

Communication and Process Review

January 21, 2020

Joy Kummer, Partner

Outreach and Communication on City Needs

July – August 2019

- Work with City and community leaders to identify City Needs
- Developed comprehensive communication plan
- Began developing informational materials
 - Fact Sheet
 - FAQ
 - PowerPoint

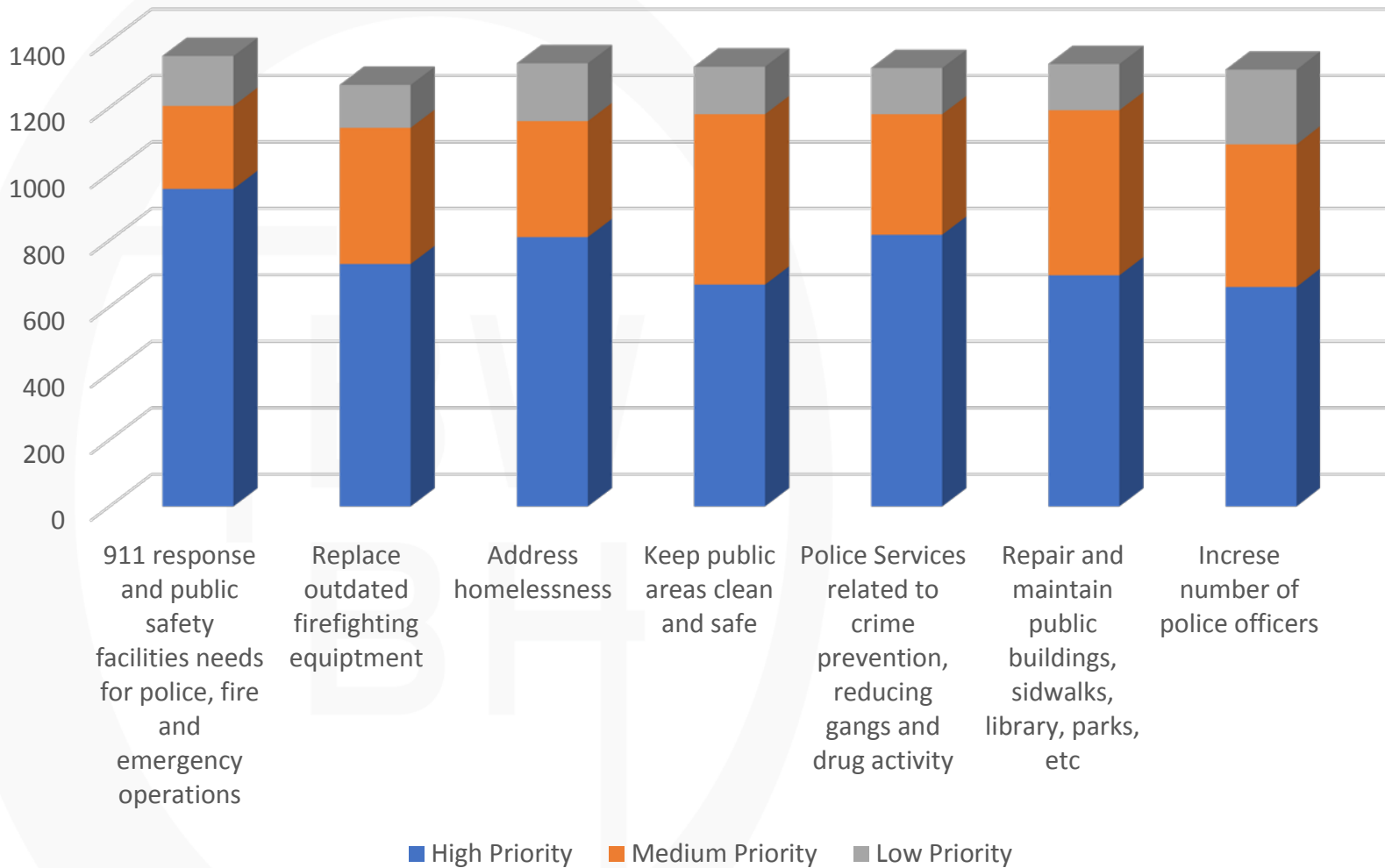
September – December 2019

- Finalized informational materials regarding City needs
- Development of City informational web page with survey
 - Explore -> [Local Needs](#)
 - Beginning of internal and external stakeholder outreach
 - City Staff conducted X Meetings
 - Provided information about needs in City Newsletter with link to survey

Community Survey Responses

- Non-scientific survey conducted via mail and online to determine priorities of community members: mailed October 16, 2019
- Total Number of Completed Surveys: 1356
- 87% of respondents agreed they have a high quality of life in Redlands
- 46% of respondents provided comments
- The following data represents survey responses as of 1/17/20

Survey Responses



Comments from Your Community

Many comments were centered around public safety:

“Public safety, community events, vibrant neighborhoods, and a thriving downtown are some of the things that make Redlands a great community. A new Public Safety Center in the downtown area, especially if located north of the freeway on Orange Street or Colton Avenue will serve the community well.”

“The crime and illegal activity is creeping in and the city’s policies on response and action in relation to these things has gotten far to lax.”

“Crime prevention is the highest priority in my opinion.”

“My biggest concern is the homeless in our city.”

“I would just like to see more police officers. I feel like they're so overworked and we need more. Please address the homelessness. This city is too beautiful and too expensive to be constantly hassled by drug addicts at gas stations and walking down the street. Please don't build a multi-story apartment building in the middle of town, it would be such an eye sore and it would increase road congestion. The Redlands utility department is fantastic though! They are always so nice and so efficient. Can't thank them enough!”

“Addressing homelessness is extremely high! But this cannot be done unless you give fire and police the tools they need to address the homelessness crisis.”

“I believe the utmost priority should be maintaining our police force to keep the city safe and secure.”

“We need to bolster our police and firefighting services. We are proud to have our local police and fire departments that go above and beyond for the community. Let’s help those departments out!”

Comments from Your Community, cont.

Other top comments were around traffic, streets, side walks and other community issues:

“The public art that has popped up around town is really great. There's a big fork in the road near prospect Park that is so neat, and the vibe that the city is cultivating downtown is so refreshing. Thanks for promoting art and culture in Redlands! Also, I sent a letter to the city council about rethinking the cell towers that are planned near schools and homes. I'm hoping they reevaluate the cell tower locations so that they are in safer, less populated locations. Let's keep up the amazing quality of life in Redlands!”

“The Recreation and Senior Centers need funding and additional staff. They work very hard but with such low funding and priority, the City of Redlands is way behind other cities in QOL.”

“Safe sidewalks should be a priority. The area surrounding the Redlands Mall needs attention.”

“People who use manual and powered mobility equipment to get around our city is at additional peril because of maintained trees and sidewalks. I am such a person. I fell off a curb down the street from my home trying to get around tree roots and an unnavigable sidewalk. I fell onto the street along with my power wheelchair. Thankfully, I wasn't badly hurt. I couldn't get up, but some passers-by stopped to help me. God bless the good citizens of our great city.”

“Half the Cities Streets are horribly rough and in need or resurfacing while the other half of the city has already been done.”

“Trees need grooming. Curbs need to be fixed for handicapped people as well as more handicapped parking in public lots.”

“The response to my mother when she fell was 150% awesome! You care and it shows!”

Next Steps

- Continue public outreach and seeking input
- Maintain online survey and include in next City Newsletter again
- Review all outreach documents and consider edits based on new information
- Send follow up mailer to community regarding survey results, and other City information