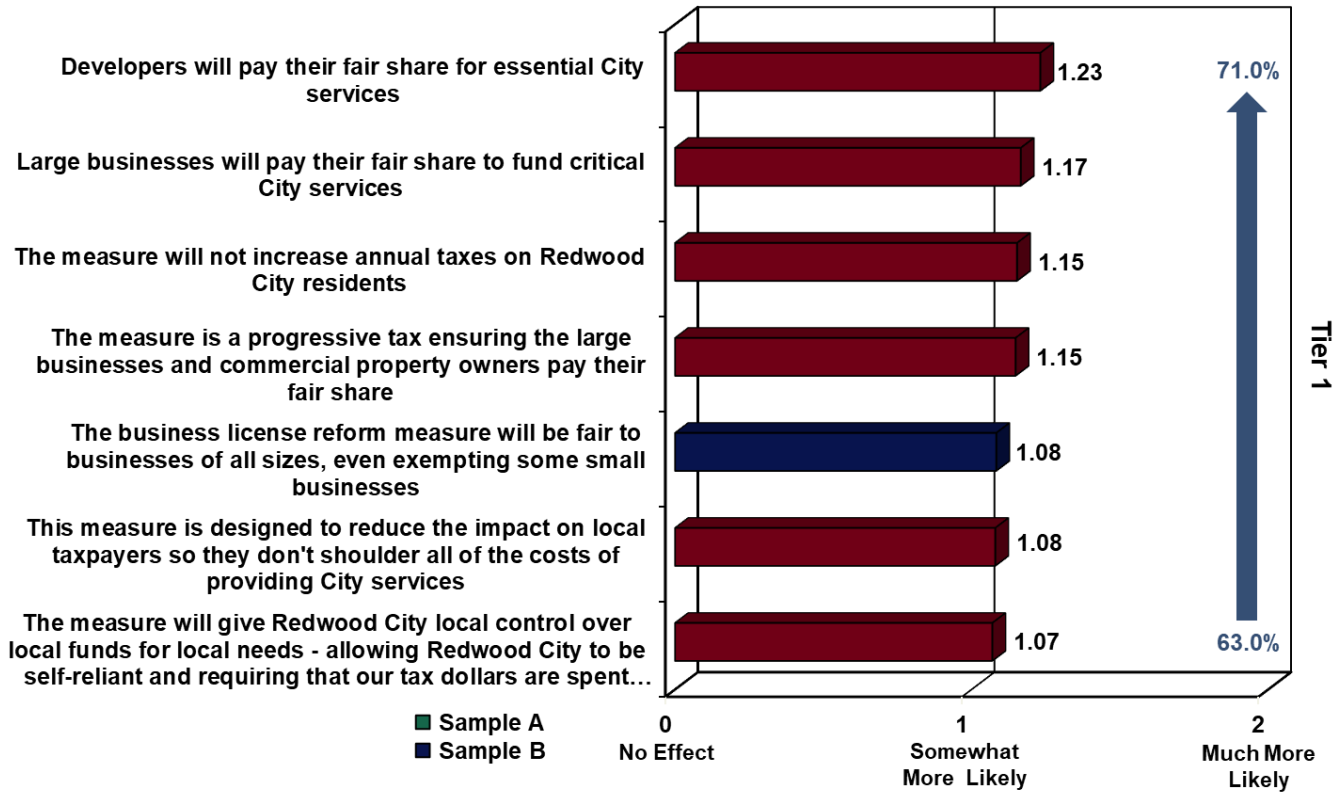
Respondents Identified a Variety of Resident Priorities:

Respondents were presented with a variety of city services to determine resident needs. The results, ranked on an intensity scale of 2 to -2, suggest clear preferences, with between 70% and 67% of residents identifying the top five items as more likely to entice them to support the city spending funds on them, including: “Fix potholes, and repair streets and sidewalks”, “Maintain 911 emergency response times”, “Maintain storm drains to prevent flooding”, “Continue after-school and recreation programs for children”, and “Reduce flooding, water pollution, and provide for the green maintenance of existing storm drain infrastructure”.



