

Richmond, CA

The National Community Survey

Report of Results
2023

Report by:



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About The NCS™

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

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

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



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The report provides the opinions of a representative sample of 430 residents of the City of Richmond collected from August 28th, 2023 to October 16th, 2023. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2023 survey was 10%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Richmond.



How the results are reported

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

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Richmond’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Richmond’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Richmond’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to or during the pandemic. This may impact how your City’s 2023 ratings compare to other communities’ ratings from the past five years.

Trends over time

Trend data for Richmond represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents’ opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than seven percentage points between the 2021 and 2023 surveys, the change is statistically significant.

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

Methods

Selecting survey recipients

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

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

Conducting the survey

The 4,500 randomly selected households received mailings beginning on August 28th, 2023 and data collection for the survey remained open for seven weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing was a reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

About 2% of the 4,500 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 4,407 households that received the invitations to participate, 430 completed the survey, providing an overall response rate of 10%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Richmond survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (430 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Richmond. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Richmond and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on September 25th, 2023. The survey remained open for nearly 14 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

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

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Richmond. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ The results of the weighting scheme for the probability sample are presented in the following table.

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

		Unweighted	Weighted	Target ⁴
Age	18-34	5%	25%	32%
	35-54	30%	39%	35%
	55+	64%	36%	32%
Area	District 1	5%	13%	14%
	District 2	19%	17%	18%
	District 3	11%	14%	15%
	District 4	16%	17%	17%
	District 5	27%	21%	21%
	District 6	22%	18%	16%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish or..	81%	60%	60%
	Yes, I consider myself to be of Hispanic, Lati..	19%	40%	40%
Housing tenure	Own	80%	52%	52%
	Rent	20%	48%	48%
Housing type	Attached	35%	40%	40%
	Detached	65%	60%	60%
Race & Hispanic origin	Not white alone	54%	80%	80%
	White alone, not Hispanic or Latino	46%	20%	20%
Sex	Man	40%	43%	48%
	Woman	60%	57%	52%
Sex/age	Man 18-34	1%	7%	16%
	Man 35-54	13%	19%	17%

Man 55+	26%	16%	15%
Woman 18-34	4%	18%	16%
Woman 35-54	18%	20%	18%
Woman 55+	37%	19%	18%

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

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

Contact

The City of Richmond funded this research. Please contact the City of Richmond if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences that survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and for some survey items they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

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

Key Findings

Richmond residents appreciate the overall quality of life in the city and feel secure in their neighborhood, yet some declining safety scores indicate an opportunity for focus.

Richmond as a place to live received excellent or good reviews from about half of residents, marking a significant increase since 2021 survey results. Ratings for the overall quality of life in the city also trended upward, from 32% in 2021 to 40% in 2023. About three-quarters of respondents indicated that they plan to live in Richmond for the next five years, while roughly 6 in 10 reported that they would recommend living in Richmond to someone who asks, both of which held steady since 2021.

The quality of life experienced in Richmond is likely linked to an overall sense of safety. About 7 in 10 residents reported feeling safe in their neighborhood during the day. However, only 4 in 10 participants felt safe in Richmond's downtown/commercial area during the day. While many ratings related to safety remained stable from 2021, a few experienced significant decreases, indicating an opportunity for renewed focus. Fewer residents indicated that they felt safe from property crime in 2023 compared to 2021. In terms of safety services, police/sheriff services fell from 46% excellent or good in 2021 to 27% in 2023. In a unique question posed by the City of Richmond, respondents were asked to evaluate the importance of addressing certain issues in the next two years. The community overwhelmingly prioritized reducing crime and disorder as their top concern, with 94% considering it essential or very important.

Ratings for public trust are on the rise.

Compared to 2021, several governance items received more favorable reviews in 2023. About 4 in 10 respondents positively reviewed the City of Richmond treating residents with respect, up from 3 in 10 in the last survey iteration. Additionally, roughly 3 in 10 gave high marks to Richmond government treating all residents fairly, being open and transparent to the public, and welcoming resident involvement, all of which significantly increased since 2021.

While the economic outlook is improving, Richmond's economy continues to be a focus area.

Residents offered high ratings of importance (89% essential or very important) and relatively low ratings of quality (16% excellent or good) to the overall economic health, suggesting that the economy is a priority and opportunity for growth for the community. However, all economy-related evaluations either remained stable or increased from 2021 results indicating positive trajectory. The City received more favorable marks this year for economic development (21% excellent or good) and Richmond as a place to work (34%). Also on the rise was the overall quality of business and service establishments in Richmond, which earned positive reviews from one-third of respondents. When residents were asked about affordability, 28% of residents offered high marks to the cost of living in Richmond, compared to 21% in 2021. The availability of affordable quality health care and quality food were favorably reviewed by nearly 4 in 10, on par with prior survey results. Evaluations for the availability of affordable quality mental health care (23%) and quality childcare/preschool (24%) were also consistent with 2021 results.

Facets of Livability

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

Quality-Importance Matrix

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

29% or more of respondents were considered of “higher quality” and those with ratings lower than 29% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 80% or more of respondents. Services were rated as “less important” if they received a rating of less than 80%. This classification uses the median ratings for quality and importance to divide the services in half.

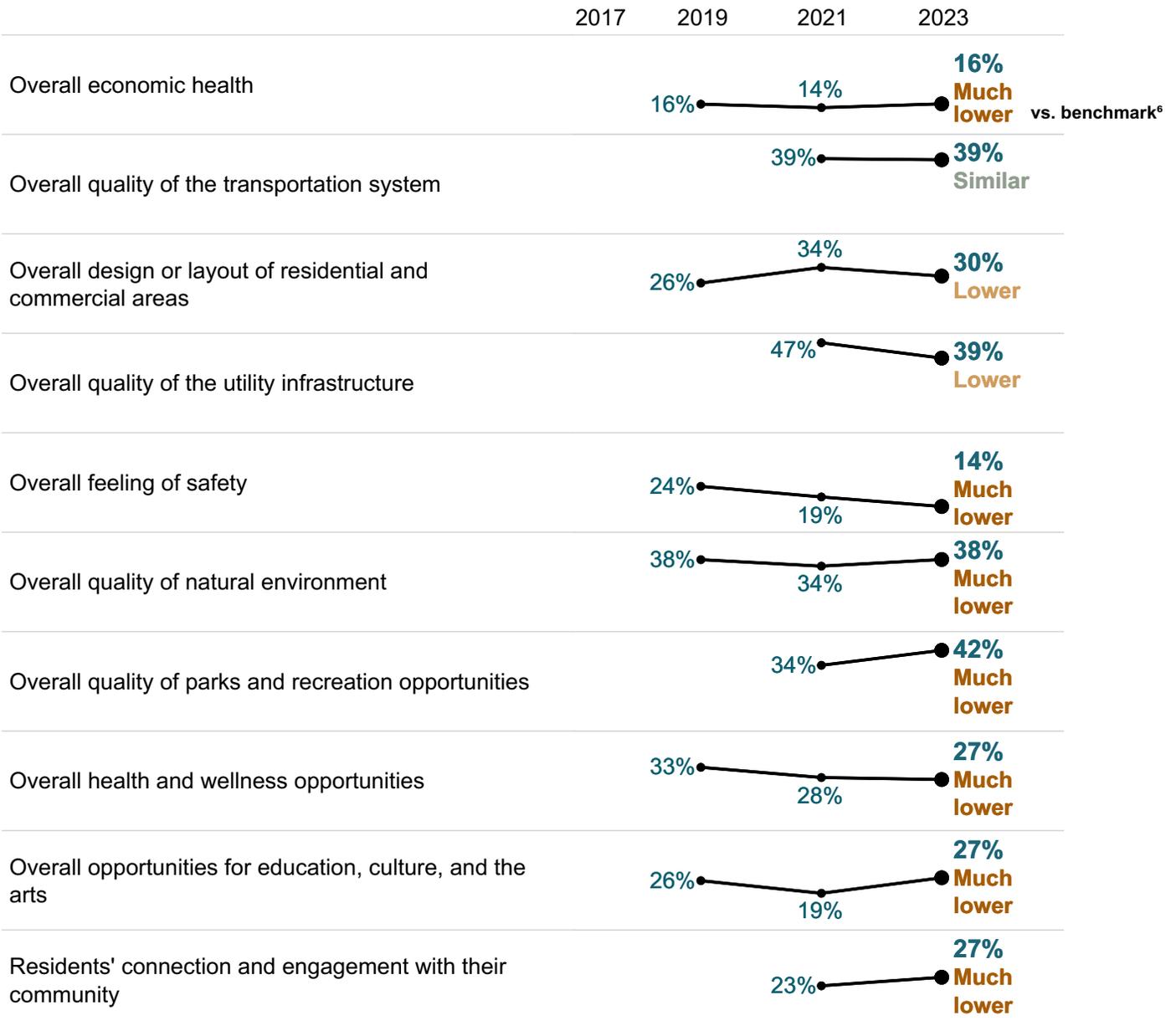
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings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



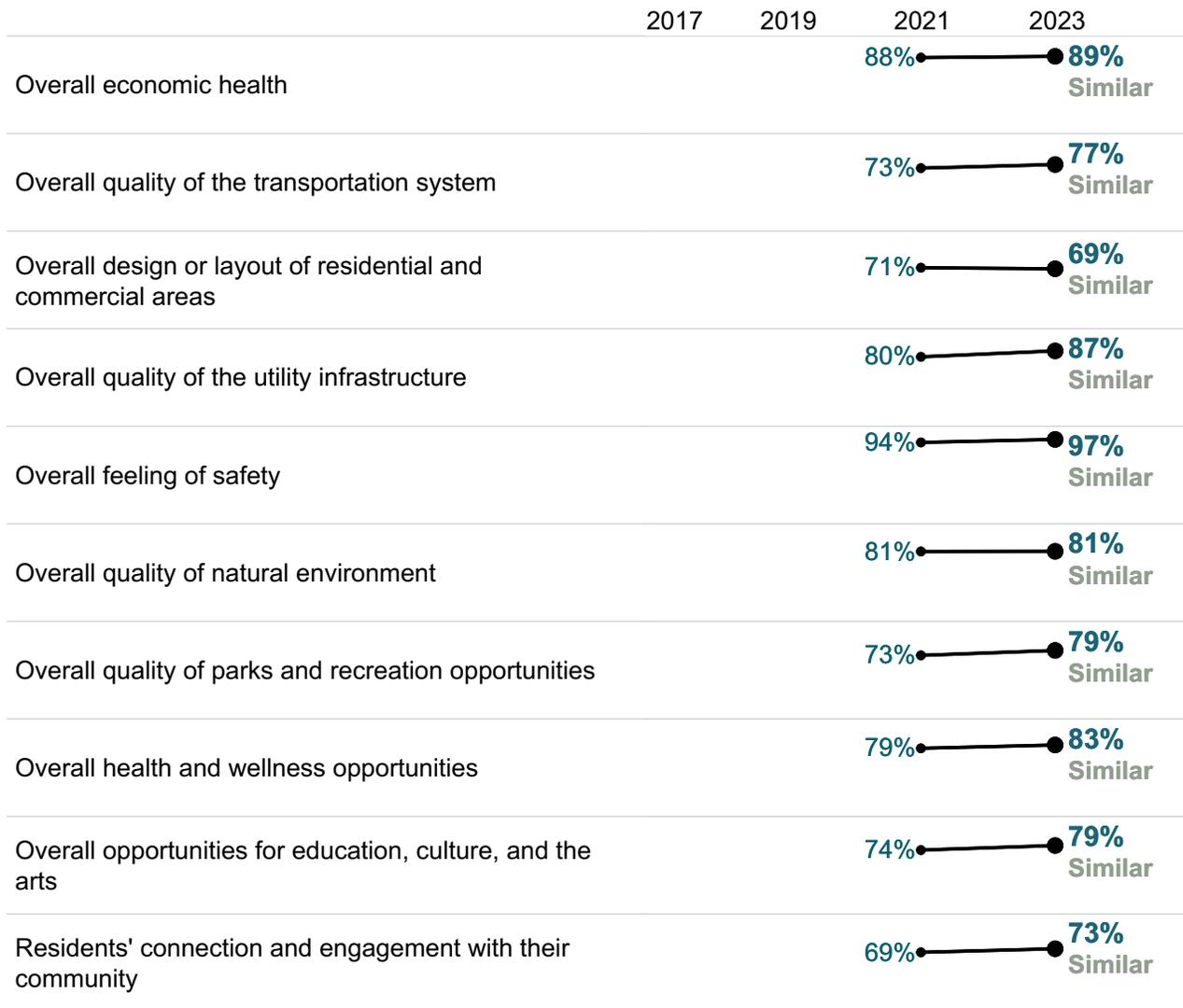
Quality and Importance by the Numbers

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

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



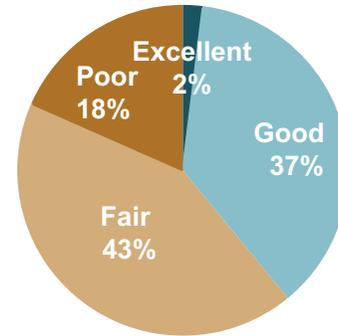
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.
 (% essential or very important)



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

Quality of Life

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



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



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



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



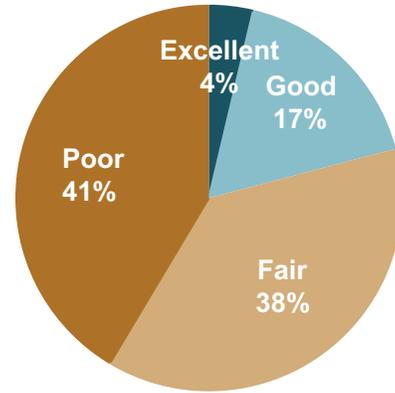
6. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Governance

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

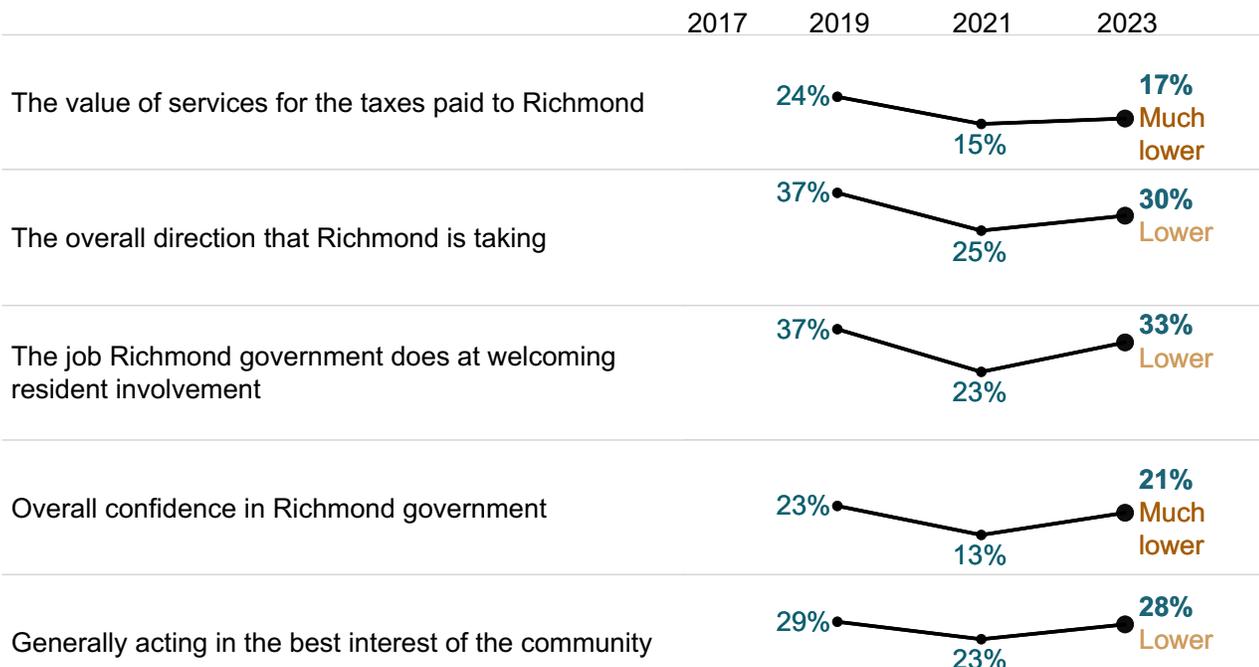
Overall confidence in Richmond government, 2023

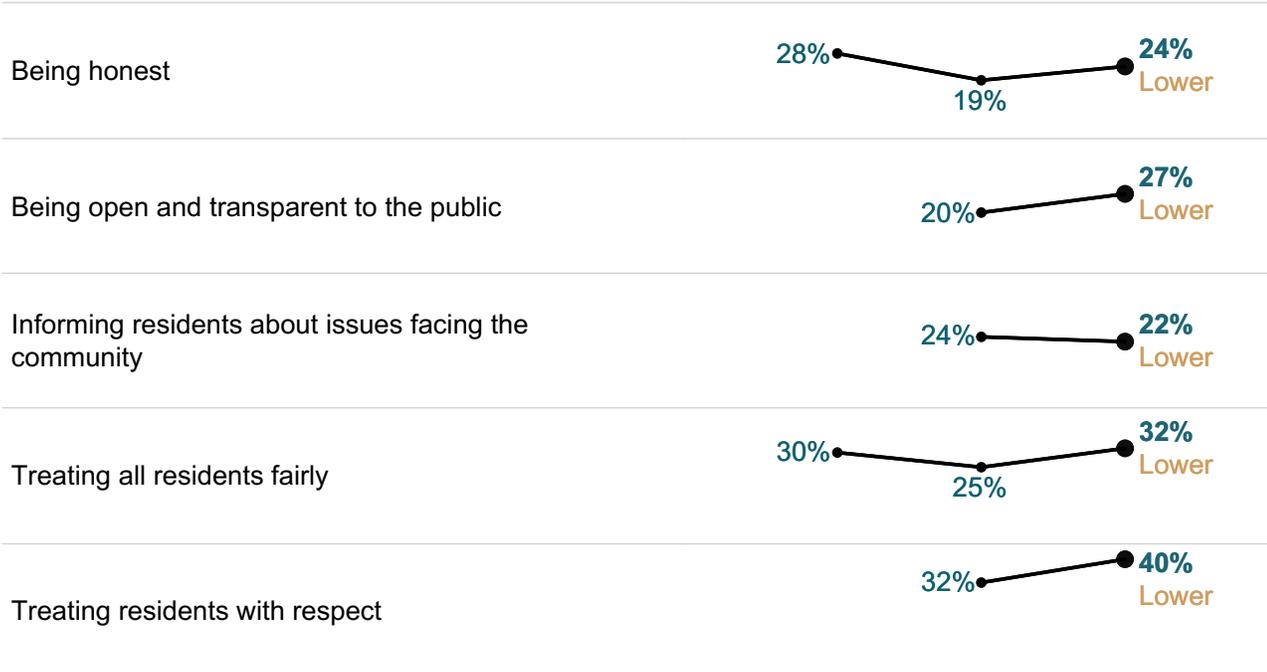


Please rate the quality of each of the following services in Richmond.
(% excellent or good)



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





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



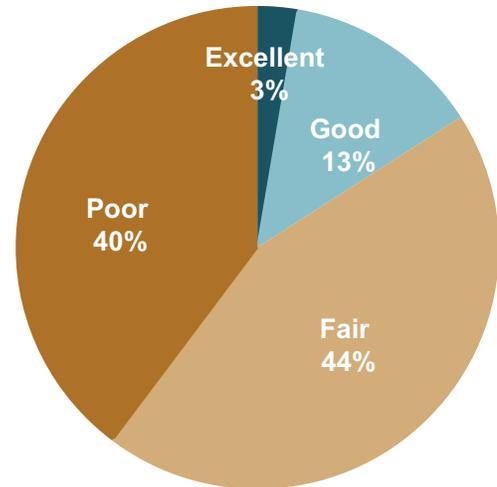
7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall economic health of Richmond, 2023



Economy

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



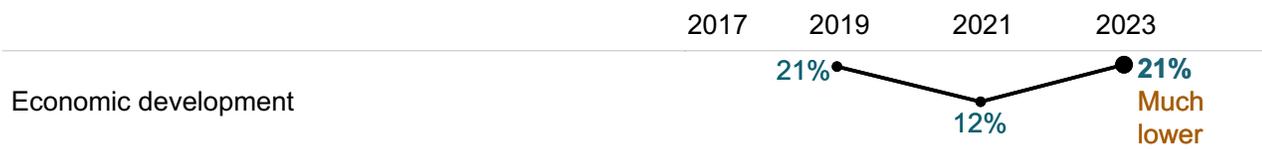
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



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

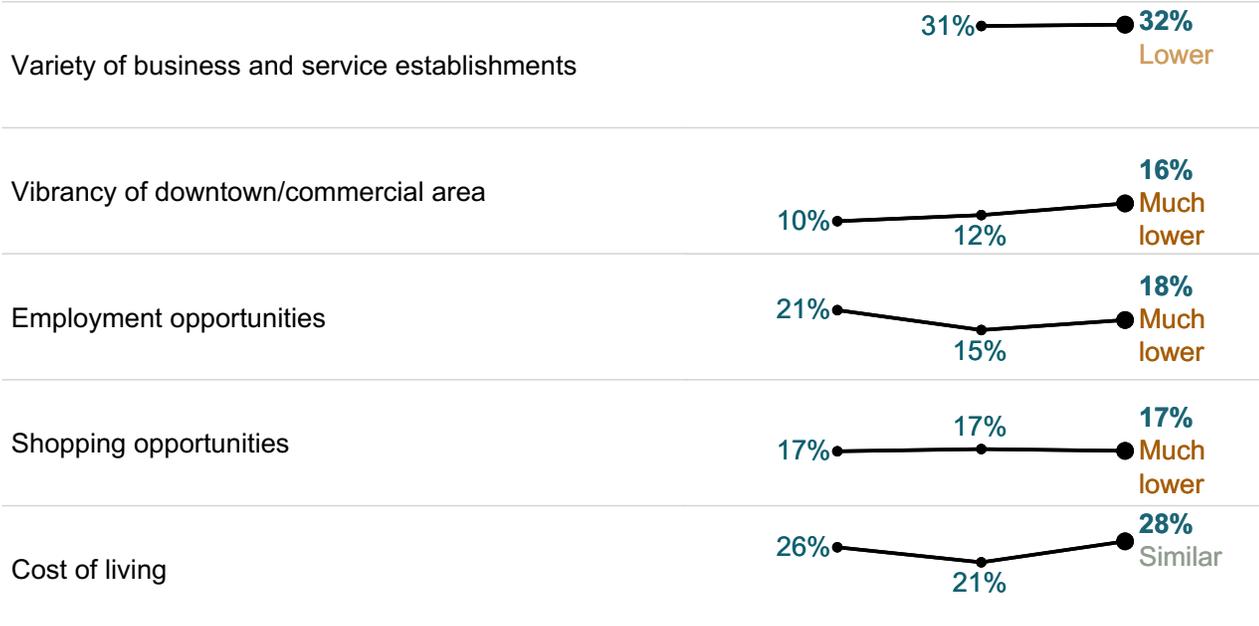


Please rate the quality of each of the following services in Richmond.
(% excellent or good)

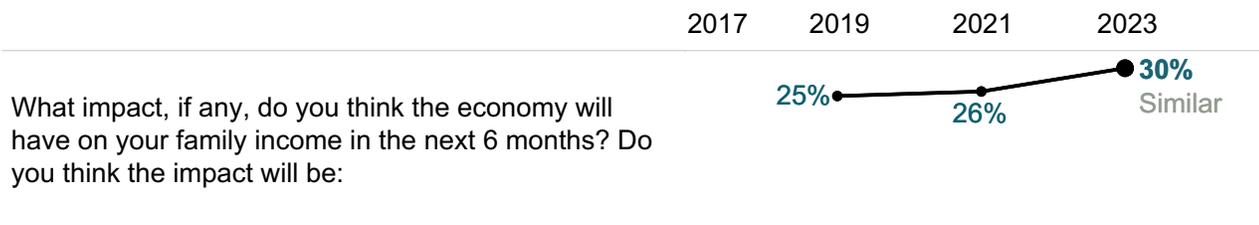


Please rate each of the following in the Richmond community.
(% excellent or good)





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

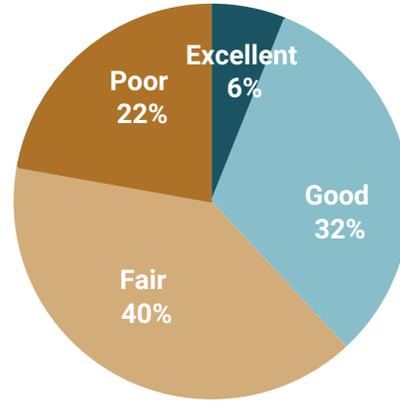


8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Richmond, 2023

Mobility

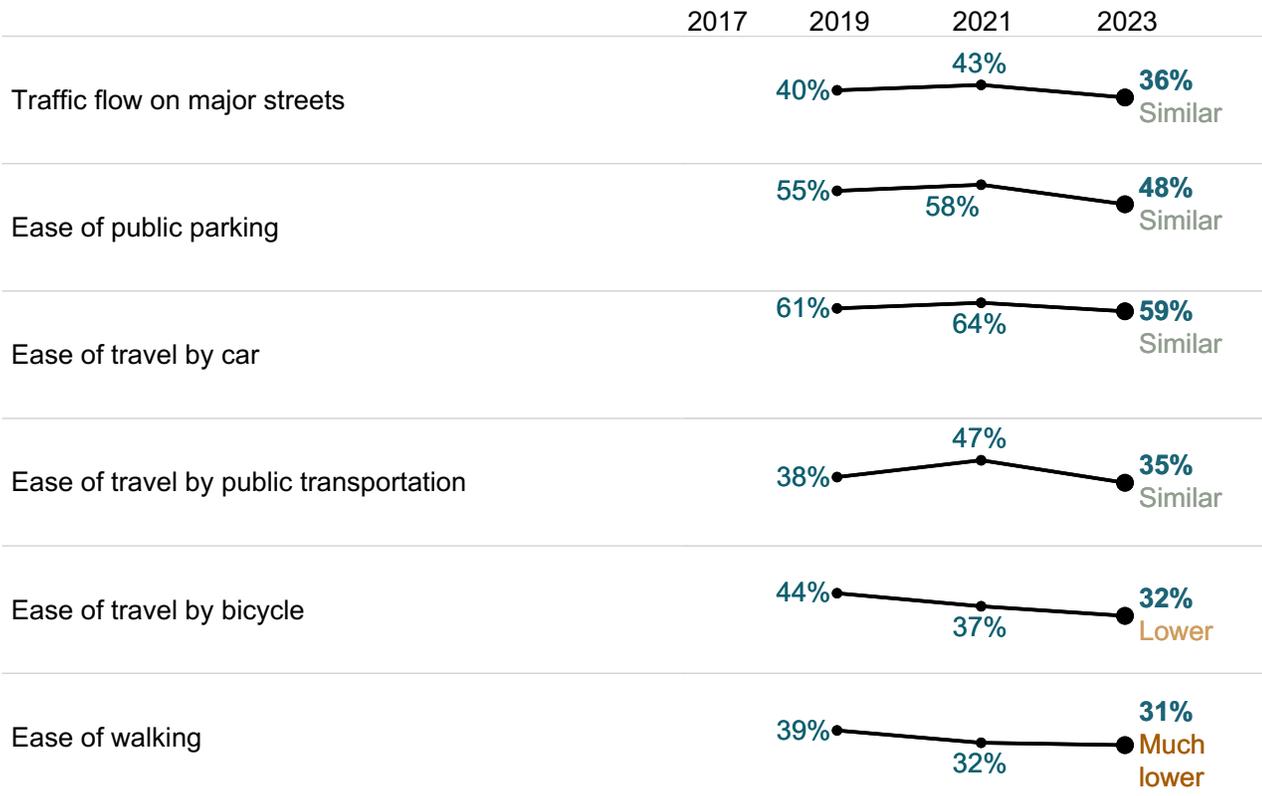
The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



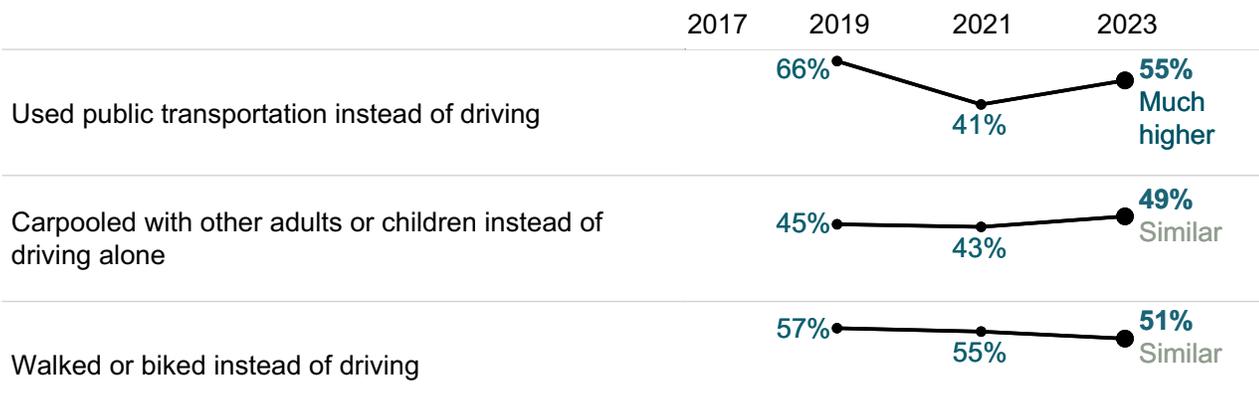
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)



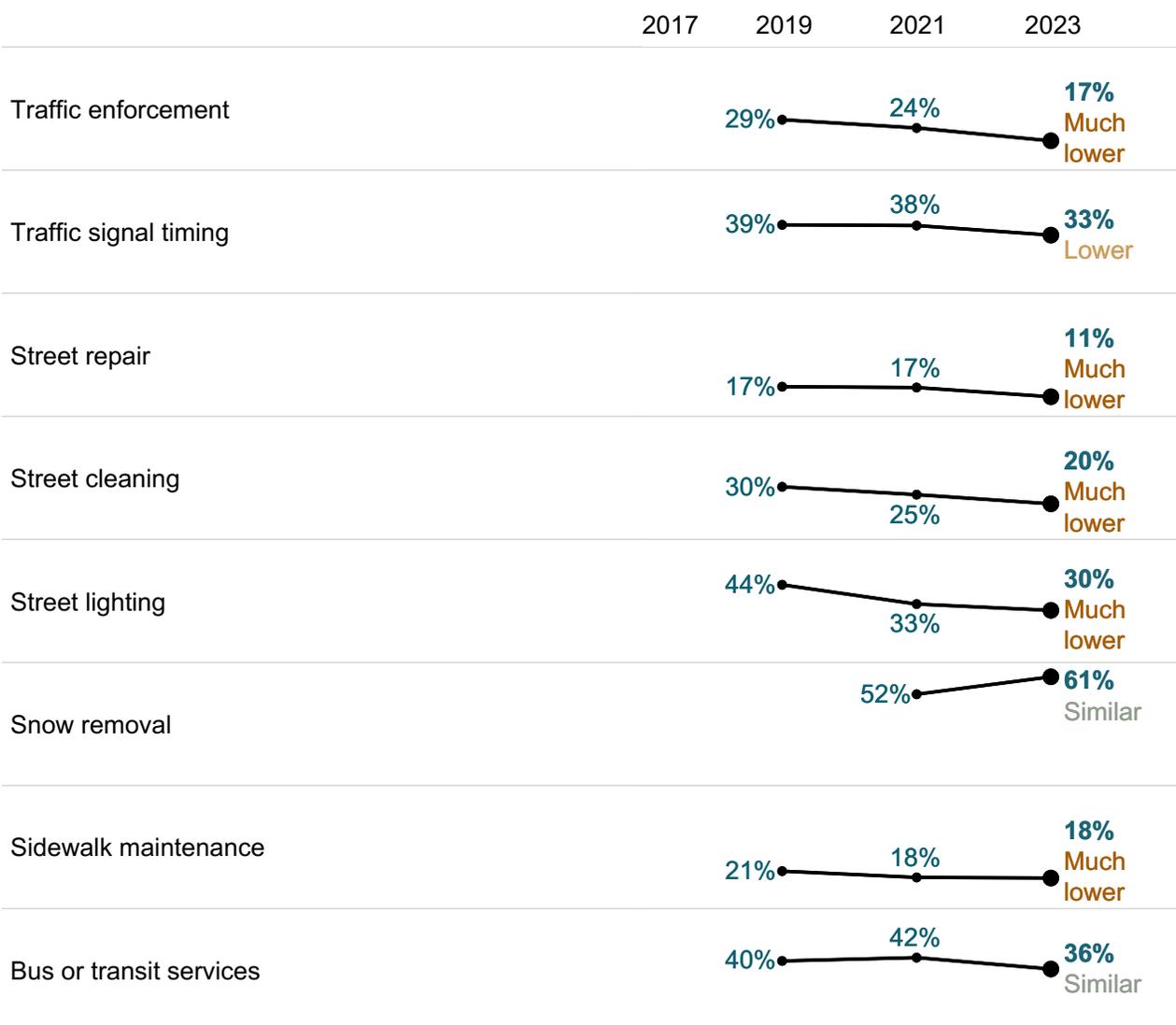
Please also rate each of the following in the Richmond community. (% excellent or good)



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



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

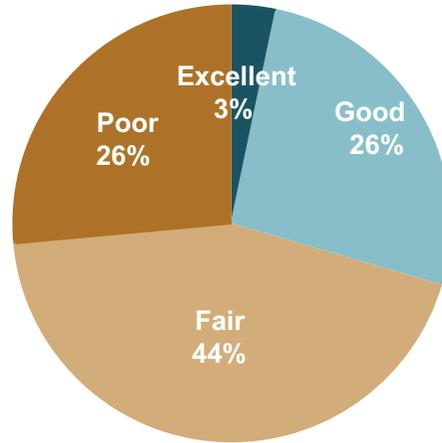


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

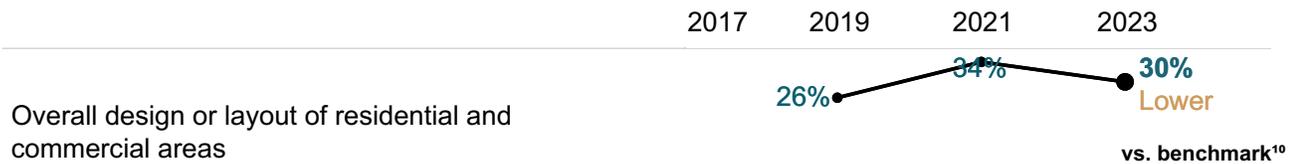
Overall design or layout of Richmond's residential and commercial areas, 2023

Community Design

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



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

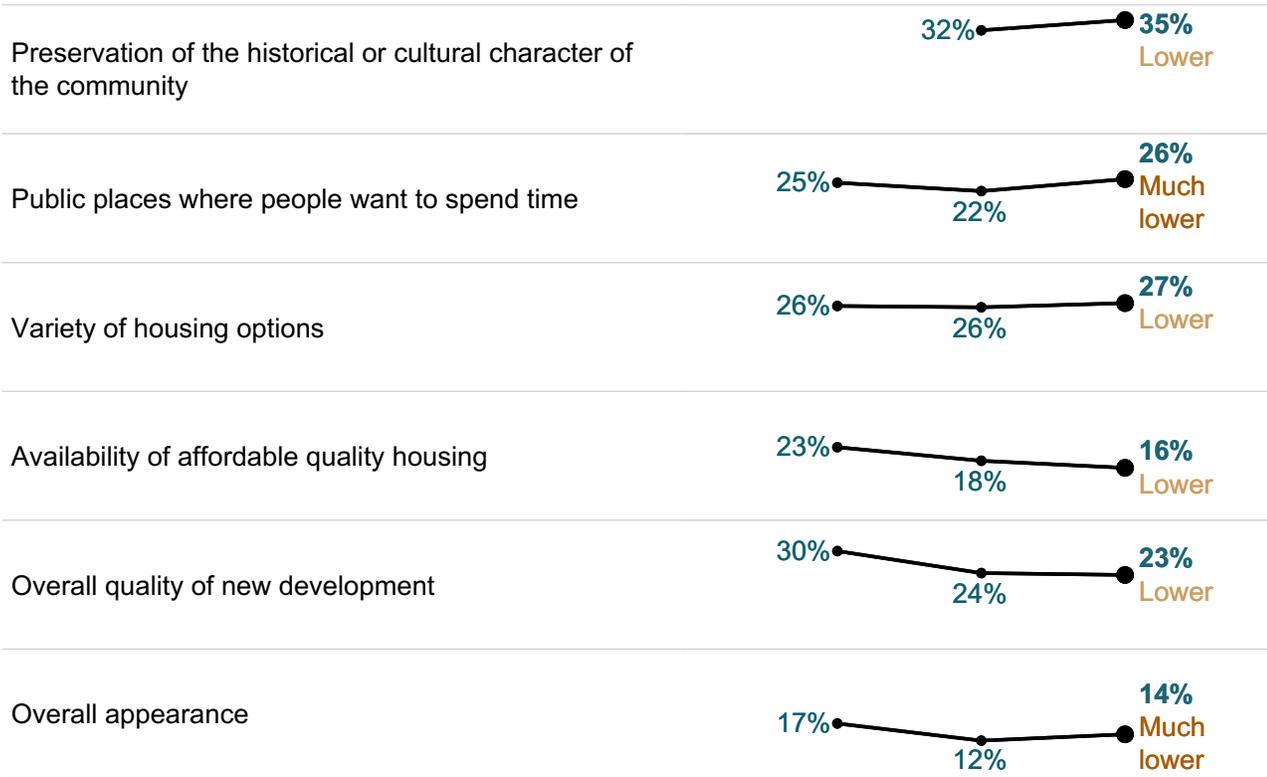


Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)



