



THE NCSTM
The National Community SurveyTM

Richmond, CA

Technical Appendices

2019



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Richmond:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Richmond as a place to live	7%	N=66	40%	N=358	39%	N=351	13%	N=119	100%	N=894
Your neighborhood as a place to live	20%	N=174	45%	N=395	26%	N=228	9%	N=82	100%	N=879
Richmond as a place to raise children	3%	N=24	22%	N=169	38%	N=290	36%	N=272	100%	N=756
Richmond as a place to work	7%	N=44	29%	N=185	34%	N=217	29%	N=184	100%	N=630
Richmond as a place to visit	5%	N=39	22%	N=188	39%	N=337	34%	N=291	100%	N=855
Richmond as a place to retire	6%	N=46	25%	N=187	32%	N=241	38%	N=289	100%	N=763
The overall quality of life in Richmond	4%	N=36	34%	N=297	44%	N=383	17%	N=152	100%	N=869

Table 2: Question 2

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Richmond	4%	N=33	20%	N=181	45%	N=406	31%	N=273	100%	N=893
Overall ease of getting to the places you usually have to visit	10%	N=87	42%	N=370	33%	N=284	15%	N=131	100%	N=872
Quality of overall natural environment in Richmond	7%	N=60	31%	N=263	41%	N=353	21%	N=184	100%	N=860
Overall “built environment” of Richmond (including overall design, buildings, parks and transportation systems)	3%	N=23	24%	N=199	45%	N=382	29%	N=242	100%	N=847
Health and wellness opportunities in Richmond	4%	N=35	29%	N=222	38%	N=298	29%	N=223	100%	N=778
Overall opportunities for education and enrichment	3%	N=23	23%	N=170	39%	N=296	35%	N=260	100%	N=749
Overall economic health of Richmond	3%	N=22	13%	N=104	39%	N=310	45%	N=358	100%	N=794
Sense of community	6%	N=47	28%	N=238	40%	N=333	27%	N=224	100%	N=842
Overall image or reputation of Richmond	2%	N=20	10%	N=89	36%	N=305	52%	N=442	100%	N=856

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Richmond to someone who asks	20%	N=177	42%	N=359	21%	N=181	17%	N=147	100%	N=863
Remain in Richmond for the next five years	43%	N=363	33%	N=280	10%	N=84	13%	N=110	100%	N=837

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	38%	N=331	35%	N=302	10%	N=89	13%	N=109	3%	N=29	100%	N=860
In Richmond's downtown/commercial area during the day	13%	N=103	33%	N=268	20%	N=157	24%	N=192	10%	N=80	100%	N=800

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=48	35%	N=302	41%	N=352	19%	N=163	100%	N=865
Ease of public parking	11%	N=90	44%	N=354	31%	N=250	14%	N=111	100%	N=804
Ease of travel by car in Richmond	13%	N=105	48%	N=400	33%	N=276	6%	N=54	100%	N=834
Ease of travel by public transportation in Richmond	6%	N=38	32%	N=207	35%	N=227	27%	N=173	100%	N=644
Ease of travel by bicycle in Richmond	7%	N=36	38%	N=207	36%	N=201	20%	N=108	100%	N=552
Ease of walking in Richmond	7%	N=57	31%	N=240	35%	N=270	26%	N=198	100%	N=765
Availability of paths and walking trails	11%	N=87	30%	N=226	40%	N=302	19%	N=144	100%	N=759
Air quality	3%	N=26	25%	N=203	39%	N=320	33%	N=275	100%	N=824
Cleanliness of Richmond	2%	N=19	11%	N=91	33%	N=282	54%	N=456	100%	N=847
Overall appearance of Richmond	1%	N=12	15%	N=131	40%	N=336	44%	N=369	100%	N=848
Public places where people want to spend time	3%	N=28	21%	N=171	38%	N=311	37%	N=298	100%	N=807
Variety of housing options	4%	N=26	23%	N=167	34%	N=246	40%	N=292	100%	N=731
Availability of affordable quality housing	3%	N=24	19%	N=133	29%	N=203	48%	N=332	100%	N=692
Fitness opportunities (including exercise classes and paths or trails, etc.)	9%	N=66	33%	N=250	40%	N=304	18%	N=140	100%	N=761
Recreational opportunities	8%	N=59	31%	N=239	37%	N=283	24%	N=181	100%	N=762
Availability of affordable quality food	5%	N=39	32%	N=262	34%	N=280	30%	N=251	100%	N=832
Availability of affordable quality health care	6%	N=39	31%	N=215	32%	N=219	32%	N=223	100%	N=696
Availability of preventive health services	7%	N=48	29%	N=191	36%	N=237	27%	N=179	100%	N=655
Availability of affordable quality mental health care	3%	N=16	17%	N=84	31%	N=155	49%	N=245	100%	N=499

Table 6: Question 6

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	4%	N=16	17%	N=65	40%	N=151	38%	N=145	100%	N=378
K-12 education	1%	N=6	15%	N=82	38%	N=199	46%	N=242	100%	N=529
Adult educational opportunities	4%	N=20	30%	N=170	40%	N=225	26%	N=147	100%	N=562
Opportunities to attend cultural/arts/music activities	5%	N=36	28%	N=196	39%	N=280	28%	N=201	100%	N=714
Opportunities to participate in religious or spiritual events and activities	11%	N=57	46%	N=251	32%	N=172	11%	N=61	100%	N=541
Employment opportunities	3%	N=19	18%	N=101	39%	N=216	40%	N=221	100%	N=557
Shopping opportunities	3%	N=24	14%	N=114	35%	N=290	48%	N=392	100%	N=819
Cost of living in Richmond	3%	N=27	23%	N=186	44%	N=364	30%	N=245	100%	N=822
Overall quality of business and service establishments in Richmond	2%	N=15	24%	N=190	46%	N=369	28%	N=227	100%	N=801
Vibrant downtown/commercial area	2%	N=14	8%	N=63	31%	N=237	59%	N=452	100%	N=766
Overall quality of new development in Richmond	3%	N=22	27%	N=181	41%	N=273	29%	N=196	100%	N=672
Opportunities to participate in social events and activities	7%	N=46	24%	N=168	43%	N=298	26%	N=179	100%	N=692
Opportunities to volunteer	15%	N=93	40%	N=240	31%	N=185	14%	N=84	100%	N=601
Opportunities to participate in community matters	13%	N=89	35%	N=231	37%	N=246	15%	N=100	100%	N=666
Openness and acceptance of the community toward diversity	16%	N=124	40%	N=299	33%	N=248	11%	N=84	100%	N=755
Neighborliness of residents in Richmond	9%	N=68	33%	N=255	40%	N=310	19%	N=144	100%	N=777

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	8%	N=70	92%	N=778	100%	N=848
Made efforts to make your home more energy efficient	20%	N=170	80%	N=673	100%	N=843
Observed a code violation or other hazard in Richmond (weeds, abandoned buildings, etc.)	25%	N=208	75%	N=623	100%	N=830
Household member was a victim of a crime in Richmond	78%	N=656	22%	N=186	100%	N=842
Reported a crime to the police in Richmond	61%	N=511	39%	N=331	100%	N=842
Stocked supplies in preparation for an emergency	42%	N=352	58%	N=488	100%	N=839
Campaigned or advocated for an issue, cause or candidate	61%	N=507	39%	N=328	100%	N=835
Contacted the City of Richmond (in-person, phone, email or web) for help or information	50%	N=422	50%	N=416	100%	N=839
Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	70%	N=590	30%	N=247	100%	N=837

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Richmond?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Richmond recreation centers or their services	6%	N=53	8%	N=64	23%	N=193	63%	N=521	100%	N=831
Visited a neighborhood park or City park	19%	N=156	30%	N=247	35%	N=287	17%	N=140	100%	N=830
Used Richmond public libraries or their services	4%	N=33	10%	N=83	36%	N=298	50%	N=415	100%	N=829
Participated in religious or spiritual activities in Richmond	5%	N=45	14%	N=114	15%	N=123	66%	N=546	100%	N=828
Attended a City-sponsored event	2%	N=13	7%	N=61	43%	N=357	48%	N=402	100%	N=832
Used bus, rail, subway or other public transportation instead of driving	21%	N=179	15%	N=128	29%	N=240	34%	N=285	100%	N=833
Carpooled with other adults or children instead of driving alone	14%	N=116	12%	N=96	19%	N=157	55%	N=461	100%	N=830
Walked or biked instead of driving	19%	N=160	16%	N=137	21%	N=179	43%	N=356	100%	N=831
Volunteered your time to some group/activity in Richmond	9%	N=73	10%	N=82	22%	N=183	59%	N=490	100%	N=828
Participated in a club	4%	N=33	7%	N=58	10%	N=85	79%	N=647	100%	N=822
Talked to or visited with your immediate neighbors	33%	N=272	33%	N=272	23%	N=191	11%	N=93	100%	N=829
Done a favor for a neighbor	14%	N=118	25%	N=206	41%	N=336	20%	N=167	100%	N=826

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	2%	N=17	9%	N=71	28%	N=229	62%	N=513	100%	N=830
Watched (online or on television) a local public meeting	3%	N=24	8%	N=67	23%	N=192	66%	N=541	100%	N=824

Table 10: Question 10

Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	15%	N=105	35%	N=248	29%	N=209	21%	N=147	100%	N=708
Fire services	33%	N=179	48%	N=262	18%	N=97	2%	N=11	100%	N=548
Ambulance or emergency medical services	27%	N=127	46%	N=219	20%	N=95	7%	N=33	100%	N=474
Crime prevention	8%	N=47	25%	N=157	29%	N=178	38%	N=237	100%	N=620
Fire prevention and education	13%	N=62	41%	N=189	33%	N=152	12%	N=57	100%	N=459
Traffic enforcement	6%	N=41	22%	N=142	33%	N=213	38%	N=241	100%	N=637

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Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Total	
Street repair	3%	N=23	14%	N=107	30%	N=229	53%	N=404	100%	N=762
Street cleaning	7%	N=49	23%	N=175	35%	N=265	35%	N=261	100%	N=750
Street lighting	8%	N=60	36%	N=279	31%	N=239	25%	N=193	100%	N=770
Sidewalk maintenance	4%	N=26	18%	N=133	38%	N=286	40%	N=298	100%	N=742
Traffic signal timing	5%	N=40	33%	N=250	35%	N=261	26%	N=197	100%	N=748
Bus or transit services	7%	N=38	33%	N=189	36%	N=202	24%	N=137	100%	N=566
Garbage collection	20%	N=158	47%	N=360	23%	N=179	10%	N=75	100%	N=772
Recycling	18%	N=134	47%	N=350	26%	N=194	10%	N=75	100%	N=753
Yard waste pick-up	21%	N=134	43%	N=275	23%	N=148	13%	N=83	100%	N=639
Storm drainage	10%	N=54	34%	N=194	36%	N=205	21%	N=117	100%	N=570
Sewer services	13%	N=73	42%	N=231	30%	N=164	16%	N=86	100%	N=554
Power (electric and/or gas) utility	13%	N=93	42%	N=306	32%	N=231	14%	N=102	100%	N=732
Utility billing	11%	N=79	36%	N=261	38%	N=272	15%	N=111	100%	N=723
City parks	8%	N=60	41%	N=292	33%	N=232	17%	N=121	100%	N=704
Recreation programs or classes	8%	N=32	32%	N=123	38%	N=146	22%	N=82	100%	N=383
Recreation centers or facilities	9%	N=36	31%	N=132	37%	N=158	23%	N=95	100%	N=420
Land use, planning and zoning	5%	N=21	19%	N=86	43%	N=198	34%	N=154	100%	N=459
Code enforcement (weeds, abandoned buildings, etc.)	2%	N=14	11%	N=66	27%	N=161	60%	N=354	100%	N=596
Animal control	6%	N=29	20%	N=105	39%	N=201	35%	N=177	100%	N=512
Economic development	4%	N=20	17%	N=95	38%	N=214	41%	N=232	100%	N=562
Health services	6%	N=34	28%	N=157	40%	N=220	26%	N=145	100%	N=555
Public library services	13%	N=73	41%	N=224	32%	N=175	13%	N=73	100%	N=545
Public information services	8%	N=39	34%	N=163	39%	N=185	18%	N=87	100%	N=474
Emergency preparedness (planning for natural disasters)	8%	N=37	34%	N=162	34%	N=159	24%	N=112	100%	N=469
Preservation of natural areas such as open space, farmlands and greenbelts	10%	N=56	39%	N=221	32%	N=181	19%	N=106	100%	N=565
Richmond open space	12%	N=68	37%	N=207	30%	N=169	21%	N=115	100%	N=559
City-sponsored special events	9%	N=42	38%	N=184	36%	N=174	18%	N=88	100%	N=488
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	9%	N=52	35%	N=209	36%	N=216	20%	N=122	100%	N=599
City-sponsored job training program	9%	N=22	26%	N=62	42%	N=101	22%	N=53	100%	N=238
City-maintained trees/public landscaping/street medians	3%	N=24	17%	N=120	43%	N=299	36%	N=254	100%	N=697

