



**Regular Meeting of the Richmond Fund for
Children and Youth Oversight Board
of the City of Richmond
Monday, January 3, 2022 | 6:00 PM**

- A.** Call to Order and Roll Call
- B.** Agenda Review and Modifications
- C.** Report from the Director
- D.** Public Forum
- E.** Consent Calendar:
 - E-1.** APPROVE the minutes of the October 4, 2021, meeting of the Richmond Fund for Children and Youth Oversight Board
 - E-2.** APPROVE the minutes of the December 6, 2021, meeting of the Richmond Fund for Children and Youth Oversight Board
- F.** Oversight Board as a Whole
 - F-1.** RECEIVE a presentation on the proposed Richmond Department of Children & Youth review committee selection process and nominate and select members.
 - F-2.** RECEIVE an update on the Fiscal Year 2022-23 proposed draft budget
 - F-3.** RECEIVE a presentation on the 2021 Community Survey presentation
- G.** Adjournment

MEETING INFORMATION

Oversight Board members

Geselle Alvarado
Diego Castro Curry
Khaliaghya Dandie-Evans
Devin Dinh
Guadalupe Enllana
Teyona Galloway
Carol Hegstrom
Kapis James
Zeonta Johnson
Katherine Lee
Madiha Qader
Stephanie Sequeira

Staff Liaisons

Patrick Seals
Guadalupe Morales
LaShonda White

ALL BOARD MEMBERS WILL PARTICIPATE VIA VIDEO OR TELECONFERENCE

CORONAVIRUS DISEASE (COVID-19) ADVISORY

Due to the coronavirus (COVID-19) pandemic, Contra Costa County and Governor Gavin Newsom have issued multiple orders requiring sheltering in place, social distancing, and reduction of person-to-person contact. (See, for example, March 31, 2020 County Order extending the shelter-in-place order until May 3, 2020 & March 19, 2020 statewide shelter-in-place order.) Accordingly, Governor Gavin Newsom has issued executive orders that allow cities to hold public meetings via teleconferencing (Executive Order N-29-20).

Both <https://www.coronavirus.cchealth.org/> and <http://www.ci.richmond.ca.us/3914/Richmond-Coronavirus-Info> provide updated coronavirus information. On April 29, 2020, the Health Officer of Contra Costa County issued a press release to inform the public that regional shelter-in-place orders will be extended through May 31, 2020, as some restrictions are eased.

DUE TO THE SHELTER IN PLACE ORDERS, and consistent with Executive Order N29-20, this meeting will utilize video/teleconferencing only.

Zoom Information

By Computer, Tablet, or Mobile Device:

Step 1: Tune in to the videoconference at the following link:

<https://us06web.zoom.us/j/87897640423?pwd=bnVSb1hQaDVFfaXB5Z2gwOVhKSnY4dz09>

Step 2: Enter the following password: **046836**

By Telephone:

Step 1: Dial (for higher quality, dial a number based on your current location): US: +1 720 707 2699 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592 or +1 312 626 6799

Step 2: Webinar ID: 878 9764 0423

Step 3: Enter the following password: **046836**

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Zeonta Johnson
Katherine Lee
Madiha Qader
Stephanie Sequeira

Staff Liaisons

Patrick Seals
Guadalupe Morales

How to participate in Public Forum and/or speak on an agenda item in the meeting:

Public Comment via Email:

Comments can be submitted via email to youth@ci.richmond.ca.us. All comments received by 3:30 p.m. on Monday, January 3, 2022 will be provided to the Oversight Board during Public Forum or their respective agenda item, be considered a public record, and be considered before Oversight Board action. Email must contain in the subject line: **public comments – not on the agenda** or **public comments – agenda item #**. All public comments will be available after the meeting as supplemental materials and will be posted as an attachment to the meeting minutes when the minutes are posted.

Public Comment via Zoom:

Speakers will be called to address the Oversight Board when Public Comment is announced. Each speaker will be allowed two (2) minutes to address the Oversight Board on the item(s) for which the speaker is registered.

To comment by video conference, click on the Participants button at the bottom of your screen and select the **"Raise Your Hand"** button to request to speak when Public Comment is being asked for. Speakers will be called upon in the order they select the "Raise Your Hand" feature. When called upon, you will be unmuted. After the allotted time, you will then be re-muted.

To comment by phone, you will be prompted to **"Raise Your Hand"** by pressing **"*9"** to request to speak when Public Comment is asked for. When called upon, you will be unmuted. After the allotted time, you will then be re-muted. Instructions on how to raise your hand by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663-Joining-a-meeting-by-phone>.

The amount of time allotted to individual speakers shall be a maximum of two (2) minutes. If there are several speakers, the amount of time allowed may be modified at the Co-Chairs' discretion.

Accessibility for Individuals with Disabilities

Upon request, the City will provide for written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services and sign language interpreters, to enable individuals with disabilities to participate in and provide comments at/related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service or alternative format requested at least two days before the meeting. Requests should be emailed to youth@ci.richmond.ca.us or submitted by phone at (510) 620-6553. Requests will be granted whenever possible and resolved in favor of accessibility.

MEETING INFORMATION

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Staff Liaisons

Patrick Seals
Guadalupe Morales

Effect of Advisory on In-Person Public Participation

During the pendency of the Executive Order N-29-20, the language in the Advisory portion of the agenda supersedes any language below in the meeting procedures regarding in-person public comment.

Communication Access Information: This meeting is being held in a wheelchair accessible location. To request disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact Bruce Soublet, ADA Coordinator, at (510) 620-6509 at least three business days before the meeting date.

Speaker Registration – Public Comment on Agenda Items: Persons wishing to comment on an item on the agenda shall file a Speaker's Request form with Department staff PRIOR to the Oversight Board's consideration of the item. Once the agenda item is announced and discussion of the agenda item begins, only those persons who have previously submitted Speaker Request Forms shall be permitted to comment on the item. Speakers will be called to address the Oversight Board when the item is announced for discussion. Each speaker will be allowed two (2) minutes to address the Oversight Board on the item(s) for which the speaker is registered.

Speaker Registration – Public Forum: Anyone who wishes to address the Oversight Board on a topic that is not on the agenda and is relevant to the Oversight Board's purpose may file a Speaker's Request Form with Department staff PRIOR to commencement of the Public Forum portion of the meeting and will be called to address the Oversight Board during the Public Forum. The amount of time allotted to individual speakers shall be a maximum of two (2) minutes. If there are several speakers, the amount of time allowed may be modified at the Co-Chairs' discretion.

Conduct at Meetings: Oversight Board meetings are limited public forums during which the City strives to provide an open, safe atmosphere and promote robust public debate. Members of the public, however, must comply with state law, as well as the City's laws and procedures and may not actually disrupt the orderly conduct of these meetings. The public, for example, may not shout or use amplifying devices, must submit comment cards and speak during their allotted time in order to provide public comment, may not create a physical disturbance, may not speak on matters unrelated to issues within the jurisdiction of the Oversight Board or the agenda item at hand, and may not cause immediate threats to public safety.



Regular Meeting of the Richmond Fund for Children and Youth Oversight Board of the City of Richmond

Monday, October 4, 2021
Zoom Webinar Meeting

MINUTES

A. Call to Order and Roll Call

The meeting was called to order at 6:02 PM by Co-Chair Guadalupe Enllana.

Present: Diego Castro Curry, Devin Dinh, Guadalupe Enllana, Teyona Galloway, Carol Hegstrom, Kapris James, Kristin Kilian Lobos, Madiha Qader, Stephanie Sequeira

Absent: Geselle Alvarado, Khaliaghya Dandie-Evans, Zeonta Johnson, Alyssia Nichelle Jones, Katherine Lee

Vacancies: 1 Vacancy

Staff

Liaison: Patrick Seals and Guadalupe Morales – Present

B. Agenda Review and Modifications

None.

C. Report from the Director

Department Director LaShonda White provided a report to Board members. She provided an update regarding in-person meetings—she stated that Board meetings will follow Council direction in this regard. She also provided an update on a vaccine mandate for all public commissions. There is a Bike to Work day event that Board members can join the following day. There are Richmond Community Benefits meetings taking place on Wednesday, October 16, 2021, at 6:00 P.M. and Thursday, October 14, 2021, at 12:00 P.M. and she encouraged Board Members to participate. There is a Richmond Community Surveys and she encouraged Board Members to participate in the Survey to rate the City of

Richmond's services. Lastly, she also asked Board Members to check out the City of Richmond Community Services programs and offerings.

Staff Liaison Patrick Seals provided a brief update on the scope drafting sessions with the twenty grantees.

D. Public Forum

1. Cordell Hindler asked staff to read his written comment (attached).

E. Consent Calendar

None.

F. Oversight Board as a whole

F-1. RECEIVE a RFCY budget update for Fiscal Years (FYs) 18-19 (July 1, 2018 – June 30, 2019) through FY 21-22 (July 1, 2021 – June 30, 2022)

Department Director LaShonda White presented a report regarding the Department and Fund for Children and Youth funds. Topics include an increase in funds every fiscal year until FY23-24, actuals spent since FY 18-19, and upcoming quarterly budget updates. Discussion ensued.

Public Comment:

1. Megan Sanchez asked questions about the budget and wanted to know where the funds are going to besides staff salaries, stipends, and benefits. She wanted to know what are some changes with this funding. She was asked to follow up with more questions with offline.

F-2. DISCUSS and PROVIDE DIRECTION to staff regarding the FY 22-23 RFCY grant release eligibility options.

Staff Liaison Patrick Seals presented this item. He provided an overview of the grant application review process to-date and presented four possible options for the Board members to approve regarding eligibility in grant applications for the following fiscal year with considerations to boundaries, staff capacity, timelines, and recruitment. Discussion ensued.

Public Comment:

1. Megan Sanchez asked staff to pull up a previous slide and liked the first option as well. She mentioned an organization, Plant to Plate, may be interested in applying for this grant. She also mentioned an idea for upgraded version of a playground.

G. Adjournment

There being no further business, Co-Chair Guadalupe Enllana adjourned the meeting at 7:50 P.M.

Approved:

Zeonta Johnson, Co-Chair

Guadalupe Enllana, Co-Chair

Staff Liaison

DRAFT

From: Cordell Hindler <cordellhindler@ymail.com>
Sent: Friday, October 1, 2021 4:07 PM
To: Department of Children and Youth
Subject: Public Comments- Not on the Agenda

This email originated from outside of the City's email system. Do not open links or attachments from untrusted sources.

hello Patrick, I have some comments for the Record

1. the update is that my project is on the consent calendar on the council agenda for tomorrow evening, under I-9
2. second is that the Mayor did mention the oversight board at the council Meeting last Tuesday

Sincerely
Cordell



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There being no further business, Co-Chair Guadalupe Enllana adjourned the meeting at 7:50 P.M.

Staff Liaison

Approved:

Zeonta Johnson, Co-Chair

Guadalupe Enllana, Co-Chair

From: Cordell Hindler <cordellhindler@ymail.com>
Sent: Friday, December 3, 2021 4:28 PM
To: Department of Children and Youth
Subject: Public Comments- not on the agenda

This email originated from outside of the City's email system. Do not open links or attachments from untrusted sources.

hello Patrick, I have a couple of comments for the record

1. The Mayor will mention the vacancies on boards and commissions on Tuesday's council meeting
2. the Update is that the council approve the Proposed Reorg chart, there will be some new positions in the works

Sincerely
Cordell

From: Cordell Hindler <cordellhindler@ymail.com>
Sent: Friday, December 3, 2021 4:31 PM
To: Department of Children and Youth
Subject: Public comments- F-1 Oversight Board as a whole

This email originated from outside of the City's email system. Do not open links or attachments from untrusted sources.

hello Patrick, the only comment is that I do appreciate all the hard work that the Employment & training department has done for Richmond.

Sincerely
Cordell



AGENDA REPORT

Department of
Children and Youth

DATE: January 3, 2022

TO: Members of the Richmond Fund for Children and Youth Oversight Board

FROM: LaShonda White, Director
Patrick Seals, Associate Administrative Analyst

SUBJECT: GRANT APPLICATION(RFP) FISCAL YEAR 2022-2023 REVIEW PROCESS AND BOARD MEMBER REVIEW SELECTION

RECOMMENDED ACTION:

RECEIVE a presentation on the proposed Richmond Department of Children & Youth review committee selection process and nominate and select members.

FINANCIAL IMPACT OF RECOMMENDATION:

There is no financial impact to receiving this report. The City is required to set aside a portion of the annual unrestricted general purpose revenues for transfer to the Richmond Fund for Children and Youth. An estimated \$1.6 million in total available grant funding is projected to be available during FY 2022-2023. The available funds for grants in years two and three increase based on the funding allocations outlined in Article 15, Section 2 of the Richmond Charter.

DISCUSSION:

Per the Charter, the 2021-2024 Request for Proposals (RFP) aims to solicit program proposals from non-profit organizations and public agencies to provide services to children and youth in Richmond and North Richmond. On a Special Meeting held on December 6, 2021, the RFP was approved and subsequently released on December 27, 2021, in accordance with the charter requirements.

Following release of the RFP, Richmond Department of Children and Youth (RDCY) staff posted the proposal on its website, the City's BidsOnline portal (an online portal that allows vendors to bid on various city projects), and shared the announcement utilizing its social media platforms and listservs. RDCY staff also constructed a webpage for easy access to RFP-related documents and set up an online proposal submission portal.

RFP Application Review and Recommendation Flow

To support the review of the proposals, RDCY staff considered the process flows from neighboring Departments of Children and Youth (ex. Oakland Fund for Children and Youth) and current grant review processes utilized by the City of Richmond’s Environmental Community Investment Agreement (ECIA) Grant program. On March 1, 2021, the Oversight Board approved the Review Process Flow represented in the table below.

	Threshold Review	Readers/Scorers	Reviewers	Recommendation
<i>RDCY</i>	<i>Department Staff</i>	<i>Sub-committee of: Richmond Staff; Sub-Committee of RFCY Board; & Outside Staff</i>	<i>Sub-committee of: Richmond Staff; Sub-Committee of RFCY Board; & Outside Staff</i>	<i>Oversight Board</i>

The proposed review process and timeline are depicted below:

Threshold Review	Readers/Scorers		Reviewers	Recommendation	Approval
					
City staff reviews applications	RFCY review committee to review and score proposals	Ranking of proposals by priority area	RFCY review committee review	RFCY oversight board discussion & recommendations	Richmond City Council approval & adoption
February	March – April (approx. 4 weeks)	April	April	April - May	May- June

Recommended RFCY Grant Review Committee

RDCY staff is recommending up to six (6) review sub-committees that correspond to the six priority areas identified in the RFP and referenced above. Department staff’s recommendation is that the review subcommittees would include a mix of:

- A subset of RFCY Oversight Board (Board) members,
- Non-RDCY City Staff from departments such as the City Manager’s Office, Planning, Finance and representatives from the City’s Government Alliance on Racial Equity (GARE) team, and
- Staff from neighboring jurisdictions and Departments of Children and Youth which may include, but not limited to Oakland, San Pablo, San Francisco, and Alameda County.

Furthermore, Department staff is recommending that the subset of the Oversight Board includes up to four(4) to six (6) Board members:

- 2 - 3 Board Members over 24 years of age
- 2 - 3 Board members 24 years of age or under

Next Steps

- 1) Begin recruitment for reviewers, including City of Richmond staff, outside staff from neighboring municipalities, and local foundations
- 2) Survey reviewers regarding the preferred transmittal of application (ex. hard-copy or electronically); and
- 3) Host a brief meeting to orient reviewers to the review criteria, logistics, and schedule/timelines.

RDCY staff will provide an update on the RFP process during the March Board meeting.



AGENDA REPORT

Department of
Children and Youth

DATE: January 3, 2022

TO: RFCY Oversight Board

FROM: LaShonda White, Director
Patrick Seals, Supervising Office Assistant
Guadalupe Morales, Administrative Aide

SUBJECT: FY 2022-23 DEPARTMENT OF CHILDREN & YOUTH BUDGET UPDATE

STATEMENT OF THE ISSUE:

On June 5, 2018, Richmond voters approved Measures E and K, known as the Richmond Kids First Initiative, which approved a City of Richmond charter amendment to create a Department of Children and Youth, require that a portion of the General Fund be set aside to fund youth programs and services. This report provides an update for the proposed Fiscal Year (FY) 2022-23 for the Richmond Fund for Children and Youth (RFCY).

RECOMMENDED ACTION:

RECEIVE an update on the Fiscal Year 2022-23 proposed draft budget.

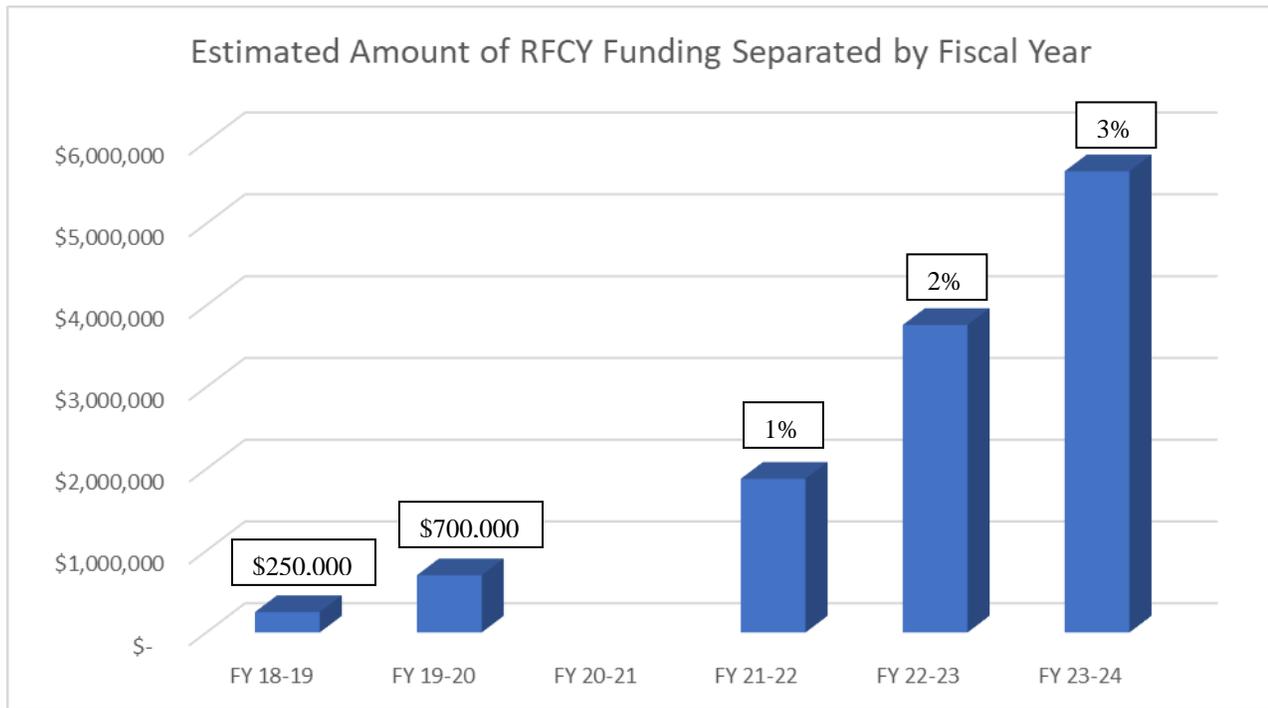
FINANCIAL IMPACT OF RECOMMENDATION:

There is no financial impact to receiving the budget report.

DISCUSSION:

The Charter authorized the creation of the Department and the Richmond Fund for Children and Youth ("RFCY") to provide increased and dedicated funding for children, youth, and young adult services. The City is required to allocate \$250,000 from the City's annual General Fund budget in FY 2018-19, and \$700,000 in FY 2019-20 for the purpose of supporting the establishment of the Department of Children and Youth (Department) and the Richmond Fund for Children and Youth (Fund). There was no proposed allocation in FY 2020-21. The Charter also requires the City to allocate one, two, and three percent of the

City's General Fund in FYs 2021-22, FY 2022-23, and FY 2023-24 respectively, and three percent each fiscal year thereafter through FY 2027-28.



The above is a visual depiction of the approximate amount of funds available to RFCY each fiscal year. Per the Charter, the percentages will remain at 1%, 2% and 3% starting in FY 2021-22 but the corresponding revenue amount will increase or decrease based on that FY's General Fund budget. As an example, the FY 2021-22 General Fund revenue numbers were \$188.5 million and therefore, the 1% allocation for FY 2021-22 is at \$1.88 million. Previous estimates were lower. Based on FY 21-22 revenue numbers, the FY 2022-23 RFCY allocation could be approximately \$3.76 million and the FY 2023-24 and further RFCY allocation could be approximately \$5.64 million.

FY 2022-23 Proposed Budget

Based on the projected revenue numbers, RFCY staff are able to develop an annual budget that allows for the successful implementation of the Department and Fund as outlined in the Charter. Attachment 1 provides.

The high-level summary of the proposed RFCY revenue and expenditures for FY 2022-23 includes the following:

- Revenue = ~\$3.98 Million
- Expenditures = ~\$3.92 Million
- Balance = ~\$60,000

The details can be found in the table below.

		FY 22-23 Proposed
REVENUE		
	Fund Balance (Previous Years Unspent Funds)	\$ 219,509
	Kids First Initiative Measure Allocation (2% of General Fund)	\$ 3,760,000
	TOTAL REVENUE	\$ 3,979,509
EXPENDITURES		
Salaries/Wages & Benefits		
	Director	\$ 32,000
	Analysts (1.8 FTE = 3 Staff)	\$ 222,276
	Part-Time Interns	\$ 20,000
	Stipends (Youth Oversight Board Members)	\$ 5,000
	TOTAL SALARIES/WAGES & BENEFITS	\$ 279,276
Professional Services		
	RDCY Grant Contracts (90% of 2% GF Kids First Allocation)	\$ 3,384,000
	Contracts (Community Needs Assessment, Strategic Investment Plan, Grant Management System)	\$ 220,000
	Training (Board and/or Staff)	\$ 10,500
	Meeting Support and Outreach (Interpretation, Child Care, Social Media Ads)	\$ 7,500
	TOTAL PROFESSIONAL SERVICES	\$ 3,622,000
Other Operating		
	Mailing, Printing & Copying	\$ 3,000
	Facility Rental (for community meetings)	\$ 5,000
	Misc Exp (Food for community meetings)	\$ 4,000
	Office Supplies	\$ 2,000
	TOTAL OTHER OPERATING	\$ 14,000
	TOTAL REVENUE	\$ 3,979,509
	TOTAL EXPENDITURES	\$ 3,915,276
	REMAINING	\$ 64,233

RFCY staff plan to bring the FY 2021-22 budget update to the Oversight Board in February 2022, and will bring the proposed FY 2022-23 budget to the Oversight Board prior to adoption if changes are made.



AGENDA REPORT

Department of
Children and Youth

DATE: January 3, 2022

TO: Members of the Richmond Fund for Children and Youth Oversight Board

FROM: LaShonda White, Interim Director of Community Services
Patrick Seals, Associate Administrative Analyst

SUBJECT: 2021 Richmond Community Survey Results

RECOMMENDED ACTION:

RECEIVE a presentation on the City of Richmond's 2021 Community Survey results.

FINANCIAL IMPACT OF RECOMMENDATION:

The survey costs did not exceed the approved budget of \$25,000, which was funded from the City Manager's approved FY 2021-2022 budget.

DISCUSSION:

The City of Richmond has enrolled in the Polco/National Research Center's (NRC) National Citizen Survey (NCS) biennially since 2007. The NCS is a collaborative effort between the NRC, a public research firm focused on public sector information needs, and the International City/County Management Association (ICMA). NRC has a benchmark database which holds hundreds of thousands of resident opinions – making it the largest of its kind in the United States. A few years ago, NRC merged with Polco, an online community engagement polling platform, to give public sector organizations the data they need to make more informed decisions.

Results from Richmond's Community Survey will:

- Help inform fiscal year 2022-2023 budget spending priorities;
- Assess the quality of community life and services provided to residents;
- Track residents' perceptions of service quality, community amenities, and public safety over time;
- Help make informed decisions about how to allocate resources;
- Gather information on residents' use of services; and
- Compare results from previous years to measure changes over time.

The results from surveys conducted between 2007 and 2021 can be found on the City's website at <http://www.ci.richmond.ca.us/1871/Community-Surveys>. This staff report highlights some of the information found in the 2021 Richmond Community Survey Report of Results (Attachment 1). The report is also provided online via Tableau ([The NCS report on Tableau](#)) and the link is included on the City's survey website.

2021 Survey Instrument

The City of Richmond recently distributed its eighth community survey through the Polco/National Research Center's (NRC) Citizen Survey program. While City staff awaits the survey results every two years in hopes that the results will help identify resident priorities and concerns, we must also keep in mind the environment in which the 2021 survey data was collected. The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments, businesses, and community members. Richmond's diverse working-class residents suffered greatly due to COVID-19 in terms of displacement, health impacts, and financial instability, and the pandemic exasperated existing racial, workforce, and economic disparities in Richmond. Understanding this context is important as we review, analyze, and discuss the 2021 Richmond Community Survey results.

The 2021 Community Survey consisted of three types of questions: (1) questions that are standard across all NRC surveys (allows for comparisons between jurisdictions that use NRC's survey tool), (2) demographic-related questions, and (3) unique policy questions developed by the City of Richmond. The 2021 survey instrument closely resembled the past surveys in format and content which enabled NRC to compare survey results from multiple years. In 2020, NRC refreshed the NCS survey template; however, overall, most of Richmond's trends will be preserved as the vast majority of survey questions have remained.

Random Sample Survey – Phase I (Scientifically Valid Survey)

NRC mailed surveys to 8,200 randomly selected and geographically dispersed Richmond households. Each household received three mailings (1 initial postcard and 2 letters from the City Manager which included the survey with self-addressed and postage-paid envelopes). These methods provided a reminder for residents and gave them more than one chance to participate in the survey. Approximately 2 percent of the 8,200 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey. Of the remaining 8,070 households that received the invitations to participate, 453 completed the survey, providing an overall response rate of 6%, with a margin of error of +/- 4.6% around any reported percentage for all respondents.

Open Participation Survey – Phase II (Available to ALL Richmond Residents)

In addition to the random, mail-in survey (random sample survey), the City also provided an opportunity for ALL Richmond residents to participate in an "open participation" survey via an identical, opt-in, on-line survey (web survey). The open participation survey was open to all city residents and became available on October 1, 2021. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning

asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 1st, 2021. The survey remained open for three weeks and there were 418 responses. Results from the open participation survey data begins on page 76 of the Survey report (Attachment 1).

Survey Outreach

In an effort to receive the maximum amount of participation from those selected to complete the survey and those that self-selected to complete the survey, the survey was available in English and Spanish. Between July and October 2021, City staff conducted outreach (digital and hard-copy distribution of flyers), and engaged with various stakeholders to gain support in disseminating information about the community. In addition, staff helped residents over the phone with verbal instructions and additional assistance in both accessing and filling out the survey. Upon resident request, staff also mailed out hard copies of the survey.

Understanding the Survey Results

NRC provides results from all surveys since 2007 and highlights differences (lower, similar or higher) in survey results between 2019 and 2021. There is an immense amount of information that is included in the survey reports. Any survey question can be analyzed alone but could also be disaggregated by a number of demographic markers or by neighborhood groupings. The results can be looked at just for 2021 or they can be compared to Richmond's past survey results and/or to other jurisdictions that have participated in NRC's survey. This agenda report provides a limited analysis of the vast results and highlights some of the findings that staff believes is noteworthy. The tables and charts included in the Report (Attachment 1) and in the PowerPoint presentation (Attachment 2) highlight a few of the survey results that exemplify various trends and focus areas.

Safety is a focus area for Richmond

While about 9 in 10 indicated that this was an important area of focus for the City in the next two years; these relative quality and importance ratings indicate that the facet of safety is a top priority for residents. About three-quarters of residents reported feeling safe in their neighborhood during the day, while roughly 4 in 10 felt safe in the downtown/commercial area, from property crime, and from violent crime. Regarding safety-related services, about two-thirds of residents gave favorable scores to fire services and 6 in 10 were pleased with ambulance/EMS.

Economy is also an area of opportunity for the City

Nearly 9 in 10 rated it as essential or very important, indicating that this is also an important area of focus for Richmond. When thinking about city issues to address, roughly 8 in 10 thought it was essential or very important for the City to pursue developing job training opportunities, improving downtown Richmond, and increasing economic development activities.

Government performance ratings and resident engagement have declined over time

About one-third of Richmond residents positively rated the quality of the services provided by the City of Richmond, the overall customer service provided by Richmond employees, and public information services. Further, about 4 in 10 residents or fewer positively rated opportunities to

volunteer, to participate in community matters, and to participate in social events and activities it is important to note that closures associated with the COVID-19 pandemic may have had an impact on these scores.

Increase in ratings between 2007 and 2021

While it is important to see changes in results from the 2019 survey to the 2021 survey, we should also look at how City of Richmond’s results have changed from when the 1st survey was conducted in 2007. The percentage of residents that rated the community characteristics listed below in a positive way increased between 2007 to 2021, although we saw a decline between 2019 (or earlier) and 2021.

Top Issues to Address in Next Two Years

In a policy question created by City staff, residents were asked how important specific issues are for the City to address within the next two (2) years.

Top Issues	2021
Reducing crime and disorder	88
Improving the financial stability of the City	84
Providing quality affordable housing	80
Addressing blighted properties	80
Improving environmental quality	79
Increasing economic development activities	79

Reducing crime remains the number one top issue, with improving financial stability and providing quality affordable housing. The lowest priorities in 2021 were upgrading existing and developing more athletic fields (52%), increasing transportation options (i.e. car/bike share, shuttles) (52%), and preserving historic buildings (52%).

Concluding Thoughts and Next Steps

The 2021 community survey results contain an immense amount of information that should be explored. Additional analysis can and should be done with the results presented in these reports. To help maximize the use of the survey results, the following next steps can be taken:

- Post survey results, reports and presentations on the City’s website
- Presentations to various groups.
- Include relevant results City reports.
- Conduct further analysis based on geographic and demographic information

Richmond has made many significant changes in policies and programs that have positively impacted the lives of Richmond residents. The City should celebrate its accomplishments, while at the same time continuing to work with residents, community-based organizations and other agencies to change or create services and systems to better meet the needs of Richmond residents.

ATTACHMENTS:

- 1 – 2021 Richmond Community Survey Report of Results
- 2 – 2021 Richmond Community Survey PowerPoint Slide Deck

Richmond, CA

The National Community Survey

Report of Results
2021

Report by:



Visit us online!
www.polco.us

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Richmond. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 453 residents of the City of Richmond collected from July 9th, 2021 to October 15th, 2021. The margin of error around any reported percentage is 4.6% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Richmond.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Richmond’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Richmond’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Richmond’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



Trends over time

Trend data for Richmond represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2019 and 2021 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Methods

Selecting survey recipients

All households within the City of Richmond were eligible to participate in the survey. A list of all households within the zip codes serving Richmond was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Richmond households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Richmond boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the nine areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 8,200 randomly selected households received mailings beginning on July 9th, 2021 and the survey remained open for 16 weeks. For 1,260 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 6,940 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 2% of the 8,200 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 8,070 households that received the invitations to participate, 453 completed the survey, providing an overall response rate of 6%. The response rate was calculated using AAPOR's response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Richmond survey is no greater than plus or minus 4.6 percentage points around any given percent reported for all respondents (453 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Richmond. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 1st, 2021. The survey remained open for three weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the City of Richmond. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	5%	23%	34%
	35-54	27%	41%	35%
	55+	68%	36%	31%
Area	Area 1	13%	9%	8%
	Area 2	16%	19%	17%
	Area 3	9%	22%	22%
	Area 4	14%	14%	17%
	Area 5	8%	8%	12%
	Area 6	9%	8%	7%
	Area 7	16%	12%	11%
	Area 8	12%	5%	4%
	Area 9	2%	2%	2%
Hispanic origin	No, not Spanish, Hispanic, or Latino	83%	64%	64%
	Spanish, Hispanic, or Latino	17%	36%	36%
Housing tenure	Own	81%	50%	50%
	Rent	19%	50%	50%
Housing type	Attached	27%	40%	40%
	Detached	73%	60%	60%
Race & Hispanic origin	Not white alone	54%	76%	79%
	White alone, not Hispanic or Latino	46%	24%	21%
Sex	Female	55%	58%	52%
	Male	45%	42%	48%
Sex/age	Female 18-34	4%	18%	17%
	Female 35-54	14%	20%	18%
	Female 55+	38%	20%	17%
	Male 18-34	1%	6%	17%
	Male 35-54	13%	21%	18%
	Male 55+	30%	15%	13%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Richmond funded this research. Please contact LaShonda White of the City of Richmond at lashonda_wilson@ci.richmond.ca.us if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2017 American Community Survey

Highlights

Safety is a focus area for Richmond.