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





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

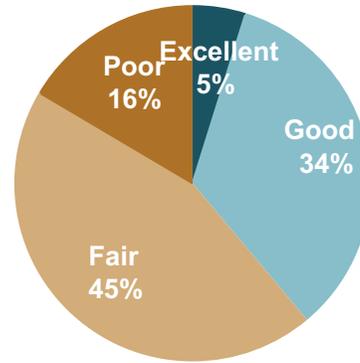


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

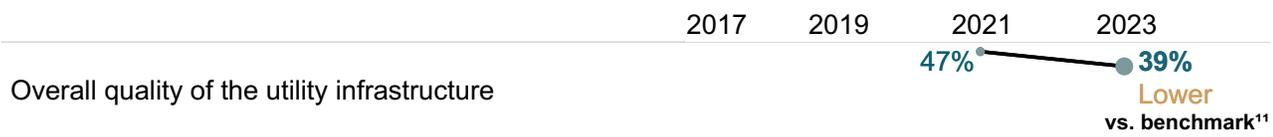
Overall quality of the utility infrastructure in Richmond, 2023

Utilities

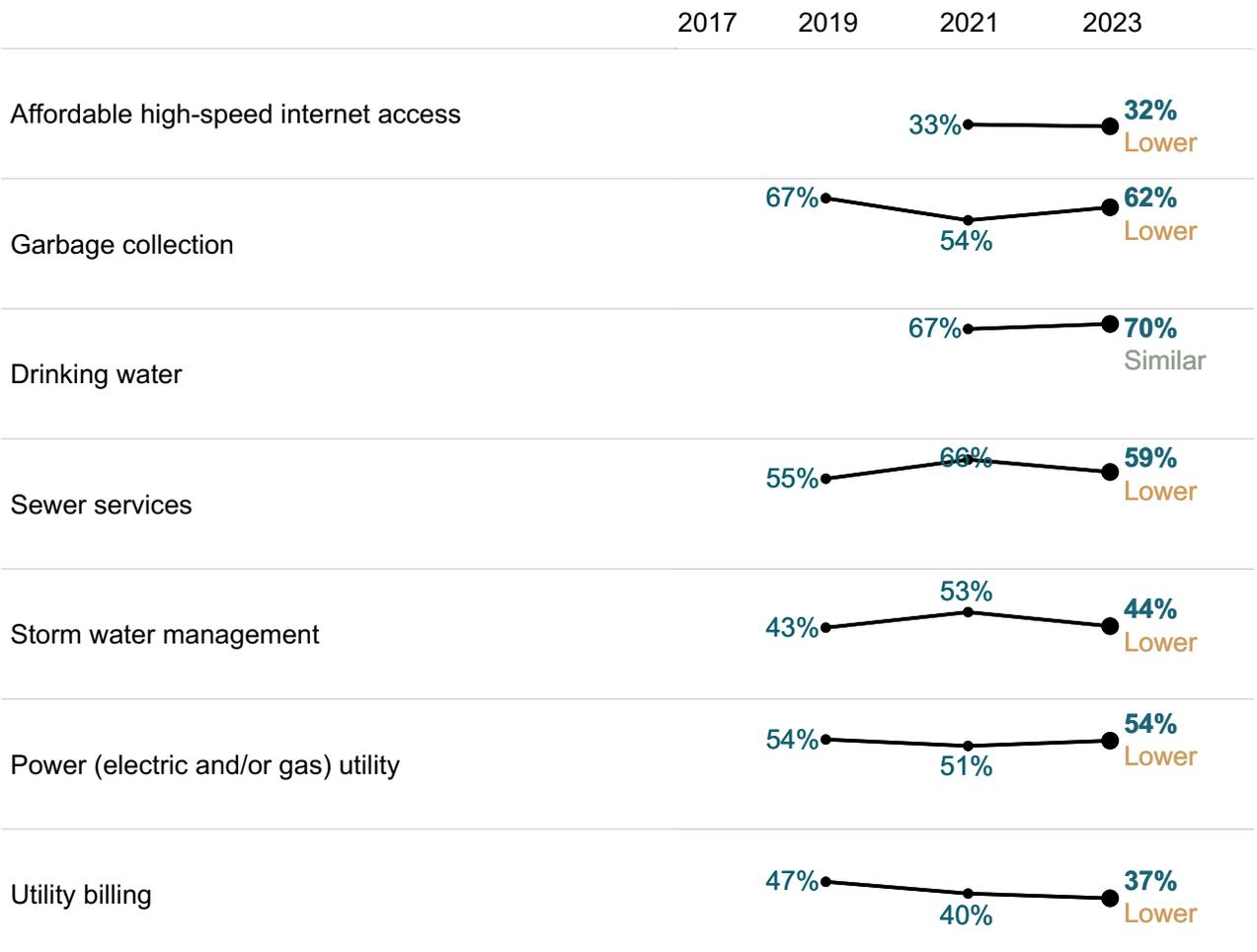
Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



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



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

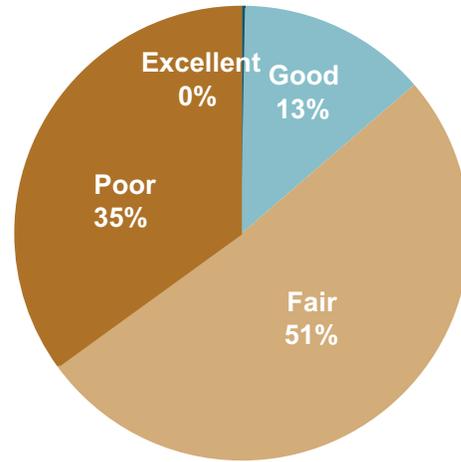


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall feeling of safety in Richmond, 2023

Safety

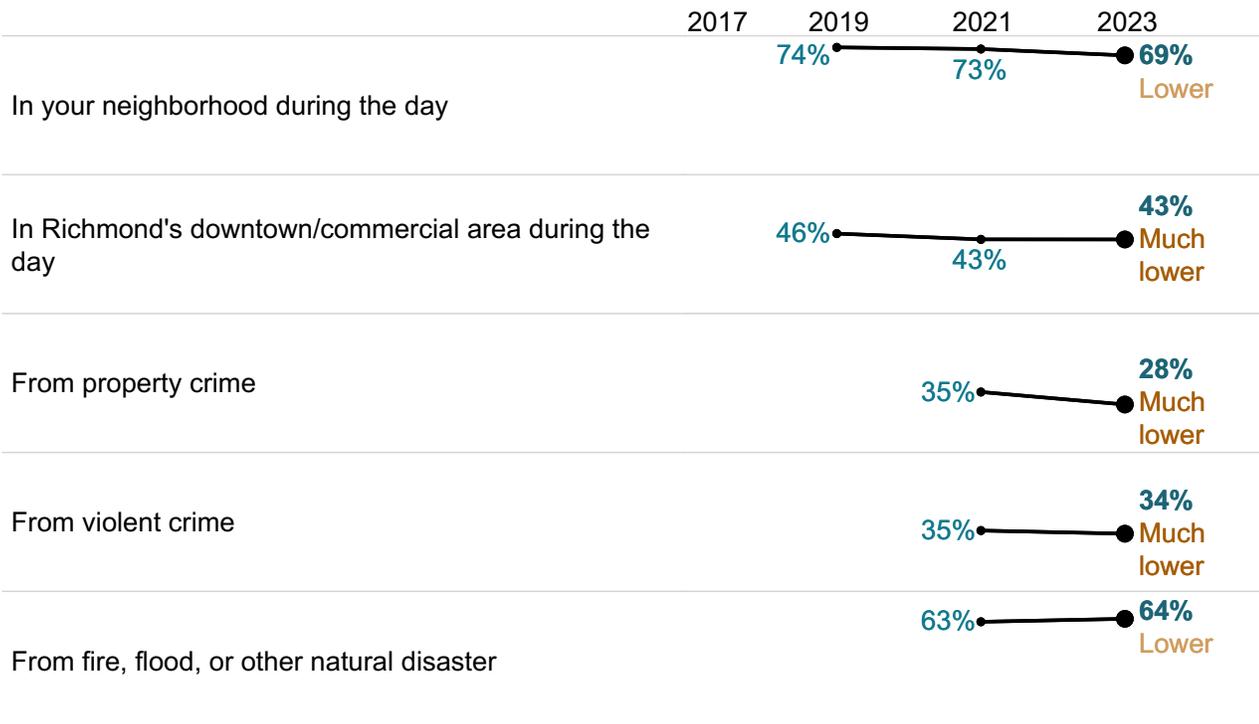
Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



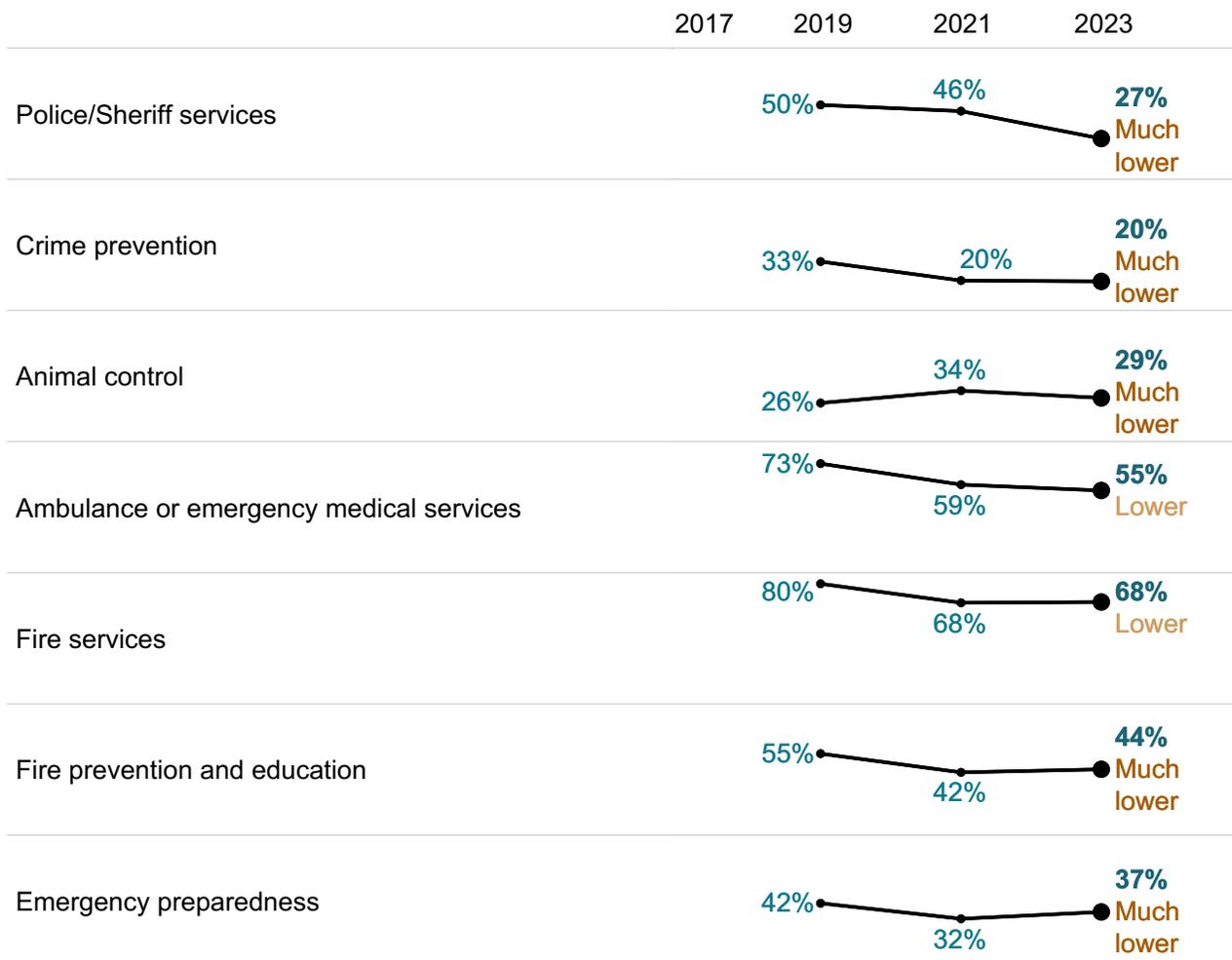
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



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



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

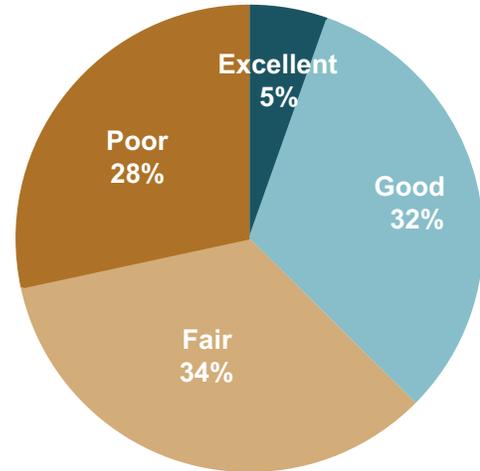


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

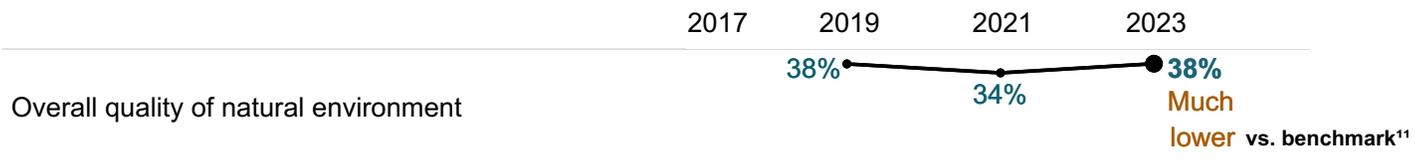
Overall quality of natural environment in Richmond, 2023

Natural Environment

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



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

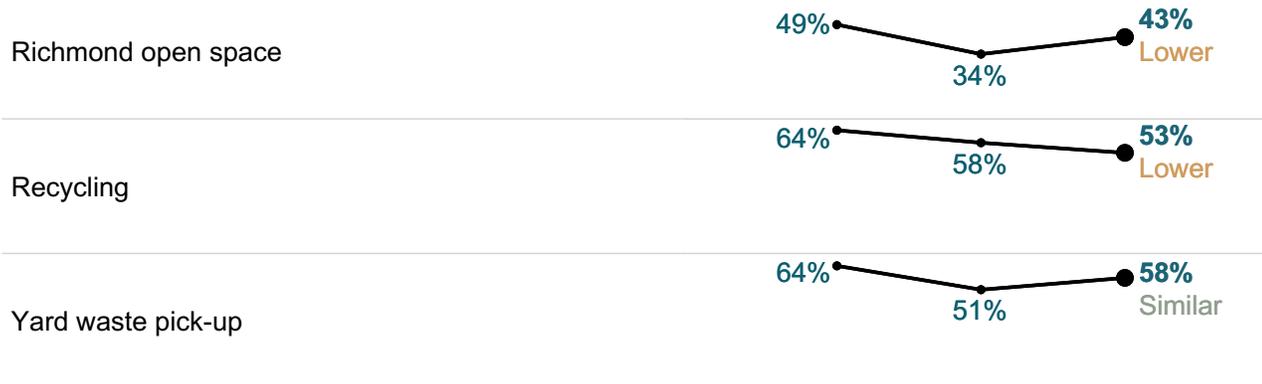


Please also rate each of the following in the Richmond community.
(% excellent or good)



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





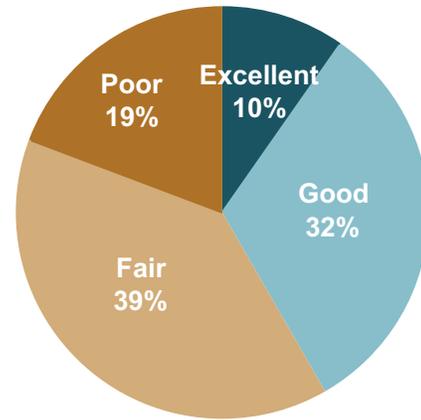
13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2023

Parks and Recreation

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

- National Recreation and Park Association



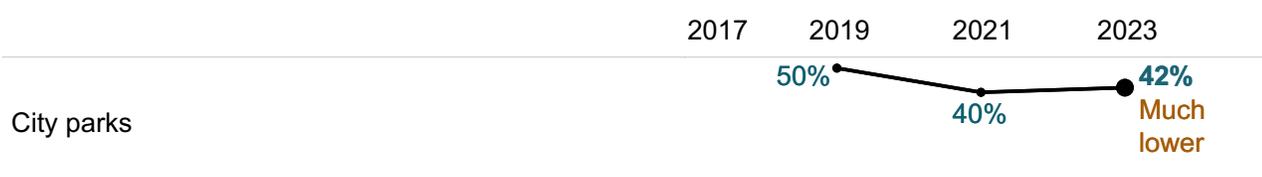
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

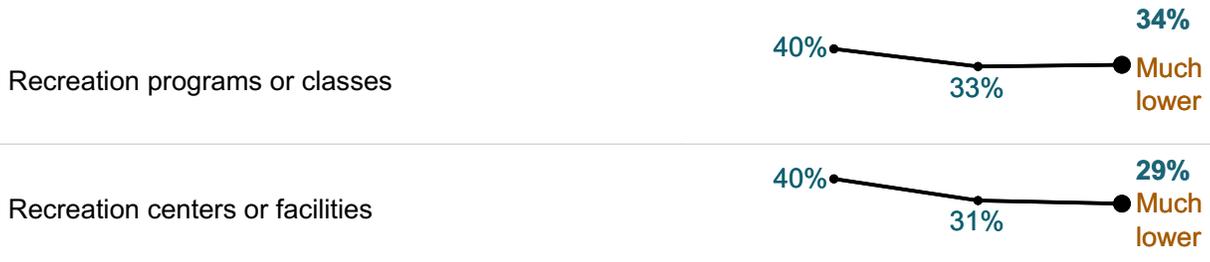


Please also rate each of the following in the Richmond community.
(% excellent or good)



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





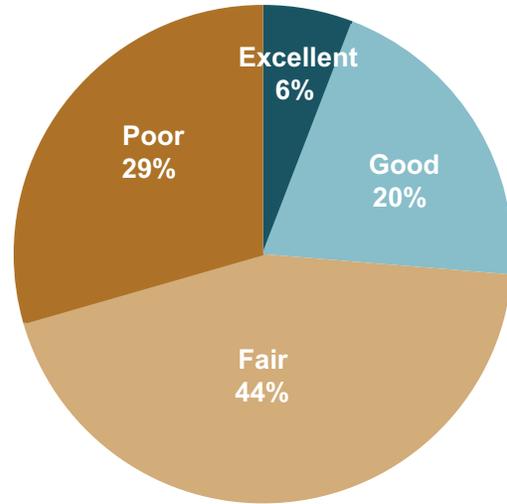
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Richmond, 2023



Health and Wellness

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



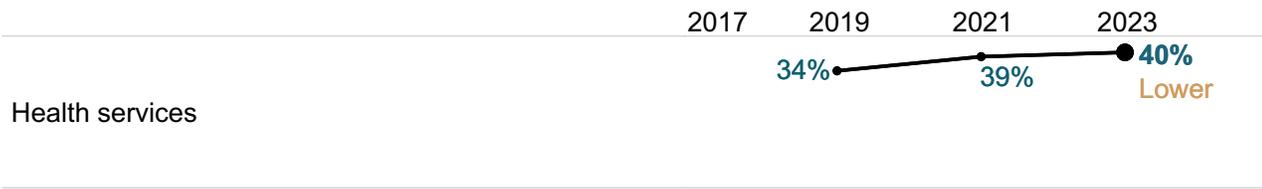
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)



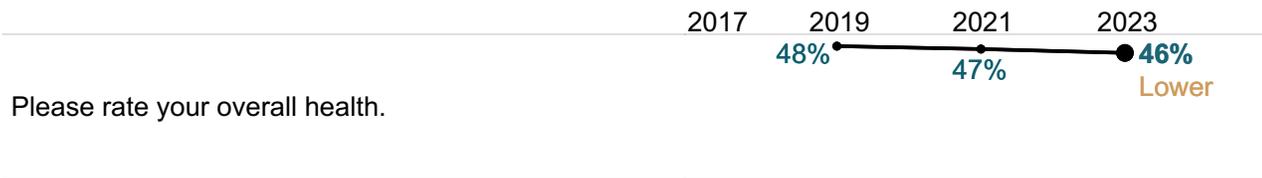
Please also rate each of the following in the Richmond community. (% excellent or good)



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



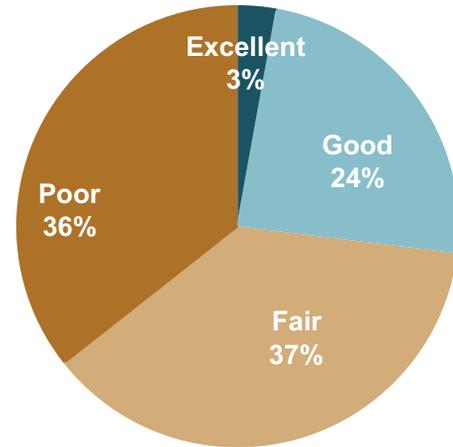
Please rate your overall health.
(% excellent or very good)



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

Education, Arts, and Culture

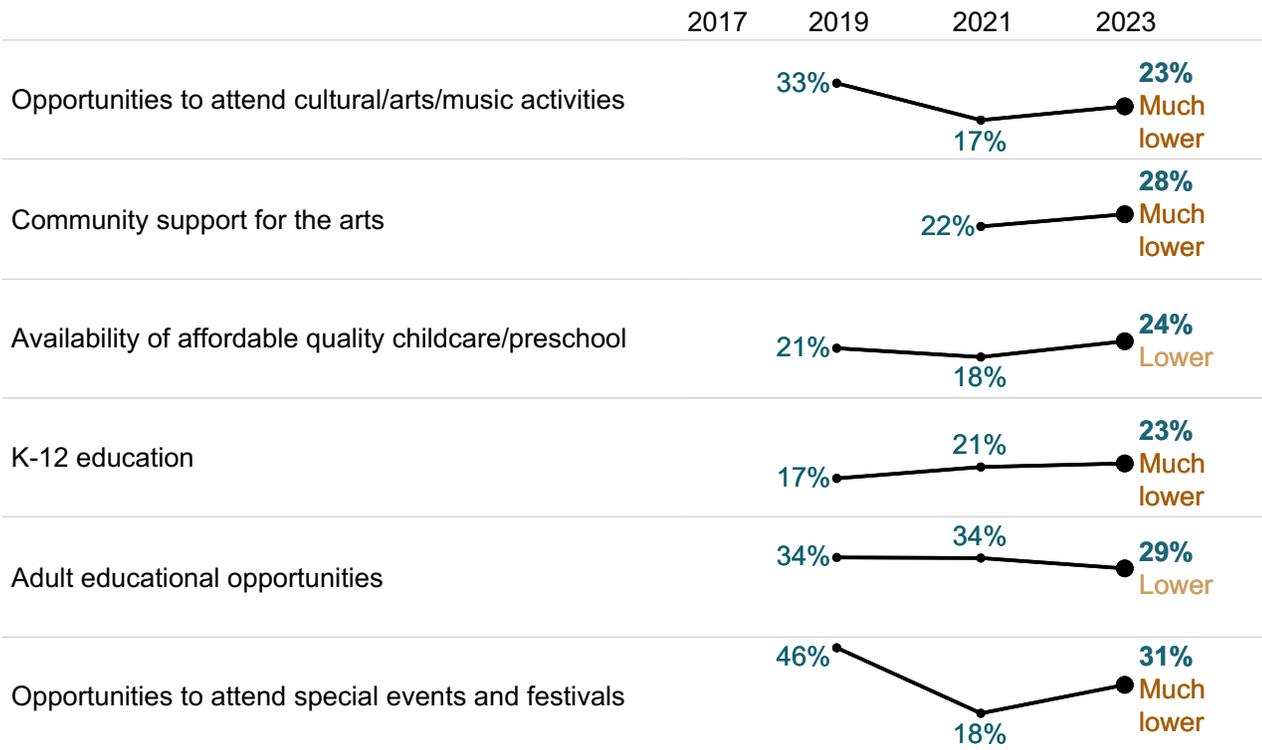
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



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



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



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

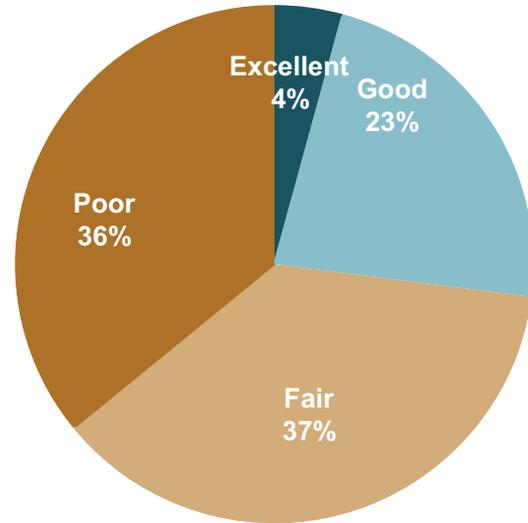


10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2023

Inclusivity and Engagement

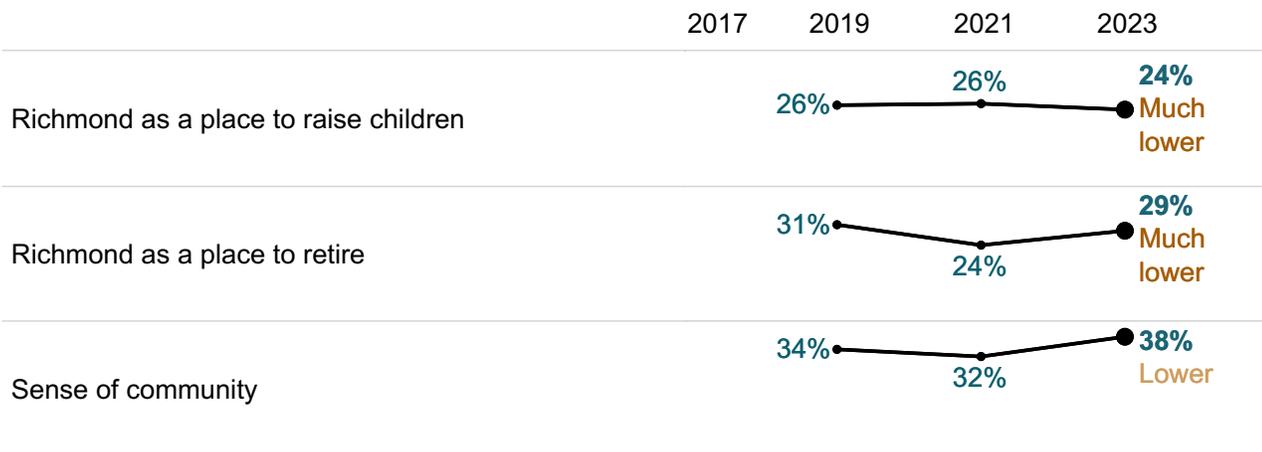
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



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



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



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



Attracting people from diverse backgrounds



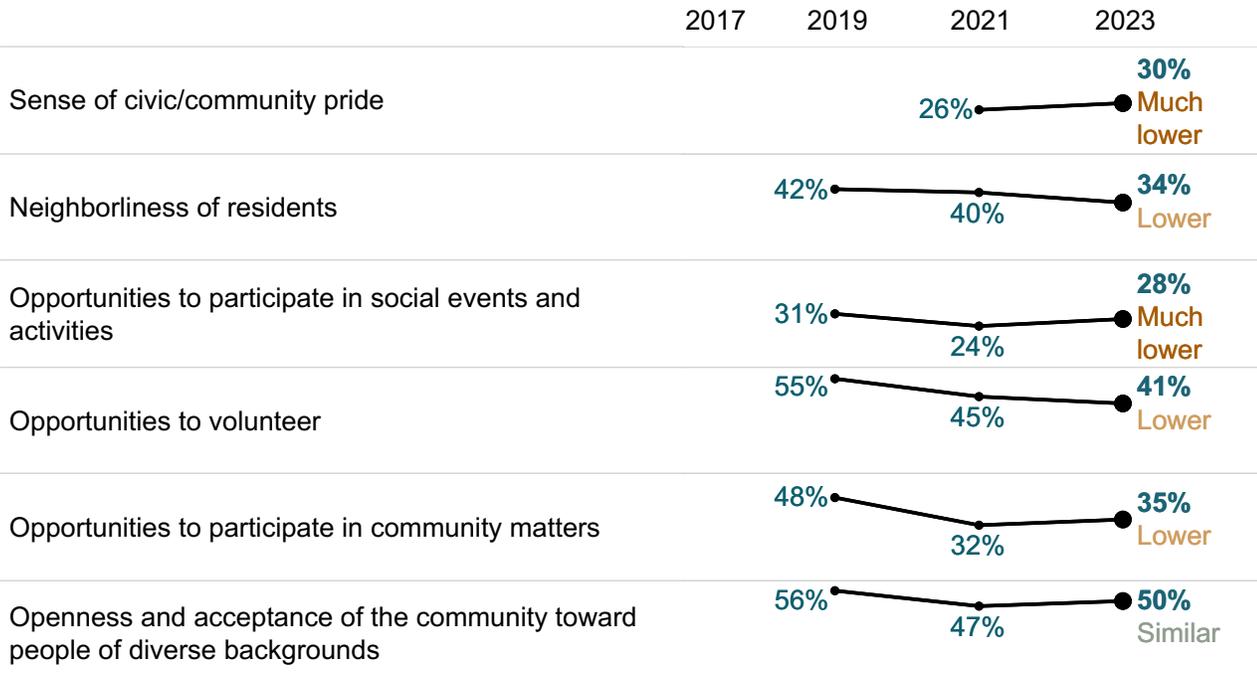
Valuing/respecting residents from diverse backgrounds



Taking care of vulnerable residents



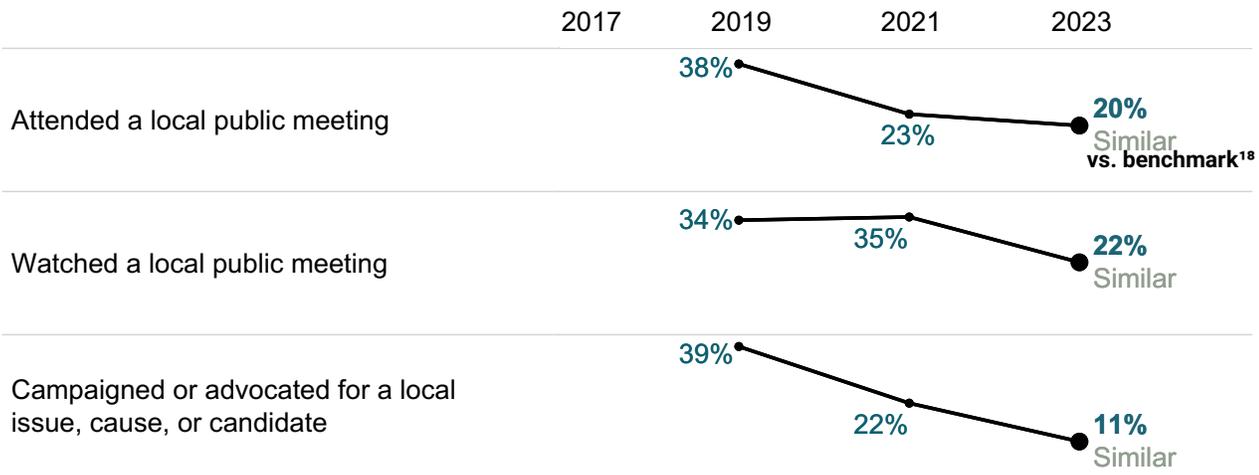
Please also rate each of the following in the Richmond community.
(% excellent or good)



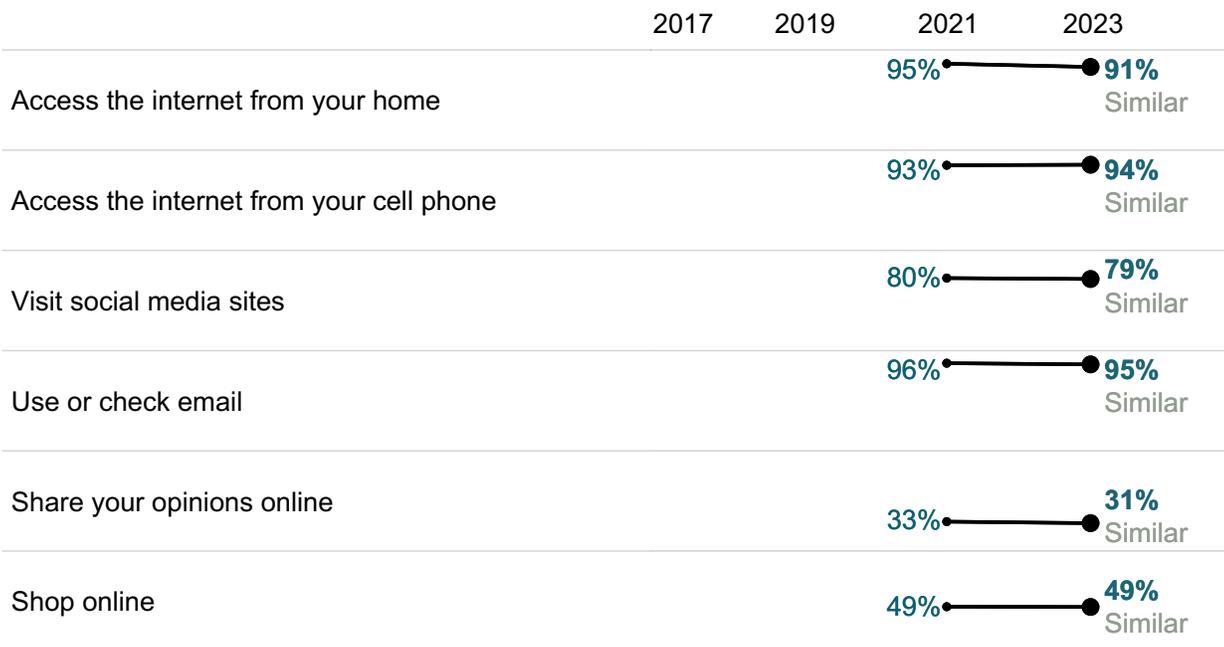
17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' Participation Levels

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



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

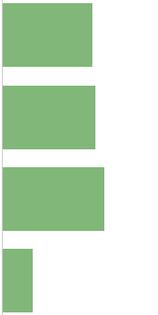
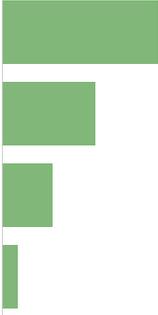
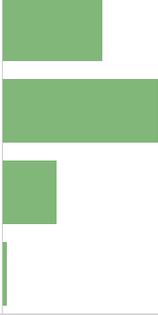
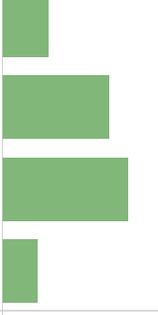
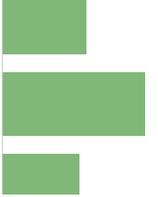


