

Redwood City Targeted General Plan Update

Summary - Survey of Community Values

June 2021

Introduction

As a follow-up to the May 12th Community Workshop, the City provided the opportunity for residents to weigh in on some draft values statements that were developed from the feedback received from the workshop. The survey also included an opportunity for participants to write in a values statement for consideration. The survey was open from June 5 through June 28, 2021. The survey was hosted on the City website: welcomehomerwc.org and participants could complete the survey in English or Spanish. Participants were encouraged to view the video recording of the workshop which included Spanish- language captions. The City received 302 responses to the survey; 285 were in English and 17 were in Spanish.

Survey Methodology

The survey was conducted using Survey Monkey and the questions mirrored those conducted during the May 12 workshop. This allowed the City to understand the age and housing status of participants along with providing information about how long they had lived in Redwood City. The values statements used as the basis of the survey were drawn from the feedback provided during the small break-out group discussions during the workshop.

The City publicized the survey in both English and Spanish using social media, website promotion and printed flyers. The City did several rounds of publicity, with each round measuring a notable boost in the response rate.

Survey Results

Highlights

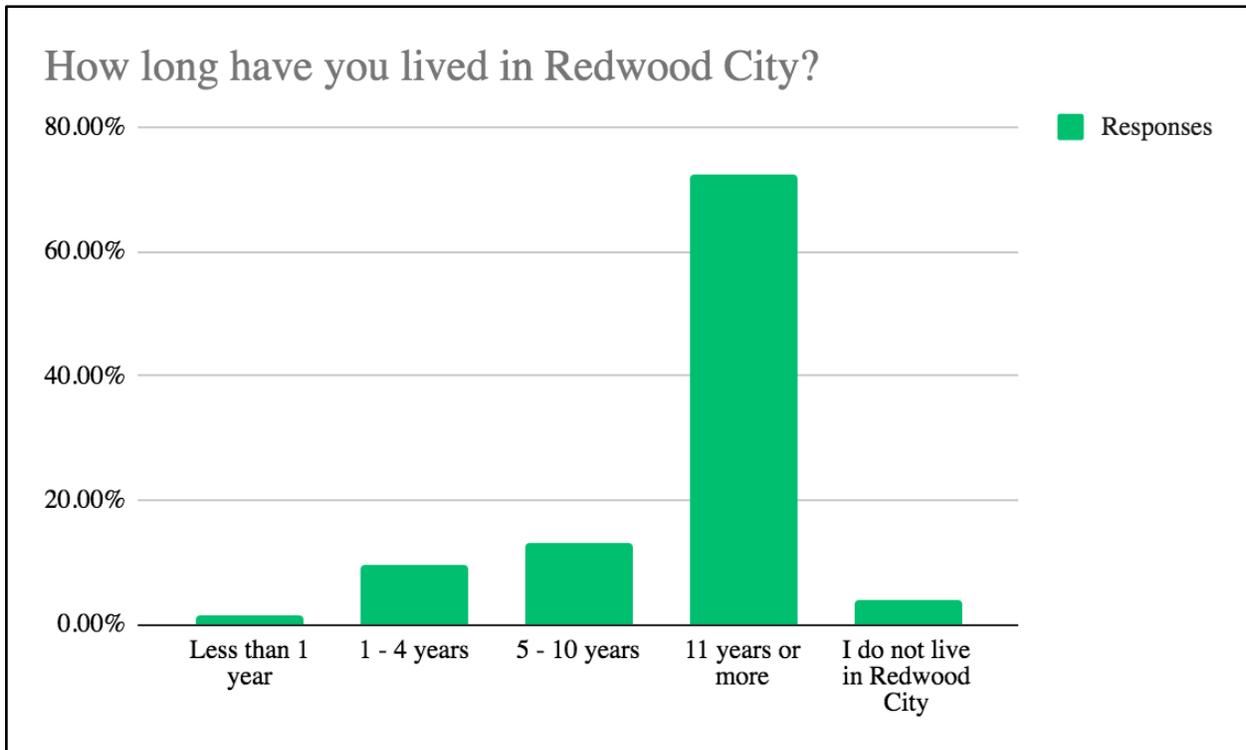
The top three statements receiving the highest number of responses included:

