



GODBE RESEARCH  
Gain Insight



# Redwood City

## 2015 City Satisfaction Survey

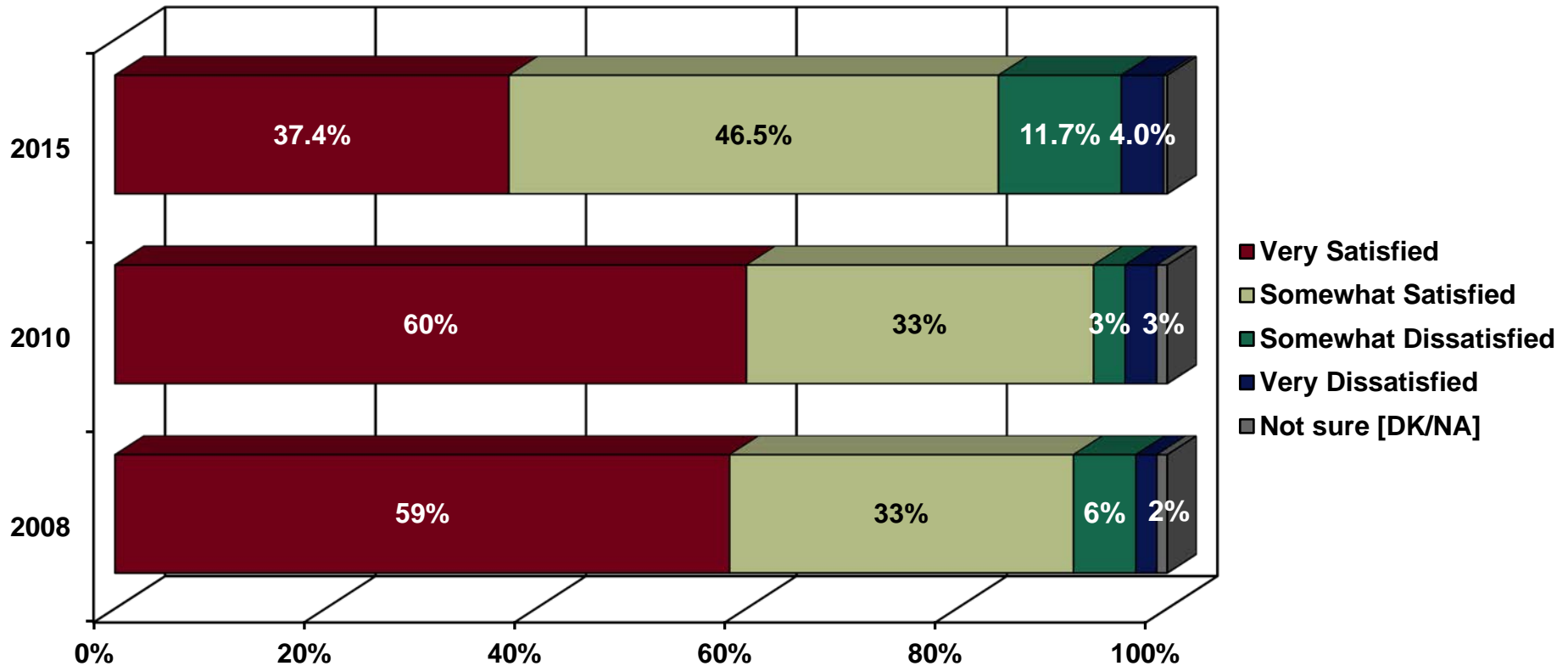
August 2015

- Data Collection Telephone and Online Interviewing
- Universe 58,626 adult residents of Redwood City. The data have been weighted based on the Census Bureau's 2013 American Community Survey to reflect the actual population characteristics of Redwood City residents in terms of their gender, age, and ethnicity.
- Fielding Dates July 9 through 19, 2015
- Interview Length 22 minutes
- Interview Languages English and Spanish
- Sample Size n=832 (Online, n=603; Phone, n=229)
- Margin of Error  $\pm 3.37\%$

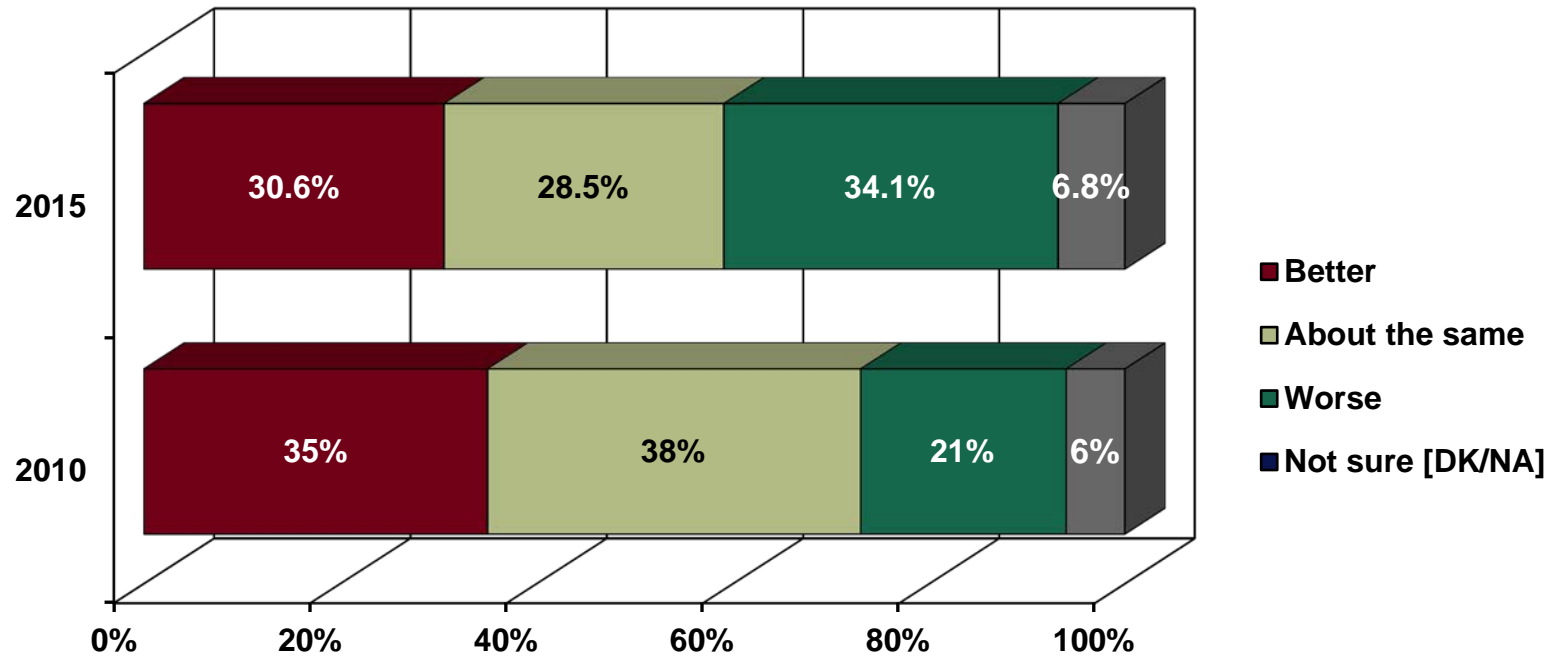
- More than 4 out of 5 residents indicated that they are “very satisfied” (37.4%) or “somewhat satisfied” (46.6%) with the quality of life.
- A majority of residents said they are optimistic about the quality of life over the next five years (59.1% “better” or “stay the same”).
- More than a quarter of respondents cited “Creating affordable housing as the most important issue.
- Three in five residents feel “strong” or “somewhat strong” sense of community.
- The current survey reveals nearly identical overall satisfaction levels as in 2010. More than 80 percent of residents reported being either “very satisfied” (34.1%) or “somewhat satisfied” (48.8%).