18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

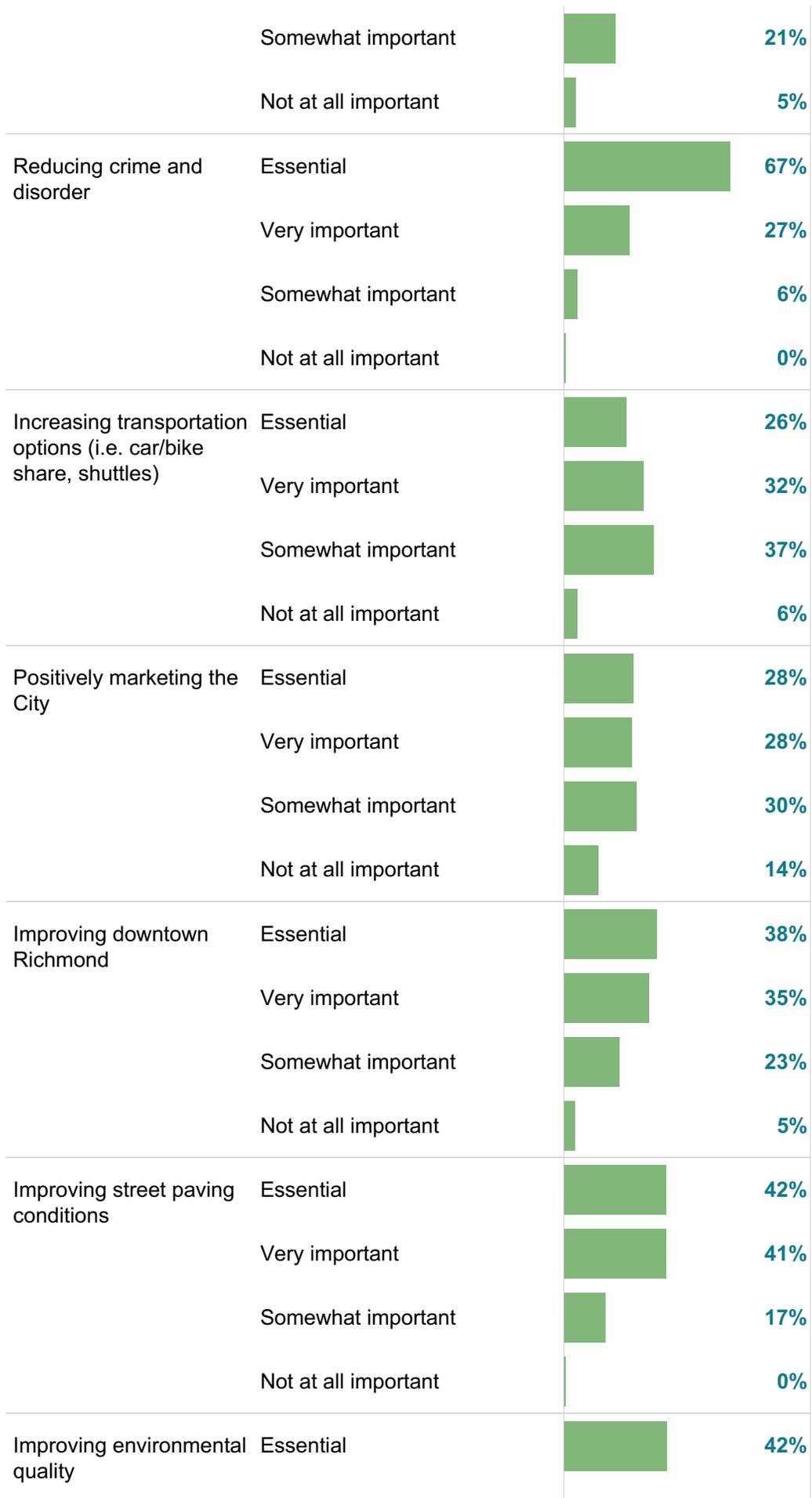
Custom Questions

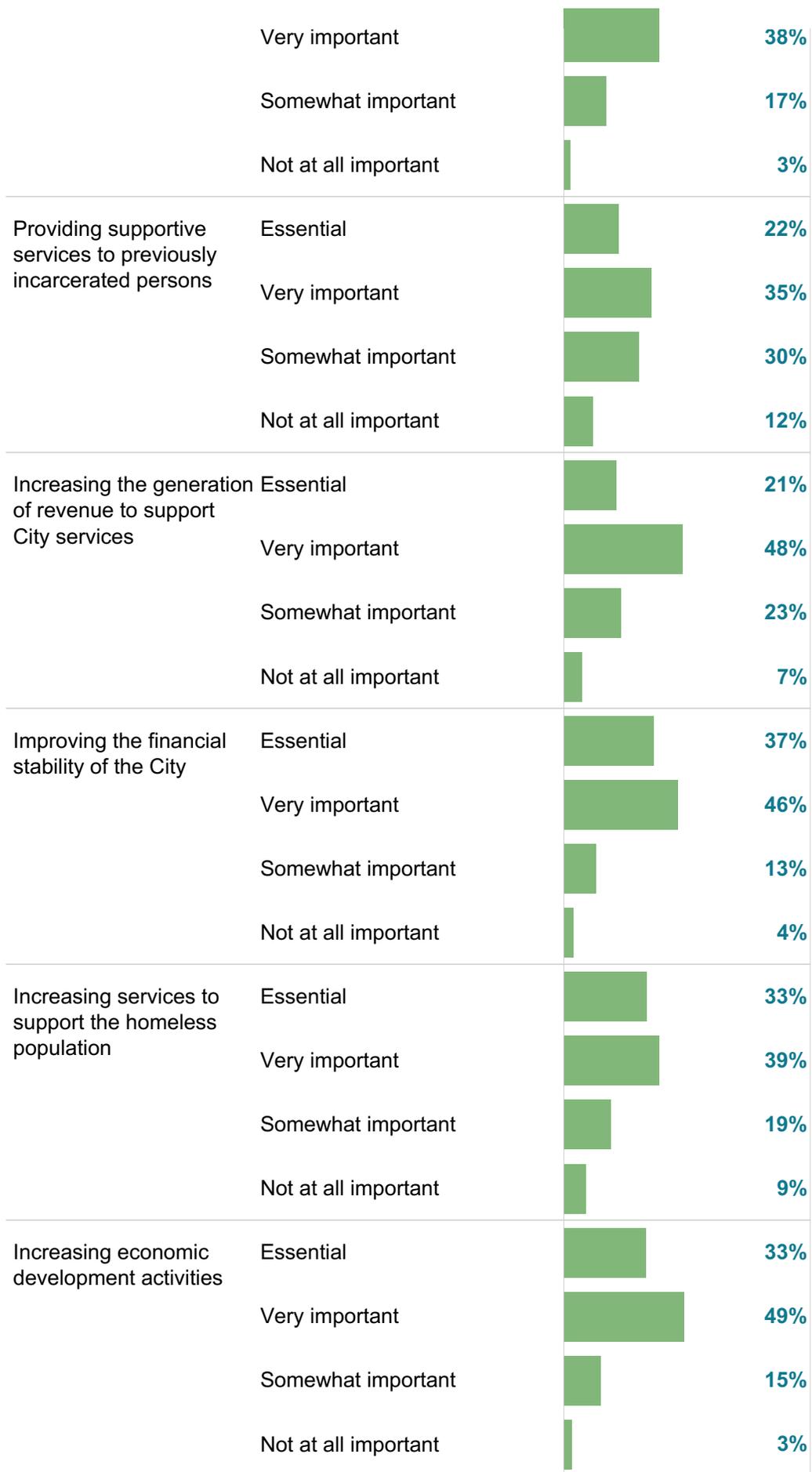
Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

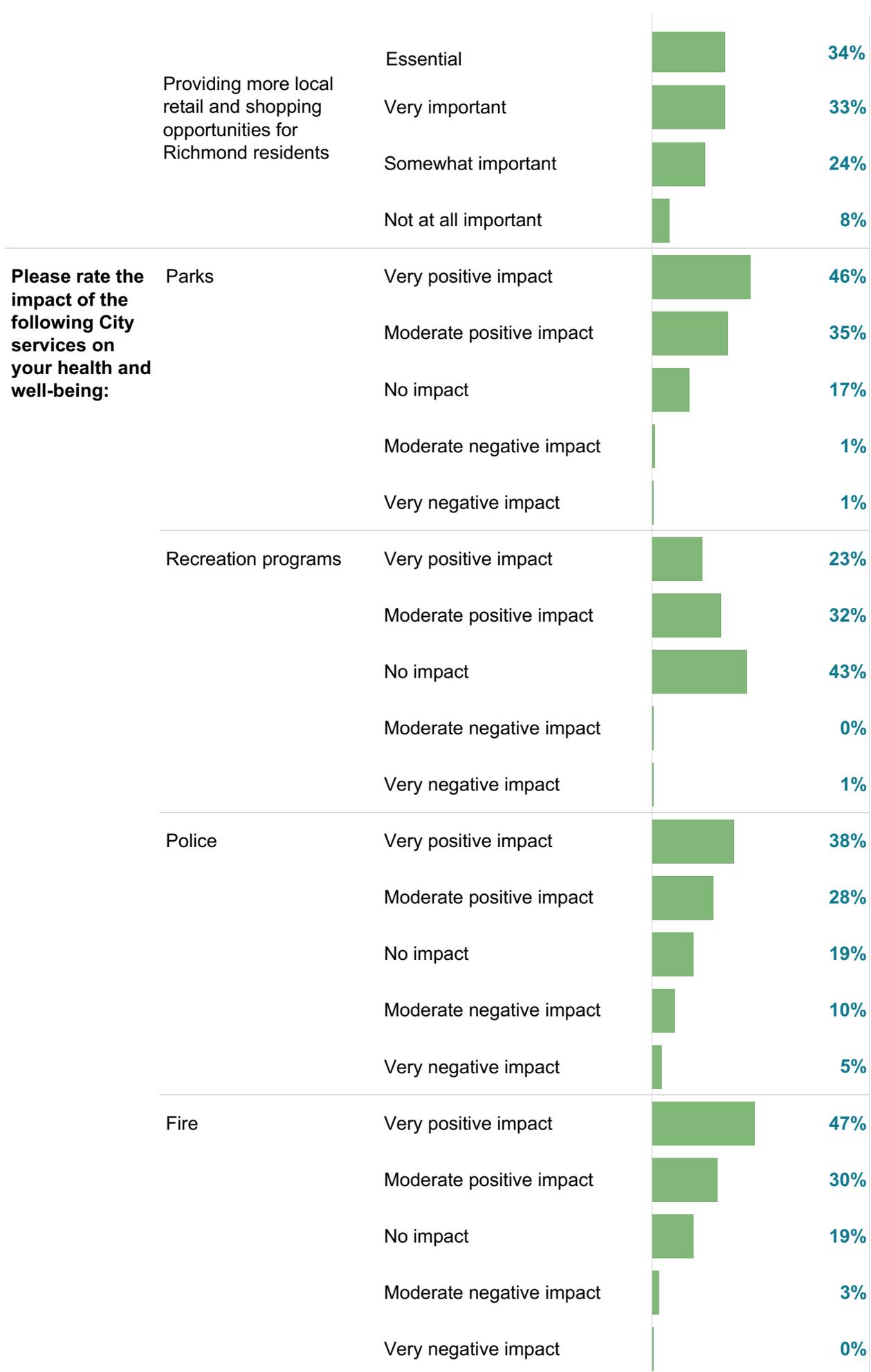
Include "don't know"
No

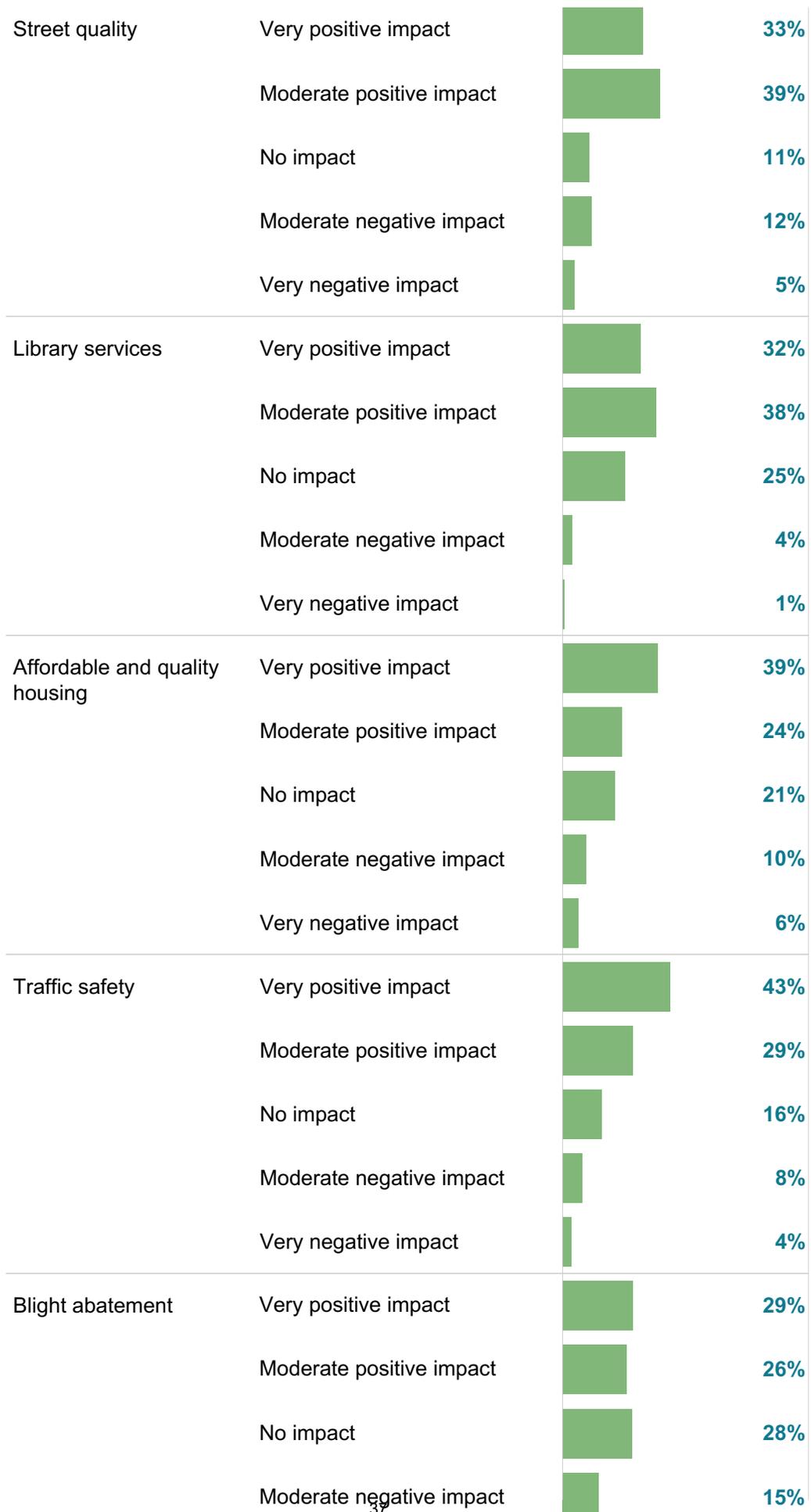
How important, if at all, are the following issues for the City to address within the next two years?	Expanding community wi-fi	Essential		29%
		Very important		30%
		Somewhat important		32%
		Not at all important		9%
	Providing quality affordable housing	Essential		49%
		Very important		30%
		Somewhat important		16%
		Not at all important		5%
	Improving traffic flow and pedestrian safety	Essential		32%
		Very important		49%
		Somewhat important		17%
		Not at all important		1%
	Preserving historic buildings	Essential		14%
		Very important		34%
		Somewhat important		40%
		Not at all important		11%
	Improving park conditions	Essential		27%
		Very important		46%
		Somewhat important		25%

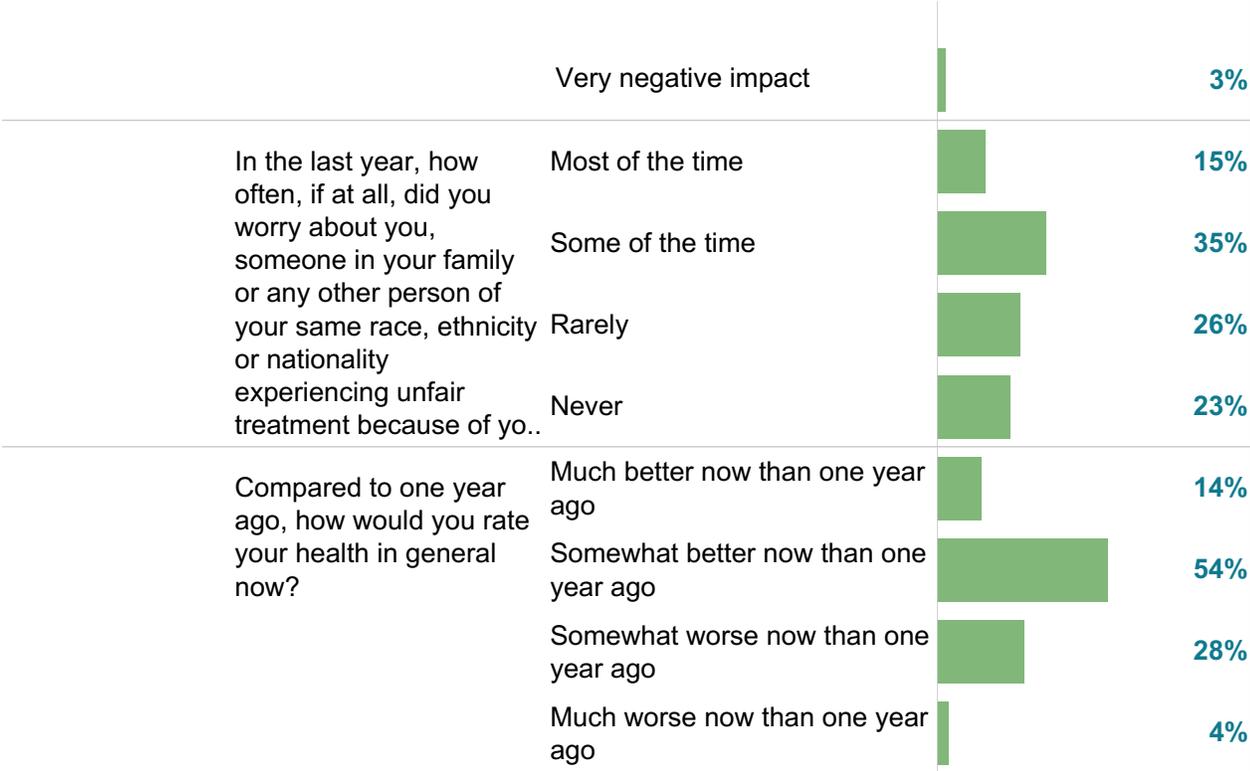
	Not at all important		3%
Providing more parks and open space	Essential		31%
	Very important		32%
	Somewhat important		28%
	Not at all important		9%
Renovating community centers and expanding programming	Essential		24%
	Very important		36%
	Somewhat important		34%
	Not at all important		5%
Upgrading existing and developing more athletic fields	Essential		19%
	Very important		37%
	Somewhat important		31%
	Not at all important		13%
Improving street and pedestrian lighting	Essential		30%
	Very important		47%
	Somewhat important		20%
	Not at all important		3%
Developing job training opportunities	Essential		39%
	Very important		39%
	Somewhat important		19%
	Not at all important		4%
Addressing blighted properties	Essential		35%
	Very important		39%











National Benchmark Tables

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

			% positive	Rank	Number of communities	Percentile	
Quality of Life	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Much lower	47%	355	358	1
		The overall quality of life	Much lower	40%	374	375	0
Please indicate how likely or unlikely you are to do each of the following.		Recommend living in Richmond to someone who asks	Much lower	61%	300	312	4
		Remain in Richmond for the next five years	Similar	76%	260	310	16
Please rate each of the following in the Richmond community.		Overall image or reputation	Much lower	9%	352	352	0
Governance	Please rate the quality of each of the following services in Richmond.	Public information services	Lower	30%	313	314	0
		Overall customer service by Richmond employees	Much lower	41%	351	354	0
Please rate the following categories of Richmond government performance.		The value of services for the taxes paid to Richmond	Much lower	17%	358	359	0
		The overall direction that Richmond is taking	Lower	30%	324	338	4
		The job Richmond government does at welcoming resident involvement	Lower	33%	315	335	5
		Overall confidence in Richmond government	Much lower	21%	305	307	0
		Generally acting in the best interest of the community	Lower	28%	304	311	2
		Being honest	Lower	24%	294	302	2
		Being open and transparent to the public	Lower	27%	244	254	4
		Informing residents about issues facing the community	Lower	22%	257	259	1
		Treating all residents fairly	Lower	32%	284	308	8
	Treating residents with respect	Lower	40%	234	251	7	

Governance	Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Much lower	28%	352	354	0
		The Federal Government	Similar	24%	227	294	23
Economy	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to work	Much lower	34%	343	353	3
		Richmond as a place to visit	Much lower	32%	308	317	3
	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Much lower	16%	311	312	0
		Overall quality of business and service establishments	Much lower	34%	308	313	1
	Please rate each of the following in the Richmond community.	Variety of business and service establishments	Lower	32%	232	249	7
		Vibrancy of downtown/commercial area	Much lower	16%	289	293	1
		Employment opportunities	Much lower	18%	311	324	4
		Shopping opportunities	Much lower	17%	298	316	6
		Cost of living	Similar	28%	247	304	19
	Please rate the quality of each of the following services in Richmond.	Economic development	Much lower	21%	304	308	1
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall economic health	Similar	89%	165	288	42
		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:	Similar	30%	65	296	78
	Mobility	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of the transportation system	Similar	39%	186	256
Traffic flow on major streets			Similar	36%	242	327	26
Please also rate each of the following in the Richmond community.		Ease of public parking	Similar	48%	212	293	27
		Ease of travel by car	Similar	59%	233	322	27
		Ease of travel by public transportation	Similar	35%	119	296	60
		Ease of travel by bicycle	Lower	32%	257	321	20
		Ease of walking	Much lower	31%	314	325	3
Please indicate whether or not you have done each of the following in the last 12	Used public transportation instead of driving	Much higher	55%	14	279	95	

Mobility	Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Similar	49%	73	296	75
		Walked or biked instead of driving	Similar	51%	200	298	33
	Please rate the quality of each of the following services in Richmond.	Traffic enforcement	Much lower	17%	347	347	0
		Traffic signal timing	Lower	33%	290	305	5
		Street repair	Much lower	11%	340	346	2
		Street cleaning	Much lower	20%	313	314	0
		Street lighting	Much lower	30%	331	335	1
		Snow removal	Similar	61%	111	264	58
		Sidewalk maintenance	Much lower	18%	313	315	0
		Bus or transit services	Similar	36%	159	285	44
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the comi..	Overall quality of the transportation system	Similar	77%	151	247	39	
Community Design	Please rate each of the following aspects of quality of life in Richmond.	Your neighborhood as a place to live	Lower	65%	315	320	1
	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall design or layout of residential and commercial areas	Lower	30%	303	304	0
	Please also rate each of the following in the Richmond community.	Well-planned residential growth	Lower	25%	216	250	14
		Well-planned commercial growth	Lower	23%	235	250	6
		Well-designed neighborhoods	Much lower	22%	246	248	1
		Preservation of the historical or cultural character of the community	Lower	35%	244	247	1
		Public places where people want to spend time	Much lower	26%	295	299	1
		Variety of housing options	Lower	27%	276	311	11
		Availability of affordable quality housing	Lower	16%	273	332	18
		Overall quality of new development	Lower	23%	305	322	5
Overall appearance	Much lower	14%	331	331	0		

Community Design	Please rate the quality of each of the following services in Richmond.	Land use, planning and zoning	Lower	23%	293	316	7
		Code enforcement	Much lower	13%	335	339	1
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall design or layout of residential and commercial areas	Similar	69%	239	288	17
Utilities	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of the utility infrastructure	Lower	39%	232	247	6
		Please rate the quality of each of the following services in Richmond.	Affordable high-speed internet access	Lower	32%	226	244
	Garbage collection		Lower	62%	305	325	6
	Drinking water	Similar	70%	189	312	39	
	Sewer services	Lower	59%	302	310	2	
	Storm water management	Lower	44%	309	321	4	
	Power (electric and/or gas) utility	Lower	54%	261	270	3	
	Utility billing	Lower	37%	283	289	2	
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall quality of the utility infrastructure	Similar	87%	208	247	16
	Safety	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall feeling of safety	Much lower	14%	346	347
Please rate how safe or unsafe you feel:			In your neighborhood during the day	Lower	69%	326	328
		In Richmond's downtown/commercial area during the day	Much lower	43%	317	318	0
		From property crime	Much lower	28%	256	257	0
		From violent crime	Much lower	34%	255	257	1
		From fire, flood, or other natural disaster	Lower	64%	224	248	10
Please rate the quality of each of the following services in Richmond.		Police/Sheriff services	Much lower	27%	369	369	0
		Crime prevention	Much lower	20%	345	345	0
		Animal control	Much lower	29%	321	322	0
		Ambulance or emergency medical services	Lower	55%	315	316	0

Safety	Please rate the quality of each of the following services in Richmond.	Fire services	Lower	68%	333	336	1	
		Fire prevention and education	Much lower	44%	309	309	0	
		Emergency preparedness	Much lower	37%	309	311	0	
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall feeling of safety	Similar	97%	14	288	95	
Natural environment	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of natural environment	Much lower	38%	312	313	0	
		Please also rate each of the following in the Richmond community.	Cleanliness	Much lower	12%	328	328	0
			Water resources	Lower	40%	190	230	17
	Air quality		Much lower	30%	296	300	1	
	Please rate the quality of each of the following services in Richmond.	Preservation of natural areas	Lower	44%	265	299	11	
		Richmond open space	Lower	43%	270	297	9	
		Recycling	Lower	53%	266	329	19	
		Yard waste pick-up	Similar	58%	227	292	22	
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall quality of natural environment	Similar	81%	216	288	25	
	Parks and Recreation	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of parks and recreation opportunities	Much lower	42%	250	253	1
Please also rate each of the following in the Richmond community.			Availability of paths and walking trails	Lower	38%	295	324	9
		Fitness opportunities	Much lower	36%	291	301	3	
		Recreational opportunities	Much lower	35%	303	318	5	
Please rate the quality of each of the following services in Richmond.		City parks	Much lower	42%	322	325	1	
		Recreation programs or classes	Much lower	34%	314	319	1	
		Recreation centers or facilities	Much lower	29%	296	307	3	
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..		Overall quality of parks and recreation opportunities	Similar	79%	184	248	26	
Health and wellness	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall health and wellness opportunities	Much lower	27%	306	306	0	

Health and wellness	Please also rate each of the following in the Richmond community.	Availability of affordable quality food	Lower	36%	283	298	5
		Availability of affordable quality health care	Lower	35%	276	305	9
		Availability of preventive health services	Lower	32%	271	292	7
		Availability of affordable quality mental health care	Lower	23%	251	296	15
	Please rate the quality of each of the following services in Richmond.	Health services	Lower	40%	253	286	11
		Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall health and wellness opportunities	Similar	83%	51	288
		Please rate your overall health.	Lower	46%	289	294	2
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall opportunities for education, culture, and the arts	Much lower	27%	304	309	1
		Please also rate each of the following in the Richmond community.	Opportunities to attend cultural/arts/music activities	Much lower	23%	294	314
		Community support for the arts	Much lower	28%	229	247	7
		Availability of affordable quality childcare/preschool	Lower	24%	270	307	12
		K-12 education	Much lower	23%	308	309	0
		Adult educational opportunities	Lower	29%	258	300	14
		Opportunities to attend special events and festivals	Much lower	31%	302	303	0
	Please rate the quality of each of the following services in Richmond.	Public library services	Lower	59%	314	322	2
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the commi..	Overall opportunities for education, culture, and the arts	Similar	79%	42	288	85	
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to raise children	Much lower	24%	361	361	0
		Richmond as a place to retire	Much lower	29%	353	358	1
		Sense of community	Lower	38%	318	327	3
	Please rate each of the following characteristics as they relate to Richmond as a whole.	Residents' connection and engagement with their community	Much lower	27%	244	250	2
		Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	Lower	40%	250	254
		Attracting people from diverse backgrounds	Similar	59%	123	251	51

Inclusivity and Engagement	Please rate the job you feel the Richmond community does at each of the following.	Valuing/respecting residents from diverse backgrounds	Similar	48%	207	252	18
		Taking care of vulnerable residents	Lower	24%	234	248	6
	Please also rate each of the following in the Richmond community.	Sense of civic/community pride	Much lower	30%	242	248	2
		Neighborliness of residents	Lower	34%	298	300	1
		Opportunities to participate in social events and activities	Much lower	28%	308	309	0
		Opportunities to volunteer	Lower	41%	297	304	2
		Opportunities to participate in community matters	Lower	35%	304	305	0
		Openness and acceptance of the community toward people of diverse backgrounds	Similar	50%	227	323	30
		Residents' connection and engagement with their community	Similar	73%	76	288	73
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	Similar	39%	263	327	19
		Contacted Richmond elected officials to express your opinion	Similar	14%	182	298	39
		Attended a local public meeting	Similar	20%	137	301	54
		Watched a local public meeting	Similar	22%	173	290	40
		Volunteered your time to some group/activity	Similar	28%	191	304	37
		Campaigned or advocated for a local issue, cause, or candidate	Similar	11%	257	294	12
		Voted in your most recent local election	Similar	71%	170	247	31
	In general, how many times do you:	Access the internet from your home	Similar	91%	188	246	23
		Access the internet from your cell phone	Similar	94%	133	248	46
		Visit social media sites	Similar	79%	130	247	47
		Use or check email	Similar	95%	195	248	21
		Share your opinions online	Similar	31%	78	248	68
		Shop online	Similar	49%	185	247	25

Custom Benchmark Tables

This table contains the comparisons of Richmond's results to communities with both a population between 95,000 and 135,000 and median household income between \$70,000 and \$100,000. The first column shows the comparison of Richmond's rating to the benchmark. Richmond's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different than the benchmark. The second column is Richmond's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Richmond's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Richmond's result -- that is what percent of surveyed communities had a lower rating than Richmond.

				% positive	Rank	Number of communities	Percentile
Quality of Life	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Much lower	47%	15	17	6
		The overall quality of life	Much lower	40%	17	18	5
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Much lower	61%	14	15	7
		Remain in Richmond for the next five years	Similar	76%	13	15	14
	Please rate each of the following in the Richmond community.	Overall image or reputation	Much lower	9%	16	17	6
Governance	Please rate the quality of each of the following services in Richmond.	Public information services	Lower	30%	14	14	7
		Overall customer service by Richmond employees	Much lower	41%	17	18	5
	Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Much lower	17%	16	17	6
		The overall direction that Richmond is taking	Lower	30%	14	17	13
		The job Richmond government does at welcoming resident involvement	Lower	33%	15	16	12
		Overall confidence in Richmond government	Much lower	21%	14	14	7
		Generally acting in the best interest of the community	Lower	28%	13	14	14

Governance	Please rate the following categories of Richmond government performance.	Being honest	Lower	24%	13	13	7
		Being open and transparent to the public	Lower	27%	13	13	7
		Informing residents about issues facing the community	Lower	22%	11	11	9
		Treating all residents fairly	Lower	32%	13	14	14
		Treating residents with respect	Lower	40%	12	12	8
Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Much lower	28%	17	17	5	
	The Federal Government	Similar	24%	7	13	53	
Economy	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to work	Much lower	34%	15	17	12
		Richmond as a place to visit	Much lower	32%	13	14	14
	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Much lower	16%	13	13	7
	Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Much lower	34%	15	15	6
		Variety of business and service establishments	Lower	32%	13	13	7
		Vibrancy of downtown/commercial area	Much lower	16%	13	13	7
		Employment opportunities	Much lower	18%	16	17	11
		Shopping opportunities	Much lower	17%	15	15	6
		Cost of living	Similar	28%	10	14	35

Economy	Please rate the quality of each of the following services in Richmond.	Economic development	Much lower	21%	14	14	7
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	9	13	38
		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:	Similar	30%	5	13	69
Mobility	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of the transportation system	Similar	39%	8	12	41
	Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Similar	36%	9	15	42
		Ease of public parking	Similar	48%	9	12	33
		Ease of travel by car	Similar	59%	10	15	40
		Ease of travel by public transportation	Similar	35%	5	13	69
		Ease of travel by bicycle	Similar	32%	12	15	26
		Ease of walking	Lower	31%	14	15	13
	Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	Much higher	55%	2	12	91
		Carpooled with other adults or children instead of driving alone	Similar	49%	6	13	61
		Walked or biked instead of driving	Similar	51%	8	13	46
Please rate the quality of each of the following services in Richmond.	Traffic enforcement	Much lower	17%	15	16	6	
	Traffic signal timing	Lower	33%	13	14	14	
	Street repair	Much lower	11%	16	17	11	

Mobility	Please rate the quality of each of the following services in Richmond.	Street cleaning	Much lower	20%	15	15	6
		Street lighting	Much lower	30%	13	15	14
		Snow removal	Similar	61%	5	13	69
		Sidewalk maintenance	Much lower	18%	14	14	7
		Bus or transit services	Similar	36%	7	14	57
		Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of the transportation system	Similar	77%	11	12
	Community Design	Please rate each of the following aspects of quality of life in Richmond.	Your neighborhood as a place to live	Much lower	65%	15	15
Please rate each of the following characteristics as they relate to Richmond as a whole.		Overall design or layout of residential and commercial areas	Lower	30%	12	13	15
Please also rate each of the following in the Richmond community.		Well-planned residential growth	Lower	25%	10	12	25
		Well-planned commercial growth	Lower	23%	12	12	8
		Well-designed neighborhoods	Much lower	22%	13	13	7
		Preservation of the historical or cultural character of the community	Lower	35%	12	12	8
		Public places where people want to spend time	Much lower	26%	13	13	7
		Variety of housing options	Lower	27%	10	13	30
		Availability of affordable quality housing	Similar	16%	11	15	33
		Overall quality of new development	Lower	23%	13	14	14

Community Design	Please also rate each of the following in the Richmond community.	Overall appearance	Much lower	14%	16	16	6
	Please rate the quality of each of the following services in Richmond.	Land use, planning and zoning	Lower	23%	14	15	13
		Code enforcement	Much lower	13%	15	17	12
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall design or layout of residential and commercial areas	Similar	69%	10	13	30
Utilities	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of the utility infrastructure	Lower	39%	10	12	25
	Please rate the quality of each of the following services in Richmond.	Affordable high-speed internet access	Lower	32%	10	12	25
		Garbage collection	Lower	62%	14	15	13
		Drinking water	Similar	70%	8	15	50
		Sewer services	Lower	59%	15	15	6
		Storm water management	Lower	44%	14	15	7
		Power (electric and/or gas) utility	Lower	54%	11	12	16
		Utility billing	Lower	37%	13	15	14
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure	Similar	87%	9	12	33	
Safety	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall feeling of safety	Much lower	14%	15	15	6
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Much lower	69%	15	17	6
		In Richmond's downtown/commercial area during the day	Much lower	43%	14	16	7

Safety	Please rate how safe or unsafe you feel:	From property crime	Much lower	28%	13	13	7
		From violent crime	Much lower	34%	13	13	7
		From fire, flood, or other natural disaster	Lower	64%	10	12	25
Please rate the quality of each of the following services in Richmond.	Police/Sheriff services	Much lower	27%	17	17	5	
	Crime prevention	Much lower	20%	14	15	7	
	Animal control	Much lower	29%	16	17	6	
	Ambulance or emergency medical services	Lower	55%	16	18	6	
	Fire services	Lower	68%	17	18	5	
	Fire prevention and education	Much lower	44%	14	15	7	
	Emergency preparedness	Much lower	37%	14	14	7	
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall feeling of safety	Similar	97%	3	13	84
Natural environment	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of natural environment	Much lower	38%	14	14	7
	Please also rate each of the following in the Richmond community.	Cleanliness	Much lower	12%	16	16	6
		Water resources	Lower	40%	8	10	30
		Air quality	Much lower	30%	15	15	6
Please rate the quality of each of the following services in Richmond.	Preservation of natural areas	Lower	44%	13	14	14	

Natural environment	Please rate the quality of each of the following services in Richmond.	Richmond open space	Lower	43%	12	13	15
		Recycling	Lower	53%	15	17	17
		Yard waste pick-up	Similar	58%	10	13	30
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of natural environment	Similar	81%	11	13	23
Parks and Recreation	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of parks and recreation opportunities	Much lower	42%	13	13	7
	Please also rate each of the following in the Richmond community.	Availability of paths and walking trails	Much lower	38%	14	16	13
		Fitness opportunities	Much lower	36%	12	13	15
		Recreational opportunities	Much lower	35%	13	15	14
	Please rate the quality of each of the following services in Richmond.	City parks	Much lower	42%	12	13	15
		Recreation programs or classes	Much lower	34%	15	15	6
		Recreation centers or facilities	Much lower	29%	16	16	6
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	Similar	79%	10	12	25	
Health and wellness	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall health and wellness opportunities	Much lower	27%	13	13	7
	Please also rate each of the following in the Richmond community.	Availability of affordable quality food	Lower	36%	13	13	7
		Availability of affordable quality health care	Lower	35%	12	14	21
		Availability of preventive health services	Lower	32%	12	13	15

Health and wellness	Please also rate each of the following in the Richmond community.	Availability of affordable quality mental health care	Similar	23%	10	13	30
	Please rate the quality of each of the following services in Richmond.	Health services	Lower	40%	11	12	16
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Similar	83%	5	13	69
		Please rate your overall health.	Lower	46%	13	13	7
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall opportunities for education, culture, and the arts	Much lower	27%	13	13	7
	Please also rate each of the following in the Richmond community.	Opportunities to attend cultural/arts/music activities	Much lower	23%	13	14	14
		Community support for the arts	Much lower	28%	11	12	16
		Availability of affordable quality childcare/preschool	Similar	24%	11	14	28
		K-12 education	Much lower	23%	14	14	7
		Adult educational opportunities	Lower	29%	13	13	7
		Opportunities to attend special events and festivals	Much lower	31%	14	14	7
	Please rate the quality of each of the following services in Richmond.	Public library services	Lower	59%	16	17	6
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Similar	79%	4	13	76
	Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to raise children	Much lower	24%	16	18
Richmond as a place to retire		Much lower	29%	16	18	6	
Sense of community		Lower	38%	15	15	6	

Inclusivity and Engagement	Please rate each of the following characteristics as they relate to Richmond as a whole.	Residents' connection and engagement with their community	Much lower	27%	12	12	8
	Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	Lower	40%	11	11	9
		Attracting people from diverse backgrounds	Similar	59%	8	11	36
		Valuing/respecting residents from diverse backgrounds	Similar	48%	9	11	27
		Taking care of vulnerable residents	Lower	24%	11	11	9
	Please also rate each of the following in the Richmond community.	Sense of civic/community pride	Much lower	30%	11	11	9
		Neighborliness of residents	Lower	34%	14	14	7
		Opportunities to participate in social events and activities	Much lower	28%	14	14	7
		Opportunities to volunteer	Lower	41%	13	13	7
		Opportunities to participate in community matters	Lower	35%	13	13	7
Openness and acceptance of the community toward people of diverse backgrounds		Similar	50%	11	15	33	
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.	Residents' connection and engagement with their community	Similar	73%	3	13	84	
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	Similar	39%	13	14	14
	Contacted Richmond elected officials to express your opinion	Similar	14%	10	13	30	
	Attended a local public meeting	Similar	20%	8	13	46	
	Watched a local public meeting	Similar	22%	6	12	58	

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

Volunteered your time to some group/activity	Similar	28%	7	13	53
Campaigned or advocated for a local issue, cause, or candidate	Similar	11%	10	13	30
Voted in your most recent local election	Similar	71%	9	11	27
In general, how many times do you: Access the internet from your home	Similar	91%	10	11	18
Access the internet from your cell phone	Similar	94%	7	11	45
Visit social media sites	Similar	79%	6	12	58
Use or check email	Similar	95%	11	12	16
Share your opinions online	Similar	31%	4	11	72
Shop online	Similar	49%	9	11	27

Custom Benchmark List

Schaumburg, Illinois

Elgin, Illinois

Allegan, Michigan

Ann Arbor, Michigan

Grand Traverse County, Michigan

Sterling Heights, Michigan

Rochester, Minnesota

Rio Rancho, New Mexico

Buckeye, Arizona

Goodyear, Arizona

Washington County, Rhode Island

Lancaster County, South Carolina

Round Rock, Texas

Nevada County, California

Clovis, California

Vallejo, California

Boulder, Colorado

Longmont, Colorado

Westminster, Colorado

Full Trends

This table contains the trends over time for the City of Richmond. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2021 and 2023 surveys is greater than seven percentage points, the change is statistically significant.