- Keep our city clean and beautiful - with green, tree-lined streets
- Diversity is important - maintain and support ethnic and racial, and economic diversity
- Preserve our existing low-income housing units and build new affordable homes

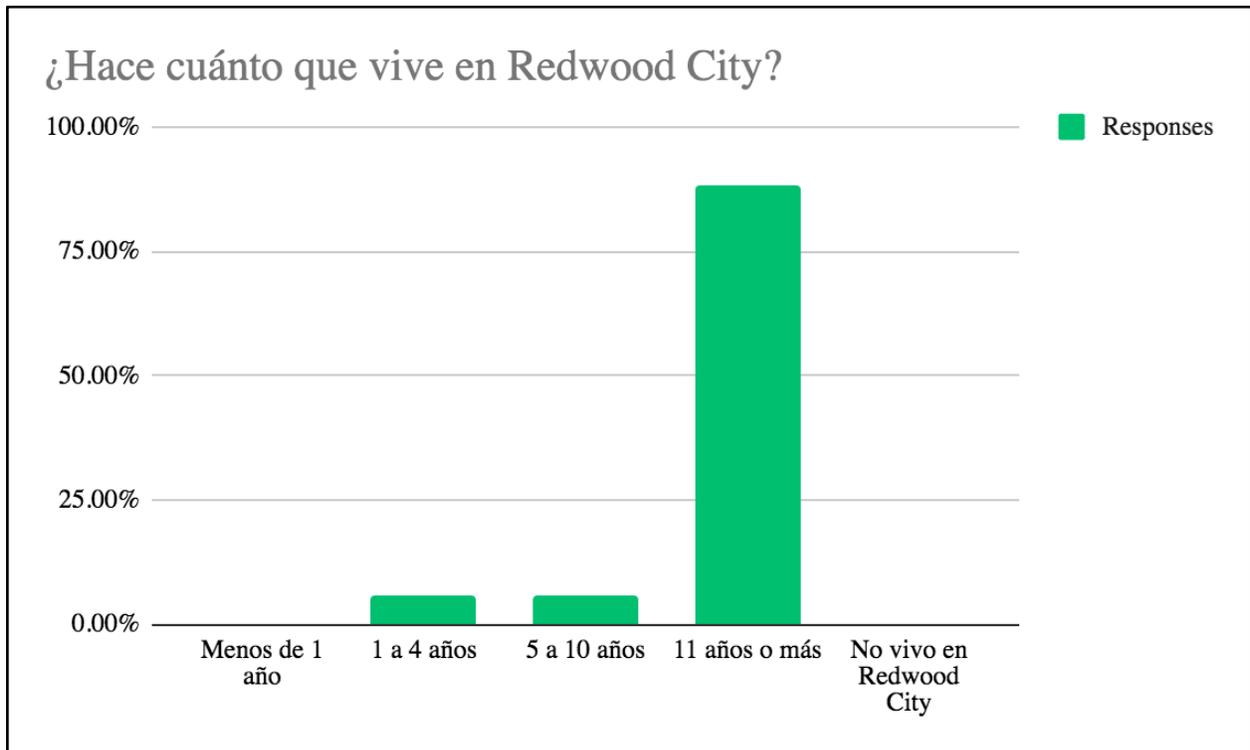
The complete survey results are in the tables which follow. Percentages are rounded to the nearest whole number. "n" indicates the total number of responses for each question. Not all participants responded to each question.

Question 1. How long have you lived in Redwood City?