- As in 2010, about 4 out of 5 residents said that they feel “very safe” or “reasonably safe” walking alone in their neighborhood after dark, and approximately three-quarters of residents said that they feel safe walking in the business downtown areas of Redwood City after dark.
- Redwood City’s parks, recreation facilities, and programs continue to enjoy high scores, with more than 80 percent of respondents rating them an “excellent” (30.2%) or “good” (53.9%).
- In the current survey, 90.9 percent of residents rated public library services as “excellent” (54.7%) or “good” (36.2%), an increase over the 2010 survey findings.
- The vast majority of respondents indicated they had a positive opinion of the City’s service and response. In fact, 2 out of 5 residents who communicated with the City were “very satisfied” with their interaction, and more than two-thirds of residents were satisfied while about a quarter were dissatisfied.

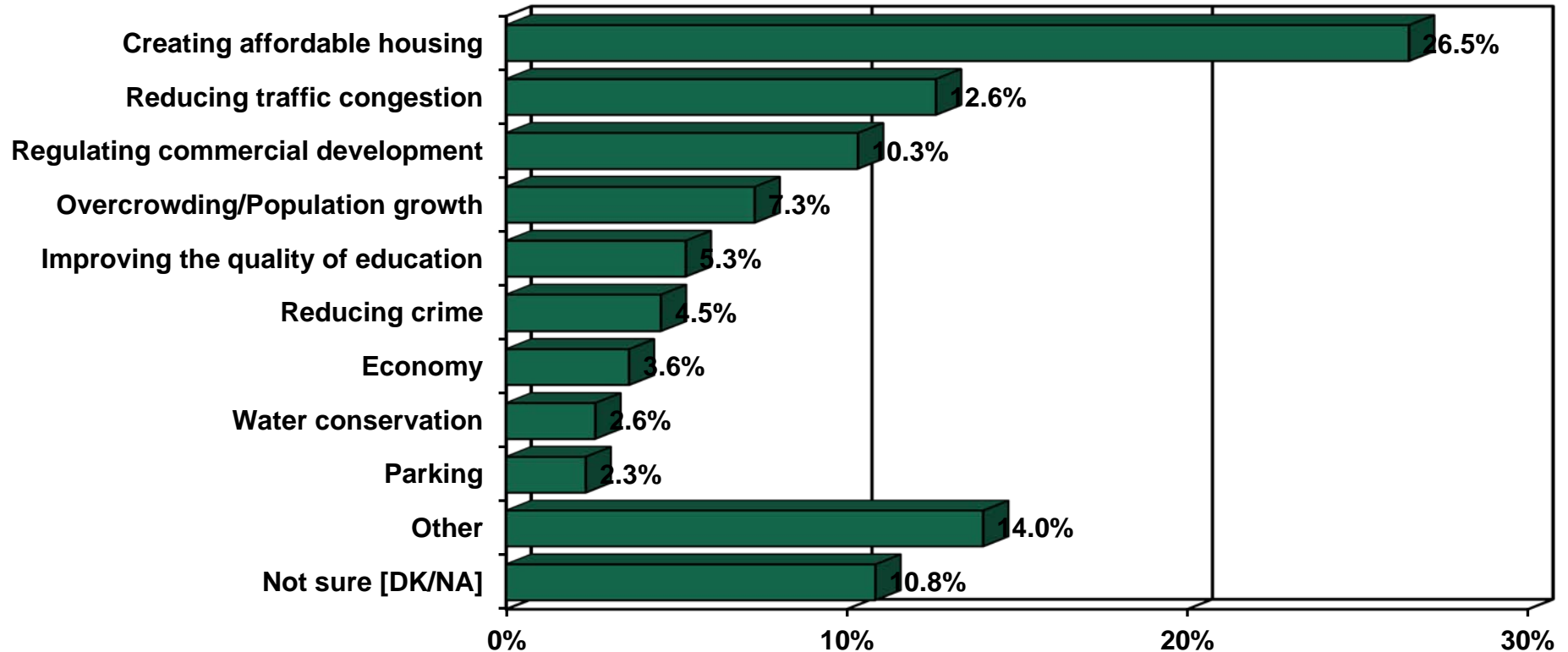
# Q1. Satisfaction with Quality of Life



## Q2. Future Quality of Life

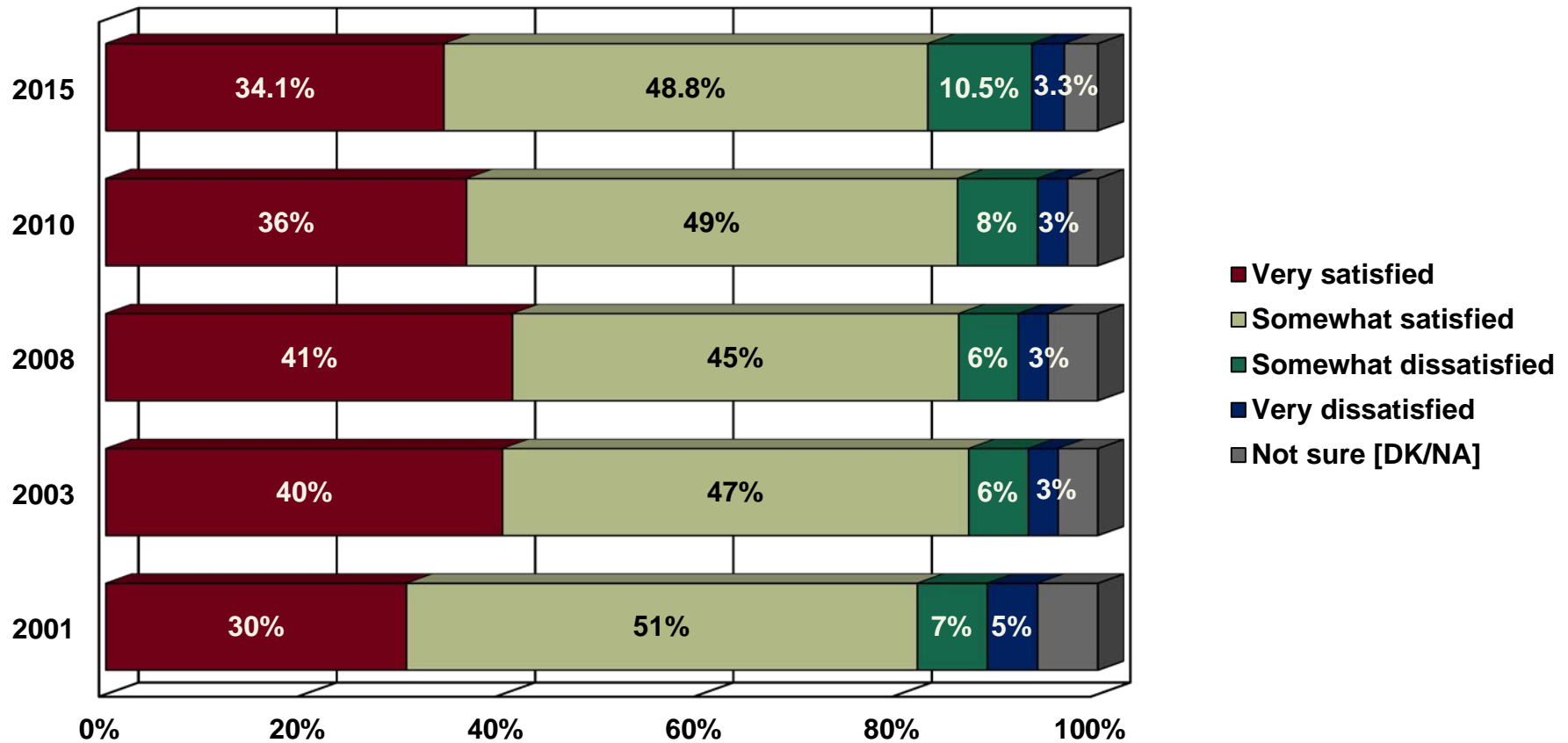


# Q3. Important Issues Facing Redwood City



Note: Issues that were mentioned by less than 2 percent of the residents have been added to the "Other" category for charting purposes.

