

Richmond, CA

The National Community Survey

Report of Results
2021

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

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

How the results are reported

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

Comparisons to benchmarks

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

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



Trends over time

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

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

Methods

Selecting survey recipients

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

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

Conducting the survey

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

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

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

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

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

Analyzing the data

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

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

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

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

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

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

Contact

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

Survey Validity

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

* See AAPOR’s Standard Definitions for more information at

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

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

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

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

Highlights

Safety is a focus area for Richmond.

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

Economy is also an area of opportunity for the City.

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

Government performance ratings and resident engagement have declined over time.

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

Facets of livability

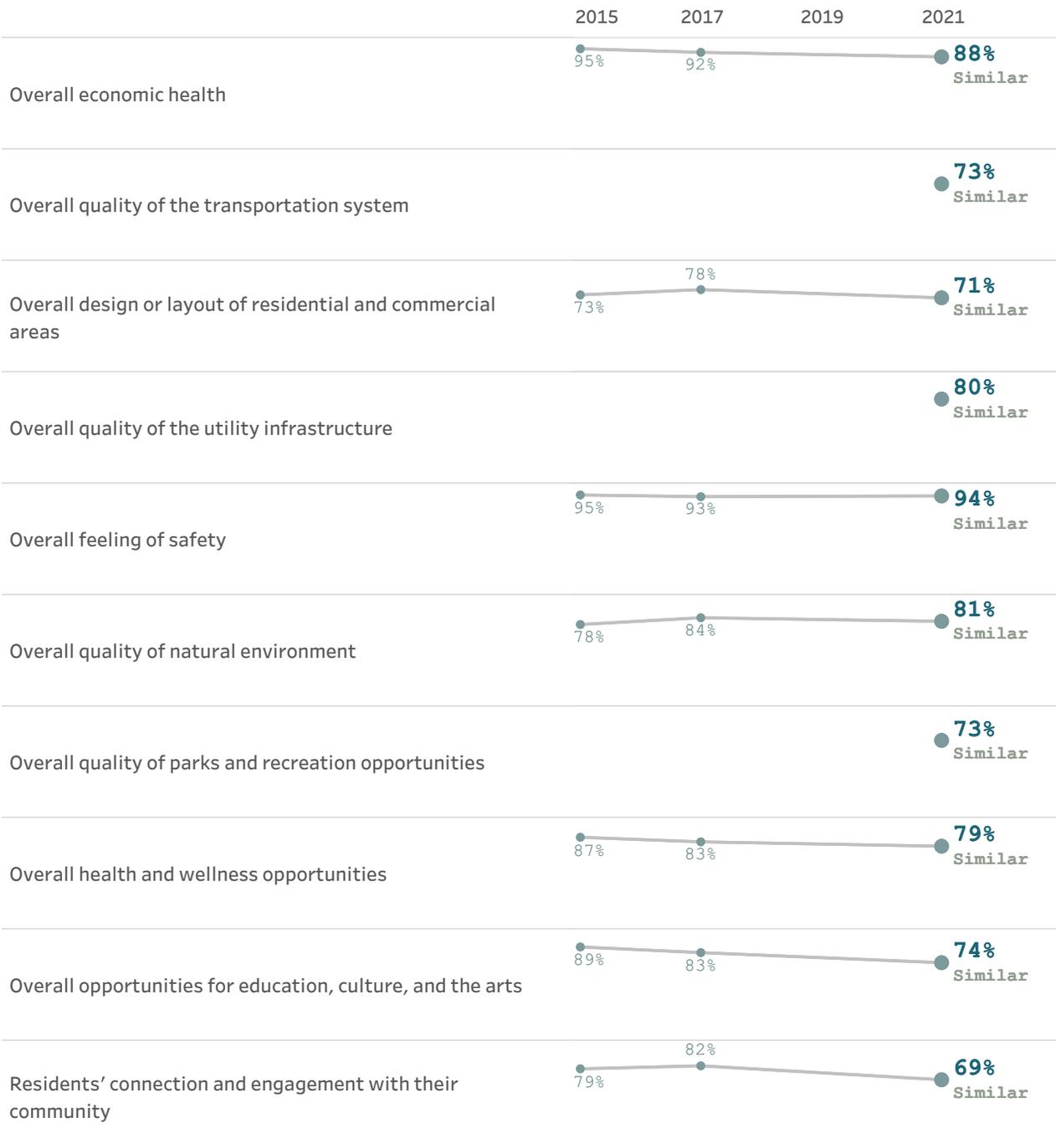
Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

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

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



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



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

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

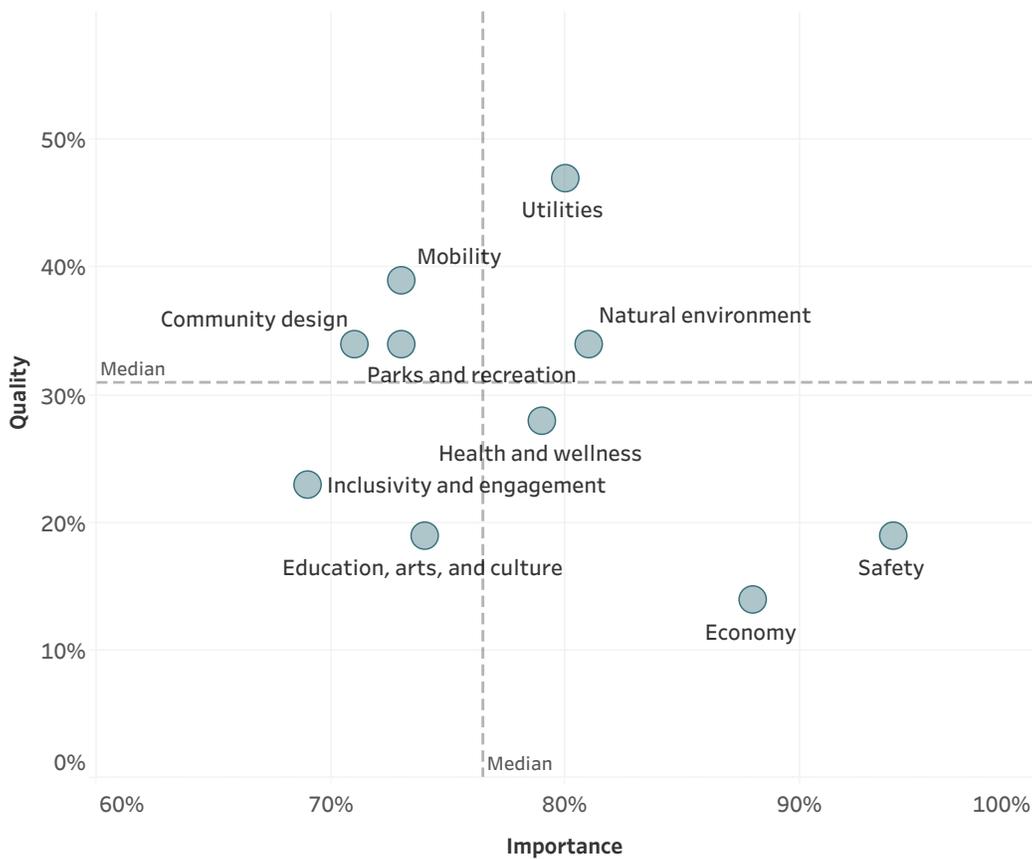
Balancing performance and importance

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

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

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

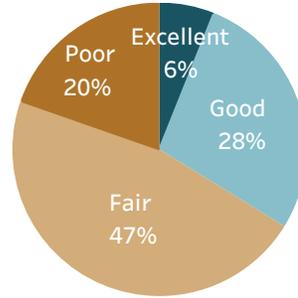
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings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



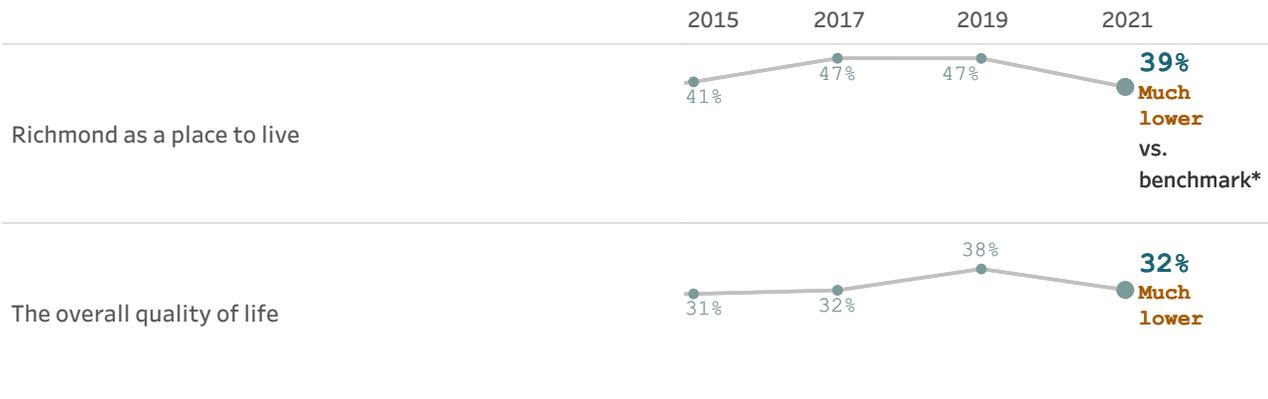
Quality of life

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

The overall quality of life in Richmond, 2021



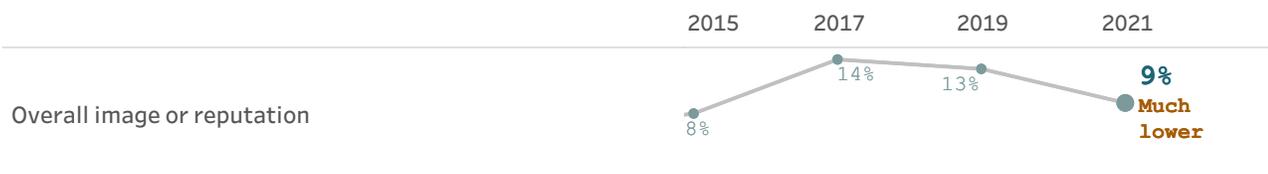
Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)



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



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

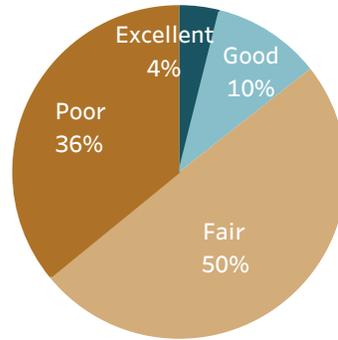


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

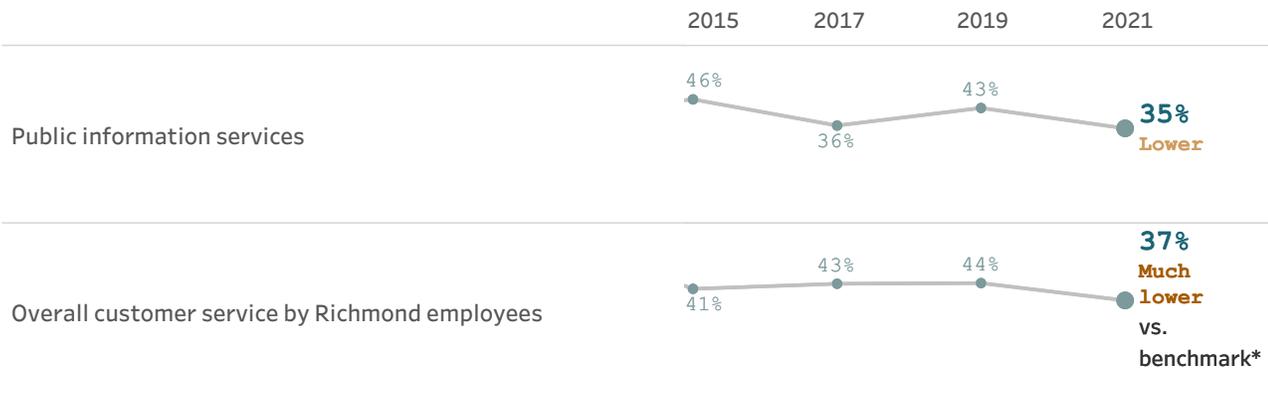
Governance

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

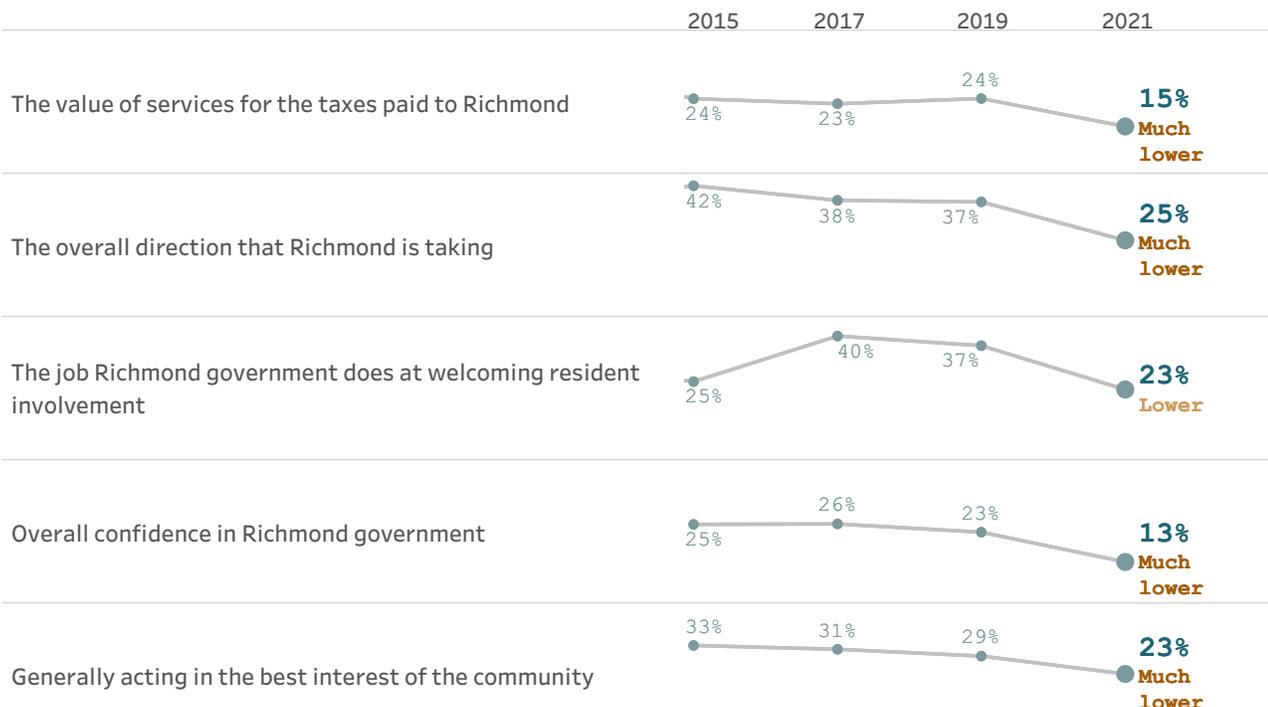
Overall confidence in Richmond government, 2021