About 2 in 10 residents rated the overall feeling of safety as excellent or good, while about 9 in 10 indicated that this was an important area of focus for the City in the next two years; these relative quality and importance ratings indicate that the facet of Safety is a top priority for residents. About three-quarters of residents reported feeling safe in their neighborhood during the day, while roughly 4 in 10 felt safe in the downtown/commercial area, from property crime, and from violent crime. Regarding safety-related services, about two-thirds of residents gave favorable scores to fire services and 6 in 10 were pleased with ambulance/EMS; about half of respondents or less gave positive marks to police services, crime prevention, fire prevention and education, animal control, and emergency preparedness. These ratings were all lower than the national benchmark comparisons. When compared to 2019, ratings improved in 2021 for animal control, but declined for fire and ambulance/EMS services, crime prevention, fire prevention and education, and emergency preparedness. Further, when asked in a custom question unique to Richmond about the importance of addressing a number of issues within the community, the #1 priority that emerged was reducing crime and disorder (89% essential or very important).

Economy is also an area of opportunity for the City.

Less than 2 in 10 residents gave positive ratings to the overall economic health of the city, while nearly 9 in 10 rated it as essential or very important, indicating that this is also an important area of focus for Richmond. Around 3 in 10 respondents favorably rated Richmond as a place to work and to visit and the overall quality and variety of business and service establishments in the city, while about 2 in 10 or fewer gave excellent or good scores to the vibrancy of the downtown/commercial area, employment opportunities, shopping opportunities, cost of living, and economic development. These ratings were lower than those given in other communities across the nation and compared to 2019, ratings in 2021 declined for the city as a place to work, economic development, and employment opportunities. When thinking about city issues to address, roughly 8 in 10 thought it was essential or very important for the City to pursue developing job training opportunities, improving downtown Richmond, and increasing economic development activities.

Government performance ratings and resident engagement have declined over time.

About one-third of Richmond residents positively rated the quality of the services provided by the City of Richmond, the overall customer service provided by Richmond employees, and public information services. About one-quarter of residents or fewer gave high scores to various indicators of local government performance, including the value of services for taxes paid, the overall direction of the City, and overall confidence in Richmond government, among others. These ratings were lower than the national benchmark comparisons and many declined from 2019 to 2021. Further, about 4 in 10 residents or fewer positively rated opportunities to volunteer, to participate in community matters, and to participate in social events and activities; these ratings were also below average and declined over time, though it is important to note that closures associated with the COVID-19 pandemic may have had an impact on these scores.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

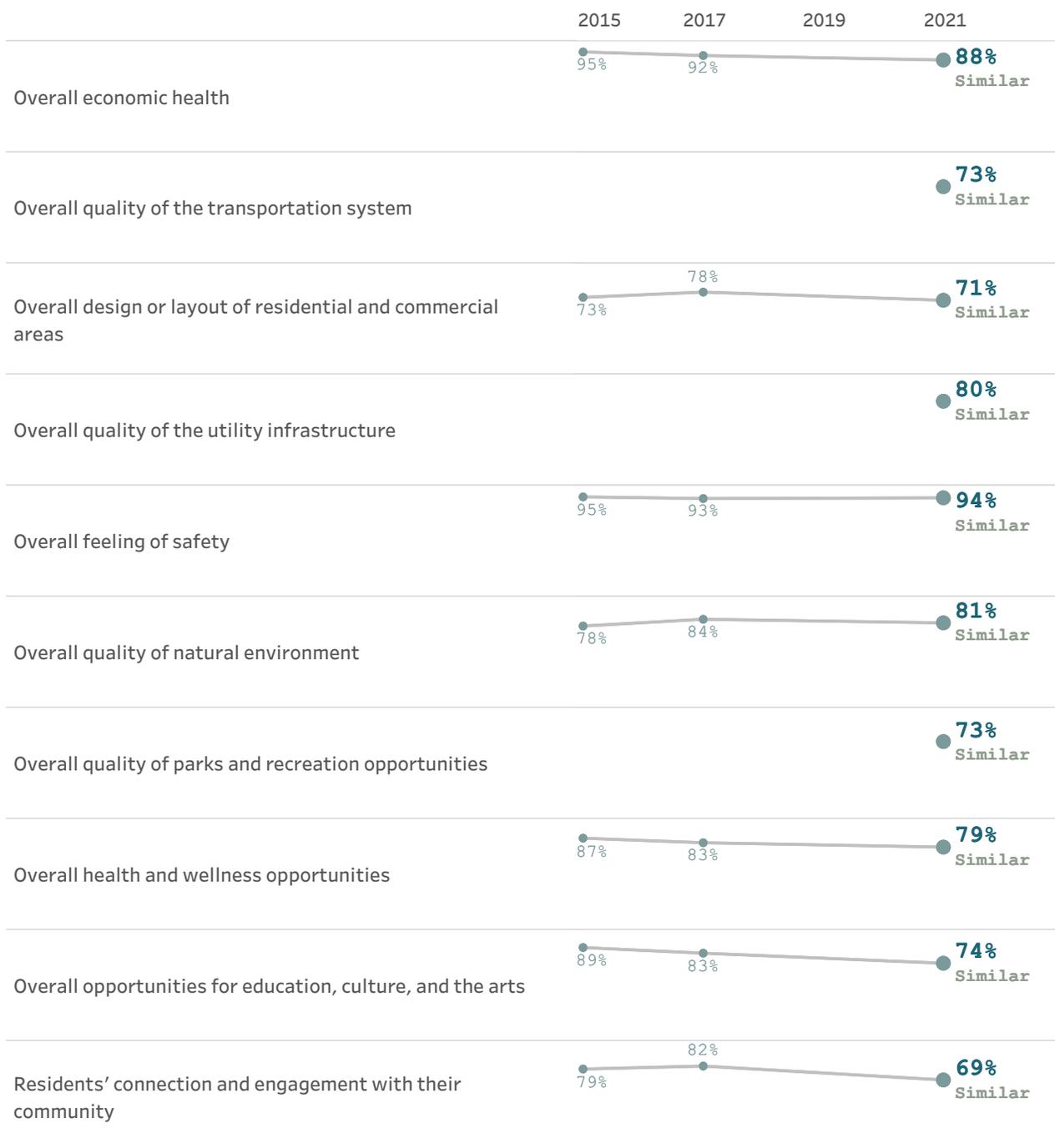
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.

(% essential or very important)



Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

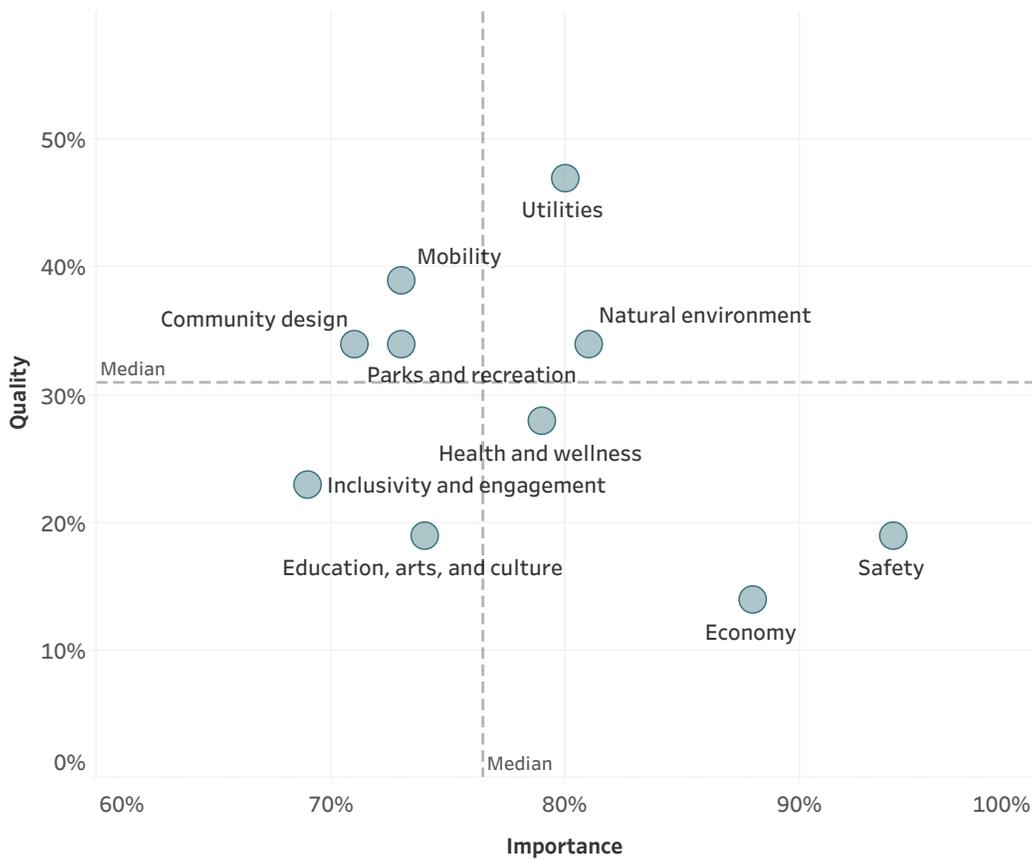
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 31% or more of respondents were considered of “higher quality” and those with ratings lower than 31% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 76.3% or more of respondents. Services were rated as “less important” if they received a rating of less than 76.3%. This classification uses the median ratings for quality and importance to divide the services in half.

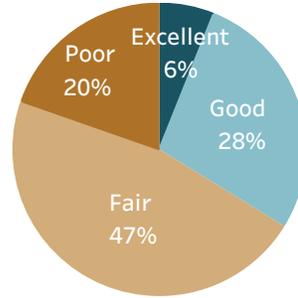
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



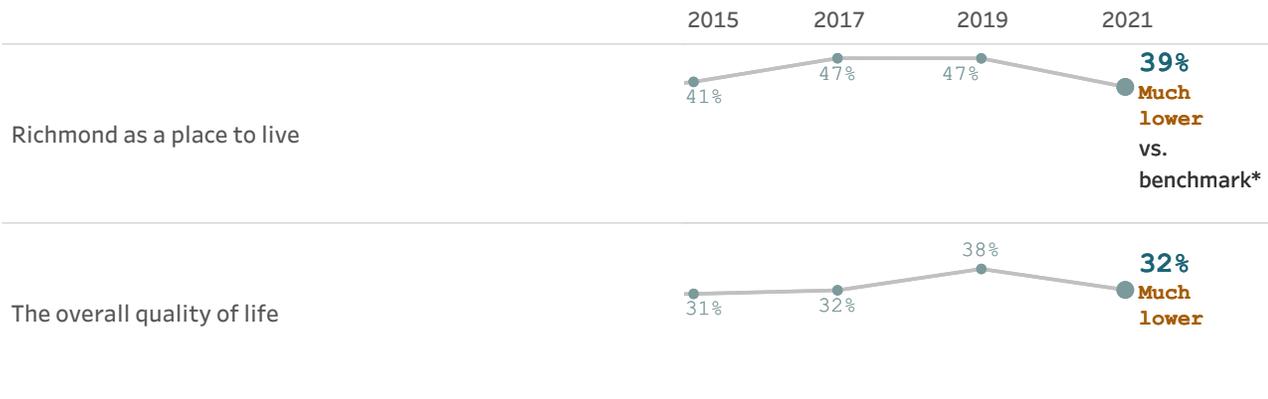
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Richmond, 2021



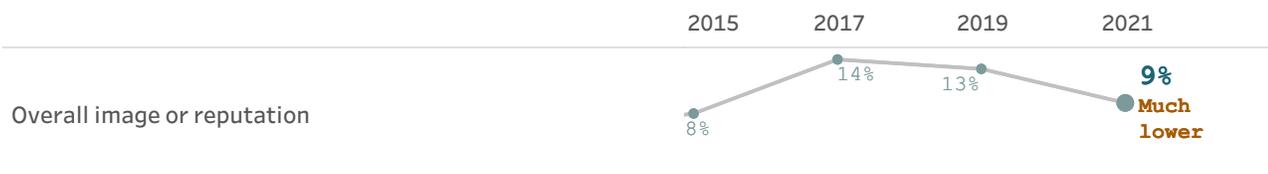
Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Richmond community.
(% excellent or good)

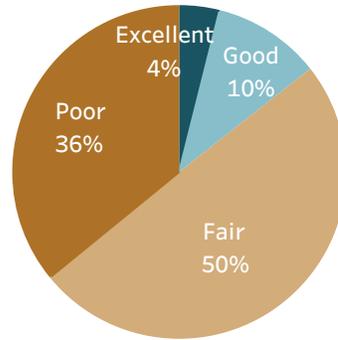


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

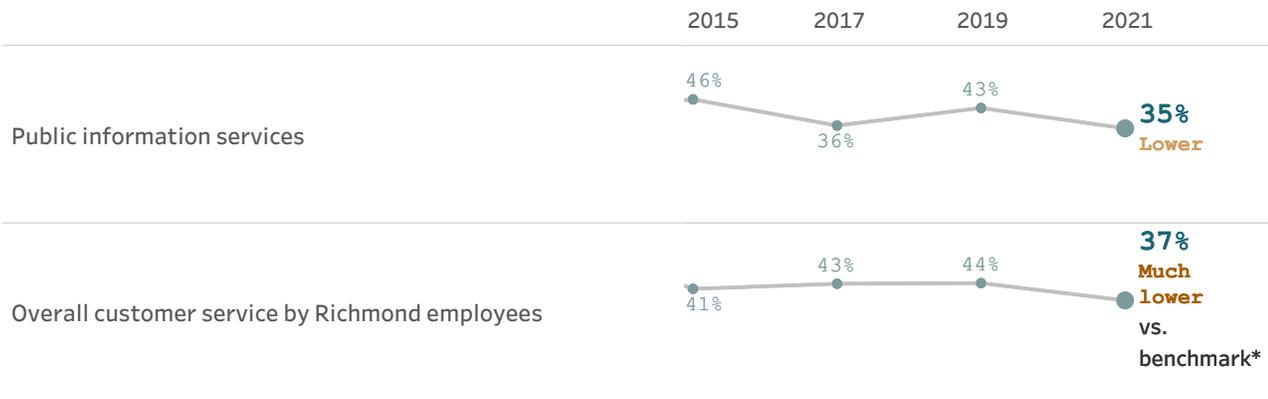
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

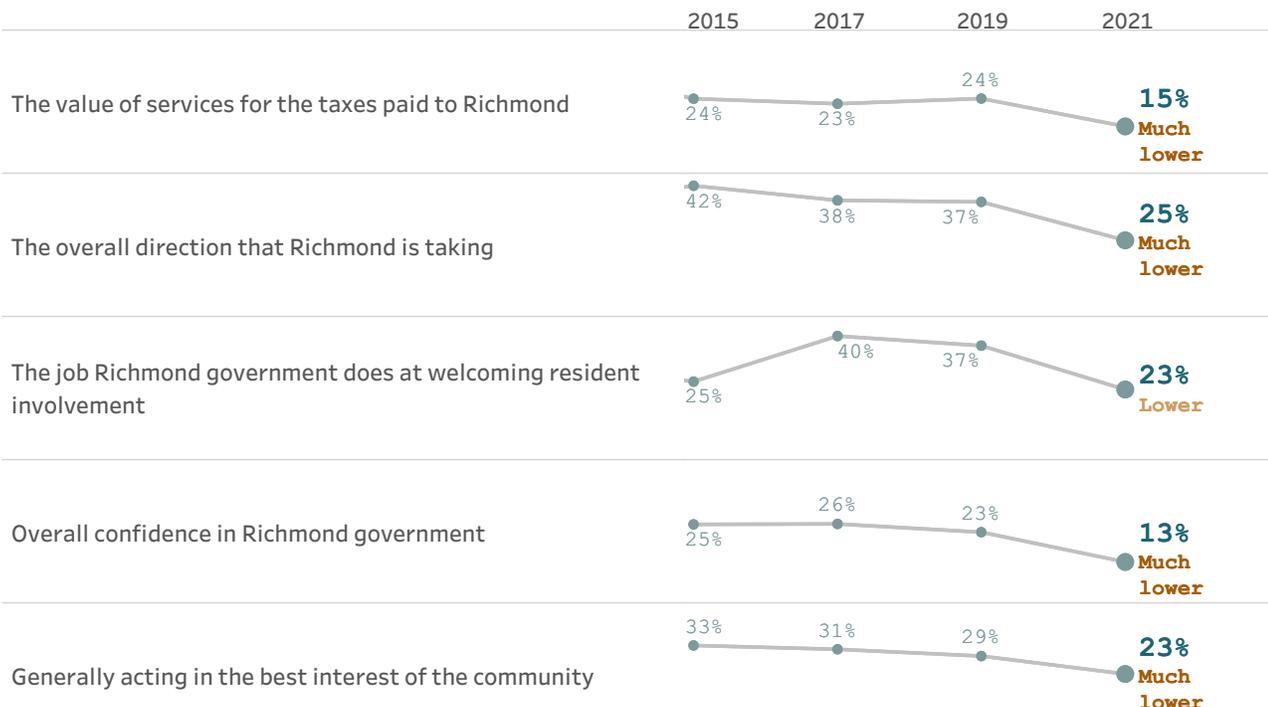
Overall confidence in Richmond government, 2021



Please rate the quality of each of the following services in Richmond. (% excellent or good)

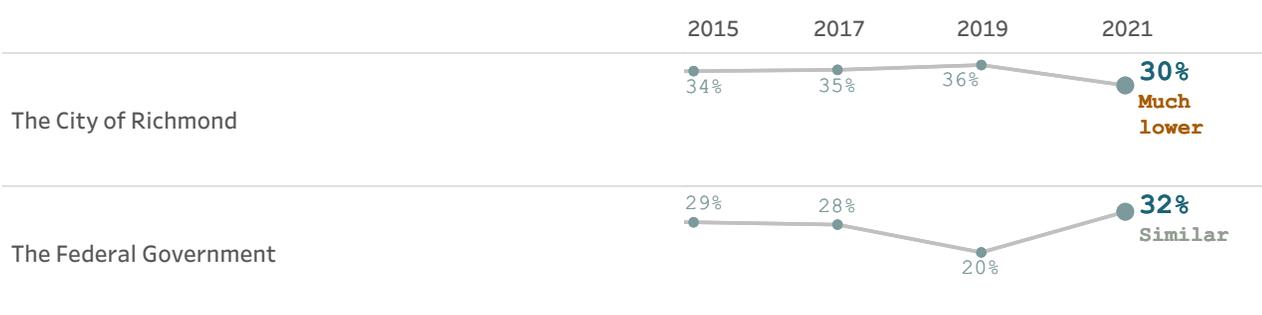


Please rate the following categories of Richmond government performance. (% excellent or good)





**Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)**

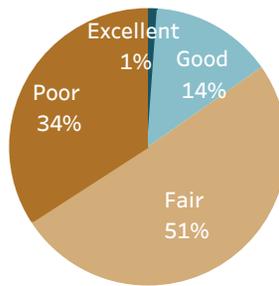


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

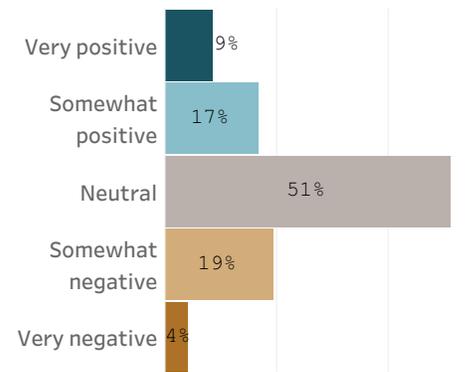
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Richmond, 2021



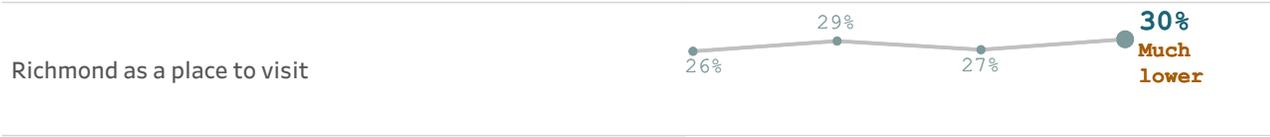
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



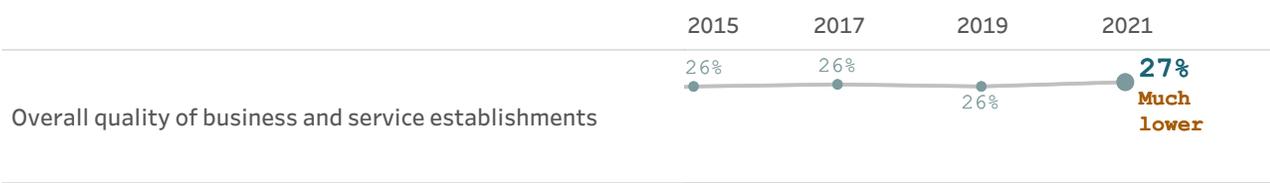
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)

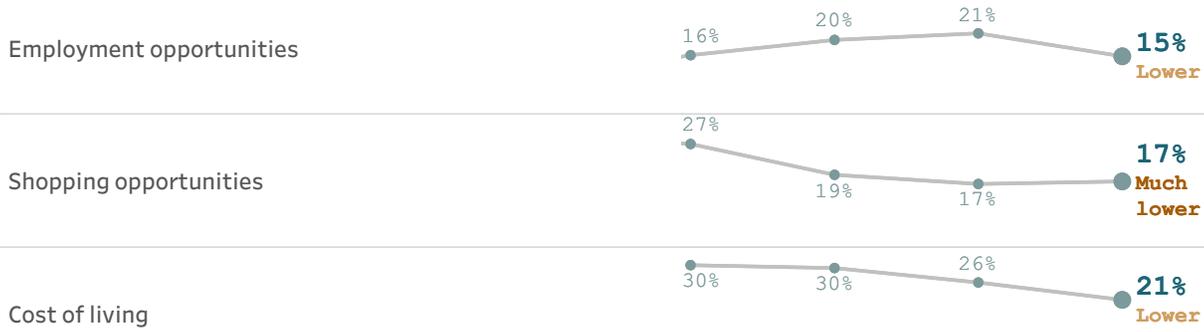


Please rate each of the following aspects of quality of life in Richmond. (% excellent or good)

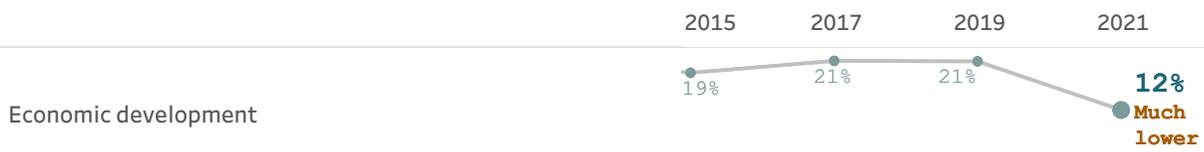


Please rate each of the following in the Richmond community. (% excellent or good)

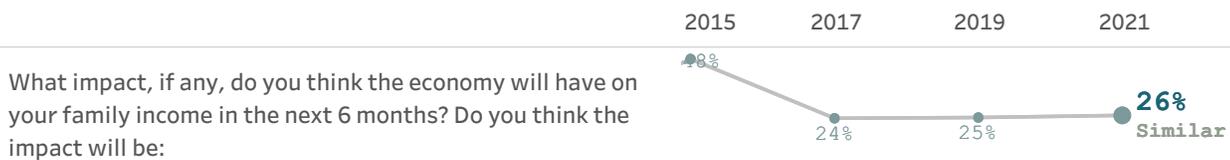




Please rate the quality of each of the following services in Richmond.
 (% excellent or good)



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
 (% very or somewhat positive)

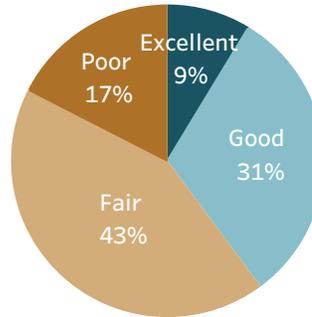


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

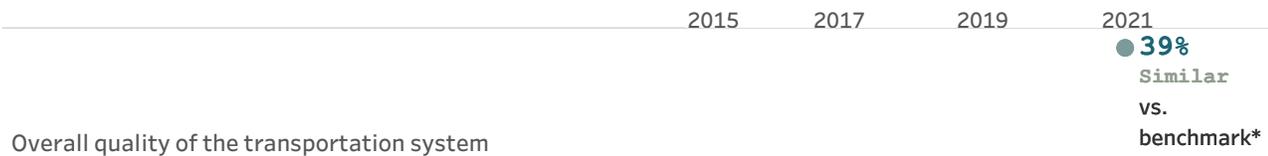
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

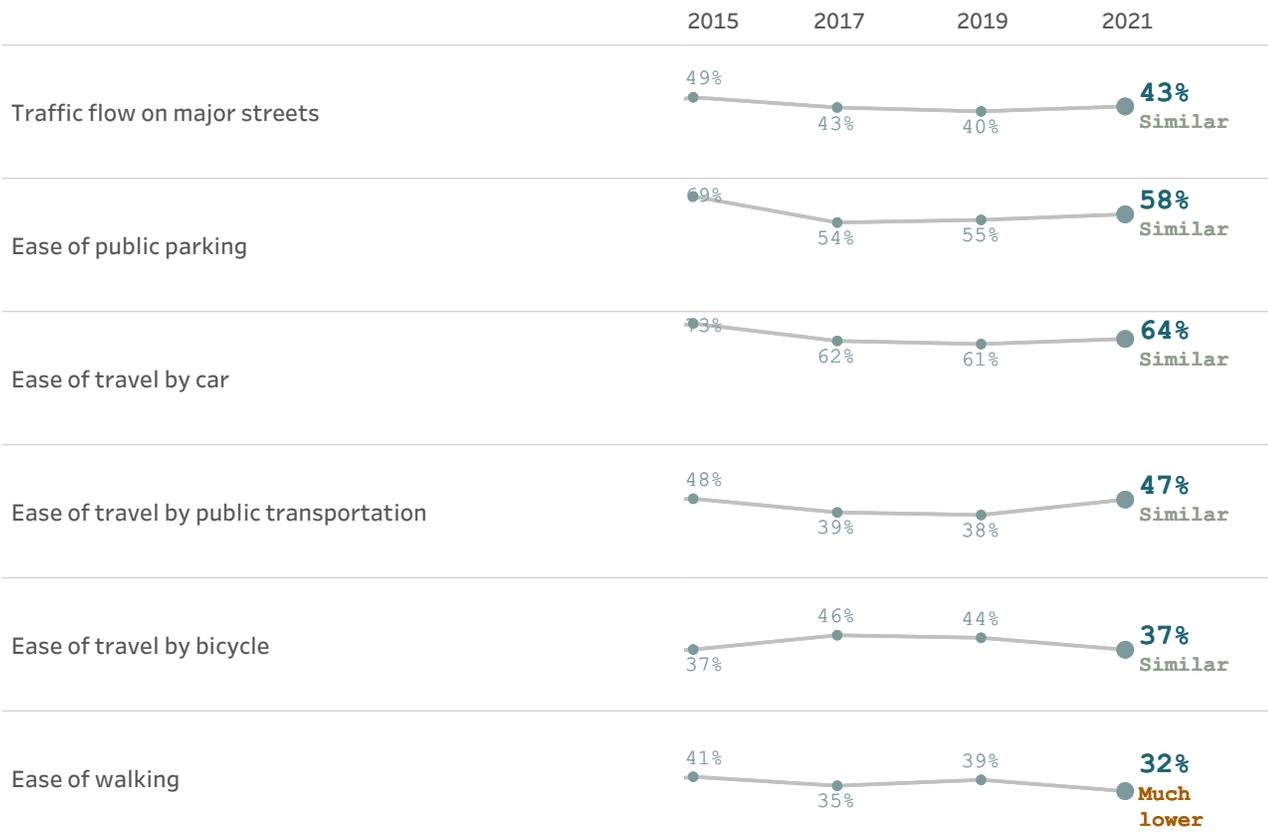
Overall quality of the transportation system in Richmond, 2021



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

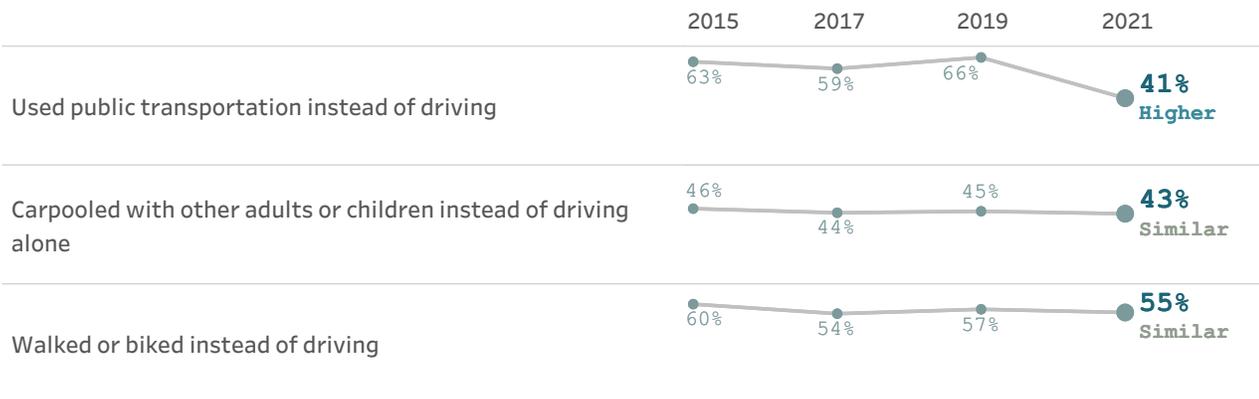


Please also rate each of the following in the Richmond community.
(% excellent or good)



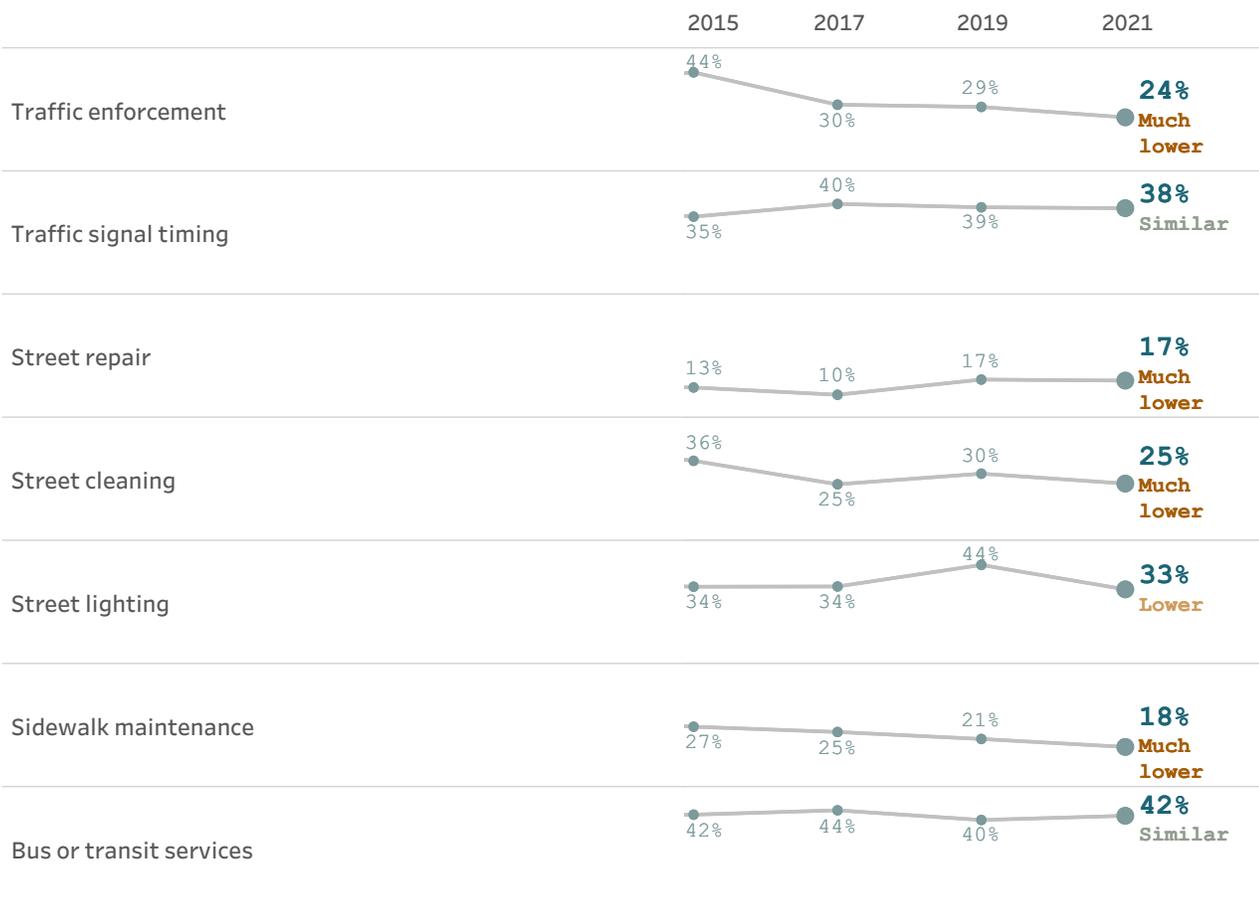
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in Richmond.