# Q4. Overall Satisfaction with City Services

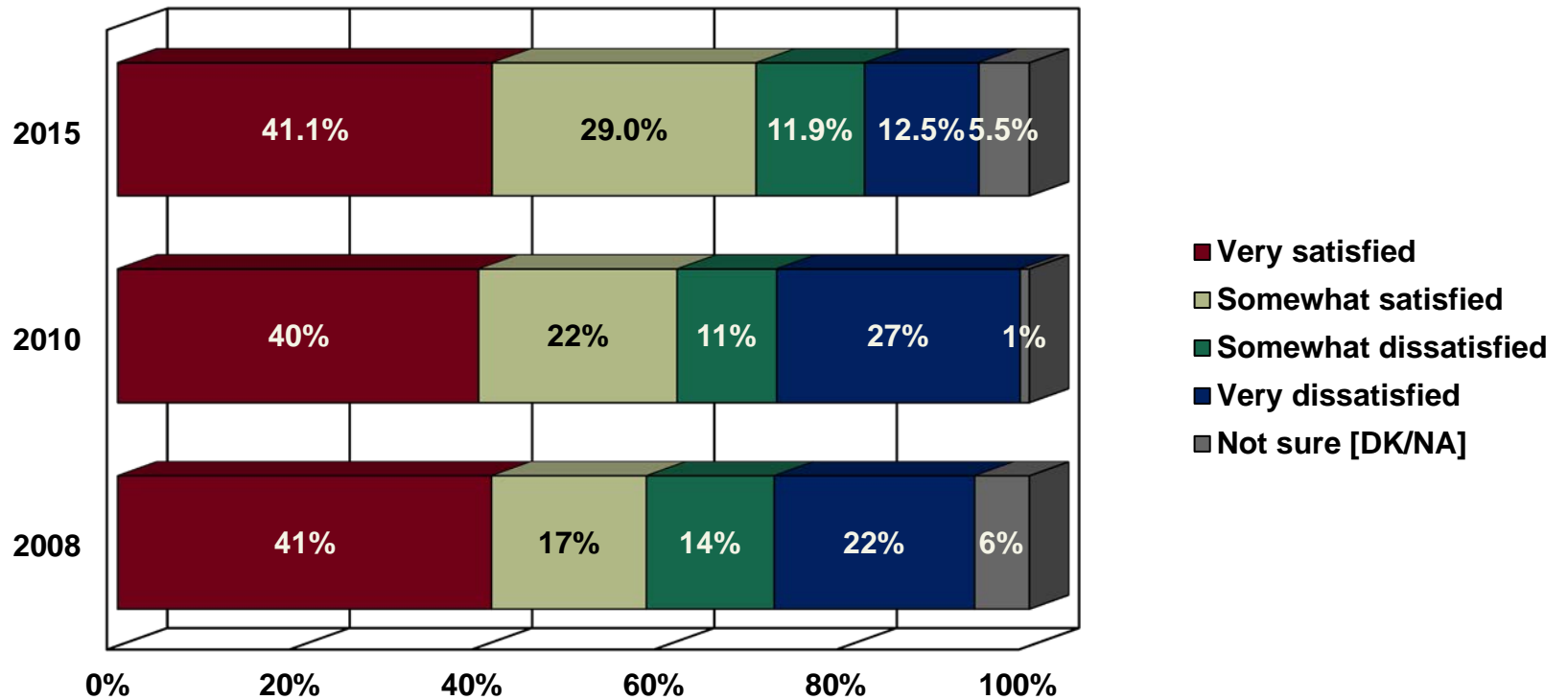


# Q5. Satisfaction with Specific City Services

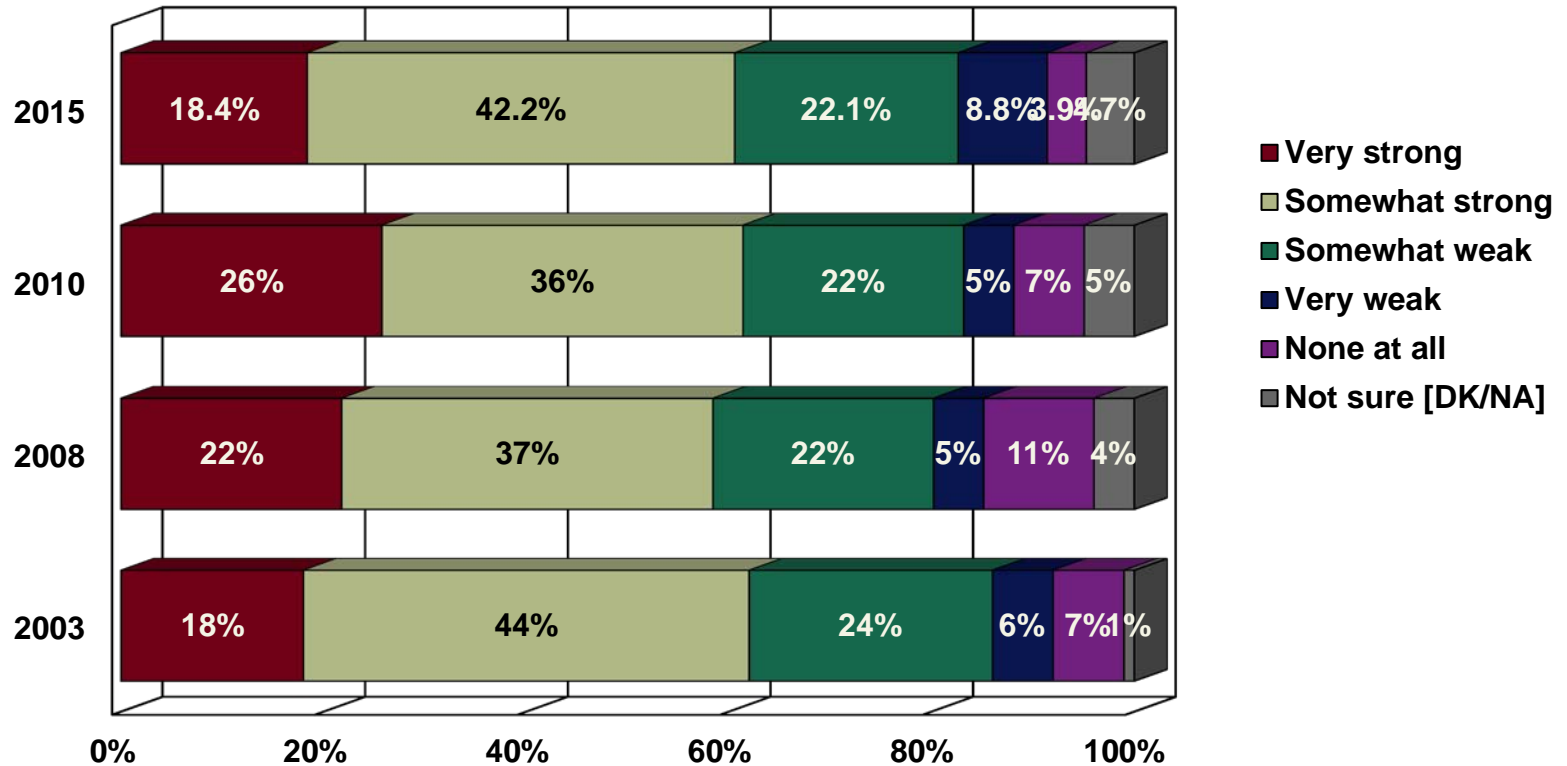
<b>Fire protection and prevention services</b>	1.50
<b>Attracting people to the downtown area for events</b>	1.47
<b>Providing park and recreation programs and events</b>	1.38
<b>Graffiti removal</b>	1.14
<b>Keeping and attracting businesses and creating jobs</b>	1.03
<b>Providing programs for senior citizens</b>	.99
<b>Emergency preparedness</b>	.93
<b>Information and programs to conserve water</b>	.93
<b>Information and programs about how to save energy</b>	.91
<b>The City's efforts to prevent crime</b>	.81
<b>Providing clean, well maintained streets &amp; sidewalks</b>	.78
<b>Traffic law enforcement</b>	.75
<b>Neighborhood police patrols</b>	.71
<b>Efforts to encourage pedestrian, bike &amp; traffic safety</b>	.69
<b>Neighborhood code enforcement</b>	.62
<b>Communication between the City and residents</b>	.55
<b>Providing housing &amp; food assistance for low income</b>	.13
<b>Encouraging development of a variety of housing</b>	-.02