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Richmond	4%	N=27	32%	N=235	43%	N=312	21%	N=154	100%	N=728
The Federal Government	2%	N=11	18%	N=115	44%	N=278	36%	N=227	100%	N=631

Table 12: Question 12

Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Richmond	3%	N=24	21%	N=140	36%	N=246	39%	N=265	100%	N=675
The overall direction that Richmond is taking	7%	N=51	30%	N=202	32%	N=217	31%	N=212	100%	N=681
The job Richmond government does at welcoming citizen involvement	8%	N=48	29%	N=165	32%	N=183	31%	N=181	100%	N=577
Overall confidence in Richmond government	3%	N=20	20%	N=138	38%	N=264	39%	N=265	100%	N=687

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Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Total	
Generally acting in the best interest of the community	2%	N=14	27%	N=180	36%	N=237	35%	N=234	100%	N=665
Being honest	4%	N=26	24%	N=141	40%	N=236	32%	N=189	100%	N=591
Treating all residents fairly	4%	N=24	26%	N=160	35%	N=213	35%	N=213	100%	N=609

Table 13: Question 13

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		Total	
Overall feeling of safety in Richmond	62%	N=489	29%	N=230	9%	N=67	0%	N=3	100%	N=789
Overall ease of getting to the places you usually have to visit	32%	N=250	43%	N=338	21%	N=162	4%	N=30	100%	N=780
Quality of overall natural environment in Richmond	43%	N=337	39%	N=302	16%	N=128	2%	N=14	100%	N=780
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	37%	N=289	43%	N=335	18%	N=141	2%	N=18	100%	N=782
Health and wellness opportunities in Richmond	36%	N=282	42%	N=326	17%	N=135	4%	N=33	100%	N=776
Overall opportunities for education and enrichment	44%	N=342	36%	N=286	17%	N=134	3%	N=24	100%	N=785
Overall economic health of Richmond	52%	N=406	39%	N=308	8%	N=60	1%	N=8	100%	N=782
Sense of community	34%	N=267	46%	N=356	17%	N=129	3%	N=22	100%	N=775

Table 14: Question 14

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		Total	
Expanding community wi-fi	20%	N=160	26%	N=202	35%	N=275	19%	N=152	100%	N=790
Providing quality affordable housing	48%	N=377	28%	N=225	18%	N=143	6%	N=48	100%	N=793
Improving traffic flow and pedestrian safety	38%	N=297	40%	N=317	19%	N=152	3%	N=26	100%	N=792
Preserving historic buildings	22%	N=175	31%	N=241	40%	N=318	7%	N=56	100%	N=790
Improving park conditions	36%	N=282	42%	N=330	21%	N=166	2%	N=15	100%	N=794
Providing more parks and open space	34%	N=269	33%	N=260	26%	N=204	7%	N=55	100%	N=789
Renovating community centers and expanding programming	31%	N=242	33%	N=261	30%	N=238	5%	N=40	100%	N=781
Upgrading existing and developing more athletic fields	18%	N=144	33%	N=264	38%	N=300	10%	N=79	100%	N=787
Improving street and pedestrian lighting	40%	N=312	37%	N=287	21%	N=166	2%	N=18	100%	N=784
Developing job training opportunities	34%	N=266	40%	N=309	21%	N=167	5%	N=39	100%	N=782
Addressing blighted properties	47%	N=371	35%	N=273	14%	N=112	4%	N=29	100%	N=784
Reducing crime and disorder	69%	N=541	24%	N=189	6%	N=46	2%	N=12	100%	N=788
Increasing transportation options (i.e. car/bike share, shuttles)	34%	N=265	35%	N=278	25%	N=193	6%	N=50	100%	N=785
Positively marketing the City	32%	N=251	31%	N=247	26%	N=207	11%	N=83	100%	N=787
Improving downtown Richmond	41%	N=320	39%	N=307	16%	N=129	4%	N=31	100%	N=787
Improving street paving conditions	44%	N=346	40%	N=312	15%	N=116	2%	N=13	100%	N=787
Improving environmental quality	54%	N=421	34%	N=269	9%	N=68	3%	N=25	100%	N=783
Providing supportive services to previously incarcerated persons	32%	N=250	37%	N=291	23%	N=182	8%	N=63	100%	N=786
Increasing the generation of revenue to support City services	33%	N=255	39%	N=303	22%	N=173	6%	N=48	100%	N=779
Improving the financial stability of the City	50%	N=390	39%	N=306	10%	N=75	2%	N=16	100%	N=787
Increasing services to support the homeless population (provision of housing, mental health services, etc.)	42%	N=326	35%	N=275	18%	N=139	5%	N=41	100%	N=781
Improving collaboration and services with the West Contra Costa Unified School District	43%	N=339	34%	N=270	17%	N=135	5%	N=43	100%	N=786

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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		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Increasing economic development activities (i.e. small business support, business attraction, retention and incentives, marketing and outreach, etc.)	43%	N=342	39%	N=304	15%	N=119	3%	N=21	100%	N=786
Providing more local retail and shopping opportunities for Richmond residents	40%	N=311	38%	N=297	19%	N=146	3%	N=26	100%	N=780

Table 15: Question 15

Compared to one year ago, how would you rate your health in general now?	Percent	Number
Much better than one year ago	10%	N=77
Somewhat better than one year ago	16%	N=123
About the same	58%	N=445
Somewhat worse than one year ago	14%	N=111
Much worse than one year ago	2%	N=13
Total	100%	N=769

Table 16: Question 16

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		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Parks	39%	N=306	30%	N=231	26%	N=199	3%	N=26	2%	N=14	100%	N=776
Recreation programs	17%	N=133	24%	N=183	55%	N=418	2%	N=15	2%	N=14	100%	N=764
Police	24%	N=188	31%	N=238	32%	N=249	8%	N=64	5%	N=39	100%	N=778
Fire	28%	N=221	27%	N=207	42%	N=323	2%	N=18	1%	N=7	100%	N=776
Street quality	23%	N=175	28%	N=216	22%	N=173	17%	N=132	10%	N=76	100%	N=772
Street lighting	23%	N=177	30%	N=230	30%	N=232	13%	N=98	5%	N=38	100%	N=777
Library services	18%	N=143	29%	N=225	46%	N=359	3%	N=24	3%	N=23	100%	N=774
Affordable and quality housing	27%	N=206	17%	N=129	36%	N=278	9%	N=74	12%	N=90	100%	N=776
Traffic safety	26%	N=200	30%	N=228	23%	N=175	12%	N=92	10%	N=78	100%	N=773
Blight abatement	23%	N=174	22%	N=171	32%	N=245	11%	N=84	12%	N=88	100%	N=762

Table 17: Question 17

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?	Percent	Number
Most of the time	20%	N=154
Some of the time	26%	N=198
Rarely	27%	N=206
Never	28%	N=215
Total	100%	N=773

Table 18: Question 18

Which of the following areas should the City prioritize in order to best support young people (ages 0 to 24) in Richmond?	Percent	Number
Violence Prevention and Response	73%	N=275
Education and Job Training	82%	N=308
Parent/Guardian Support	41%	N=152

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Which of the following areas should the City prioritize in order to best support young people (ages 0 to 24) in Richmond?	Percent	Number
Media, Arts, Culture and Technology	37%	N=140
Youth and Family Leadership, Organizing and Civic Engagement	41%	N=154
Health and Well-Being	49%	N=184
Environmental Health and Justice	34%	N=128
Outdoor Education and Recreation	42%	N=157
Deportation Support: Support for young people and families experiencing or being threatened with deportation	42%	N=157

Total may exceed 100% as respondents could select more than one option.

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=10	2%	N=17	4%	N=32	18%	N=145	74%	N=585	100%	N=789
Purchase goods or services from a business located in Richmond	2%	N=17	10%	N=76	36%	N=280	34%	N=267	19%	N=148	100%	N=788
Eat at least 5 portions of fruits and vegetables a day	2%	N=13	11%	N=82	35%	N=268	35%	N=274	18%	N=140	100%	N=777
Participate in moderate or vigorous physical activity	3%	N=21	13%	N=103	32%	N=250	37%	N=291	15%	N=120	100%	N=786
Read or watch local news (via television, paper, computer, etc.)	4%	N=29	8%	N=67	20%	N=153	32%	N=251	36%	N=284	100%	N=783
Vote in local elections	7%	N=58	4%	N=31	5%	N=41	13%	N=104	70%	N=544	100%	N=778

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=84
Very good	37%	N=292
Good	35%	N=274
Fair	16%	N=125
Poor	1%	N=8
Total	100%	N=783

Table 21: Question 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:	Percent	Number
Very positive	7%	N=52
Somewhat positive	18%	N=140
Neutral	46%	N=358
Somewhat negative	24%	N=184
Very negative	5%	N=41
Total	100%	N=775

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Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=475
Working part time for pay	12%	N=91
Unemployed, looking for paid work	3%	N=26
Unemployed, not looking for paid work	4%	N=31
Fully retired	20%	N=158
Total	100%	N=783

Table 23: Question D5

Do you work inside the boundaries of Richmond?	Percent	Number
Yes, outside the home	27%	N=203
Yes, from home	7%	N=52
No	66%	N=497
Total	100%	N=751

Table 24: Question D6

How many years have you lived in Richmond?	Percent	Number
Less than 2 years	8%	N=66
2 to 5 years	19%	N=147
6 to 10 years	15%	N=121
11 to 20 years	22%	N=171
More than 20 years	36%	N=282
Total	100%	N=787

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	63%	N=519
Building with two or more homes (duplex, townhome, apartment or condominium)	35%	N=288
Mobile home	0%	N=0
Other	2%	N=19
Total	100%	N=826

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	41%	N=334
Owned	59%	N=490
Total	100%	N=825

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Table 27: Question D9

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)?	Percent	Number
Less than \$300 per month	2%	N=15
\$300 to \$599 per month	7%	N=52
\$600 to \$999 per month	9%	N=69
\$1,000 to \$1,499 per month	18%	N=136
\$1,500 to \$2,499 per month	35%	N=256
\$2,500 or more per month	28%	N=210
Total	100%	N=738

Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=542
Yes	26%	N=194
Total	100%	N=736

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	70%	N=545
Yes	30%	N=230
Total	100%	N=775

Table 30: Question D12

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.)	Percent	Number
Less than \$25,000	12%	N=88
\$25,000 to \$49,999	16%	N=122
\$50,000 to \$99,999	31%	N=238
\$100,000 to \$149,999	24%	N=185
\$150,000 or more	16%	N=124
Total	100%	N=757

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	68%	N=525
Yes, I consider myself to be Spanish, Hispanic or Latino	32%	N=246
Total	100%	N=772

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Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	5%	N=40
Asian, Asian Indian or Pacific Islander	15%	N=116
Black or African American	20%	N=149
White	44%	N=333
Other	25%	N=191

Total may exceed 100% as respondents could select more than one option.