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

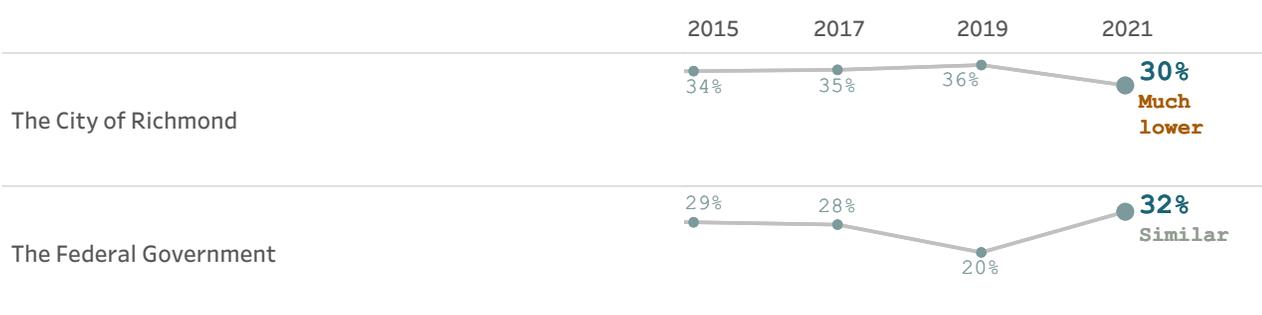


Please rate the following categories of Richmond government performance. (% excellent or good)





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

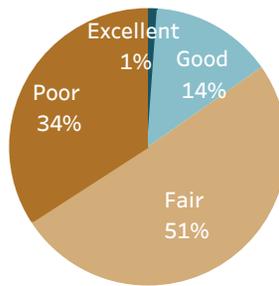


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

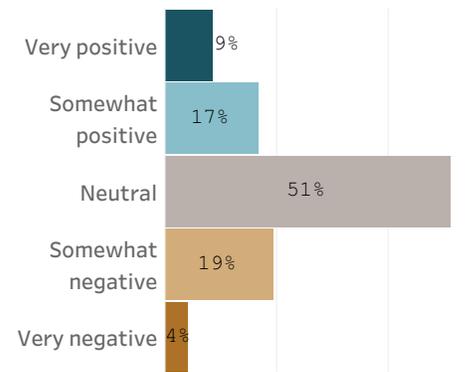
Economy

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

Overall economic health of Richmond, 2021



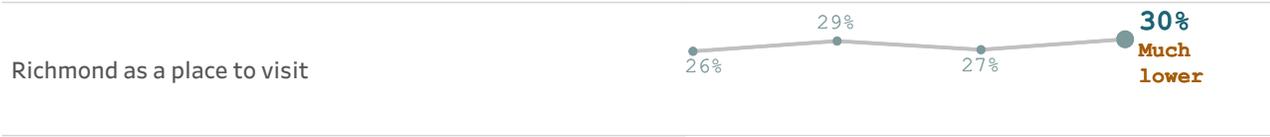
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



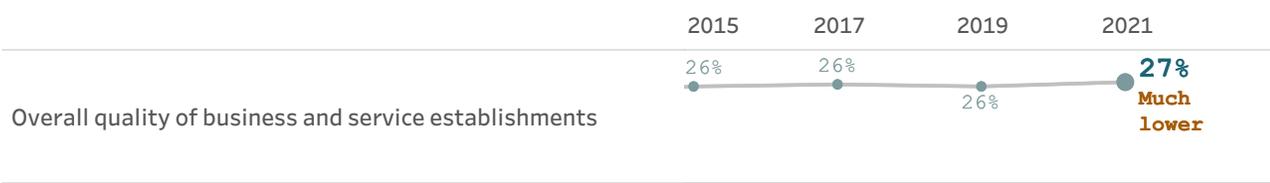
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)

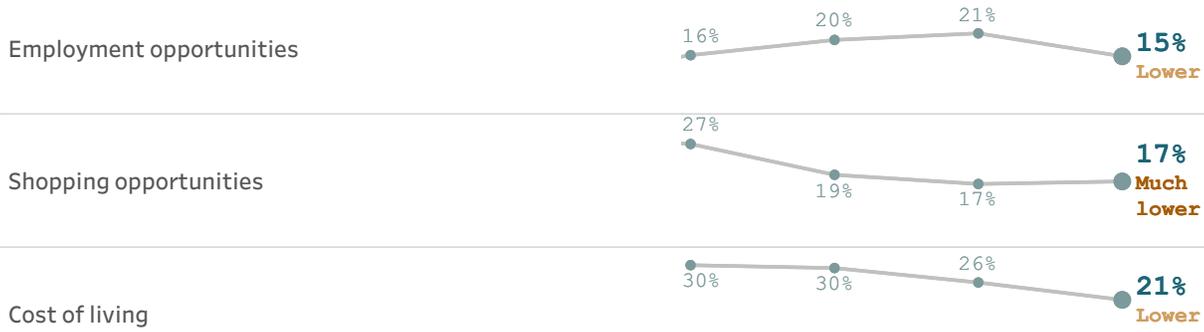


Please rate each of the following aspects of quality of life in Richmond. (% excellent or good)

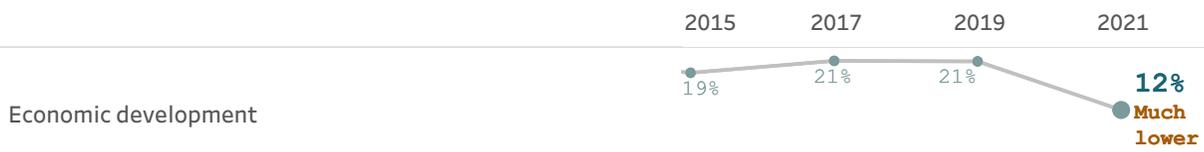


Please rate each of the following in the Richmond community. (% excellent or good)

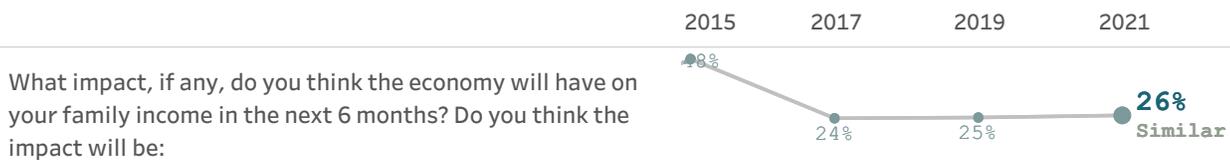




Please rate the quality of each of the following services in Richmond.
 (% excellent or good)



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

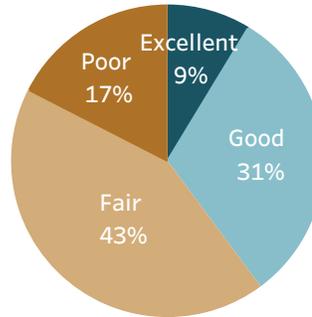


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

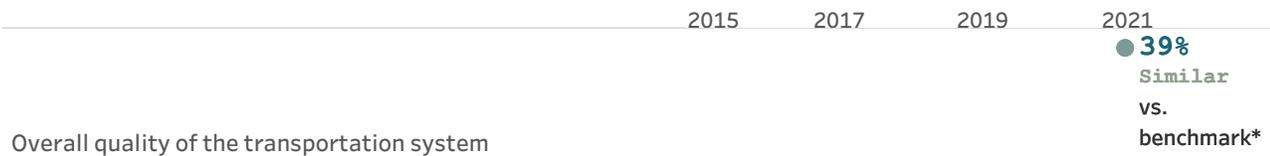
Mobility

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

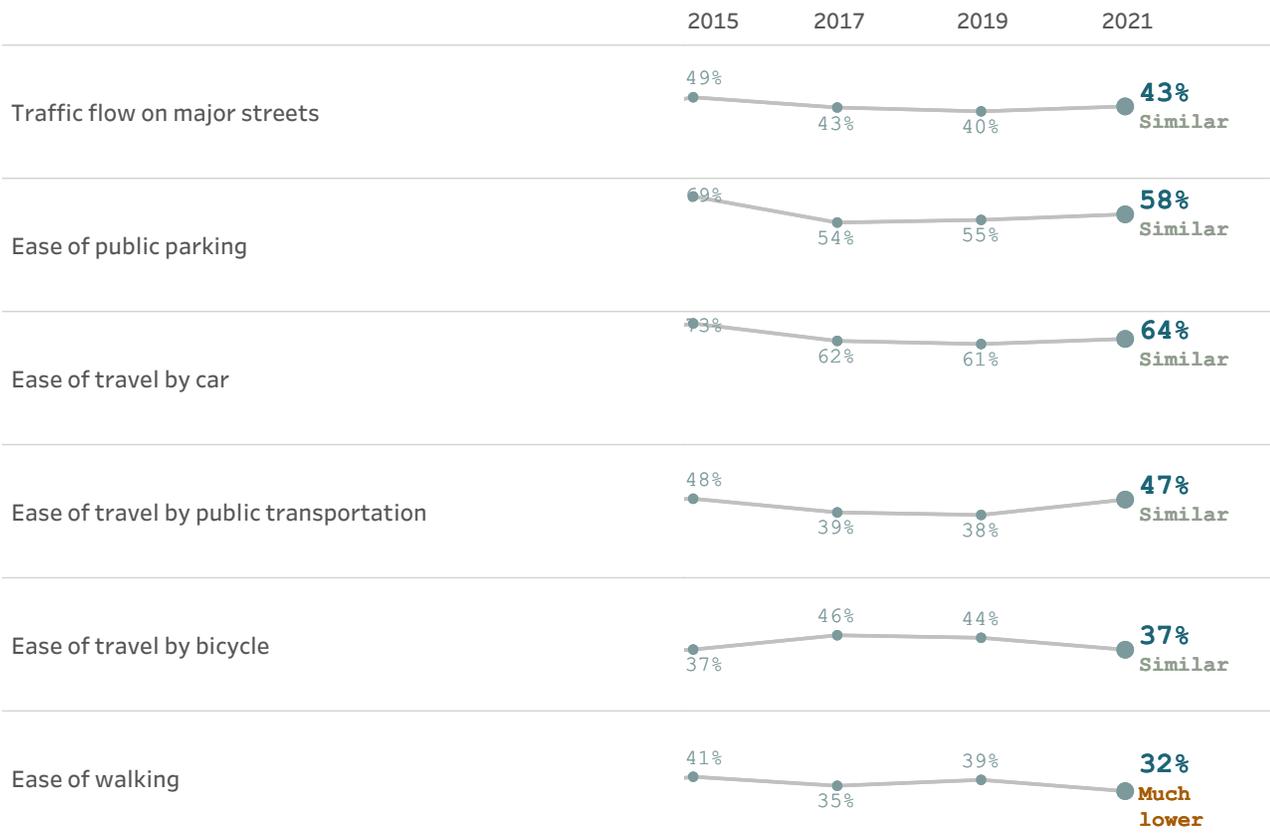
Overall quality of the transportation system in Richmond, 2021



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

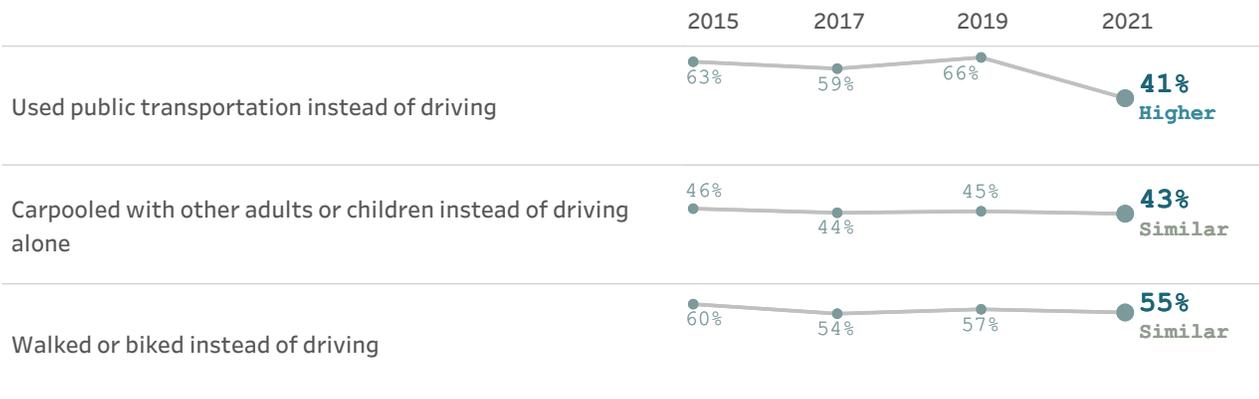


Please also rate each of the following in the Richmond community.
(% excellent or good)



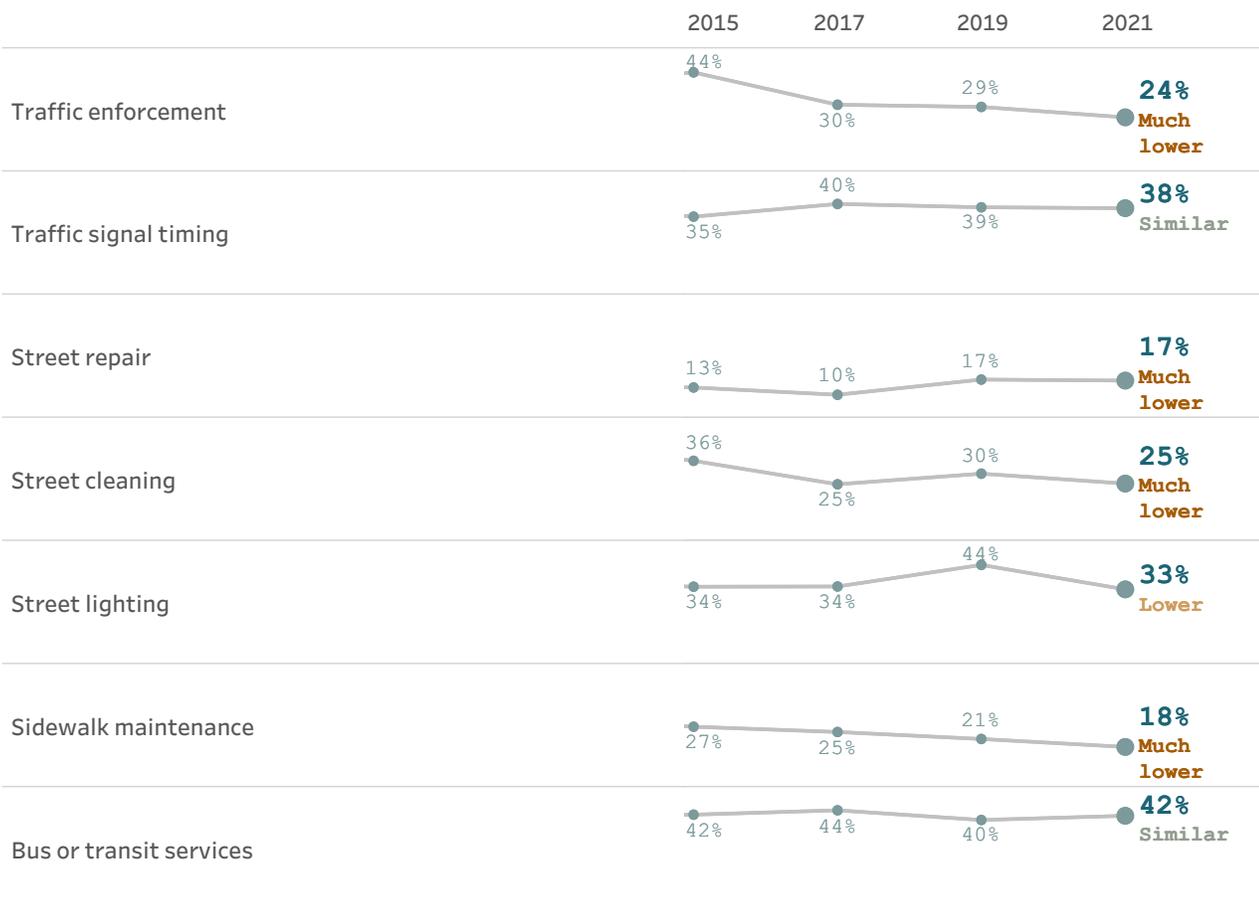
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



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

(% excellent or good)