Responses	English	Spanish	Combined
Less than 1 year	4 (1%)	0 (0%)	4 (1%)
1-4 years	27 (9%)	1 (6%)	28 (9%)
5-10 years	37 (13%)	1 (6%)	37(13%)
11years or more	206 (72%)	15 (88%)	221 (73 %)
I do not live in Redwood City	11 (4%)	0 (0%)	11 (4%)
Total	285 respondents in English	17 respondents in Spanish	302 combined respondents



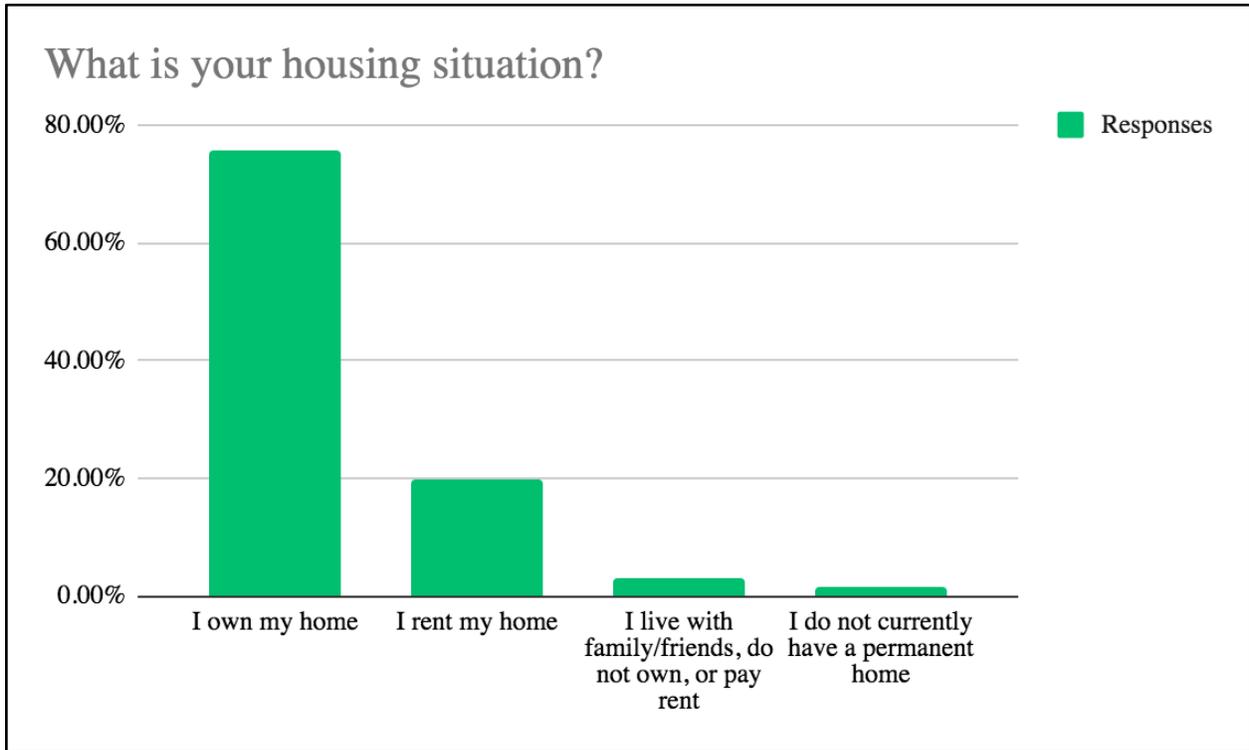
English (n = 285)



Spanish (n = 17)

Question 2. What is your housing situation?

Responses	English	Spanish	Combined
I own my home	216 (76%)	1 (6%)	217 (72%)
I rent my home	56 (20%)	10 (63%)	66 (22%)
I live with friends/family, do not own, or pay rent	9 (3%)	3 (19%)	12 (4%)
I do not currently have a permanent home	4 (1%)	2 (13%)	6 (2%)
Total	285 respondents in English	16 respondents in Spanish	301 combined respondents