Table 33: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=37
25 to 34 years	22%	N=196
35 to 44 years	19%	N=174
45 to 54 years	19%	N=172
55 to 64 years	16%	N=140
65 to 74 years	14%	N=123
75 years or older	6%	N=57
Total	100%	N=899

Table 34: Question D16

What is your sex?	Percent	Number
Female	56%	N=454
Male	44%	N=358
Total	100%	N=812

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=617
Land line	9%	N=69
Both	11%	N=88
Total	100%	N=774

Table 36: Question D18

About how far is your home from work?	Percent	Number
5 miles or less	40%	N=251
6 to 10 miles	18%	N=114
11 to 20 miles	26%	N=159
More than 20 miles	16%	N=98
Total	100%	N=622

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

Please rate each of the following aspects of quality of life in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
Richmond as a place to live	7%	N=66	40%	N=358	39%	N=351	13%	N=119	0%	N=3	100%	N=897
Your neighborhood as a place to live	20%	N=174	45%	N=395	26%	N=228	9%	N=82	0%	N=1	100%	N=880
Richmond as a place to raise children	3%	N=24	19%	N=169	33%	N=290	31%	N=272	14%	N=125	100%	N=881
Richmond as a place to work	5%	N=44	21%	N=185	25%	N=217	21%	N=184	28%	N=240	100%	N=870
Richmond as a place to visit	4%	N=39	21%	N=188	38%	N=337	33%	N=291	3%	N=23	100%	N=879
Richmond as a place to retire	5%	N=46	22%	N=187	28%	N=241	33%	N=289	12%	N=106	100%	N=869
The overall quality of life in Richmond	4%	N=36	34%	N=297	44%	N=383	17%	N=152	1%	N=7	100%	N=875

Table 38: Question 2

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Richmond	4%	N=33	20%	N=181	45%	N=406	30%	N=273	0%	N=1	100%	N=894
Overall ease of getting to the places you usually have to visit	10%	N=87	42%	N=370	33%	N=284	15%	N=131	0%	N=1	100%	N=873
Quality of overall natural environment in Richmond	7%	N=60	30%	N=263	41%	N=353	21%	N=184	1%	N=7	100%	N=868
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	3%	N=23	23%	N=199	44%	N=382	28%	N=242	2%	N=21	100%	N=867
Health and wellness opportunities in Richmond	4%	N=35	26%	N=222	34%	N=298	26%	N=223	10%	N=91	100%	N=869
Overall opportunities for education and enrichment	3%	N=23	20%	N=170	34%	N=296	30%	N=260	14%	N=117	100%	N=866
Overall economic health of Richmond	3%	N=22	12%	N=104	36%	N=310	41%	N=358	9%	N=78	100%	N=872
Sense of community	5%	N=47	27%	N=238	38%	N=333	26%	N=224	3%	N=26	100%	N=868
Overall image or reputation of Richmond	2%	N=20	10%	N=89	35%	N=305	51%	N=442	1%	N=10	100%	N=867

Table 39: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Richmond to someone who asks	20%	N=177	40%	N=359	20%	N=181	17%	N=147	3%	N=25	100%	N=888
Remain in Richmond for the next five years	42%	N=363	32%	N=280	10%	N=84	13%	N=110	3%	N=30	100%	N=867

Table 40: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	38%	N=331	35%	N=302	10%	N=89	13%	N=109	3%	N=29	0%	N=3	100%	N=864
In Richmond's downtown/commercial area during the day	12%	N=103	31%	N=268	18%	N=157	22%	N=192	9%	N=80	7%	N=62	100%	N=862

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Table 41: Question 5

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=48	35%	N=302	40%	N=352	19%	N=163	1%	N=10	100%	N=874
Ease of public parking	11%	N=90	41%	N=354	29%	N=250	13%	N=111	6%	N=48	100%	N=853
Ease of travel by car in Richmond	12%	N=105	47%	N=400	33%	N=276	6%	N=54	2%	N=13	100%	N=848
Ease of travel by public transportation in Richmond	4%	N=38	24%	N=207	27%	N=227	20%	N=173	24%	N=207	100%	N=851
Ease of travel by bicycle in Richmond	4%	N=36	24%	N=207	23%	N=201	13%	N=108	35%	N=303	100%	N=856
Ease of walking in Richmond	7%	N=57	28%	N=240	32%	N=270	23%	N=198	10%	N=89	100%	N=853
Availability of paths and walking trails	10%	N=87	27%	N=226	35%	N=302	17%	N=144	11%	N=94	100%	N=853
Air quality	3%	N=26	24%	N=203	38%	N=320	32%	N=275	3%	N=24	100%	N=848
Cleanliness of Richmond	2%	N=19	11%	N=91	33%	N=282	53%	N=456	1%	N=10	100%	N=857
Overall appearance of Richmond	1%	N=12	15%	N=131	39%	N=336	43%	N=369	1%	N=7	100%	N=854
Public places where people want to spend time	3%	N=28	20%	N=171	36%	N=311	35%	N=298	6%	N=49	100%	N=857
Variety of housing options	3%	N=26	19%	N=167	29%	N=246	34%	N=292	15%	N=126	100%	N=856
Availability of affordable quality housing	3%	N=24	16%	N=133	24%	N=203	39%	N=332	19%	N=159	100%	N=851
Fitness opportunities (including exercise classes and paths or trails, etc.)	8%	N=66	29%	N=250	36%	N=304	16%	N=140	11%	N=93	100%	N=854
Recreational opportunities	7%	N=59	28%	N=239	33%	N=283	21%	N=181	11%	N=95	100%	N=857
Availability of affordable quality food	5%	N=39	31%	N=262	33%	N=280	29%	N=251	2%	N=19	100%	N=851
Availability of affordable quality health care	5%	N=39	25%	N=215	26%	N=219	26%	N=223	19%	N=163	100%	N=859
Availability of preventive health services	6%	N=48	22%	N=191	28%	N=237	21%	N=179	23%	N=200	100%	N=855
Availability of affordable quality mental health care	2%	N=16	10%	N=84	18%	N=155	29%	N=245	42%	N=358	100%	N=857

Table 42: Question 6

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	2%	N=16	8%	N=65	18%	N=151	17%	N=145	56%	N=473	100%	N=851
K-12 education	1%	N=6	10%	N=82	24%	N=199	29%	N=242	37%	N=313	100%	N=842
Adult educational opportunities	2%	N=20	20%	N=170	27%	N=225	18%	N=147	33%	N=278	100%	N=840
Opportunities to attend cultural/arts/music activities	4%	N=36	23%	N=196	34%	N=280	24%	N=201	15%	N=122	100%	N=836
Opportunities to participate in religious or spiritual events and activities	7%	N=57	30%	N=251	21%	N=172	7%	N=61	35%	N=295	100%	N=837
Employment opportunities	2%	N=19	12%	N=101	26%	N=216	26%	N=221	34%	N=281	100%	N=838
Shopping opportunities	3%	N=24	14%	N=114	35%	N=290	47%	N=392	2%	N=19	100%	N=838
Cost of living in Richmond	3%	N=27	22%	N=186	43%	N=364	29%	N=245	2%	N=17	100%	N=839
Overall quality of business and service establishments in Richmond	2%	N=15	23%	N=190	44%	N=369	27%	N=227	4%	N=35	100%	N=836
Vibrant downtown/commercial area	2%	N=14	8%	N=63	28%	N=237	54%	N=452	8%	N=67	100%	N=833
Overall quality of new development in Richmond	3%	N=22	22%	N=181	33%	N=273	23%	N=196	20%	N=166	100%	N=838
Opportunities to participate in social events and activities	6%	N=46	20%	N=168	36%	N=298	21%	N=179	18%	N=147	100%	N=839
Opportunities to volunteer	11%	N=93	29%	N=240	22%	N=185	10%	N=84	28%	N=240	100%	N=841
Opportunities to participate in community matters	11%	N=89	28%	N=231	29%	N=246	12%	N=100	20%	N=170	100%	N=836
Openness and acceptance of the community toward diversity	15%	N=124	36%	N=299	30%	N=248	10%	N=84	10%	N=84	100%	N=839
Neighborliness of residents in Richmond	8%	N=68	30%	N=255	37%	N=310	17%	N=144	7%	N=62	100%	N=838

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Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	8%	N=70	92%	N=778	100%	N=848
Made efforts to make your home more energy efficient	20%	N=170	80%	N=673	100%	N=843
Observed a code violation or other hazard in Richmond (weeds, abandoned buildings, etc.)	25%	N=208	75%	N=623	100%	N=830
Household member was a victim of a crime in Richmond	78%	N=656	22%	N=186	100%	N=842
Reported a crime to the police in Richmond	61%	N=511	39%	N=331	100%	N=842
Stocked supplies in preparation for an emergency	42%	N=352	58%	N=488	100%	N=839
Campaigned or advocated for an issue, cause or candidate	61%	N=507	39%	N=328	100%	N=835
Contacted the City of Richmond (in-person, phone, email or web) for help or information	50%	N=422	50%	N=416	100%	N=839
Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	70%	N=590	30%	N=247	100%	N=837

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Richmond?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Richmond recreation centers or their services	6%	N=53	8%	N=64	23%	N=193	63%	N=521	100%	N=831
Visited a neighborhood park or City park	19%	N=156	30%	N=247	35%	N=287	17%	N=140	100%	N=830
Used Richmond public libraries or their services	4%	N=33	10%	N=83	36%	N=298	50%	N=415	100%	N=829
Participated in religious or spiritual activities in Richmond	5%	N=45	14%	N=114	15%	N=123	66%	N=546	100%	N=828
Attended a City-sponsored event	2%	N=13	7%	N=61	43%	N=357	48%	N=402	100%	N=832
Used bus, rail, subway or other public transportation instead of driving	21%	N=179	15%	N=128	29%	N=240	34%	N=285	100%	N=833
Carpooled with other adults or children instead of driving alone	14%	N=116	12%	N=96	19%	N=157	55%	N=461	100%	N=830
Walked or biked instead of driving	19%	N=160	16%	N=137	21%	N=179	43%	N=356	100%	N=831
Volunteered your time to some group/activity in Richmond	9%	N=73	10%	N=82	22%	N=183	59%	N=490	100%	N=828
Participated in a club	4%	N=33	7%	N=58	10%	N=85	79%	N=647	100%	N=822
Talked to or visited with your immediate neighbors	33%	N=272	33%	N=272	23%	N=191	11%	N=93	100%	N=829
Done a favor for a neighbor	14%	N=118	25%	N=206	41%	N=336	20%	N=167	100%	N=826

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	2%	N=17	9%	N=71	28%	N=229	62%	N=513	100%	N=830
Watched (online or on television) a local public meeting	3%	N=24	8%	N=67	23%	N=192	66%	N=541	100%	N=824

Table 46: Question 10

Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	13%	N=105	30%	N=248	26%	N=209	18%	N=147	13%	N=109	100%	N=817
Fire services	22%	N=179	32%	N=262	12%	N=97	1%	N=11	32%	N=259	100%	N=807
Ambulance or emergency medical services	16%	N=127	27%	N=219	12%	N=95	4%	N=33	41%	N=328	100%	N=802
Crime prevention	6%	N=47	19%	N=157	22%	N=178	29%	N=237	23%	N=186	100%	N=806
Fire prevention and education	8%	N=62	24%	N=189	19%	N=152	7%	N=57	42%	N=337	100%	N=796
Traffic enforcement	5%	N=41	18%	N=142	27%	N=213	31%	N=241	19%	N=154	100%	N=792

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Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	3%	N=23	13%	N=107	29%	N=229	51%	N=404	4%	N=33	100%	N=795
Street cleaning	6%	N=49	22%	N=175	33%	N=265	33%	N=261	6%	N=48	100%	N=799
Street lighting	8%	N=60	35%	N=279	30%	N=239	24%	N=193	4%	N=28	100%	N=798
Sidewalk maintenance	3%	N=26	17%	N=133	36%	N=286	37%	N=298	7%	N=55	100%	N=797
Traffic signal timing	5%	N=40	31%	N=250	33%	N=261	25%	N=197	6%	N=49	100%	N=797
Bus or transit services	5%	N=38	24%	N=189	25%	N=202	17%	N=137	29%	N=231	100%	N=797
Garbage collection	20%	N=158	45%	N=360	22%	N=179	9%	N=75	4%	N=29	100%	N=801
Recycling	17%	N=134	44%	N=350	24%	N=194	9%	N=75	6%	N=46	100%	N=799
Yard waste pick-up	17%	N=134	34%	N=275	18%	N=148	10%	N=83	20%	N=162	100%	N=801
Storm drainage	7%	N=54	24%	N=194	26%	N=205	15%	N=117	28%	N=227	100%	N=797
Sewer services	9%	N=73	29%	N=231	21%	N=164	11%	N=86	30%	N=239	100%	N=793
Power (electric and/or gas) utility	12%	N=93	38%	N=306	29%	N=231	13%	N=102	8%	N=65	100%	N=797
Utility billing	10%	N=79	33%	N=261	34%	N=272	14%	N=111	9%	N=70	100%	N=794
City parks	7%	N=60	37%	N=292	29%	N=232	15%	N=121	12%	N=93	100%	N=797
Recreation programs or classes	4%	N=32	15%	N=123	18%	N=146	10%	N=82	52%	N=413	100%	N=796
Recreation centers or facilities	5%	N=36	17%	N=132	20%	N=158	12%	N=95	47%	N=373	100%	N=793
Land use, planning and zoning	3%	N=21	11%	N=86	25%	N=198	20%	N=154	41%	N=322	100%	N=782
Code enforcement (weeds, abandoned buildings, etc.)	2%	N=14	8%	N=66	20%	N=161	45%	N=354	25%	N=198	100%	N=794
Animal control	4%	N=29	13%	N=105	25%	N=201	22%	N=177	36%	N=284	100%	N=797
Economic development	3%	N=20	12%	N=95	27%	N=214	29%	N=232	30%	N=236	100%	N=797
Health services	4%	N=34	20%	N=157	28%	N=220	18%	N=145	30%	N=242	100%	N=797
Public library services	9%	N=73	28%	N=224	22%	N=175	9%	N=73	31%	N=243	100%	N=789
Public information services	5%	N=39	20%	N=163	23%	N=185	11%	N=87	41%	N=324	100%	N=798
Emergency preparedness (planning for natural disasters)	5%	N=37	20%	N=162	20%	N=159	14%	N=112	41%	N=326	100%	N=795
Preservation of natural areas such as open space, farmlands and greenbelts	7%	N=56	28%	N=221	23%	N=181	13%	N=106	29%	N=231	100%	N=796
Richmond open space	9%	N=68	26%	N=207	21%	N=169	14%	N=115	30%	N=234	100%	N=793
City-sponsored special events	5%	N=42	23%	N=184	22%	N=174	11%	N=88	38%	N=305	100%	N=793
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	7%	N=52	26%	N=209	27%	N=216	15%	N=122	24%	N=193	100%	N=792
City-sponsored job training program	3%	N=22	8%	N=62	13%	N=101	7%	N=53	70%	N=552	100%	N=790
City-maintained trees/public landscaping/street medians	3%	N=24	15%	N=120	38%	N=299	32%	N=254	12%	N=95	100%	N=792

Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Richmond	3%	N=27	30%	N=235	40%	N=312	20%	N=154	7%	N=57	100%	N=785
The Federal Government	1%	N=11	15%	N=115	36%	N=278	29%	N=227	18%	N=141	100%	N=773

Table 48: Question 12

Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Richmond	3%	N=24	18%	N=140	31%	N=246	34%	N=265	14%	N=112	100%	N=786
The overall direction that Richmond is taking	6%	N=51	26%	N=202	28%	N=217	27%	N=212	13%	N=104	100%	N=785
The job Richmond government does at welcoming citizen involvement	6%	N=48	21%	N=165	23%	N=183	23%	N=181	27%	N=209	100%	N=785

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Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall confidence in Richmond government	3%	N=20	18%	N=138	34%	N=264	34%	N=265	13%	N=98	100%	N=786
Generally acting in the best interest of the community	2%	N=14	23%	N=180	30%	N=237	30%	N=234	15%	N=119	100%	N=783
Being honest	3%	N=26	18%	N=141	30%	N=236	24%	N=189	24%	N=191	100%	N=783
Treating all residents fairly	3%	N=24	20%	N=160	27%	N=213	27%	N=213	22%	N=176	100%	N=785

Table 49: Question 13

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		Total	
Overall feeling of safety in Richmond	62%	N=489	29%	N=230	9%	N=67	0%	N=3	100%	N=789
Overall ease of getting to the places you usually have to visit	32%	N=250	43%	N=338	21%	N=162	4%	N=30	100%	N=780
Quality of overall natural environment in Richmond	43%	N=337	39%	N=302	16%	N=128	2%	N=14	100%	N=780
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	37%	N=289	43%	N=335	18%	N=141	2%	N=18	100%	N=782
Health and wellness opportunities in Richmond	36%	N=282	42%	N=326	17%	N=135	4%	N=33	100%	N=776
Overall opportunities for education and enrichment	44%	N=342	36%	N=286	17%	N=134	3%	N=24	100%	N=785
Overall economic health of Richmond	52%	N=406	39%	N=308	8%	N=60	1%	N=8	100%	N=782
Sense of community	34%	N=267	46%	N=356	17%	N=129	3%	N=22	100%	N=775

Table 50: Question 14

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		Total	
Expanding community wi-fi	20%	N=160	26%	N=202	35%	N=275	19%	N=152	100%	N=790
Providing quality affordable housing	48%	N=377	28%	N=225	18%	N=143	6%	N=48	100%	N=793
Improving traffic flow and pedestrian safety	38%	N=297	40%	N=317	19%	N=152	3%	N=26	100%	N=792
Preserving historic buildings	22%	N=175	31%	N=241	40%	N=318	7%	N=56	100%	N=790
Improving park conditions	36%	N=282	42%	N=330	21%	N=166	2%	N=15	100%	N=794
Providing more parks and open space	34%	N=269	33%	N=260	26%	N=204	7%	N=55	100%	N=789
Renovating community centers and expanding programming	31%	N=242	33%	N=261	30%	N=238	5%	N=40	100%	N=781
Upgrading existing and developing more athletic fields	18%	N=144	33%	N=264	38%	N=300	10%	N=79	100%	N=787
Improving street and pedestrian lighting	40%	N=312	37%	N=287	21%	N=166	2%	N=18	100%	N=784
Developing job training opportunities	34%	N=266	40%	N=309	21%	N=167	5%	N=39	100%	N=782
Addressing blighted properties	47%	N=371	35%	N=273	14%	N=112	4%	N=29	100%	N=784
Reducing crime and disorder	69%	N=541	24%	N=189	6%	N=46	2%	N=12	100%	N=788
Increasing transportation options (i.e. car/bike share, shuttles)	34%	N=265	35%	N=278	25%	N=193	6%	N=50	100%	N=785
Positively marketing the City	32%	N=251	31%	N=247	26%	N=207	11%	N=83	100%	N=787
Improving downtown Richmond	41%	N=320	39%	N=307	16%	N=129	4%	N=31	100%	N=787
Improving street paving conditions	44%	N=346	40%	N=312	15%	N=116	2%	N=13	100%	N=787
Improving environmental quality	54%	N=421	34%	N=269	9%	N=68	3%	N=25	100%	N=783
Providing supportive services to previously incarcerated persons	32%	N=250	37%	N=291	23%	N=182	8%	N=63	100%	N=786
Increasing the generation of revenue to support City services	33%	N=255	39%	N=303	22%	N=173	6%	N=48	100%	N=779
Improving the financial stability of the City	50%	N=390	39%	N=306	10%	N=75	2%	N=16	100%	N=787
Increasing services to support the homeless population (provision of housing, mental health services, etc.)	42%	N=326	35%	N=275	18%	N=139	5%	N=41	100%	N=781

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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		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Improving collaboration and services with the West Contra Costa Unified School District	43%	N=339	34%	N=270	17%	N=135	5%	N=43	100%	N=786
Increasing economic development activities (i.e. small business support, business attraction, retention and incentives, marketing and outreach, etc.)	43%	N=342	39%	N=304	15%	N=119	3%	N=21	100%	N=786
Providing more local retail and shopping opportunities for Richmond residents	40%	N=311	38%	N=297	19%	N=146	3%	N=26	100%	N=780

Table 51: Question 15

Compared to one year ago, how would you rate your health in general now?	Percent	Number
Much better than one year ago	10%	N=77
Somewhat better than one year ago	16%	N=123
About the same	58%	N=445
Somewhat worse than one year ago	14%	N=111
Much worse than one year ago	2%	N=13
Total	100%	N=769

Table 52: Question 16

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		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Parks	39%	N=306	30%	N=231	26%	N=199	3%	N=26	2%	N=14	100%	N=776
Recreation programs	17%	N=133	24%	N=183	55%	N=418	2%	N=15	2%	N=14	100%	N=764
Police	24%	N=188	31%	N=238	32%	N=249	8%	N=64	5%	N=39	100%	N=778
Fire	28%	N=221	27%	N=207	42%	N=323	2%	N=18	1%	N=7	100%	N=776
Street quality	23%	N=175	28%	N=216	22%	N=173	17%	N=132	10%	N=76	100%	N=772
Street lighting	23%	N=177	30%	N=230	30%	N=232	13%	N=98	5%	N=38	100%	N=777
Library services	18%	N=143	29%	N=225	46%	N=359	3%	N=24	3%	N=23	100%	N=774
Affordable and quality housing	27%	N=206	17%	N=129	36%	N=278	9%	N=74	12%	N=90	100%	N=776
Traffic safety	26%	N=200	30%	N=228	23%	N=175	12%	N=92	10%	N=78	100%	N=773
Blight abatement	23%	N=174	22%	N=171	32%	N=245	11%	N=84	12%	N=88	100%	N=762

Table 53: Question 17

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?	Percent	Number
Most of the time	20%	N=154
Some of the time	26%	N=198
Rarely	27%	N=206
Never	28%	N=215
Total	100%	N=773

Table 54: Question 18

Which of the following areas should the City prioritize in order to best support young people (ages 0 to 24) in Richmond?	Percent	Number
Violence Prevention and Response	73%	N=275
Education and Job Training	82%	N=308
Parent/Guardian Support	41%	N=152

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Which of the following areas should the City prioritize in order to best support young people (ages 0 to 24) in Richmond?	Percent	Number
Media, Arts, Culture and Technology	37%	N=140
Youth and Family Leadership, Organizing and Civic Engagement	41%	N=154
Health and Well-Being	49%	N=184
Environmental Health and Justice	34%	N=128
Outdoor Education and Recreation	42%	N=157
Deportation Support: Support for young people and families experiencing or being threatened with deportation	42%	N=157

Total may exceed 100% as respondents could select more than one option.

Table 55: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=10	2%	N=17	4%	N=32	18%	N=145	74%	N=585	100%	N=789
Purchase goods or services from a business located in Richmond	2%	N=17	10%	N=76	36%	N=280	34%	N=267	19%	N=148	100%	N=788
Eat at least 5 portions of fruits and vegetables a day	2%	N=13	11%	N=82	35%	N=268	35%	N=274	18%	N=140	100%	N=777
Participate in moderate or vigorous physical activity	3%	N=21	13%	N=103	32%	N=250	37%	N=291	15%	N=120	100%	N=786
Read or watch local news (via television, paper, computer, etc.)	4%	N=29	8%	N=67	20%	N=153	32%	N=251	36%	N=284	100%	N=783
Vote in local elections	7%	N=58	4%	N=31	5%	N=41	13%	N=104	70%	N=544	100%	N=778

Table 56: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=84
Very good	37%	N=292
Good	35%	N=274
Fair	16%	N=125
Poor	1%	N=8
Total	100%	N=783

Table 57: Question 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:	Percent	Number
Very positive	7%	N=52
Somewhat positive	18%	N=140
Neutral	46%	N=358
Somewhat negative	24%	N=184
Very negative	5%	N=41
Total	100%	N=775

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Table 58: Question D4

What is your employment status?	Percent	Number
Working full time for pay	61%	N=475
Working part time for pay	12%	N=91
Unemployed, looking for paid work	3%	N=26
Unemployed, not looking for paid work	4%	N=31
Fully retired	20%	N=158
Total	100%	N=783

Table 59: Question D5

Do you work inside the boundaries of Richmond?	Percent	Number
Yes, outside the home	27%	N=203
Yes, from home	7%	N=52
No	66%	N=497
Total	100%	N=751

Table 60: Question D6

How many years have you lived in Richmond?	Percent	Number
Less than 2 years	8%	N=66
2 to 5 years	19%	N=147
6 to 10 years	15%	N=121
11 to 20 years	22%	N=171
More than 20 years	36%	N=282
Total	100%	N=787

Table 61: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	63%	N=519
Building with two or more homes (duplex, townhome, apartment or condominium)	35%	N=288
Mobile home	0%	N=0
Other	2%	N=19
Total	100%	N=826

Table 62: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	41%	N=334
Owned	59%	N=490
Total	100%	N=825

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Table 63: Question D9

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)?	Percent	Number
Less than \$300 per month	2%	N=15
\$300 to \$599 per month	7%	N=52
\$600 to \$999 per month	9%	N=69
\$1,000 to \$1,499 per month	18%	N=136
\$1,500 to \$2,499 per month	35%	N=256
\$2,500 or more per month	28%	N=210
Total	100%	N=738

Table 64: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=542
Yes	26%	N=194
Total	100%	N=736

Table 65: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	70%	N=545
Yes	30%	N=230
Total	100%	N=775

Table 66: Question D12

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.)	Percent	Number
Less than \$25,000	12%	N=88
\$25,000 to \$49,999	16%	N=122
\$50,000 to \$99,999	31%	N=238
\$100,000 to \$149,999	24%	N=185
\$150,000 or more	16%	N=124
Total	100%	N=757

Table 67: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	68%	N=525
Yes, I consider myself to be Spanish, Hispanic or Latino	32%	N=246
Total	100%	N=772

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Table 68: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	5%	N=40
Asian, Asian Indian or Pacific Islander	15%	N=116
Black or African American	20%	N=149
White	44%	N=333
Other	25%	N=191

Total may exceed 100% as respondents could select more than one option.

Table 69: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=37
25 to 34 years	22%	N=196
35 to 44 years	19%	N=174
45 to 54 years	19%	N=172
55 to 64 years	16%	N=140
65 to 74 years	14%	N=123
75 years or older	6%	N=57
Total	100%	N=899

Table 70: Question D16

What is your sex?	Percent	Number
Female	56%	N=454
Male	44%	N=358
Total	100%	N=812

Table 71: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=617
Land line	9%	N=69
Both	11%	N=88
Total	100%	N=774

Table 72: Question D18

About how far is your home from work?	Percent	Number
5 miles or less	40%	N=251
6 to 10 miles	18%	N=114
11 to 20 miles	26%	N=159
More than 20 miles	16%	N=98
Total	100%	N=622

Appendix B: Benchmark Comparisons

Comparison Data

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; most communities conduct surveys every year or in alternating 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. The City of Richmond chose to have comparisons made to the entire database and a subset of similar jurisdictions (communities across the country with populations 80,000 to 120,000 and median household income \$40,000 to \$70,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Richmond’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” 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. The second column is the rank assigned to Richmond’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Richmond’s rating to the benchmark.