Note: The above rating questions have been abbreviated for charting purposes, and the responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

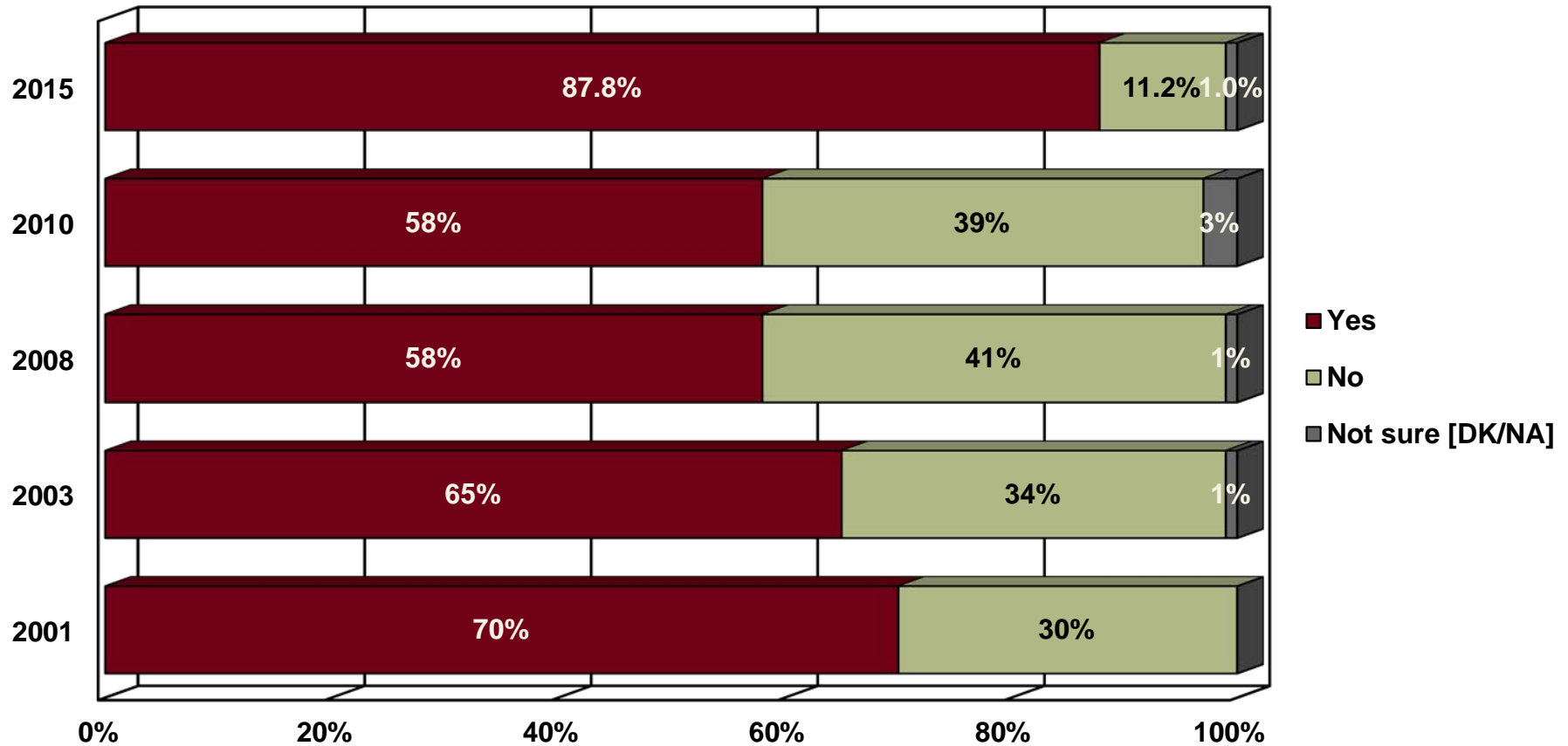
# Q7. Satisfaction with Interaction



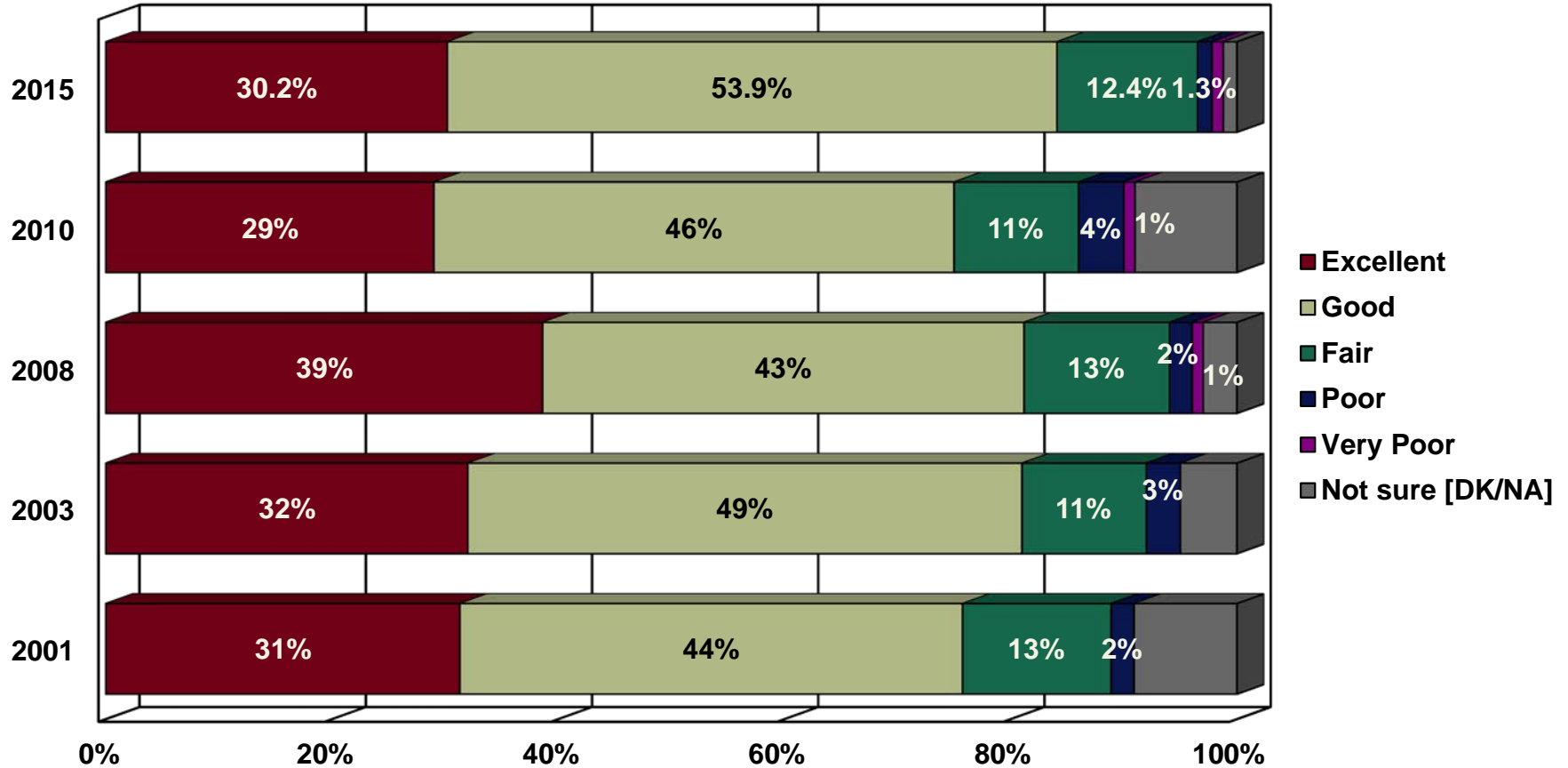