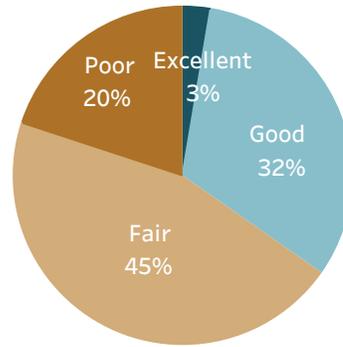


Note: Prior to 2020, "Overall quality of the transportation system" was "Overall ease of getting to the places you usually have to visit". Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

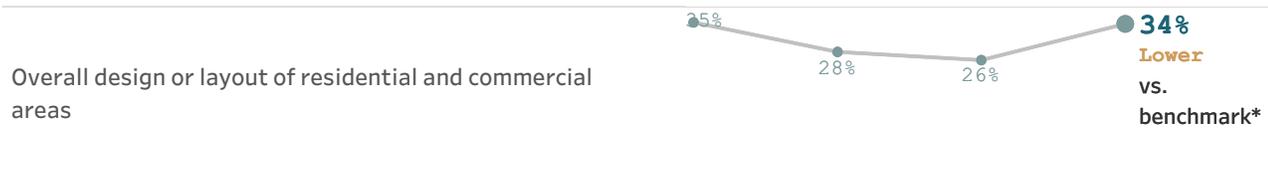
Overall design or layout of Richmond's residential and commercial areas, 2021

Community design

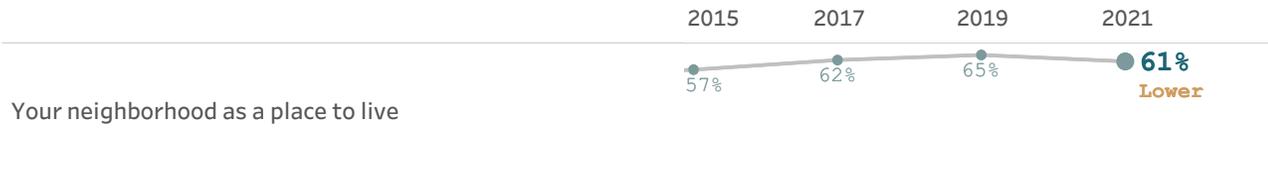
A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



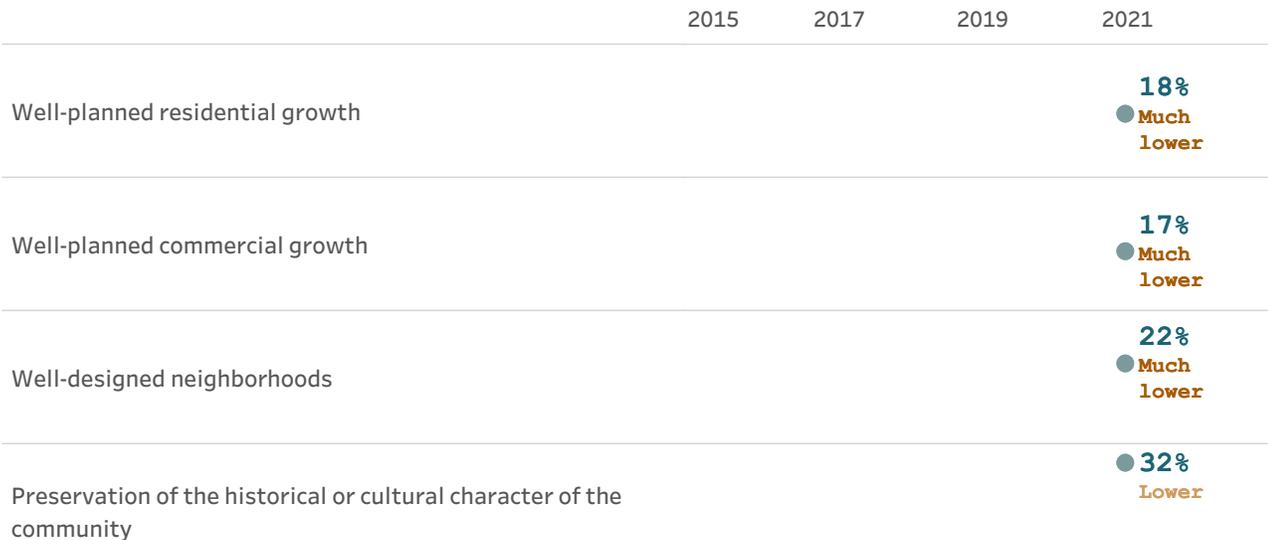
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



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

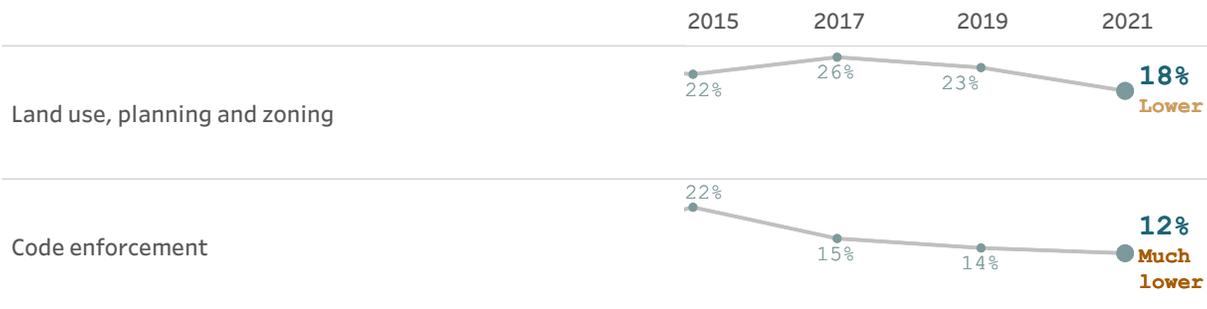


Please also rate each of the following in the Richmond community.
(% excellent or good)



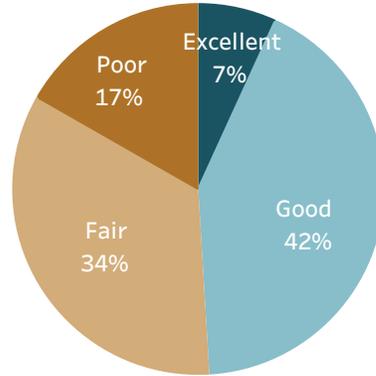


**Please rate the quality of each of the following services in Richmond.
(% excellent or good)**



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

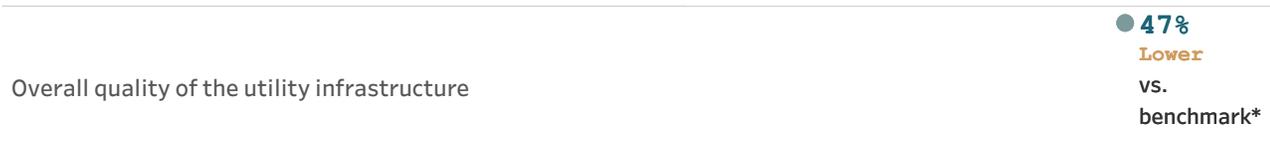
Overall quality of the utility infrastructure in Richmond, 2021



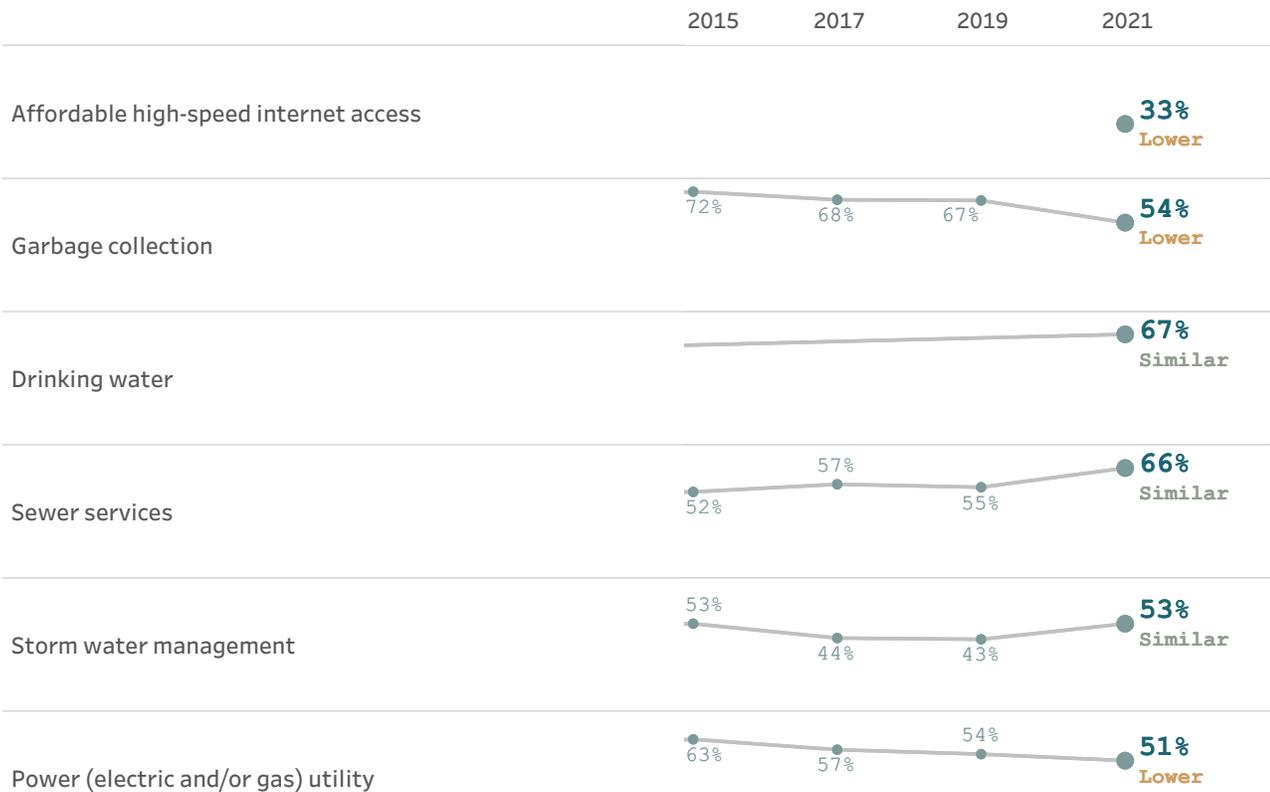
Utilities

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

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



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



Utility billing

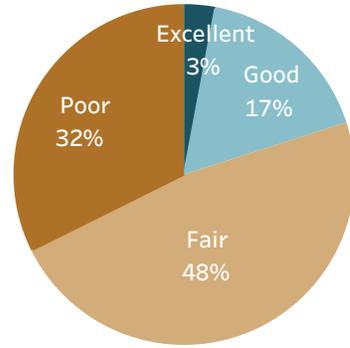


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

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

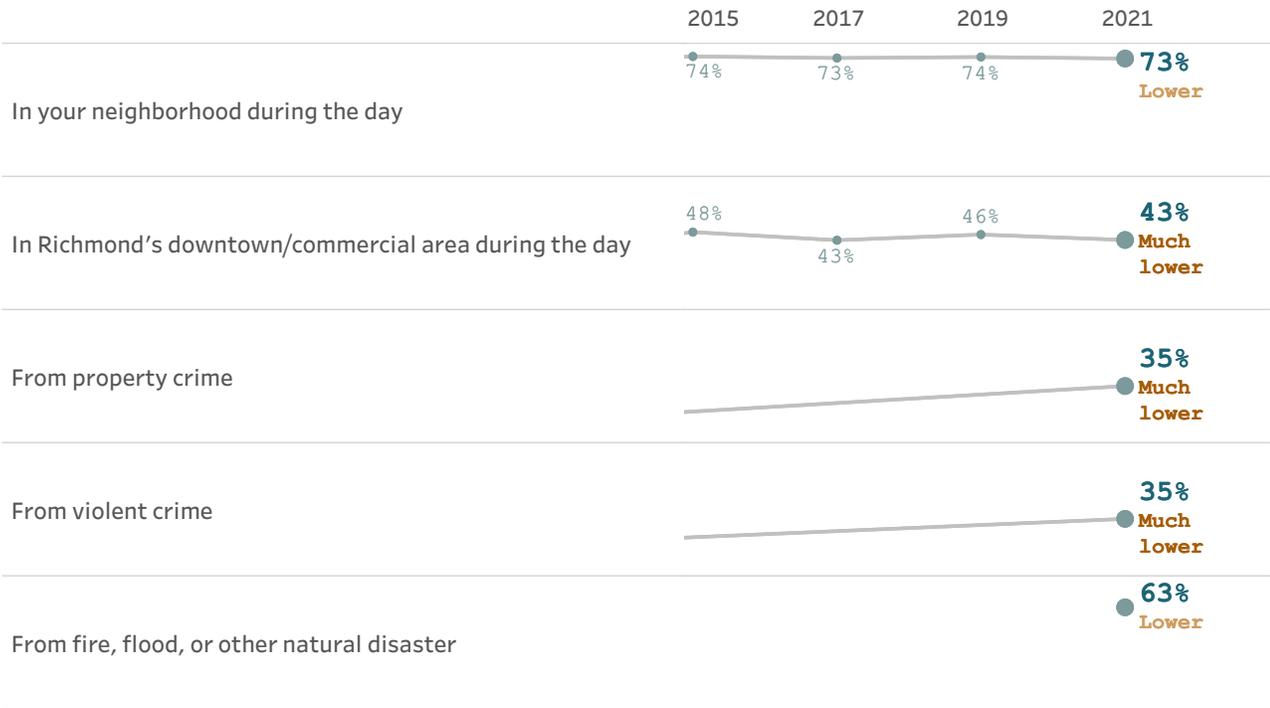
Overall feeling of safety in Richmond, 2021



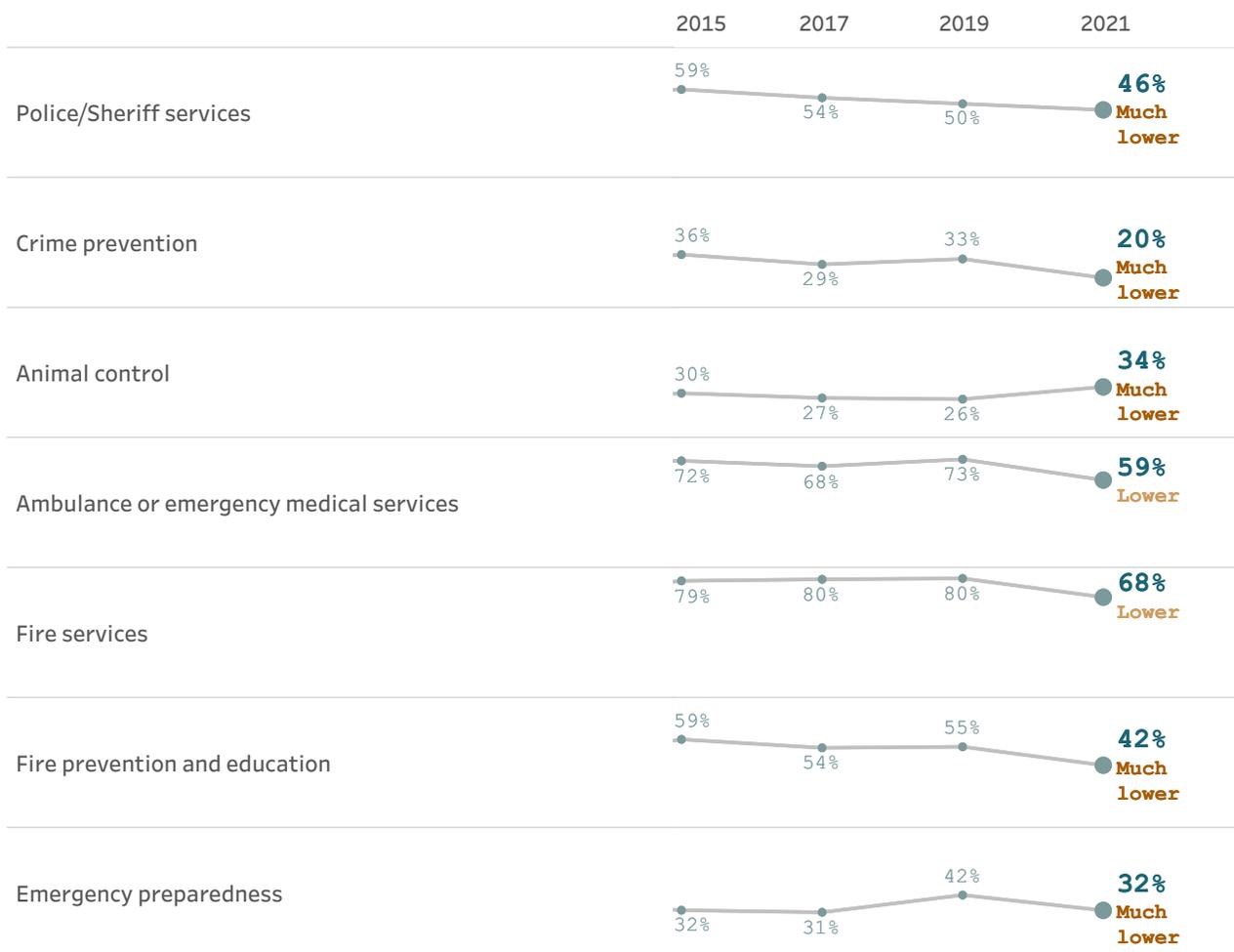
Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)