(% excellent or good)

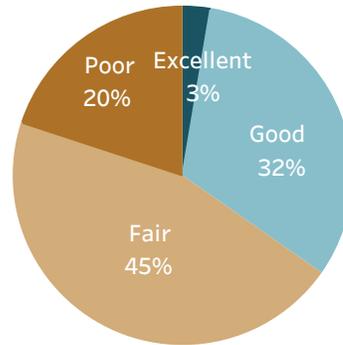


Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

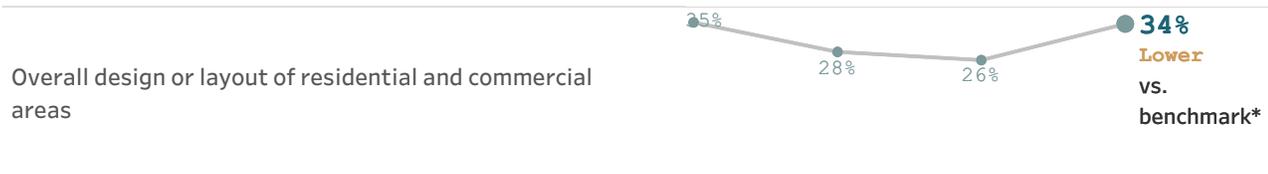
Overall design or layout of Richmond's residential and commercial areas, 2021

Community design

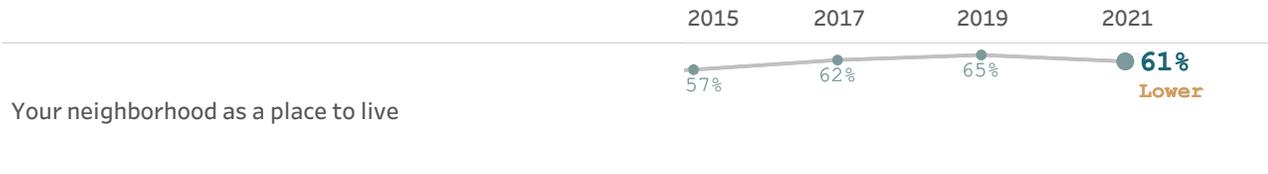
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)

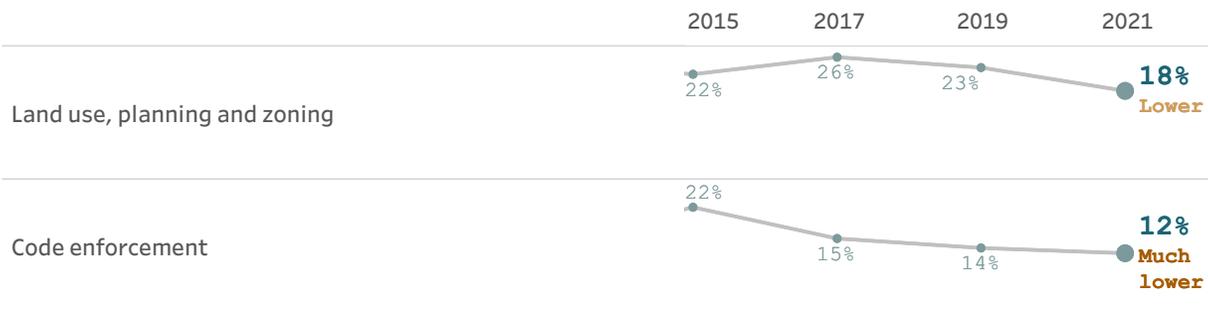


Please also rate each of the following in the Richmond community.
(% excellent or good)



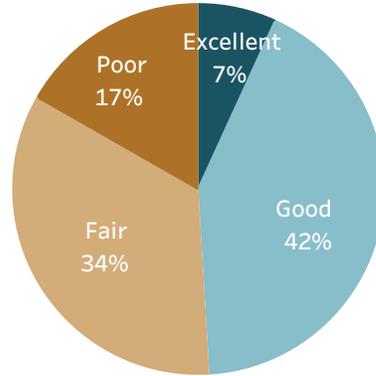


**Please rate the quality of each of the following services in Richmond.
(% excellent or good)**



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

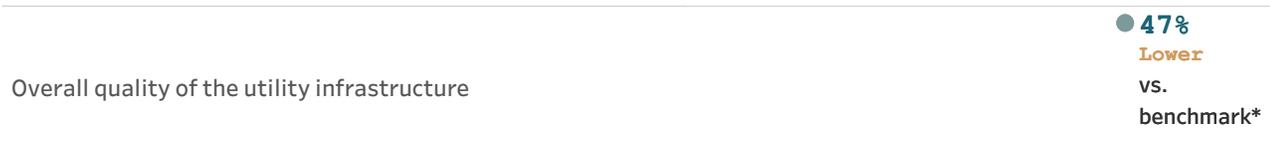
Overall quality of the utility infrastructure in Richmond, 2021



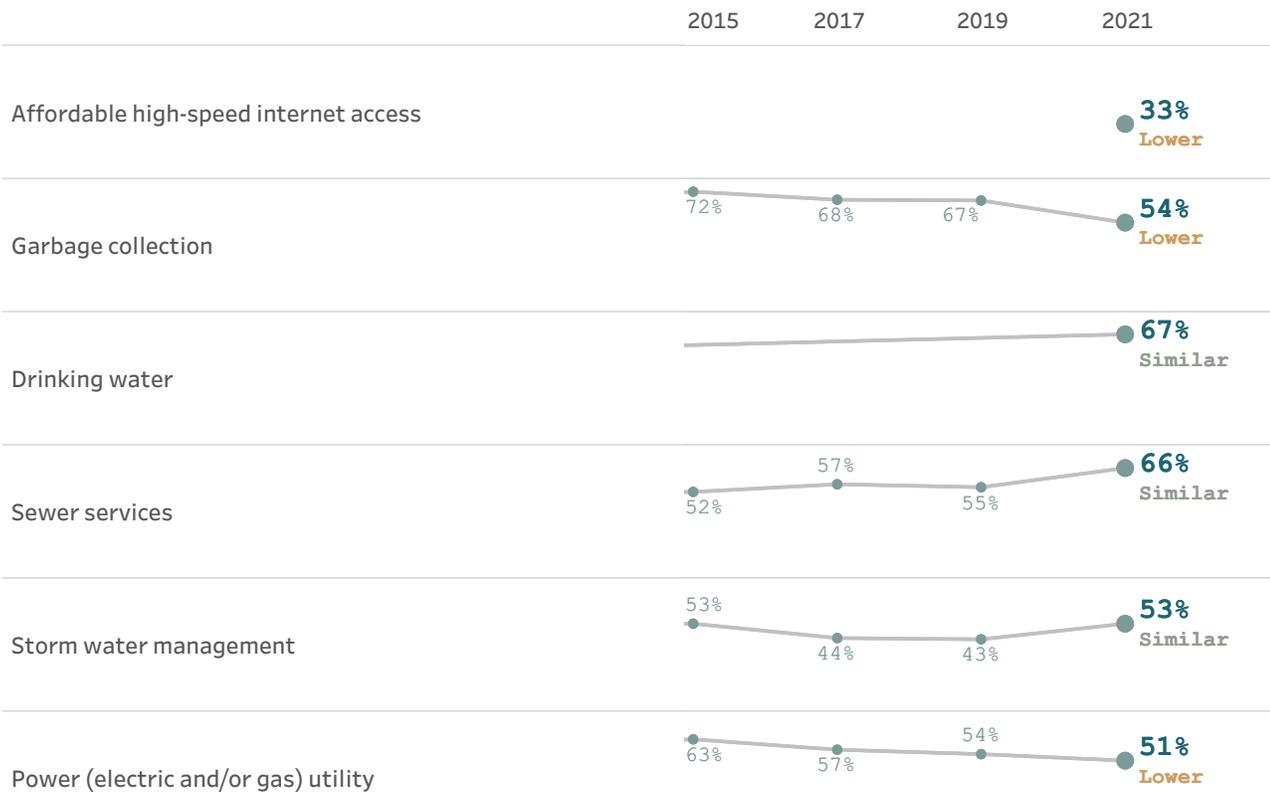
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Richmond.
(% excellent or good)



Utility billing

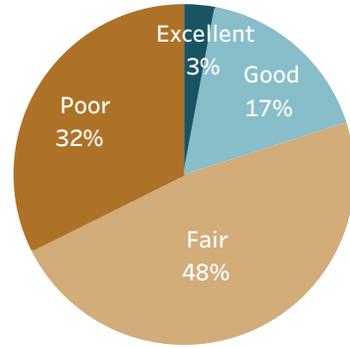


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

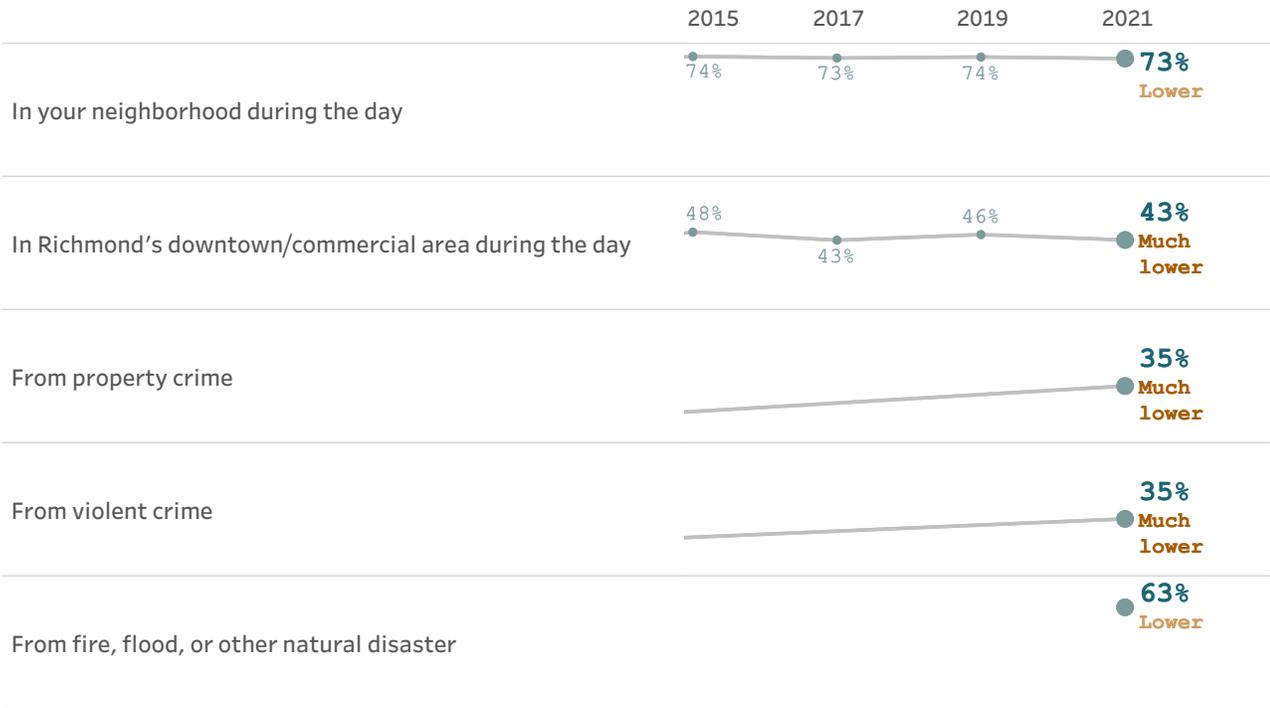
Overall feeling of safety in Richmond, 2021



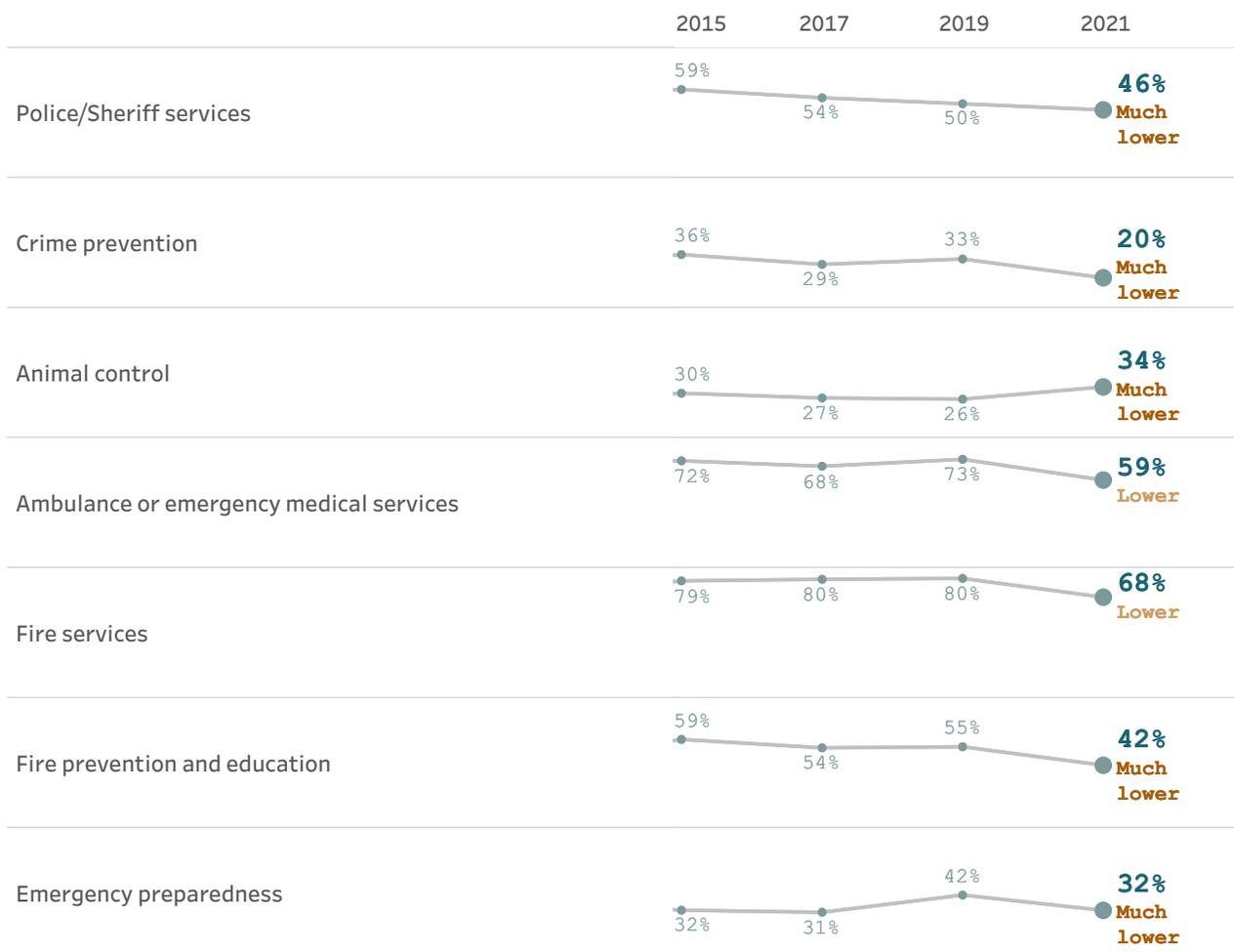
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)



Please rate how safe or unsafe you feel: (% very or somewhat safe)



**Please rate the quality of each of the following services in Richmond.
(% excellent or good)**

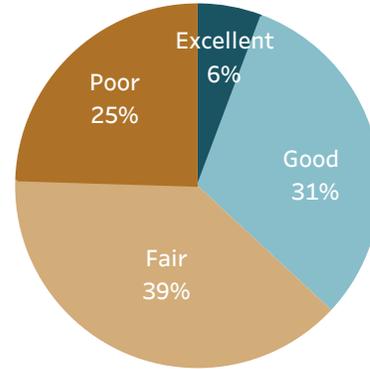


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

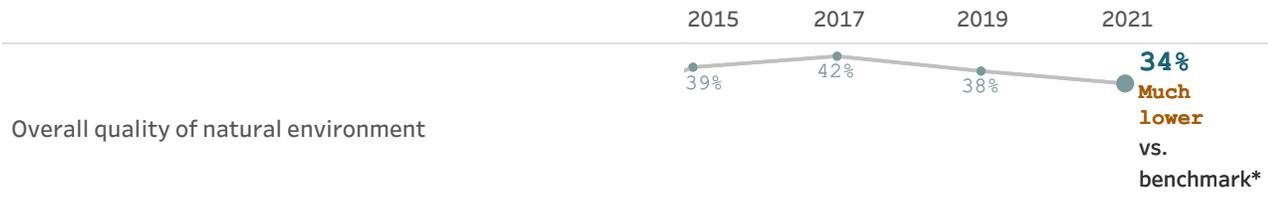
Overall quality of natural environment in Richmond, 2021

Natural environment

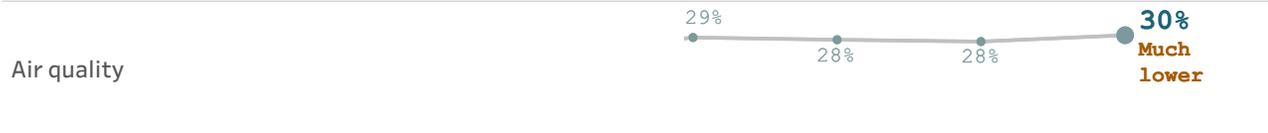
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

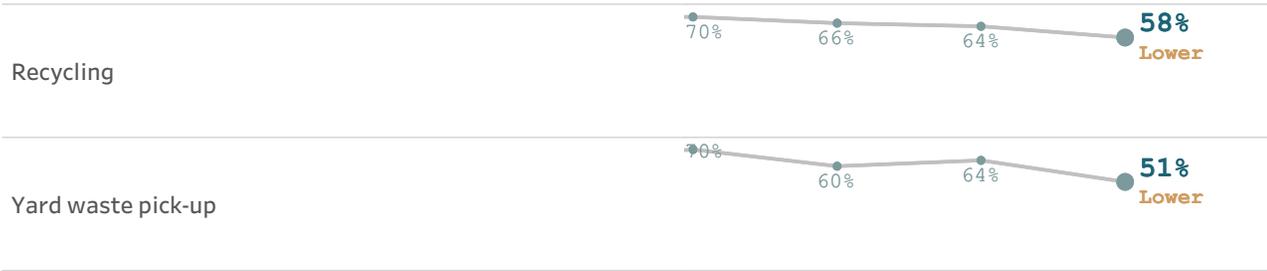


Please also rate each of the following in the Richmond community.
(% excellent or good)



Please rate the quality of each of the following services in Richmond.
(% excellent or good)





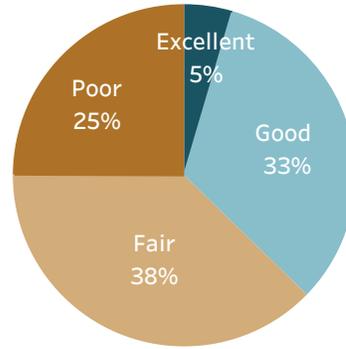
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

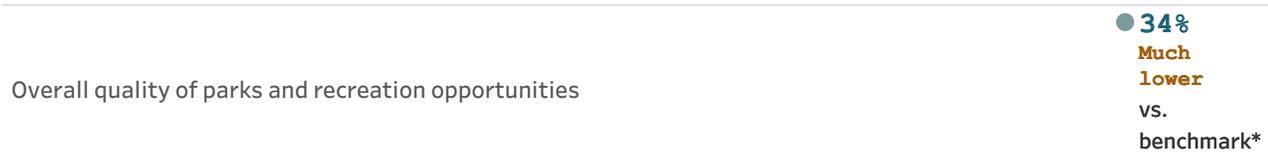
Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

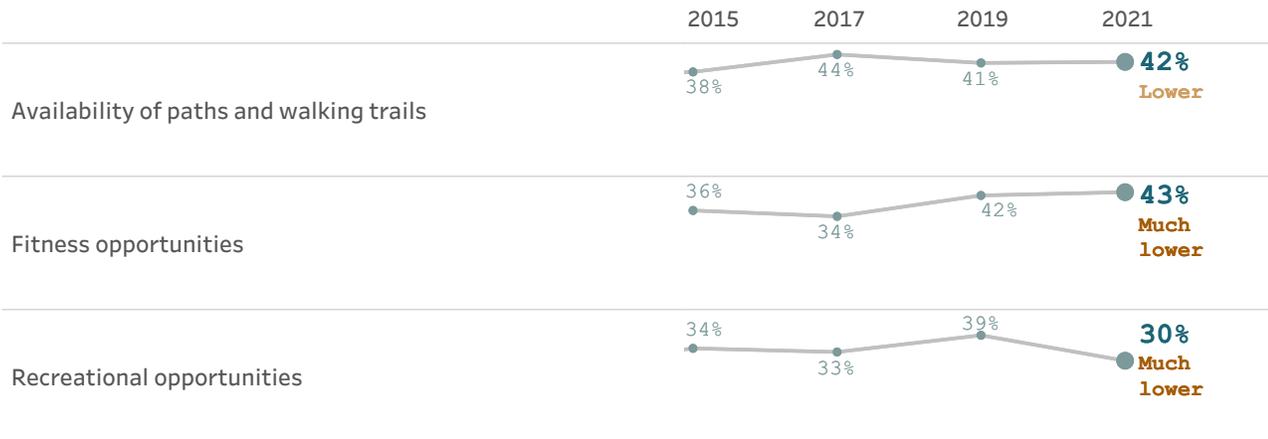
- National Recreation and Park Association



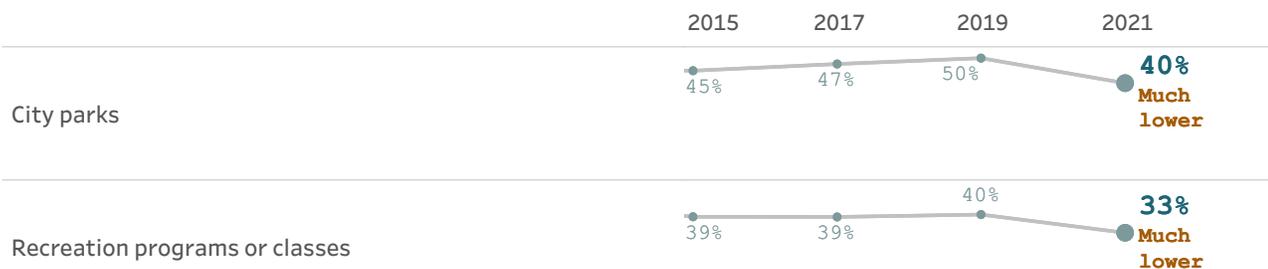
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)

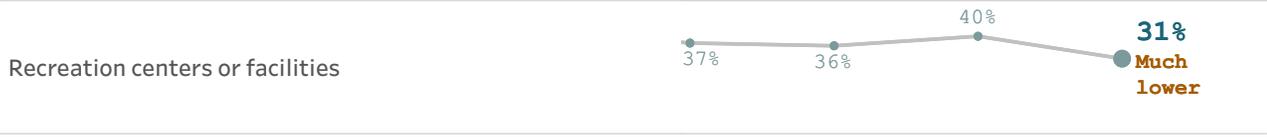


Please also rate each of the following in the Richmond community. (% excellent or good)



Please rate the quality of each of the following services in Richmond. (% excellent or good)



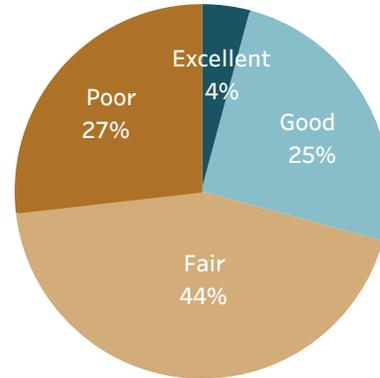


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

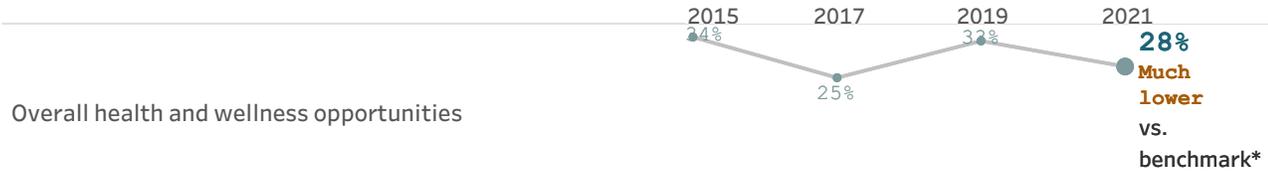
Overall health and wellness opportunities in Richmond, 2021

Health and wellness

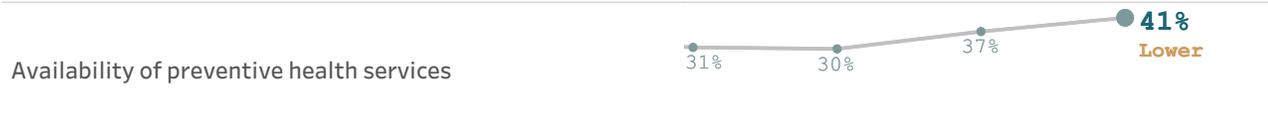
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



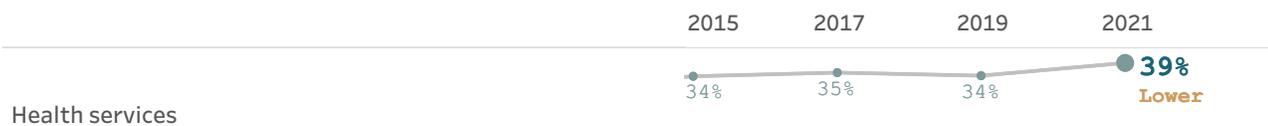
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



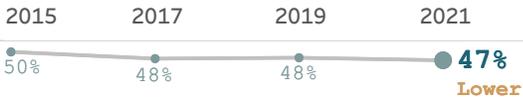
Please also rate each of the following in the Richmond community.
(% excellent or good)



Please rate the quality of each of the following services in Richmond.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)



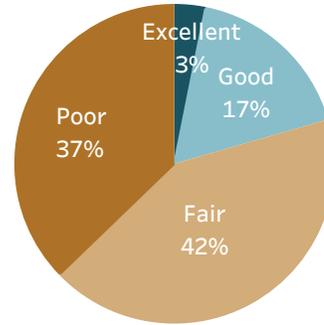
Please rate your overall health.