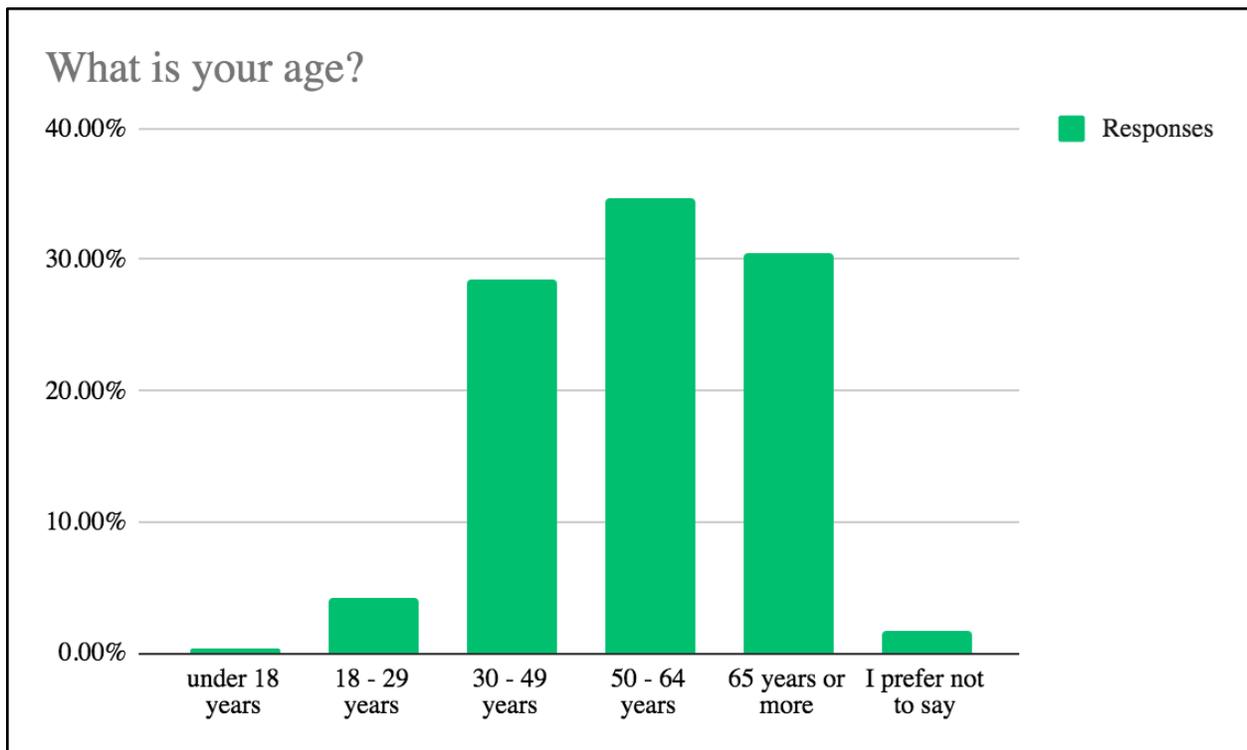
English (n = 285)



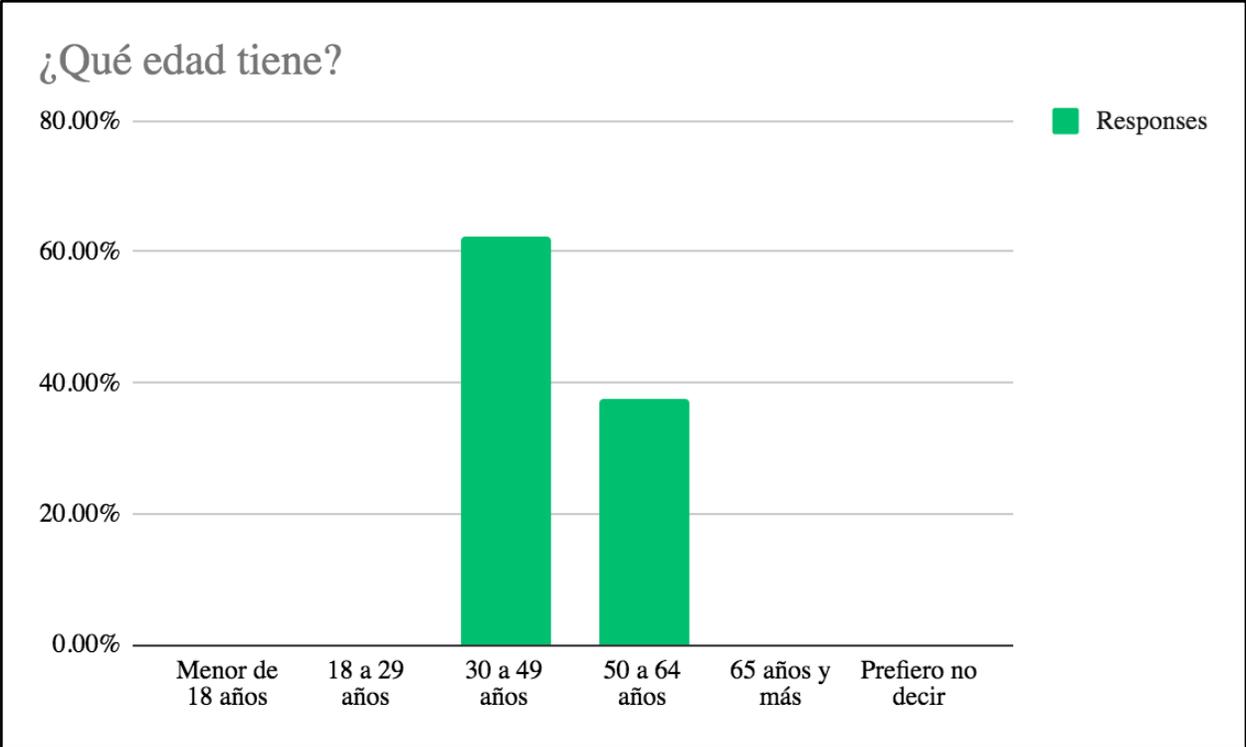
Spanish (n = 16)