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



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

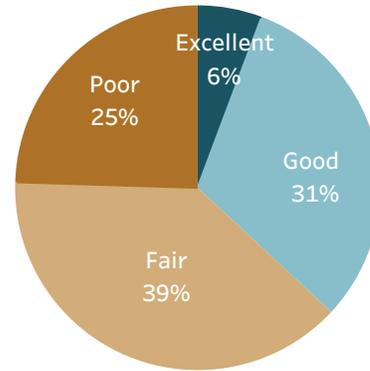


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

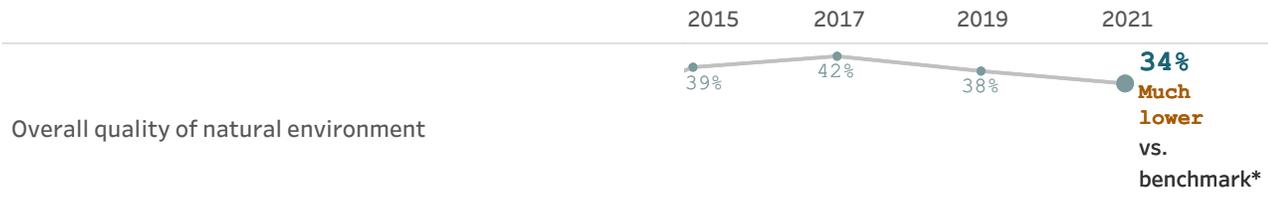
Overall quality of natural environment in Richmond, 2021

Natural environment

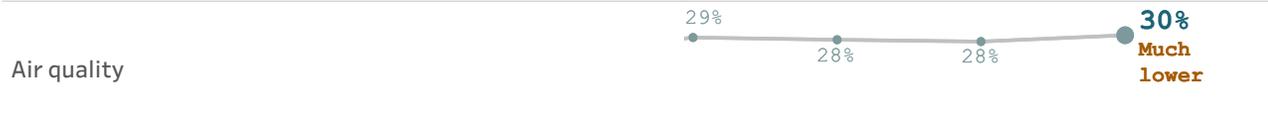
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



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



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



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





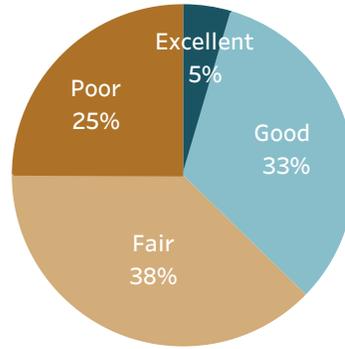
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2021

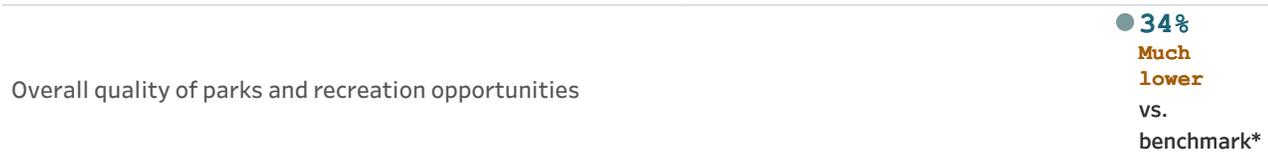
Parks and recreation

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

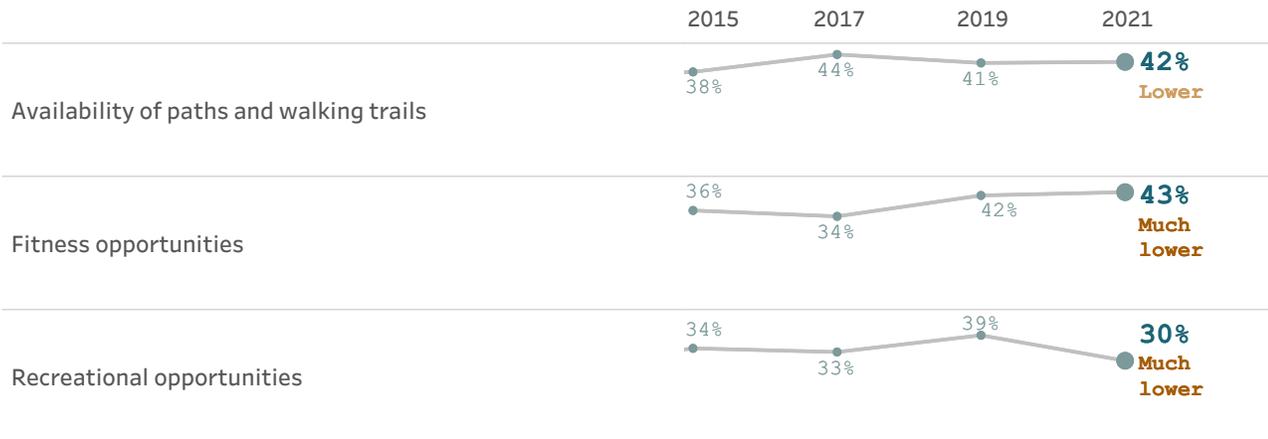
- National Recreation and Park Association



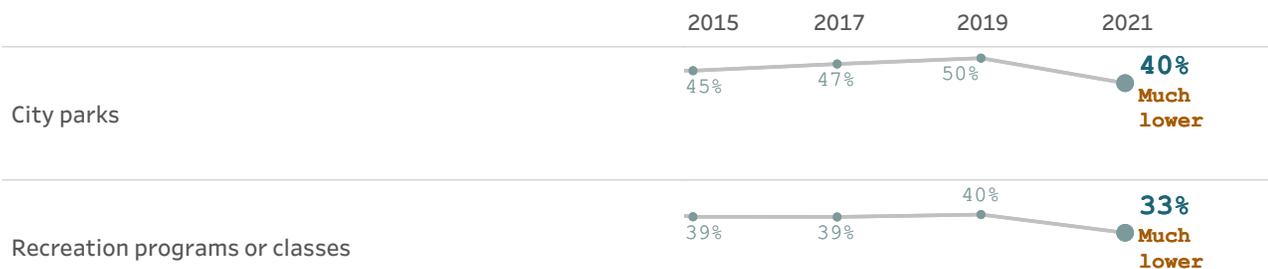
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

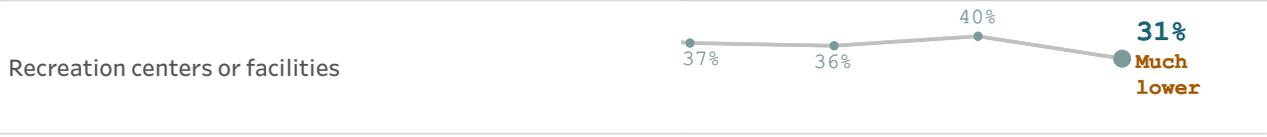


Please also rate each of the following in the Richmond community.
(% excellent or good)



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



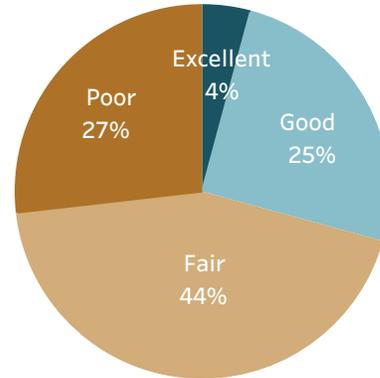


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

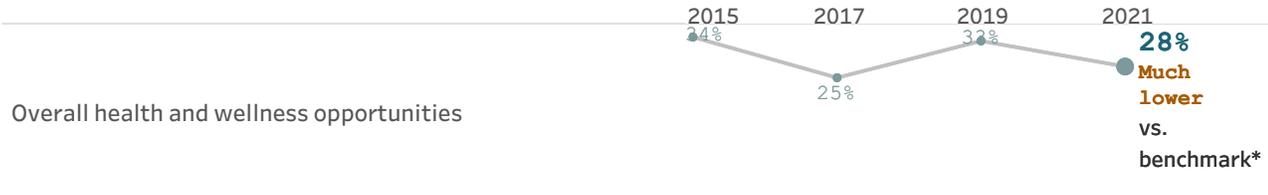
Overall health and wellness opportunities in Richmond, 2021

Health and wellness

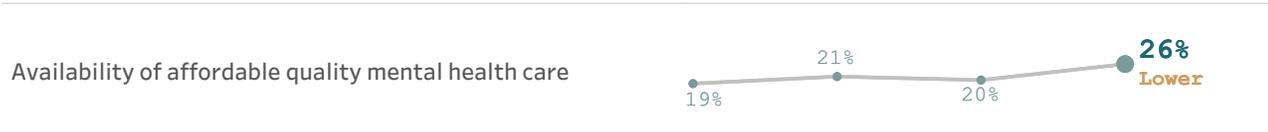
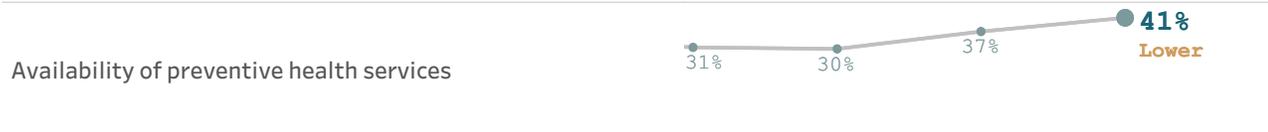
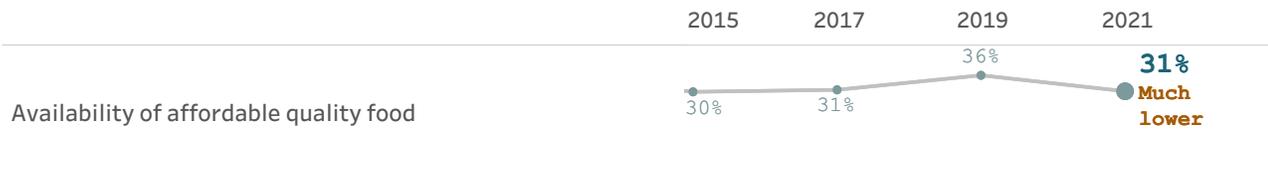
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



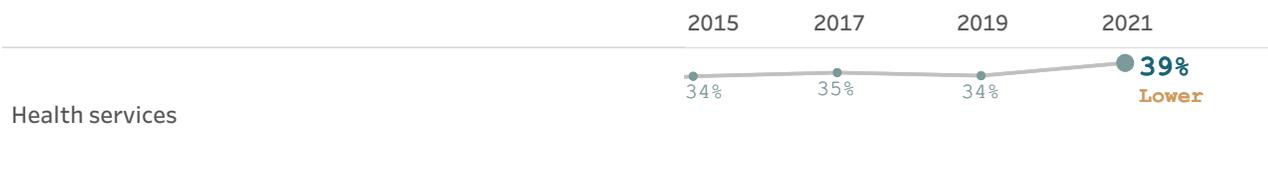
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



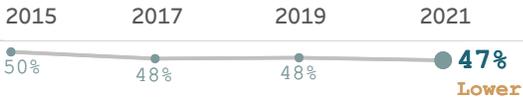
Please also rate each of the following in the Richmond community.
(% excellent or good)



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



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



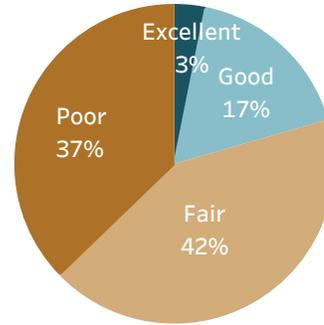
Please rate your overall health.

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

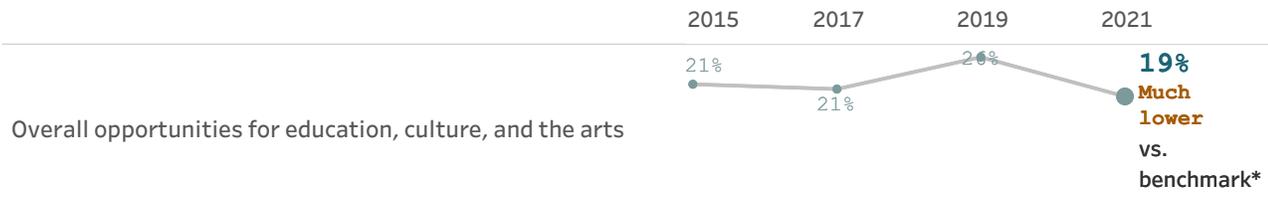
Overall opportunities for education, culture and the arts, 2021