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

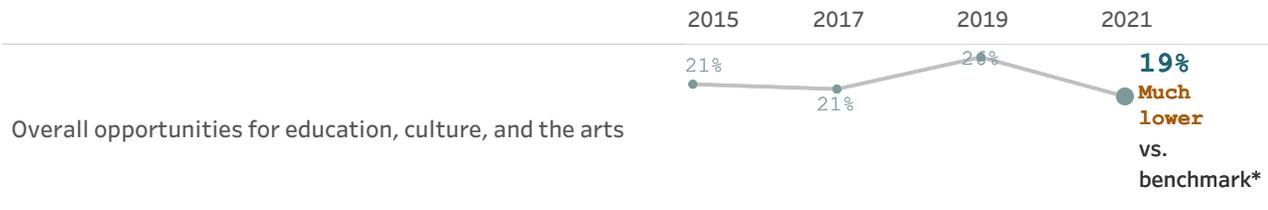
Overall opportunities for education, culture and the arts, 2021

Education, arts, and culture

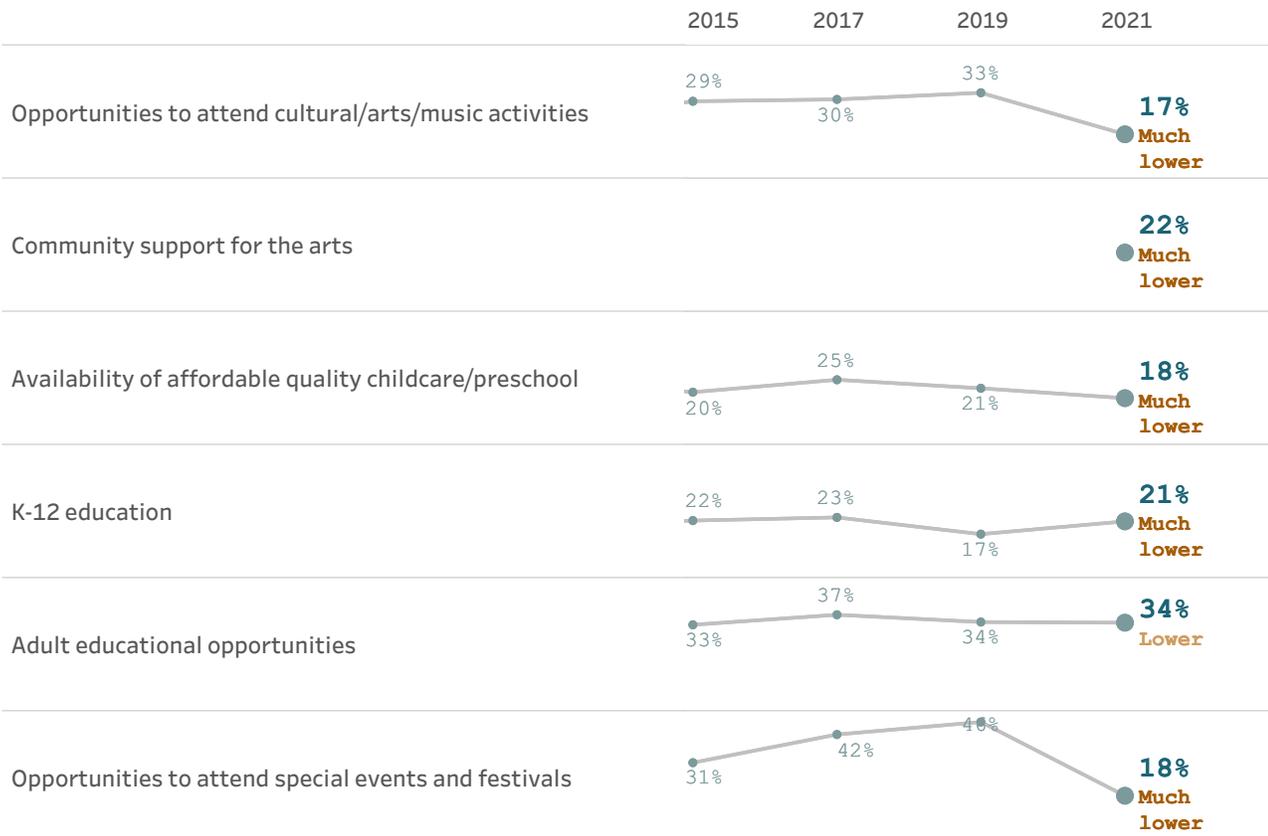
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



Please also rate each of the following in the Richmond community.
(% excellent or good)



Please rate the quality of each of the following services in Richmond.
(% excellent or good)

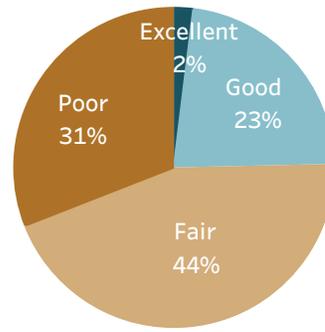


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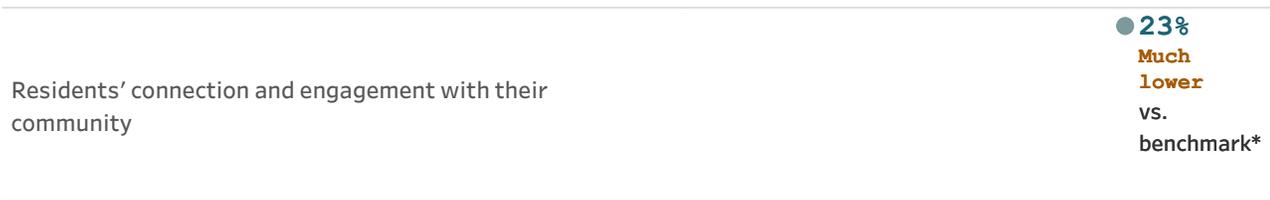
Residents' connection and engagement with their community, 2021

Inclusivity and engagement

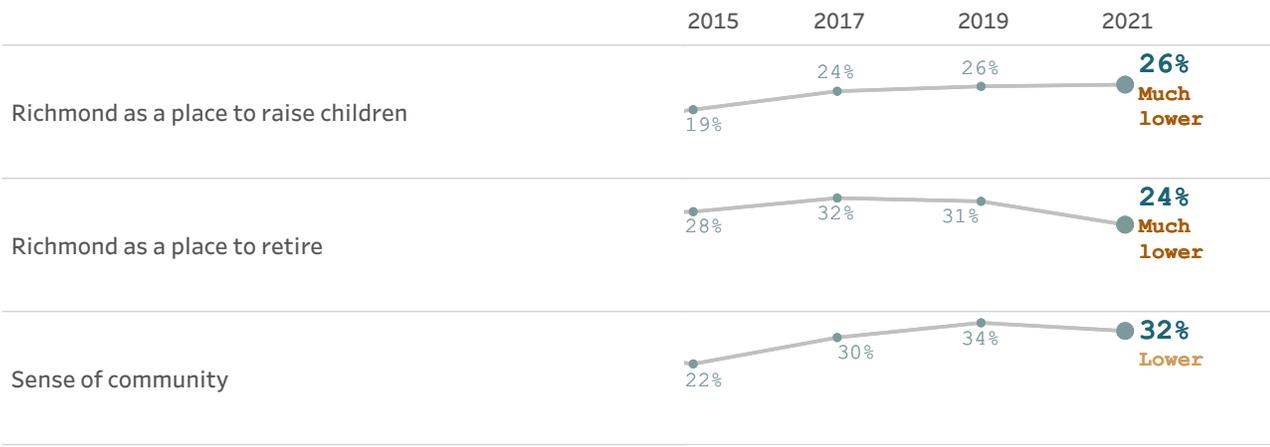
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



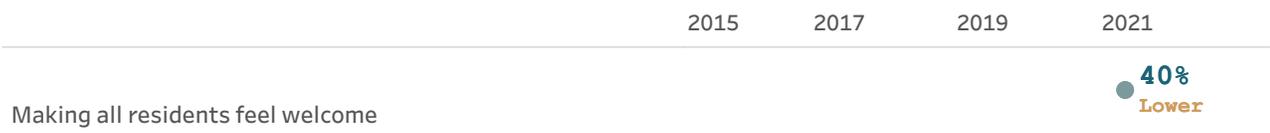
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)



Please rate the job you feel the Richmond community does at each of the following.
(% excellent or good)



● **52%**
Similar

Attracting people from diverse backgrounds

● **50%**
Lower

Valuing/respecting residents from diverse backgrounds

● **23%**
● **Much**
Lower

Taking care of vulnerable residents

Please also rate each of the following in the Richmond community.
(% excellent or good)

2015 2017 2019 2021

Sense of civic/community pride

● **26%**
● **Much**
Lower

Neighborliness of residents



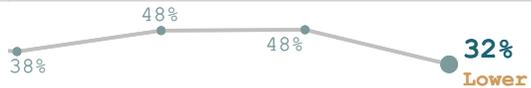
Opportunities to participate in social events and activities



Opportunities to volunteer



Opportunities to participate in community matters



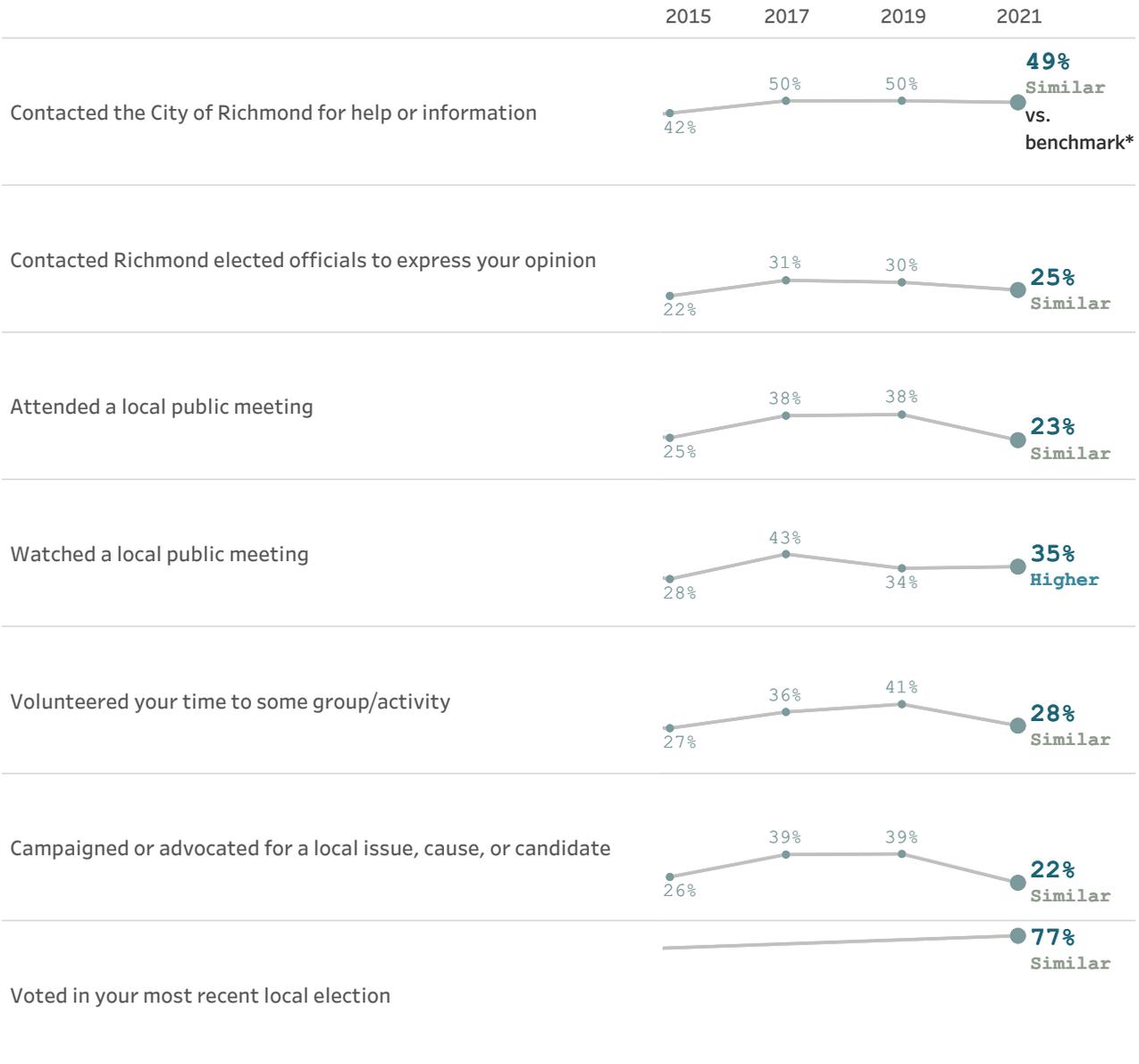
Openness and acceptance of the community toward people of diverse backgrounds



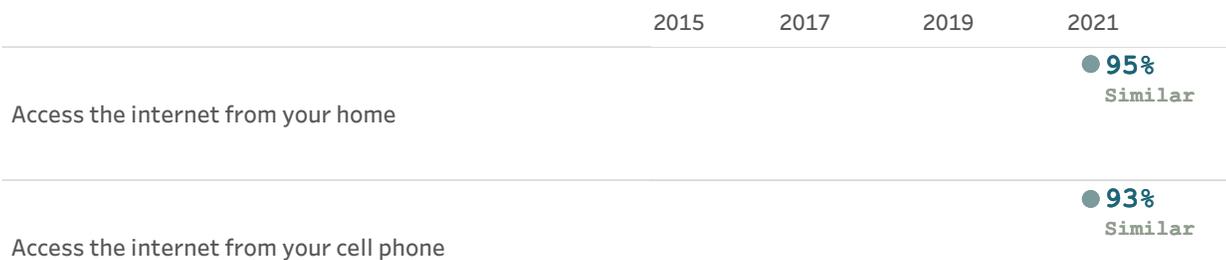
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)



In general, how many times do you:
(% a few times a week or more)

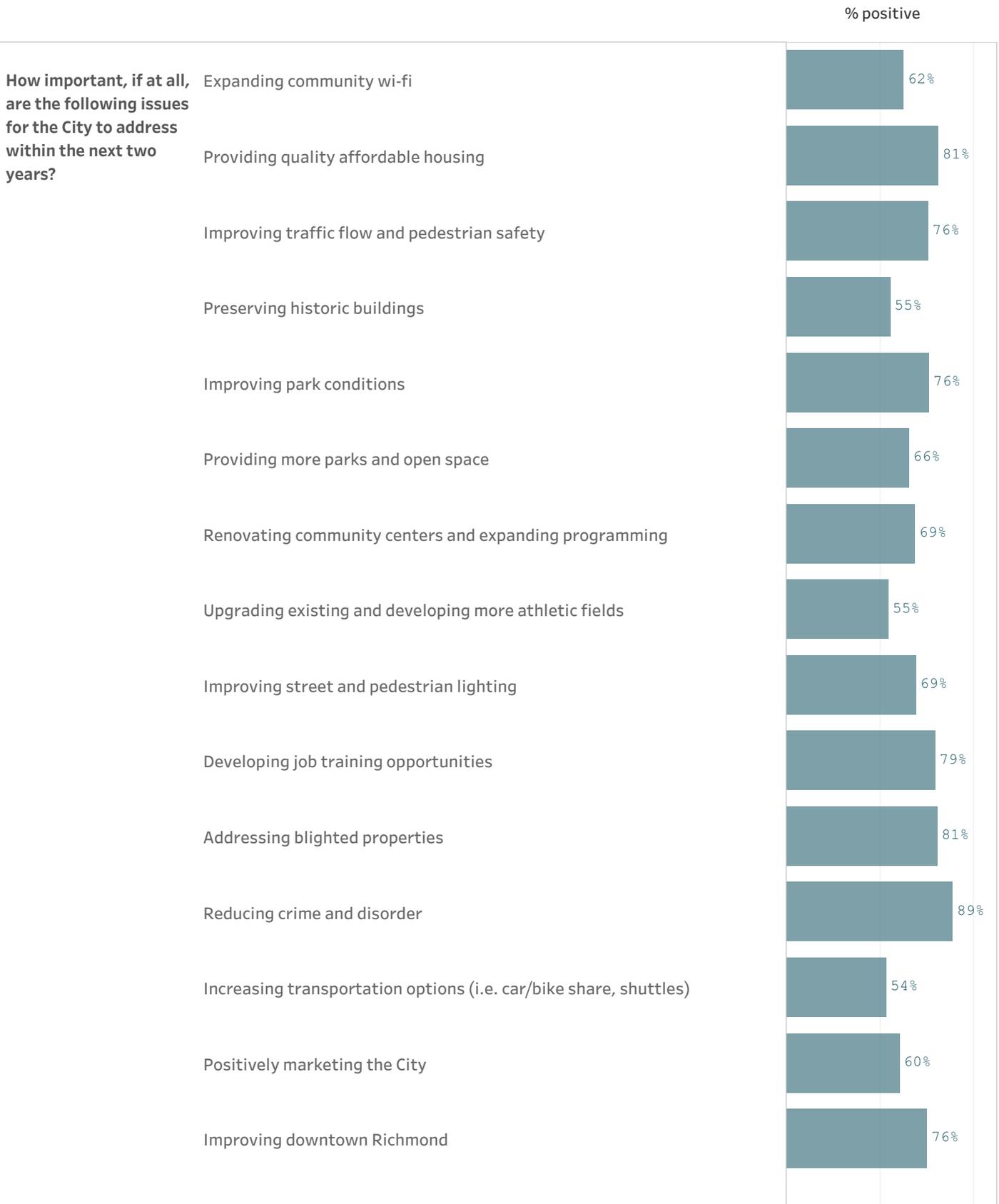


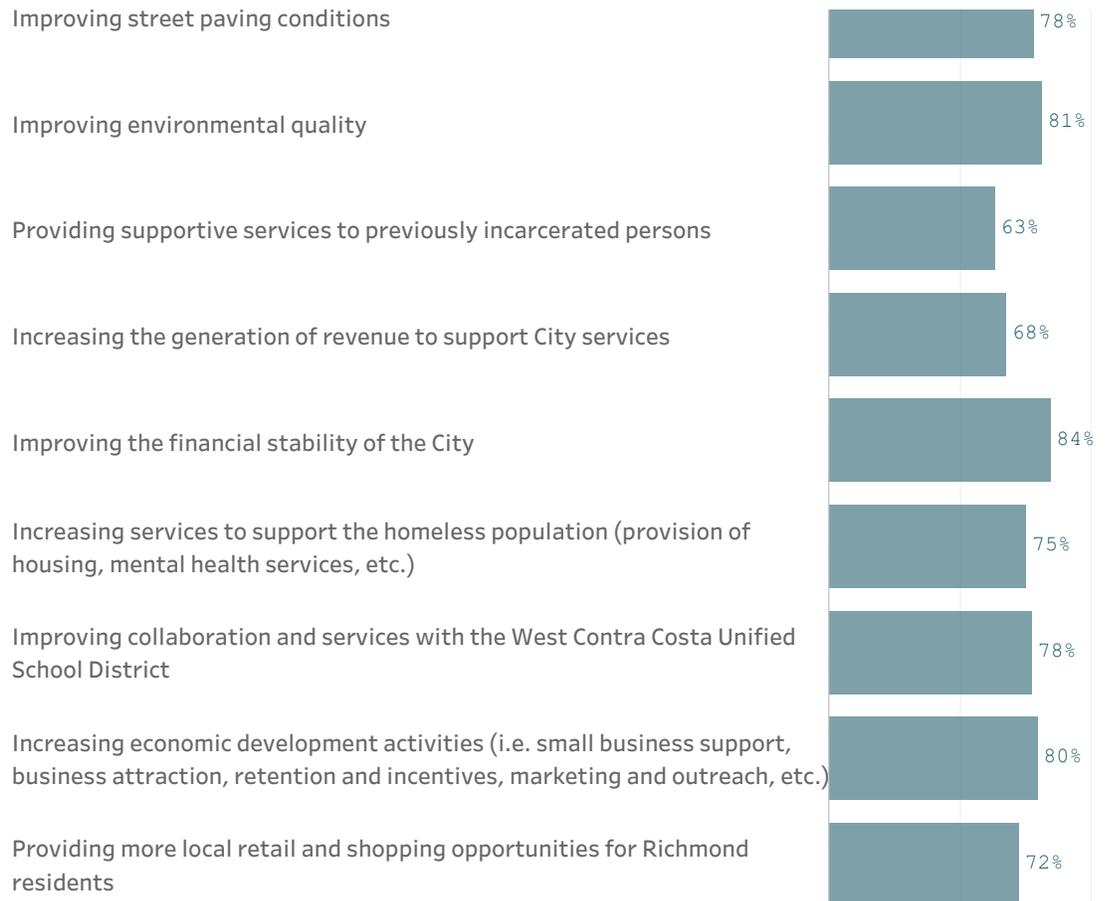
Visit social media sites	● 80% Similar
Use or check email	● 96% Similar
Share your opinions online	● 33% Similar
Shop online	● 49% Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

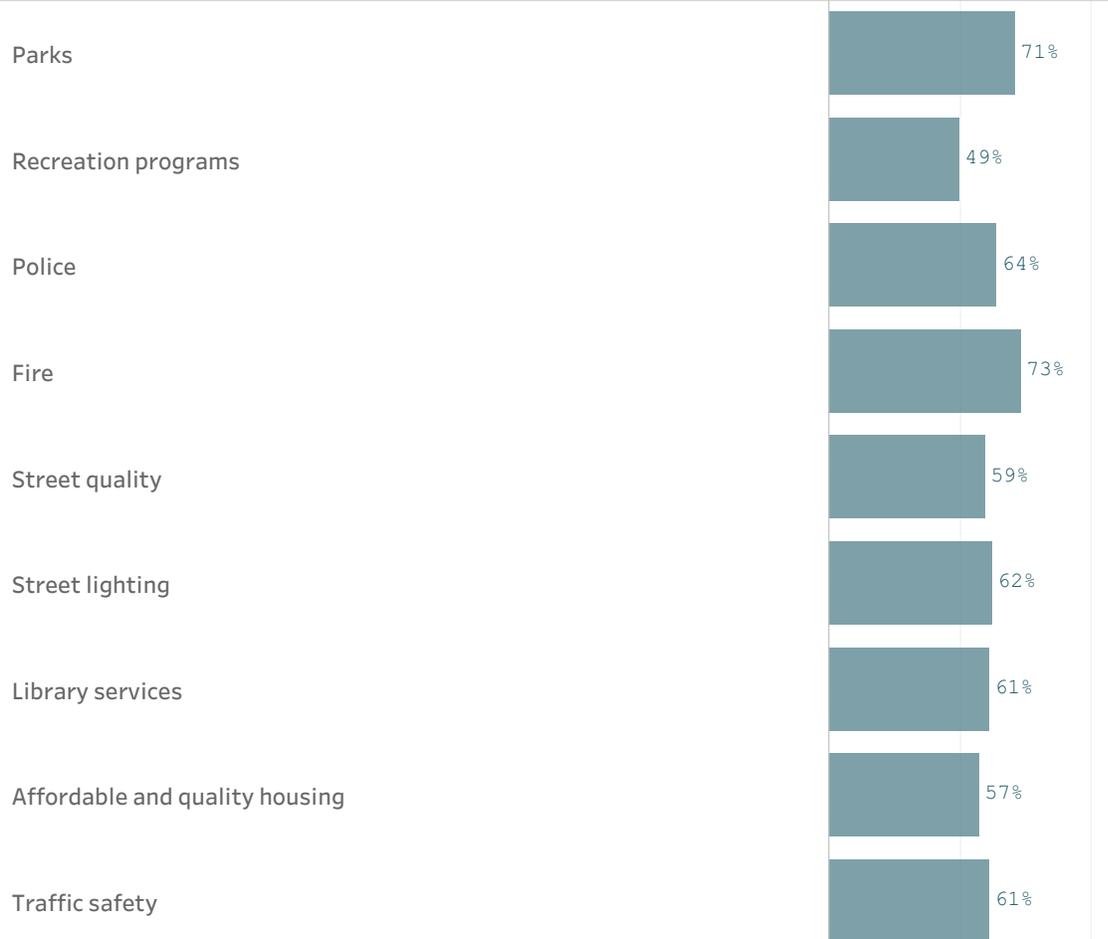
Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Essential/very important, Very/moderate positive impact, Most/some of the time, Much/somewhat better) is shown.





Please rate the impact of the following City services on your health and well-being:



Blight abatement	49%
In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?	45%
Compared to one year ago, how would you rate your health in general now?	64%

National benchmark tables

This table contains the comparisons of Richmond’s results to those from other communities. The first column shows the comparison of Richmond’s rating to the benchmark. Richmond’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different than the benchmark. The second column is Richmond’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Richmond’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Richmond’s result -- that is what percent of surveyed communities had a lower rating than Richmond.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Much lower	39%	369	371	0
	Your neighborhood as a place to live	Lower	61%	304	312	2
	Richmond as a place to raise children	Much lower	26%	371	371	0
	Richmond as a place to work	Much lower	25%	347	356	2
	Richmond as a place to visit	Much lower	30%	298	302	1
	Richmond as a place to retire	Much lower	24%	355	358	1
	The overall quality of life	Much lower	32%	403	408	1
	Sense of community	Lower	32%	300	312	4
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Much lower	14%	284	286	1
	Overall quality of the transportation system	Similar	39%	83	103	20
	Overall design or layout of residential and commercial areas	Lower	34%	274	281	2
	Overall quality of the utility infrastructure	Lower	47%	92	101	9
	Overall feeling of safety	Much lower	19%	354	355	0
	Overall quality of natural environment	Much lower	34%	291	291	0
	Overall quality of parks and recreation opportunities	Much lower	34%	102	102	0
	Overall health and wellness opportunities	Much lower	28%	280	282	1
	Overall opportunities for education, culture, and the arts	Much lower	19%	280	282	1
	Residents’ connection and engagement with their community	Much lower	23%	103	103	0
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Much lower	63%	283	297	5
	Remain in Richmond for the next five years	Similar	75%	263	291	9
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Lower	73%	335	339	1
	In Richmond’s downtown/commercial area during the day	Much lower	43%	320	320	0

Please rate how safe or unsafe you feel:	From property crime	Much lower	35%	112	112	0
	From violent crime	Much lower	35%	110	112	0
	From fire, flood, or other natural disaster	Lower	63%	97	101	4
Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	Lower	40%	106	106	0
	Attracting people from diverse backgrounds	Similar	52%	68	105	36
	Valuing/respecting residents from diverse backgrounds	Lower	50%	97	104	7
	Taking care of vulnerable residents	Much lower	23%	102	103	1
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Much lower	27%	284	288	1
	Variety of business and service establishments	Much lower	31%	99	102	3
	Vibrancy of downtown/commercial area	Much lower	12%	269	270	0
	Employment opportunities	Lower	15%	289	314	8
	Shopping opportunities	Much lower	17%	290	302	4
	Cost of living	Lower	21%	243	283	14
	Overall image or reputation	Much lower	9%	347	349	0
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Similar	43%	186	327	43
	Ease of public parking	Similar	58%	144	256	44
	Ease of travel by car	Similar	64%	208	314	34
	Ease of travel by public transportation	Similar	47%	69	261	73
	Ease of travel by bicycle	Similar	37%	231	315	26
	Ease of walking	Much lower	32%	306	315	3
	Well-planned residential growth	Much lower	18%	100	104	4
	Well-planned commercial growth	Much lower	17%	102	104	2
	Well-designed neighborhoods	Much lower	22%	103	103	0
	Preservation of the historical or cultural character of the communi..	Lower	32%	98	99	2
	Public places where people want to spend time	Much lower	22%	277	277	0
	Variety of housing options	Lower	26%	266	293	9
	Availability of affordable quality housing	Lower	18%	270	310	13
	Overall quality of new development	Much lower	24%	295	302	2
	Overall appearance	Much lower	12%	342	342	0
	Cleanliness	Much lower	9%	315	315	0
	Water resources	Lower	35%	77	94	19

Please also rate each of the following in the Richmond community.	Air quality	Much lower	30%	270	271	0
	Availability of paths and walking trails	Lower	42%	273	312	12
	Fitness opportunities	Much lower	43%	263	273	4
	Recreational opportunities	Much lower	30%	292	301	3
	Availability of affordable quality food	Much lower	31%	262	268	2
	Availability of affordable quality health care	Lower	39%	256	282	9
	Availability of preventive health services	Lower	41%	241	265	9
	Availability of affordable quality mental health care	Lower	26%	240	261	8
	Opportunities to attend cultural/arts/music activities	Much lower	17%	296	300	1
	Community support for the arts	Much lower	22%	96	102	6
	Availability of affordable quality childcare/preschool	Much lower	18%	266	278	4
	K-12 education	Much lower	21%	276	278	1
	Adult educational opportunities	Lower	34%	243	268	9
	Sense of civic/community pride	Much lower	26%	102	102	0
	Neighborliness of residents	Lower	40%	271	277	2
	Opportunities to participate in social events and activities	Much lower	24%	282	282	0
	Opportunities to attend special events and festivals	Much lower	18%	289	289	0
	Opportunities to volunteer	Lower	45%	278	281	1
	Opportunities to participate in community matters	Lower	32%	285	285	0
	Openness and acceptance of the community toward people of diverse...	Similar	47%	267	308	13
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	Similar	49%	121	337	64
	Contacted Richmond elected officials to express your opinion	Similar	25%	30	277	89
	Attended a local public meeting	Similar	23%	87	278	69
	Watched a local public meeting	Higher	35%	38	255	85
	Volunteered your time to some group/activity	Similar	28%	198	283	30
	Campaigned or advocated for a local issue, cause, or candidate	Similar	22%	109	266	59
	Voted in your most recent local election	Similar	77%	61	105	42
	Used public transportation instead of driving	Higher	41%	40	247	84
	Carpooled with other adults or children instead of driving alone	Similar	43%	108	272	60
	Walked or biked instead of driving	Similar	55%	154	276	44
	Please rate the quality of each of the following	Public information services	Lower	35%	290	292

Please rate the quality of each of the following services in Richmond.