In that final column, 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.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Richmond	38%	428	433	Much lower
Overall image or reputation of Richmond	13%	339	341	Much lower
Richmond as a place to live	47%	375	378	Much lower
Your neighborhood as a place to live	65%	289	309	Lower
Richmond as a place to raise children	26%	369	369	Much lower
Richmond as a place to retire	31%	340	349	Much lower
Overall appearance of Richmond	17%	339	340	Much lower

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Richmond	24%	348	350	Much lower
	In your neighborhood during the day	74%	344	347	Lower
	In Richmond's downtown/commercial area during the day	46%	315	315	Much lower
Mobility	Overall ease of getting to the places you usually have to visit	52%	258	274	Lower
	Availability of paths and walking trails	41%	262	310	Lower
	Ease of walking in Richmond	39%	279	304	Lower
	Ease of travel by bicycle in Richmond	44%	203	303	Similar
	Ease of travel by public transportation in Richmond	38%	116	236	Similar
	Ease of travel by car in Richmond	61%	185	302	Similar
	Ease of public parking	55%	123	232	Similar
	Traffic flow on major streets	40%	209	330	Similar
Natural Environment	Quality of overall natural environment in Richmond	38%	276	276	Much lower
	Cleanliness of Richmond	13%	283	283	Much lower
	Air quality	28%	244	245	Much lower
Built Environment	Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	26%	264	265	Much lower
	Overall quality of new development in Richmond	30%	275	290	Lower
	Availability of affordable quality housing	23%	244	299	Lower
	Variety of housing options	26%	253	278	Lower
	Public places where people want to spend time	25%	259	259	Much lower
	Overall economic health of Richmond	16%	270	271	Much lower
	Vibrant downtown/commercial area	10%	246	248	Much lower
	Overall quality of business and service establishments in Richmond	26%	270	273	Much lower
Economy	Cost of living in Richmond	26%	222	267	Lower
	Shopping opportunities	17%	276	291	Much lower
	Employment opportunities	21%	269	308	Lower
	Richmond as a place to visit	27%	280	285	Much lower
	Richmond as a place to work	36%	329	353	Lower
	Health and wellness opportunities in Richmond	33%	259	266	Much lower
	Availability of affordable quality mental health care	20%	224	235	Lower
	Availability of preventive health services	37%	223	239	Lower
	Availability of affordable quality health care	36%	239	258	Lower
	Availability of affordable quality food	36%	238	245	Much lower
Recreation and Wellness	Recreational opportunities	39%	275	291	Lower
	Fitness opportunities (including exercise classes and paths or trails, etc.)	42%	247	257	Lower
	Overall opportunities for education and enrichment	26%	265	268	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	57%	200	206	Lower
	Opportunities to attend cultural/arts/music activities	33%	273	288	Lower
	Adult educational opportunities	34%	226	245	Lower
	K-12 education	17%	268	269	Much lower
	Availability of affordable quality child care/preschool	21%	245	258	Much lower
Community Engagement	Opportunities to participate in social events and activities	31%	256	264	Lower
	Neighborliness of Richmond	42%	246	260	Lower
	Openness and acceptance of the community toward diversity	56%	185	291	Similar
	Opportunities to participate in community matters	48%	241	274	Similar
	Opportunities to volunteer	55%	242	265	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Richmond	36%	399	403	Much lower
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	44%	361	369	Much lower
Value of services for the taxes paid to Richmond	24%	383	387	Lower
Overall direction that Richmond is taking	37%	290	312	Lower
Job Richmond government does at welcoming resident involvement	37%	281	315	Lower
Overall confidence in Richmond government	23%	268	272	Much lower
Generally acting in the best interest of the community	29%	265	272	Lower
Being honest	28%	250	263	Lower
Treating all residents fairly	30%	256	269	Lower
Services provided by the Federal Government	20%	252	252	Lower

Table 76: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	50%	417	428	Much lower
	Fire services	80%	316	366	Similar
	Ambulance or emergency medical services	73%	315	328	Lower
	Crime prevention	33%	344	351	Much lower
	Fire prevention and education	55%	273	283	Lower
	Animal control	26%	316	319	Much lower
	Emergency preparedness (planning for natural disasters)	42%	262	277	Lower
	Traffic enforcement	29%	353	355	Much lower
Mobility	Street repair	17%	339	360	Much lower
	Street cleaning	30%	304	315	Much lower
	Street lighting	44%	289	317	Lower
	Sidewalk maintenance	21%	300	308	Much lower
	Traffic signal timing	39%	234	262	Similar
	Bus or transit services	40%	164	230	Similar
	Garbage collection	67%	313	334	Lower
	Recycling	64%	291	342	Similar
Natural Environment	Yard waste pick-up	64%	221	266	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	49%	209	254	Similar
	Richmond open space	49%	200	241	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	Storm drainage	43%	294	333	Lower
	Sewer services	55%	291	304	Lower
	Power (electric and/or gas) utility	54%	182	186	Lower
	Utility billing	47%	222	234	Lower
	Land use, planning and zoning	23%	281	296	Lower
Economy	Code enforcement (weeds, abandoned buildings, etc.)	14%	373	374	Much lower
Recreation and Wellness	Economic development	21%	275	282	Much lower
	City parks	50%	304	311	Much lower
	Recreation programs or classes	40%	301	312	Lower
	Recreation centers or facilities	40%	263	275	Lower
Education and Enrichment	Health services	34%	210	221	Much lower
	City-sponsored special events	46%	267	282	Lower
Community Engagement	Public library services	54%	317	322	Much lower
	Public information services	43%	277	285	Lower

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	34%	290	303	Lower
Recommend living in Richmond to someone who asks	62%	267	282	Much lower
Remain in Richmond for the next five years	77%	234	277	Similar
Contacted Richmond (in-person, phone, email or web) for help or information	50%	89	320	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	58%	22	236	Much higher
	Did NOT report a crime to the police	61%	253	263	Lower
	Household member was NOT a victim of a crime	78%	262	272	Lower
Mobility	Used bus, rail, subway or other public transportation instead of driving	66%	16	216	Much higher
	Carpooled with other adults or children instead of driving alone	45%	101	251	Similar
	Walked or biked instead of driving	57%	124	260	Similar
Natural Environment	Made efforts to conserve water	92%	24	245	Higher
	Made efforts to make your home more energy efficient	80%	47	247	Similar
Built Environment	Recycle at home	97%	50	259	Similar
	Did NOT observe a code violation or other hazard in Richmond	25%	254	254	Much lower
Economy	NOT experiencing housing costs stress	48%	251	258	Much lower
	Purchase goods or services from a business located in Richmond	88%	249	257	Similar
	Economy will have positive impact on income	25%	226	259	Similar
Recreation and Wellness	Work inside boundaries of Richmond	34%	143	258	Similar
	Used Richmond recreation centers or their services	37%	231	239	Lower
	Visited a neighborhood park or City park	83%	160	267	Similar
	Eat at least 5 portions of fruits and vegetables a day	88%	31	248	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Participate in moderate or vigorous physical activity	84%	145	253	Similar
	In very good to excellent health	48%	248	253	Similar
Education and Enrichment	Used Richmond public libraries or their services	50%	225	248	Lower
	Participated in religious or spiritual activities in Richmond	34%	167	205	Lower
	Attended City-sponsored event	52%	158	262	Similar
	Campaigned or advocated for an issue, cause or candidate	39%	12	241	Higher
Community Engagement	Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	30%	15	255	Higher
	Volunteered your time to some group/activity in Richmond	41%	109	265	Similar
	Participated in a club	21%	169	245	Similar
	Talked to or visited with your immediate neighbors	89%	184	255	Similar
	Done a favor for a neighbor	80%	153	250	Similar
	Attended a local public meeting	38%	11	264	Higher
	Watched (online or on television) a local public meeting	34%	31	234	Higher
	Read or watch local news (via television, paper, computer, etc.)	88%	50	258	Similar
	Vote in local elections	89%	59	260	Similar

Communities included in national comparisons

The communities included in Richmond's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....	487,850	Bainbridge Island city, WA.....	23,689
Airway Heights city, WA.....	8,017	Baltimore city, MD.....	619,796
Albany city, OR.....	52,007	Baltimore County, MD.....	828,637
Albemarle County, VA.....	105,105	Battle Creek city, MI.....	51,505
Albert Lea city, MN.....	17,716	Bay Village city, OH.....	15,426
Alexandria city, VA.....	154,710	Baytown city, TX.....	76,205
American Canyon city, CA.....	20,341	Bedford city, TX.....	49,082
Ames city, IA.....	65,005	Bedford town, MA.....	14,105
Ankeny city, IA.....	56,237	Bellevue city, WA.....	139,014
Ann Arbor city, MI.....	119,303	Bellingham city, WA.....	85,388
Apache Junction city, AZ.....	38,452	Bend city, OR.....	87,167
Arapahoe County, CO.....	626,612	Bethlehem township, PA.....	23,800
Arlington city, TX.....	388,225	Bettendorf city, IA.....	35,293
Arvada city, CO.....	115,320	Billings city, MT.....	109,082
Asheville city, NC.....	89,318	Bloomington city, IN.....	83,636
Ashland city, OR.....	20,733	Bloomington city, MN.....	85,417
Ashland town, MA.....	17,478	Boise City city, ID.....	220,859
Ashland town, VA.....	7,554	Bonner Springs city, KS.....	7,644
Aspen city, CO.....	7,097	Boulder city, CO.....	106,271
Athens-Clarke County, GA.....	122,292	Bowling Green city, KY.....	64,302
Auburn city, AL.....	61,462	Bozeman city, MT.....	43,132
Augusta CCD, GA.....	136,103	Brentwood city, TN.....	41,524
Aurora city, CO.....	357,323	Brighton city, CO.....	38,016
Austin city, TX.....	916,906	Brookline CDP, MA.....	59,246
Avon town, CO.....	6,503	Brooklyn Center city, MN.....	30,885
Avon town, IN.....	16,479	Brooklyn city, OH.....	10,891
Avondale city, AZ.....	81,590	Broomfield city, CO.....	64,283
Azusa city, CA.....	49,029	Brownsburg town, IN.....	24,625