Question 3. What is your age?

Responses	English	Spanish	Combined
Under 18 years	1 (0%)	0 (0%)	1 (0%)
18 - 29 years	12 (4%)	0 (0%)	12 (4%)
30 - 49 years	81 (28%)	10 (63%)	91 (30%)
50 - 64 years	99 (35%)	6 (38%)	105 (35%)
65 years or more	87 (31%)	0 (0%)	87 (29%)
I prefer not to say	5 (2%)	0 (0%)	5 (2%)
Total	285 respondents in English	16 respondents in Spanish	301 combined respondents



English (n = 285)



Spanish (n = 16, skipped = 1)

Question 4. What's one word that describes Redwood City? (Word cloud includes words that received at least 8 occurrences.)



Words (English)	Number of Occurrences	Percentage of total
Diverse	27	10%
Home	14	5%
Community	11	4%
Vibrant	11	4%
Comfortable	8	3%
Crowded	8	3%
Family / Family-Friendly	7	3%
Growing	7	3%
Expensive	6	2%
Friendly	6	2%
Change / Changing / Changing quickly	5	2%
Progressive / Progressing	5	2%

n = 278, skipped = 7

Words (Spanish - Translated)	Number of Occurrences	Percentage of total Spanish
Expensive	7	44%
Beautiful / Pretty	2	13%
Comfortable	2	13%
Safety, Growing, Support, Tranquility, Home	1 mentioned of each	6% each (30% combined)