# Q9. Sense of Community



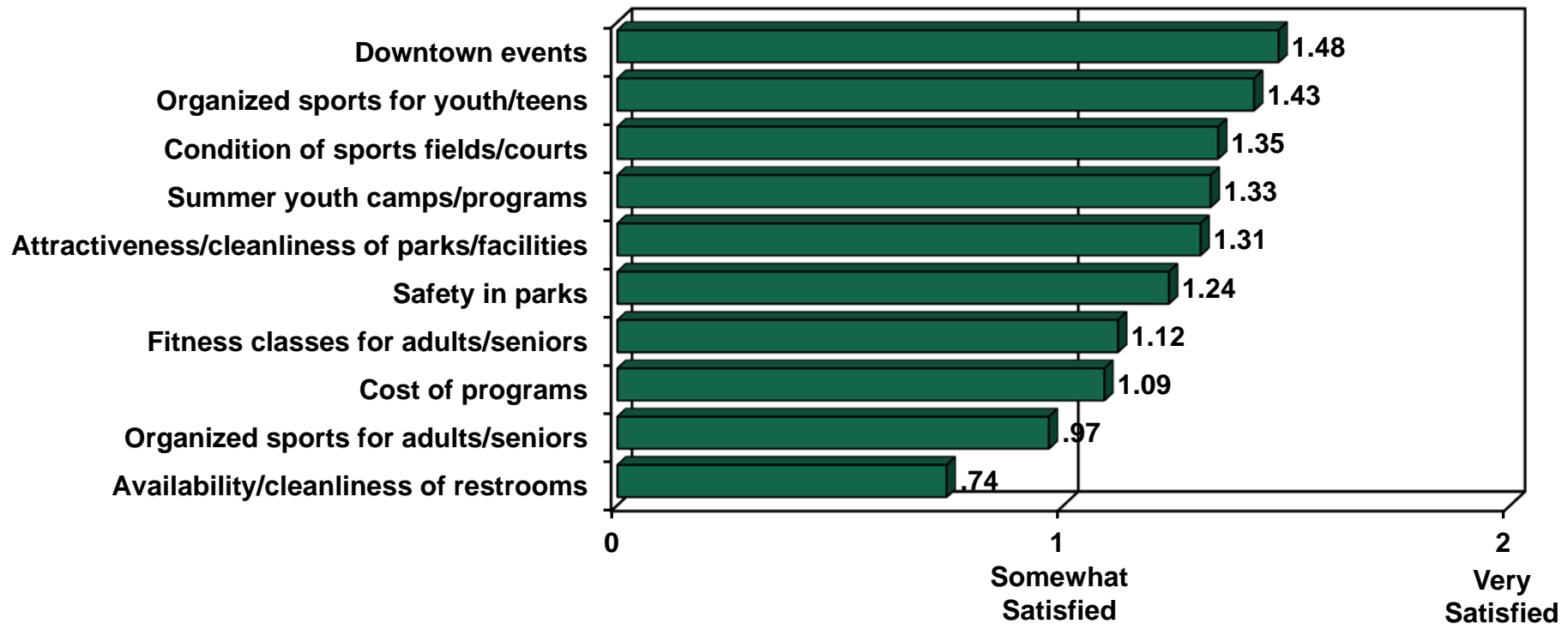
# Q12. Use of City Parks and Recreation



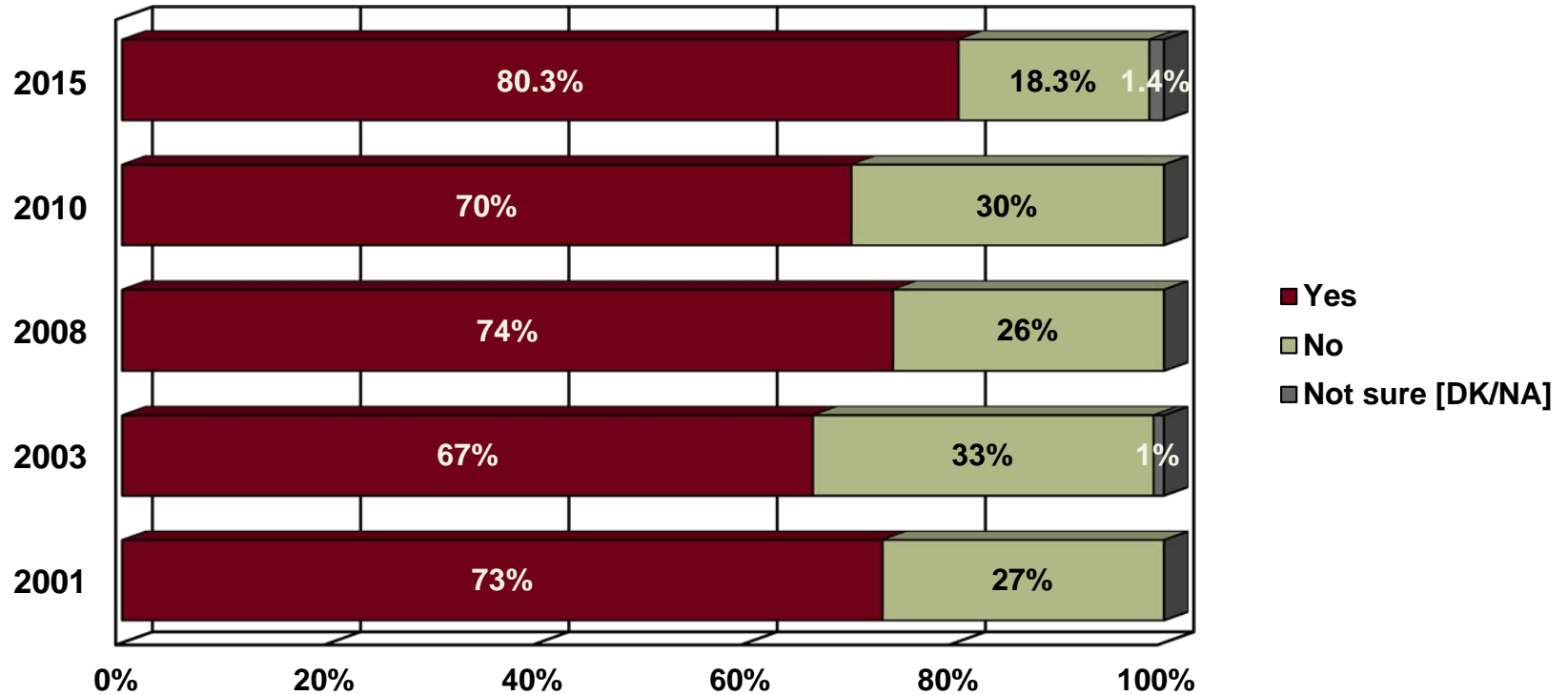
# Q12. Ratings of City Parks and Recreation