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Buffalo Grove village, IL	41,551	DeLand city, FL	30,315
Burlingame city, CA	30,401	Delaware city, OH	38,193
Cabarrus County, NC	196,716	Denison city, TX	23,342
Cambridge city, MA	110,893	Denton city, TX	131,097
Canandaigua city, NY	10,402	Denver city, CO	678,467
Cannon Beach city, OR	1,517	Des Moines city, IA	214,778
Cañon City city, CO	16,298	Des Peres city, MO	8,536
Canton city, SD	3,352	Destin city, FL	13,421
Cape Coral city, FL	173,679	Dover city, NH	30,901
Carlsbad city, CA	113,147	Dublin city, CA	57,022
Carroll city, IA	9,937	Dublin city, OH	44,442
Cartersville city, GA	20,235	Duluth city, MN	86,066
Cary town, NC	159,715	Durham city, NC	257,232
Castle Rock town, CO	57,274	Durham County, NC	300,865
Cedar Hill city, TX	48,149	Dyer town, IN	16,077
Cedar Park city, TX	70,010	Eagan city, MN	66,102
Cedar Rapids city, IA	130,330	Eagle Mountain city, UT	27,773
Celina city, TX	7,910	Eau Claire city, WI	67,945
Centennial city, CO	108,448	Eden Prairie city, MN	63,660
Chandler city, AZ	245,160	Eden town, VT	1,254
Chandler city, TX	2,896	Edgewater city, CO	5,299
Chanhassen city, MN	25,108	Edina city, MN	50,603
Chapel Hill town, NC	59,234	Edmond city, OK	89,769
Chardon city, OH	5,166	Edmonds city, WA	41,309
Charles County, MD	156,021	El Cerrito city, CA	24,982
Charlotte County, FL	173,236	El Paso de Robles (Paso Robles) city, CA	31,409
Charlottesville city, VA	46,487	Elk Grove city, CA	166,228
Chattanooga city, TN	176,291	Elmhurst city, IL	46,139
Chautauqua town, NY	4,362	Englewood city, CO	33,155
Chesterfield County, VA	335,594	Erie town, CO	22,019
Clackamas County, OR	399,962	Estes Park town, CO	6,248
Clayton city, MO	16,214	Euclid city, OH	47,698
Clearwater city, FL	112,794	Fairview town, TX	8,473
Cleveland Heights city, OH	45,024	Farmers Branch city, TX	33,808
Clinton city, SC	8,538	Farmersville city, TX	3,440
Clive city, IA	17,134	Farmington Hills city, MI	81,235
Clovis city, CA	104,411	Farmington town, CT	25,596
College Park city, MD	32,186	Fate city, TX	10,339
College Station city, TX	107,445	Fayetteville city, GA	17,069
Colleyville city, TX	25,557	Fayetteville city, NC	210,324
Collinsville city, IL	24,767	Ferguson township, PA	18,837
Columbia city, MO	118,620	Fernandina Beach city, FL	11,957
Columbia city, SC	132,236	Flower Mound town, TX	71,575
Columbia Falls city, MT	5,054	Forest Grove city, OR	23,554
Commerce City city, CO	52,905	Fort Collins city, CO	159,150
Concord city, CA	128,160	Franklin city, TN	72,990
Concord town, MA	19,357	Frederick town, CO	11,397
Conshohocken borough, PA	7,985	Fremont city, CA	230,964
Coolidge city, AZ	12,221	Fruita city, CO	13,039
Coon Rapids city, MN	62,342	Gahanna city, OH	34,691
Coral Springs city, FL	130,110	Gaithersburg city, MD	67,417
Coronado city, CA	24,053	Galveston city, TX	49,706
Corvallis city, OR	56,224	Gardner city, KS	21,059
Cottonwood Heights city, UT	34,214	Germantown city, TN	39,230
Coventry Lake CDP, CT	2,932	Gilbert town, AZ	232,176
Creve Coeur city, MO	18,259	Gillette city, WY	31,783
Cupertino city, CA	60,687	Glen Ellyn village, IL	27,983
Dacono city, CO	4,929	Glendora city, CA	51,891
Dakota County, MN	414,655	Glenview village, IL	47,066
Dallas city, OR	15,413	Golden city, CO	20,365
Dallas city, TX	1,300,122	Golden Valley city, MN	21,208
Danville city, KY	16,657	Goodyear city, AZ	74,953
Darien city, IL	22,206	Grafton village, WI	11,576
Davenport city, FL	3,665	Grand Blanc city, MI	7,964
Davidson town, NC	12,325	Grand Rapids city, MI	195,355
Dayton city, OH	140,939	Grants Pass city, OR	36,687
Dayton town, WY	815	Grass Valley city, CA	12,893
Dearborn city, MI	95,295	Greeley city, CO	100,760
Decatur city, GA	22,022	Greenville city, NC	90,347
Del Mar city, CA	4,338	Greenwich town, CT	62,782

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Greenwood Village city, CO.....	15,397	Lenexa city, KS.....	52,030
Greer city, SC.....	28,587	Lewisville city, TX.....	103,638
Gunnison County, CO.....	16,215	Lewisville town, NC.....	13,516
Haltom City city, TX.....	44,059	Libertyville village, IL.....	20,504
Hamilton city, OH.....	62,216	Lincolnwood village, IL.....	12,637
Hamilton town, MA.....	7,991	Lindsborg city, KS.....	3,313
Hampton city, VA.....	136,255	Little Chute village, WI.....	11,006
Hanover County, VA.....	103,218	Littleton city, CO.....	45,848
Harrisburg city, SD.....	5,429	Livermore city, CA.....	88,232
Harrisonburg city, VA.....	53,064	Lombard village, IL.....	43,776
Harrisonville city, MO.....	10,025	Lone Tree city, CO.....	13,430
Hastings city, MN.....	22,620	Long Grove village, IL.....	7,980
Henderson city, NV.....	284,817	Longmont city, CO.....	91,730
Herndon town, VA.....	24,545	Lonsdale city, MN.....	3,850
High Point city, NC.....	109,849	Los Alamos County, NM.....	18,031
Highland Park city, IL.....	29,796	Los Altos Hills town, CA.....	8,490
Highlands Ranch CDP, CO.....	105,264	Loudoun County, VA.....	374,558
Homer Glen village, IL.....	24,403	Louisville city, CO.....	20,319
Honolulu County, HI.....	990,060	Lower Merion township, PA.....	58,500
Hoquiam city, WA.....	8,416	Lynchburg city, VA.....	79,237
Horry County, SC.....	310,186	Lynnwood city, WA.....	37,242
Hudson town, CO.....	1,709	Manassas city, VA.....	41,379
Huntley village, IL.....	26,265	Manhattan Beach city, CA.....	35,698
Huntsville city, TX.....	40,727	Manhattan city, KS.....	55,427
Hutchinson city, MN.....	13,836	Mankato city, MN.....	41,241
Hutto city, TX.....	22,644	Maple Grove city, MN.....	68,362
Independence city, MO.....	117,369	Maplewood city, MN.....	40,127
Indio city, CA.....	86,867	Maricopa County, AZ.....	4,155,501
Iowa City city, IA.....	73,415	Marin County, CA.....	260,814
Irving city, TX.....	235,648	Marion city, IA.....	38,014
Issaquah city, WA.....	35,629	Mariposa County, CA.....	17,658
Jackson city, MO.....	14,690	Marshfield city, WI.....	18,326
Jackson County, MI.....	158,989	Martinez city, CA.....	37,902
James City County, VA.....	73,028	Marysville city, WA.....	66,178
Jefferson County, NY.....	116,567	Maui County, HI.....	164,094
Jefferson Parish, LA.....	437,038	McKinney city, TX.....	164,760
Jerome city, ID.....	11,306	McMinnville city, OR.....	33,211
Johnson City city, TN.....	65,598	Mecklenburg County, NC.....	1,034,290
Johnston city, IA.....	20,172	Menlo Park city, CA.....	33,661
Jupiter town, FL.....	62,373	Menomonee Falls village, WI.....	36,411
Kalamazoo city, MI.....	75,833	Mercer Island city, WA.....	24,768
Kansas City city, KS.....	151,042	Meridian charter township, MI.....	41,903
Kansas City city, MO.....	476,974	Meridian city, ID.....	91,917
Keizer city, OR.....	37,910	Merriam city, KS.....	11,259
Kent city, WA.....	126,561	Mesa city, AZ.....	479,317
Kerrville city, TX.....	22,931	Miami Beach city, FL.....	92,187
Key West city, FL.....	25,316	Miami city, FL.....	443,007
King City city, CA.....	13,721	Middleton city, WI.....	18,951
Kingman city, AZ.....	28,855	Middletown town, RI.....	16,100
Kirkland city, WA.....	86,772	Midland city, MI.....	41,958
Kirkwood city, MO.....	27,659	Milford city, DE.....	10,645
Knoxville city, IA.....	7,202	Milton city, GA.....	37,556
La Plata town, MD.....	9,160	Minneapolis city, MN.....	411,452
La Vista city, NE.....	17,062	Minnetrasta city, MN.....	7,187
Laguna Niguel city, CA.....	65,429	Missouri City city, TX.....	72,688
Lake Forest city, IL.....	18,931	Moline city, IL.....	42,644
Lake in the Hills village, IL.....	28,908	Monroe city, MI.....	20,128
Lake Zurich village, IL.....	19,983	Montgomery city, MN.....	2,921
Lakeville city, MN.....	61,056	Montgomery County, MD.....	1,039,198
Lakewood city, CO.....	151,411	Monticello city, UT.....	2,599
Lakewood city, WA.....	59,102	Montrose city, CO.....	18,918
Lancaster County, SC.....	86,544	Moraga town, CA.....	17,231
Lansing city, MI.....	115,222	Morristown city, TN.....	29,446
Laramie city, WY.....	32,104	Morrisville town, NC.....	23,873
Larimer County, CO.....	330,976	Morro Bay city, CA.....	10,568
Las Cruces city, NM.....	101,014	Mountlake Terrace city, WA.....	20,922
Las Vegas city, NM.....	13,445	Murphy city, TX.....	20,361
Lawrence city, KS.....	93,954	Naperville city, IL.....	146,431
Lawrenceville city, GA.....	29,287	Napoleon city, OH.....	8,646
Lehi city, UT.....	58,351	Nederland city, TX.....	17,284

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Needham CDP, MA.....	30,429	Purcellville town, VA.....	9,217
Nevada City city, CA.....	3,112	Queen Creek town, AZ.....	33,298
Nevada County, CA.....	98,838	Raleigh city, NC.....	449,477
New Braunfels city, TX.....	70,317	Ramsey city, MN.....	25,853
New Brighton city, MN.....	22,440	Raymond town, ME.....	4,497
New Concord village, OH.....	2,561	Raymore city, MO.....	20,358
New Hope city, MN.....	20,909	Redmond city, OR.....	28,492
New Orleans city, LA.....	388,182	Redmond city, WA.....	60,712
New Ulm city, MN.....	13,249	Redwood City city, CA.....	84,368
Newport city, RI.....	24,745	Reno city, NV.....	239,732
Newport News city, VA.....	180,775	Richland city, WA.....	53,991
Newton city, IA.....	15,085	Richmond city, CA.....	108,853
Niles village, IL.....	29,823	Richmond Heights city, MO.....	8,466
Noblesville city, IN.....	59,807	Rio Rancho city, NM.....	93,317
Norcross city, GA.....	16,474	River Falls city, WI.....	15,256
Norfolk city, NE.....	24,352	Riverside city, CA.....	321,570
Norfolk city, VA.....	245,752	Roanoke city, VA.....	99,572
North Mankato city, MN.....	13,583	Roanoke County, VA.....	93,419
North Port city, FL.....	62,542	Rochester city, NY.....	209,463
North Yarmouth town, ME.....	3,714	Rock Hill city, SC.....	70,764
Northglenn city, CO.....	38,473	Rockville city, MD.....	66,420
Novato city, CA.....	55,378	Roeland Park city, KS.....	6,810
Novi city, MI.....	58,835	Rohnert Park city, CA.....	42,305
O'Fallon city, IL.....	29,095	Rolla city, MO.....	20,013
Oak Park village, IL.....	52,229	Rosemount city, MN.....	23,474
Oakley city, CA.....	39,950	Rosenberg city, TX.....	35,867
Oklahoma City city, OK.....	629,191	Roseville city, MN.....	35,624
Olmsted County, MN.....	151,685	Round Rock city, TX.....	116,369
Olympia city, WA.....	49,928	Royal Palm Beach village, FL.....	37,665
Orange village, OH.....	3,280	Sacramento city, CA.....	489,650
Orland Park village, IL.....	59,161	Sahuarita town, AZ.....	28,257
Orleans Parish, LA.....	388,182	Sammamish city, WA.....	62,877
Oshkosh city, WI.....	66,649	San Diego city, CA.....	1,390,966
Oswego village, IL.....	33,759	San Jose city, CA.....	1,023,031
Ottawa County, MI.....	280,243	San Marcos city, CA.....	93,493
Overland Park city, KS.....	186,147	San Marcos city, TX.....	59,935
Paducah city, KY.....	24,879	Sangamon County, IL.....	198,134
Palm Beach Gardens city, FL.....	53,119	Santa Fe city, NM.....	82,980
Palm Coast city, FL.....	82,356	Santa Fe County, NM.....	147,514
Palo Alto city, CA.....	67,082	Sarasota County, FL.....	404,839
Palos Verdes Estates city, CA.....	13,591	Savage city, MN.....	30,011
Papillion city, NE.....	19,478	Schaumburg village, IL.....	74,427
Paradise Valley town, AZ.....	13,961	Schertz city, TX.....	38,199
Park City city, UT.....	8,167	Scott County, MN.....	141,463
Parker town, CO.....	51,125	Scottsdale city, AZ.....	239,283
Parkland city, FL.....	28,901	Sedona city, AZ.....	10,246
Pasco city, WA.....	70,607	Sevierville city, TN.....	16,387
Pasco County, FL.....	498,136	Shakopee city, MN.....	40,024
Payette city, ID.....	7,366	Sharonville city, OH.....	13,974
Pearland city, TX.....	113,693	Shawnee city, KS.....	64,840
Peoria city, IL.....	115,424	Shawnee city, OK.....	30,974
Pflugerville city, TX.....	58,013	Sherborn town, MA.....	4,302
Pinehurst village, NC.....	15,580	Shoreline city, WA.....	55,431
Piqua city, OH.....	20,793	Shoreview city, MN.....	26,432
Pitkin County, CO.....	17,747	Shorewood village, IL.....	16,809
Plano city, TX.....	281,566	Sierra Vista city, AZ.....	43,585
Platte City city, MO.....	4,867	Silverton city, OR.....	9,757
Pleasant Hill city, IA.....	9,608	Sioux Falls city, SD.....	170,401
Pleasanton city, CA.....	79,341	Skokie village, IL.....	64,773
Plymouth city, MN.....	76,258	Snoqualmie city, WA.....	12,944
Polk County, IA.....	467,235	Snowmass Village town, CO.....	2,827
Pompano Beach city, FL.....	107,542	Somerset town, MA.....	18,257
Port Orange city, FL.....	60,315	South Jordan city, UT.....	65,523
Port St. Lucie city, FL.....	178,778	Southlake city, TX.....	30,090
Portland city, OR.....	630,331	Spearfish city, SD.....	11,300
Powell city, OH.....	12,658	Springfield city, MO.....	165,785
Powhatan County, VA.....	28,364	Springville city, UT.....	32,319
Prince William County, VA.....	450,763	St. Augustine city, FL.....	13,952
Prior Lake city, MN.....	25,452	St. Charles city, IL.....	32,730
Pueblo city, CO.....	109,122	St. Joseph city, MO.....	76,819