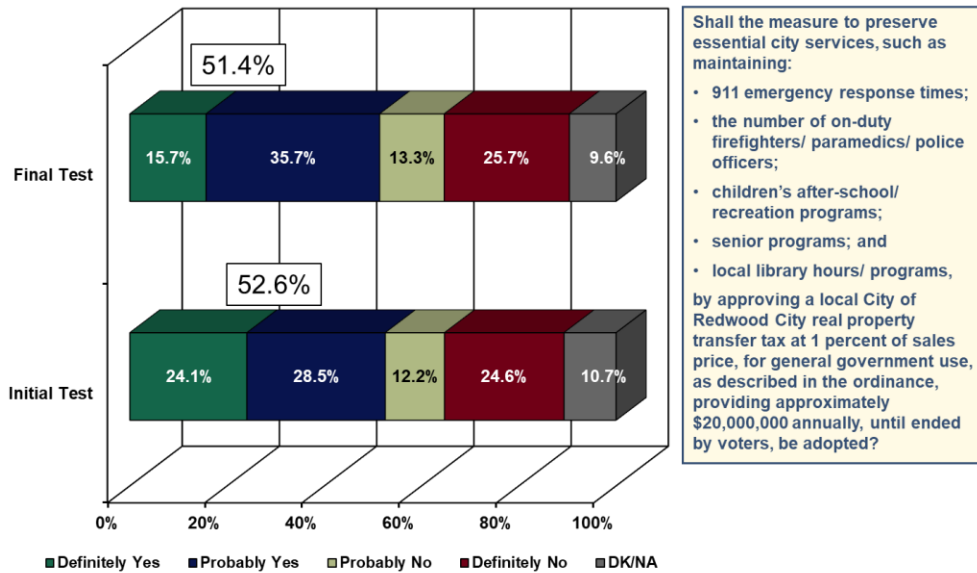
Importance of Informational Items:

Respondents were presented with a variety of informational items. The results, ranked on an intensity scale of 2 to 0, suggest clear preferences, with between 70% and 63% of residents indicating that the items entice them to support a hypothetical city revenue measure, including: “Developers will pay their fair share for essential City services”, “Large businesses will pay their fair share to fund critical City services”, “The measure will not increase annual taxes on Redwood City residents”, and “The measure is a progressive tax ensuring the large businesses and commercial property owners pay their fair share”.

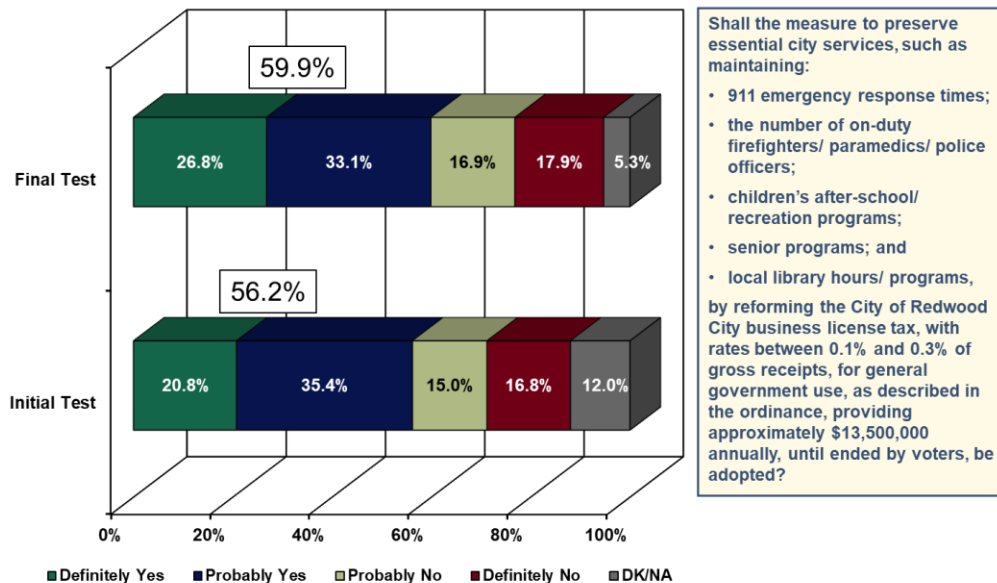


Hypothetical Revenue Measures:

When respondents were presented with a hypothetical real property transfer tax, 52.6% initially indicated that they would support the proposal and after more information support was 51.4%.



Alternatively, when respondents were presented with a description of a hypothetical business license reform and tax, 56.2% initially indicated that they would support the proposal and after more information support increased to 59.9%.



Conclusion:

The results show residents are satisfied with the job the City is doing to provide services. The survey also indicates that respondents are supportive of a hypothetical business license reform and tax measure.