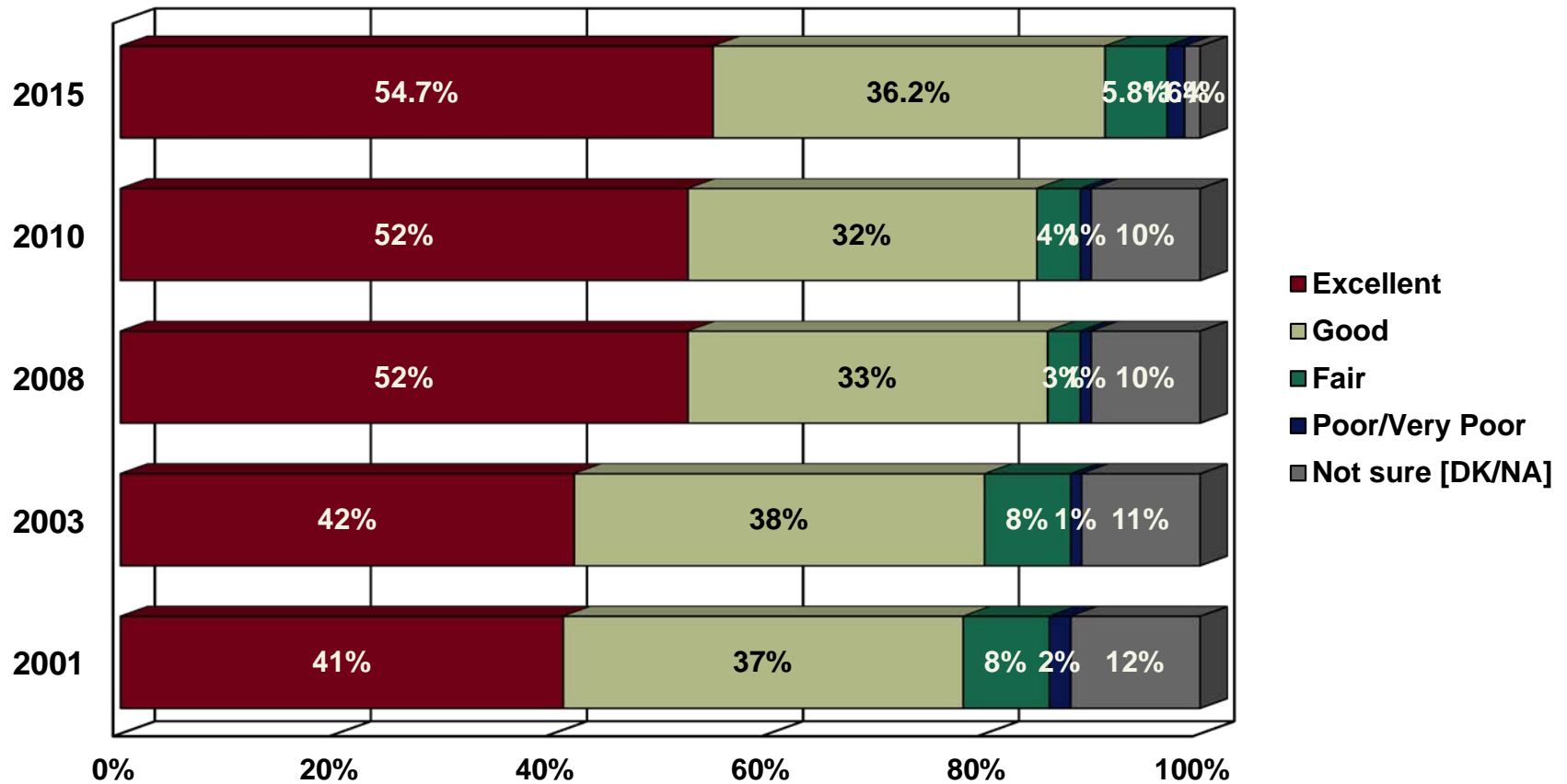
# Q15. Satisfaction with Parks and Recreation