Economic development	Much lower	12%	289	292	1
Traffic enforcement	Much lower	24%	353	353	0
Traffic signal timing	Similar	38%	250	281	11
Street repair	Much lower	17%	319	341	6
Street cleaning	Much lower	25%	299	303	1
Street lighting	Lower	33%	326	334	2
Sidewalk maintenance	Much lower	18%	302	305	1
Bus or transit services	Similar	42%	128	256	50
Land use, planning and zoning	Lower	18%	294	303	3
Code enforcement	Much lower	12%	354	356	0
Affordable high-speed internet access	Lower	33%	92	100	9
Garbage collection	Lower	54%	324	333	3
Drinking water	Similar	67%	174	302	42
Sewer services	Similar	66%	264	305	13
Storm water management	Similar	53%	271	328	17
Power (electric and/or gas) utility	Lower	51%	217	221	2
Utility billing	Much lower	40%	257	259	1
Police/Sheriff services	Much lower	46%	393	398	1
Crime prevention	Much lower	20%	350	353	1
Animal control	Much lower	34%	315	319	1
Ambulance or emergency medical services	Lower	59%	317	321	1
Fire services	Lower	68%	341	348	2
Fire prevention and education	Much lower	42%	291	292	0
Emergency preparedness	Much lower	32%	290	292	1
Preservation of natural areas	Lower	42%	252	274	8
Richmond open space	Lower	34%	255	263	3
Recycling	Lower	58%	298	338	12
Yard waste pick-up	Lower	51%	254	279	9
City parks	Much lower	40%	311	313	0
Recreation programs or classes	Much lower	33%	307	311	1
Recreation centers or facilities	Much lower	31%	281	284	1

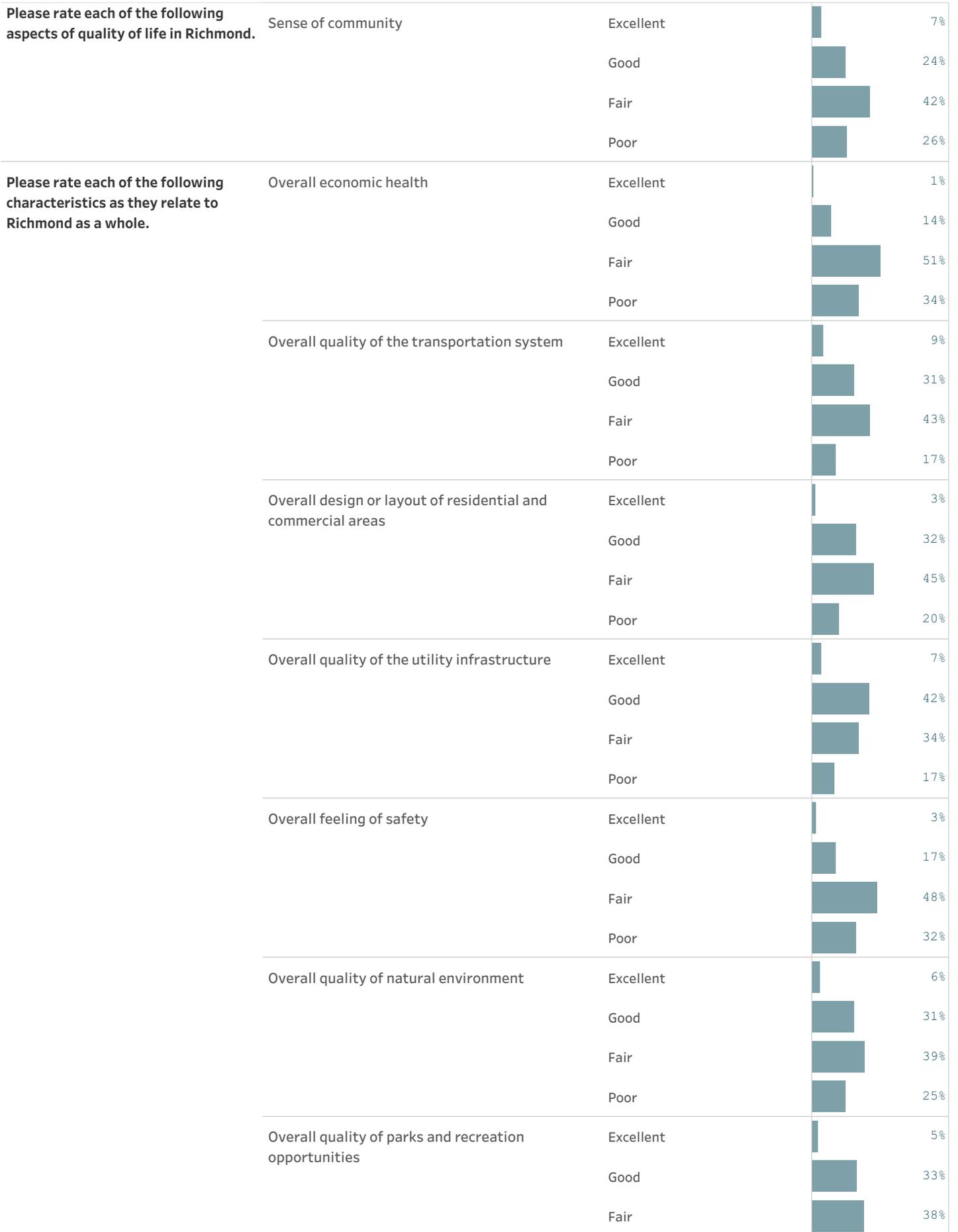
Please rate the quality of each of the following services in Richmond.	Health services	Lower	39%	237	253	6
	Public library services	Much lower	50%	315	316	0
	Overall customer service by Richmond employees	Much lower	37%	365	367	0
Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Much lower	15%	370	373	0
	The overall direction that Richmond is taking	Much lower	25%	316	323	2
	The job Richmond government does at welcoming resident involve..	Lower	23%	320	325	1
	Overall confidence in Richmond government	Much lower	13%	283	285	1
	Generally acting in the best interest of the community	Much lower	23%	283	289	2
	Being honest	Much lower	19%	276	280	1
	Being open and transparent to the public	Much lower	20%	103	104	1
	Informing residents about issues facing the community	Much lower	24%	110	110	0
	Treating all residents fairly	Much lower	25%	282	286	1
	Treating residents with respect	Much lower	32%	102	102	0
Overall, how would you rate the quality of the services provided by each ..	The City of Richmond	Much lower	30%	376	377	0
	The Federal Government	Similar	32%	202	269	25
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Similar	88%	110	264	58
	Overall quality of the transportation system	Similar	73%	45	101	56
	Overall design or layout of residential and commercial areas	Similar	71%	200	264	24
	Overall quality of the utility infrastructure	Lower	80%	92	100	9
	Overall feeling of safety	Similar	94%	53	264	80
	Overall quality of natural environment	Similar	81%	130	264	50
	Overall quality of parks and recreation opportunities	Similar	73%	66	101	35
	Overall health and wellness opportunities	Similar	79%	46	264	82
	Overall opportunities for education, culture, and the arts	Similar	74%	161	264	39
	Residents' connection and engagement with their community	Similar	69%	182	264	31
In general, how many times do you:	Access the internet from your home	Similar	95%	56	101	45
	Access the internet from your cell phone	Similar	93%	47	101	54
	Visit social media sites	Similar	80%	51	100	50
	Use or check email	Similar	96%	68	101	33
	Share your opinions online	Similar	33%	41	101	60
	Shop online	Similar	49%	78	101	23

Please rate your overall health.	Lower	47%	268	270	1
What impact, if any, do you think the economy will have on your fa..	Similar	26%	198	273	27

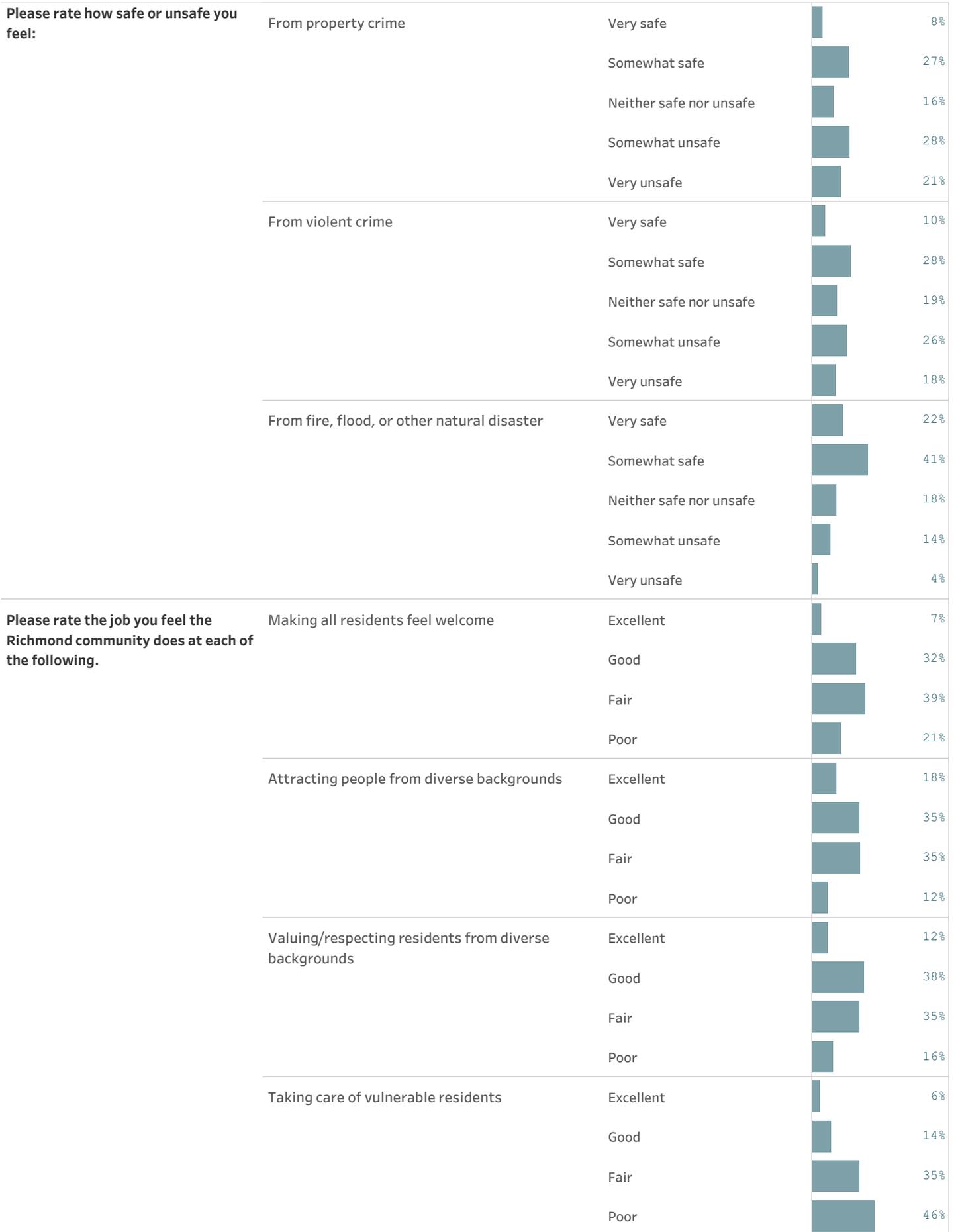
Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Richmond.	Question	Rating	Frequency	
			Percentage	Count
Richmond as a place to live	Richmond as a place to live	Excellent	8%	1
		Good	32%	4
		Fair	48%	6
		Poor	12%	1
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	24%	3
		Good	39%	5
		Fair	24%	3
		Poor	13%	1
Richmond as a place to raise children	Richmond as a place to raise children	Excellent	5%	0
		Good	20%	2
		Fair	41%	5
		Poor	34%	4
Richmond as a place to work	Richmond as a place to work	Excellent	5%	0
		Good	22%	2
		Fair	46%	6
		Poor	28%	3
Richmond as a place to visit	Richmond as a place to visit	Excellent	4%	0
		Good	25%	3
		Fair	34%	4
		Poor	37%	5
Richmond as a place to retire	Richmond as a place to retire	Excellent	7%	0
		Good	19%	2
		Fair	31%	4
		Poor	44%	5
The overall quality of life	The overall quality of life	Excellent	6%	0
		Good	28%	3
		Fair	47%	6
		Poor	20%	2

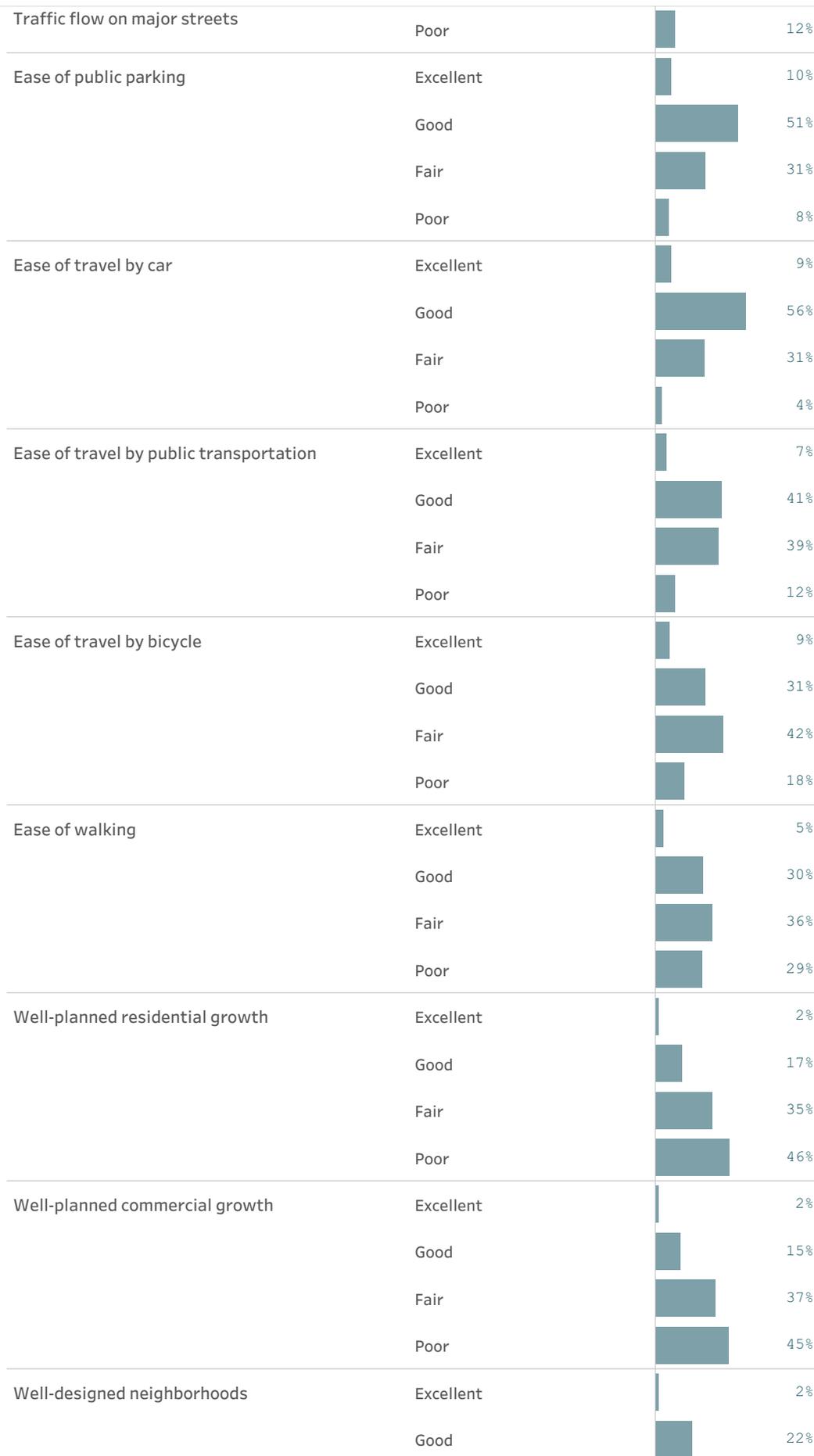


Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of parks and recreation opportunities	Poor		25%	
	Overall health and wellness opportunities	Excellent		4%	
		Good		25%	
		Fair		44%	
		Poor		27%	
	Overall opportunities for education, culture, and the arts	Excellent		3%	
		Good		17%	
		Fair		42%	
		Poor		37%	
	Residents' connection and engagement with their community	Excellent		2%	
		Good		23%	
		Fair		44%	
		Poor		31%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Very likely		16%
			Somewhat likely		46%
			Somewhat unlikely		22%
Very unlikely				16%	
Remain in Richmond for the next five years		Very likely		37%	
		Somewhat likely		39%	
		Somewhat unlikely		14%	
		Very unlikely		11%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		35%	
		Somewhat safe		39%	
		Neither safe nor unsafe		11%	
		Somewhat unsafe		10%	
		Very unsafe		6%	
	In Richmond's downtown/commercial area during the day	Very safe		8%	
		Somewhat safe		36%	
		Neither safe nor unsafe		22%	
		Somewhat unsafe		27%	
		Very unsafe		7%	

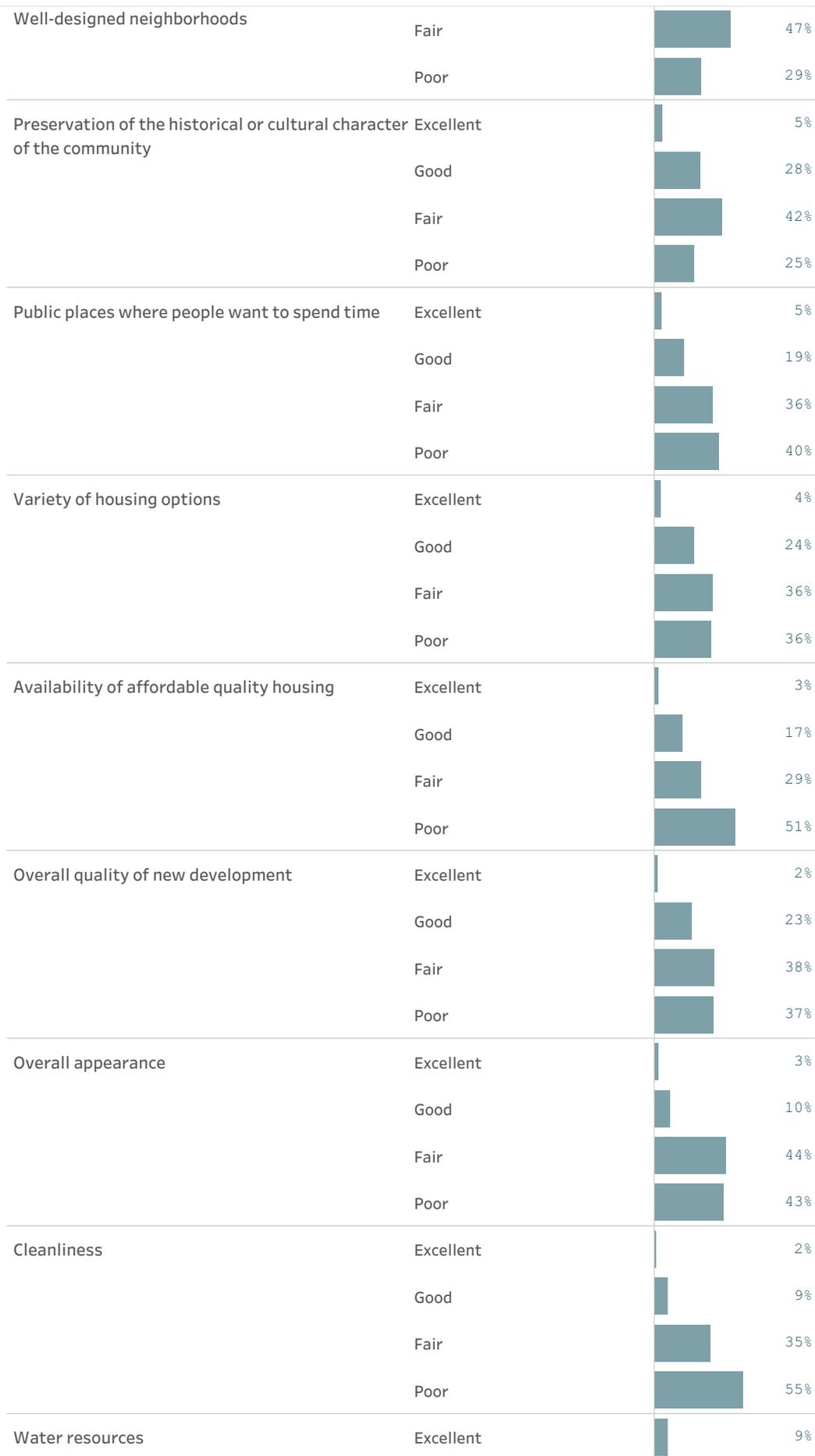


Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Excellent		5%
		Good		23%
		Fair		47%
		Poor		25%
	Variety of business and service establishments	Excellent		4%
		Good		27%
		Fair		36%
		Poor		33%
	Vibrancy of downtown/commercial area	Excellent		1%
		Good		9%
		Fair		31%
		Poor		59%
	Employment opportunities	Excellent		2%
		Good		15%
		Fair		47%
		Poor		36%
	Shopping opportunities	Excellent		3%
		Good		13%
		Fair		34%
		Poor		50%
	Cost of living	Excellent		4%
		Good		17%
		Fair		42%
		Poor		37%
	Overall image or reputation	Excellent		1%
		Good		7%
		Fair		35%
		Poor		56%
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Excellent		7%
		Good		38%
		Fair		43%

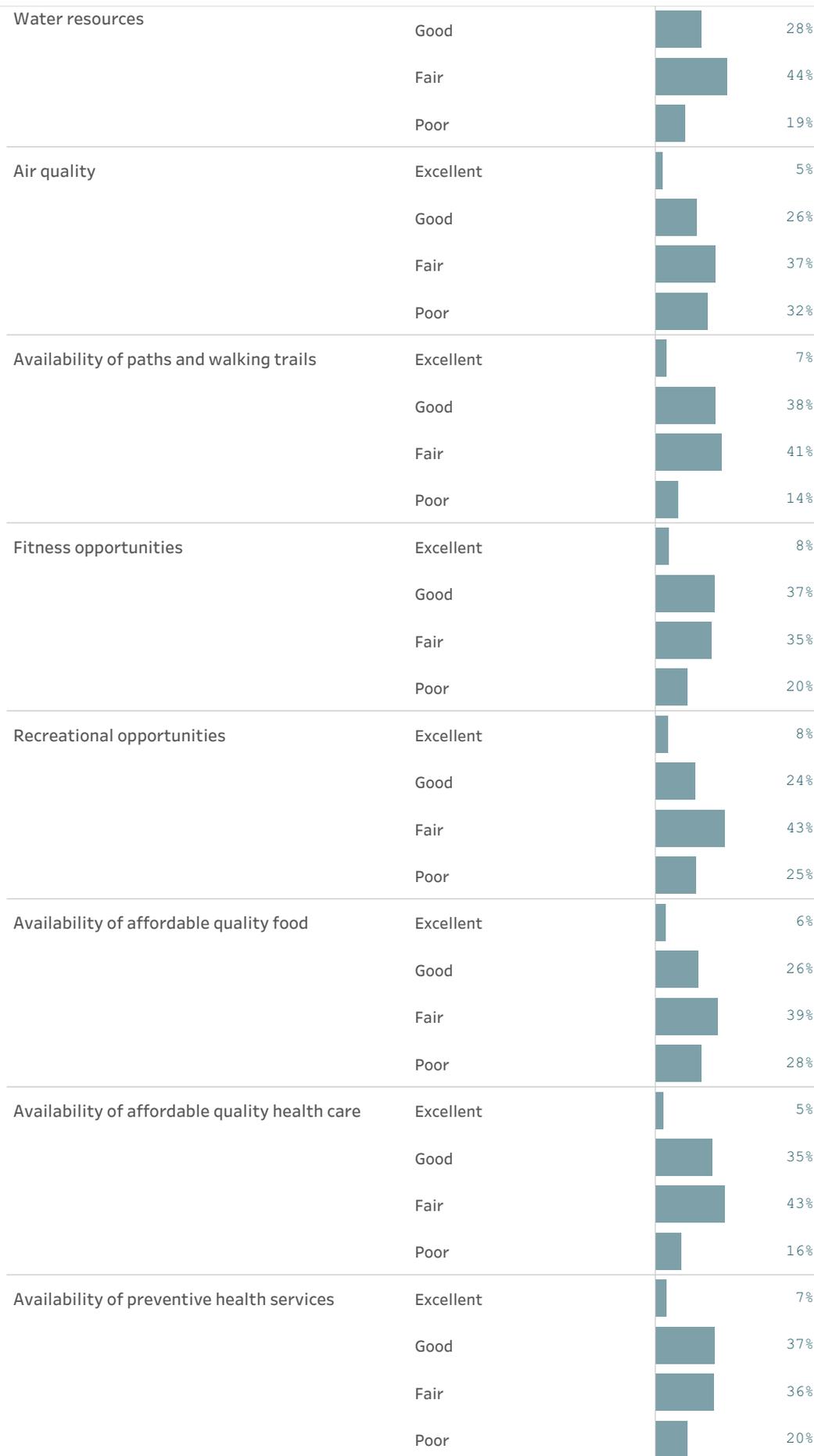
Please also rate each of the following in the Richmond community.



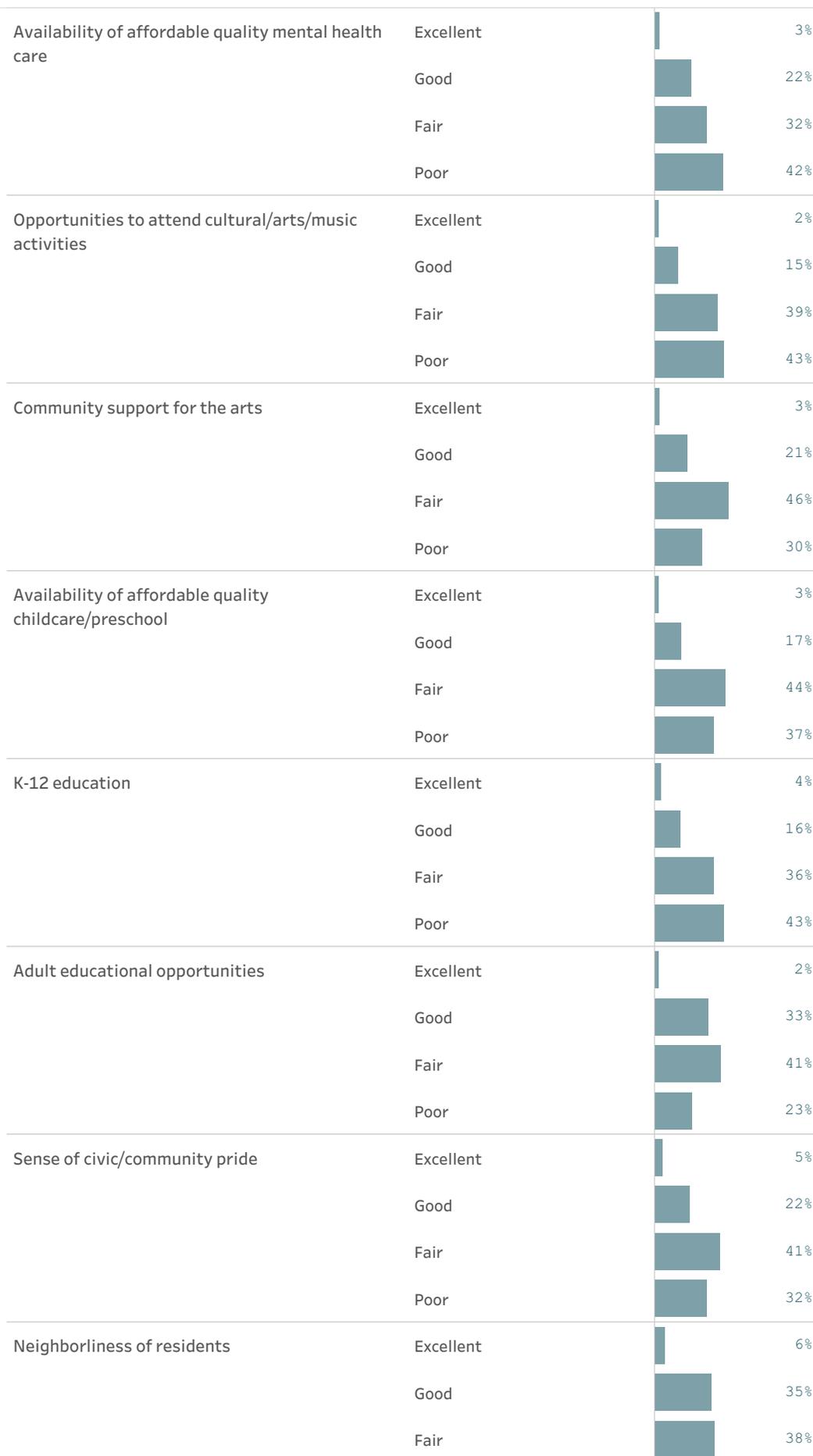
Please also rate each of the following in the Richmond community.



Please also rate each of the following in the Richmond community.



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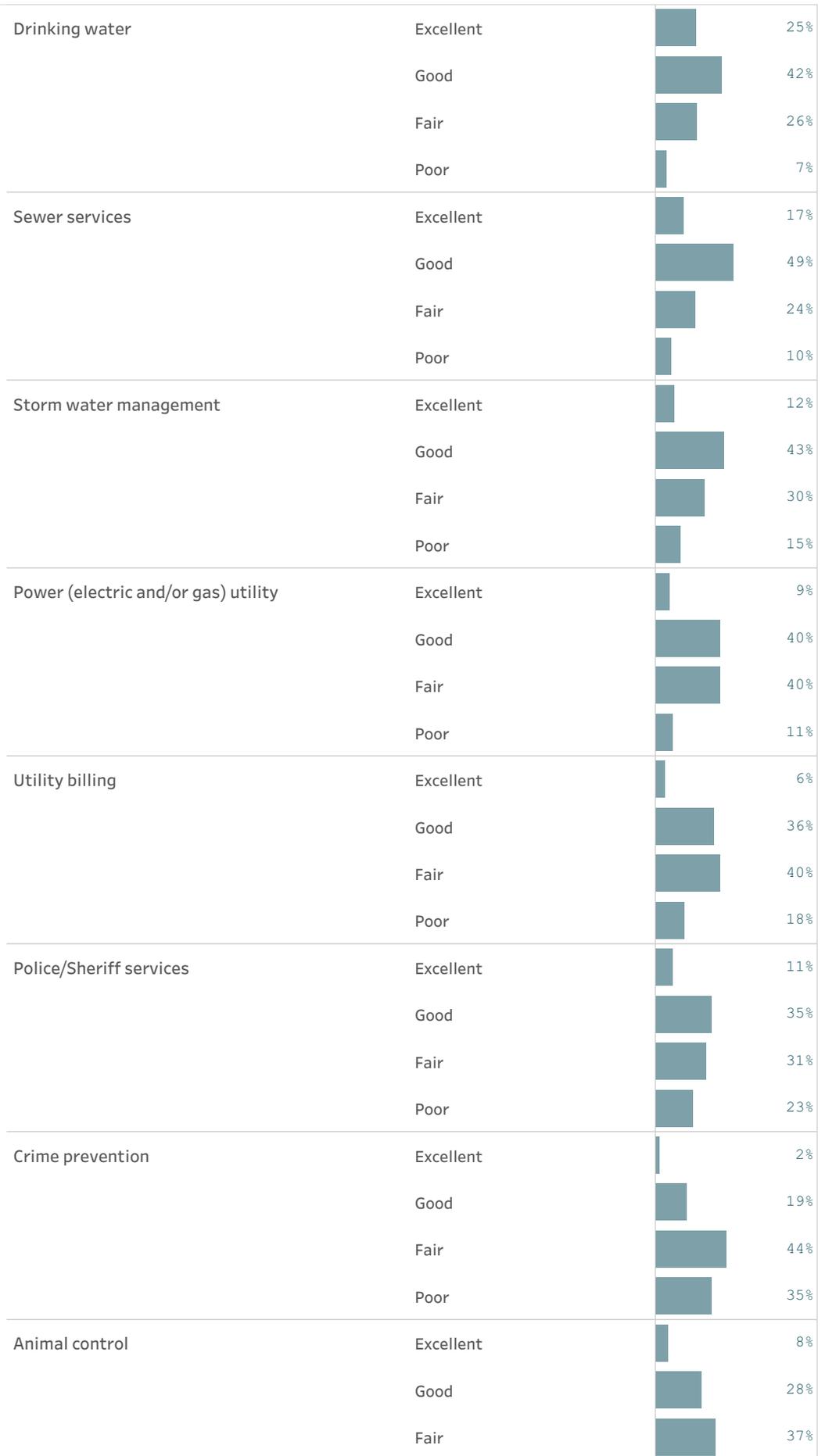


Please also rate each of the following in the Richmond community.	Neighborliness of residents	Poor		21%
	Opportunities to participate in social events and activities	Excellent		3%
		Good		22%
		Fair		41%
		Poor		33%
	Opportunities to attend special events and festivals	Excellent		4%
		Good		14%
		Fair		42%
		Poor		39%
	Opportunities to volunteer	Excellent		9%
		Good		37%
		Fair		34%
		Poor		21%
	Opportunities to participate in community matters	Excellent		6%
		Good		29%
		Fair		42%
		Poor		24%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		13%
		Good		37%
		Fair		34%
Poor			16%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	No		50%
		Yes		50%
	Contacted Richmond elected officials to express your opinion	No		74%
		Yes		26%
	Attended a local public meeting	No		76%
		Yes		24%
	Watched a local public meeting	No		64%
		Yes		36%
	Volunteered your time to some group/activity	No		70%
		Yes		30%

Please indicate whether or not you have done each of the following in the last 12 months.	Campaigned or advocated for a local issue, cause, or candidate	No		76%	
		Yes		24%	
	Voted in your most recent local election	No		17%	
		Yes		83%	
	Used public transportation instead of driving	No		59%	
		Yes		41%	
	Carpooled with other adults or children instead of driving alone	No		59%	
		Yes		41%	
	Walked or biked instead of driving	No		43%	
		Yes		57%	
	Please rate the quality of each of the following services in Richmond.	Public information services	Excellent		5%
			Good		30%
Fair				48%	
Poor				18%	
Economic development		Excellent		3%	
		Good		10%	
		Fair		48%	
		Poor		39%	
Traffic enforcement		Excellent		3%	
		Good		23%	
		Fair		37%	
		Poor		37%	
Traffic signal timing		Excellent		3%	
		Good		36%	
		Fair		42%	
		Poor		19%	
Street repair	Excellent		2%		
	Good		14%		
	Fair		39%		
	Poor		46%		
Street cleaning	Excellent		4%		

Please rate the quality of each of the following services in Richmond.			
Street cleaning	Good		23%
	Fair		37%
	Poor		36%
Street lighting	Excellent		2%
	Good		34%
	Fair		43%
	Poor		21%
Sidewalk maintenance	Excellent		2%
	Good		18%
	Fair		41%
	Poor		40%
Bus or transit services	Excellent		17%
	Good		28%
	Fair		41%
	Poor		14%
Land use, planning and zoning	Excellent		2%
	Good		18%
	Fair		43%
	Poor		38%
Code enforcement	Excellent		2%
	Good		11%
	Fair		33%
	Poor		54%
Affordable high-speed internet access	Excellent		5%
	Good		29%
	Fair		37%
	Poor		29%
Garbage collection	Excellent		17%
	Good		39%
	Fair		35%
	Poor		9%

Please rate the quality of each of the following services in Richmond.