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St. Louis County, MN.....	200,294	Virginia Beach city, VA.....	450,057
St. Lucie County, FL.....	298,763	Walnut Creek city, CA.....	68,516
State College borough, PA.....	42,224	Warrensburg city, MO.....	19,890
Steamboat Springs city, CO.....	12,520	Washington County, MN.....	250,979
Sugar Land city, TX.....	86,886	Washoe County, NV.....	445,551
Suisun City city, CA.....	29,280	Washougal city, WA.....	15,241
Summit County, UT.....	39,731	Wauwatosa city, WI.....	47,687
Sunnyvale city, CA.....	151,565	Wentzville city, MO.....	35,768
Surprise city, AZ.....	129,534	West Carrollton city, OH.....	12,963
Suwanee city, GA.....	18,655	West Chester township, OH.....	62,804
Tacoma city, WA.....	207,280	Western Springs village, IL.....	13,187
Takoma Park city, MD.....	17,643	Westerville city, OH.....	38,604
Temecula city, CA.....	110,722	Westlake town, TX.....	1,006
Tempe city, AZ.....	178,339	Westminster city, CO.....	111,895
Temple city, TX.....	71,795	Westminster city, MD.....	18,557
Texarkana city, TX.....	37,222	Wheat Ridge city, CO.....	31,162
The Woodlands CDP, TX.....	109,608	White House city, TN.....	11,107
Tigard city, OR.....	51,355	Wichita city, KS.....	389,054
Tinley Park village, IL.....	57,107	Williamsburg city, VA.....	14,817
Tracy city, CA.....	87,613	Willowbrook village, IL.....	8,598
Trinidad CCD, CO.....	10,819	Wilmington city, NC.....	115,261
Tualatin city, OR.....	27,135	Wilsonville city, OR.....	22,789
Tulsa city, OK.....	401,352	Windsor town, CO.....	23,386
Tustin city, CA.....	80,007	Windsor town, CT.....	29,037
Twin Falls city, ID.....	47,340	Winnetka village, IL.....	12,504
Unalaska city, AK.....	4,809	Winter Garden city, FL.....	40,799
University Heights city, OH.....	13,201	Woodbury city, MN.....	67,648
University Park city, TX.....	24,692	Woodinville city, WA.....	11,675
Urbandale city, IA.....	42,222	Wyandotte County, KS.....	163,227
Vail town, CO.....	5,425	Yakima city, WA.....	93,182
Ventura CCD, CA.....	115,218	York County, VA.....	67,196
Vernon Hills village, IL.....	26,084	Yorktown town, IN.....	11,200
Vestavia Hills city, AL.....	34,003	Yorkville city, IL.....	18,691
Victoria city, MN.....	8,679	Yountville city, CA.....	2,978
Vienna town, VA.....	16,474		

Peer Benchmark Comparisons

Table 79: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Richmond	38%	28	28	Much lower
Overall image or reputation of Richmond	13%	21	21	Much lower
Richmond as a place to live	47%	24	24	Much lower
Your neighborhood as a place to live	65%	19	20	Lower
Richmond as a place to raise children	26%	23	23	Much lower
Richmond as a place to retire	31%	19	20	Much lower
Overall appearance of Richmond	17%	20	20	Much lower

Table 80: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Richmond	24%	21	21	Much lower
	In your neighborhood during the day	74%	25	25	Lower
	In Richmond's downtown/commercial area during the day	46%	24	24	Much lower
Mobility	Overall ease of getting to the places you usually have to visit	52%	16	17	Lower
	Availability of paths and walking trails	41%	17	21	Lower
	Ease of walking in Richmond	39%	18	19	Lower
	Ease of travel by bicycle in Richmond	44%	9	19	Similar
	Ease of travel by public transportation in Richmond	38%	6	17	Similar
	Ease of travel by car in Richmond	61%	9	19	Similar
	Ease of public parking	55%	4	16	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
	Traffic flow on major streets	40%	12	20	Similar	
Natural Environment	Quality of overall natural environment in Richmond	38%	17	17	Much lower	
	Cleanliness of Richmond	13%	18	18	Much lower	
	Air quality	28%	17	17	Much lower	
	Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	26%	16	17	Lower	
Built Environment	Overall quality of new development in Richmond	30%	16	17	Lower	
	Availability of affordable quality housing	23%	13	19	Similar	
	Variety of housing options	26%	14	17	Lower	
	Public places where people want to spend time	25%	17	17	Much lower	
	Overall economic health of Richmond	16%	18	18	Much lower	
	Vibrant downtown/commercial area	10%	15	15	Much lower	
Economy	Overall quality of business and service establishments in Richmond	26%	18	18	Much lower	
	Cost of living in Richmond	26%	13	17	Similar	
	Shopping opportunities	17%	19	19	Much lower	
	Employment opportunities	21%	14	20	Lower	
	Richmond as a place to visit	27%	18	19	Much lower	
	Richmond as a place to work	36%	22	24	Lower	
	Recreation and Wellness	Health and wellness opportunities in Richmond	33%	16	17	Much lower
		Availability of affordable quality mental health care	20%	17	17	Lower
		Availability of preventive health services	37%	16	17	Lower
		Availability of affordable quality health care	36%	16	18	Lower
		Availability of affordable quality food	36%	16	16	Much lower
		Recreational opportunities	39%	18	19	Lower
Education and Enrichment	Fitness opportunities (including exercise classes and paths or trails, etc.)	42%	16	17	Lower	
	Overall opportunities for education and enrichment	26%	17	17	Much lower	
	Opportunities to participate in religious or spiritual events and activities	57%	13	13	Lower	
	Opportunities to attend cultural/arts/music activities	33%	19	20	Much lower	
	Adult educational opportunities	34%	15	15	Lower	
	K-12 education	17%	20	20	Much lower	
Community Engagement	Availability of affordable quality child care/preschool	21%	17	18	Lower	
	Opportunities to participate in social events and activities	31%	17	18	Lower	
	Neighborhoodliness of Richmond	42%	17	18	Similar	
	Openness and acceptance of the community toward diversity	56%	11	18	Similar	
	Opportunities to participate in community matters	48%	15	17	Similar	
	Opportunities to volunteer	55%	16	17	Lower	

Table 81: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Richmond	36%	24	24	Lower
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	44%	24	24	Lower
Value of services for the taxes paid to Richmond	24%	26	26	Lower
Overall direction that Richmond is taking	37%	15	19	Similar
Job Richmond government does at welcoming resident involvement	37%	17	20	Similar
Overall confidence in Richmond government	23%	17	18	Lower
Generally acting in the best interest of the community	29%	15	17	Lower

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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Being honest	28%	14	16	Lower
Treating all residents fairly	30%	14	17	Lower
Services provided by the Federal Government	20%	17	17	Lower

Table 82: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	50%	25	25	Lower
	Fire services	80%	20	24	Similar
	Ambulance or emergency medical services	73%	19	20	Similar
	Crime prevention	33%	21	21	Lower
	Fire prevention and education	55%	20	21	Lower
	Animal control	26%	21	21	Lower
	Emergency preparedness (planning for natural disasters)	42%	12	16	Similar
Mobility	Traffic enforcement	29%	22	22	Lower
	Street repair	17%	16	19	Lower
	Street cleaning	30%	18	20	Lower
	Street lighting	44%	15	19	Similar
	Sidewalk maintenance	21%	16	17	Lower
	Traffic signal timing	39%	13	16	Similar
	Bus or transit services	40%	13	19	Similar
Natural Environment	Garbage collection	67%	22	23	Lower
	Recycling	64%	18	22	Similar
	Yard waste pick-up	64%	13	16	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	49%	11	15	Similar
	Richmond open space	49%	11	16	Similar
Built Environment	Storm drainage	43%	15	20	Similar
	Sewer services	55%	18	18	Lower
	Power (electric and/or gas) utility	54%	13	13	Lower
	Utility billing	47%	13	15	Similar
	Land use, planning and zoning	23%	16	18	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	14%	25	25	Much lower
Economy	Economic development	21%	20	20	Lower
Recreation and Wellness	City parks	50%	19	20	Lower
	Recreation programs or classes	40%	23	24	Lower
	Recreation centers or facilities	40%	18	19	Lower
	Health services	34%	15	15	Lower
Education and Enrichment	City-sponsored special events	46%	14	17	Similar
	Public library services	54%	21	21	Lower
Community Engagement	Public information services	43%	17	18	Lower

Table 83: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	34%	17	19	Lower
Recommend living in Richmond to someone who asks	62%	17	19	Lower
Remain in Richmond for the next five years	77%	18	20	Similar
Contacted Richmond (in-person, phone, email or web) for help or information	50%	4	19	Similar

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Table 84: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	58%	3	15	Higher
	Did NOT report a crime to the police	61%	17	17	Lower
	Household member was NOT a victim of a crime	78%	16	17	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	66%	2	16	Much higher
	Carpooled with other adults or children instead of driving alone	45%	10	17	Similar
	Walked or biked instead of driving	57%	6	17	Similar
Natural Environment	Made efforts to conserve water	92%	3	15	Similar
	Made efforts to make your home more energy efficient	80%	5	16	Similar
	Recycle at home	97%	3	17	Similar
Built Environment	Did NOT observe a code violation or other hazard in Richmond	25%	16	16	Lower
	NOT experiencing housing costs stress	48%	17	17	Lower
Economy	Purchase goods or services from a business located in Richmond	88%	17	17	Similar
	Economy will have positive impact on income	25%	15	18	Similar
	Work inside boundaries of Richmond	34%	14	17	Lower
Recreation and Wellness	Used Richmond recreation centers or their services	37%	15	16	Lower
	Visited a neighborhood park or City park	83%	9	17	Similar
	Eat at least 5 portions of fruits and vegetables a day	88%	4	17	Similar
	Participate in moderate or vigorous physical activity	84%	9	17	Similar
	In very good to excellent health	48%	17	17	Similar
Education and Enrichment	Used Richmond public libraries or their services	50%	16	18	Similar
	Participated in religious or spiritual activities in Richmond	34%	11	12	Lower
	Attended City-sponsored event	52%	10	16	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	39%	3	16	Similar
	Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	30%	2	17	Similar
	Volunteered your time to some group/activity in Richmond	41%	12	17	Similar
	Participated in a club	21%	15	16	Lower
	Talked to or visited with your immediate neighbors	89%	10	17	Similar
	Done a favor for a neighbor	80%	12	17	Similar
	Attended a local public meeting	38%	2	17	Higher
	Watched (online or on television) a local public meeting	34%	6	14	Similar
	Read or watch local news (via television, paper, computer, etc.)	88%	4	17	Similar
	Vote in local elections	89%	7	17	Similar

The National Community Survey™

Communities included in populations 80,000 to 120,000 and median household income \$40,000 to \$70,000 benchmark comparisons

The communities included in Richmond’s custom comparisons are listed below along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Ann Arbor city, MI	119,303	Lancaster County, SC	86,544
Asheville city, NC	89,318	Las Cruces city, NM.....	101,014
Avondale city, AZ	81,590	Lawrence city, KS.....	93,954
Bellingham city, WA	85,388	Lewisville city, TX.....	103,638
Bend city, OR.....	87,167	Longmont city, CO	91,730
Billings city, MT.....	109,082	Meridian city, ID	91,917
Boulder city, CO	106,271	Miami Beach city, FL	92,187
Clearwater city, FL	112,794	Nevada County, CA	98,838
Clovis city, CA.....	104,411	Palm Coast city, FL.....	82,356
Columbia city, MO.....	118,620	Peoria city, IL	115,424
Dearborn city, MI	95,295	Pompano Beach city, FL	107,542
Duluth city, MN.....	86,066	Rio Rancho city, NM.....	93,317
Greeley city, CO.....	100,760	Roanoke city, VA.....	99,572
High Point city, NC	109,849	Roanoke County, VA	93,419
Independence city, MO.....	117,369	Santa Fe city, NM.....	82,980
Indio city, CA.....	86,867	Wilmington city, NC.....	115,261
Jefferson County, NY.....	116,567	Yakima city, WA.....	93,182

Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Richmond funded this research. Please contact LaShonda White of the City of Richmond at lashonda_white@ci.richmond.ca.us if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

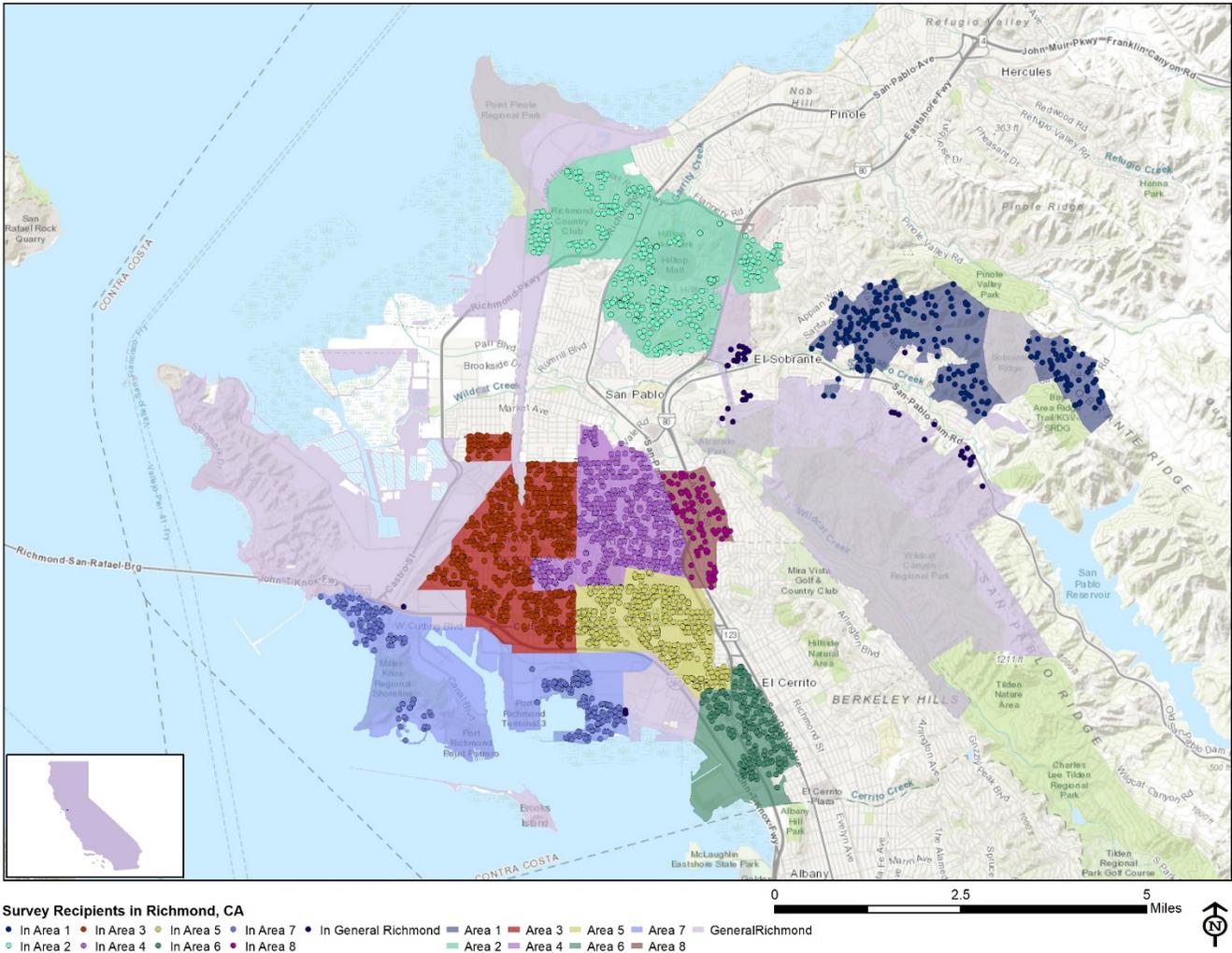
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Richmond were eligible to participate in the survey. A list of all households within the zip codes serving Richmond was purchased from Go-Dog Direct based on updated listings from 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 (updated on a quarterly basis) and addresses located outside of the City of Richmond boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of nine geographic areas.

To choose the 3,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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 cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Richmond website. This opt-in survey was identical to the scientific survey and open to all City residents.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on July 17, 2019. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters included a URL through which the residents selected for the mail survey could choose to respond online rather than by mail. The cover letters also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. The City of Richmond chose to augment their administration of The NCS with several additional services, including demographic subgroup comparisons, geographic subgroup comparisons, and custom benchmark comparisons. The results of some of these additional services have been provided under separate cover. Completed surveys were collected over the following seventeen weeks. The online “opt-in” survey became available to all residents on August 21, 2019 and remained open for 13 weeks.

About 1% of the 3,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,159 eligible households that received the survey, 463 completed the survey, providing an overall response rate of 15%. Of the 463 completed surveys, two were completed in Spanish and 72 were completed online; two of the online surveys were completed in Spanish and the rest in English. Additionally, responses were tracked by area; response rates by geographic area ranged from 9% to 27%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

persons. Additionally, 450 residents completed the online opt-in survey, providing a grand total of 913 completed surveys.

Table 85: Survey Response Rates by Area

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9	Overall
Total sample used	224	593	752	464	499	203	302	93	70	3,200
I=Complete Interviews	44	48	79	73	54	42	78	20	12	451
P=Partial Interviews	1	2	5	1	2	0	2	0	0	13
R=Refusal and break off	0	0	0	0	1	0	0	0	0	1
NC=Non Contact	0	0	0	0	0	0	0	0	0	0
O=Other	0	0	0	0	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0	0	0	0	0
UO=Unknown other	0	0	0	0	0	0	0	0	0	0
NE=Not eligible	177	529	627	381	433	156	211	73	50	1,304
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	20%	9%	12%	16%	11%	21%	27%	22%	19%	15%

Confidence Intervals

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.²

The margin of error for the City of Richmond survey is no greater than plus or minus three³ percentage points around any given percent reported for all respondents (913 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into the system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

³ Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Richmond, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

The demographic characteristics 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. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, sex and age. No adjustments were made for design effects.

The results of the weighting scheme are presented in the following table.

Table 86: Richmond, CA 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	48%	22%	41%
Own home	52%	78%	59%
Detached unit*	60%	68%	63%
Attached unit*	40%	32%	37%
Race and Ethnicity			
White	33%	54%	38%
Not white	67%	46%	62%
Not Hispanic	65%	83%	68%
Hispanic	35%	17%	32%
Sex and Age			
Female	52%	62%	56%
Male	48%	38%	44%
18-34 years of age	34%	10%	26%
35-54 years of age	37%	33%	38%
55+ years of age	29%	56%	36%
Females 18-34	17%	6%	15%
Females 35-54	19%	21%	21%
Females 55+	16%	34%	20%
Males 18-34	17%	5%	13%
Males 35-54	18%	11%	17%
Males 55+	13%	22%	14%
Area			
Area 1	8%	9%	8%
Area 2	18%	10%	14%
Area 3	21%	15%	19%
Area 4	17%	18%	17%
Area 5	12%	8%	10%
Area 6	7%	8%	8%
Area 7	10%	24%	16%
Area 8	4%	6%	6%
Area 9	2%	3%	2%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). 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” and “good,” “very safe” and “somewhat safe,” “essential” and “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 Appendix A. 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. 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.

Appendix D: Survey Materials

Dear Richmond Resident,

Estimado Residente de Richmond,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear un Richmond mejor!

Sincerely,

Atentamente,

Carlos Martinez
City Manager/Gerente de la Ciudad

Dear Richmond Resident,

Estimado Residente de Richmond,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear un Richmond mejor!

Sincerely,

Atentamente,

Carlos Martinez
City Manager/Gerente de la Ciudad

Dear Richmond Resident,

Estimado Residente de Richmond,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear un Richmond mejor!

Sincerely,

Atentamente,

Carlos Martinez
City Manager/Gerente de la Ciudad

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July 2019

Dear City of Richmond Resident:

Please help us shape the future of Richmond! You have been selected at random to participate in the 2019 Richmond Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Richmond make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/richmondca2019>

If you have any questions about the survey please call 510-620-5458.

Thank you for your time and participation!

Sincerely,

A handwritten signature in blue ink, appearing to read "Carlos Martinez".

Carlos Martinez
City Manager/Gerente de la Ciudad

Estimado Residente de la Ciudad de Richmond:

¡Por favor ayúdenos a moldear el futuro de Richmond! Usted ha sido elegido al azar para participar en la Encuesta de Residentes de Richmond del 2019.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de los pocos hogares encuestados. Sus observaciones le ayudarán a Richmond tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

<http://bit.ly/richmondca2019>

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si usted no puede completar la encuesta incluida en inglés, por favor llámenos al número 510-620-5458 para pedir una copia de la encuesta en español.

¡Gracias por su tiempo y participación!

Atentamente,



August 2019

Dear City of Richmond Resident:

Here's a second chance if you haven't already responded to the 2019 Richmond Resident Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Richmond! You have been selected at random to participate in the 2019 Richmond Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Richmond make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
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If you have any questions about the survey please call 510-620-5458.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Richmond:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Residentes de Richmond del 2019! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Richmond! Usted ha sido elegido al azar para participar en la Encuesta de Residentes de Richmond del 2019.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de los pocos hogares encuestados. Sus observaciones le ayudarán a Richmond tomar decisiones que afectarán a nuestra ciudad.

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Dear Richmond Resident,

Just a reminder – if you have not yet completed Richmond’s 2019 Resident Survey, please do so.

Your participation in this survey is very important – your answers will help the Richmond City Council make decisions that affect your community.

Please complete the survey online at:
bit.ly/xxplaceholder

Thank you very much!

Estimado residente de la Ciudad de Richmond,

Solamente un recordatorio – si usted aún no ha completado la Encuesta de Residentes del 2019 de la Ciudad de Richmond, por favor hágalo.

Su participación en esta encuesta es muy importante – sus respuestas le ayudarán al Consejo Municipal de Richmond para tomar decisiones que afectan nuestra comunidad.

También puede completar la encuesta en línea en español en:
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¡Muchas gracias!



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The City of Richmond 2019 Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Richmond	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Richmond	1	2	3	4	5
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Richmond	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Richmond	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Richmond	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Richmond	1	2	3	4	5
Overall appearance of Richmond	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
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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	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 quality of business and service establishments in Richmond	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Richmond	1	2	3	4	5
Opportunities to participate in social events and activities	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 diversity	1	2	3	4	5
Neighborliness of residents in Richmond	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Richmond (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Richmond	1	2
Reported a crime to the police in Richmond	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
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

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Richmond?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Richmond recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Richmond public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Richmond	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Richmond	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5

The City of Richmond 2019 Resident Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	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
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	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
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services.....	1	2	3	4	5
Emergency preparedness (planning for natural disasters)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Richmond open space	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Richmond employees (police, receptionists, planners, etc.).....	1	2	3	4	5
City-sponsored job training program.....	1	2	3	4	5
City-maintained trees/public landscaping/street medians	1	2	3	4	5

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

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

12. Please rate the following categories of Richmond government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 citizen 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
Treating all residents fairly	1	2	3	4	5

13. 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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Richmond	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Richmond	1	2	3	4
Overall “built environment” of Richmond (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Richmond	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Richmond	1	2	3	4
Sense of community	1	2	3	4

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

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
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 (provision of housing, mental health services, etc.)	1	2	3	4
Improving collaboration and services with the West Contra Costa Unified School District	1	2	3	4
Increasing economic development activities (i.e. small business support, business attraction, retention and incentives, marketing and outreach, etc.).....	1	2	3	4
Providing more local retail and shopping opportunities for Richmond residents	1	2	3	4

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

- Much better now than one year ago
- Somewhat better now than one year ago
- About the same
- Somewhat worse now than one year ago
- Much worse now than one year ago

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

	<i>Very positive impact</i>	<i>Moderate positive impact</i>	<i>No impact</i>	<i>Moderate negative impact</i>	<i>Very negative impact</i>
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

17. 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

18. Which of the following areas should the City prioritize in order to best support young people (ages 0 to 24) in Richmond?

- Violence Prevention and Response
- Education and Job Training
- Parent/Guardian Support
- Media, Arts, Culture and Technology
- Youth and Family Leadership, Organizing and Civic Engagement
- Health and Well-Being
- Environmental Health and Justice
- Outdoor Education and Recreation
- Deportation Support: Support for young people and families experiencing or being threatened with deportation

The City of Richmond 2019 Resident Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Richmond.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- 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. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Richmond?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Richmond?

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

D7. 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

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. 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 \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. 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
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. 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

D15. 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

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

D18. About how far is your home from work? _____ miles

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