Education, arts, and culture

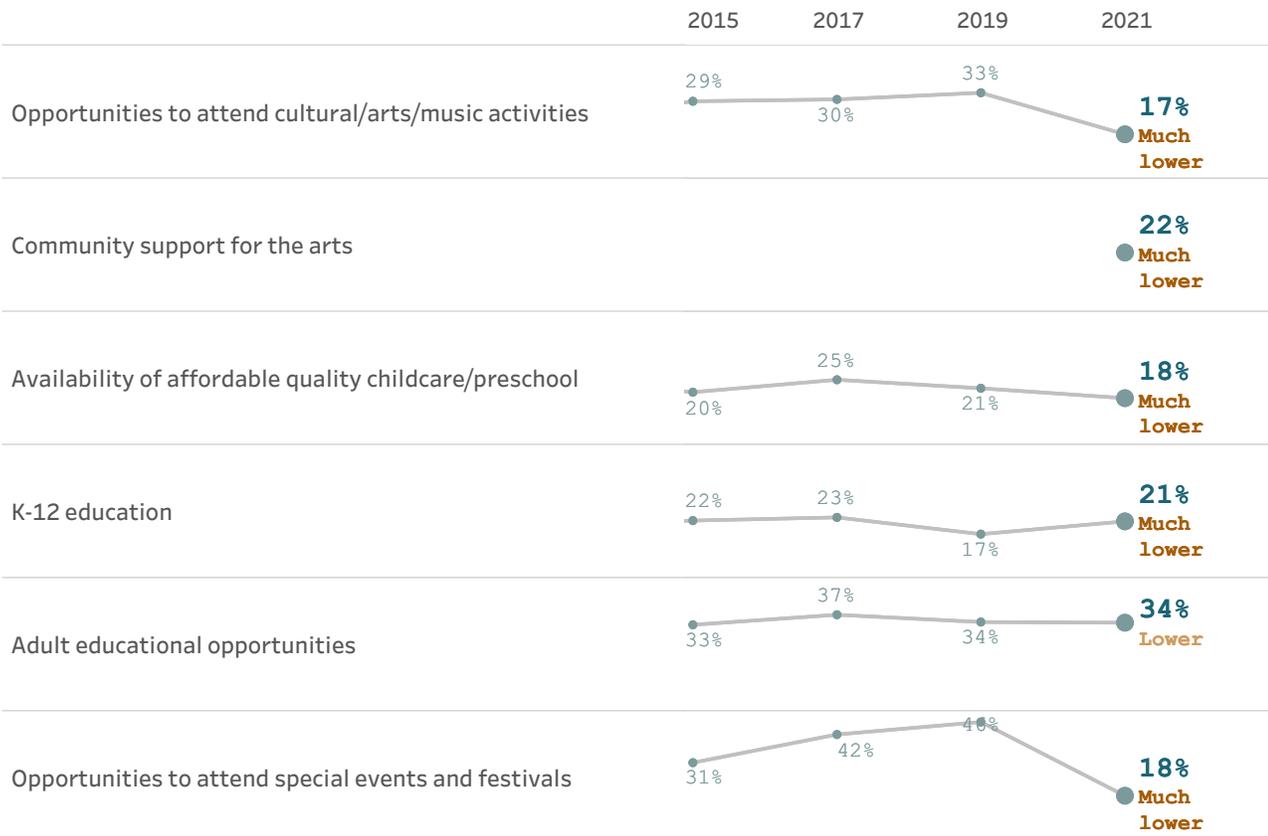
Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



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



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



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

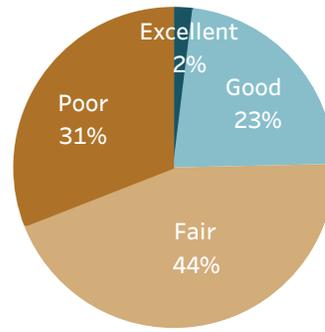


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

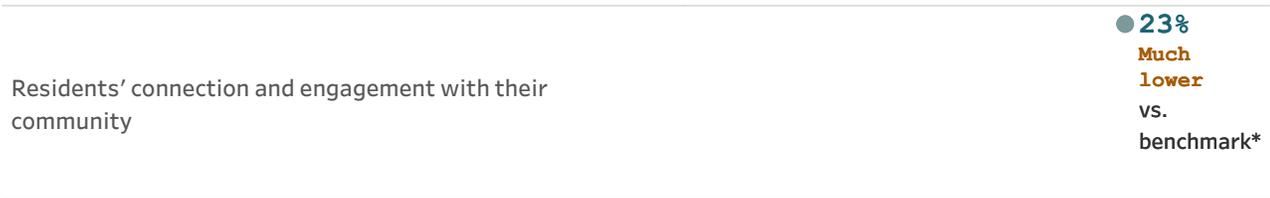
Residents' connection and engagement with their community, 2021

Inclusivity and engagement

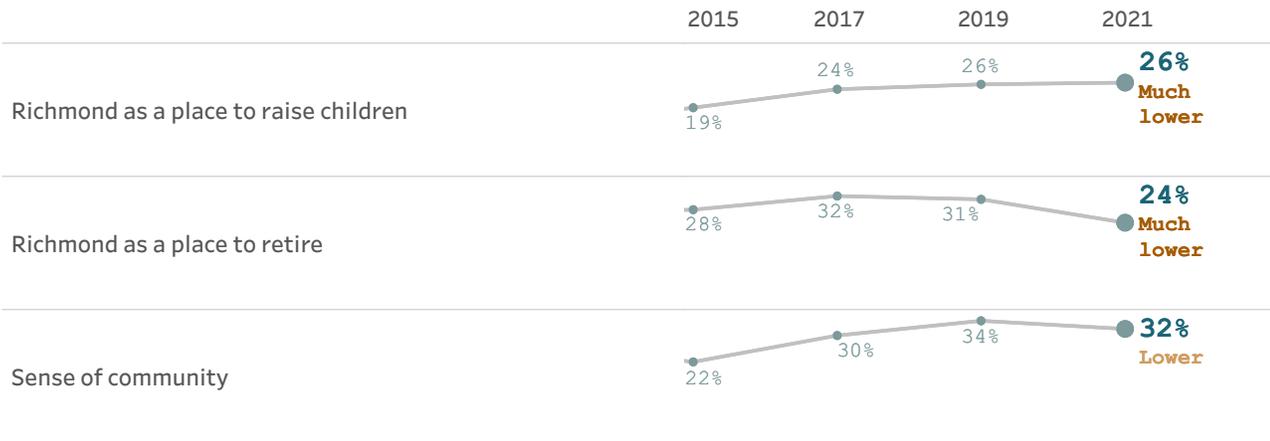
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



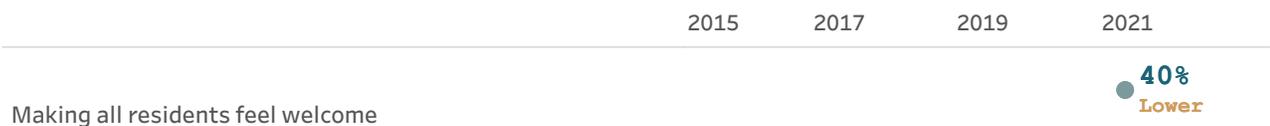
Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)



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



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



● **52%**
Similar

Attracting people from diverse backgrounds

● **50%**
Lower

Valuing/respecting residents from diverse backgrounds

● **23%**
● **Much**
Lower

Taking care of vulnerable residents

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

2015 2017 2019 2021

Sense of civic/community pride

● **26%**
● **Much**
Lower

Neighborliness of residents



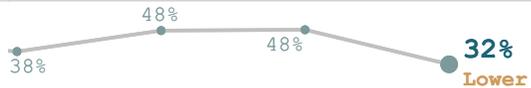
Opportunities to participate in social events and activities



Opportunities to volunteer



Opportunities to participate in community matters



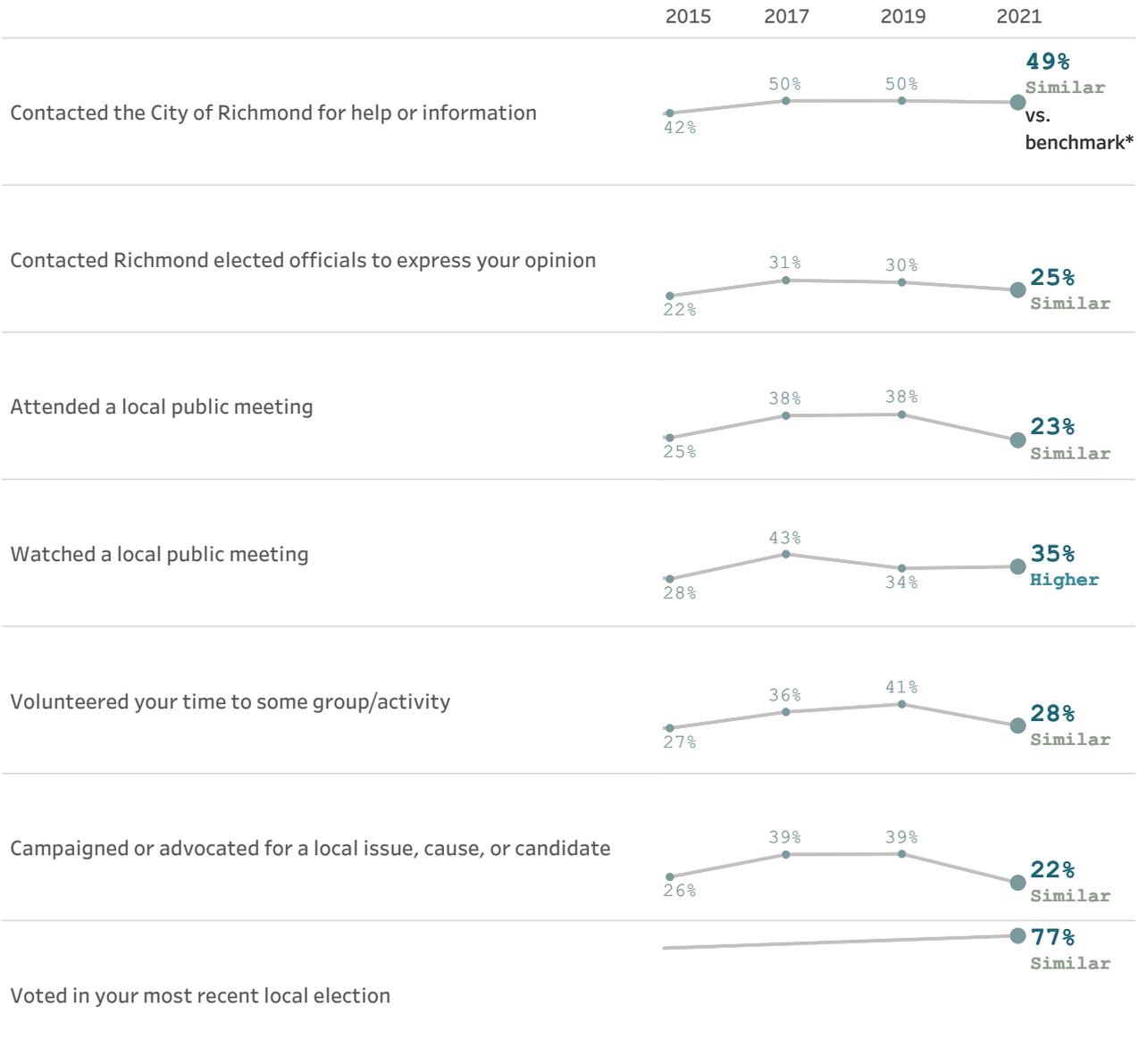
Openness and acceptance of the community toward people of diverse backgrounds



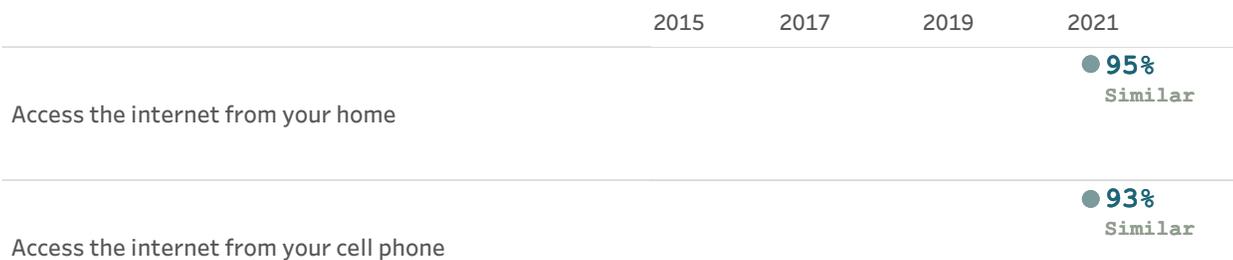
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

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



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

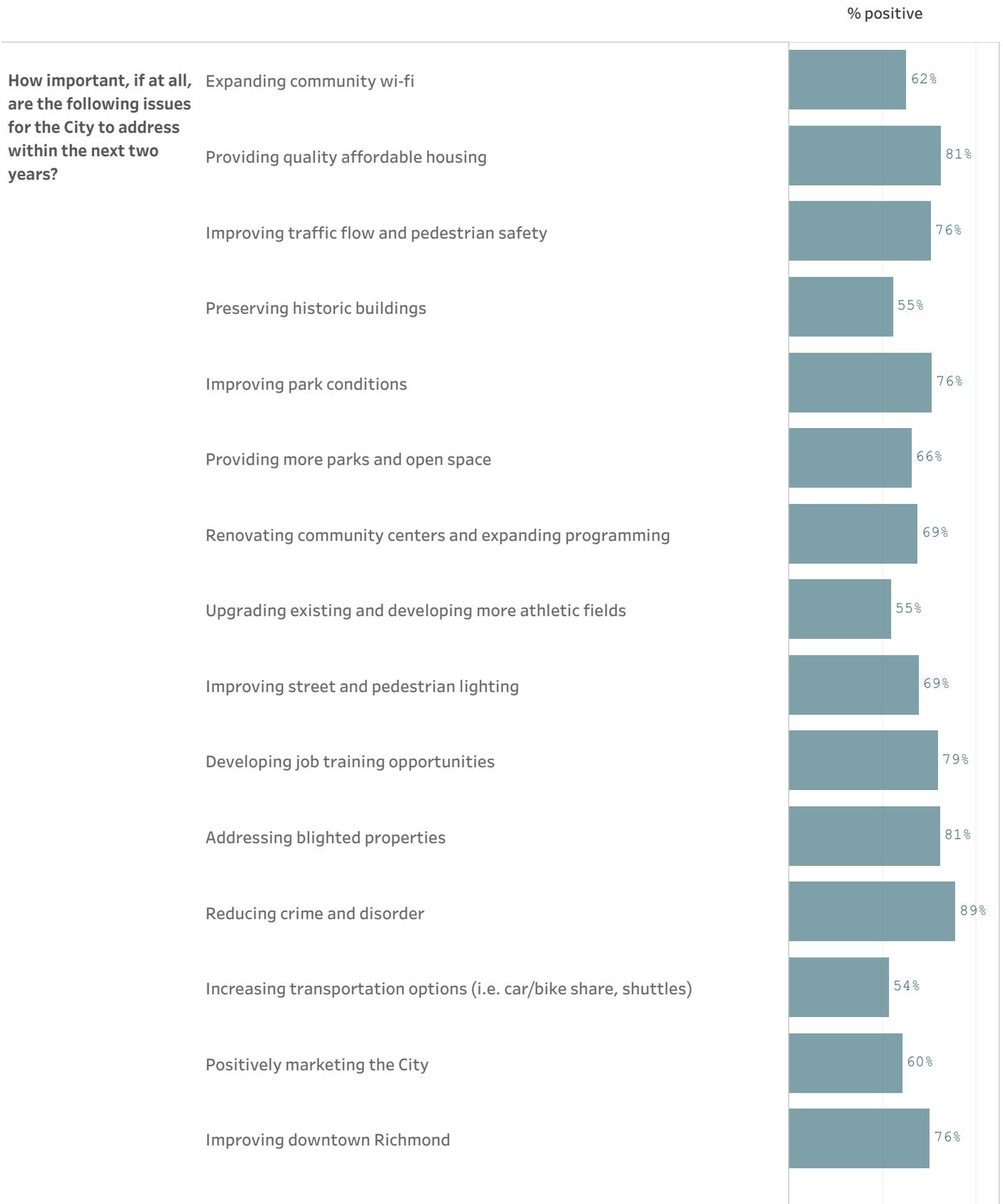


| | |
|----------------------------|------------------|
| Visit social media sites | ● 80% Similar |
| Use or check email | ● 96% Similar |
| Share your opinions online | ● 33% Similar |
| Shop online | ● 49% Similar |