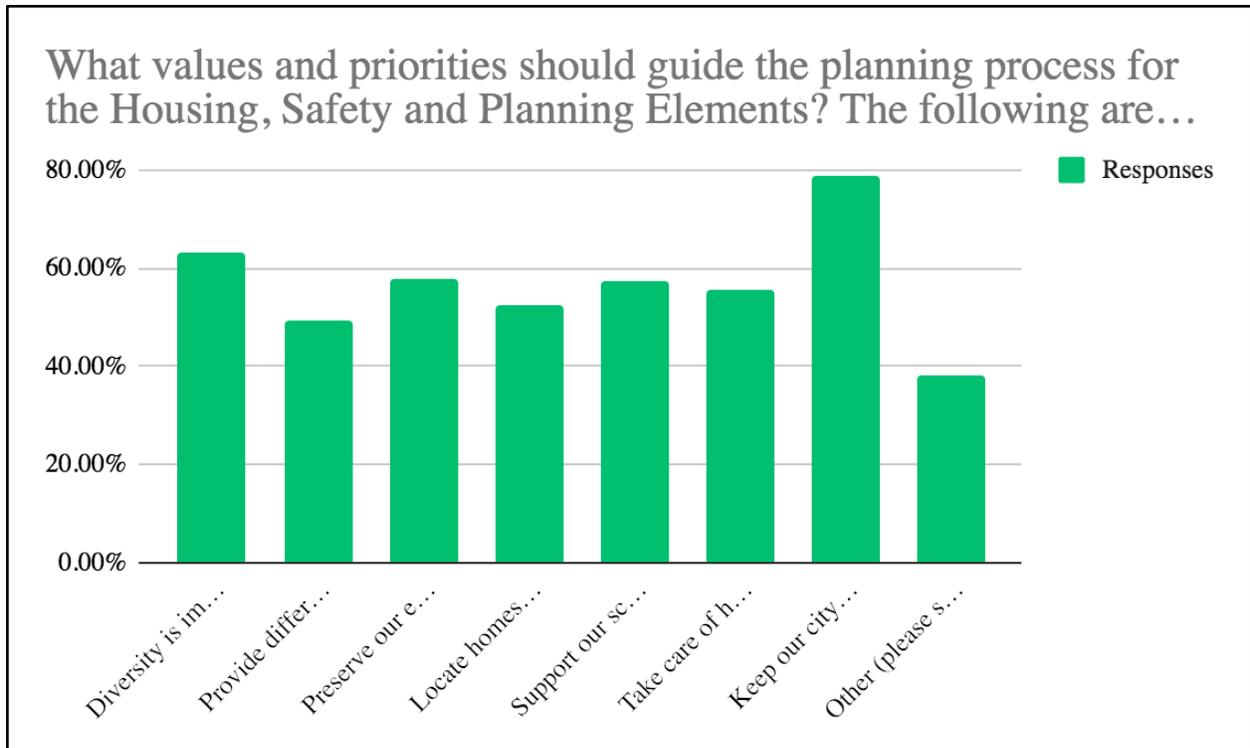
n = 16, skipped = 1

Question 5. What values and priorities should guide the planning process for the Housing, Safety and Planning Elements? The following are some statements that have

already been provided by community members. Please check all the statements you agree with. You may add your own at the end.

The top selected **values and priorities** by English respondents are highlighted in orange, Spanish respondents highlighted in green, and the combined overall top responses are highlighted in purple.

Value Statements	English	Spanish	Combined
Diversity is important - maintain and support ethnic and racial, and economic diversity	180 (63%)	6 (35%)	186 (62%)
Provide different types of housing	141 (49%)	6 (35%)	147 (49%)
Preserve our existing low-income housing units and build new affordable homes	165 (58%)	13 (76%)	178 (59%)
Locate homes in placed where you can walk to for services, transit and jobs	150 (53%)	13 (76%)	163 (54%)
Support our schools by building teacher housing and housing for young families	164 (58%)	8 (47%)	172 (57%)
Take care of homeless and prioritize housing for needs of low-income community members	159 (56%)	6 (35%)	165 (55%)
Keep our city clean and beautiful - with green, tree-lined streets	225 (79%)	10 (59%)	235 (78%)
Other (please specify)	109 (38%)	5 (29%)	114 (38%)
Total	285 respondents in English	17 respondents in Spanish	302 combined respondents



English (n = 285)

Participants were given the option to write in a values statement. The responses included statements across multiple themes. Some value statements were consistent with values and priorities discussed in the community workshop on May 12th, while some highlighted different issues. Responses from the English language survey focused on:

- Access to Open Space - Respondents want to see more parks and open spaces for families and to relax.
- Affordability and Stability for All - Many respondents highlighted the importance of building more affordable housing, as well as increasing the housing supply for all income levels. Responses also mentioned building more housing for seniors, mixed-age housing, programs for new homeowners and support for current homeowners to maintain their homes. There was a mixed response to building higher density versus maintaining single family homes in neighborhoods currently zoned for that.
- Jobs-Housing Balance - Respondents were concerned about the amount of office and commercial buildings being constructed and would like to see a balance with more housing.
- Safety Concerns - Residents were concerned about crime and wanted to ensure police and fire departments had adequate resources to meet the needs of a growing community.
- Transit and Walkability - Respondents showed an interest in seeing improvements to biking and pedestrian paths as well as increased access to such trails. Many residents