Please rate the quality of each of the following services in Richmond.

Animal control	Poor		27%
Ambulance or emergency medical services	Excellent		18%
	Good		42%
	Fair		33%
	Poor		6%
	Fire services	Excellent	
Fire services	Good		48%
	Fair		27%
	Poor		4%
	Fire prevention and education	Excellent	
Fire prevention and education	Good		36%
	Fair		37%
	Poor		18%
	Emergency preparedness	Excellent	
Emergency preparedness	Good		27%
	Fair		37%
	Poor		31%
	Preservation of natural areas	Excellent	
Preservation of natural areas	Good		35%
	Fair		38%
	Poor		18%
	Richmond open space	Excellent	
Richmond open space	Good		29%
	Fair		42%
	Poor		21%
	Recycling	Excellent	
Recycling	Good		44%
	Fair		29%
	Poor		12%
	Yard waste pick-up	Excellent	
Yard waste pick-up	Good		42%

Please rate the quality of each of the following services in Richmond.	Yard waste pick-up	Fair		31%
		Poor		14%
	City parks	Excellent		9%
		Good		35%
		Fair		36%
		Poor		20%
	Recreation programs or classes	Excellent		10%
		Good		25%
		Fair		38%
		Poor		28%
	Recreation centers or facilities	Excellent		7%
		Good		27%
		Fair		36%
		Poor		30%
	Health services	Excellent		9%
		Good		32%
		Fair		37%
		Poor		22%
	Public library services	Excellent		13%
		Good		41%
		Fair		28%
		Poor		18%
	Overall customer service by Richmond employees	Excellent		9%
		Good		32%
		Fair		37%
		Poor		21%
Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Excellent		3%
		Good		12%
		Fair		44%
		Poor		41%
	The overall direction that Richmond is taking	Excellent		6%

Please rate the following categories of Richmond government performance.	Category	Rating	
		Percentage	Visual Bar
The overall direction that Richmond is taking	Good	19%	[Bar]
	Fair	40%	[Bar]
	Poor	34%	[Bar]
The job Richmond government does at welcoming resident involvement	Excellent	4%	[Bar]
	Good	19%	[Bar]
	Fair	41%	[Bar]
	Poor	36%	[Bar]
Overall confidence in Richmond government	Excellent	4%	[Bar]
	Good	10%	[Bar]
	Fair	50%	[Bar]
	Poor	36%	[Bar]
Generally acting in the best interest of the community	Excellent	3%	[Bar]
	Good	20%	[Bar]
	Fair	43%	[Bar]
	Poor	34%	[Bar]
Being honest	Excellent	4%	[Bar]
	Good	12%	[Bar]
	Fair	45%	[Bar]
	Poor	38%	[Bar]
Being open and transparent to the public	Excellent	4%	[Bar]
	Good	14%	[Bar]
	Fair	38%	[Bar]
	Poor	45%	[Bar]
Informing residents about issues facing the community	Excellent	2%	[Bar]
	Good	20%	[Bar]
	Fair	42%	[Bar]
	Poor	36%	[Bar]
Treating all residents fairly	Excellent	3%	[Bar]
	Good	20%	[Bar]
	Fair	41%	[Bar]
	Poor	36%	[Bar]

Please rate the following categories of Richmond government performance.	Treating residents with respect	Excellent		3%
		Good		27%
		Fair		41%
		Poor		29%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Excellent		2%
		Good		27%
		Fair		48%
		Poor		23%
	The Federal Government	Excellent		3%
		Good		30%
		Fair		46%
		Poor		21%
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Essential		53%
		Very important		34%
		Somewhat important		12%
		Not at all important		1%
	Overall quality of the transportation system	Essential		33%
		Very important		41%
		Somewhat important		25%
		Not at all important		1%
	Overall design or layout of residential and commercial areas	Essential		31%
		Very important		41%
		Somewhat important		26%
		Not at all important		2%
	Overall quality of the utility infrastructure	Essential		41%
		Very important		39%
		Somewhat important		20%
		Not at all important		0%
Overall feeling of safety	Essential		63%	
	Very important		31%	
	Somewhat important		6%	

Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.				
	Overall feeling of safety	Not at all important		0%
Overall quality of natural environment	Essential			39%
	Very important			41%
	Somewhat important			18%
	Not at all important			1%
Overall quality of parks and recreation opportunities	Essential			37%
	Very important			36%
	Somewhat important			26%
	Not at all important			1%
Overall health and wellness opportunities	Essential			42%
	Very important			35%
	Somewhat important			19%
	Not at all important			5%
Overall opportunities for education, culture, and the arts	Essential			34%
	Very important			39%
	Somewhat important			22%
	Not at all important			5%
Residents' connection and engagement with their community	Essential			33%
	Very important			34%
	Somewhat important			28%
	Not at all important			5%
How important, if at all, are the following issues for the City to address within the next two years?	Expanding community wi-fi	Essential		28%
		Very important		34%
		Somewhat important		29%
		Not at all important		10%
Providing quality affordable housing	Essential			52%
	Very important			28%
	Somewhat important			18%
	Not at all important			2%
Improving traffic flow and pedestrian safety	Essential			34%
	Very important			40%

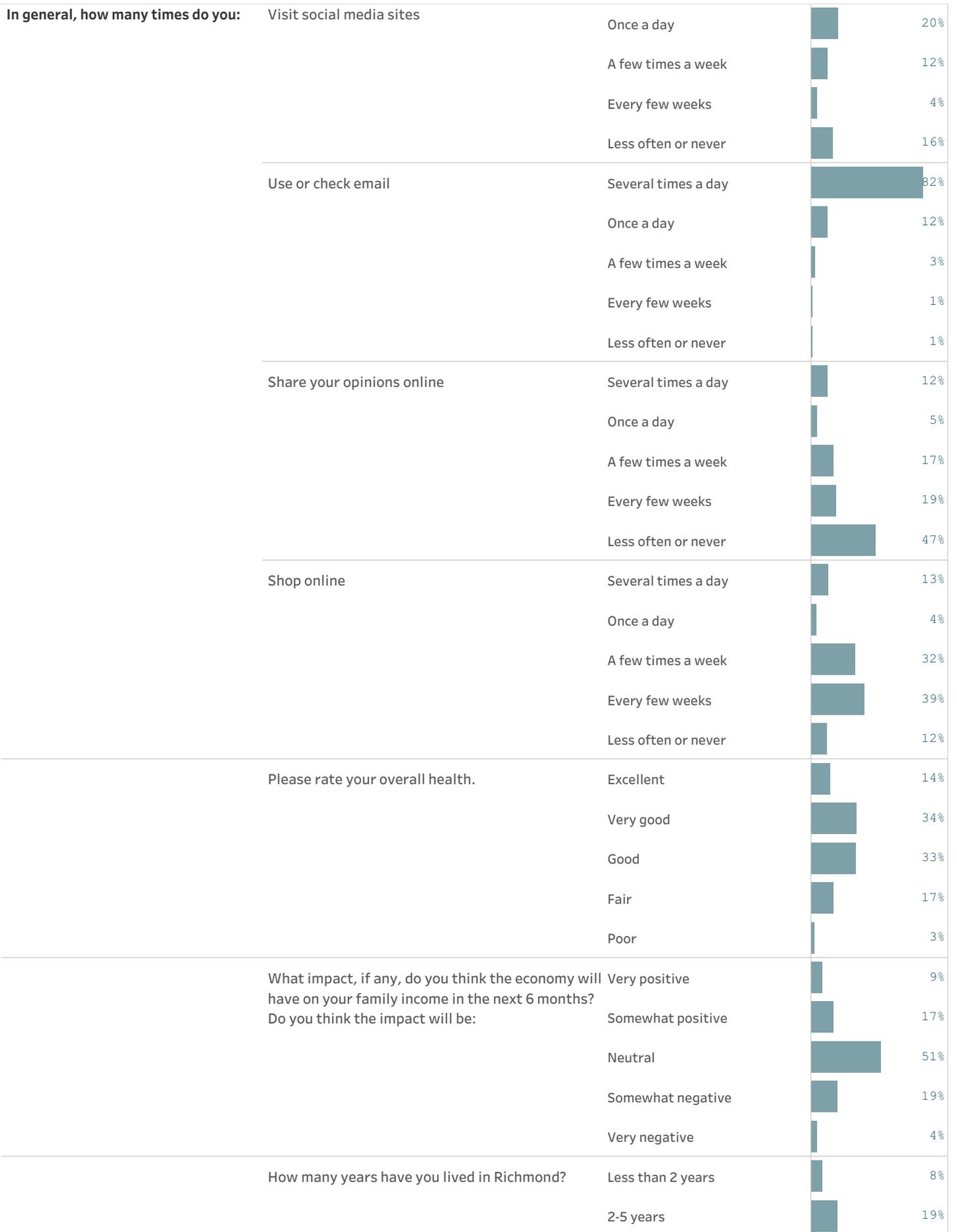
How important, if at all, are the following issues for the City to address within the next two years?				
	Importance Level	Percentage	Bar	Percentage
Improving traffic flow and pedestrian safety	Somewhat important	24%		24%
	Not at all important	2%		2%
Preserving historic buildings	Essential	22%		22%
	Very important	30%		30%
	Somewhat important	33%		33%
	Not at all important	15%		15%
Improving park conditions	Essential	27%		27%
	Very important	48%		48%
	Somewhat important	24%		24%
	Not at all important	1%		1%
Providing more parks and open space	Essential	28%		28%
	Very important	34%		34%
	Somewhat important	31%		31%
	Not at all important	6%		6%
Renovating community centers and expanding programming	Essential	19%		19%
	Very important	47%		47%
	Somewhat important	30%		30%
	Not at all important	4%		4%
Upgrading existing and developing more athletic fields	Essential	21%		21%
	Very important	31%		31%
	Somewhat important	37%		37%
	Not at all important	11%		11%
Improving street and pedestrian lighting	Essential	38%		38%
	Very important	29%		29%
	Somewhat important	27%		27%
	Not at all important	6%		6%
Developing job training opportunities	Essential	44%		44%
	Very important	34%		34%
	Somewhat important	18%		18%
	Not at all important	4%		4%
Addressing blighted properties	Essential	49%		49%

How important, if at all, are the following issues for the City to address within the next two years?				
	Very important	Somewhat important	Not at all important	
Addressing blighted properties	Very important	31%		
	Somewhat important	17%		
	Not at all important	4%		
Reducing crime and disorder	Essential	67%		
	Very important	21%		
	Somewhat important	10%		
	Not at all important	3%		
Increasing transportation options (i.e. car/bike share, shuttles)	Essential	24%		
	Very important	28%		
	Somewhat important	43%		
	Not at all important	5%		
Positively marketing the City	Essential	30%		
	Very important	29%		
	Somewhat important	26%		
	Not at all important	15%		
Improving downtown Richmond	Essential	41%		
	Very important	33%		
	Somewhat important	24%		
	Not at all important	2%		
Improving street paving conditions	Essential	45%		
	Very important	32%		
	Somewhat important	18%		
	Not at all important	4%		
Improving environmental quality	Essential	42%		
	Very important	37%		
	Somewhat important	16%		
	Not at all important	5%		
Providing supportive services to previously incarcerated persons	Essential	30%		
	Very important	34%		
	Somewhat important	27%		
	Not at all important	9%		

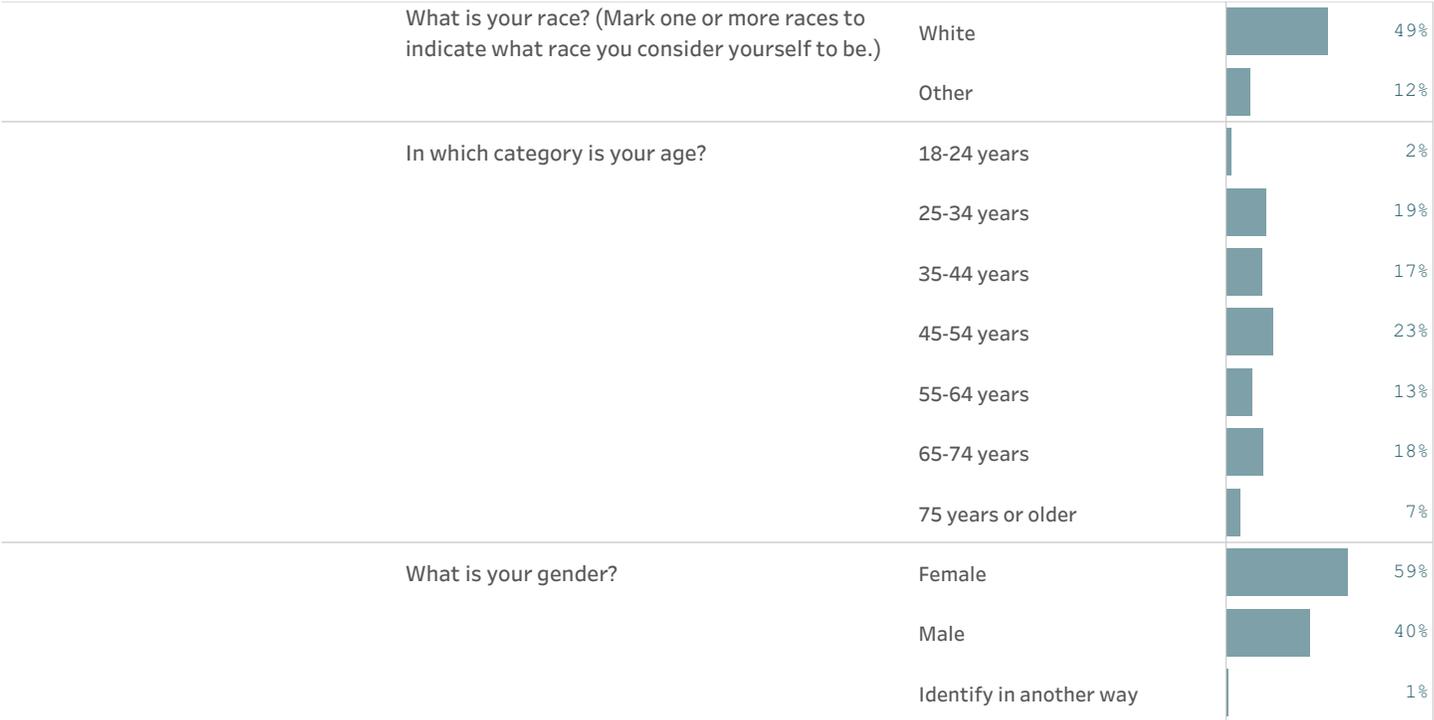
How important, if at all, are the following issues for the City to address within the next two years?	Increasing the generation of revenue to support City services	Essential		32%
		Very important		36%
		Somewhat important		22%
		Not at all important		11%
	Improving the financial stability of the City	Essential		48%
		Very important		36%
		Somewhat important		12%
		Not at all important		4%
	Increasing services to support the homeless population (provision of housing, mental health services, etc.)	Essential		45%
		Very important		30%
		Somewhat important		19%
		Not at all important		6%
	Improving collaboration and services with the West Contra Costa Unified School District	Essential		41%
		Very important		36%
		Somewhat important		15%
		Not at all important		9%
Increasing economic development activities (i.e. small business support, business attraction, retention and incentives, marketing and outreach, etc.)	Essential		46%	
	Very important		33%	
	Somewhat important		17%	
	Not at all important		5%	
Providing more local retail and shopping opportunities for Richmond residents	Essential		35%	
	Very important		35%	
	Somewhat important		26%	
	Not at all important		4%	
Please rate the impact of the following City services on your health and well-being:	Street lighting	Very positive impact		25%
		Moderate positive impact		36%
		No impact		24%
		Moderate negative impact		10%
		Very negative impact		5%
	Parks	Very positive impact		39%
		Moderate positive impact		33%

Please rate the impact of the following City services on your health and well-being:	City Service	Impact Rating	
		Percentage	Count
Parks	No impact	24%	10
	Moderate negative impact	2%	1
	Very negative impact	2%	1
Recreation programs	Very positive impact	22%	9
	Moderate positive impact	27%	11
	No impact	47%	19
	Moderate negative impact	2%	1
	Very negative impact	1%	0
Police	Very positive impact	28%	11
	Moderate positive impact	36%	15
	No impact	16%	7
	Moderate negative impact	11%	5
	Very negative impact	9%	4
Fire	Very positive impact	37%	15
	Moderate positive impact	36%	15
	No impact	24%	10
	Moderate negative impact	3%	1
	Very negative impact	1%	0
Street quality	Very positive impact	22%	9
	Moderate positive impact	38%	16
	No impact	10%	4
	Moderate negative impact	26%	11
	Very negative impact	4%	2
Library services	Very positive impact	24%	10
	Moderate positive impact	35%	14
	No impact	39%	16
	Moderate negative impact	2%	1
	Very negative impact	0%	0
Affordable and quality housing	Very positive impact	27%	11
	Moderate positive impact	30%	12
	No impact	29%	12

Please rate the impact of the following City services on your health and well-being:	Affordable and quality housing	Moderate negative impact		7%
		Very negative impact		7%
	Traffic safety	Very positive impact		29%
		Moderate positive impact		33%
		No impact		22%
		Moderate negative impact		11%
		Very negative impact		5%
	Blight abatement	Very positive impact		24%
		Moderate positive impact		25%
		No impact		29%
		Moderate negative impact		11%
		Very negative impact		11%
	In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?	Most of the time		17%
		Some of the time		28%
Rarely			27%	
Never			28%	
Compared to one year ago, how would you rate your health in general now?	Much better now than one year ago		11%	
	Somewhat better now than one year ago		54%	
	Somewhat worse now than one year ago		28%	
	Much worse now than one year ago		6%	
In general, how many times do you:	Access the internet from your home	Several times a day		84%
		Once a day		8%
		A few times a week		4%
		Every few weeks		0%
		Less often or never		4%
	Access the internet from your cell phone	Several times a day		84%
		Once a day		6%
		A few times a week		5%
		Every few weeks		1%
		Less often or never		5%
	Visit social media sites	Several times a day		48%



How many years have you lived in Richmond?	6-10 years		10%
	11-20 years		26%
	More than 20 years		36%
Which best describes the building you live in?	One family house detached from any other houses		62%
	Building with two or more homes (duplex, townhome, apa..		36%
	Other		2%
Do you rent or own your home?	Rent		48%
	Own		52%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		4%
	\$500 to \$999		11%
	\$1,000 to \$1,499		13%
	\$1,500 to \$1,999		20%
	\$2,000 to \$2,499		19%
	\$2,500 to \$2,999		15%
	\$3,000 to \$3,499		10%
	\$3,500 or more		8%
Do any children 17 or under live in your household?	No		75%
	Yes		25%
Are you or any other members of your household aged 65 or older?	No		72%
	Yes		28%
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		9%
	\$25,000 to \$49,999		26%
	\$50,000 to \$74,999		16%
	\$75,000 to \$99,999		11%
	\$100,000 to \$149,999		23%
	\$150,000 or more		15%
Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		69%
	Yes, I consider myself to be Spanish, Hispanic, or Latino		31%
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		6%
	Asian, Asian Indian, or Pacific Islander		13%
	Black or African American		28%



Full trends

This table contains the trends over time for the City of Richmond. The combined “percent positive” responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2019 and 2021 surveys is greater than six percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2007	2009	2011	2013	2015	2017	2019	2021
Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	20%	25%	32%	36%	41%	47%	47%	39%
	Your neighborhood as a place to live	50%	50%	59%	53%	57%	62%	65%	61%
	Richmond as a place to raise children	9%	12%	13%	14%	19%	24%	26%	26%
	Richmond as a place to work	24%	22%	23%	22%	34%	38%	36%	25%
	Richmond as a place to visit					26%	29%	27%	30%
	Richmond as a place to retire	15%	18%	17%	27%	28%	32%	31%	24%
	The overall quality of life	17%	18%	21%	30%	31%	32%	38%	32%
	Sense of community	17%	27%	27%	27%	22%	30%	34%	32%
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health					14%	16%	16%	14%
	Overall quality of the transportation system								39%
	Overall design or layout of residential and commercial areas					35%	28%	26%	34%
	Overall quality of the utility infrastructure								47%
	Overall feeling of safety					21%	22%	24%	19%
	Overall quality of natural environment		23%	25%	23%	39%	42%	38%	34%
	Overall quality of parks and recreation opportunities								34%
	Overall health and wellness opportunities					34%	25%	33%	28%
	Overall opportunities for education, culture, and the arts					21%	21%	26%	19%
	Residents’ connection and engagement with their community								23%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	41%	49%	55%	53%	63%	62%	63%	
	Remain in Richmond for the next five years	60%	67%	68%	66%	72%	77%	75%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	64%	68%	70%	70%	74%	73%	74%	73%
	In Richmond’s downtown/commercial area during the day	25%	29%	34%	37%	48%	43%	46%	43%
	From property crime	9%	9%	11%	14%				35%
	From violent crime	13%	10%	15%	20%				35%
	From fire, flood, or other natural disaster								63%

Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	40%
	Attracting people from diverse backgrounds	52%
	Valuing/respecting residents from diverse backgrounds	50%
	Taking care of vulnerable residents	23%
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	23% 24% 23% 26% 26% 26% 27%
	Variety of business and service establishments	31%
	Vibrancy of downtown/commercial area	12% 10% 10% 12%
	Employment opportunities	10% 12% 10% 9% 16% 20% 21% 15%
	Shopping opportunities	19% 27% 28% 30% 27% 19% 17% 17%
	Cost of living	30% 30% 26% 21%
	Overall image or reputation	4% 6% 6% 6% 8% 14% 13% 9%
	Please also rate each of the following in the Richmond community.	Traffic flow on major streets
Ease of public parking		69% 54% 55% 58%
Ease of travel by car		41% 47% 48% 58% 73% 62% 61% 64%
Ease of travel by public transportation		49% 52% 47% 44% 48% 39% 38% 47%
Ease of travel by bicycle		28% 35% 32% 32% 37% 46% 44% 37%
Ease of walking		20% 24% 24% 30% 41% 35% 39% 32%
Well-planned residential growth		18%
Well-planned commercial growth		17%
Well-designed neighborhoods		22%
Preservation of the historical or cultural character of the community		32%
Public places where people want to spend time		25% 20% 25% 22%
Variety of housing options		27% 31% 28% 23% 23% 26% 26%
Availability of affordable quality housing		19% 29% 31% 34% 25% 23% 23% 18%
Overall quality of new development		25% 31% 31% 23% 28% 30% 30% 24%
Overall appearance		8% 14% 18% 18% 17% 15% 17% 12%
Cleanliness		12% 15% 16% 15% 13% 13% 9%
Water resources		35%
Air quality		20% 20% 24% 24% 29% 28% 28% 30%
Availability of paths and walking trails		34% 33% 36% 38% 44% 41% 42%
Fitness opportunities		36% 34% 42% 43%

Please also rate each of the following in the Richmond community.	Recreational opportunities	20%	23%	25%	28%	34%	33%	39%	30%	
	Availability of affordable quality food	32%	32%	29%	36%	30%	31%	36%	31%	
	Availability of affordable quality health care	25%	24%	27%	27%	31%	33%	36%	39%	
	Availability of preventive health services	25%	27%	34%	31%	30%	37%	41%		
	Availability of affordable quality mental health care						19%	21%	20%	26%
	Opportunities to attend cultural/arts/music activities	22%	24%	29%	22%	29%	30%	33%	17%	
	Community support for the arts									22%
	Availability of affordable quality childcare/preschool	23%	18%	26%	25%	20%	25%	21%	18%	
	K-12 education	14%	18%	20%	20%	22%	23%	17%	21%	
	Adult educational opportunities						33%	37%	34%	34%
	Sense of civic/community pride									26%
	Neighborliness of residents						29%	42%	42%	40%
	Opportunities to participate in social events and activities	21%	26%	24%	29%	31%	31%	24%		
	Opportunities to attend special events and festivals						31%	42%	46%	18%
	Opportunities to volunteer	35%	43%	54%	43%	48%	55%	45%		
	Opportunities to participate in community matters	37%	42%	43%	38%	48%	48%	32%		
	Openness and acceptance of the community toward people of diver..	37%	39%	42%	47%	44%	53%	56%	47%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	48%	47%	43%	35%	42%	50%	50%	49%	
	Contacted Richmond elected officials to express your opinion						22%	31%	30%	25%
	Attended a local public meeting	36%	37%	31%	32%	25%	38%	38%	23%	
	Watched a local public meeting	60%	52%	47%	37%	28%	43%	34%	35%	
	Volunteered your time to some group/activity	35%	37%	34%	29%	27%	36%	41%	28%	
	Campaigned or advocated for a local issue, cause, or candidate						26%	39%	39%	22%
	Voted in your most recent local election	73%	73%	70%	68%					77%
	Used public transportation instead of driving						63%	59%	66%	41%
	Carpooled with other adults or children instead of driving alone						46%	44%	45%	43%
	Walked or biked instead of driving						60%	54%	57%	55%
Please rate the quality of each of the following services in Richmond.	Public information services	20%	31%	38%	41%	46%	36%	43%	35%	
	Economic development	13%	11%	15%	21%	19%	21%	21%	12%	
	Traffic enforcement	34%	36%	34%	38%	44%	30%	29%	24%	
	Traffic signal timing	36%	40%	37%	40%	35%	40%	39%	38%	

Please rate the quality of each of the following services in Richmond.

Street repair	9%	14%	15%	15%	13%	10%	17%	17%
Street cleaning	20%	29%	31%	43%	36%	25%	30%	25%
Street lighting	20%	25%	25%	36%	34%	34%	44%	33%
Sidewalk maintenance	14%	24%	20%	31%	27%	25%	21%	18%
Bus or transit services	48%	50%	42%	42%	42%	44%	40%	42%
Land use, planning and zoning	13%	20%	21%	24%	22%	26%	23%	18%
Code enforcement	9%	10%	19%	15%	22%	15%	14%	12%
Affordable high-speed internet access								33%
Garbage collection	70%	73%	69%	67%	72%	68%	67%	54%
Drinking water	52%							67%
Sewer services	41%	45%	46%	51%	52%	57%	55%	66%
Storm water management	31%	42%	41%	51%	53%	44%	43%	53%
Power (electric and/or gas) utility			56%		63%	57%	54%	51%
Utility billing					52%	52%	47%	40%
Police/Sheriff services	38%	54%	51%	57%	59%	54%	50%	46%
Crime prevention	11%	19%	22%	27%	36%	29%	33%	20%
Animal control	31%		30%	25%	30%	27%	26%	34%
Ambulance or emergency medical services	66%	78%	71%		72%	68%	73%	59%
Fire services	70%	79%	71%	69%	79%	80%	80%	68%
Fire prevention and education	41%	45%	39%	46%	59%	54%	55%	42%
Emergency preparedness		28%	28%	37%	32%	31%	42%	32%
Preservation of natural areas		32%	30%	35%	39%	42%	49%	42%
Richmond open space					39%	48%	49%	34%
Recycling	71%	70%	68%	70%	70%	66%	64%	58%
Yard waste pick-up	61%	64%	59%		70%	60%	64%	51%
City parks	30%	39%	43%	46%	45%	47%	50%	40%
Recreation programs or classes	24%	30%	37%	44%	39%	39%	40%	33%
Recreation centers or facilities	23%	33%	34%	42%	37%	36%	40%	31%
Health services	31%	30%	28%	31%	34%	35%	34%	39%
Public library services	35%	51%	48%	52%	61%	56%	54%	50%
Overall customer service by Richmond employees	52%	52%	61%	61%	41%	43%	44%	37%

Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	18% 19% 20% 35% 24% 23% 24% 15%
	The overall direction that Richmond is taking	27% 28% 30% 36% 42% 38% 37% 25%
	The job Richmond government does at welcoming resident involve..	41% 23% 31% 31% 25% 40% 37% 23%
	Overall confidence in Richmond government	25% 26% 23% 13%
	Generally acting in the best interest of the community	33% 31% 29% 23%
	Being honest	29% 33% 28% 19%
	Being open and transparent to the public	20%
	Informing residents about issues facing the community	24%
	Treating all residents fairly	31% 33% 30% 25%
	Treating residents with respect	32%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	17% 26% 29% 34% 34% 35% 36% 30%
	The Federal Government	17% 27% 29% 29% 29% 28% 20% 32%
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	95% 92% 88%
	Overall quality of the transportation system	73%
	Overall design or layout of residential and commercial areas	73% 78% 71%
	Overall quality of the utility infrastructure	80%
	Overall feeling of safety	95% 93% 94%
	Overall quality of natural environment	78% 84% 81%
	Overall quality of parks and recreation opportunities	73%
	Overall health and wellness opportunities	87% 83% 79%
	Overall opportunities for education, culture, and the arts	89% 83% 74%
	Residents' connection and engagement with their community	79% 82% 69%
In general, how many times do you:	Access the internet from your home	95%
	Access the internet from your cell phone	93%
	Visit social media sites	80%
	Use or check email	96%
	Share your opinions online	33%
	Shop online	49%
	Please rate your overall health.	50% 48% 48% 47%
	What impact, if any, do you think the economy will have on your fa..	16% 10% 18% 22% 48% 24% 25% 26%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Richmond conducted a survey of 453 residents. Survey invitations were mailed to randomly selected households and data were collected from July 9th, 2021 to October 15th, 2021. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Richmond. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on October 1st, 2021. The survey remained open for three weeks and there were 418 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the City of Richmond. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

		Unweighted	Weighted	Target*
Age	18-34	12%	34%	34%
	35-54	30%	35%	35%
	55+	58%	31%	31%
Area	Area 1	9%	8%	8%
	Area 2	7%	17%	17%
	Area 3	17%	22%	22%
	Area 4	22%	17%	17%
	Area 5	6%	12%	12%
	Area 6	8%	7%	7%
	Area 7	20%	11%	11%
	Area 8	8%	4%	4%
	Area 9	4%	2%	2%
Hispanic origin	No, not Spanish, Hispanic, or Latino	81%	64%	64%
	Yes, I consider myself to be Spanish, Hispa..	19%	36%	36%
Housing tenure	Own	79%	50%	50%
	Rent	21%	50%	50%
Housing type	Attached	23%	40%	40%
	Detached	77%	60%	60%
Race & Hispanic origin	Not white alone	50%	79%	79%
	White alone, not Hispanic or Latino	50%	21%	21%
Sex	Female	65%	52%	52%
	Male	35%	48%	48%
Sex/age	Female 18-34	9%	17%	17%
	Female 35-54	18%	18%	18%
	Female 55+	38%	17%	17%
	Male 18-34	4%	17%	17%
	Male 35-54	13%	18%	18%
	Male 55+	18%	13%	13%