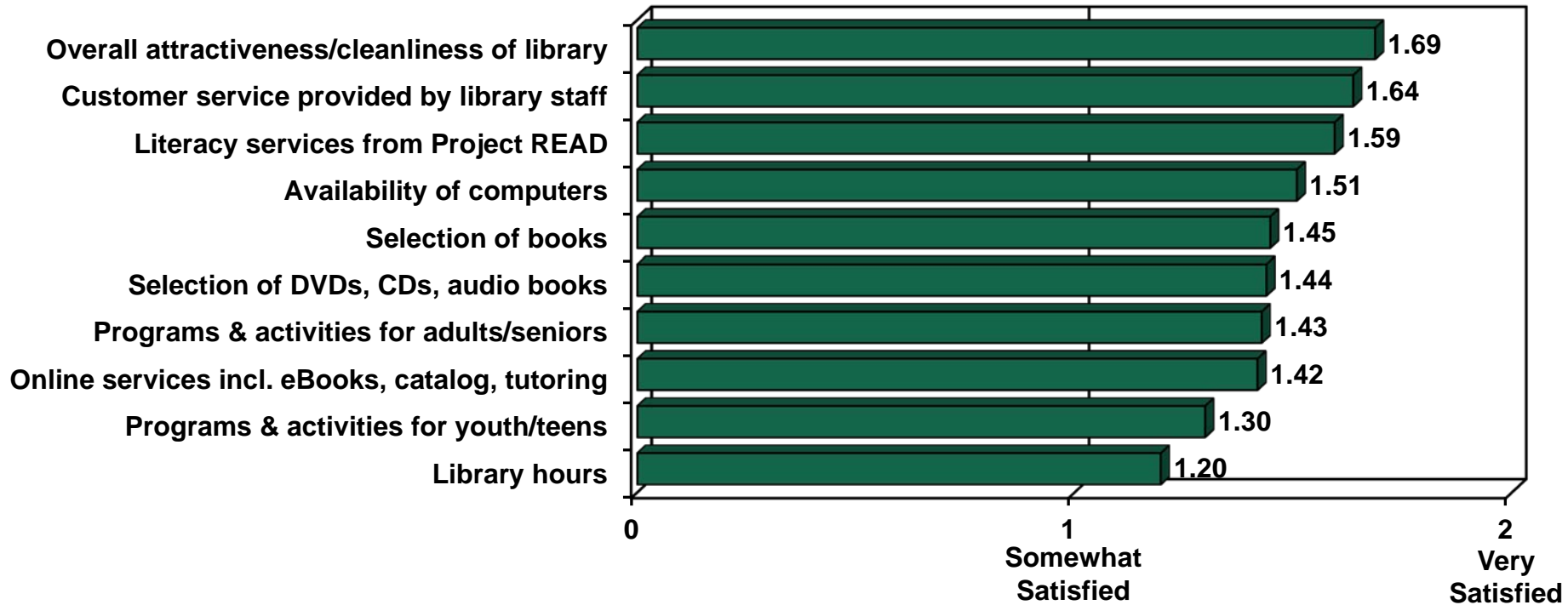
# Q16. Use of Public Library



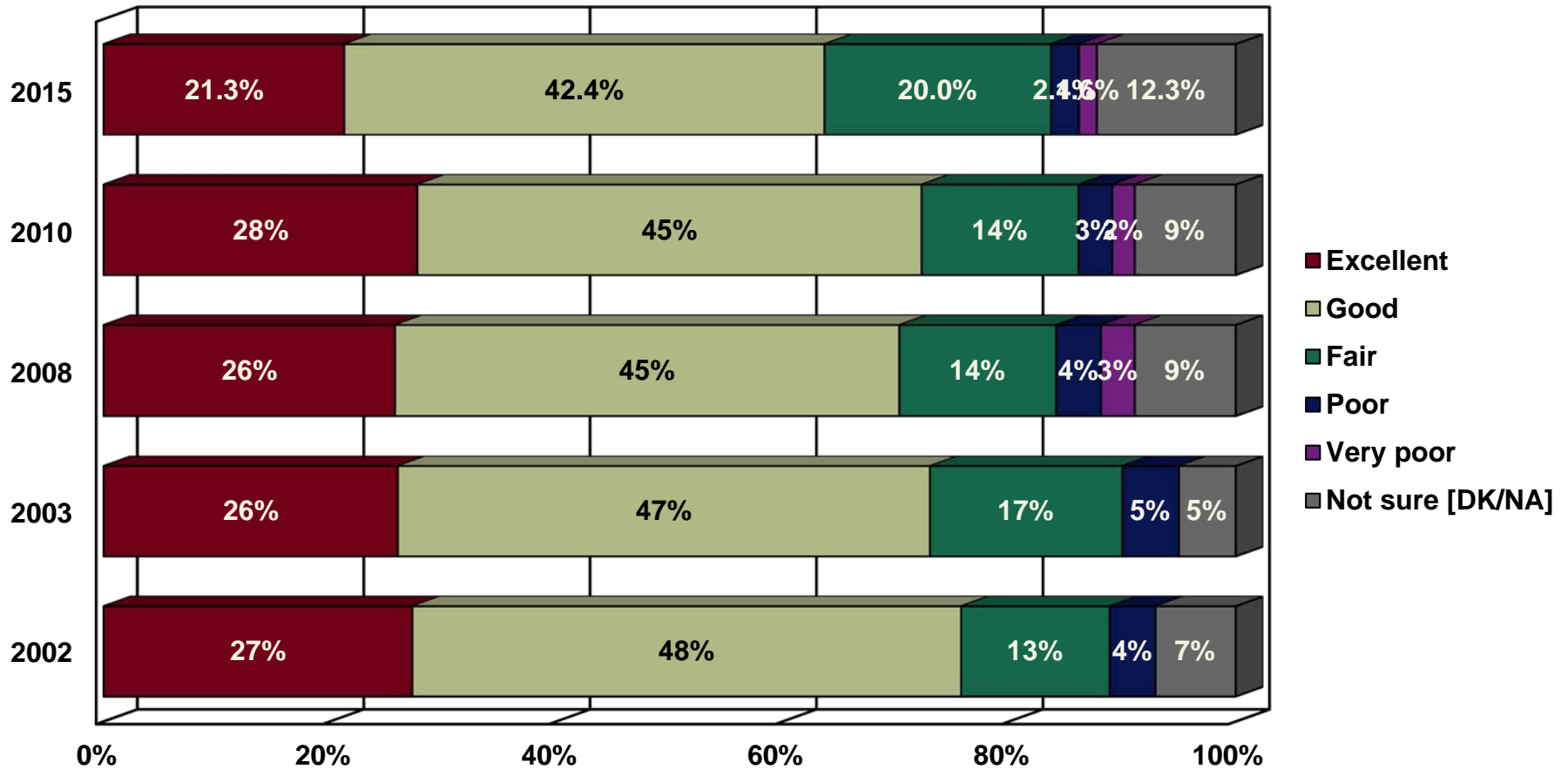
# Q16. Library Service Ratings



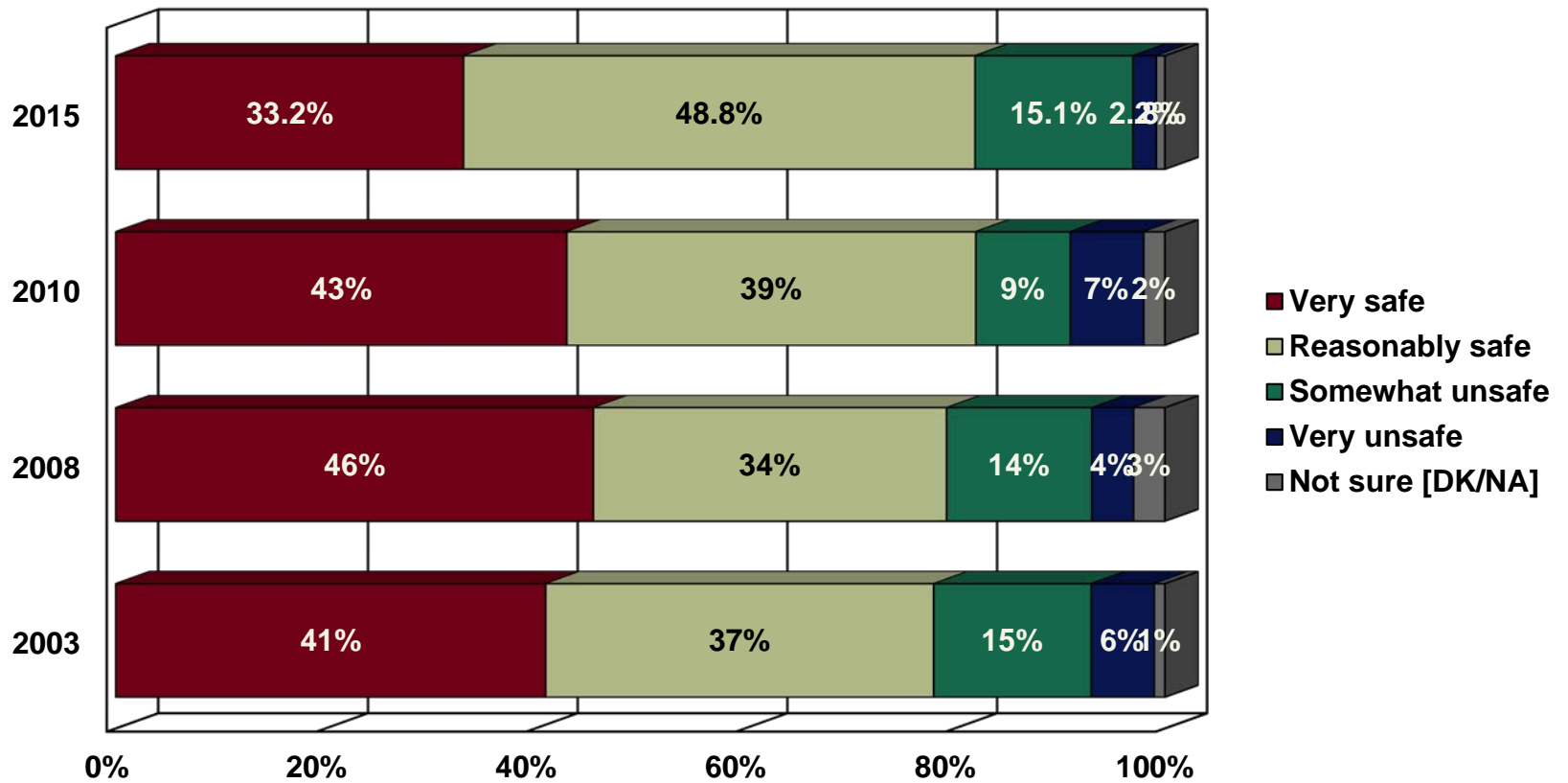
# Q19. Satisfaction with Library Services