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

		2007	2011	2013	2015	2017	2019	2021	2023	
Quality of Life	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	20%	32%	36%	41%	47%	47%	39%	47%
		The overall quality of life	17%	21%	30%	31%	32%	38%	32%	40%
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks		49%	55%	53%	63%	62%	63%	61%
		Remain in Richmond for the next five years		67%	68%	66%	72%	77%	75%	76%
	Please rate each of the following in the Richmond community.	Overall image or reputation	4%	6%	6%	8%	14%	13%	9%	9%
Governance	Please rate the quality of each of the following services in Richmond.	Public information services	20%	38%	41%	46%	36%	43%	35%	30%
		Overall customer service by Richmond employees	52%	61%	61%	41%	43%	44%	37%	41%
	Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	18%	20%	35%	24%	23%	24%	15%	17%
		The overall direction that Richmond is taking	27%	30%	36%	42%	38%	37%	25%	30%
		The job Richmond government does at welcoming resident involvement	41%	31%	31%	25%	40%	37%	23%	33%
		Overall confidence in Richmond government				25%	26%	23%	13%	21%
		Generally acting in the best interest of the community				33%	31%	29%	23%	28%
		Being honest				29%	33%	28%	19%	24%
		Being open and transparent to the public							20%	27%
		Informing residents about issues facing the community							24%	22%

Governance	Please rate the following categories of Richmond government performance.	Treating all residents fairly	31%	33%	30%	25%	32%			
		Treating residents with respect					32%	40%		
	Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	17%	29%	34%	34%	35%	36%	30%	28%
		The Federal Government	17%	29%	29%	29%	28%	20%	32%	24%
Economy	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to work	24%	23%	22%	34%	38%	36%	25%	34%
		Richmond as a place to visit				26%	29%	27%	30%	32%
	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health				14%	16%	16%	14%	16%
		Please rate each of the following in the Richmond community.	Overall quality of business and service establishments		24%	23%	26%	26%	26%	27%
	Variety of business and service establishments								31%	32%
	Vibrancy of downtown/commercial area					12%	10%	10%	12%	16%
	Employment opportunities		10%	10%	9%	16%	20%	21%	15%	18%
	Shopping opportunities		19%	28%	30%	27%	19%	17%	17%	17%
	Cost of living					30%	30%	26%	21%	28%
	Please rate the quality of each of the following services in Richmond.	Economic development	13%	15%	21%	19%	21%	21%	12%	21%
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health				95%	92%		88%	89%
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:		16%	18%	22%	48%	24%	25%	26%	30%	
Mobility	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of the transportation system						39%	39%	
	Please also rate each of the following in the Richmond community.	Traffic flow on major streets	47%	36%	34%	49%	43%	40%	43%	36%

Mobility	Please also rate each of the following in the Richmond community.	Ease of public parking	69%	54%	55%	58%	48%			
		Ease of travel by car	41%	48%	58%	73%	62%	61%	64%	59%
		Ease of travel by public transportation	49%	47%	44%	48%	39%	38%	47%	35%
		Ease of travel by bicycle	28%	32%	32%	37%	46%	44%	37%	32%
		Ease of walking	20%	24%	30%	41%	35%	39%	32%	31%
Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	63%	59%	66%	41%	55%				
	Carpooled with other adults or children instead of driving alone	46%	44%	45%	43%	49%				
	Walked or biked instead of driving	60%	54%	57%	55%	51%				
Please rate the quality of each of the following services in Richmond.	Traffic enforcement	34%	34%	38%	44%	30%	29%	24%	17%	
	Traffic signal timing	36%	37%	40%	35%	40%	39%	38%	33%	
	Street repair	9%	15%	15%	13%	10%	17%	17%	11%	
	Street cleaning	20%	31%	43%	36%	25%	30%	25%	20%	
	Street lighting	20%	25%	36%	34%	34%	44%	33%	30%	
	Snow removal							52%	61%	
	Sidewalk maintenance	14%	20%	31%	27%	25%	21%	18%	18%	
	Bus or transit services	48%	42%	42%	42%	44%	40%	42%	36%	
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of the transportation system							73%	77%	
Community Design	Please rate each of the following aspects of quality of life in Richmond.	Your neighborhood as a place to live	50%	59%	53%	57%	62%	65%	61%	65%

Community Design

<p>Please rate each of the following characteristics as they relate to Richmond as a whole.</p>	Overall design or layout of residential and commercial areas	35%	28%	26%	34%	30%				
	<p>Please also rate each of the following in the Richmond community.</p>	Well-planned residential growth						18%	25%	
		Well-planned commercial growth						17%	23%	
		Well-designed neighborhoods						22%	22%	
		Preservation of the historical or cultural character of the community						32%	35%	
		Public places where people want to spend time	25%	20%	25%	22%	26%			
		Variety of housing options	31%	28%	23%	23%	26%	26%	27%	
		Availability of affordable quality housing	19%	31%	34%	25%	23%	23%	18%	16%
		Overall quality of new development	25%	31%	23%	28%	30%	30%	24%	23%
		Overall appearance	8%	18%	18%	17%	15%	17%	12%	14%
<p>Please rate the quality of each of the following services in Richmond.</p>	Land use, planning and zoning	13%	21%	24%	22%	26%	23%	18%	23%	
	Code enforcement	9%	19%	15%	22%	15%	14%	12%	13%	
<p>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.</p>	Overall design or layout of residential and commercial areas	73%	78%				71%	69%		

Utilities

<p>Please rate each of the following characteristics as they relate to Richmond as a whole.</p>	Overall quality of the utility infrastructure							47%	39%
<p>Please rate the quality of each of the following services in Richmond.</p>	Affordable high-speed internet access							33%	32%
	Garbage collection	70%	69%	67%	72%	68%	67%	54%	62%
	Drinking water	52%						67%	70%
	Sewer services	41%	46%	51%	52%	57%	55%	66%	59%

Utilities	Please rate the quality of each of the following services in Richmond.	Storm water management	31%	41%	51%	53%	44%	43%	53%	44%
		Power (electric and/or gas) utility	56%		63%	57%	54%	51%	54%	
		Utility billing			52%	52%	47%	40%	37%	
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of the utility infrastructure							80%	87%
Safety	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall feeling of safety			21%	22%	24%	19%	14%	
		Please rate how safe or unsafe you feel:	In your neighborhood during the day	64%	70%	70%	74%	73%	74%	73%
		In Richmond's downtown/commercial area during the day	25%	34%	37%	48%	43%	46%	43%	43%
		From property crime	9%	11%	14%				35%	28%
		From violent crime	13%	15%	20%				35%	34%
		From fire, flood, or other natural disaster							63%	64%
	Please rate the quality of each of the following services in Richmond.	Police/Sheriff services	38%	51%	57%	59%	54%	50%	46%	27%
		Crime prevention	11%	22%	27%	36%	29%	33%	20%	20%
		Animal control	31%	30%	25%	30%	27%	26%	34%	29%
		Ambulance or emergency medical services	66%	71%		72%	68%	73%	59%	55%
Fire services		70%	71%	69%	79%	80%	80%	68%	68%	
Fire prevention and education		41%	39%	46%	59%	54%	55%	42%	44%	
Emergency preparedness			28%	37%	32%	31%	42%	32%	37%	
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall feeling of safety				95%	93%		94%	97%	

Natural environment	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of natural environment	25%	23%	39%	42%	38%	34%	38%	
	Please also rate each of the following in the Richmond community.	Cleanliness	15%	16%	15%	13%	13%	9%	12%	
		Water resources						35%	40%	
		Air quality	20%	24%	24%	29%	28%	28%	30%	30%
	Please rate the quality of each of the following services in Richmond.	Preservation of natural areas	30%	35%	39%	42%	49%	42%	44%	
		Richmond open space			39%	48%	49%	34%	43%	
		Recycling	71%	68%	70%	70%	66%	64%	58%	53%
		Yard waste pick-up	61%	59%	70%	60%	64%	51%	58%	
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall quality of natural environment			78%	84%		81%	81%	
	Parks and Recreation	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of parks and recreation opportunities						34%	42%
Please also rate each of the following in the Richmond community.		Availability of paths and walking trails	33%	36%	38%	44%	41%	42%	38%	
		Fitness opportunities			36%	34%	42%	43%	36%	
		Recreational opportunities	20%	25%	28%	34%	33%	39%	30%	35%
Please rate the quality of each of the following services in Richmond.		City parks	30%	43%	46%	45%	47%	50%	40%	42%
		Recreation programs or classes	24%	37%	44%	39%	39%	40%	33%	34%
		Recreation centers or facilities	23%	34%	42%	37%	36%	40%	31%	29%
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.		Overall quality of parks and recreation opportunities						73%	79%	
Health and wellness	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall health and wellness opportunities			34%	25%	33%	28%	27%	

Health and wellness	Please also rate each of the following in the Richmond community.	Availability of affordable quality food	32%	29%	36%	30%	31%	36%	31%	36%
		Availability of affordable quality health care	25%	27%	27%	31%	33%	36%	39%	35%
		Availability of preventive health services		27%	34%	31%	30%	37%	41%	32%
		Availability of affordable quality mental health care					19%	21%	20%	26%
	Please rate the quality of each of the following services in Richmond.	Health services	31%	28%	31%	34%	35%	34%	39%	40%
	Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall health and wellness opportunities				87%	83%		79%	83%
		Please rate your overall health.				50%	48%	48%	47%	46%
Education, Arts and Culture	Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall opportunities for education, culture, and the arts				21%	21%	26%	19%	27%
	Please also rate each of the following in the Richmond community.	Opportunities to attend cultural/arts/music activities	22%	29%	22%	29%	30%	33%	17%	23%
		Community support for the arts							22%	28%
		Availability of affordable quality childcare/preschool	23%	26%	25%	20%	25%	21%	18%	24%
		K-12 education	14%	20%	20%	22%	23%	17%	21%	23%
		Adult educational opportunities				33%	37%	34%	34%	29%
		Opportunities to attend special events and festivals				31%	42%	46%	18%	31%
	Please rate the quality of each of the following services in Richmond.	Public library services	35%	48%	52%	61%	56%	54%	50%	59%
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts				89%	83%		74%	79%	
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to raise children	9%	13%	14%	19%	24%	26%	26%	24%
		Richmond as a place to retire	15%	17%	27%	28%	32%	31%	24%	29%

Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Richmond.	Sense of community	17%	27%	27%	22%	30%	34%	32%	38%	
	Please rate each of the following characteristics as they relate to Richmond as a whole.	Residents' connection and engagement with their community							23%	27%	
	Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome								40%	40%
		Attracting people from diverse backgrounds								52%	59%
		Valuing/respecting residents from diverse backgrounds								50%	48%
		Taking care of vulnerable residents								23%	24%
	Please also rate each of the following in the Richmond community.	Sense of civic/community pride								26%	30%
		Neighborhoodliness of residents				29%	42%	42%	40%	34%	
		Opportunities to participate in social events and activities		26%	24%	29%	31%	31%	24%	28%	
		Opportunities to volunteer		43%	54%	43%	48%	55%	45%	41%	
Opportunities to participate in community matters			42%	43%	38%	48%	48%	32%	35%		
Openness and acceptance of the community toward people of diverse backgrounds			37%	42%	47%	44%	53%	56%	47%	50%	
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.	Residents' connection and engagement with their community				79%	82%		69%	73%		
Participation	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	48%	43%	35%	42%	50%	50%	49%	39%	
	Contacted Richmond elected officials to express your opinion				22%	31%	30%	25%	14%		
	Attended a local public meeting		36%	31%	32%	25%	38%	38%	23%	20%	
	Watched a local public meeting		60%	47%	37%	28%	43%	34%	35%	22%	
	Volunteered your time to some group/activity		35%	34%	29%	27%	36%	41%	28%	28%	

Participation

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

Campaigned or advocated for a local issue, cause, or candidate	26%	39%	39%	22%	11%
Voted in your most recent local election	73%	70%	68%	77%	71%
In general, how many times do you:					
Access the internet from your home				95%	91%
Access the internet from your cell phone				93%	94%
Visit social media sites				80%	79%
Use or check email				96%	95%
Share your opinions online				33%	31%
Shop online				49%	49%

Complete Set of Frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Excellent		4% N=18
		Good		42% N=179
		Fair		42% N=178
		Poor		12% N=50
Your neighborhood as a place to live		Excellent		16% N=70
		Good		48% N=204
		Fair		20% N=84
		Poor		16% N=68
Richmond as a place to raise children		Excellent		2% N=7
		Good		22% N=82
		Fair		43% N=160
		Poor		33% N=124
Richmond as a place to work		Excellent		4% N=14
		Good		29% N=95
		Fair		38% N=123
		Poor		29% N=95
Richmond as a place to visit		Excellent		2% N=7
		Good		30% N=116
		Fair		34% N=132
		Poor		35% N=137
Richmond as a place to retire		Excellent		6% N=18
		Good		23% N=74

Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to retire	Fair		35% N=114
		Poor		37% N=120
	The overall quality of life	Excellent		2% N=8
		Good		37% N=154
		Fair		43% N=177
		Poor		18% N=76
	Sense of community	Excellent		3% N=13
		Good		34% N=133
		Fair		40% N=155
		Poor		23% N=89
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Excellent		3% N=11
		Good		13% N=52
		Fair		44% N=175
		Poor		40% N=157
	Overall quality of the transportation system	Excellent		6% N=23
		Good		32% N=123
		Fair		40% N=152
		Poor		22% N=85
	Overall design or layout of residential and commercial areas	Excellent		3% N=13
		Good		26% N=107
		Fair		44% N=179
		Poor		26% N=108
	Overall quality of the utility infrastructure	Excellent		5% N=20
		Good		34% N=140

Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of the utility infrastructure	Fair		45% N=183
		Poor		16% N=68
	Overall feeling of safety	Excellent		0% N=1
		Good		13% N=56
		Fair		51% N=215
		Poor		35% N=147
	Overall quality of natural environment	Excellent		5% N=22
		Good		32% N=130
		Fair		34% N=139
		Poor		28% N=115
	Overall quality of parks and recreation opportunities	Excellent		10% N=38
		Good		32% N=124
		Fair		39% N=152
		Poor		19% N=75
	Overall health and wellness opportunities	Excellent		6% N=20
		Good		20% N=70
		Fair		44% N=152
		Poor		29% N=101
	Overall opportunities for education, culture, and the arts	Excellent		3% N=10
		Good		24% N=89
		Fair		37% N=138
		Poor		36% N=131
	Residents' connection and engagement with their community	Excellent		4% N=15
		Good		23% N=81

Please rate each of the following characteristics as they relate to Richmond as a whole.	Residents' connection and engagement with their community	Fair		37% N=132
		Poor		36% N=127
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Very likely		11% N=43
		Somewhat likely		50% N=205
		Somewhat unlikely		21% N=84
		Very unlikely		18% N=74
Remain in Richmond for the next five years		Very likely		40% N=154
		Somewhat likely		36% N=137
		Somewhat unlikely		15% N=57
		Very unlikely		9% N=36
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		33% N=138
		Somewhat safe		37% N=155
		Neither safe nor unsafe		16% N=69
		Somewhat unsafe		8% N=35
		Very unsafe		6% N=26
In Richmond's downtown/commercial area during the day		Very safe		9% N=36
		Somewhat safe		34% N=129
		Neither safe nor unsafe		28% N=107
		Somewhat unsafe		17% N=65
		Very unsafe		12% N=45
From property crime		Very safe		4% N=16
		Somewhat safe		24% N=95
		Neither safe nor unsafe		25% N=98
		Somewhat unsafe		28% N=111

Please rate how safe or unsafe you feel:	From property crime	Very unsafe		19% N=73
	From violent crime	Very safe		5% N=21
		Somewhat safe		28% N=114
		Neither safe nor unsafe		27% N=109
		Somewhat unsafe		27% N=109
		Very unsafe		12% N=47
From fire, flood, or other natural disaster	Very safe		18% N=70	
	Somewhat safe		47% N=184	
	Neither safe nor unsafe		23% N=90	
	Somewhat unsafe		9% N=35	
	Very unsafe		4% N=15	
Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	Excellent		11% N=40
		Good		29% N=108
		Fair		40% N=147
		Poor		20% N=75
	Attracting people from diverse backgrounds	Excellent		19% N=72
		Good		40% N=149
		Fair		24% N=91
		Poor		17% N=62
	Valuing/respecting residents from diverse backgrounds	Excellent		14% N=51
		Good		34% N=122
		Fair		37% N=135
		Poor		15% N=54
Taking care of vulnerable residents	Excellent		8% N=25	

Please rate the job you feel the Richmond community does at each of the following.	Taking care of vulnerable residents	Good		16% N=52
		Fair		44% N=143
		Poor		33% N=107
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Excellent		5% N=20
		Good		29% N=114
		Fair		42% N=167
		Poor		25% N=99
Variety of business and service establishments	Excellent		7% N=28	
	Good		24% N=99	
	Fair		40% N=161	
	Poor		29% N=119	
Vibrancy of downtown/commercial area	Excellent		2% N=7	
	Good		13% N=47	
	Fair		38% N=135	
	Poor		46% N=163	
Employment opportunities	Excellent		1% N=3	
	Good		17% N=50	
	Fair		39% N=111	
	Poor		43% N=125	
Shopping opportunities	Excellent		3% N=11	
	Good		14% N=56	
	Fair		36% N=143	
	Poor		48% N=191	
Cost of living	Excellent		3% N=13	

Please rate each of the following in the Richmond community.	Cost of living	Good		24% N=97
		Fair		35% N=143
		Poor		37% N=150
	Overall image or reputation	Excellent		1% N=5
		Good		8% N=31
		Fair		43% N=173
		Poor		48% N=190
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Excellent		6% N=22
		Good		31% N=122
		Fair		40% N=160
		Poor		23% N=92
	Ease of public parking	Excellent		13% N=51
		Good		35% N=138
		Fair		30% N=120
		Poor		22% N=88
	Ease of travel by car	Excellent		13% N=54
		Good		45% N=185
		Fair		34% N=138
		Poor		7% N=30
	Ease of travel by public transportation	Excellent		5% N=17
		Good		30% N=98
		Fair		46% N=150
		Poor		19% N=64
	Ease of travel by bicycle	Excellent		7% N=17

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

Ease of travel by bicycle	Good		25% N=65
	Fair		43% N=111
	Poor		25% N=65
Ease of walking	Excellent		2% N=9
	Good		28% N=105
	Fair		43% N=161
	Poor		26% N=97
Well-planned residential growth	Excellent		3% N=8
	Good		22% N=59
	Fair		42% N=112
	Poor		33% N=89
Well-planned commercial growth	Excellent		3% N=7
	Good		20% N=52
	Fair		35% N=91
	Poor		42% N=109
Well-designed neighborhoods	Excellent		3% N=9
	Good		19% N=67
	Fair		50% N=173
	Poor		28% N=98
Preservation of the historical or cultural character of the community	Excellent		9% N=29
	Good		26% N=83
	Fair		37% N=119
	Poor		28% N=91
Public places where people want to spend time	Excellent		5% N=18

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

Public places where people want to spend time	Good		21% N=82
	Fair		37% N=142
	Poor		37% N=145
Variety of housing options	Excellent		3% N=11
	Good		24% N=85
	Fair		31% N=111
	Poor		42% N=148
Availability of affordable quality housing	Excellent		3% N=11
	Good		13% N=41
	Fair		29% N=92
	Poor		55% N=175
Overall quality of new development	Excellent		4% N=13
	Good		19% N=54
	Fair		46% N=134
	Poor		32% N=93
Overall appearance	Excellent		2% N=8
	Good		12% N=47
	Fair		51% N=205
	Poor		35% N=141
Cleanliness	Excellent		2% N=7
	Good		10% N=40
	Fair		40% N=164
	Poor		49% N=202
Water resources	Excellent		9% N=32

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

	Good		31% N=113
	Fair		38% N=138
	Poor		21% N=77
Air quality	Excellent		6% N=24
	Good		24% N=98
	Fair		39% N=158
	Poor		30% N=122
Availability of paths and walking trails	Excellent		7% N=26
	Good		31% N=118
	Fair		49% N=188
	Poor		13% N=49
Fitness opportunities	Excellent		5% N=16
	Good		32% N=113
	Fair		44% N=157
	Poor		19% N=69
Recreational opportunities	Excellent		4% N=15
	Good		31% N=110
	Fair		45% N=157
	Poor		20% N=68
Availability of affordable quality food	Excellent		8% N=29
	Good		28% N=108
	Fair		40% N=151
	Poor		24% N=93
Availability of affordable quality health care	Excellent		5% N=16

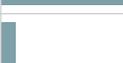
Please also rate each of the following in the Richmond community.

Availability of affordable quality health care	Good		30% N=103
	Fair		41% N=141
	Poor		25% N=85
Availability of preventive health services	Excellent		5% N=17
	Good		26% N=89
	Fair		45% N=151
	Poor		24% N=80
Availability of affordable quality mental health care	Excellent		5% N=13
	Good		18% N=48
	Fair		38% N=101
	Poor		40% N=107
Opportunities to attend cultural/arts/music activities	Excellent		3% N=11
	Good		19% N=68
	Fair		46% N=163
	Poor		31% N=111
Community support for the arts	Excellent		5% N=14
	Good		23% N=66
	Fair		40% N=115
	Poor		33% N=95
Availability of affordable quality childcare/preschool	Excellent		9% N=19
	Good		16% N=34
	Fair		35% N=76
	Poor		41% N=88
K-12 education	Excellent		8% N=24

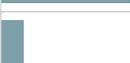
Please also rate each of K-12 education the following in the Richmond community.

	Good		14% N=42
	Fair		26% N=75
	Poor		51% N=148
Adult educational opportunities	Excellent		8% N=21
	Good		21% N=59
	Fair		45% N=126
	Poor		26% N=72
Sense of civic/community pride	Excellent		5% N=17
	Good		25% N=89
	Fair		40% N=143
	Poor		30% N=108
Neighborliness of residents	Excellent		5% N=17
	Good		29% N=108
	Fair		43% N=159
	Poor		23% N=87
Opportunities to participate in social events and activities	Excellent		2% N=6
	Good		26% N=88
	Fair		46% N=157
	Poor		26% N=87
Opportunities to attend special events and festivals	Excellent		4% N=13
	Good		26% N=90
	Fair		41% N=139
	Poor		29% N=99
Opportunities to volunteer	Excellent		9% N=23

Please also rate each of the following in the Richmond community.	Opportunities to volunteer	Good		32% N=86
		Fair		42% N=113
		Poor		17% N=44
Opportunities to participate in community matters		Excellent		4% N=12
		Good		31% N=92
		Fair		43% N=127
		Poor		22% N=65
Openness and acceptance of the community toward people of diverse backgrounds		Excellent		18% N=60
		Good		32% N=110
		Fair		34% N=115
		Poor		16% N=54
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	No		60% N=249
		Yes		40% N=163
	Contacted Richmond elected officials to express your opinion	No		86% N=355
		Yes		14% N=57
	Attended a local public meeting	No		80% N=329
		Yes		20% N=80
	Watched a local public meeting	No		78% N=323
		Yes		22% N=91
	Volunteered your time to some group/activity	No		72% N=300
		Yes		28% N=114
Campaigned or advocated for a local issue, cause, or candidate	No		89% N=368	
	Yes		11% N=47	
Voted in your most recent local election	No		29% N=119	

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	Yes		71% N=292
	Used public transportation instead of driving	No		45% N=189
		Yes		55% N=228
	Carpooled with other adults or children instead of driving alone	No		51% N=212
		Yes		49% N=204
	Walked or biked instead of driving	No		49% N=203
Yes			51% N=213	
Please rate the quality of each of the following services in Richmond.	Public information services	Excellent		3% N=9
		Good		28% N=84
		Fair		51% N=155
		Poor		18% N=56
Economic development	Excellent		2% N=7	
	Good		18% N=54	
	Fair		41% N=120	
	Poor		38% N=110	
Traffic enforcement	Excellent		3% N=9	
	Good		15% N=50	
	Fair		38% N=131	
	Poor		45% N=156	
Traffic signal timing	Excellent		5% N=19	
	Good		28% N=108	
	Fair		42% N=159	
	Poor		25% N=95	
Street repair	Excellent		2% N=8	

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

Street repair	Good		9% N=37
	Fair		29% N=118
	Poor		59% N=239
Street cleaning	Excellent		3% N=13
	Good		17% N=68
	Fair		38% N=152
	Poor		42% N=168
Street lighting	Excellent		2% N=8
	Good		27% N=106
	Fair		43% N=165
	Poor		28% N=108
Snow removal	Excellent		43% N=21
	Good		17% N=8
	Fair		21% N=10
	Poor		19% N=9
Sidewalk maintenance	Excellent		2% N=9
	Good		15% N=55
	Fair		37% N=136
	Poor		46% N=170
Bus or transit services	Excellent		8% N=26
	Good		28% N=89
	Fair		50% N=161
	Poor		14% N=47
Land use, planning and zoning	Excellent		4% N=8

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

Land use, planning and zoning	Good		19% N=44
	Fair		40% N=92
	Poor		37% N=86
Code enforcement	Excellent		3% N=10
	Good		10% N=27
	Fair		30% N=86
	Poor		57% N=164
Affordable high-speed internet access	Excellent		5% N=15
	Good		28% N=91
	Fair		37% N=122
	Poor		31% N=101
Garbage collection	Excellent		18% N=73
	Good		44% N=174
	Fair		25% N=100
	Poor		13% N=53
Drinking water	Excellent		21% N=79
	Good		49% N=179
	Fair		24% N=88
	Poor		6% N=23
Sewer services	Excellent		12% N=41
	Good		47% N=167
	Fair		25% N=89
	Poor		16% N=58
Storm water management	Excellent		8% N=26

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

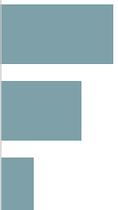
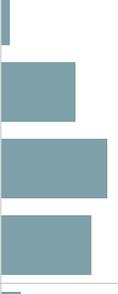
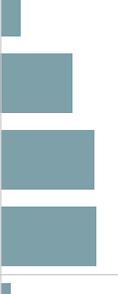
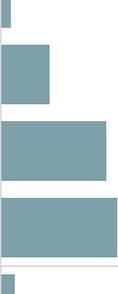
Storm water management	Good		36% N=119
	Fair		32% N=105
	Poor		24% N=78
Power (electric and/or gas) utility	Excellent		9% N=36
	Good		45% N=177
	Fair		33% N=132
	Poor		13% N=51
Utility billing	Excellent		7% N=27
	Good		30% N=117
	Fair		45% N=173
	Poor		18% N=70
Police/Sheriff services	Excellent		5% N=19
	Good		23% N=79
	Fair		37% N=130
	Poor		35% N=122
Crime prevention	Excellent		3% N=11
	Good		17% N=59
	Fair		30% N=103
	Poor		50% N=173
Animal control	Excellent		6% N=16
	Good		24% N=69
	Fair		40% N=115
	Poor		31% N=88
Ambulance or emergency medical services	Excellent		15% N=37

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

Ambulance or emergency medical services	Good		40% N=98
	Fair		39% N=97
	Poor		5% N=13
Fire services	Excellent		23% N=65
	Good		45% N=128
	Fair		27% N=76
	Poor		4% N=12
Fire prevention and education	Excellent		11% N=31
	Good		33% N=91
	Fair		30% N=81
	Poor		26% N=70
Emergency preparedness	Excellent		8% N=22
	Good		29% N=81
	Fair		28% N=77
	Poor		35% N=98
Preservation of natural areas	Excellent		13% N=37
	Good		31% N=88
	Fair		34% N=97
	Poor		21% N=60
Richmond open space	Excellent		9% N=26
	Good		35% N=108
	Fair		40% N=122
	Poor		17% N=53
Recycling	Excellent		12% N=45

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

Recycling	Good		41% N=155
	Fair		33% N=124
	Poor		15% N=56
Yard waste pick-up	Excellent		17% N=52
	Good		40% N=124
	Fair		28% N=85
	Poor		15% N=46
City parks	Excellent		8% N=28
	Good		34% N=127
	Fair		40% N=148
	Poor		18% N=67
Recreation programs or classes	Excellent		7% N=17
	Good		27% N=69
	Fair		41% N=103
	Poor		25% N=65
Recreation centers or facilities	Excellent		7% N=19
	Good		23% N=61
	Fair		46% N=122
	Poor		24% N=65
Health services	Excellent		11% N=32
	Good		29% N=88
	Fair		45% N=135
	Poor		16% N=47
Public library services	Excellent		19% N=61

Please rate the quality of each of the following services in Richmond.	Public library services	Good		40% N=131
		Fair		29% N=94
		Poor		12% N=38
	Overall customer service by Richmond employees	Excellent		10% N=28
		Good		32% N=93
		Fair		40% N=119
		Poor		18% N=53
Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Excellent		2% N=8
		Good		15% N=49
		Fair		36% N=117
		Poor		47% N=155
	The overall direction that Richmond is taking	Excellent		3% N=10
		Good		26% N=82
		Fair		38% N=119
		Poor		32% N=101
	The job Richmond government does at welcoming resident involvement	Excellent		7% N=20
		Good		26% N=72
		Fair		33% N=94
		Poor		34% N=95
	Overall confidence in Richmond government	Excellent		4% N=12
		Good		17% N=57
		Fair		38% N=124
		Poor		41% N=136
	Generally acting in the best interest of the community	Excellent		5% N=16

Please rate the following categories of Richmond government performance.	Generally acting in the best interest of the community	Good		23% N=74
		Fair		36% N=113
		Poor		36% N=112
Being honest		Excellent		5% N=14
		Good		19% N=52
		Fair		46% N=127
		Poor		30% N=81
Being open and transparent to the public		Excellent		4% N=10
		Good		23% N=64
		Fair		39% N=110
		Poor		34% N=95
Informing residents about issues facing the community		Excellent		5% N=15
		Good		18% N=56
		Fair		39% N=126
		Poor		38% N=122
Treating all residents fairly		Excellent		7% N=19
		Good		24% N=66
		Fair		41% N=112
		Poor		27% N=75
Treating residents with respect		Excellent		8% N=22
		Good		31% N=86
		Fair		42% N=114
		Poor		19% N=52
Overall, how would you rate the quality of the	The City of Richmond	Excellent		5% N=19

Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Good		23% N=87
		Fair		49% N=188
		Poor		23% N=88
	The Federal Government	Excellent		6% N=21
		Good		18% N=68
		Fair		51% N=189
Poor			24% N=90	
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Essential		47% N=194
		Very important		43% N=177
		Somewhat important		9% N=36
		Not at all important		2% N=9
	Overall quality of the transportation system	Essential		23% N=92
		Very important		55% N=223
		Somewhat important		19% N=78
		Not at all important		4% N=16
	Overall design or layout of residential and commercial areas	Essential		25% N=105
		Very important		45% N=187
Somewhat important			26% N=109	
Not at all important			5% N=19	
Overall quality of the utility infrastructure	Essential		40% N=164	
	Very important		47% N=196	
	Somewhat important		12% N=48	
	Not at all important		1% N=6	
Overall feeling of safety	Essential		66% N=276	

Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.			
Overall feeling of safety	Very important		31% N=130
	Somewhat important		3% N=10
	Not at all important		0% N=1
Overall quality of natural environment	Essential		34% N=141
	Very important		47% N=199
	Somewhat important		17% N=71
	Not at all important		2% N=9
Overall quality of parks and recreation opportunities	Essential		28% N=116
	Very important		51% N=214
	Somewhat important		17% N=71
	Not at all important		4% N=16
Overall health and wellness opportunities	Essential		37% N=152
	Very important		46% N=191
	Somewhat important		16% N=66
	Not at all important		2% N=6
Overall opportunities for education, culture, and the arts	Essential		39% N=164
	Very important		40% N=167
	Somewhat important		19% N=77
	Not at all important		2% N=9
Residents' connection and engagement with their community	Essential		29% N=119
	Very important		44% N=186
	Somewhat important		25% N=103
	Not at all important		3% N=11
How important, if at all, are the following issues	Expanding community wi-fi		29% N=116