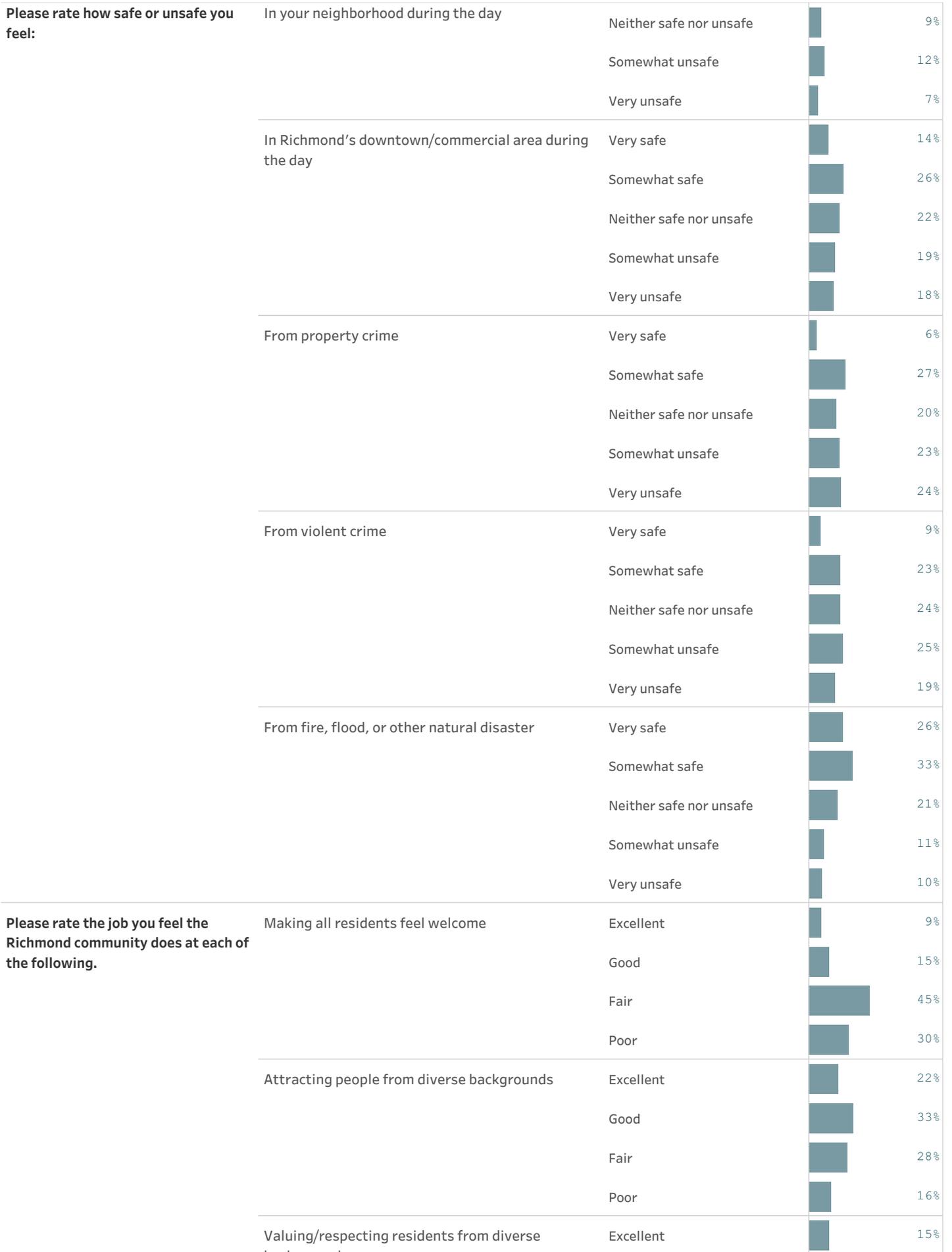
Open participation survey results

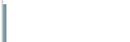
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

In which area of Richmond do you live? (Refer to map above.)	Area 1 (dark gray)	8%	
	Area 2 (light green)	17%	
	Area 3 (red)	22%	
	Area 4 (purple)	15%	
	Area 5 (yellow)	12%	
	Area 6 (dark green)	7%	
	Area 7 (blue)	11%	
	Area 8 (brown)	4%	
	Area 9 (lavender)	2%	
	I don't live in Richmond	1%	
Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Excellent	3%
		Good	32%
		Fair	40%
		Poor	25%
Your neighborhood as a place to live	Excellent	21%	
	Good	31%	
	Fair	32%	
	Poor	15%	
Richmond as a place to raise children	Excellent	2%	
	Good	12%	
	Fair	38%	
	Poor	48%	
Richmond as a place to work	Excellent	2%	
	Good	27%	
	Fair	38%	
	Poor	32%	
Richmond as a place to visit	Excellent	4%	
	Good	19%	

Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to visit	Fair		31%
		Poor		46%
	Richmond as a place to retire	Excellent		5%
		Good		12%
		Fair		28%
		Poor		55%
	The overall quality of life	Excellent		1%
		Good		25%
Fair			40%	
Poor			33%	
Sense of community	Excellent		7%	
	Good		26%	
	Fair		35%	
	Poor		31%	
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Excellent		0%
		Good		7%
		Fair		34%
		Poor		59%
	Overall quality of the transportation system	Excellent		5%
		Good		20%
		Fair		44%
		Poor		31%
	Overall design or layout of residential and commercial areas	Excellent		2%
		Good		15%
		Fair		49%
		Poor		34%
Overall quality of the utility infrastructure	Excellent		3%	
	Good		27%	
	Fair		39%	
	Poor		31%	
Overall feeling of safety	Excellent		1%	
	Good		11%	

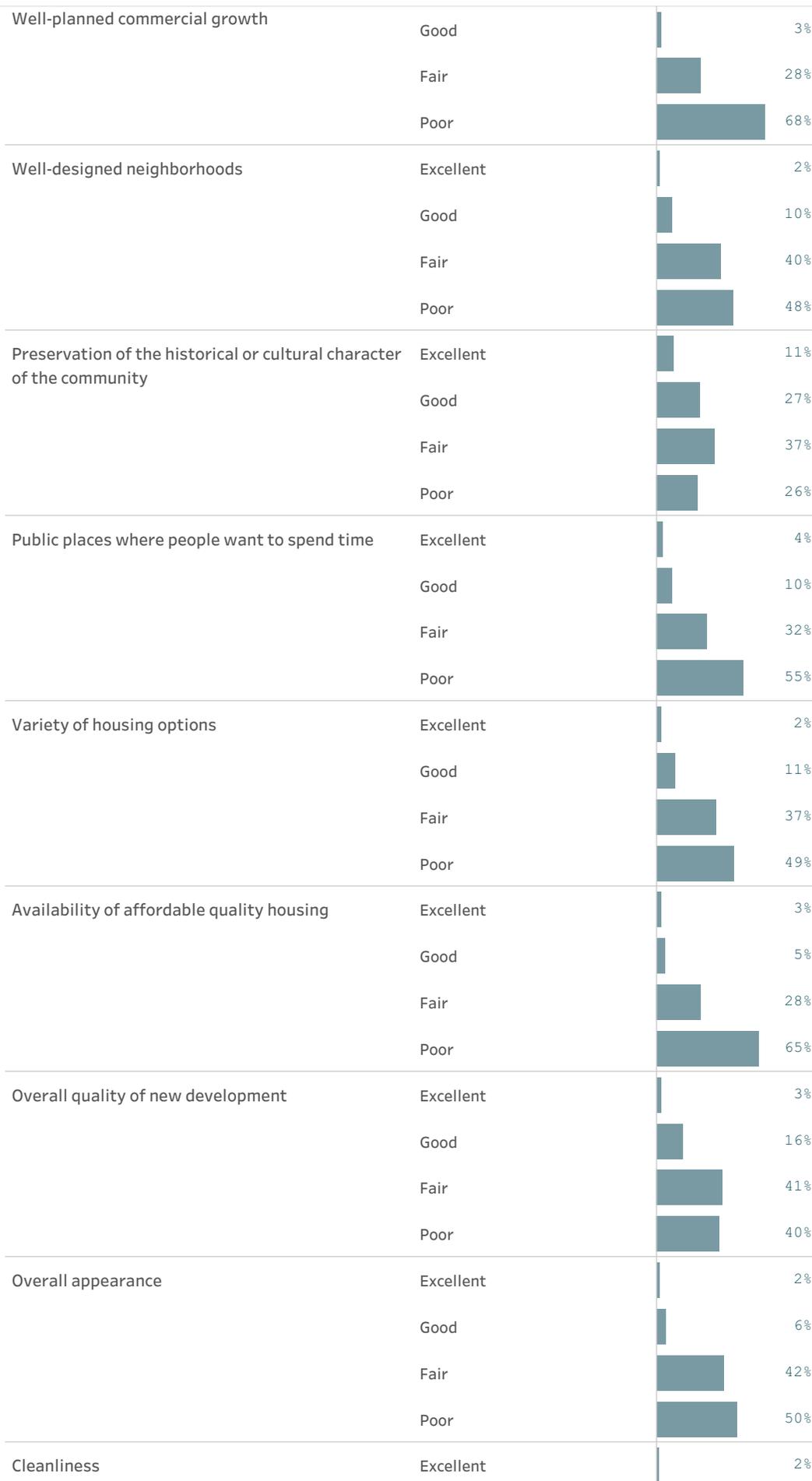
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall feeling of safety	Fair		37%
		Poor		50%
Overall quality of natural environment	Excellent		5%	
	Good		29%	
	Fair		39%	
	Poor		27%	
Overall quality of parks and recreation opportunities	Excellent		5%	
	Good		29%	
	Fair		36%	
	Poor		29%	
Overall health and wellness opportunities	Excellent		5%	
	Good		20%	
	Fair		33%	
	Poor		42%	
Overall opportunities for education, culture, and the arts	Excellent		3%	
	Good		17%	
	Fair		38%	
	Poor		41%	
Residents' connection and engagement with their community	Excellent		5%	
	Good		24%	
	Fair		36%	
	Poor		35%	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Very likely		10%
		Somewhat likely		35%
		Somewhat unlikely		24%
		Very unlikely		30%
Remain in Richmond for the next five years	Very likely		37%	
	Somewhat likely		28%	
	Somewhat unlikely		20%	
	Very unlikely		14%	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		36%
		Somewhat safe		36%



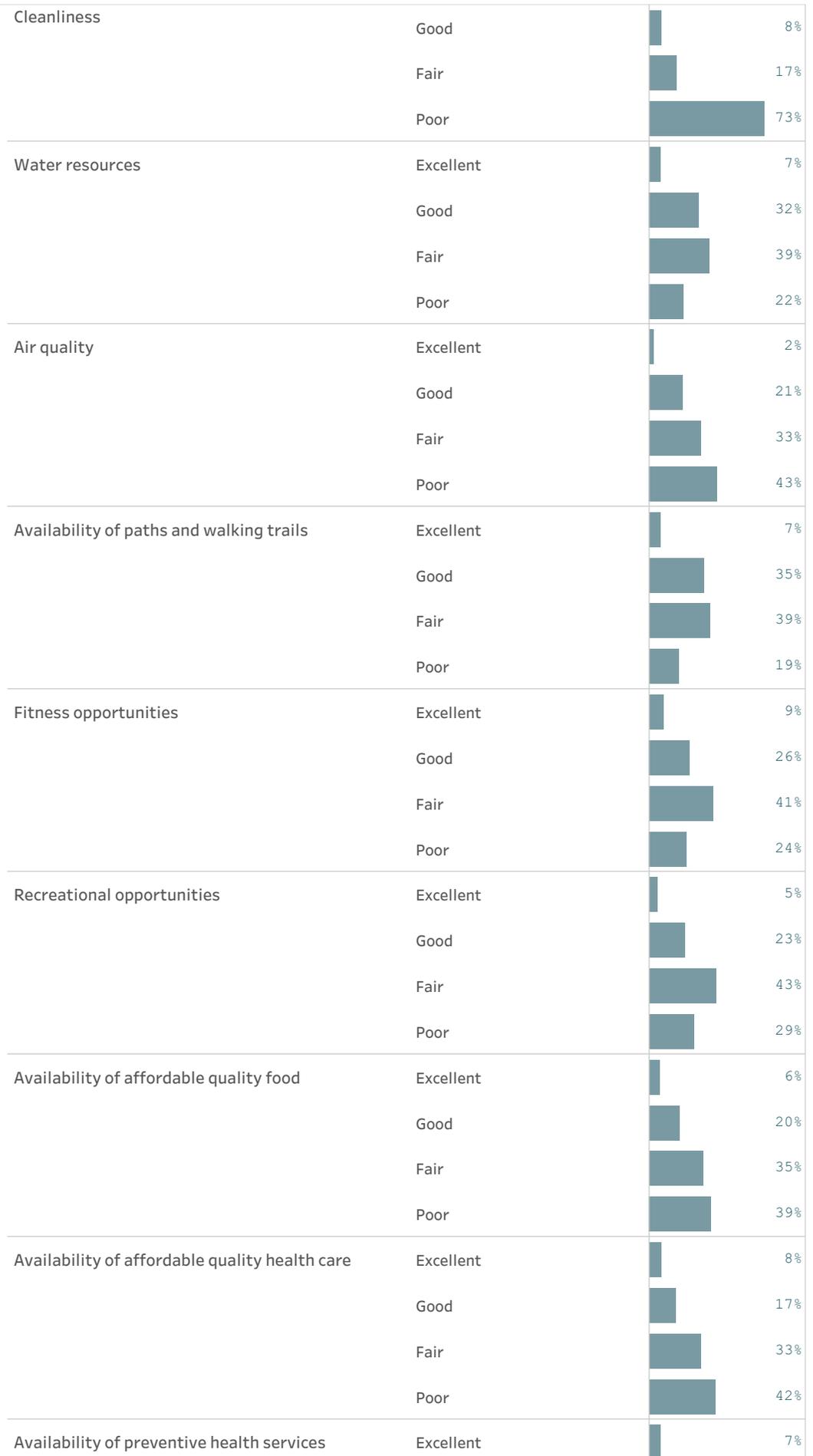
Please rate the job you feel the Richmond community does at each of the following.	Valuing/respecting residents from diverse backgrounds	Good		33%
		Fair		32%
		Poor		21%
	Taking care of vulnerable residents	Excellent		2%
		Good		17%
		Fair		39%
Poor			42%	
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Excellent		1%
		Good		23%
		Fair		43%
		Poor		33%
	Variety of business and service establishments	Excellent		2%
		Good		18%
		Fair		38%
		Poor		43%
	Vibrancy of downtown/commercial area	Excellent		1%
		Good		7%
		Fair		28%
		Poor		64%
Employment opportunities	Excellent		2%	
	Good		12%	
	Fair		37%	
	Poor		49%	
Shopping opportunities	Excellent		1%	
	Good		7%	
	Fair		24%	
	Poor		68%	
Cost of living	Excellent		2%	
	Good		12%	
	Fair		41%	
	Poor		45%	
Overall image or reputation	Excellent		2%	

Please rate each of the following in the Richmond community.	Overall image or reputation	Good		2%
		Fair		27%
		Poor		69%
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Excellent		2%
		Good		28%
		Fair		43%
		Poor		27%
Ease of public parking	Excellent		9%	
	Good		40%	
	Fair		34%	
	Poor		17%	
Ease of travel by car	Excellent		8%	
	Good		48%	
	Fair		35%	
	Poor		9%	
Ease of travel by public transportation	Excellent		6%	
	Good		18%	
	Fair		45%	
	Poor		31%	
Ease of travel by bicycle	Excellent		5%	
	Good		34%	
	Fair		37%	
	Poor		24%	
Ease of walking	Excellent		1%	
	Good		27%	
	Fair		40%	
	Poor		31%	
Well-planned residential growth	Excellent		2%	
	Good		6%	
	Fair		37%	
	Poor		55%	
Well-planned commercial growth	Excellent		2%	

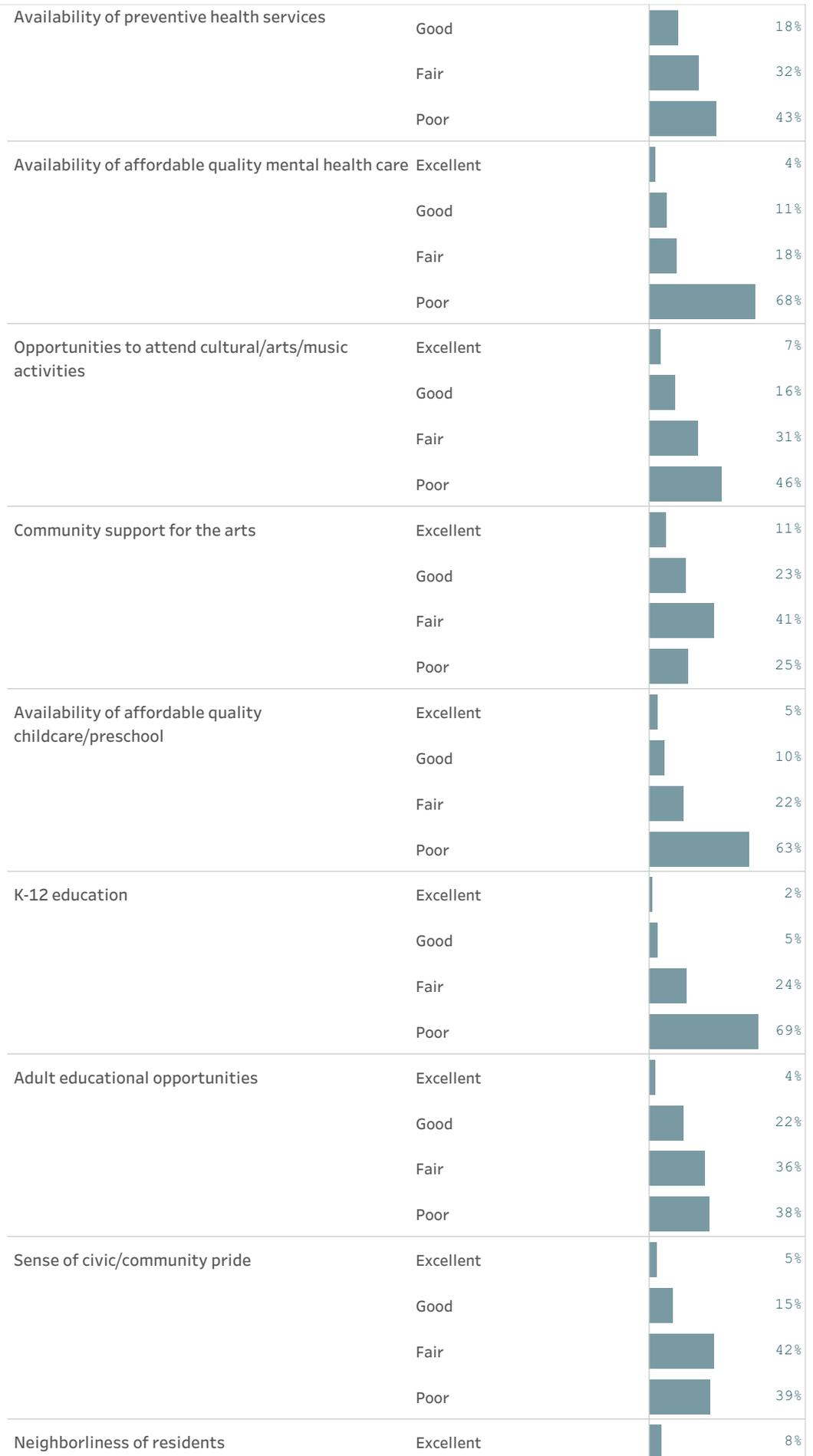
Please also rate each of the following in the Richmond community.



Please also rate each of the following in the Richmond community.



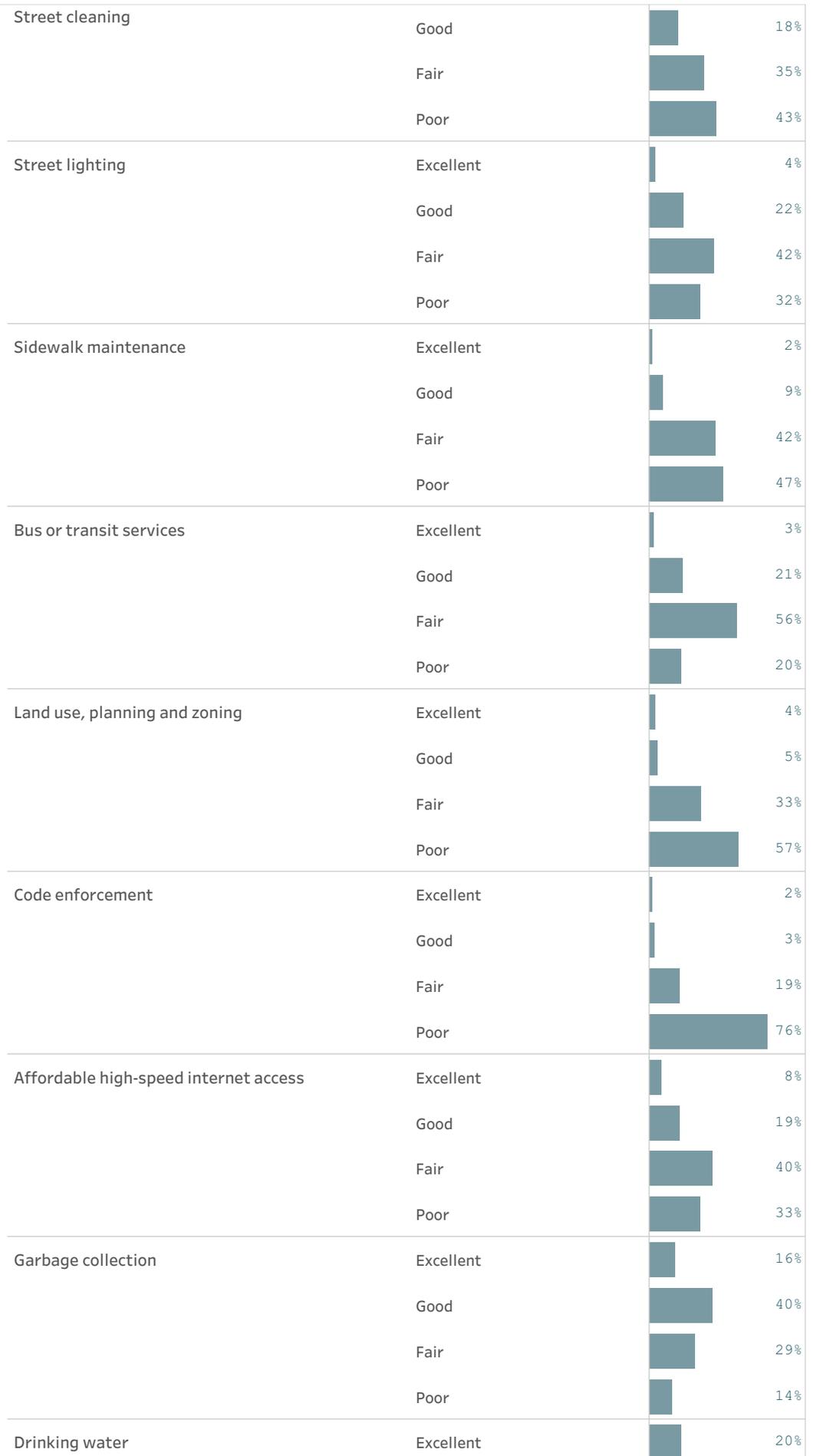
Please also rate each of the following in the Richmond community.



Please also rate each of the following in the Richmond community.	Neighborliness of residents	Good		25%
		Fair		44%
		Poor		24%
	Opportunities to participate in social events and activities	Excellent		9%
		Good		16%
		Fair		33%
		Poor		42%
	Opportunities to attend special events and festivals	Excellent		9%
		Good		16%
		Fair		36%
		Poor		39%
	Opportunities to volunteer	Excellent		15%
Good			29%	
Fair			30%	
Poor			25%	
Opportunities to participate in community matters	Excellent		14%	
	Good		24%	
	Fair		37%	
	Poor		25%	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		18%	
	Good		35%	
	Fair		28%	
	Poor		18%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	No		40%
		Yes		60%
	Contacted Richmond elected officials to express your opinion	No		58%
		Yes		42%
	Attended a local public meeting	No		49%
		Yes		51%
	Watched a local public meeting	No		41%
		Yes		59%
	Volunteered your time to some group/activity	No		51%

Please indicate whether or not you have done each of the following in the last 12 months.	Volunteered your time to some group/activity	Yes		49%	
	Campaigned or advocated for a local issue, cause, or candidate	No		57%	
		Yes		43%	
	Voted in your most recent local election	No		15%	
		Yes		85%	
	Used public transportation instead of driving	No		47%	
		Yes		53%	
	Carpooled with other adults or children instead of driving alone	No		52%	
		Yes		48%	
	Walked or biked instead of driving	No		37%	
		Yes		63%	
	Please rate the quality of each of the following services in Richmond.	Public information services	Excellent		4%
			Good		22%
			Fair		47%
Poor				26%	
Economic development		Excellent		2%	
		Good		7%	
		Fair		31%	
		Poor		60%	
Traffic enforcement		Excellent		2%	
		Good		9%	
		Fair		34%	
		Poor		55%	
Traffic signal timing		Excellent		3%	
		Good		25%	
		Fair		36%	
		Poor		36%	
Street repair	Excellent		2%		
	Good		9%		
	Fair		38%		
	Poor		52%		
Street cleaning	Excellent		4%		

Please rate the quality of each of the following services in Richmond.



Please rate the quality of each of the following services in Richmond.



Please rate the quality of each of the following services in Richmond.

Ambulance or emergency medical services	Good		30%
	Fair		38%
	Poor		18%
Fire services	Excellent		25%
	Good		45%
	Fair		23%
	Poor		8%
Fire prevention and education	Excellent		6%
	Good		31%
	Fair		35%
	Poor		29%
Emergency preparedness	Excellent		6%
	Good		22%
	Fair		38%
	Poor		34%
Preservation of natural areas	Excellent		8%
	Good		29%
	Fair		43%
	Poor		20%
Richmond open space	Excellent		7%
	Good		31%
	Fair		36%
	Poor		25%
Recycling	Excellent		11%
	Good		37%
	Fair		27%
	Poor		25%
Yard waste pick-up	Excellent		12%
	Good		41%
	Fair		30%
	Poor		17%
City parks	Excellent		4%

Please rate the quality of each of the following services in Richmond.	City parks	Good		24%
		Fair		47%
		Poor		25%
	Recreation programs or classes	Excellent		6%
		Good		12%
		Fair		43%
		Poor		39%
	Recreation centers or facilities	Excellent		6%
		Good		15%
		Fair		41%
		Poor		38%
	Health services	Excellent		7%
Good			19%	
Fair			42%	
Poor			32%	
Public library services	Excellent		8%	
	Good		40%	
	Fair		35%	
	Poor		17%	
Overall customer service by Richmond employees	Excellent		7%	
	Good		26%	
	Fair		47%	
	Poor		20%	
Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Excellent		0%
		Good		11%
		Fair		27%
		Poor		63%
	The overall direction that Richmond is taking	Excellent		4%
		Good		16%
		Fair		28%
		Poor		52%
	The job Richmond government does at welcoming	Excellent		5%

Please rate the following categories of Richmond government performance.	Category	Rating	Percentage	
			Bar	Value
The job Richmond government does at welcoming resident involvement		Good		16%
		Fair		29%
		Poor		50%
Overall confidence in Richmond government		Excellent		2%
		Good		8%
		Fair		28%
		Poor		62%
Generally acting in the best interest of the community		Excellent		3%
		Good		11%
		Fair		25%
		Poor		61%
Being honest		Excellent		2%
		Good		9%
		Fair		27%
		Poor		62%
Being open and transparent to the public		Excellent		3%
		Good		11%
		Fair		24%
		Poor		62%
Informing residents about issues facing the community		Excellent		4%
		Good		14%
		Fair		31%
		Poor		51%
Treating all residents fairly		Excellent		4%
		Good		12%
		Fair		32%
		Poor		52%
Treating residents with respect		Excellent		4%
		Good		15%
		Fair		40%
		Poor		41%
Overall, how would you rate the quality of the services provided by	The City of Richmond	Excellent		4%

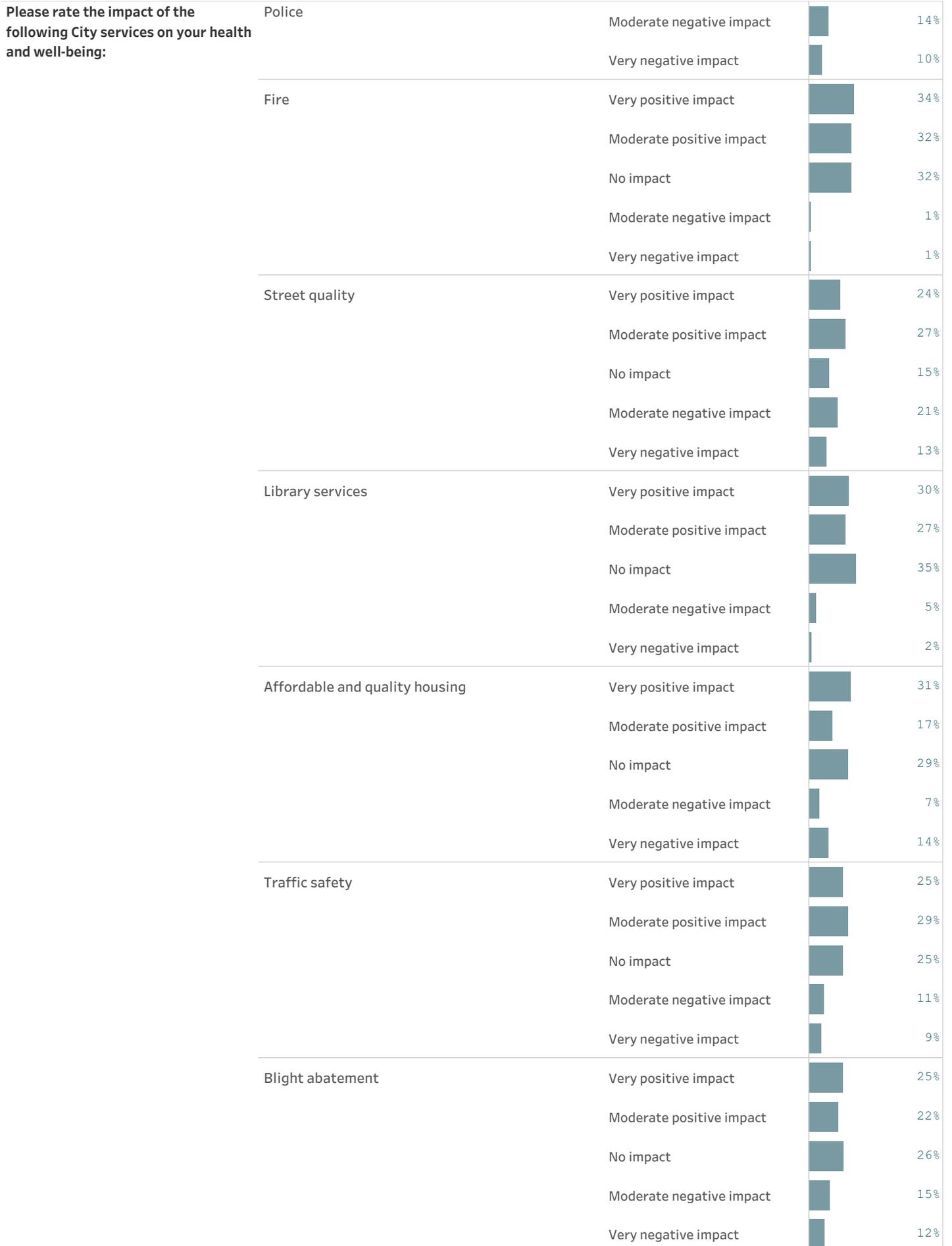
Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Good		12%
		Fair		42%
		Poor		43%
	The Federal Government	Excellent		1%
		Good		23%
		Fair		41%
Poor			35%	
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Essential		55%
		Very important		36%
		Somewhat important		8%
		Not at all important		1%
	Overall quality of the transportation system	Essential		25%
		Very important		40%
		Somewhat important		34%
		Not at all important		1%
	Overall design or layout of residential and commercial areas	Essential		26%
		Very important		41%
		Somewhat important		29%
		Not at all important		4%
Overall quality of the utility infrastructure	Essential		47%	
	Very important		29%	
	Somewhat important		23%	
	Not at all important		0%	
Overall feeling of safety	Essential		65%	
	Very important		24%	
	Somewhat important		9%	
	Not at all important		2%	
Overall quality of natural environment	Essential		33%	
	Very important		44%	
	Somewhat important		21%	
	Not at all important		3%	
Overall quality of parks and recreation opportunities	Essential		32%	