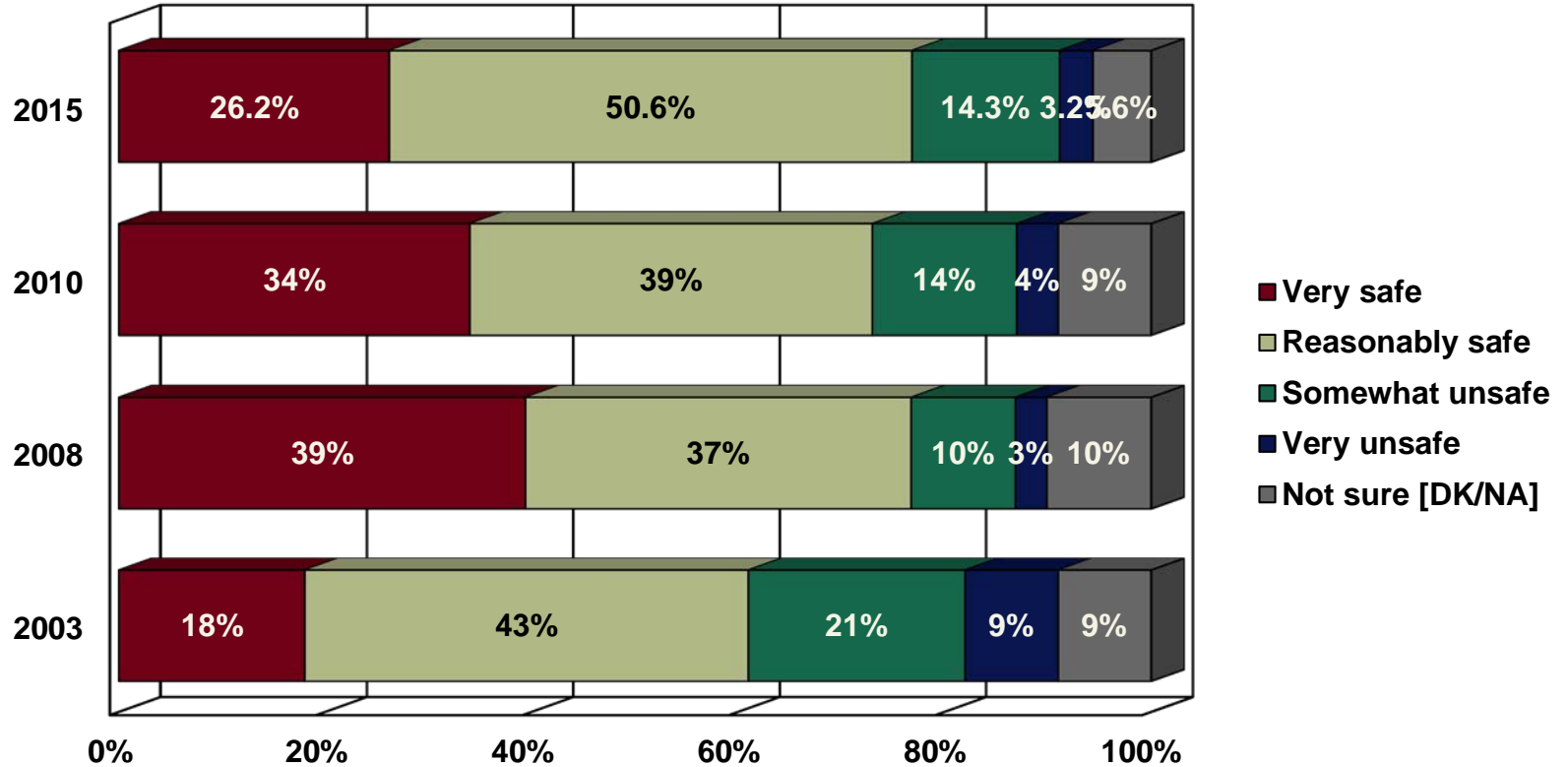
# Q20. Police Department Ratings



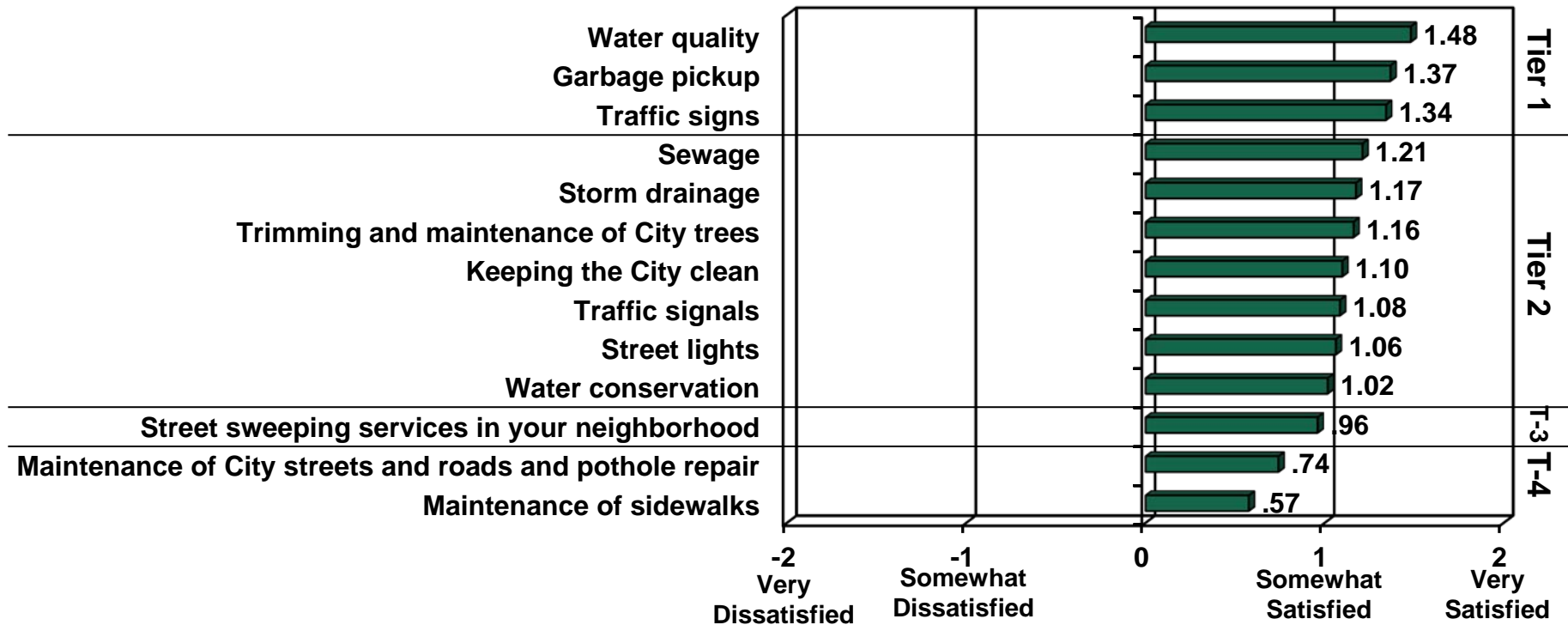
# Q21. Neighborhood Safety After Dark



# Q22. Downtown Safety After Dark

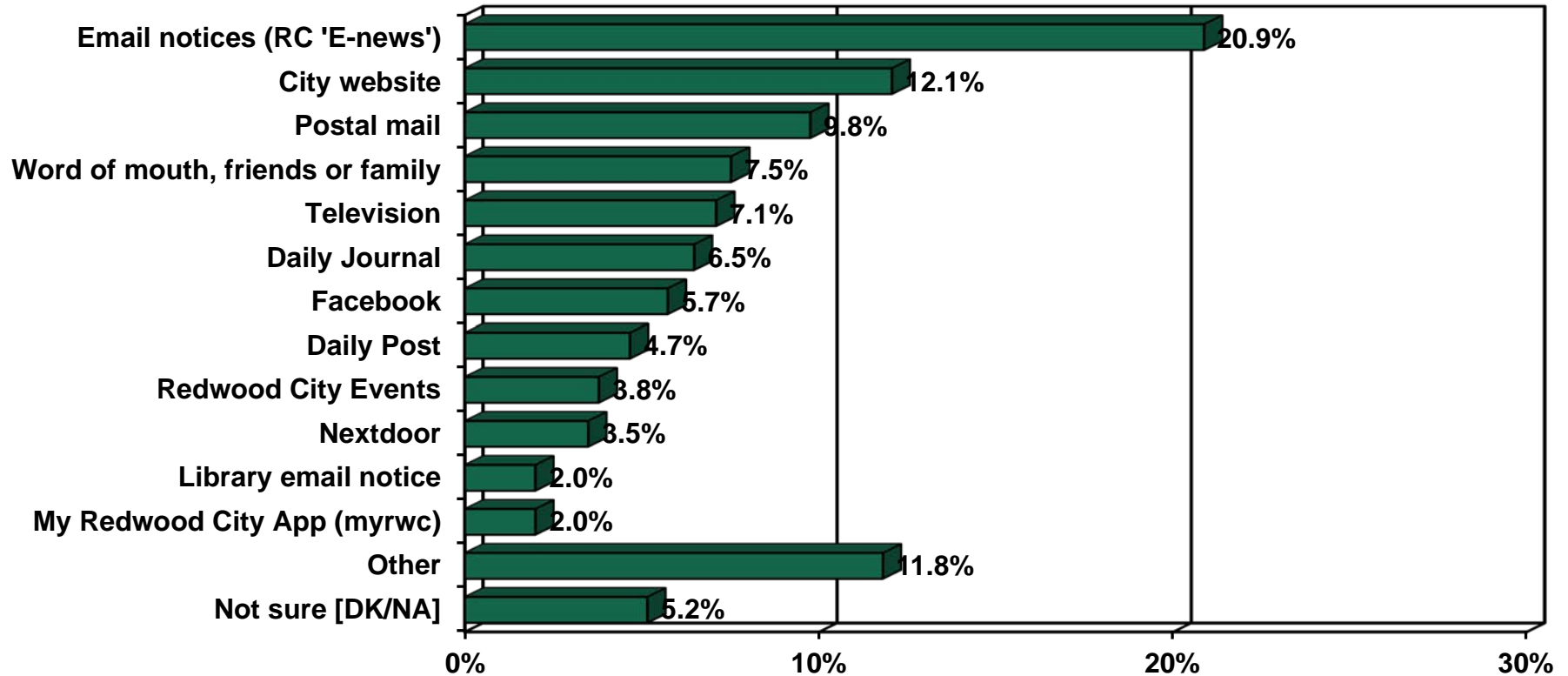


# Q25. Satisfaction with Public Works Services



Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

# Q26. Preferred Information Sources



- Economic success of the City has increased respondents concern over housing and traffic issues.
- Interaction with city representatives (council & staff) is significantly higher than in past surveys.
- Future engagement responses demonstrate opportunity to engage residents to volunteer, participate in online surveys, attend workshops and city council meetings.
- Increases in park and library uses demonstrate community's value for these city amenities.
- Residents are very happy with the City's efforts to provide downtown events.
- Preferred information sources by residents continue to be the City's enews, website, mail which will assist with the city's focus on communications moving forward.