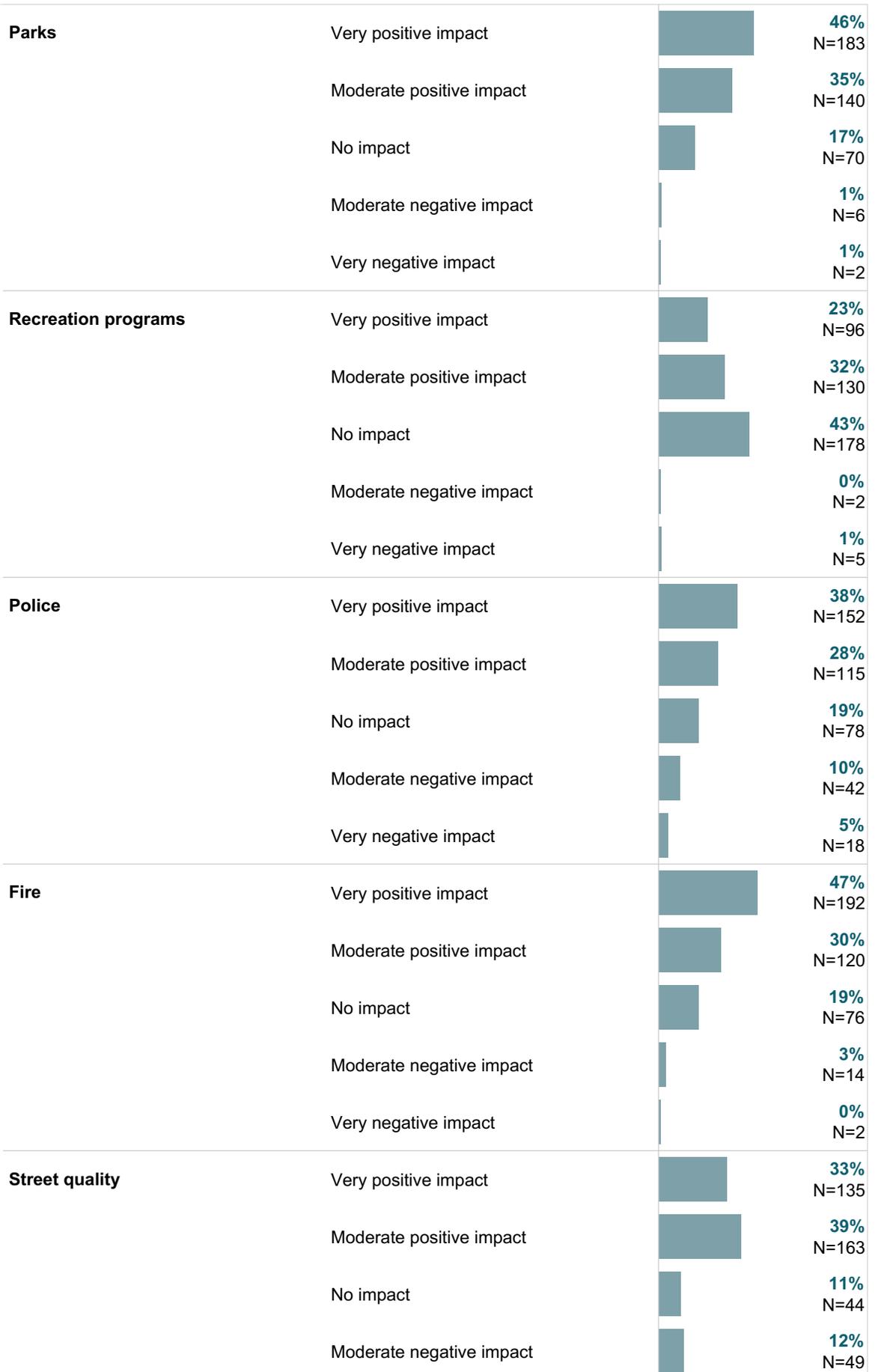
How important, if at all, are the following issues for the City to address within the next two years?			
Expanding community wi-fi	Very important		30% N=120
	Somewhat important		32% N=129
	Not at all important		9% N=38
Providing quality affordable housing	Essential		49% N=202
	Very important		30% N=122
	Somewhat important		16% N=64
	Not at all important		5% N=21
Improving traffic flow and pedestrian safety	Essential		32% N=132
	Very important		49% N=205
	Somewhat important		17% N=72
	Not at all important		1% N=6
Preserving historic buildings	Essential		14% N=59
	Very important		34% N=139
	Somewhat important		40% N=164
	Not at all important		11% N=47
Improving park conditions	Essential		27% N=110
	Very important		46% N=187
	Somewhat important		25% N=101
	Not at all important		3% N=12
Providing more parks and open space	Essential		31% N=127
	Very important		32% N=133
	Somewhat important		28% N=114
	Not at all important		9% N=37
Renovating community centers and expanding programming	Essential		24% N=100

How important, if at all, are the following issues for the City to address within the next two years?			
Renovating community centers and expanding programming	Very important		36% N=146
	Somewhat important		34% N=141
	Not at all important		5% N=22
Upgrading existing and developing more athletic fields	Essential		19% N=77
	Very important		37% N=152
	Somewhat important		31% N=127
	Not at all important		13% N=54
Improving street and pedestrian lighting	Essential		30% N=125
	Very important		47% N=196
	Somewhat important		20% N=81
	Not at all important		3% N=11
Developing job training opportunities	Essential		39% N=158
	Very important		39% N=160
	Somewhat important		19% N=77
	Not at all important		4% N=14
Addressing blighted properties	Essential		35% N=142
	Very important		39% N=161
	Somewhat important		21% N=85
	Not at all important		5% N=21
Reducing crime and disorder	Essential		67% N=276
	Very important		27% N=111
	Somewhat important		6% N=23
	Not at all important		0% N=1
Increasing transportation options (i.e. car/bike share, shuttles)	Essential		26% N=105

How important, if at all, are the following issues for the City to address within the next two years?	Increasing transportation options (i.e. car/bike share, shuttles)	
	Importance	Percentage / Sample Size
	Very important	32% N=133
	Somewhat important	37% N=151
	Not at all important	6% N=23
Positively marketing the City	Essential	28% N=116
	Very important	28% N=113
	Somewhat important	30% N=121
	Not at all important	14% N=58
Improving downtown Richmond	Essential	38% N=156
	Very important	35% N=144
	Somewhat important	23% N=95
	Not at all important	5% N=19
Improving street paving conditions	Essential	42% N=170
	Very important	41% N=169
	Somewhat important	17% N=69
	Not at all important	0% N=
Improving environmental quality	Essential	42% N=170
	Very important	38% N=157
	Somewhat important	17% N=71
	Not at all important	3% N=10
Providing supportive services to previously incarcerated persons	Essential	22% N=90
	Very important	35% N=143
	Somewhat important	30% N=123
	Not at all important	12% N=48
Increasing the generation of revenue to support City services	Essential	21% N=87

How important, if at all, are the following issues for the City to address within the next two years?	Increasing the generation of revenue to support City services	Very important		48% N=196
		Somewhat important		23% N=94
		Not at all important		7% N=30
Improving the financial stability of the City		Essential		37% N=150
		Very important		46% N=189
		Somewhat important		13% N=54
		Not at all important		4% N=16
Increasing services to support the homeless population		Essential		33% N=139
		Very important		39% N=160
		Somewhat important		19% N=78
		Not at all important		9% N=38
Increasing economic development activities		Essential		33% N=136
		Very important		49% N=200
		Somewhat important		15% N=61
		Not at all important		3% N=14
Providing more local retail and shopping opportunities for Richmond residents		Essential		34% N=140
		Very important		33% N=138
		Somewhat important		24% N=101
		Not at all important		8% N=34
Please rate the impact of the following City services on your health and well-being:	Street lighting	Very positive impact		36% N=148
		Moderate positive impact		38% N=157
		No impact		14% N=59
		Moderate negative impact		7% N=29
		Very negative impact		4% N=18

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



Please rate the impact of the following City services on your health and well-being:				
Street quality	Very negative impact		5% N=21	
	Library services	Very positive impact		32% N=133
		Moderate positive impact		38% N=159
		No impact		25% N=105
		Moderate negative impact		4% N=16
		Very negative impact		1% N=3
Affordable and quality housing	Very positive impact		39% N=162	
	Moderate positive impact		24% N=100	
	No impact		21% N=88	
	Moderate negative impact		10% N=41	
	Very negative impact		6% N=26	
Traffic safety	Very positive impact		43% N=178	
	Moderate positive impact		29% N=118	
	No impact		16% N=65	
	Moderate negative impact		8% N=34	
	Very negative impact		4% N=15	
Blight abatement	Very positive impact		29% N=118	
	Moderate positive impact		26% N=107	
	No impact		28% N=116	
	Moderate negative impact		15% N=60	
	Very negative impact		3% N=11	
In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?	Most of the time		15% N=63	
	Some of the time		35% N=140	
	Rarely		26% N=107	

	nationality experiencing unfair treatment because of your race, ethnicity, or color?	Never		23% N=94
	Compared to one year ago, how would you rate your health in general now?	Much better now than one year ago		14% N=58
Somewhat better now than one year ago			54% N=219	
Somewhat worse now than one year ago			28% N=112	
Much worse now than one year ago			4% N=15	
In general, how many times do you:	Access the internet from your home	Several times a day		73% N=298
		Once a day		13% N=52
		A few times a week		5% N=22
		Every few weeks		2% N=7
		Less often or never		7% N=28
	Access the internet from your cell phone	Several times a day		75% N=302
		Once a day		13% N=51
		A few times a week		6% N=26
		Every few weeks		1% N=3
		Less often or never		5% N=21
	Visit social media sites	Several times a day		51% N=204
		Once a day		20% N=80
		A few times a week		8% N=32
		Every few weeks		3% N=14
		Less often or never		18% N=71
	Use or check email	Several times a day		76% N=310
		Once a day		15% N=62
		A few times a week		4% N=17
		Every few weeks		2% N=7

In general, how many times do you:	Use or check email	Less often or never		4% N=14
	Share your opinions online	Several times a day		12% N=47
		Once a day		2% N=9
		A few times a week		17% N=65
		Every few weeks		17% N=66
		Less often or never		52% N=204
Shop online		Several times a day		15% N=59
		Once a day		5% N=22
		A few times a week		29% N=114
		Every few weeks		35% N=140
		Less often or never		16% N=64
Please rate your overall health.		Excellent		16% N=67
		Very good		29% N=121
		Good		37% N=152
		Fair		13% N=56
		Poor		4% N=18
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		9% N=37
		Somewhat positive		21% N=89
		Neutral		41% N=173
		Somewhat negative		24% N=101
		Very negative		5% N=21
How many years have you lived in Richmond?		Less than 2 years		10% N=42
		2-5 years		18% N=75
		6-10 years		15% N=61

How many years have you lived in Richmond?	11-20 years		21% N=87
	More than 20 years		37% N=156
Which best describes the building you live in?	Single-family detached home		59% N=248
	Townhouse or duplex (may share walls but no units above or below you)		16% N=69
	Condominium or apartment (have units above or below you)		23% N=99
	Other		2% N=7
Do you rent or own your home?	Rent		48% N=199
	Own		52% N=214
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		3% N=13
	\$300 to \$599		4% N=18
	\$600 to \$999		9% N=39
	\$1,000 to \$1,499		17% N=72
	\$1,500 to \$2,499		32% N=134
	\$2,500 to \$3,999		21% N=87
	\$4,000 to \$6,999		8% N=34
	\$7,000 to \$9,999		3% N=12
	\$10,000 or more		1% N=6
Do any children 17 or under live in your household?	No		71% N=292
	Yes		29% N=121
Are you or any other members of your household aged 65 or older?	No		64% N=268
	Yes		36% N=150
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		16% N=64
	\$25,000 to \$49,999		17% N=68
	\$50,000 to \$74,999		14% N=55

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.)	\$75,000 to \$99,999		12% N=50
	\$100,000 to \$149,999		14% N=58
	\$150,000 to \$199,999		17% N=70
	\$200,000 to \$299,999		4% N=17
	\$300,000 or more		6% N=23
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		60% N=249
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		40% N=165
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		9% N=34
	Asian		21% N=82
	Black or African American		21% N=83
	Native Hawaiian or Other Pacific Islander		3% N=10
	White		36% N=145
	A race not listed		26% N=105
In which category is your age?	18-24 years		1% N=5
	25-34 years		24% N=101
	35-44 years		20% N=84
	45-54 years		19% N=80
	55-64 years		10% N=41
	65-74 years		15% N=61
	75 years or older		11% N=48
What is your gender?	Woman		57% N=241
	Man		43% N=180
	Identify in another way		0% N=
If you identify in another way, how would you describe your gender?	Non-binary		76% N=

If you identify in another way, how would you describe your gender?

Identify in another way



24%
N=

Methods (Open Participation)



As part of its participation in The National Community Survey™ (The NCS™), the City of Richmond conducted a survey of 430 residents. Survey invitations were mailed to randomly selected households and data were collected from August 28th, 2023 to October 16th, 2023. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Richmond. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all Richmond residents and became available on September 25th, 2023. The survey remained open for nearly 14 weeks and there were 148 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2020 Census and 2022 American Community Survey estimates for adults in the City of Richmond. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.¹⁸ The results of the weighting scheme for the open participation survey are presented in the following table.

		Unweighted	Weighted	Target ¹⁹
Age	18-34	15%	32%	32%
	35-54	45%	35%	35%
	55+	40%	32%	32%
Area	District 1	11%	14%	14%
	District 2	17%	18%	18%
	District 3	13%	15%	15%
	District 4	17%	17%	17%
	District 5	13%	21%	21%
	District 6	29%	16%	16%
Hispanic	No, not of Hispanic, Latino/a/x, or Spanish origin	69%	60%	60%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	31%	40%	40%
Housing type	Attached	25%	40%	40%
	Detached	75%	60%	60%
Race/ethnic..	Not white alone	59%	80%	80%

	White alone, not Hispanic or Latino	41%	20%	20%
Sex	Man	33%	48%	48%
	Woman	67%	52%	52%
Sex/age	Man 18-34	4%	16%	16%
	Man 35-54	13%	17%	17%
	Man 55+	15%	15%	15%
	Woman 18-34	11%	16%	16%
	Woman 35-54	32%	18%	18%
	Woman 55+	25%	18%	18%
Tenure	Own	76%	52%	52%
	Rent	24%	48%	48%

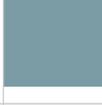
18. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
 19. Targets come from the 2020 Census and 2022 American Community Survey.

Open Participation Survey Results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

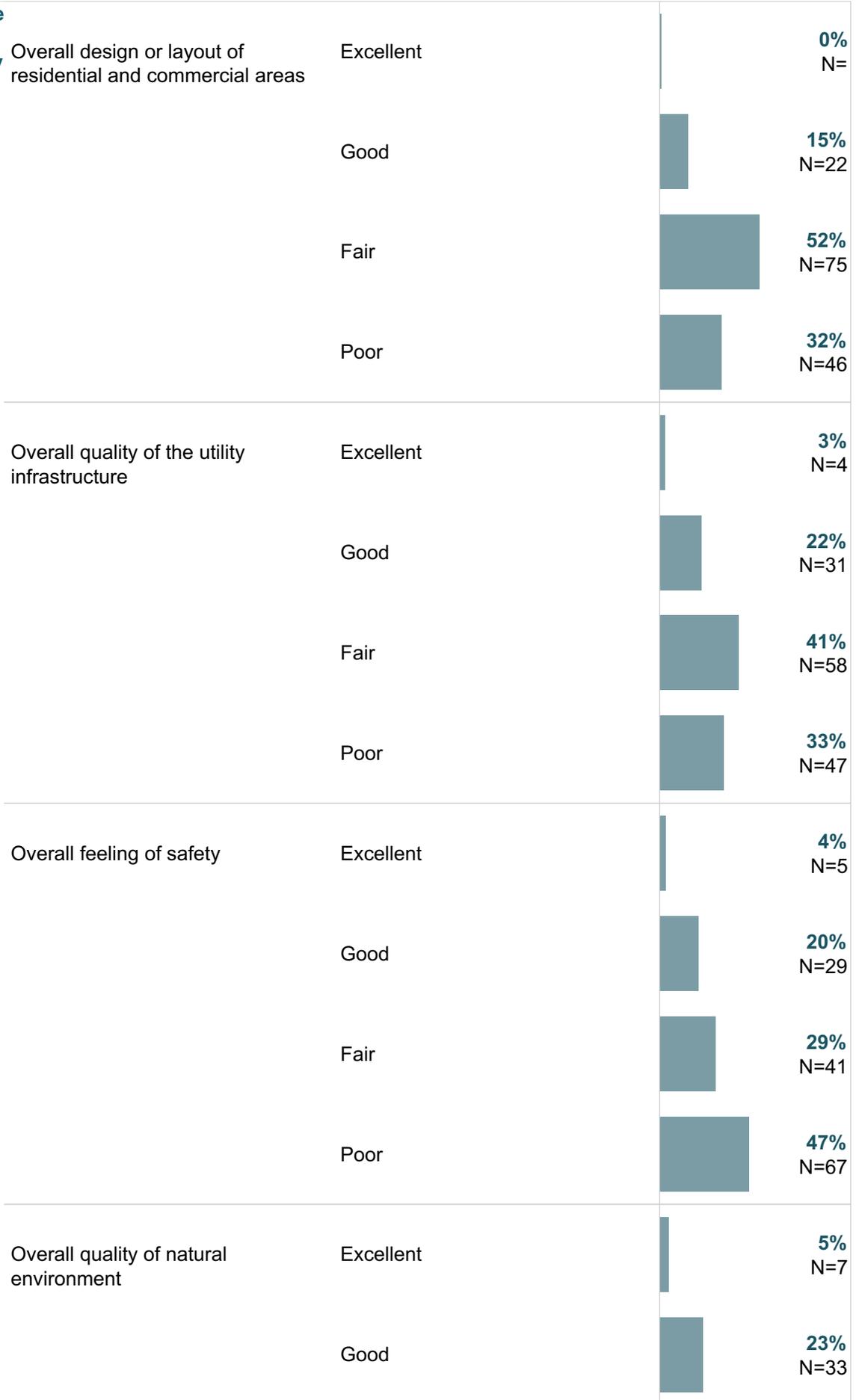
Please rate each of the following aspects of quality of life in Richmond. Richmond as a place to live	Excellent		6% N=8
	Good		30% N=43
	Fair		48% N=69
	Poor		16% N=23
Your neighborhood as a place to live	Excellent		19% N=26
	Good		45% N=63
	Fair		25% N=35
	Poor		12% N=16
Richmond as a place to raise children	Excellent		5% N=7
	Good		15% N=20
	Fair		31% N=40

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

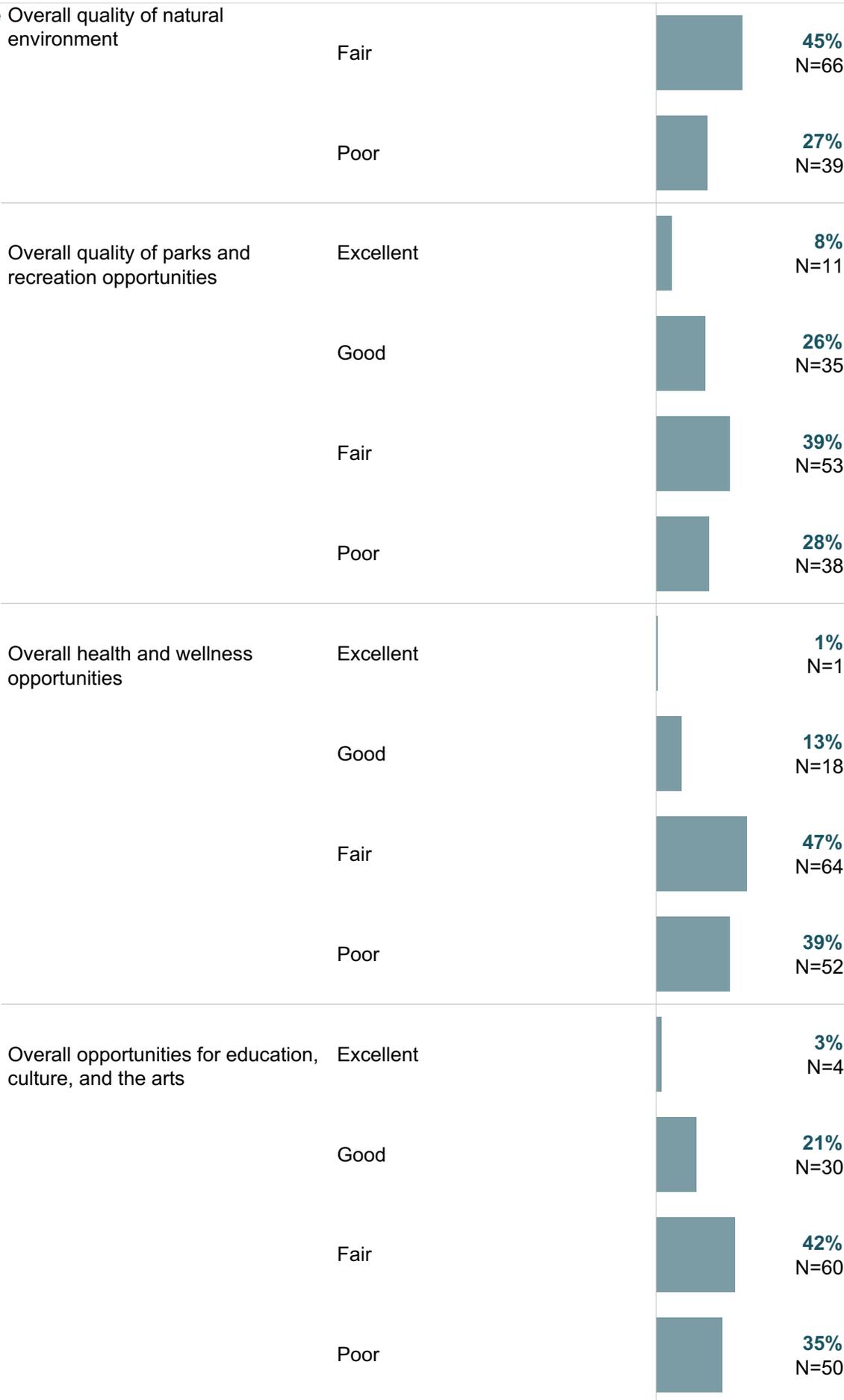
Richmond as a place to raise children	Poor		48% N=63
Richmond as a place to work	Excellent		6% N=7
	Good		8% N=9
	Fair		46% N=52
	Poor		40% N=46
Richmond as a place to visit	Excellent		6% N=9
	Good		15% N=21
	Fair		35% N=49
	Poor		43% N=60
Richmond as a place to retire	Excellent		3% N=4
	Good		13% N=16
	Fair		27% N=34
	Poor		57% N=71
The overall quality of life	Excellent		4% N=6

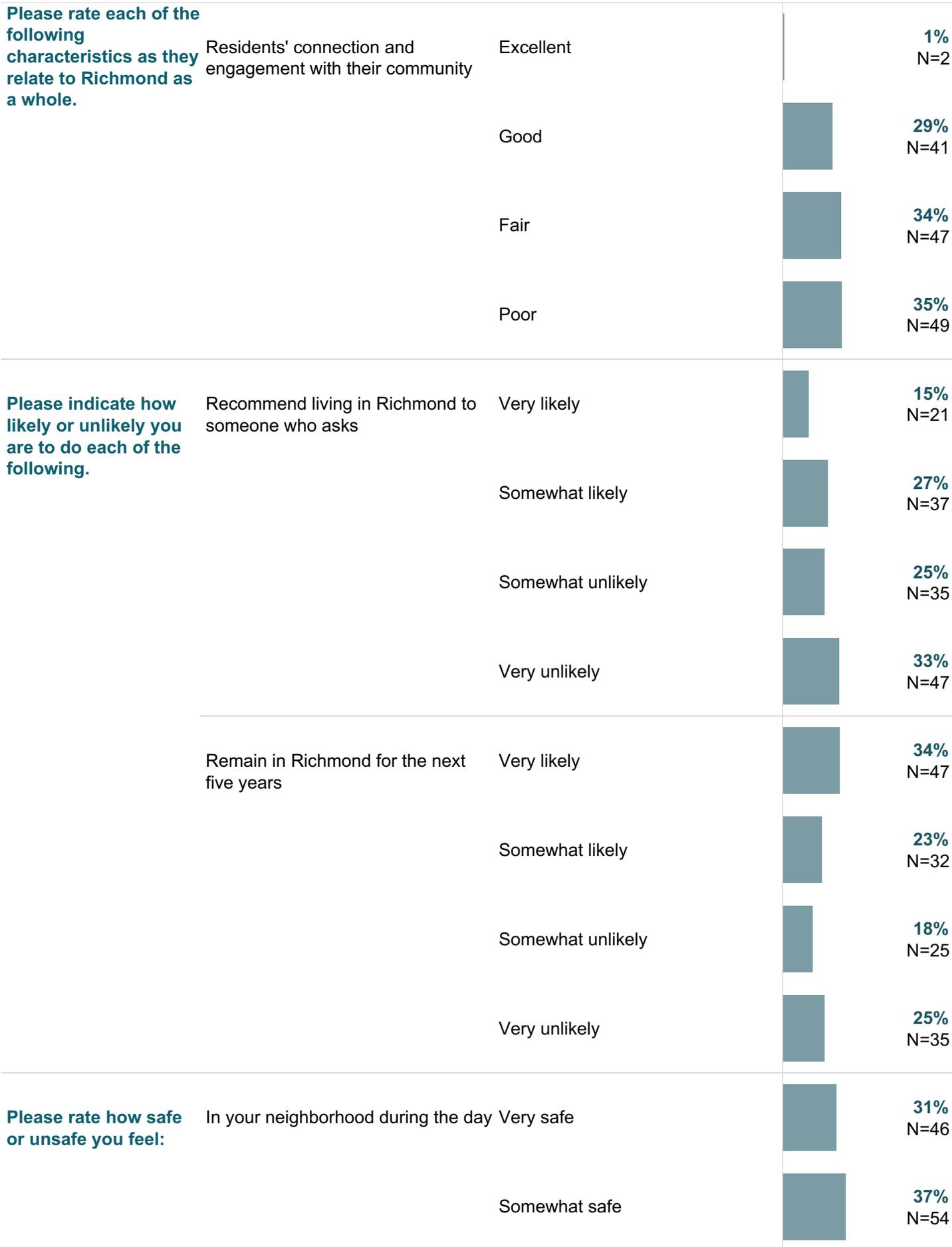
<p>Please rate each of the following aspects of quality of life in Richmond.</p>	The overall quality of life		Good		26% N=35
			Fair		39% N=53
			Poor		31% N=42
<hr/>					
Sense of community		Excellent		13% N=19	
		Good		21% N=31	
		Fair		35% N=51	
		Poor		31% N=45	
<hr/>					
<p>Please rate each of the following characteristics as they relate to Richmond as a whole.</p>	Overall economic health		Good		11% N=16
			Fair		32% N=45
			Poor		56% N=79
<hr/>					
Overall quality of the transportation system		Excellent		4% N=5	
		Good		19% N=25	
		Fair		50% N=69	
		Poor		27% N=37	

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

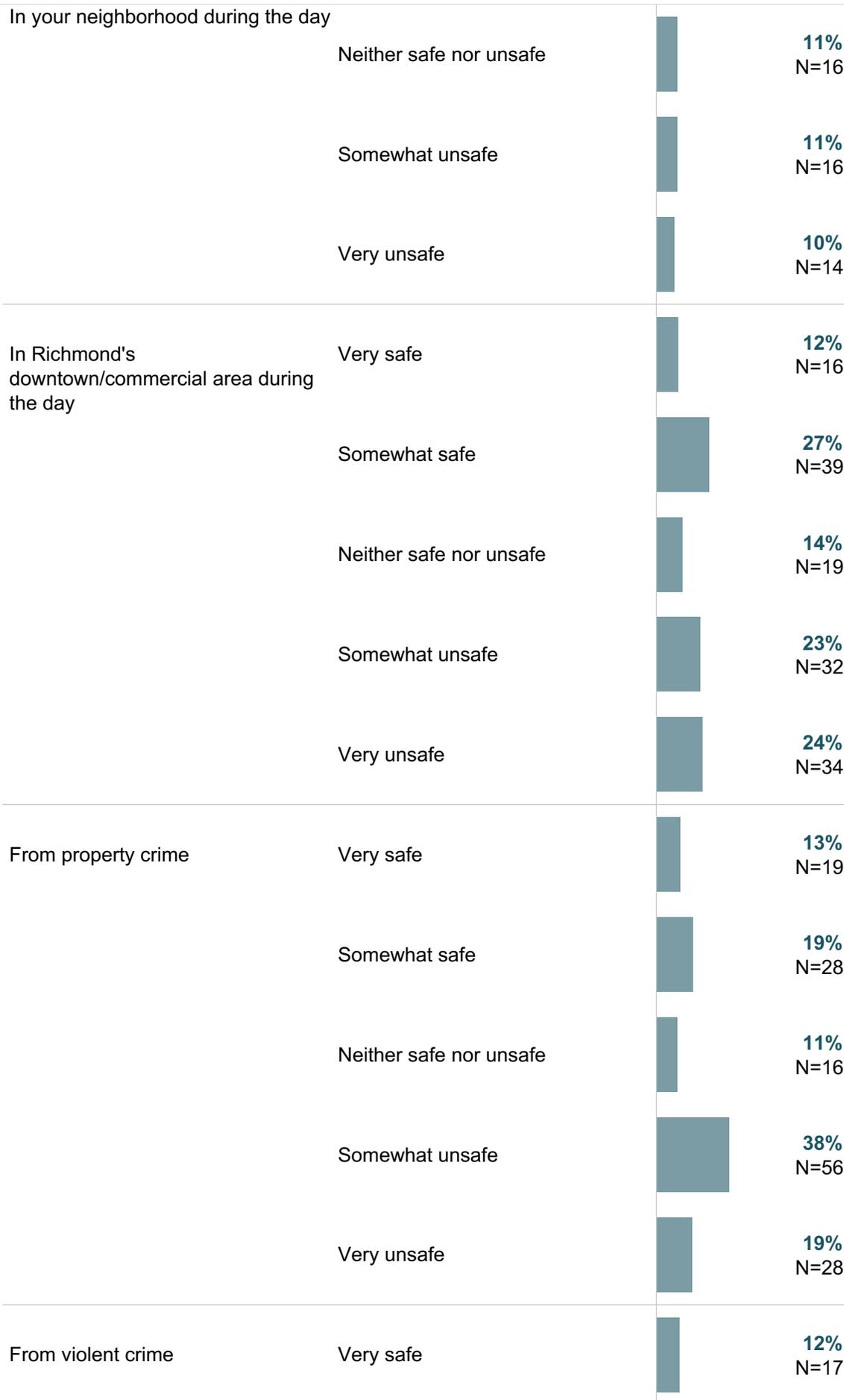


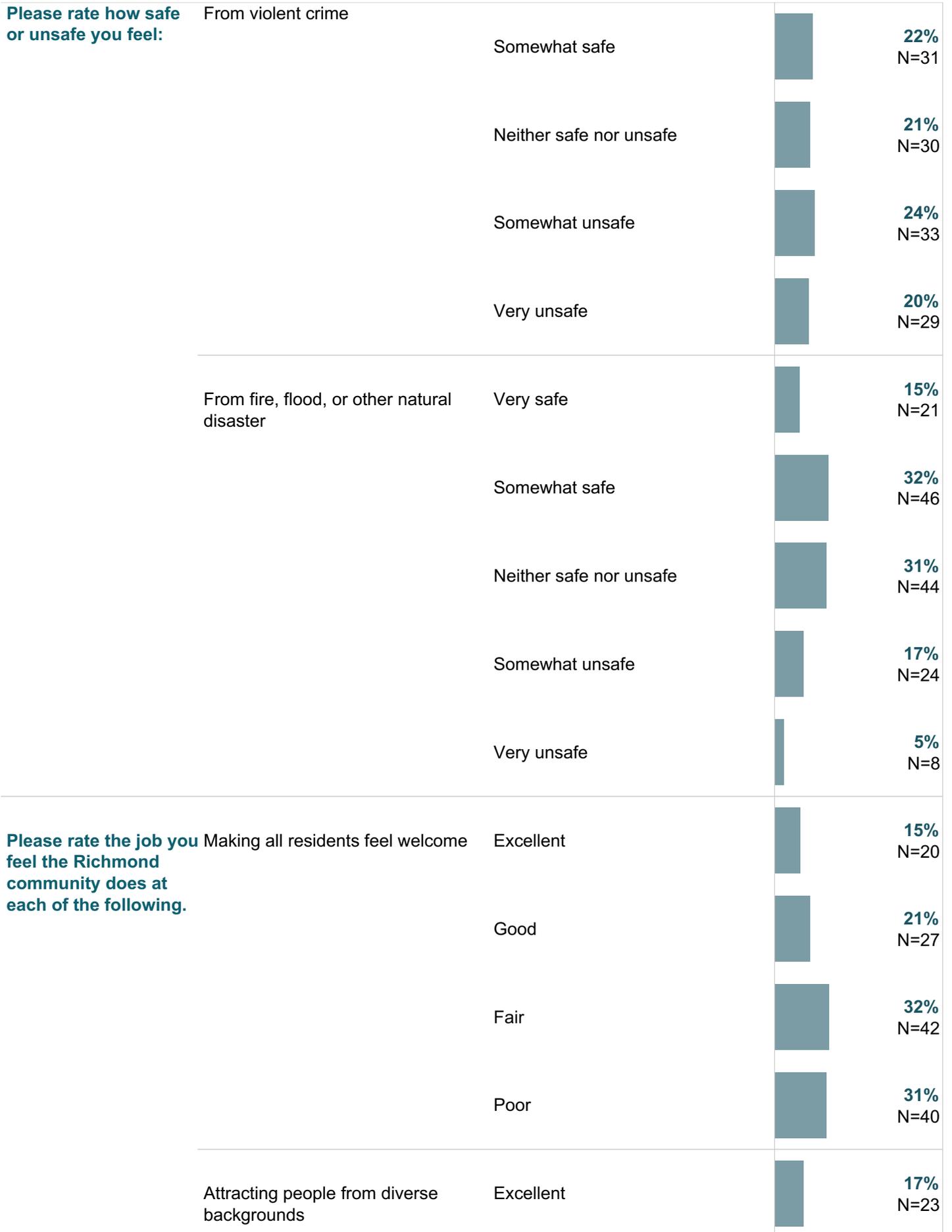
Please rate each of the following characteristics as they relate to Richmond as a whole.