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

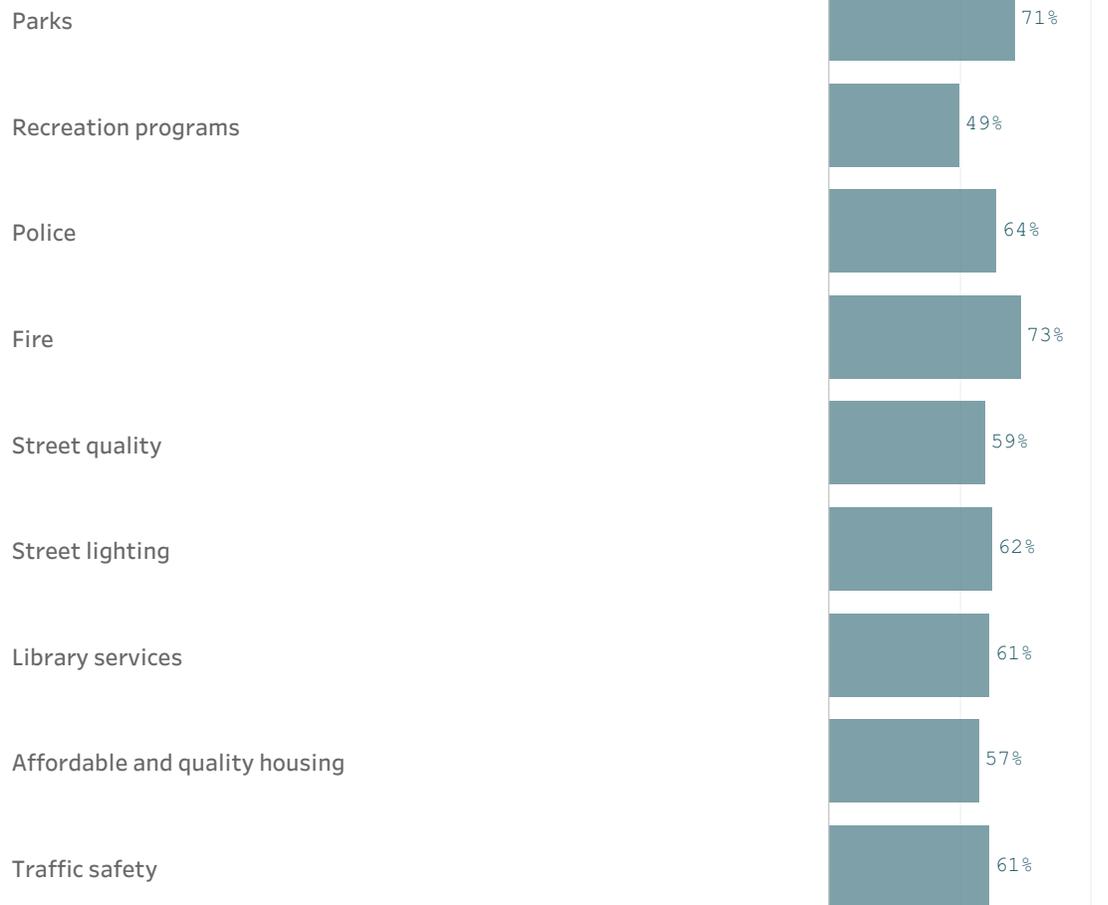
Custom questions

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





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



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

National benchmark tables

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

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

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

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

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

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

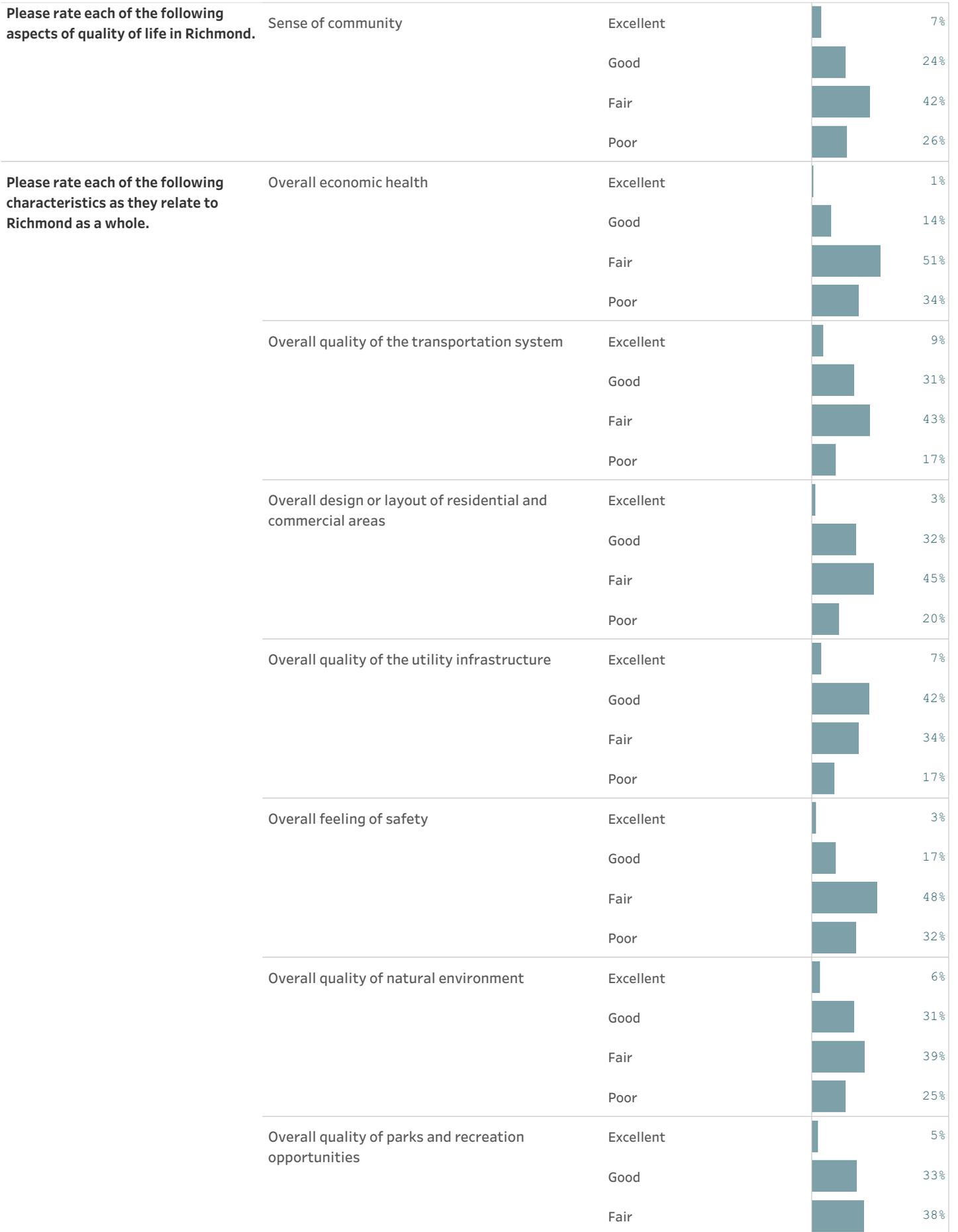
| | | | | | | |
|--|--|------------|-----|-----|-----|----|
| Please rate the quality of each of the following services in Richmond. | Health services | Lower | 39% | 237 | 253 | 6 |
| | Public library services | Much lower | 50% | 315 | 316 | 0 |
| | Overall customer service by Richmond employees |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

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

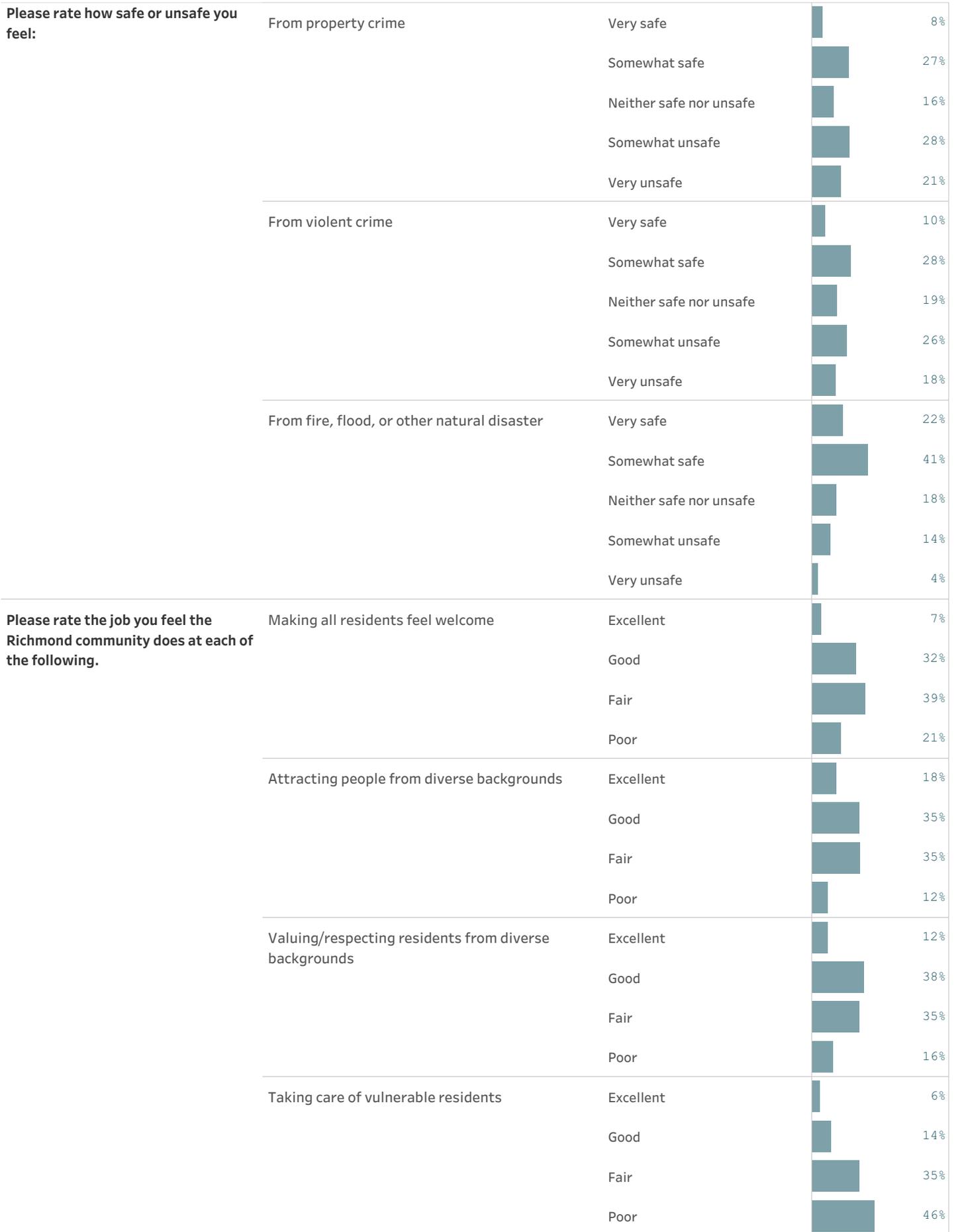
Complete set of frequencies

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

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

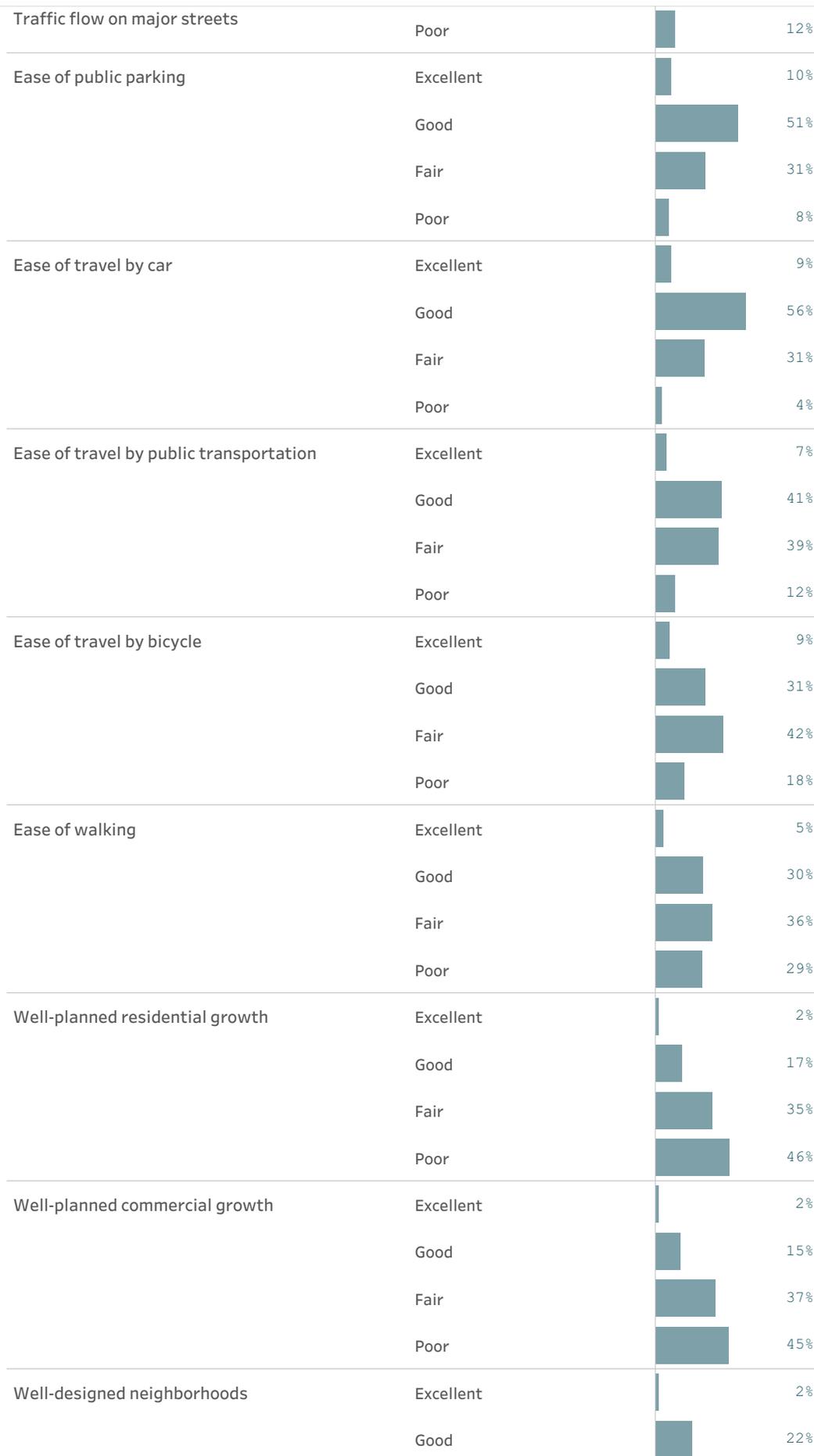


| | | | | | |
|---|--|--|---|---|-----|
| Please rate each of the following characteristics as they relate to Richmond as a whole. | Overall quality of parks and recreation opportunities | Poor |  | 25% | |
| | Overall health and wellness opportunities | Excellent |  | 4% | |
| | | Good |  | 25% | |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