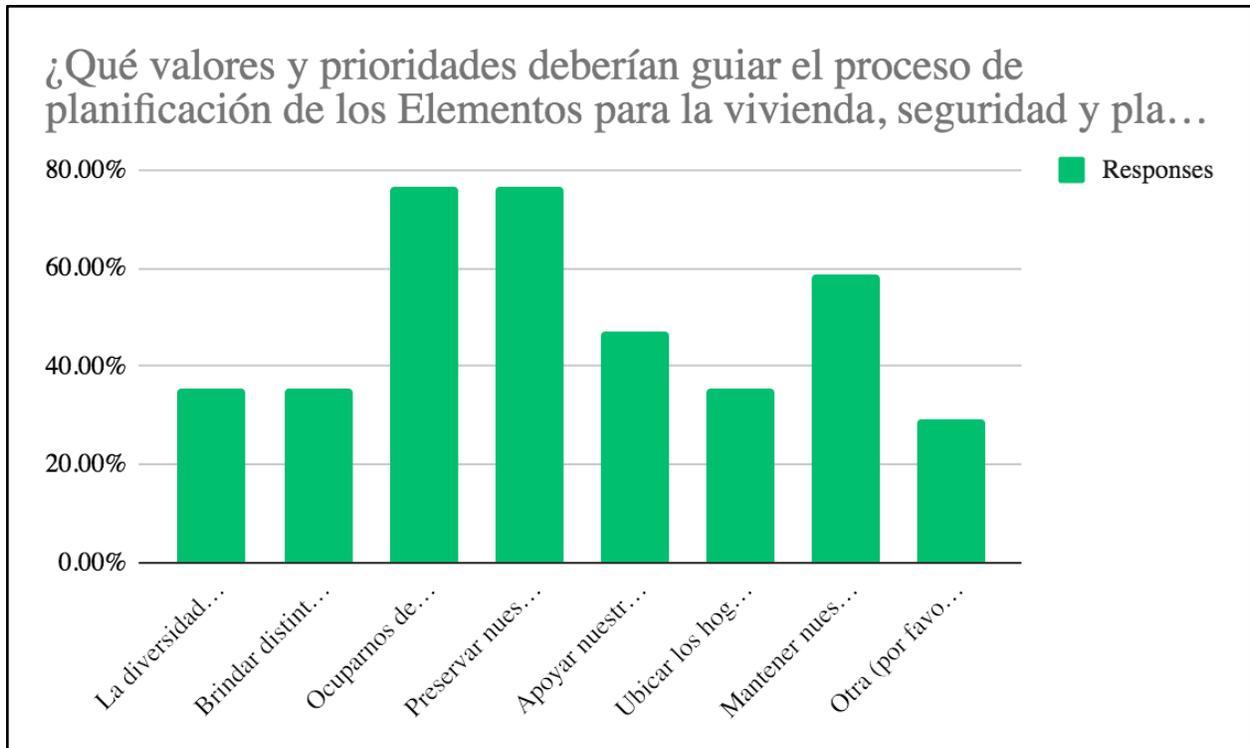
expressed concerns over increased traffic and limited parking due to higher density housing.

New themes highlighted in these open-ended responses included:

- Water Concerns - Some respondents expressed concerns about water shortage and the need to meet higher demands with increased developments
- Overcrowding Concerns - For multiple respondents, overcrowding of the city was a concern, they do not want to see more development happening, with some asking for an end to all new constructions.
- Neighborhood Characteristics Preservation - Some respondents wanted to prioritize maintaining the "small neighborhood" characteristics and were concerned with the increased development happening across the city. Others also mentioned preserving historic charm and maintaining old homes.
- Climate Resiliency - Some respondents expressed concern over climate impacts and emergencies and wanted homes to be sustainable and built with resilient materials.