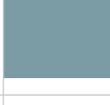




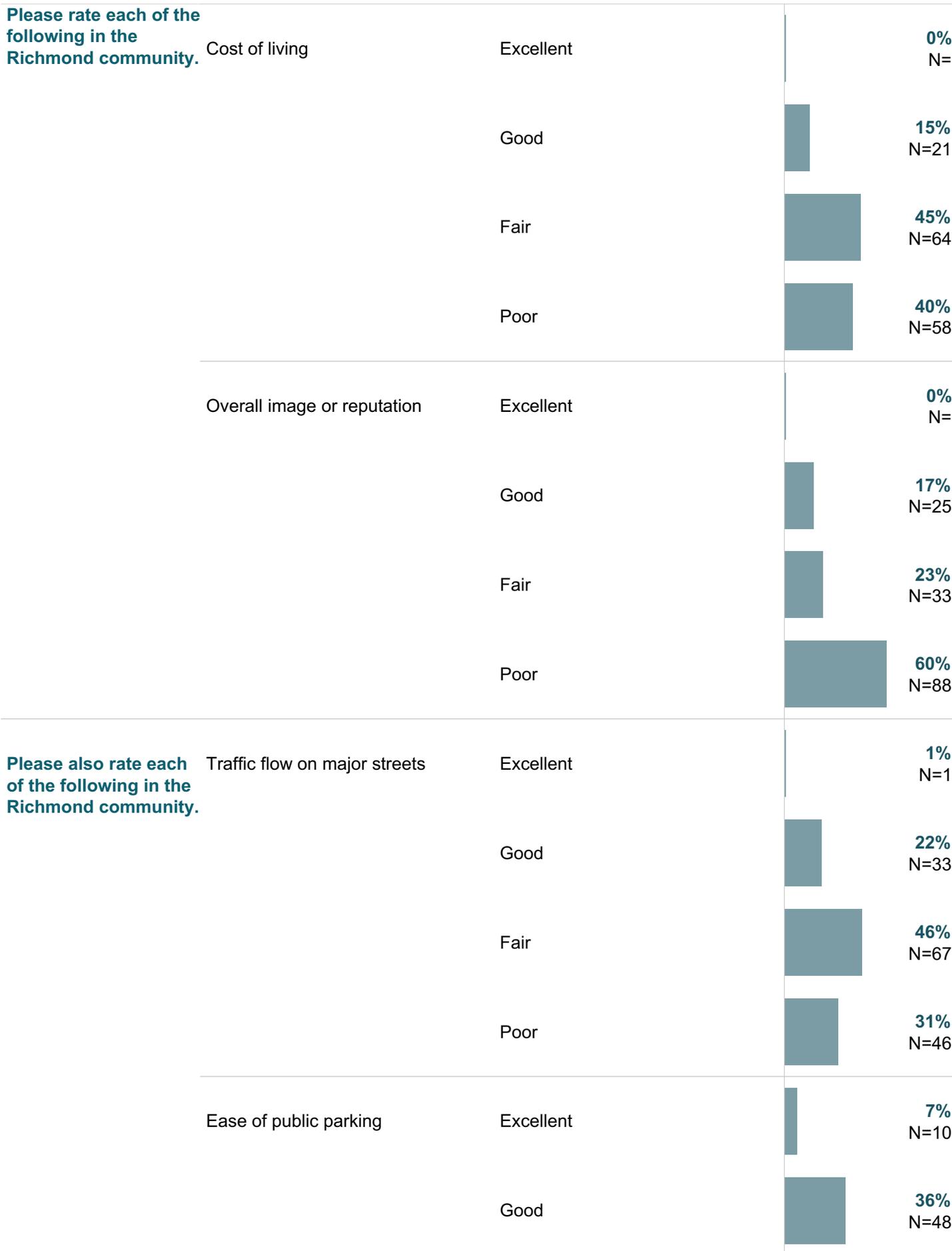
Please rate how safe or unsafe you feel:



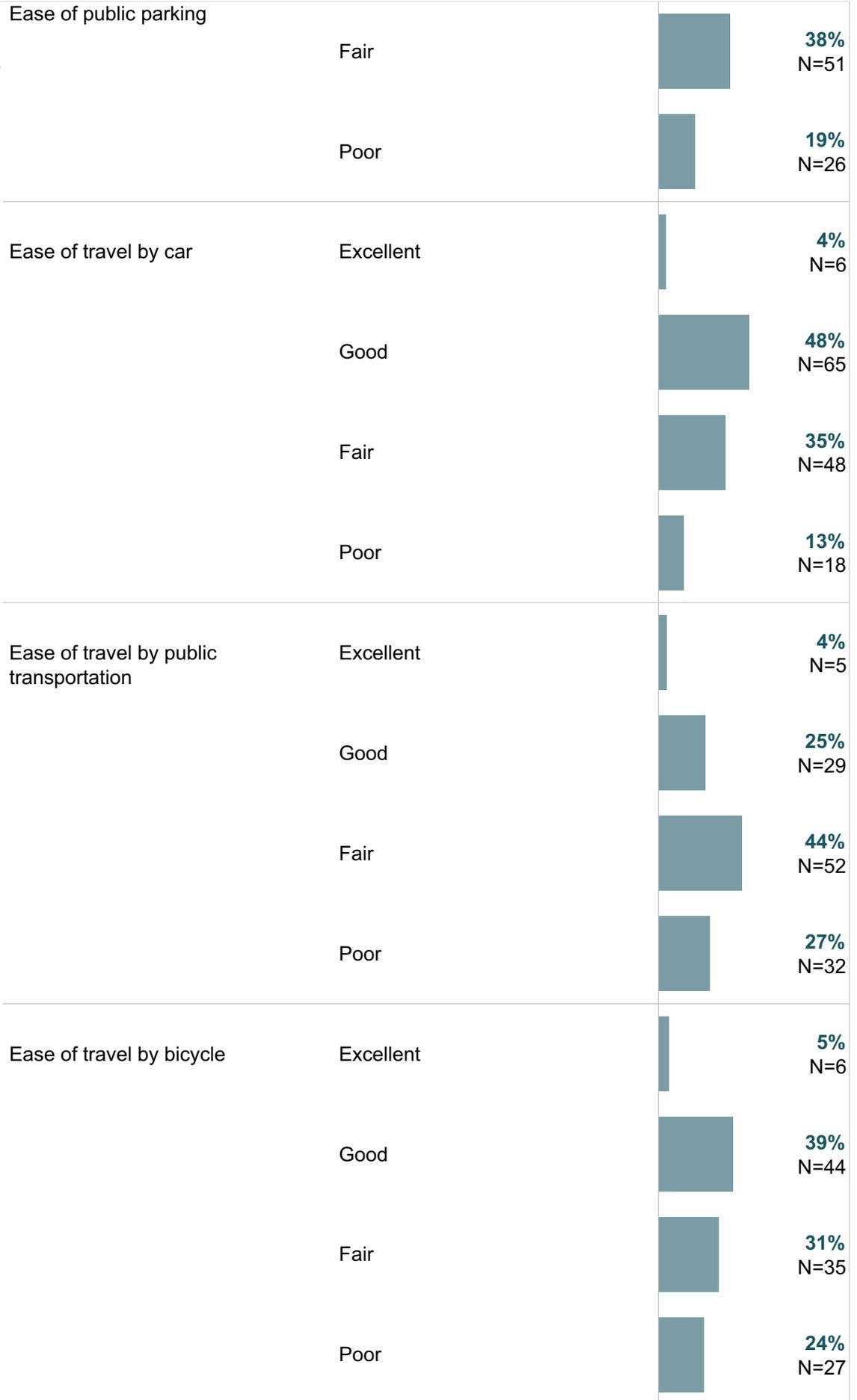


<p>Please rate the job you feel the Richmond community does at each of the following.</p>	Attracting people from diverse backgrounds	Good		26% N=36
		Fair		39% N=54
		Poor		17% N=23
<p>Valuing/respecting residents from diverse backgrounds</p>	Excellent		16% N=23	
	Good		29% N=40	
	Fair		33% N=45	
	Poor		22% N=31	
<p>Taking care of vulnerable residents</p>	Excellent		3% N=3	
	Good		18% N=22	
	Fair		37% N=47	
	Poor		43% N=54	
<p>Please rate each of the following in the Richmond community.</p>	Overall quality of business and service establishments	Excellent		2% N=3
		Good		15% N=22
		Fair		52% N=77

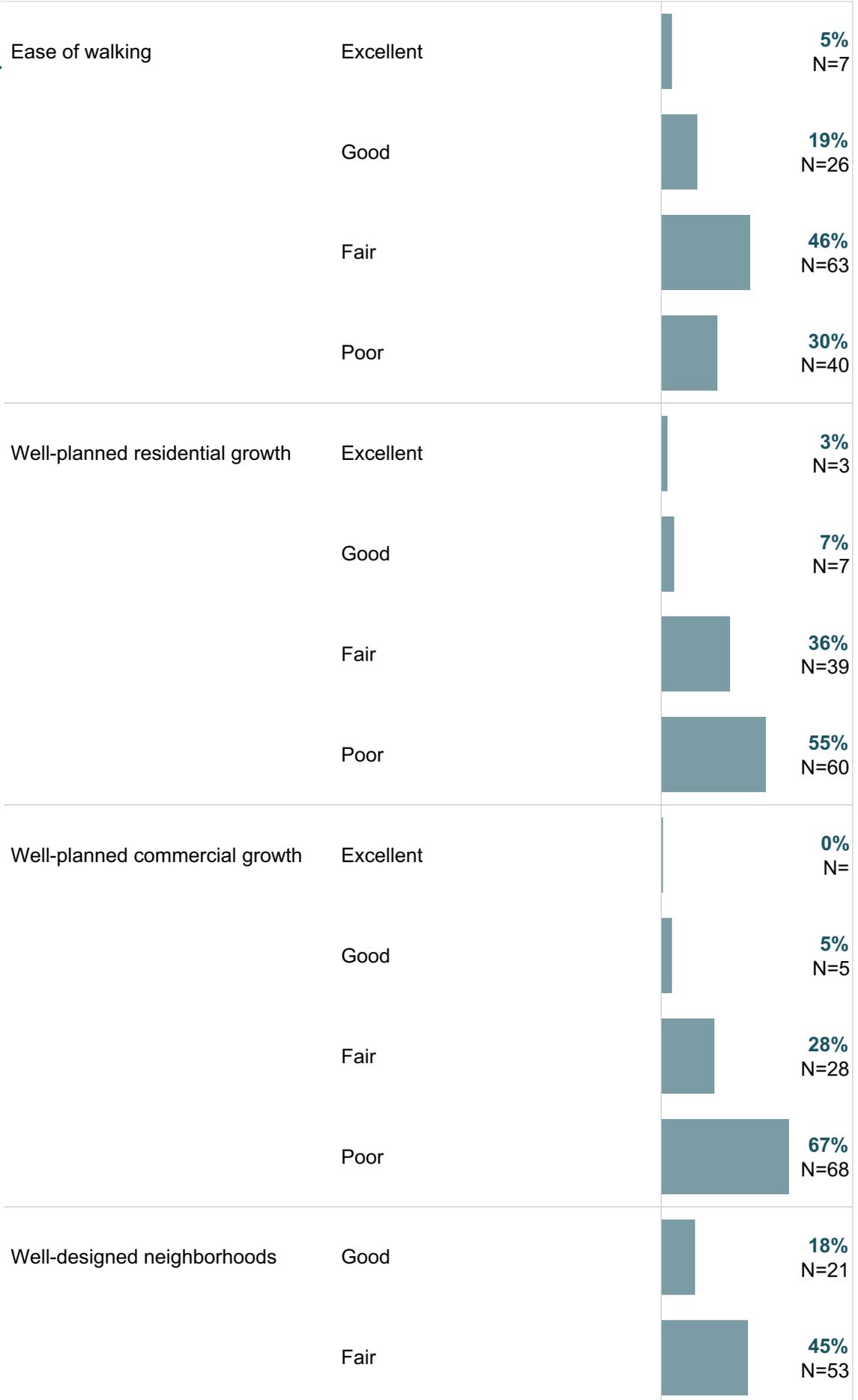
Please rate each of the following in the Richmond community.			
Overall quality of business and service establishments	Poor		31% N=45
Variety of business and service establishments	Excellent		6% N=9
	Good		17% N=24
	Fair		43% N=61
	Poor		34% N=49
Vibrancy of downtown/commercial area	Good		10% N=13
	Fair		28% N=39
	Poor		62% N=86
Employment opportunities	Good		13% N=14
	Fair		28% N=31
	Poor		59% N=65
Shopping opportunities	Good		11% N=16
	Fair		25% N=35
	Poor		63% N=88



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



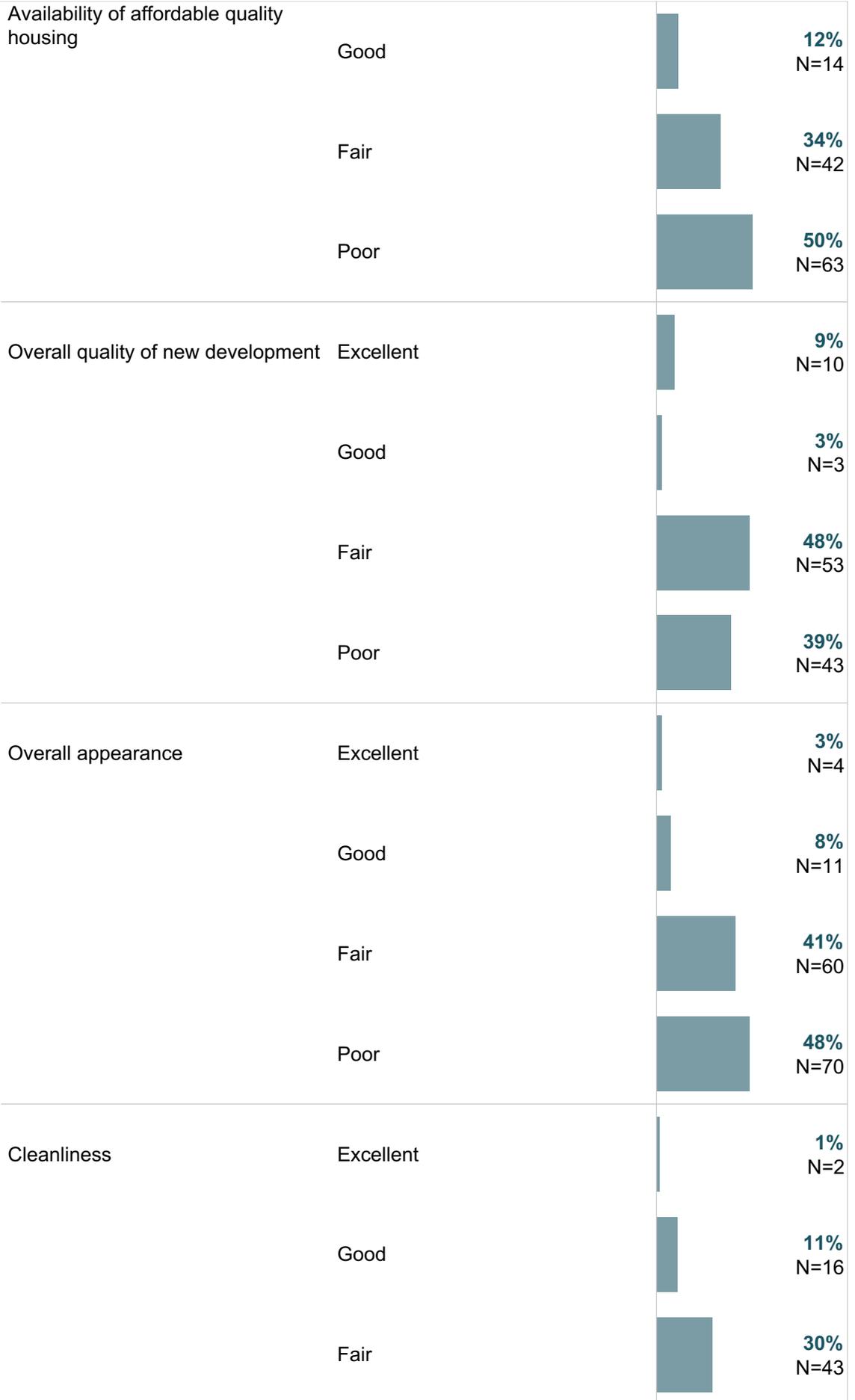
Please also rate each of the following in the Richmond community.



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

Well-designed neighborhoods	Poor		37% N=43
Preservation of the historical or cultural character of the community	Excellent		3% N=3
	Good		31% N=39
	Fair		31% N=41
	Poor		35% N=46
Public places where people want to spend time	Excellent		4% N=6
	Good		12% N=18
	Fair		40% N=59
	Poor		43% N=63
Variety of housing options	Excellent		0% N=
	Good		13% N=17
	Fair		41% N=55
	Poor		45% N=60
Availability of affordable quality housing	Excellent		4% N=6

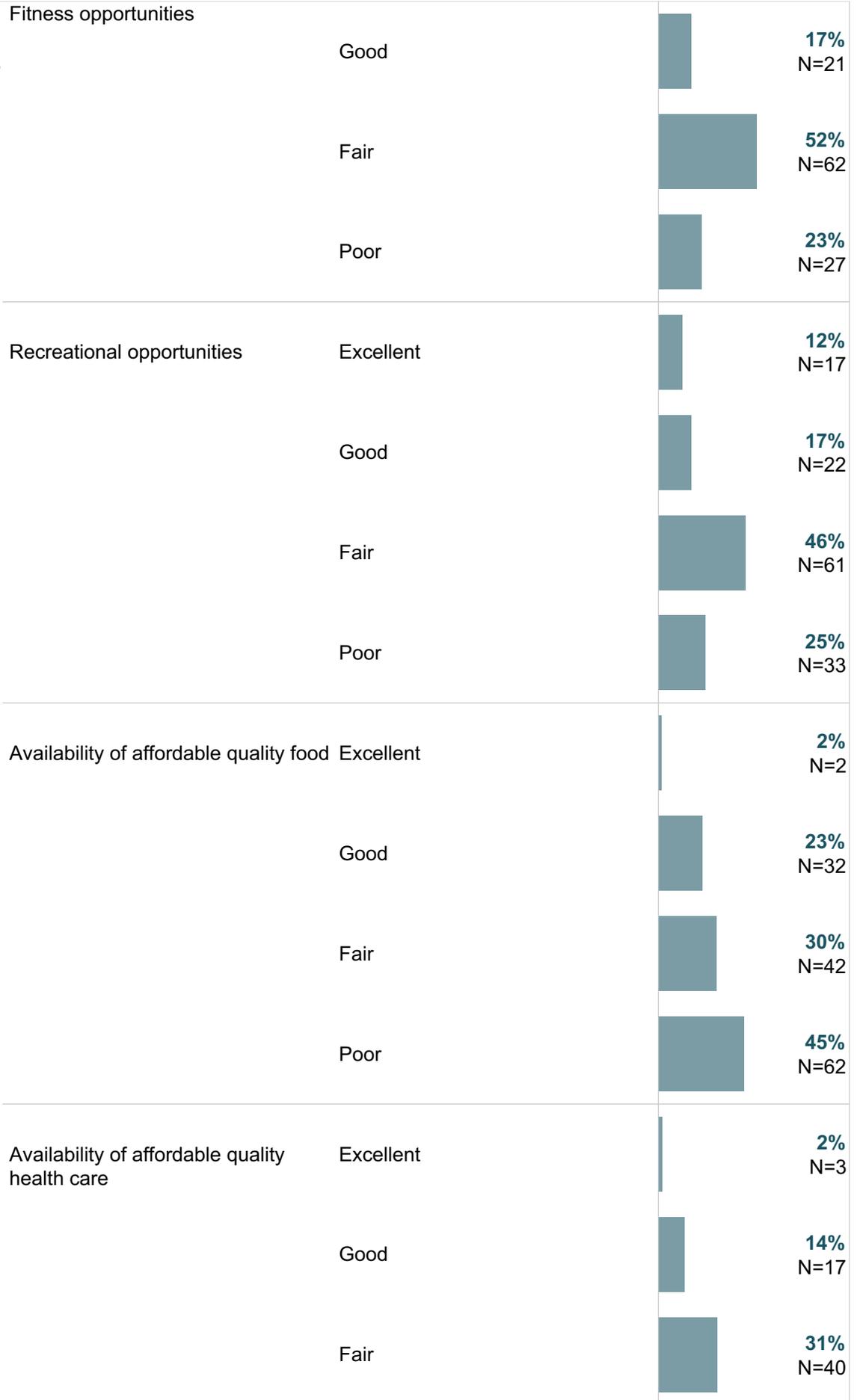
Please also rate each of the following in the Richmond community.



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

Cleanliness	Poor		58% N=85
Water resources	Excellent		11% N=15
	Good		23% N=30
	Fair		45% N=60
	Poor		21% N=28
Air quality	Excellent		5% N=6
	Good		24% N=32
	Fair		26% N=35
	Poor		45% N=60
Availability of paths and walking trails	Excellent		9% N=11
	Good		21% N=28
	Fair		52% N=69
	Poor		18% N=24
Fitness opportunities	Excellent		9% N=10

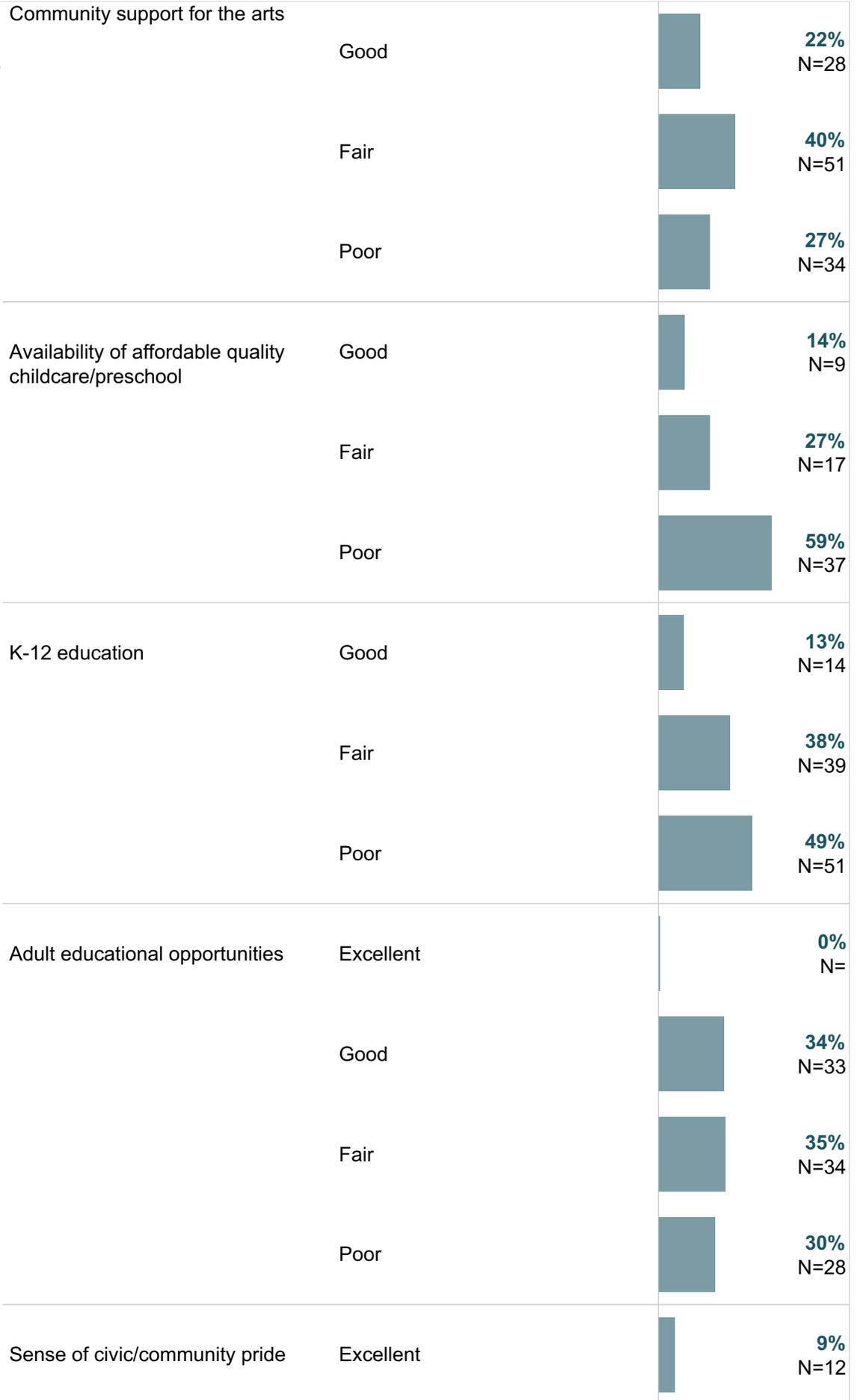
Please also rate each of the following in the Richmond community.



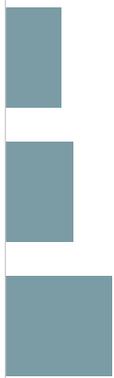
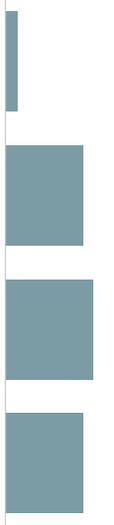
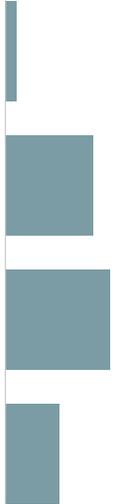
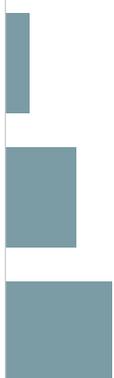
Please also rate each of the following in the Richmond community.

Availability of affordable quality health care	Poor		53% N=67
Availability of preventive health services	Excellent		1% N=1
	Good		16% N=19
	Fair		34% N=39
	Poor		50% N=58
Availability of affordable quality mental health care	Excellent		0% N=
	Good		8% N=8
	Fair		17% N=17
	Poor		75% N=74
Opportunities to attend cultural/arts/music activities	Excellent		9% N=11
	Good		17% N=23
	Fair		40% N=54
	Poor		34% N=46
Community support for the arts	Excellent		11% N=14

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



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

Sense of civic/community pride	Good		22% N=30
	Fair		27% N=36
	Poor		42% N=57
Neighborliness of residents	Excellent		5% N=7
	Good		31% N=43
	Fair		34% N=48
	Poor		31% N=43
Opportunities to participate in social events and activities	Excellent		4% N=5
	Good		34% N=43
	Fair		41% N=51
	Poor		21% N=26
Opportunities to attend special events and festivals	Excellent		9% N=12
	Good		27% N=35
	Fair		42% N=54

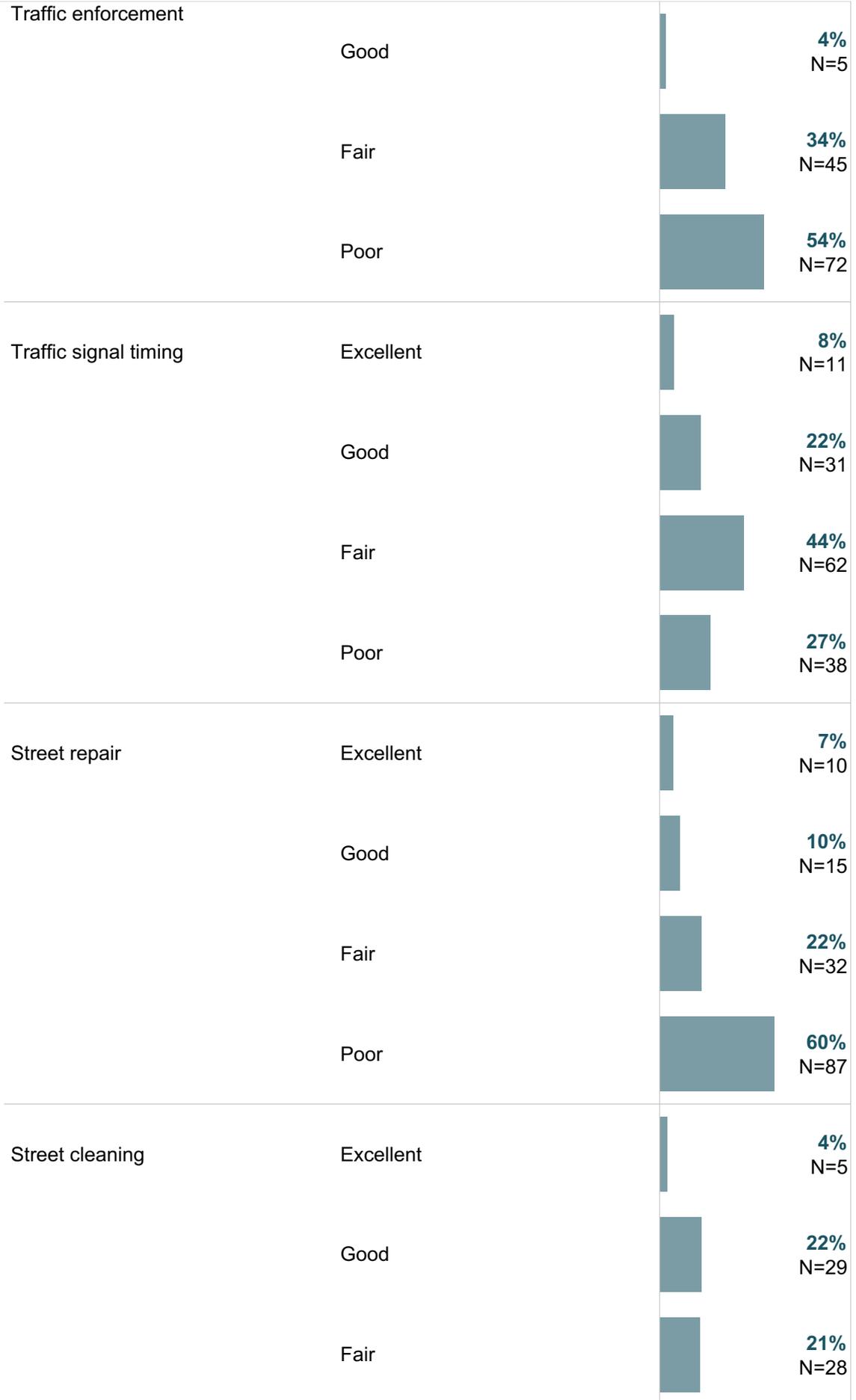
Please also rate each of the following in the Richmond community.

Opportunities to attend special events and festivals	Poor		21% N=27	
Opportunities to volunteer	Excellent		8% N=10	
	Good		37% N=46	
	Fair		38% N=48	
	Poor		17% N=22	
Opportunities to participate in community matters	Excellent		7% N=9	
	Good		32% N=42	
	Fair		41% N=53	
	Poor		20% N=25	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		23% N=29	
	Good		22% N=28	
	Fair		28% N=35	
	Poor		26% N=33	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	No		32% N=46

Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information		
	Yes		68% N=99
Contacted Richmond elected officials to express your opinion	No		47% N=69
	Yes		53% N=76
Attended a local public meeting	No		48% N=70
	Yes		52% N=76
Watched a local public meeting	No		37% N=54
	Yes		63% N=92
Volunteered your time to some group/activity	No		40% N=58
	Yes		60% N=88
Campaigned or advocated for a local issue, cause, or candidate	No		56% N=82
	Yes		44% N=64
Voted in your most recent local election	No		21% N=30
	Yes		79% N=116
Used public transportation instead of driving	No		41% N=59

Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	Yes		59% N=87
	Carpooled with other adults or children instead of driving alone	No		53% N=78
		Yes		47% N=68
	Walked or biked instead of driving	No		35% N=51
		Yes		65% N=95
	Please rate the quality of each of the following services in Richmond.	Public information services	Excellent	
Good				30% N=39
Fair				43% N=56
Poor				26% N=34
Economic development		Excellent		3% N=3
		Good		4% N=5
		Fair		35% N=41
		Poor		58% N=66
Traffic enforcement		Excellent		8% N=10

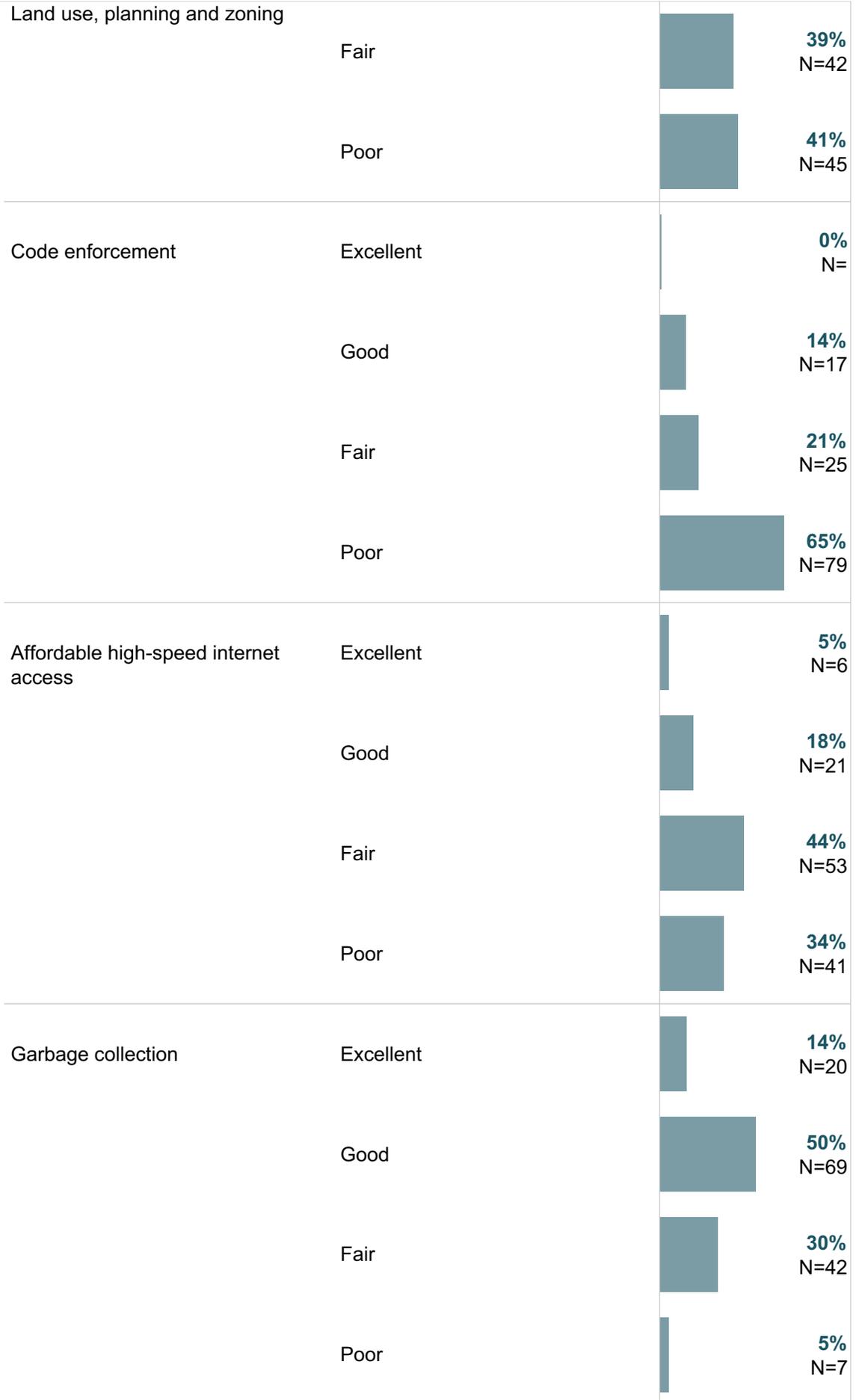
Please rate the quality of each of the following services in Richmond.



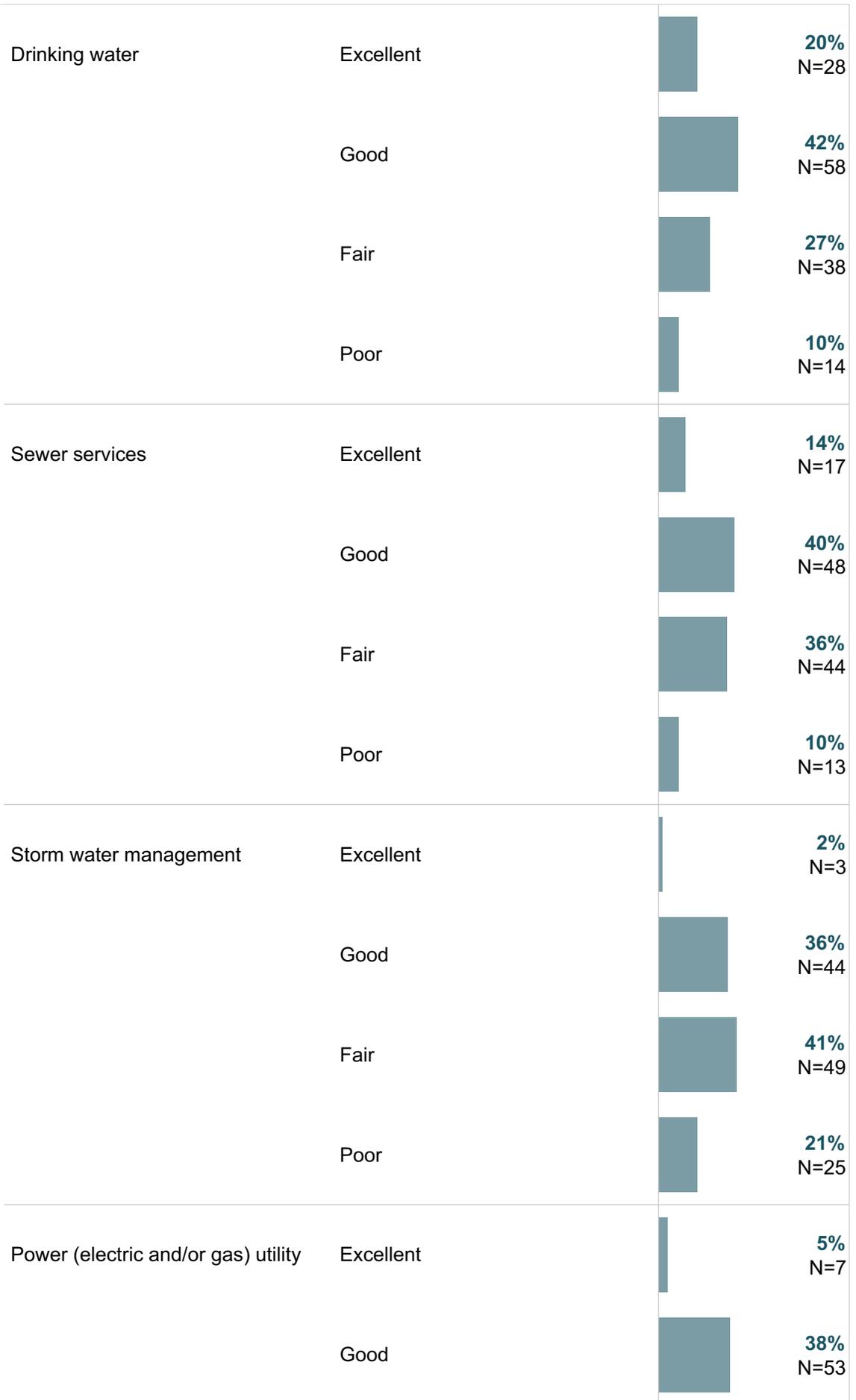
Please rate the quality of each of the following services in Richmond.