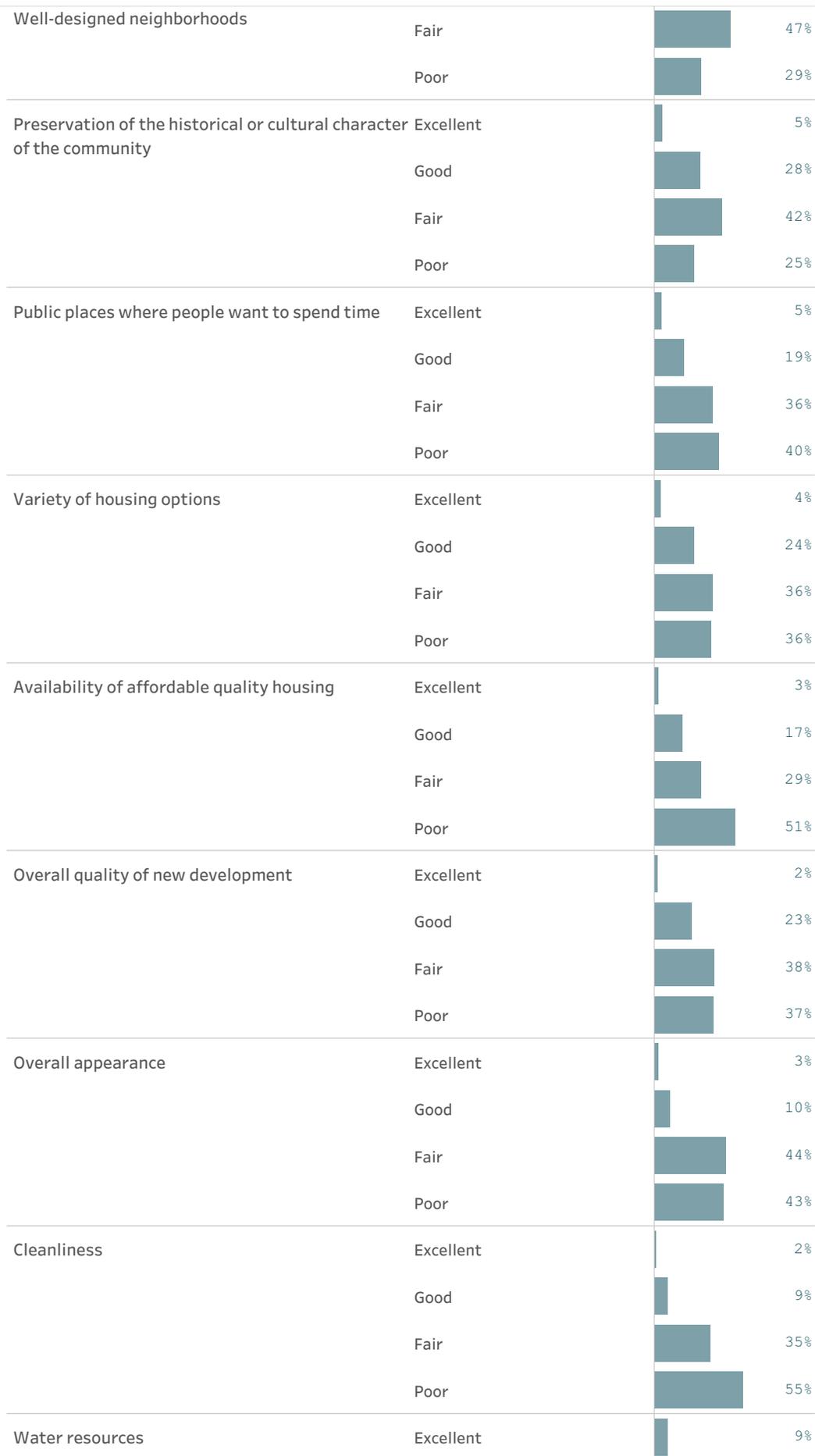


| | | | | |
|--|--|-----------|---|-----|
| Please rate each of the following in the Richmond community. | Overall quality of business and service establishments | Excellent |  | 5% |
| | | Good |  | 23% |
| | | Fair |  | 47% |
| | | Poor |  | 25% |
| | Variety of business and service establishments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

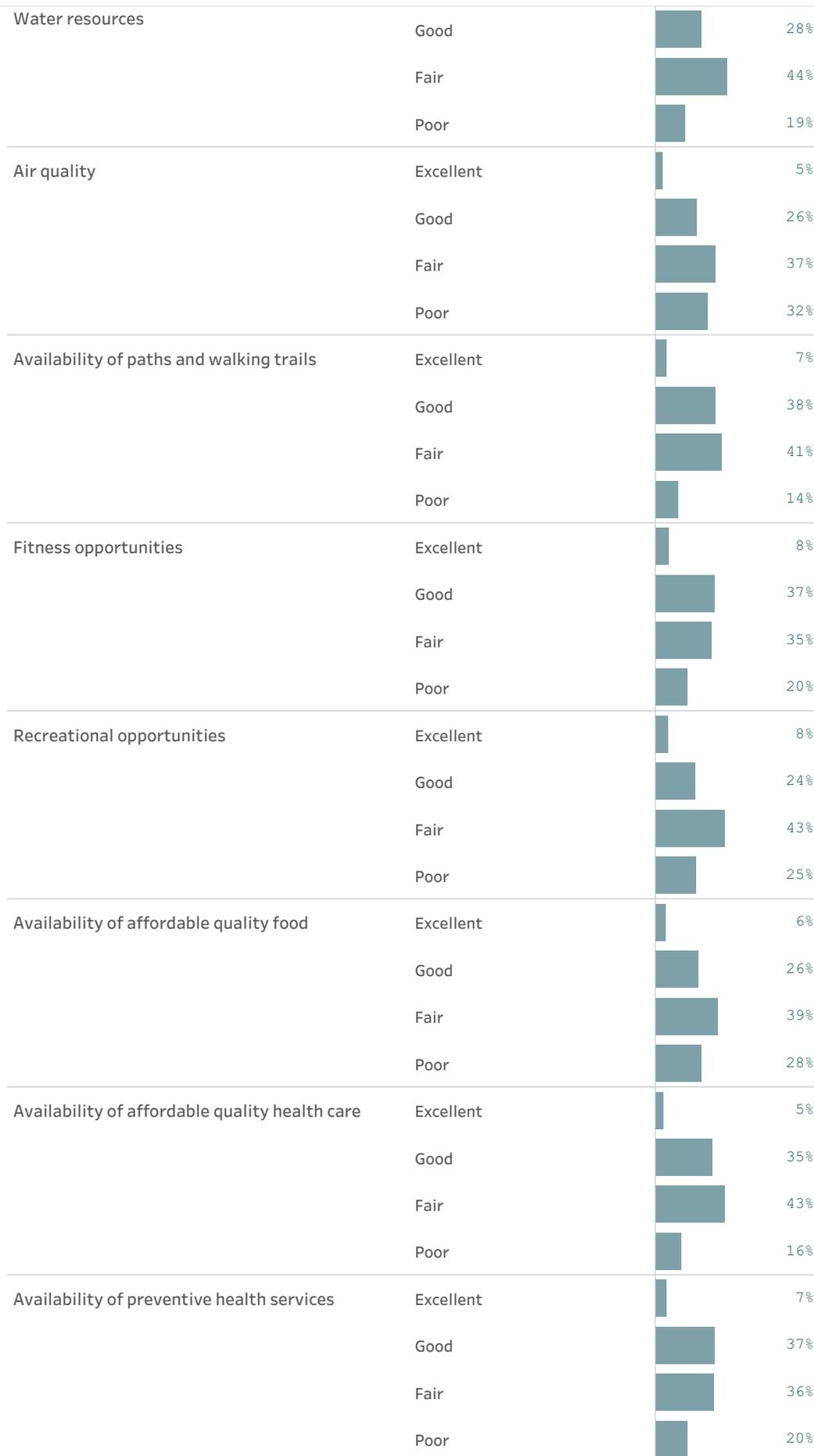
Please also rate each of the following in the Richmond community.



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



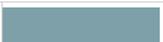
Please also rate each of the following in the Richmond community.



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

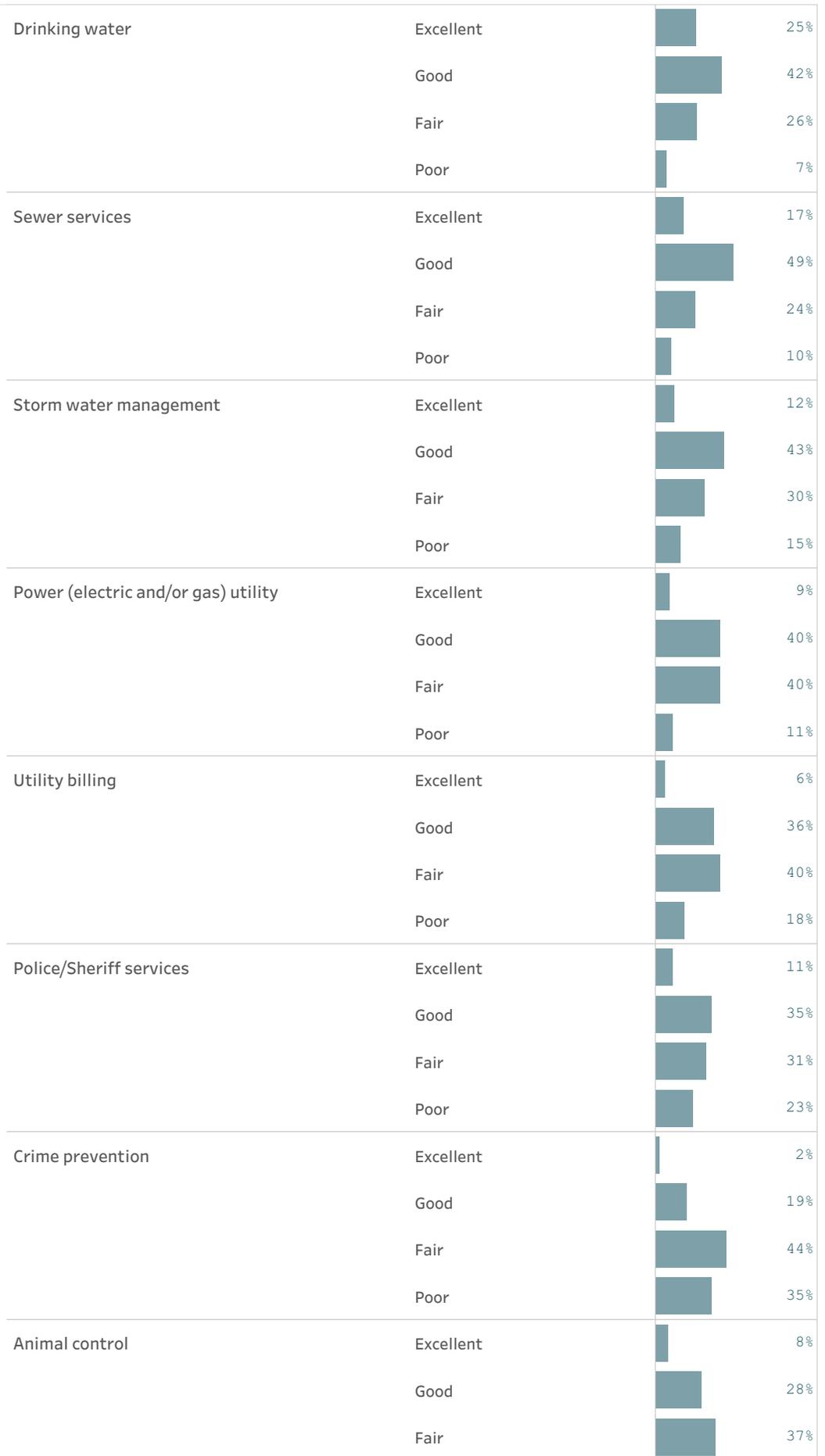


| | | | | |
|--|---|---|---|-----|
| Please also rate each of the following in the Richmond community. | Neighborliness of residents | Poor |  | 21% |
| | Opportunities to participate in social events and activities | Excellent |  | 3% |
| | | Good |  | 22% |
| | | Fair |  | 41% |
| | | Poor |  | 33%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

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

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

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



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

| | | | |
|---|-----------|---|-----|
| Animal control | Poor |  | 27% |
| Ambulance or emergency medical services | Excellent |  | 18% |
| | Good |  | 42% |
| | Fair |  | 33% |
| | Poor |  | 6% |
| Fire services | Excellent |  | 21% |
| | Good |  | 48% |
| | Fair |  | 27% |
| | Poor |  | 4% |
| Fire prevention and education | Excellent |  | 8% |
| | Good |  | 36% |
| | Fair |  | 37% |
| | Poor |  | 18% |
| Emergency preparedness | Excellent |  | 5% |
| | Good |  | 27% |
| | Fair |  | 37% |
| | Poor |  | 31% |
| Preservation of natural areas | Excellent |  | 10% |
| | Good |  | 35% |
| | Fair |  | 38% |
| | Poor |  | 18% |
| Richmond open space | Excellent |  | 8% |
| | Good |  | 29% |
| | Fair |  | 42% |
| | Poor |  | 21% |
| Recycling | Excellent |  | 15% |
| | Good |  | 44% |
| | Fair |  | 29% |
| | Poor |  | 12% |
| Yard waste pick-up | Excellent |  | 13% |
| | Good |  | 42% |

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

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

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

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

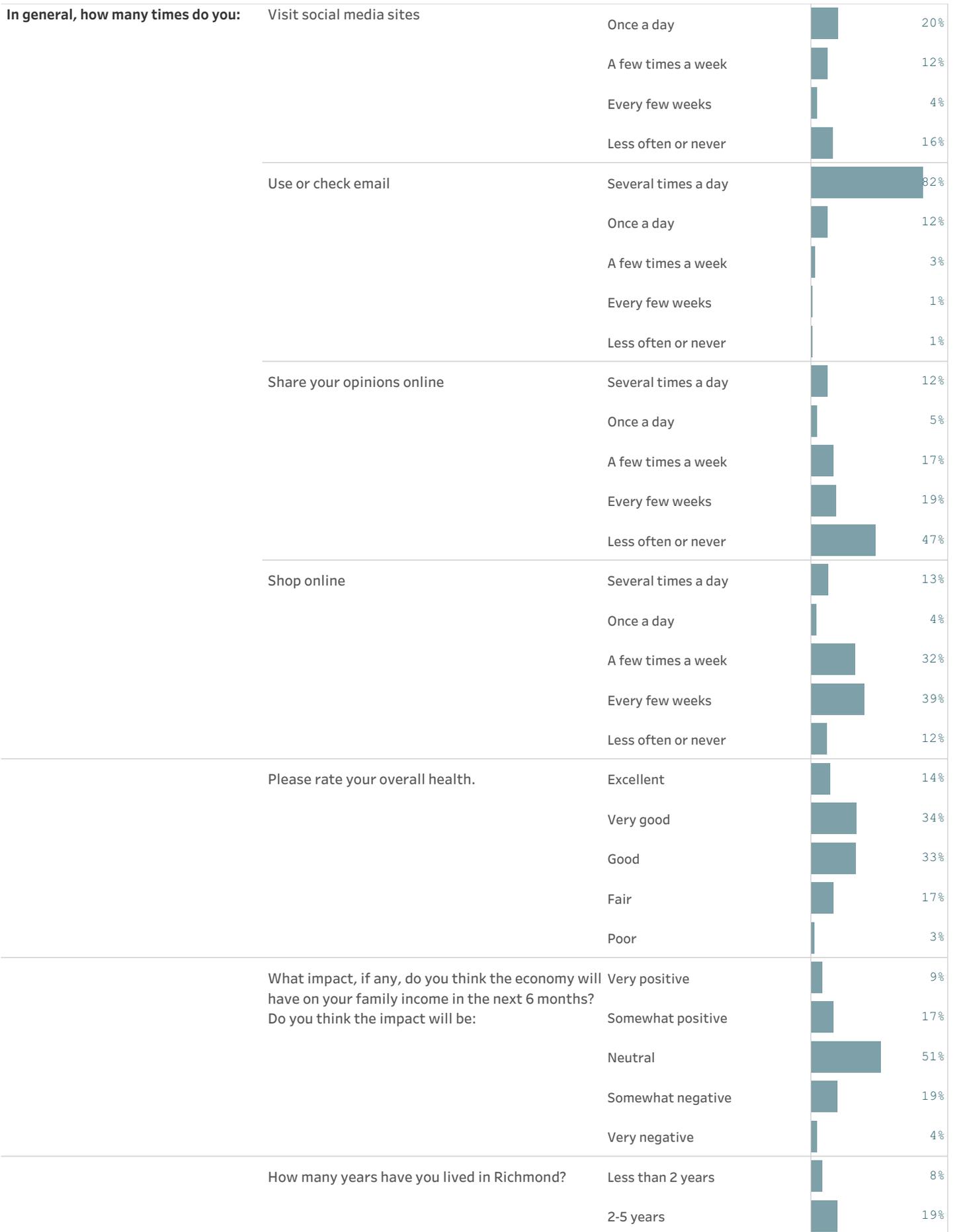
| How important, if at all, are the following issues for the City to address within the next two years? | | | | |
|---|----------------------|------------|------------|--|
| | Issue | Importance | Percentage | |
| Improving traffic flow and pedestrian safety | Somewhat important | | 24% | |
| | Not at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