Responses from Spanish Language participants focused on:

- Affordability - Several comments focused on the need to stop rent increases and have rent control. This is needed to prevent people from needing to move to other cities where rent and work are more accessible.
- Equity- To have equity we must focus on the needs of the poorest
- Safety- fast moving traffic can make it dangerous for people when walking



Spanish (n = 17)

Open-ended responses for Spanish respondents for "Other (please specify)" -

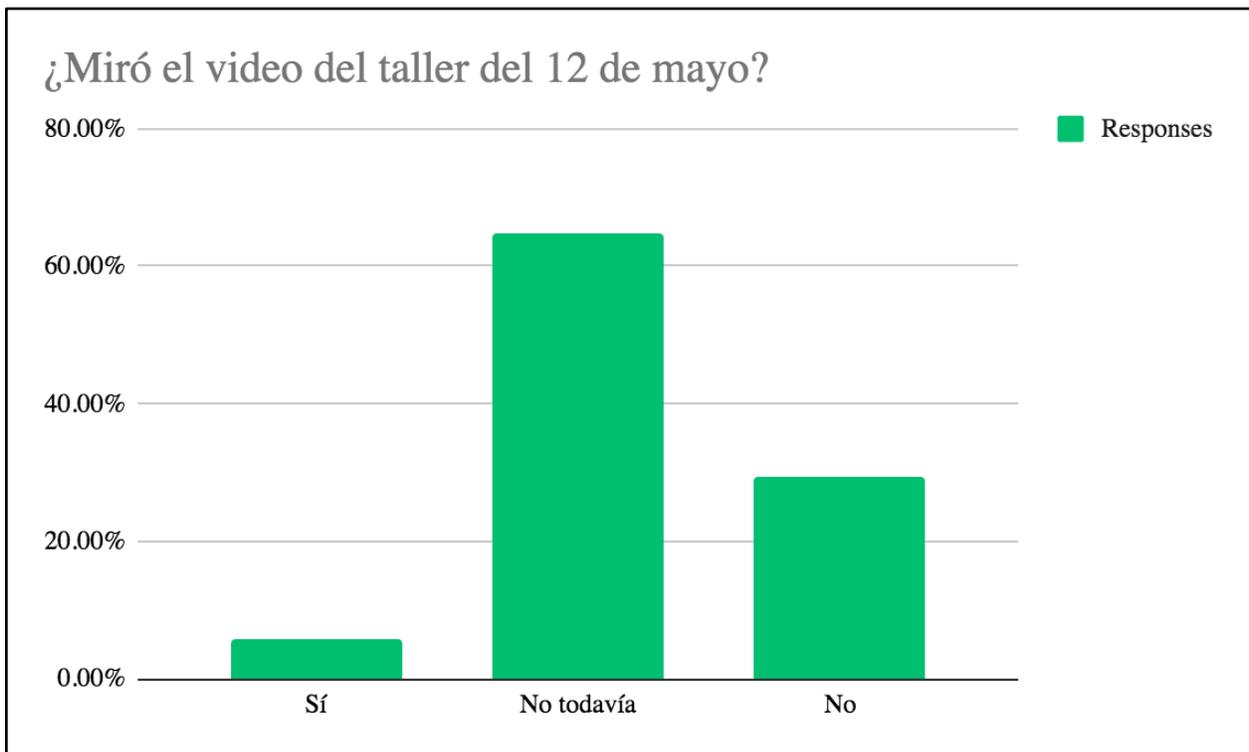
- Stop the excessive increase in rents
- To have equity we must focus on the needs of the poorest
- Stop the rent increase every year, because with this in the future, families will have to move to other cities where rent and work are more accessible!
- For there to be more security on the streets because cars move very fast and it is very dangerous when you are walking
- Put rent control and fair prices to the properties

Question 6. Did you watch the video of the May 12th workshop?

Responses	English	Spanish	Combined
Yes	29 (10%)	1 (6%)	30 (10%)
Not Yet	111 (39%)	11 (65%)	122 (41%)
No	144 (51%)	5 (29%)	149 (50%)
Total	284 respondents in English	17 respondents in Spanish	301 combined respondents



English (n = 284, skipped = 1)



Spanish (n = 17)

Question 7. Please provide your email if you would like to receive updates about the planning process.

	English	Spanish	Combined
Provided Email	133 (48%)	11 (65%)	144 (48%)
Skipped Question	149 (52%)	6 (35%)	155 (52%)
		Total	144 emails collected