Street cleaning	Poor		54% N=72
Street lighting	Excellent		1% N=2
	Good		28% N=39
	Fair		43% N=60
	Poor		27% N=38
Sidewalk maintenance	Good		16% N=20
	Fair		31% N=40
	Poor		54% N=69
Bus or transit services	Excellent		4% N=5
	Good		26% N=32
	Fair		46% N=55
	Poor		23% N=28
Land use, planning and zoning	Excellent		2% N=2
	Good		18% N=20

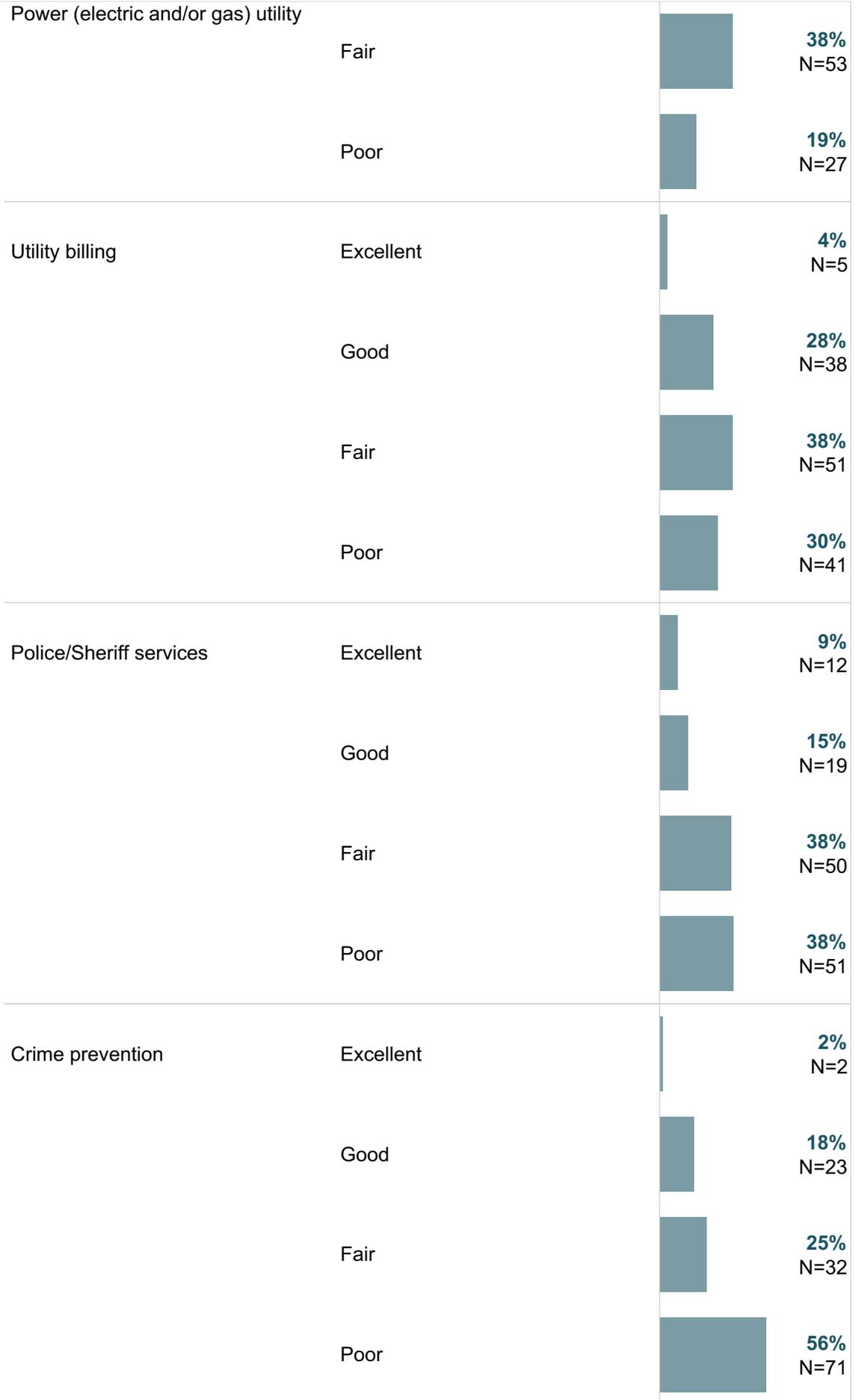
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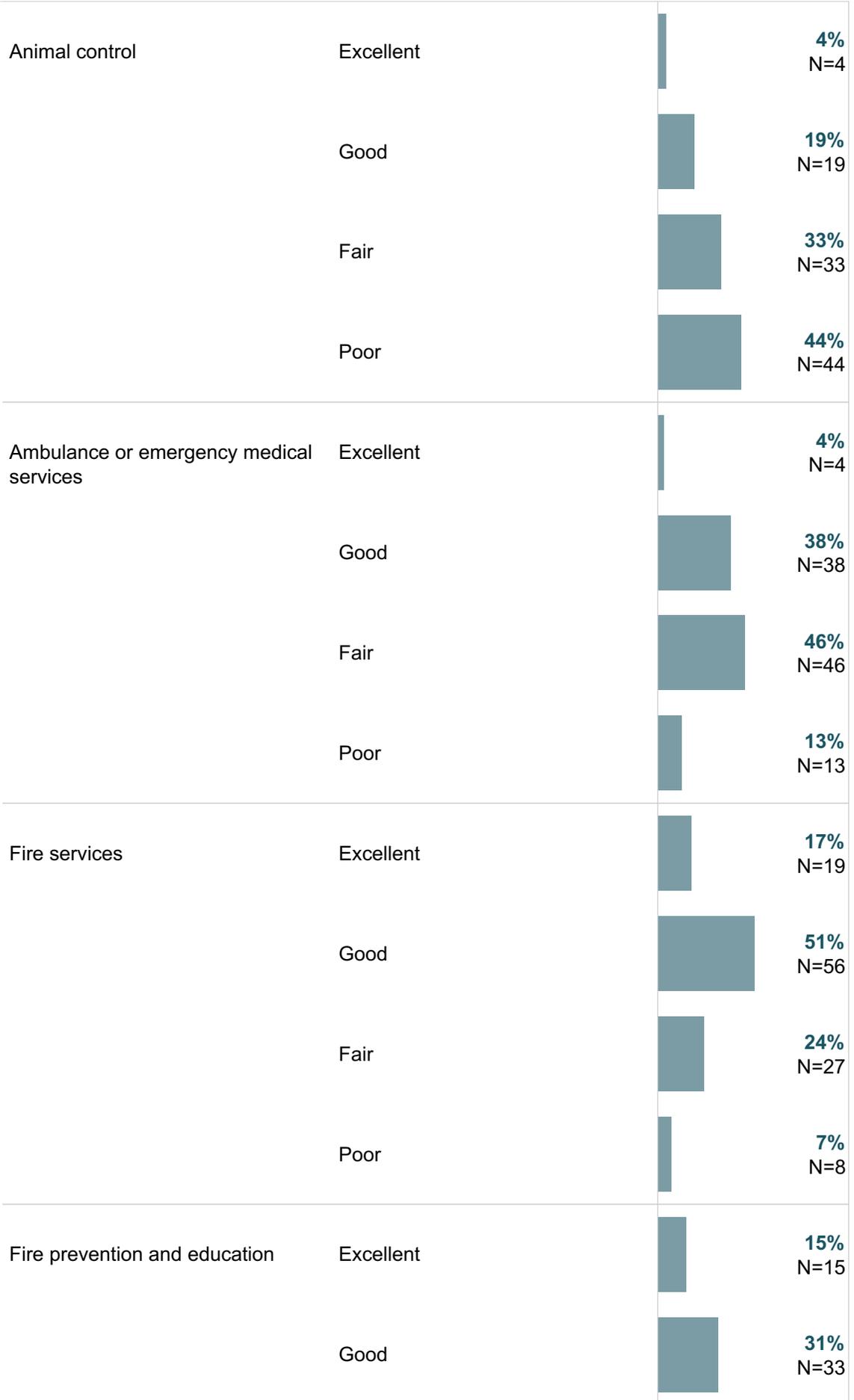
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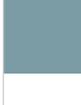
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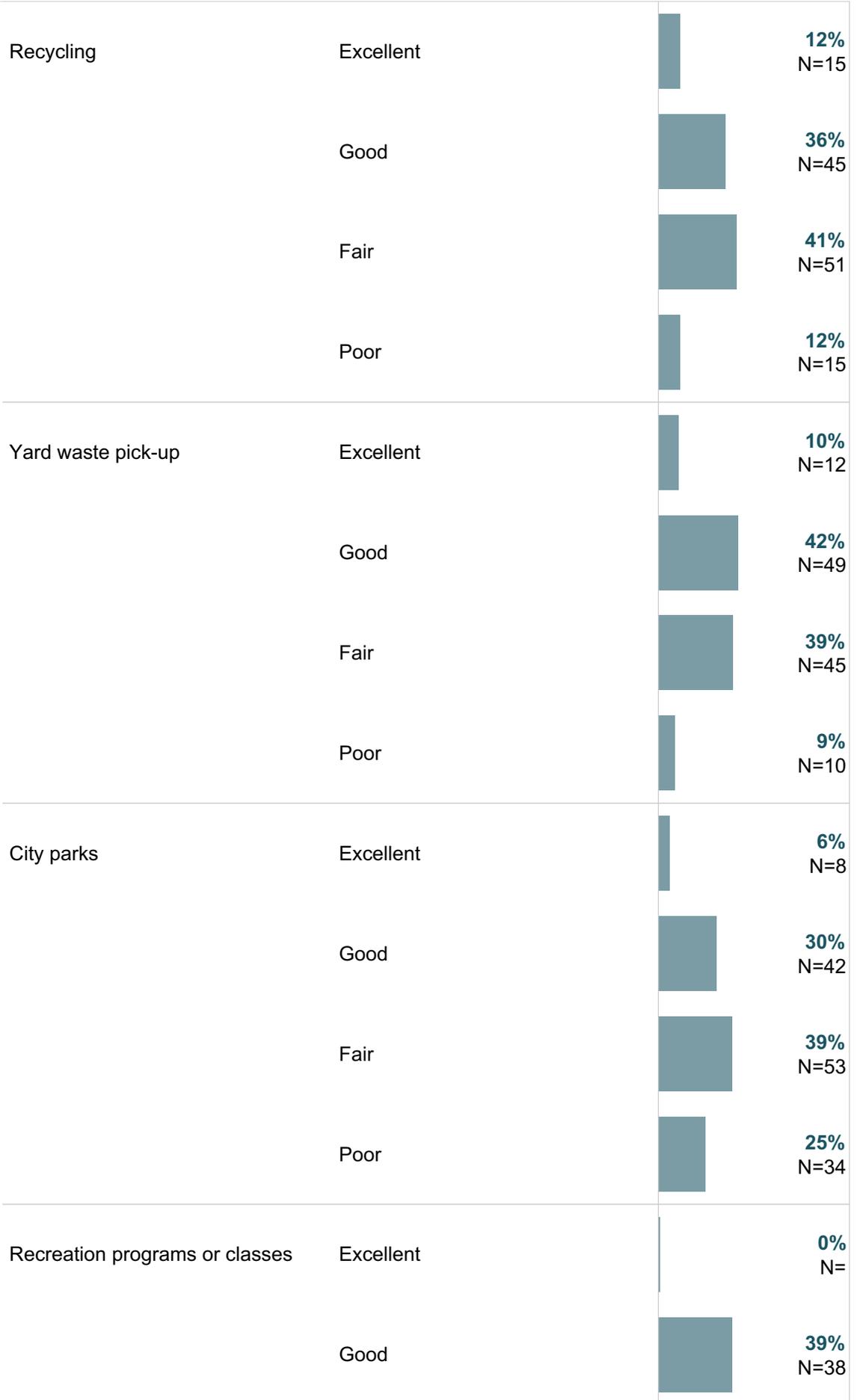
Please rate the quality of each of the following services in Richmond.



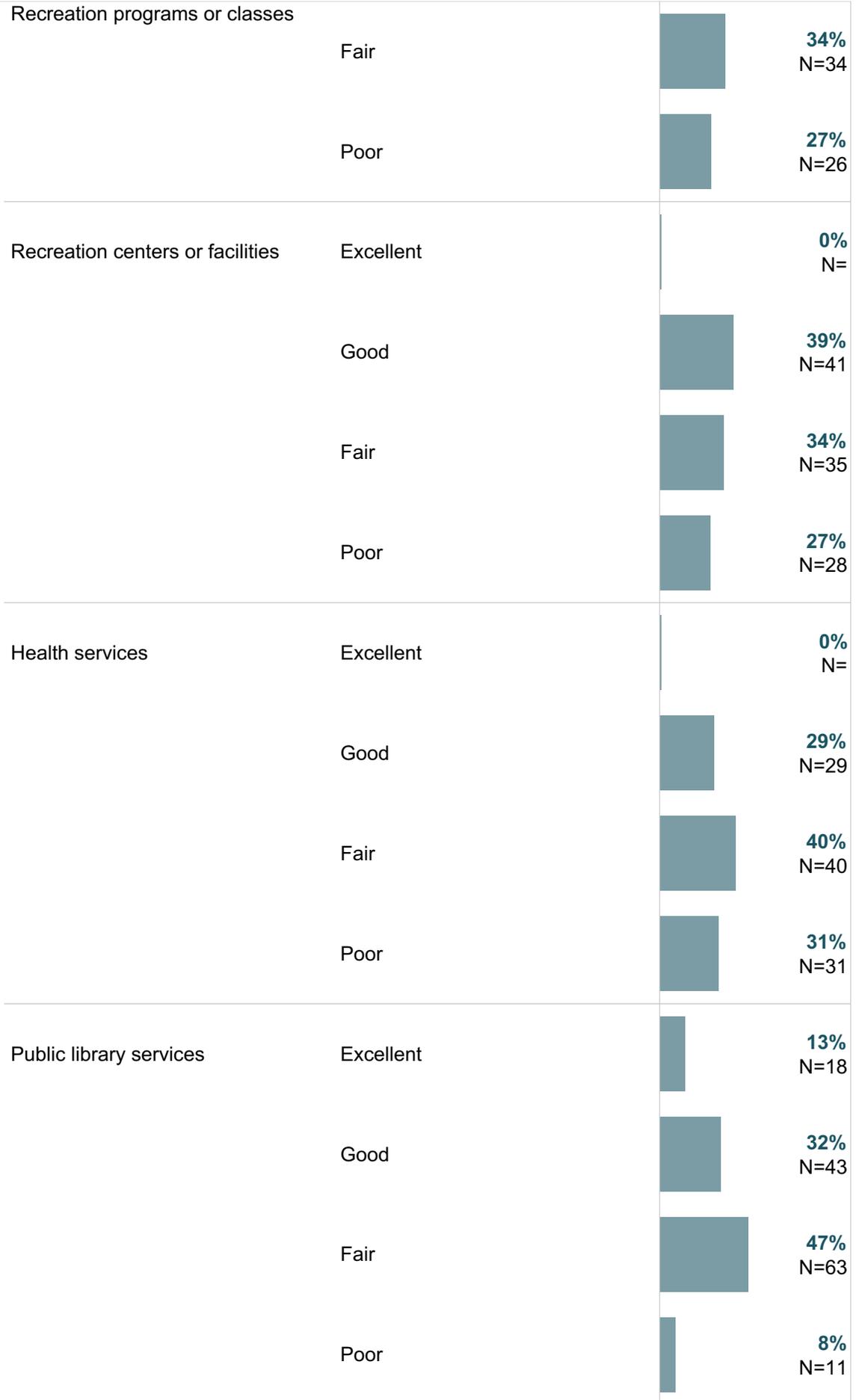
Please rate the quality of each of the following services in Richmond.

Fire prevention and education	Fair		31% N=33
	Poor		23% N=24
Emergency preparedness	Excellent		7% N=6
	Good		33% N=31
	Fair		34% N=33
	Poor		26% N=25
Preservation of natural areas	Excellent		6% N=6
	Good		34% N=36
	Fair		39% N=40
	Poor		21% N=22
Richmond open space	Excellent		12% N=15
	Good		27% N=34
	Fair		35% N=44
	Poor		26% N=33

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

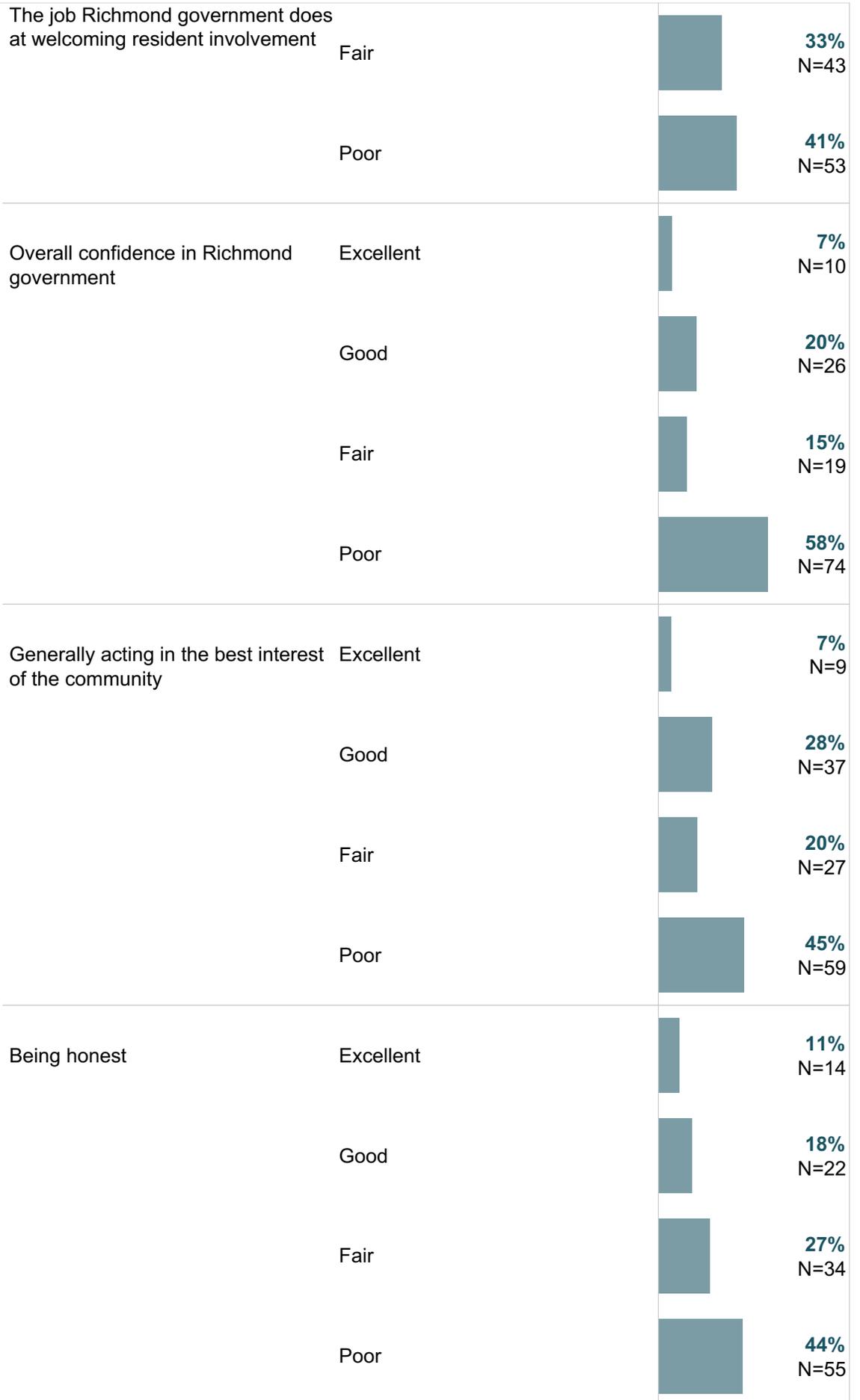


Please rate the quality of each of the following services in Richmond.

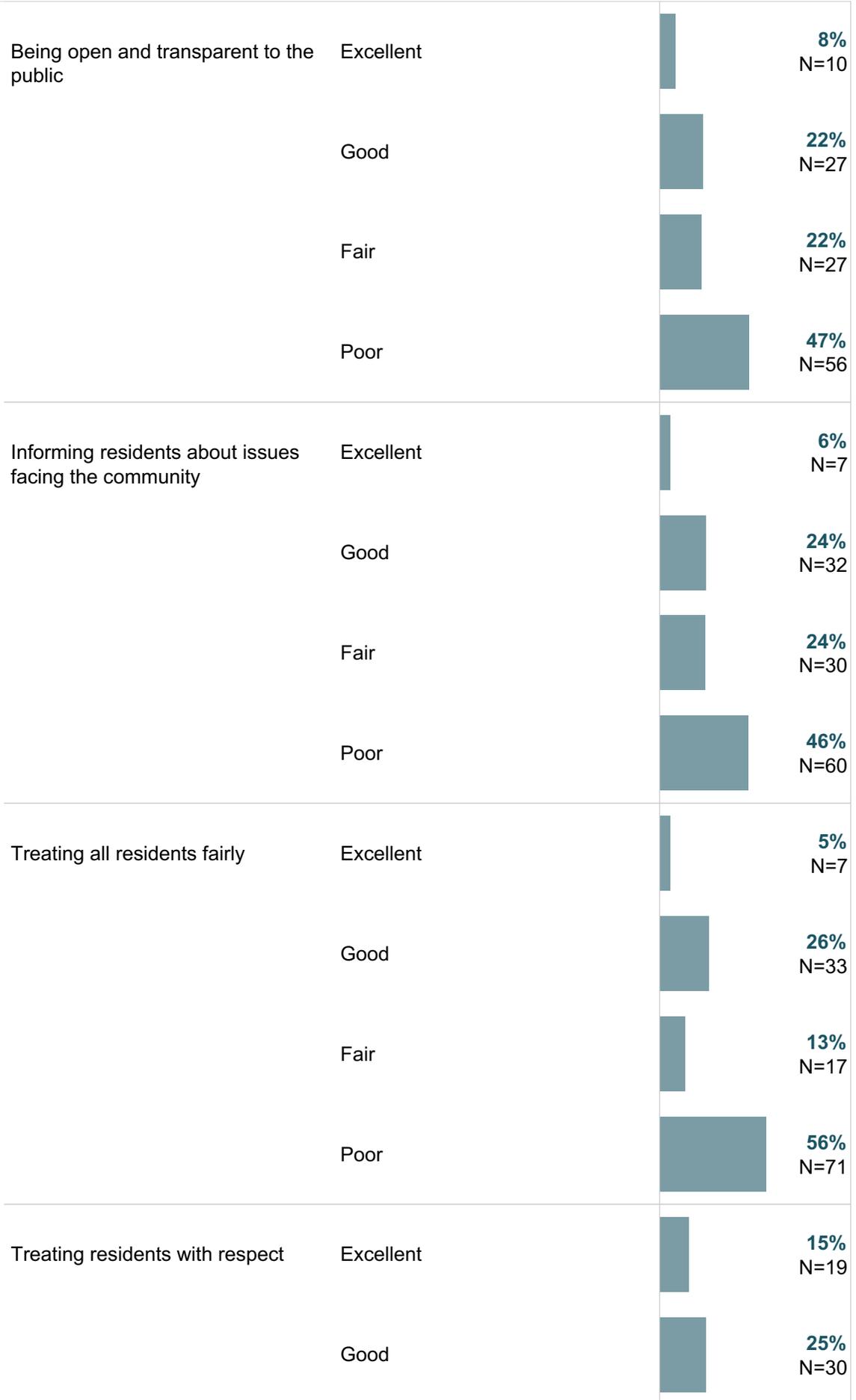


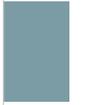
<p>Please rate the quality of each of the following services in Richmond.</p>	<p>Overall customer service by Richmond employees</p>	Excellent		<p>9% N=12</p>
		Good		<p>19% N=25</p>
		Fair		<p>52% N=68</p>
		Poor		<p>19% N=25</p>
<p>Please rate the following categories of Richmond government performance.</p>	<p>The value of services for the taxes paid to Richmond</p>	Excellent		<p>3% N=4</p>
		Good		<p>20% N=23</p>
		Fair		<p>28% N=33</p>
		Poor		<p>49% N=58</p>
<p>The overall direction that Richmond is taking</p>	<p>The overall direction that Richmond is taking</p>	Excellent		<p>10% N=12</p>
		Good		<p>13% N=16</p>
		Fair		<p>27% N=34</p>
		Poor		<p>50% N=64</p>
<p>The job Richmond government does at welcoming resident involvement</p>	<p>The job Richmond government does at welcoming resident involvement</p>	Excellent		<p>12% N=15</p>
		Good		<p>14% N=19</p>

Please rate the following categories of Richmond government performance.

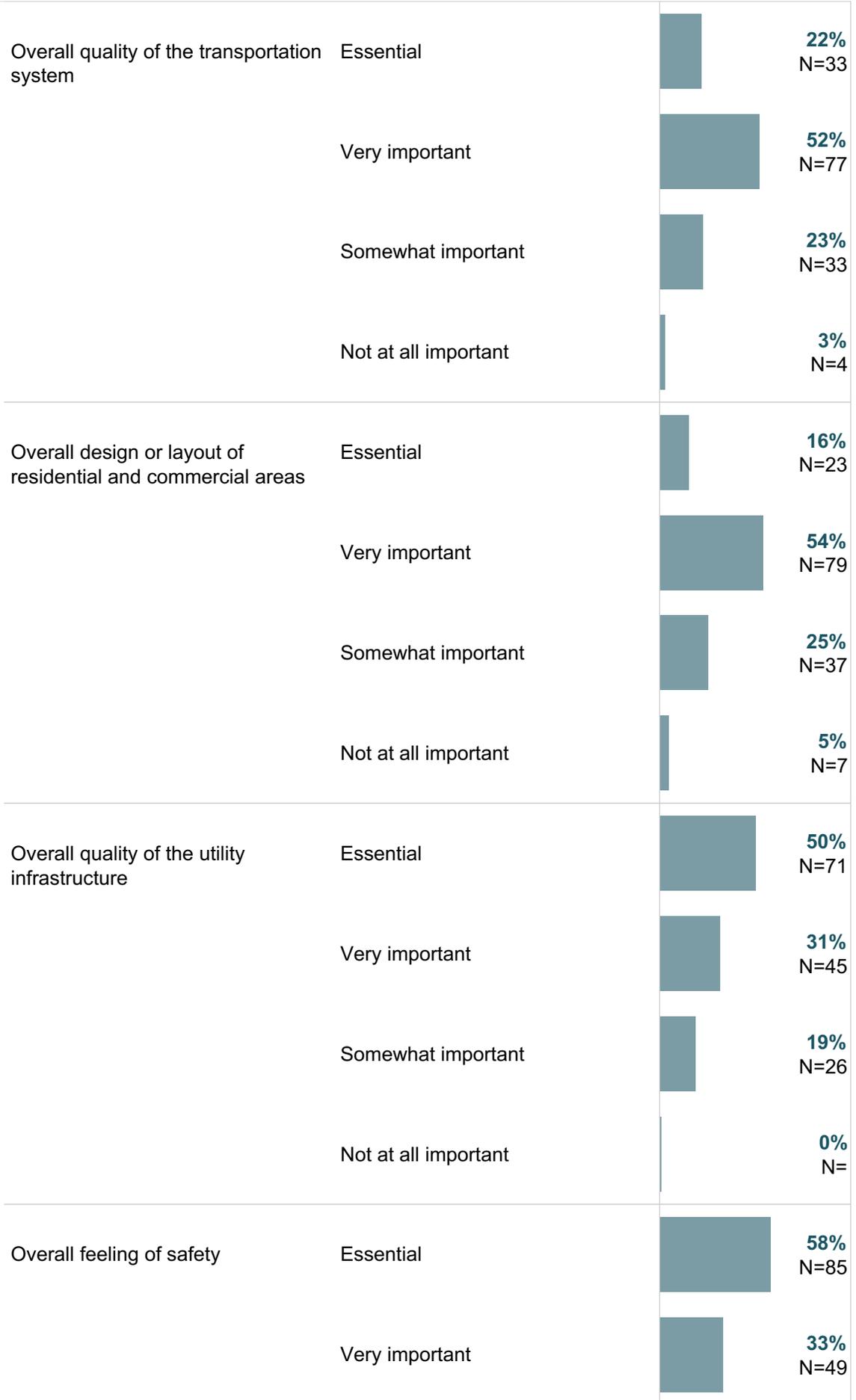


Please rate the following categories of Richmond government performance.

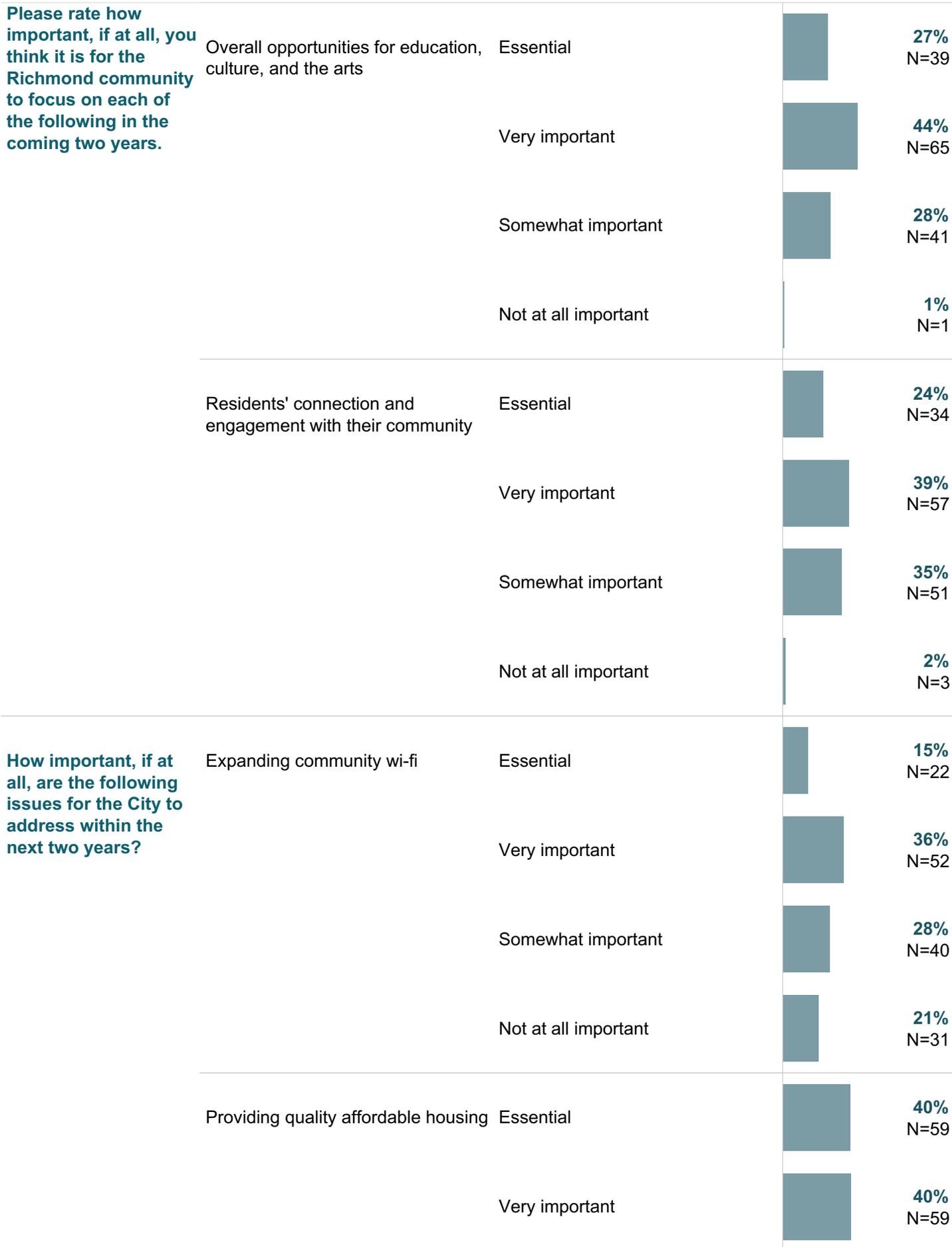


Please rate the following categories of Richmond government performance.	Treating residents with respect	Fair		26% N=32
		Poor		34% N=42
Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Excellent		5% N=8
		Good		21% N=30
		Fair		36% N=52
		Poor		37% N=53
	The Federal Government	Excellent		2% N=4
		Good		18% N=26
		Fair		34% N=48
		Poor		45% N=64
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Essential		50% N=73
		Very important		36% N=52
		Somewhat important		14% N=20
		Not at all important		1% N=1

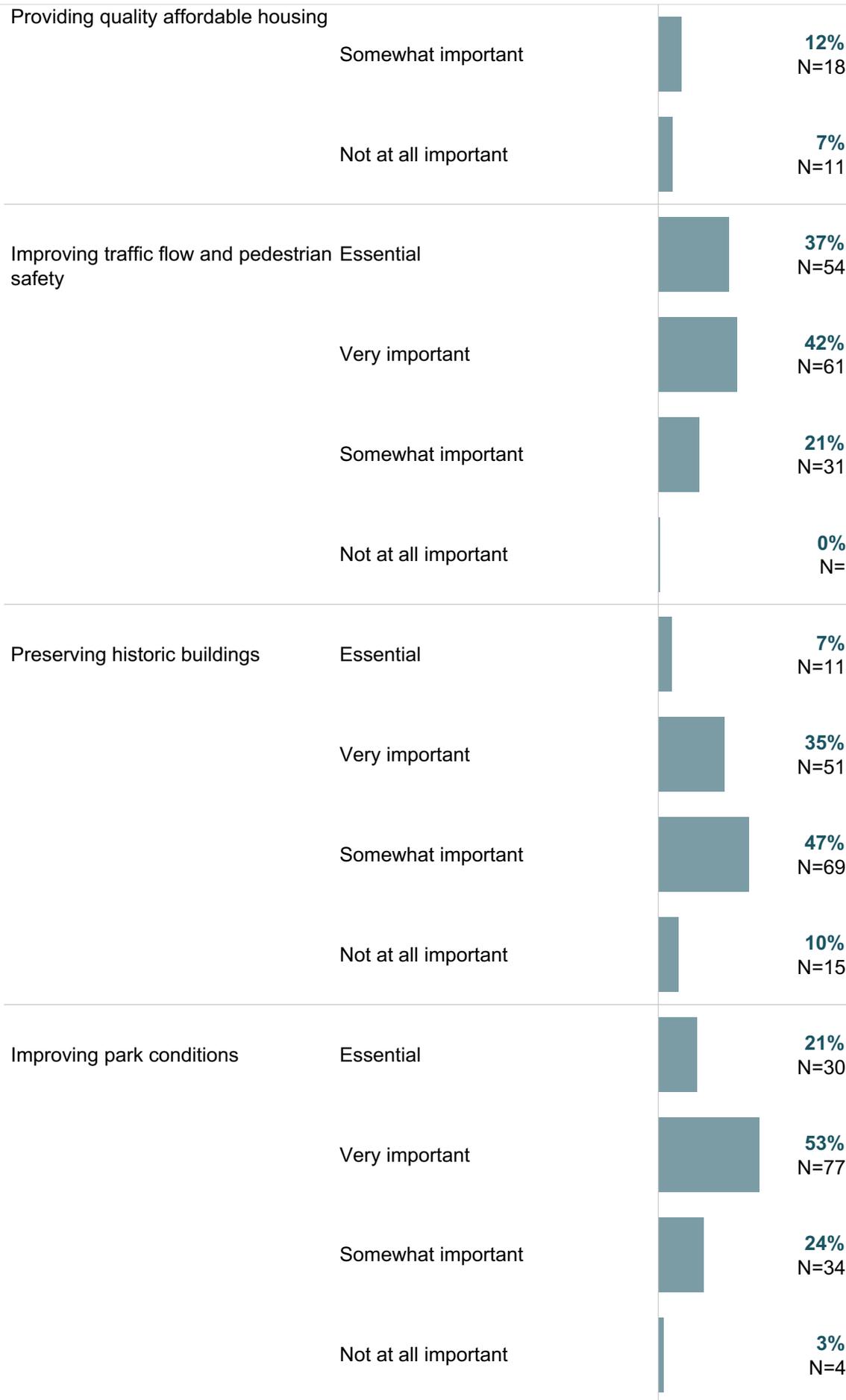
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.



		Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	
Overall feeling of safety	Somewhat important		6% N=9
	Not at all important		2% N=3
Overall quality of natural environment	Essential		36% N=50
	Very important		47% N=66
	Somewhat important		18% N=25
	Not at all important		0% N=
Overall quality of parks and recreation opportunities	Essential		23% N=34
	Very important		52% N=77
	Somewhat important		24% N=36
	Not at all important		0% N=
Overall health and wellness opportunities	Essential		32% N=47
	Very important		43% N=62
	Somewhat important		24% N=35
	Not at all important		1% N=1



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



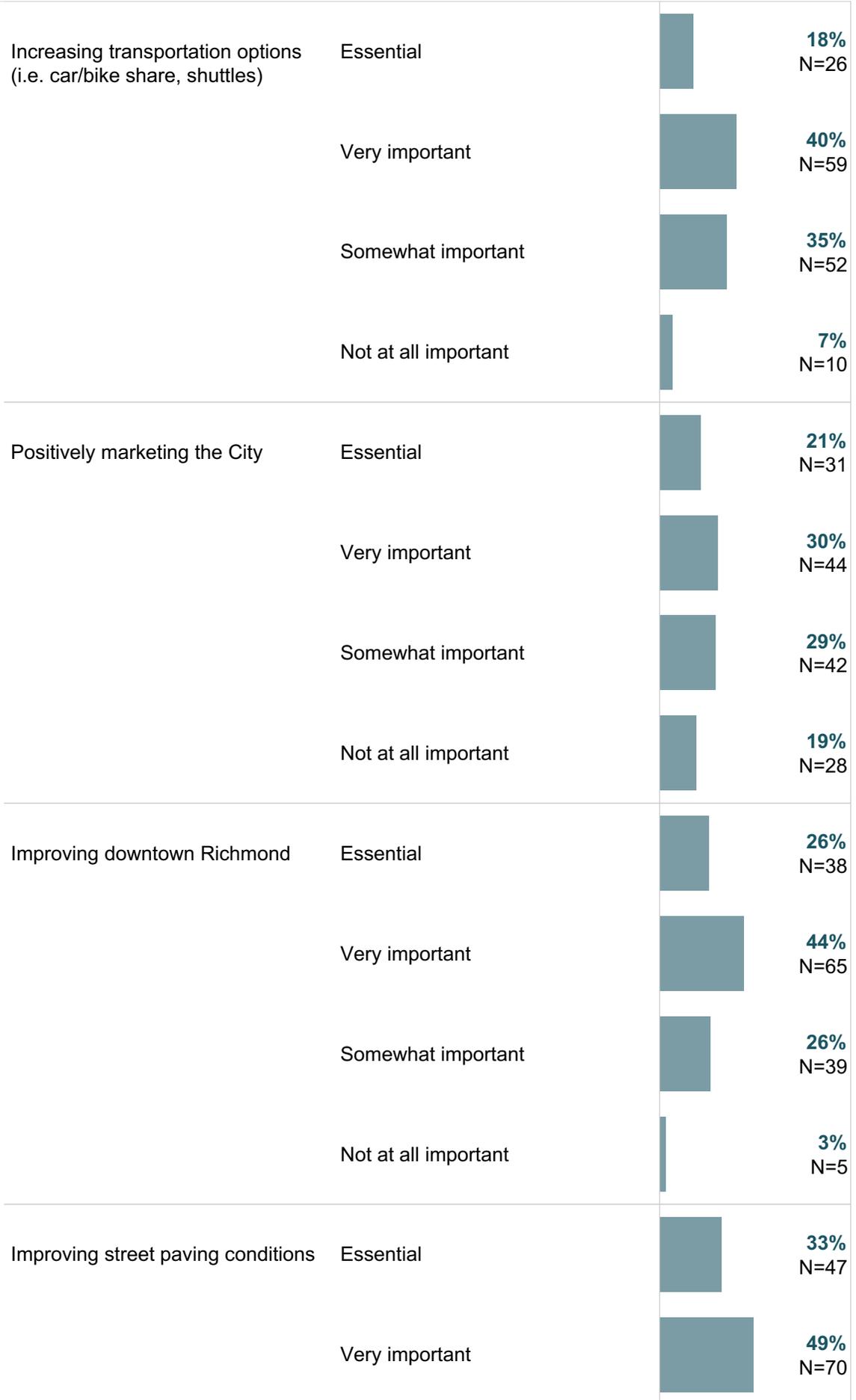
How important, if at all, are the following issues for the City to address within the next two years?

Providing more parks and open space	Essential		22% N=33
	Very important		35% N=52
	Somewhat important		32% N=47
	Not at all important		10% N=15
Renovating community centers and expanding programming	Essential		22% N=33
	Very important		35% N=50
	Somewhat important		33% N=48
	Not at all important		10% N=15
Upgrading existing and developing more athletic fields	Essential		12% N=18
	Very important		41% N=59
	Somewhat important		36% N=52
	Not at all important		11% N=15
Improving street and pedestrian lighting	Essential		30% N=44
	Very important		49% N=71

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

Improving street and pedestrian lighting	Somewhat important		20% N=29
	Not at all important		1% N=1
Developing job training opportunities	Essential		29% N=43
	Very important		32% N=47
	Somewhat important		30% N=44
	Not at all important		8% N=12
Addressing blighted properties	Essential		32% N=47
	Very important		50% N=73
	Somewhat important		15% N=22
	Not at all important		3% N=4
Reducing crime and disorder	Essential		70% N=100
	Very important		18% N=26
	Somewhat important		10% N=14
	Not at all important		2% N=3

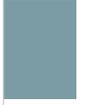
How important, if at all, are the following issues for the City to address within the next two years?



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

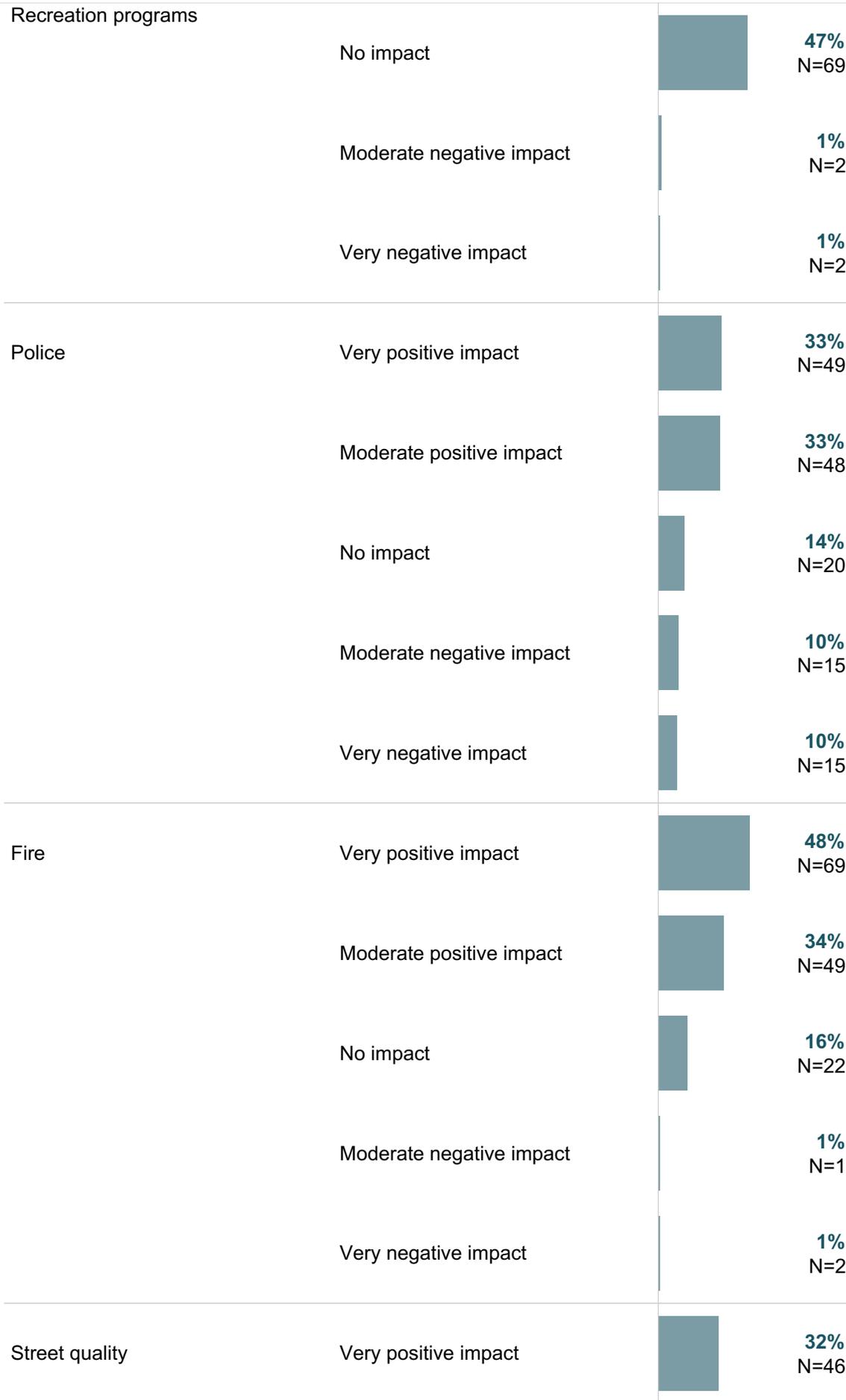
Improving street paving conditions	Somewhat important		18% N=26
	Not at all important		0% N=
Improving environmental quality	Essential		54% N=79
	Very important		32% N=47
	Somewhat important		14% N=20
	Not at all important		1% N=1
Providing supportive services to previously incarcerated persons	Essential		25% N=36
	Very important		31% N=45
	Somewhat important		32% N=47
	Not at all important		12% N=17
Increasing the generation of revenue to support City services	Essential		22% N=31
	Very important		33% N=48
	Somewhat important		25% N=37
	Not at all important		20% N=29

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

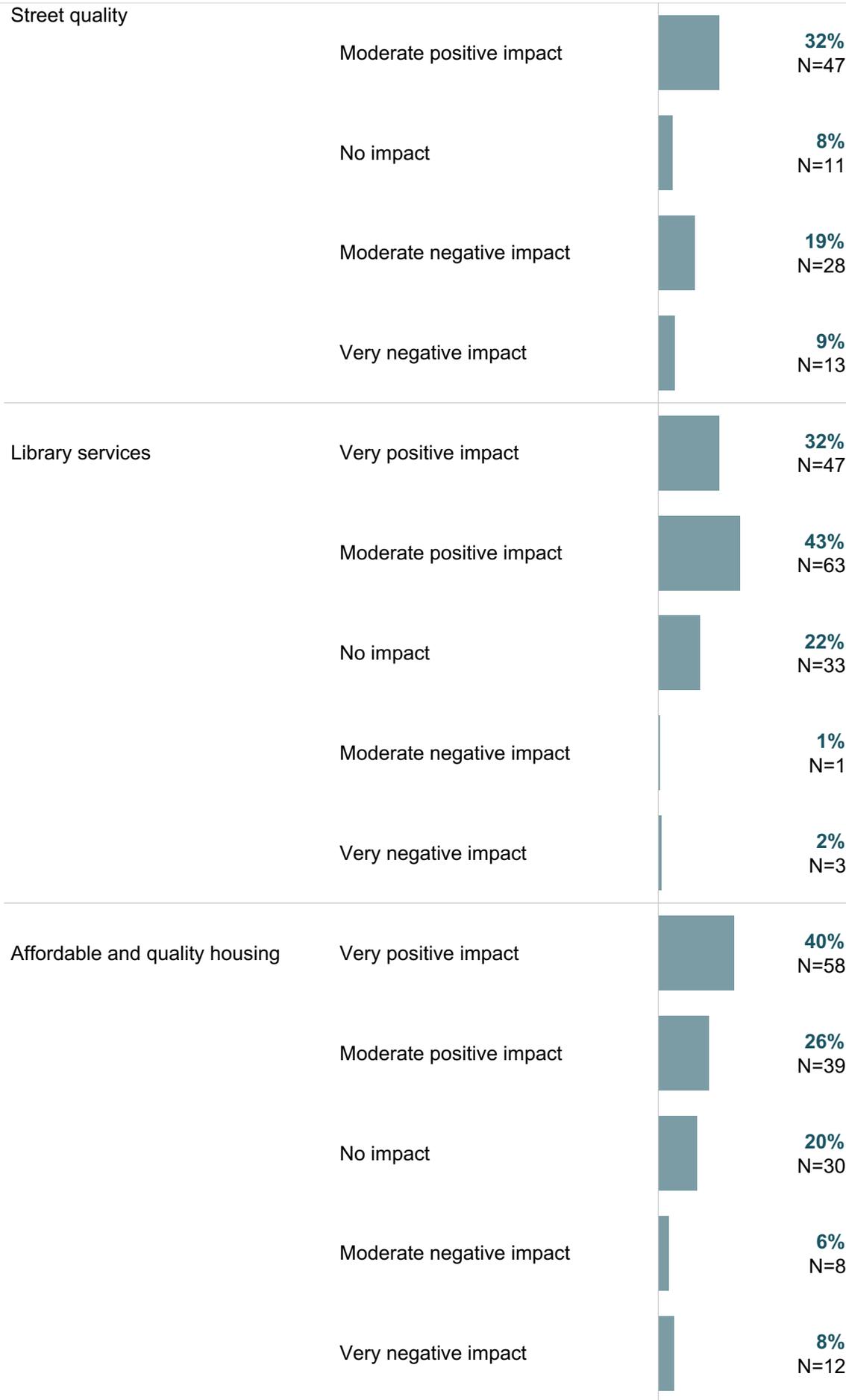
Improving the financial stability of the City	Essential		48% N=70
	Very important		41% N=60
	Somewhat important		11% N=16
	Not at all important		0% N=
Increasing services to support the homeless population	Essential		35% N=51
	Very important		36% N=53
	Somewhat important		20% N=30
	Not at all important		9% N=13
Increasing economic development activities	Essential		36% N=52
	Very important		32% N=47
	Somewhat important		28% N=41
	Not at all important		4% N=5
Providing more local retail and shopping opportunities for Richmond residents	Essential		32% N=47
	Very important		42% N=61

<p>How important, if at all, are the following issues for the City to address within the next two years?</p>	<p>Providing more local retail and shopping opportunities for Richmond residents</p>	Somewhat important		<p>22% N=33</p>
		Not at all important		<p>4% N=5</p>
<p>Please rate the impact of the following City services on your health and well-being:</p>	<p>Street lighting</p>	Very positive impact		<p>30% N=44</p>
		Moderate positive impact		<p>34% N=49</p>
		No impact		<p>18% N=26</p>
		Moderate negative impact		<p>13% N=18</p>
		Very negative impact		<p>5% N=8</p>
<p>Parks</p>		Very positive impact		<p>46% N=68</p>
		Moderate positive impact		<p>33% N=48</p>
		No impact		<p>18% N=27</p>
		Moderate negative impact		<p>1% N=2</p>
		Very negative impact		<p>1% N=1</p>
<p>Recreation programs</p>		Very positive impact		<p>20% N=29</p>
		Moderate positive impact		<p>30% N=44</p>

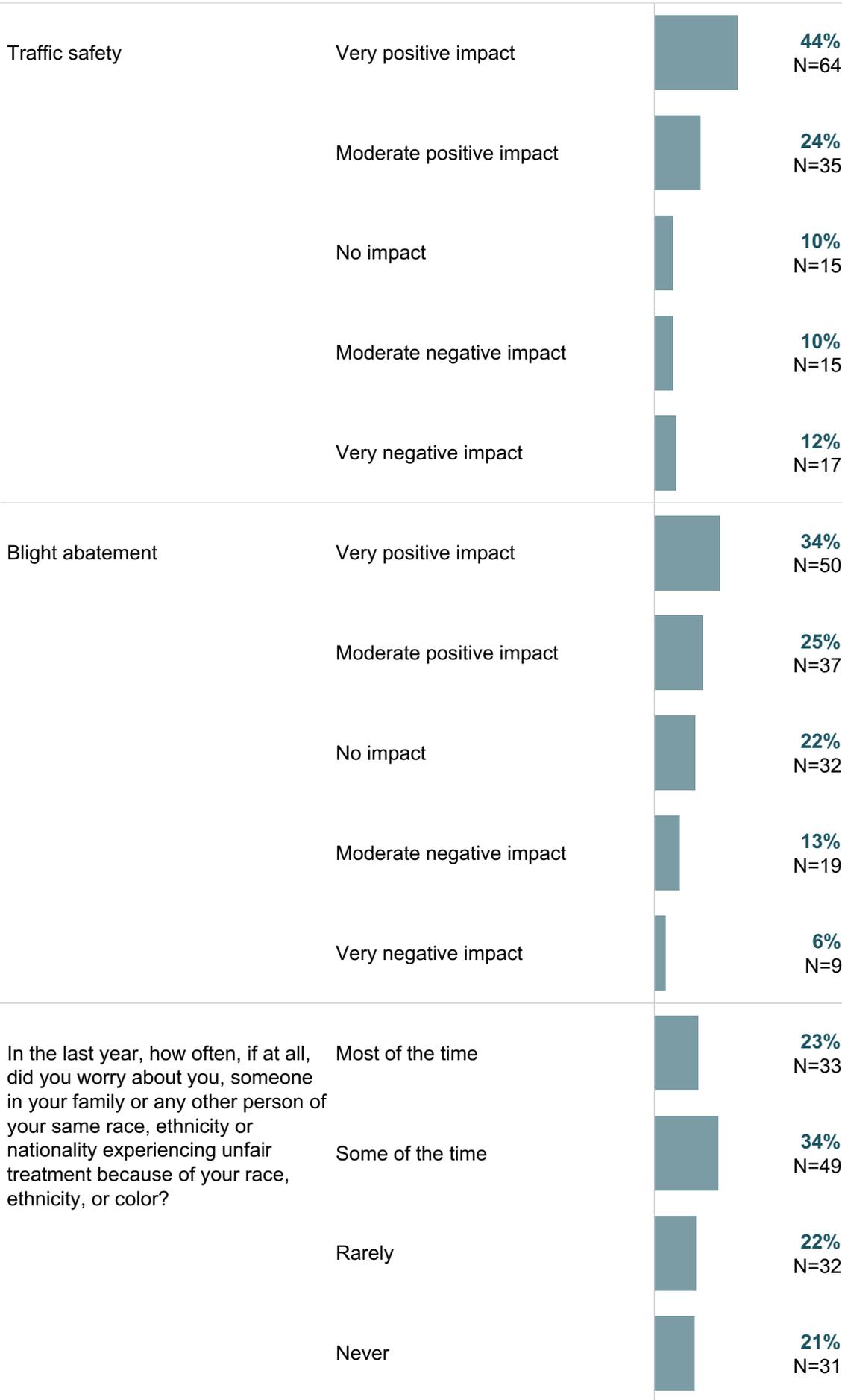
Please rate the impact of the following City services on your health and well-being:

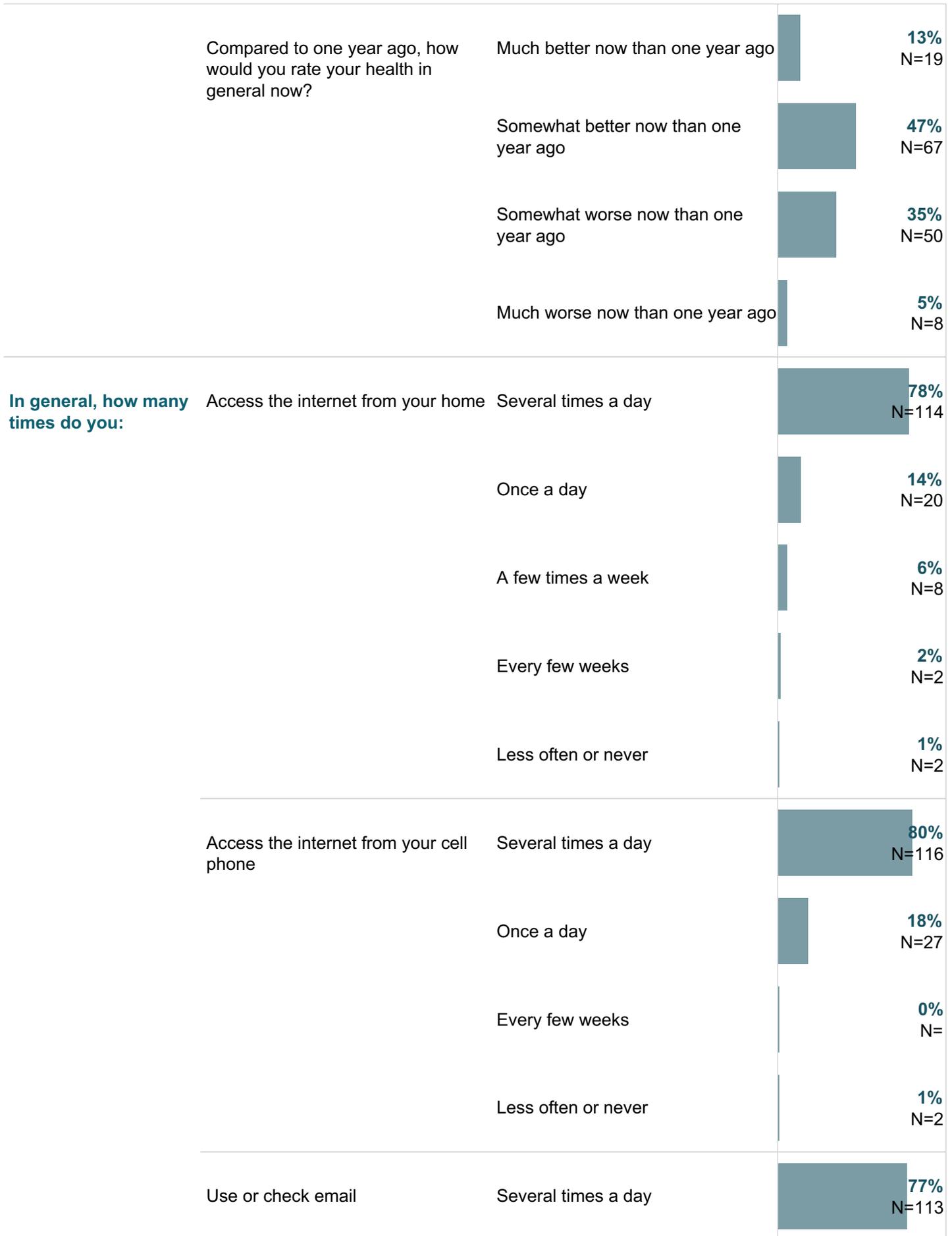


Please rate the impact of the following City services on your health and well-being:

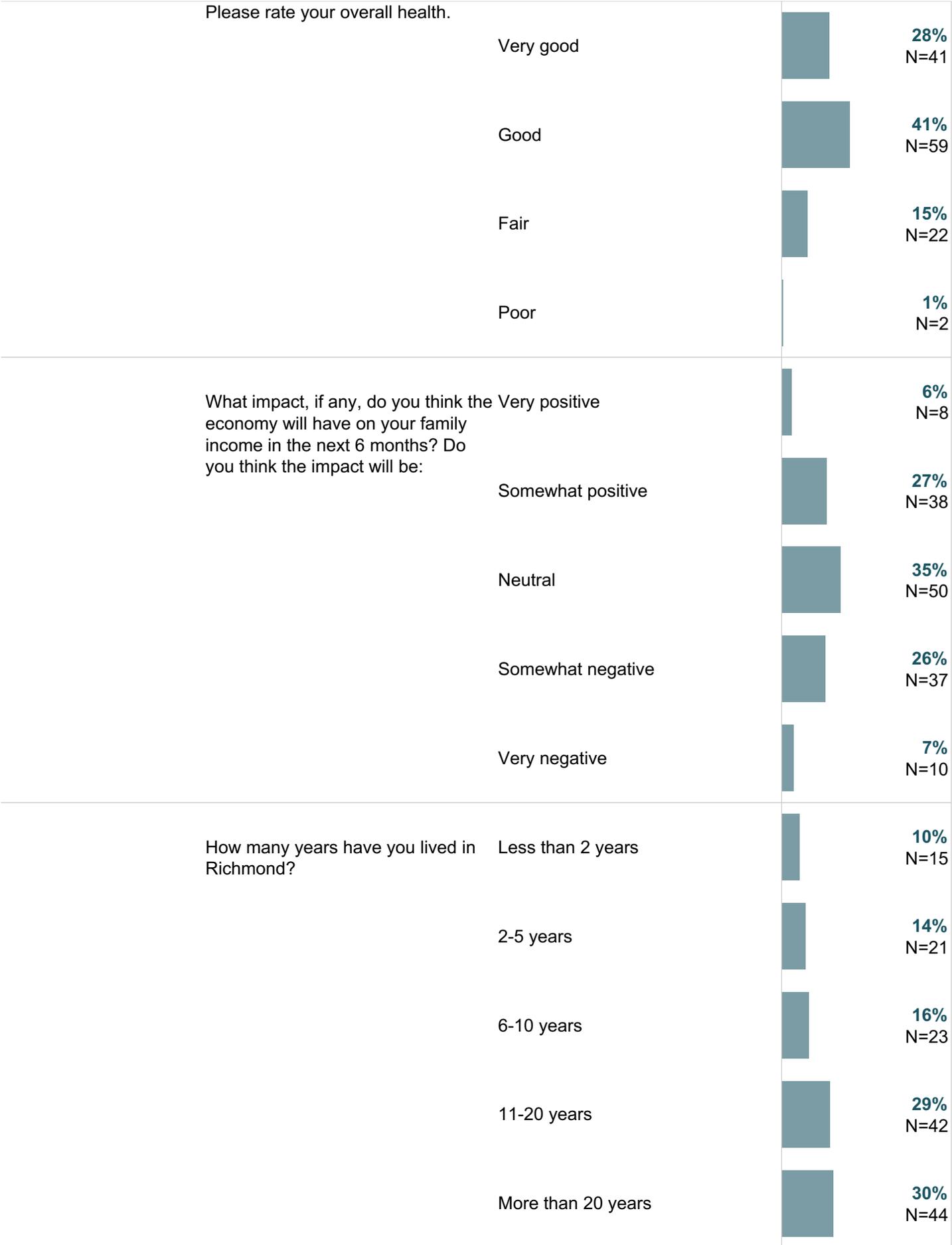


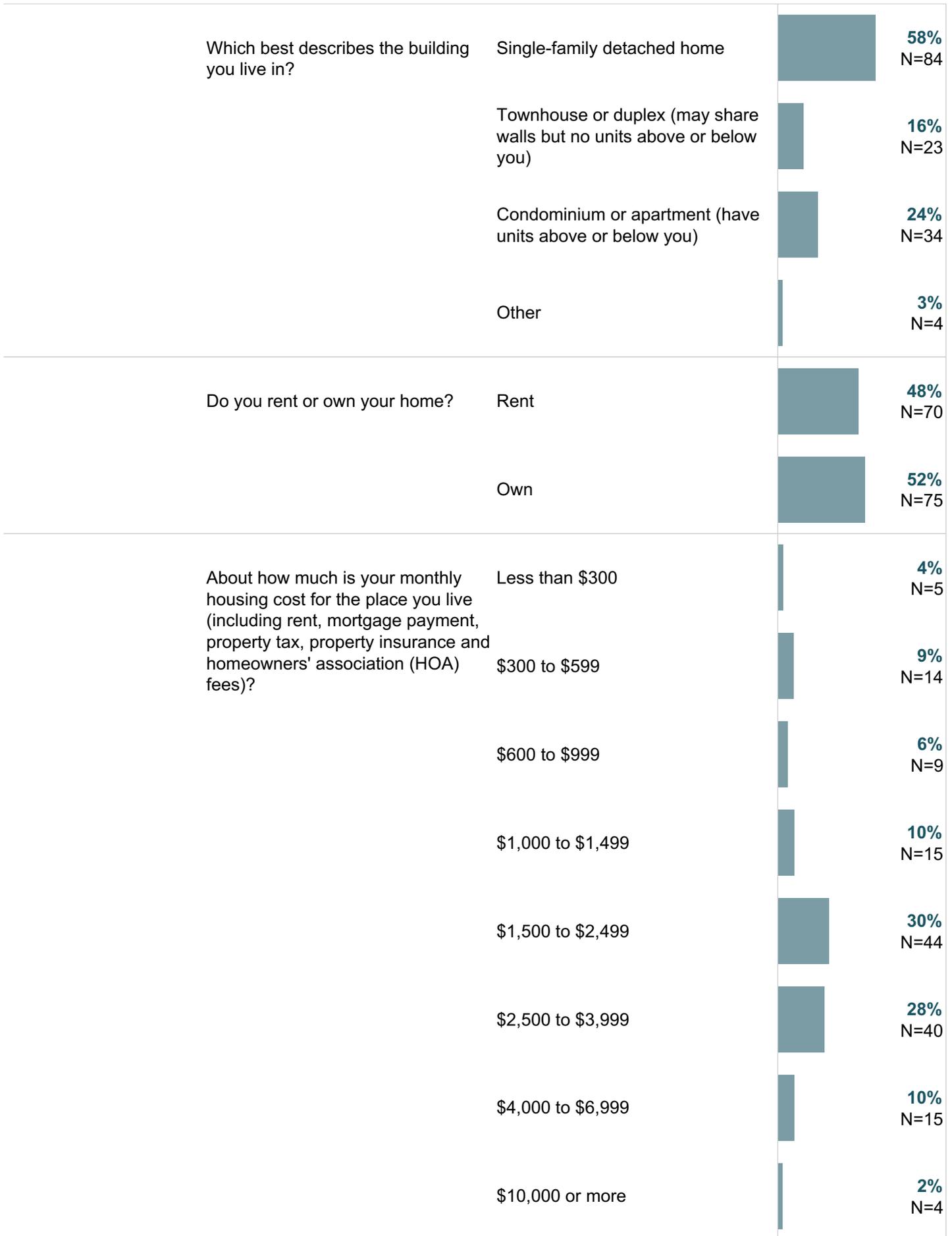
Please rate the impact of the following City services on your health and well-being:

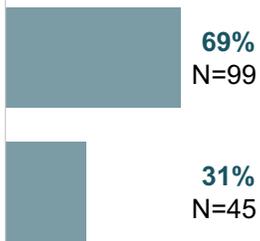
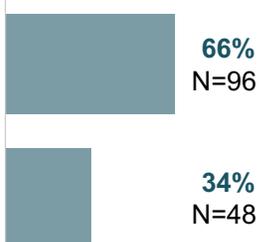
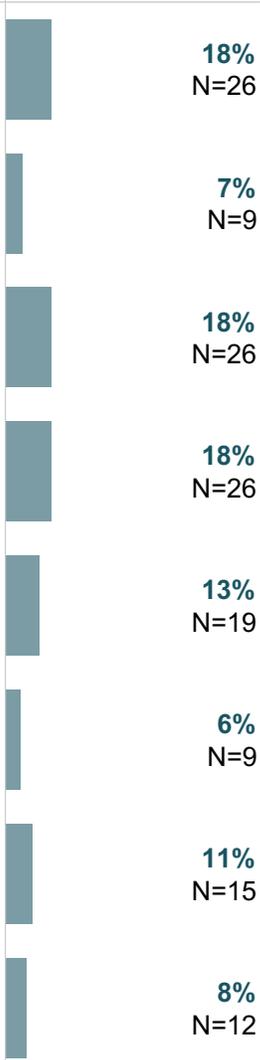
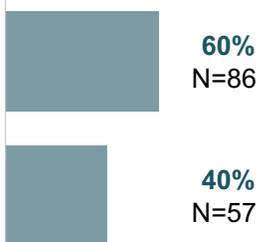


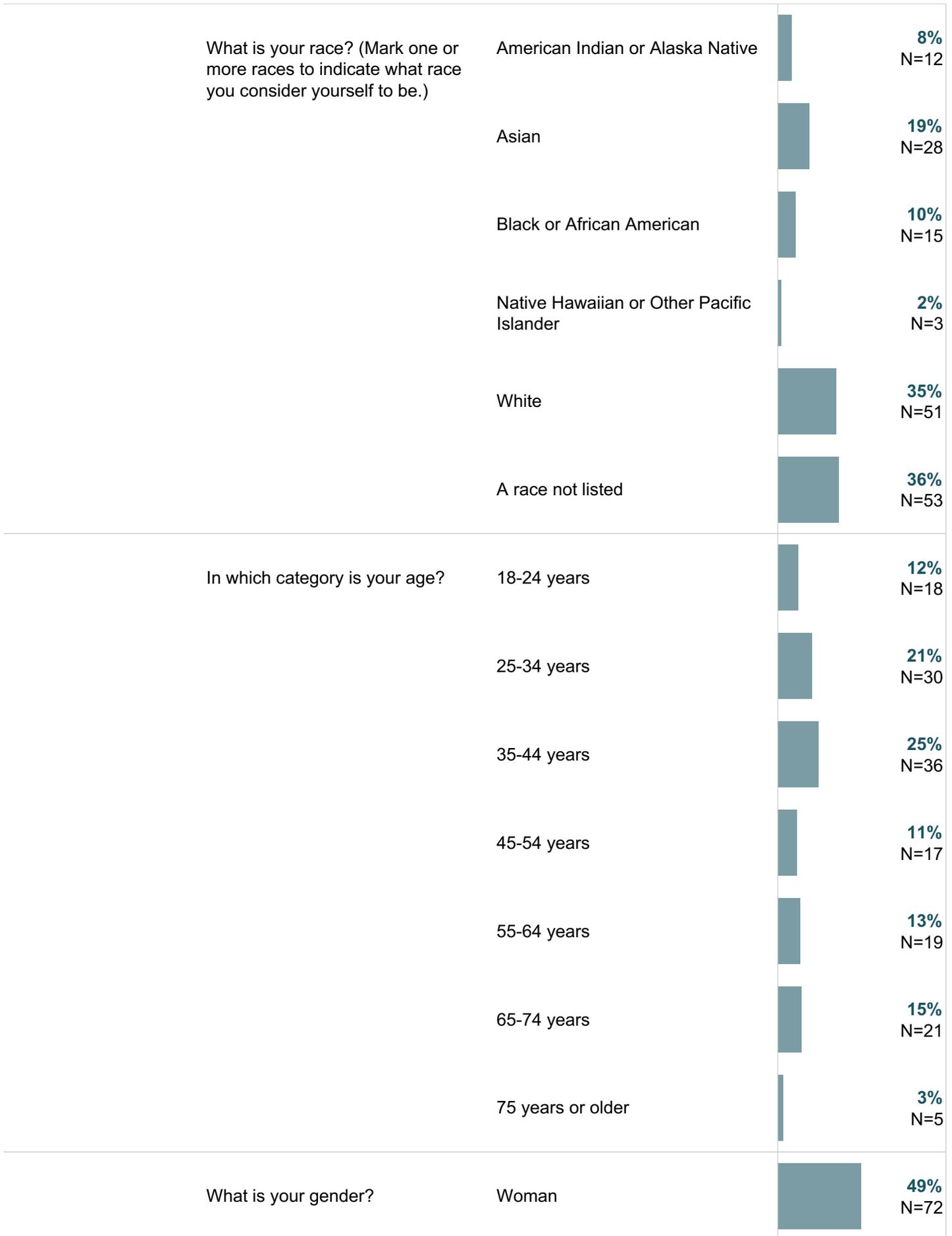


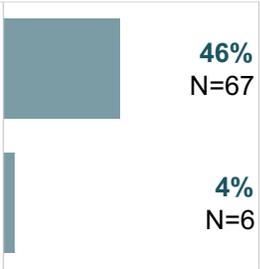
In general, how many times do you:			
Use or check email	Once a day		16% N=24
	A few times a week		5% N=8
	Every few weeks		2% N=3
Share your opinions online	Several times a day		20% N=28
	Once a day		12% N=17
	A few times a week		24% N=33
	Every few weeks		14% N=19
	Less often or never		30% N=42
Shop online	Several times a day		10% N=14
	Once a day		6% N=8
	A few times a week		42% N=59
	Every few weeks		24% N=34
	Less often or never		18% N=25
Please rate your overall health.	Excellent		15% N=21





Do any children 17 or under live in your household?	No		69% N=99
	Yes		31% N=45
Are you or any other members of your household aged 65 or older?	No		66% N=96
	Yes		34% N=48
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		18% N=26
	\$25,000 to \$49,999		7% N=9
	\$50,000 to \$74,999		18% N=26
	\$75,000 to \$99,999		18% N=26
	\$100,000 to \$149,999		13% N=19
	\$150,000 to \$199,999		6% N=9
	\$200,000 to \$299,999		11% N=15
	\$300,000 or more		8% N=12
	Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin	
Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin			40% N=57



<p>What is your gender?</p>	<p>Man</p>	 <p>46% N=67</p> <p>4% N=6</p>
<p>If you identify in another way, how would you describe your gender?</p>	<p>Non-binary</p>	 <p>100% N=6</p>

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

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

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

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

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

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

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

4. Please rate how safe or unsafe you feel:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Most of the time
 Some of the time
 Rarely
 Never

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

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

Our last questions are about you and your household. Responses are confidential. No identifying information will be shared.

D1. In general, how many times do you:	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent Very good Good Fair Poor

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

Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Richmond?

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

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

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

- Less than \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

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

- No Yes

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

- No Yes

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

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

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

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

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

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you!

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