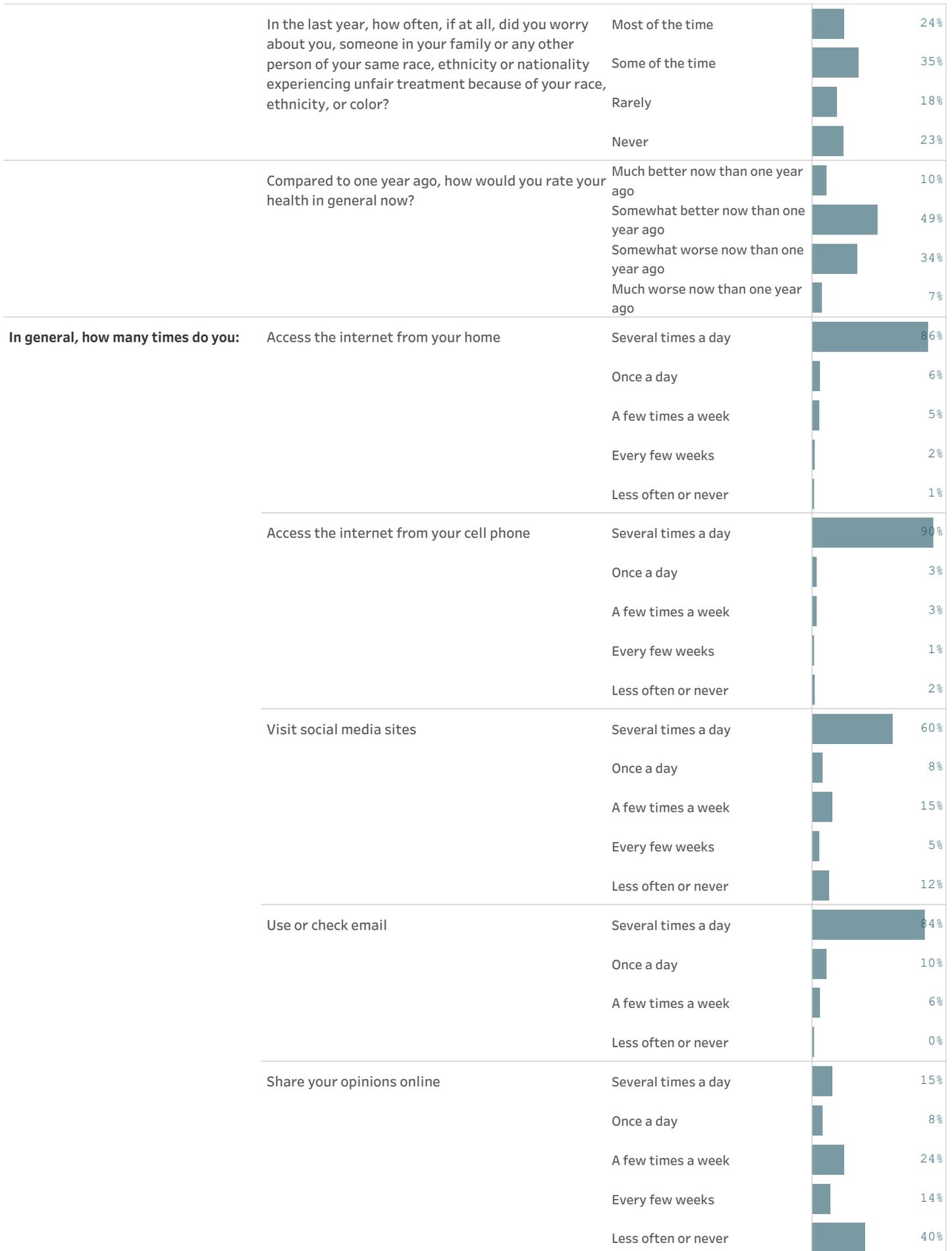
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Very important		44%
		Somewhat important		24%
		Not at all important		0%
	Overall health and wellness opportunities	Essential		41%
		Very important		34%
		Somewhat important		24%
		Not at all important		1%
	Overall opportunities for education, culture, and the arts	Essential		41%
		Very important		34%
		Somewhat important		22%
		Not at all important		3%
	Residents' connection and engagement with their community	Essential		34%
Very important			38%	
Somewhat important			26%	
Not at all important			2%	
How important, if at all, are the following issues for the City to address within the next two years?	Expanding community wi-fi	Essential		27%
		Very important		27%
		Somewhat important		30%
		Not at all important		16%
	Providing quality affordable housing	Essential		54%
		Very important		27%
		Somewhat important		15%
		Not at all important		3%
	Improving traffic flow and pedestrian safety	Essential		36%
		Very important		32%
		Somewhat important		30%
		Not at all important		2%
Preserving historic buildings	Essential		15%	
	Very important		25%	
	Somewhat important		45%	
	Not at all important		15%	
Improving park conditions	Essential		31%	

How important, if at all, are the following issues for the City to address within the next two years?	Issue	Importance Level	
		Percentage	Visual Bar
Improving park conditions	Very important	41%	[Bar]
	Somewhat important	28%	[Bar]
	Not at all important	1%	[Bar]
Providing more parks and open space	Essential	37%	[Bar]
	Very important	28%	[Bar]
	Somewhat important	28%	[Bar]
	Not at all important	7%	[Bar]
Renovating community centers and expanding programming	Essential	34%	[Bar]
	Very important	35%	[Bar]
	Somewhat important	23%	[Bar]
	Not at all important	9%	[Bar]
Upgrading existing and developing more athletic fields	Essential	27%	[Bar]
	Very important	22%	[Bar]
	Somewhat important	39%	[Bar]
	Not at all important	13%	[Bar]
Improving street and pedestrian lighting	Essential	40%	[Bar]
	Very important	29%	[Bar]
	Somewhat important	27%	[Bar]
	Not at all important	4%	[Bar]
Developing job training opportunities	Essential	38%	[Bar]
	Very important	34%	[Bar]
	Somewhat important	26%	[Bar]
	Not at all important	1%	[Bar]
Addressing blighted properties	Essential	46%	[Bar]
	Very important	31%	[Bar]
	Somewhat important	22%	[Bar]
	Not at all important	1%	[Bar]
Reducing crime and disorder	Essential	66%	[Bar]
	Very important	23%	[Bar]
	Somewhat important	9%	[Bar]
	Not at all important	2%	[Bar]
Increasing transportation options (i.e. car/bike share, shuttles)	Essential	25%	[Bar]

How important, if at all, are the following issues for the City to address within the next two years?				
	Very important	Somewhat important	Not at all important	
Increasing transportation options (i.e. car/bike share, shuttles)	Very important	30%		
	Somewhat important	36%		
	Not at all important	9%		
Positively marketing the City	Essential	33%		
	Very important	21%		
	Somewhat important	26%		
	Not at all important	21%		
Improving downtown Richmond	Essential	41%		
	Very important	29%		
	Somewhat important	24%		
	Not at all important	6%		
Improving street paving conditions	Essential	38%		
	Very important	33%		
	Somewhat important	26%		
	Not at all important	2%		
Improving environmental quality	Essential	48%		
	Very important	30%		
	Somewhat important	20%		
	Not at all important	2%		
Providing supportive services to previously incarcerated persons	Essential	32%		
	Very important	33%		
	Somewhat important	26%		
	Not at all important	10%		
Increasing the generation of revenue to support City services	Essential	34%		
	Very important	34%		
	Somewhat important	26%		
	Not at all important	6%		
Improving the financial stability of the City	Essential	54%		
	Very important	32%		
	Somewhat important	14%		
Increasing services to support the homeless population (provision of housing, mental health services, etc.)	Essential	46%		
	Very important	25%		

How important, if at all, are the following issues for the City to address within the next two years?	Increasing services to support the homeless population (provision of housing, mental health services, etc.)	Somewhat important		23%
		Not at all important		5%
	Improving collaboration and services with the West Contra Costa Unified School District	Essential		44%
		Very important		30%
		Somewhat important		19%
Not at all important			7%	
Increasing economic development activities (i.e. small business support, business attraction, retention and incentives, marketing and outreach, etc.)	Essential		46%	
	Very important		36%	
	Somewhat important		17%	
	Not at all important		0%	
Providing more local retail and shopping opportunities for Richmond residents	Essential		44%	
	Very important		27%	
	Somewhat important		26%	
	Not at all important		3%	
Please rate the impact of the following City services on your health and well-being:	Street lighting	Very positive impact		23%
		Moderate positive impact		24%
		No impact		27%
		Moderate negative impact		17%
		Very negative impact		9%
	Parks	Very positive impact		46%
		Moderate positive impact		29%
		No impact		19%
		Moderate negative impact		2%
		Very negative impact		4%
	Recreation programs	Very positive impact		26%
		Moderate positive impact		23%
		No impact		45%
		Moderate negative impact		4%
		Very negative impact		3%
	Police	Very positive impact		29%
		Moderate positive impact		21%
No impact			26%	

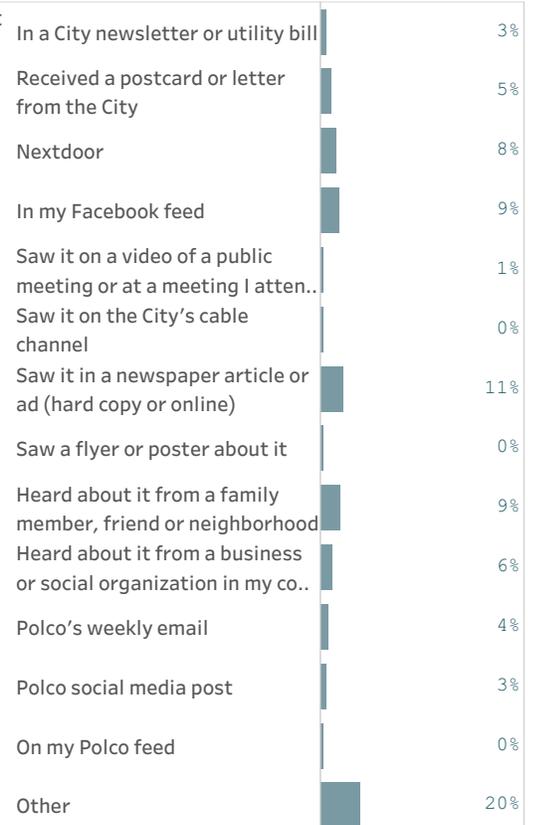




In general, how many times do you:	Shop online	Several times a day		11%
		Once a day		4%
		A few times a week		30%
		Every few weeks		42%
		Less often or never		12%
		Please rate your overall health.	Excellent	
Very good			40%	
Good			31%	
Fair			16%	
Poor			3%	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive			6%
	Somewhat positive		18%	
	Neutral		49%	
	Somewhat negative		22%	
	Very negative		5%	
	How many years have you lived in Richmond?	Less than 2 years		9%
2-5 years			21%	
6-10 years			18%	
11-20 years			22%	
More than 20 years			30%	
Which best describes the building you live in?		One family house detached from any other houses		58%
	Building with two or more homes (duplex, townhome, apa..		37%	
	Mobile home		1%	
	Other		4%	
Do you rent or own your home?	Rent		49%	
	Own		51%	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		4%
		\$500 to \$999		9%
		\$1,000 to \$1,499		16%
		\$1,500 to \$1,999		20%
		\$2,000 to \$2,499		17%
		\$2,500 to \$2,999		13%

housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$3,000 to \$3,499		9%
		\$3,500 or more		11%
	Do any children 17 or under live in your household?	No		67%
		Yes		33%
	Are you or any other members of your household aged 65 or older?	No		70%
		Yes		30%
	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		13%
		\$25,000 to \$49,999		17%
		\$50,000 to \$74,999		12%
		\$75,000 to \$99,999		13%
		\$100,000 to \$149,999		27%
		\$150,000 or more		18%
Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		67%
		Yes, I consider myself to be Spanish, Hispanic, or Latino		33%
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		3%
		Asian, Asian Indian, or Pacific Islander		13%
		Black or African American		23%
		White		51%
		Other		23%
	In which category is your age?	18-24 years		5%
		25-34 years		28%
		35-44 years		15%
		45-54 years		20%
		55-64 years		18%
		65-74 years		11%
		75 years or older		3%
	What is your gender?	Female		50%
		Male		50%
		Identify in another way		0%
	How did you hear about this survey? (Select all that apply.)	The City's website		8%
		The City's social media (Facebook, Twitter, Instagram,...		6%
		Received an email from the City		26%

How did you hear about this survey? (Select all that apply.)



The City of Richmond 2021 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Richmond.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Richmond as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Richmond as a place to raise children	1	2	3	4	5
Richmond as a place to work.....	1	2	3	4	5
Richmond as a place to visit.....	1	2	3	4	5
Richmond as a place to retire	1	2	3	4	5
The overall quality of life in Richmond	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Richmond as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Richmond.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richmond.....	1	2	3	4	5
Overall design or layout of Richmond's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Richmond (water, sewer, storm water, electric, gas)	1	2	3	4	5
Overall feeling of safety in Richmond	1	2	3	4	5
Overall quality of natural environment in Richmond.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Richmond	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Richmond to someone who asks	1	2	3	4	5
Remain in Richmond for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Richmond's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Richmond community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Richmond community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Richmond.....	1	2	3	4	5
Variety of business and service establishments in Richmond	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Richmond	1	2	3	4	5
Overall image or reputation of Richmond.....	1	2	3	4	5

7. Please also rate each of the following in the Richmond community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Richmond	1	2	3	4	5
Ease of travel by public transportation in Richmond	1	2	3	4	5
Ease of travel by bicycle in Richmond	1	2	3	4	5
Ease of walking in Richmond.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Richmond.....	1	2	3	4	5
Overall appearance of Richmond.....	1	2	3	4	5
Cleanliness of Richmond.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Richmond	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Richmond (in-person, phone, email, or web) for help or information	1	2
Contacted Richmond elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Richmond	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving.....	1	2

The City of Richmond 2021 Community Survey

9. Please rate the quality of each of the following services in Richmond.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Richmond open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Richmond employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Richmond government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Richmond.....	1	2	3	4	5
The overall direction that Richmond is taking.....	1	2	3	4	5
The job Richmond government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Richmond government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Richmond.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.

	Essential	Very important	Somewhat important	Not at all important
Overall economic health of Richmond.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richmond ...	1	2	3	4
Overall design or layout of Richmond’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Richmond (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in Richmond.....	1	2	3	4
Overall quality of natural environment in Richmond.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Richmond.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community.....	1	2	3	4

13. How important, if at all, are the following issues for the City to address within the next two years?

	Essential	Very important	Somewhat important	Not at all important
Expanding community wi-fi.....	1	2	3	4
Providing quality affordable housing.....	1	2	3	4
Improving traffic flow and pedestrian safety.....	1	2	3	4
Preserving historic buildings.....	1	2	3	4
Improving park conditions.....	1	2	3	4
Providing more parks and open space.....	1	2	3	4
Renovating community centers and expanding programming.....	1	2	3	4
Upgrading existing and developing more athletic fields.....	1	2	3	4
Improving street and pedestrian lighting.....	1	2	3	4
Developing job training opportunities.....	1	2	3	4
Addressing blighted properties.....	1	2	3	4
Reducing crime and disorder.....	1	2	3	4
Increasing transportation options (i.e. car/bike share, shuttles).....	1	2	3	4
Positively marketing the City.....	1	2	3	4
Improving downtown Richmond.....	1	2	3	4
Improving street paving conditions.....	1	2	3	4
Improving environmental quality.....	1	2	3	4
Providing supportive services to previously incarcerated persons.....	1	2	3	4
Increasing the generation of revenue to support City services.....	1	2	3	4
Improving the financial stability of the City.....	1	2	3	4
Increasing services to support the homeless population.....	1	2	3	4
Increasing economic development activities.....	1	2	3	4
Providing more local retail and shopping opportunities for Richmond residents.....	1	2	3	4

14. Please rate the impact of the following City services on your health and well-being:

	Very positive impact	Moderate positive impact	No impact	Moderate negative impact	Very negative impact
Parks.....	1	2	3	4	5
Recreation programs.....	1	2	3	4	5
Police.....	1	2	3	4	5
Fire.....	1	2	3	4	5
Street quality.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Library services.....	1	2	3	4	5
Affordable and quality housing.....	1	2	3	4	5
Traffic safety.....	1	2	3	4	5
Blight abatement.....	1	2	3	4	5

15. In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?

- Most of the time
 Some of the time
 Rarely
 Never

The City of Richmond 2021 Community Survey

16. Compared to one year ago, how would you rate your health in general now?

- Much better now than one year ago Somewhat worse now than one year ago
 Somewhat better now than one year ago Much worse now than one year ago

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent Very good Good Fair Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Richmond?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment, or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic, or Latino
 Yes, I consider myself to be Spanish, Hispanic, or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian, or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Female
 Male
 Identify in another way

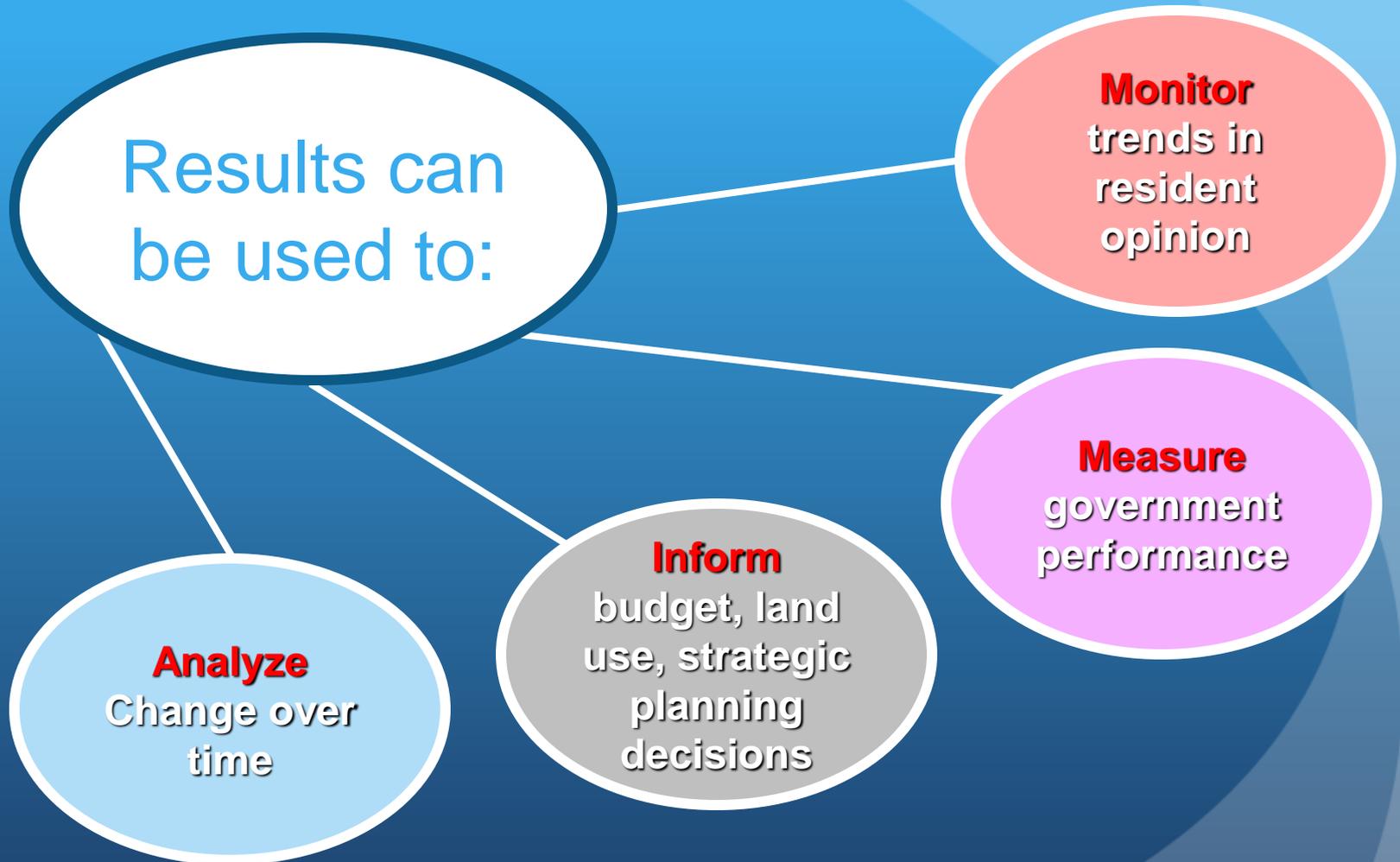
Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

2021 Richmond Community Survey Results

Richmond City Council
December 21, 2021

Uses of Survey Results



Random Sample Survey

8,200
Mailed



453
Responses
(6%)

4.6% margin of error

Ratings based on respondents that answered questions

Data statistically weighted

Community demographics play a role in survey response rates

Information based on positive ratings

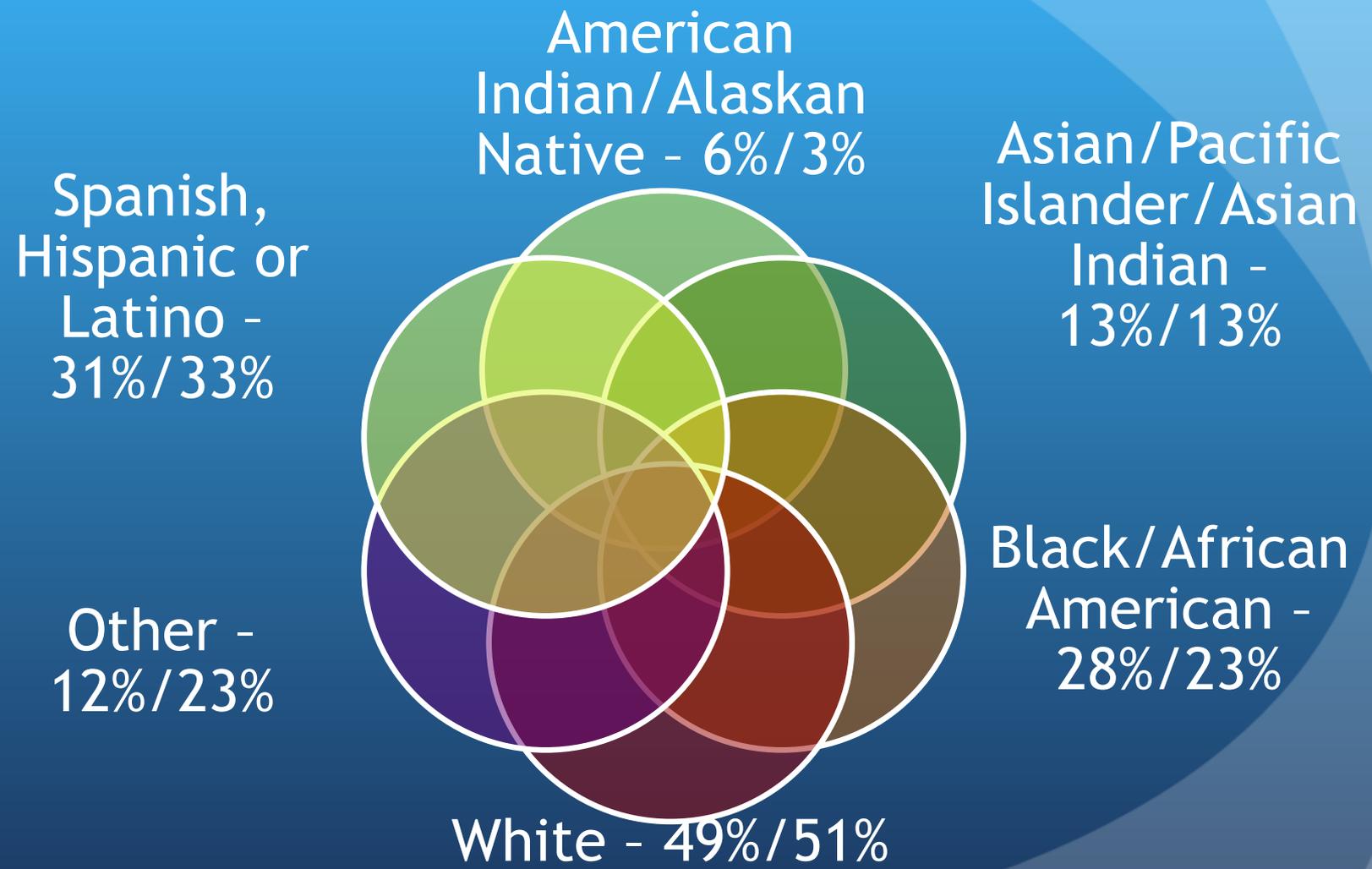
Open Participation Survey:
418 Responses

Outreach

- 8,200 mailers
- Emails
- CM Weekly Reports
- KCRT
- Website
- Social Media
- Flyer distribution/postings
- CBO and Business Leaders
- Neighborhood Councils

Survey Respondent Demographics

Random vs Open Survey %



Highlights

Positive Trends: Improvements in numerous services from 2007 to 2021

Safety is a focus area for Richmond

Economy is also an area of opportunity for the City

Government performance ratings and resident engagement have declined over time

Received “lower” ratings when compared to national benchmark

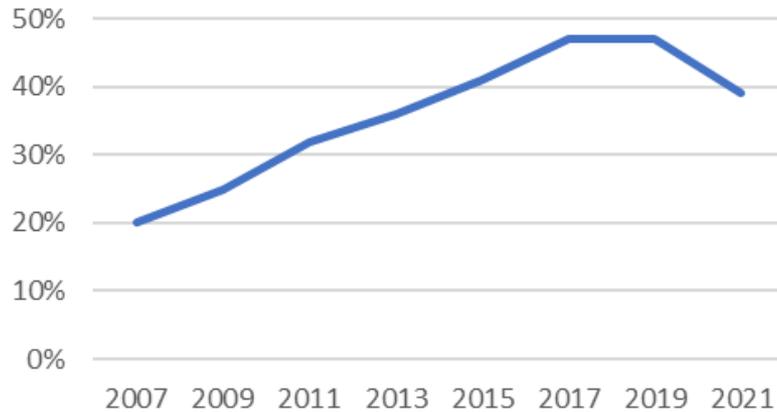
Positive Trends

Community Characteristics	2007	2009	2011	2013	2015	2017	2019	2021
Overall quality of life	17%	18%	21%	30%	31%	32%	38 %	32%
Place to live	20%	25	32%	36%	41%	47%	47%	39%
Neighborhood	50%	50%	59%	53%	57%	62%	65%	62%
Place to raise children	9%	12%	13%	14%	19%	24%	26%	26%
Place to retire	15%	18%	17%	27%	28%	32%	31%	24%
Overall appearance	8%	14%	18%	18%	17%	15%	17%	12%

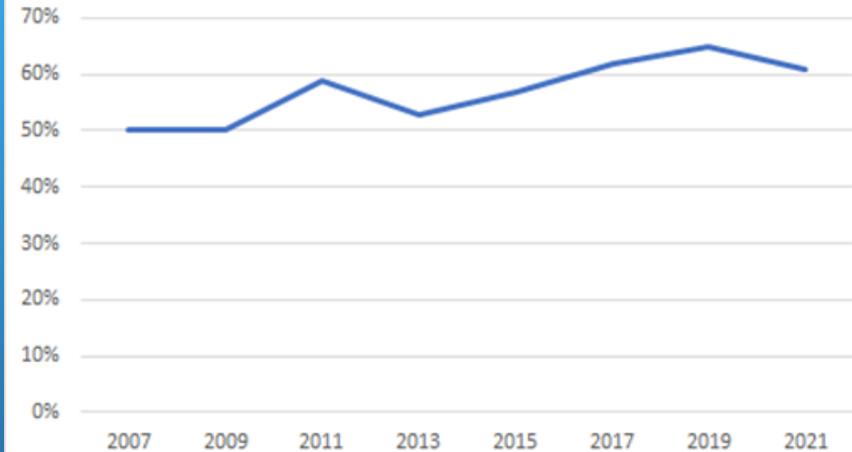
Rating service as either “good” or “excellent”

Richmond - Live, Work, Play

Richmond as a place to live



Your neighbourhood as a place to live



Positive Ratings	<u>2007</u>	<u>2019</u>	<u>2021</u>
Recommend Richmond	41%	62%	63%
Remain for Next 5 Years	60%	77%	75%

Safety

Safe in
Neighborhood

Overall feeling
of safety

2019

74%

73%

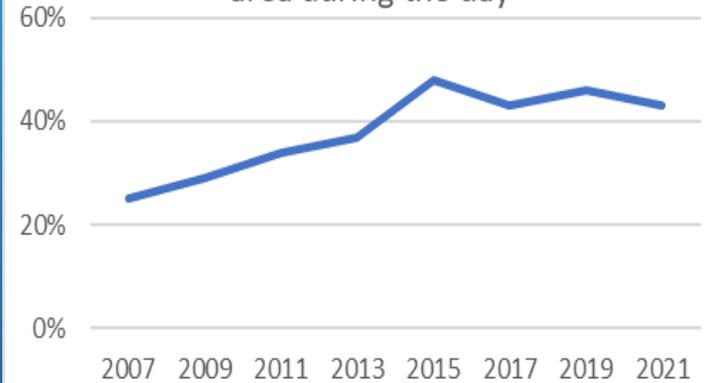


2021

24%

19%

Please rate how safe or unsafe you feel
in Richmond's downtown/commercial
area during the day



Overall: % excellent or good
Neighborhood: % very or somewhat safe

Economy



New Development in Richmond

2007

2019

2021

25%

28%

30%

Overall Quality of Businesses and Service Establishments

23%

26%

27%

Shopping Opportunities

19%

17%

17%

Employment Opportunities

10%

21%

15%

Economic Development

13%

21%

12%

Overall Image or Reputation

4%

13%

9%

Cost of Living

NA

26%

21%

Percent "excellent" or "good"

Government & Participation

Rating service as either “good” or “excellent”	2007	2019	2021
Welcoming resident involvement	41%	37%	23%
Overall direction that Richmond is taking	27%	37%	25%
Services provided by City of Richmond	17%	36%	30%
The value of services for the taxes paid	18%	24%	15%
Openness and acceptance	37%	56%	47%
Opportunities to participate in community matters	37%	48%	32%
Opportunities to volunteer	35%	55%	45%
Attend special events & festivals	NA	46%	18%
Social events and activities	21%	31%	24%

Top Issues to Address in Next 2 Years

• Reducing Crime

88%

• Improving City's Financial Stability

84%

• Providing Quality Affordable Housing

80%

• Addressing Blighted Properties

80%

• Improving Environmental Quality

79%

• Increasing Economic Development Activities

79%

Further Analysis

NCS Report on Tableau

tableau public

The NCS Report - Richmond, CA 2021 by Polco/NRC

▼ < About Methods Highlights Facets of livability Quality of life Governance Economy Mobility Community design Utilities Safety Nature

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Richmond. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 453 residents of the City of Richmond collected from July 9th, 2021 to October 15th, 2021. The margin of error around any reported percentage is 4.6% for all respondents. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Richmond.



Comparison Information

Race/
Ethnicity

Area

Years

Age

Sex

National
Bench-
marks

Housing

Next Steps

- Make Results Accessible
- Include Results in City Documents
- Make Presentations
- Additional Surveys
- Further Analysis
- Session with NRC staff

Thank You

[http://www.ci.richmond.ca.us/1871/
Community-Surveys](http://www.ci.richmond.ca.us/1871/Community-Surveys)