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

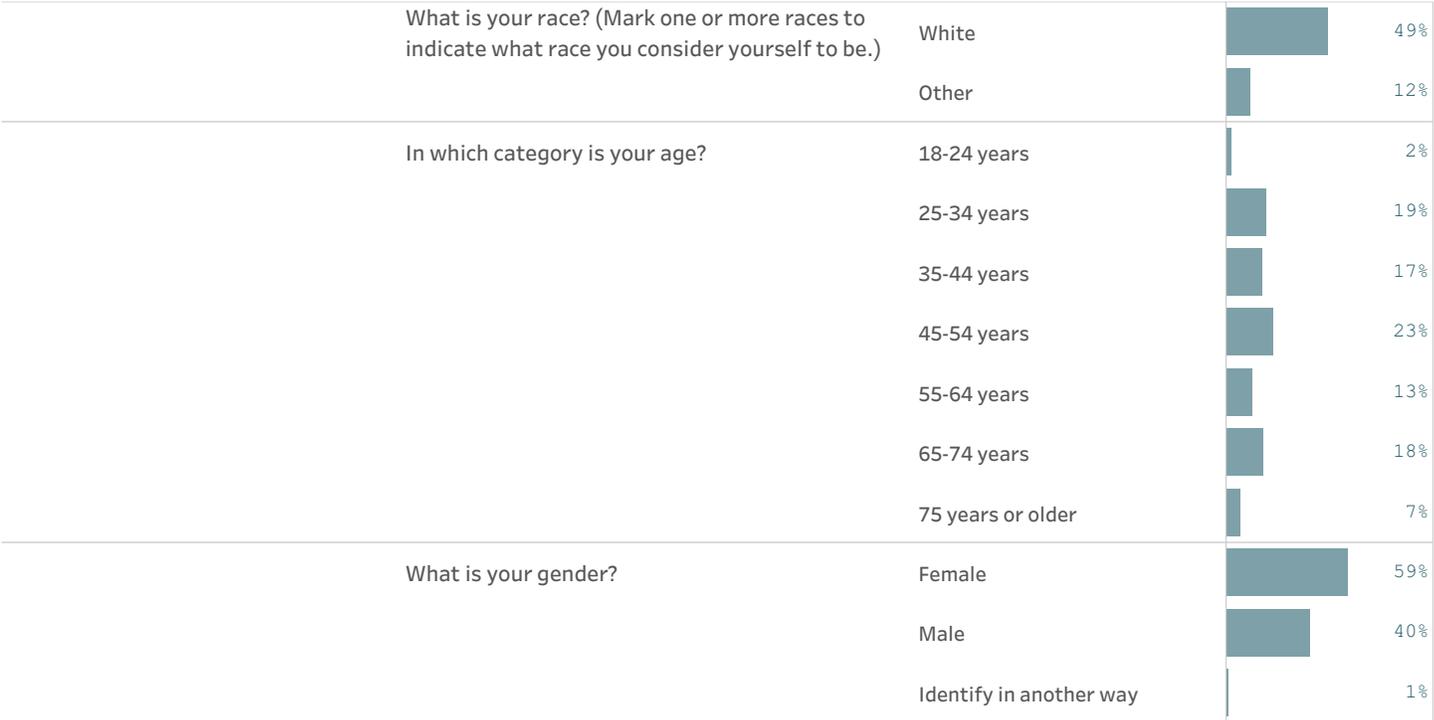
| | | | | |
|---|---|---|---|-----|
| How important, if at all, are the following issues for the City to address within the next two years? | Increasing the generation of revenue to support City services | Essential |  | 32% |
| | | Very important |  | 36% |
| | | Somewhat important |  | 22% |
| | |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

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

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



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



Full trends

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

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

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

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

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

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

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

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

Methods (open participation)

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

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

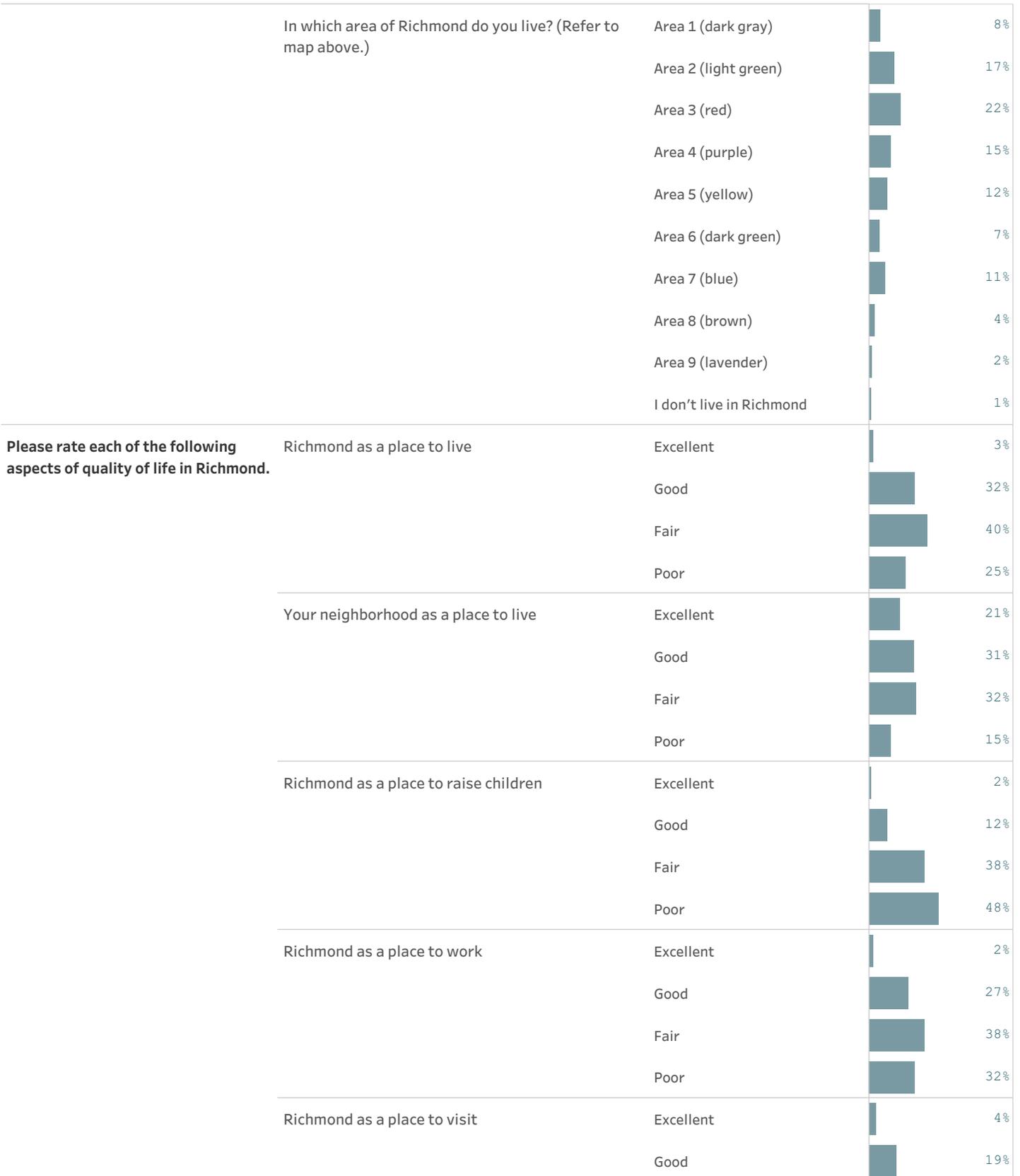
The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically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

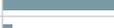
* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

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

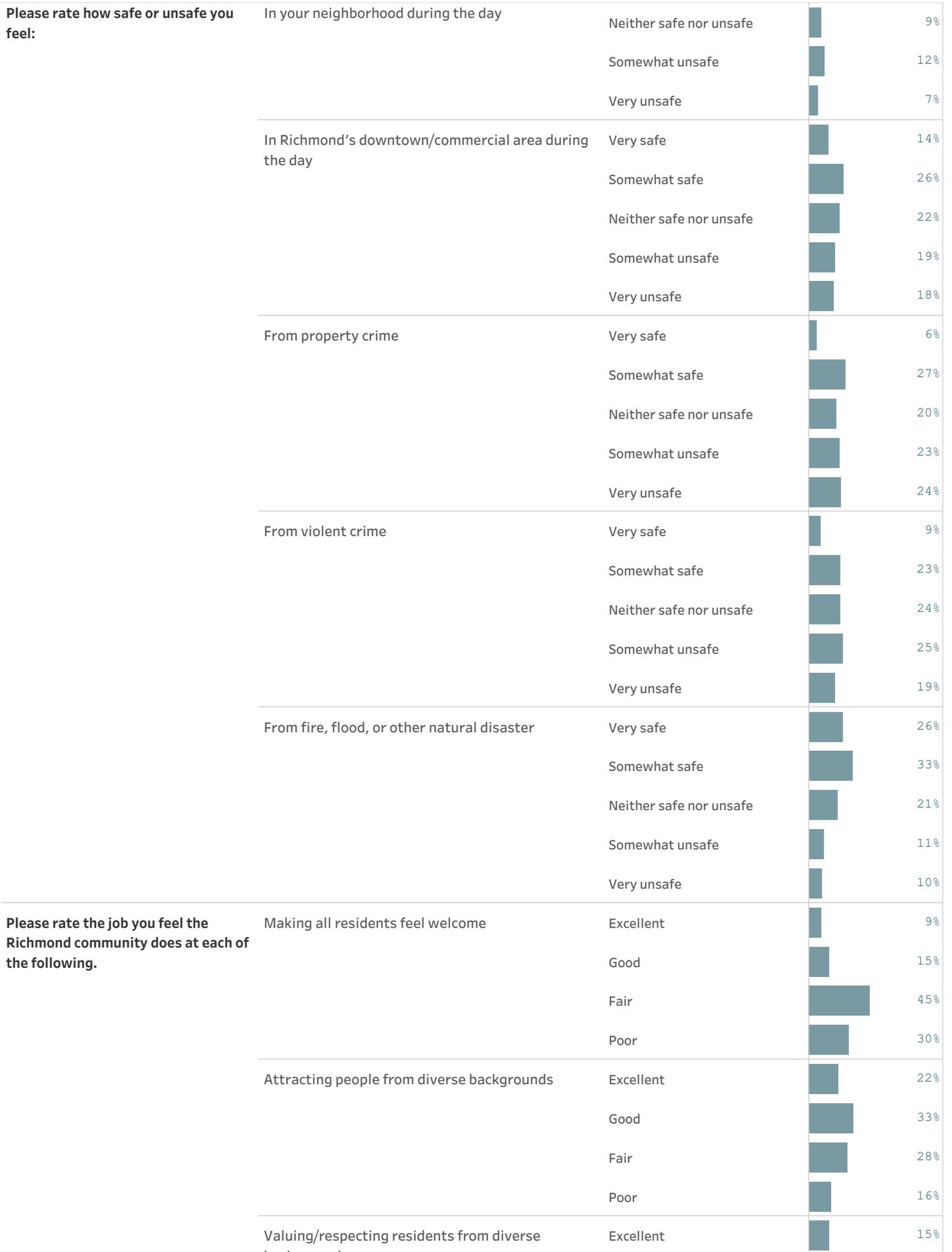
Open participation survey results

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



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

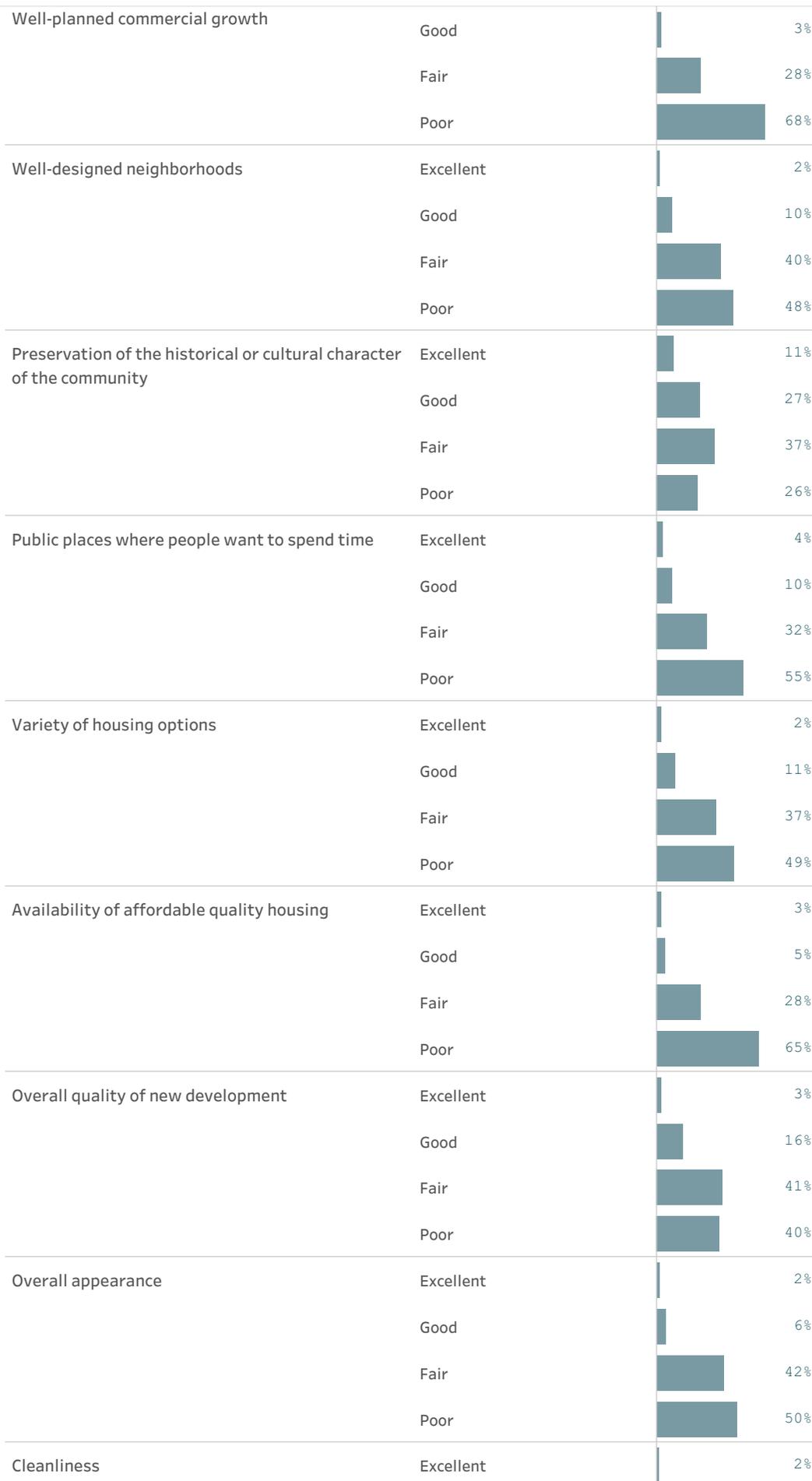
| | | | | |
|---|--|-------------------|---|-----|
| Please rate each of the following characteristics as they relate to Richmond as a whole. | Overall feeling of safety | Fair |  | 37% |
| | | Poor |  | 50% |
| Overall quality of natural environment | | Excellent |  | 5% |
| | | Good |  | 29% |
| |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



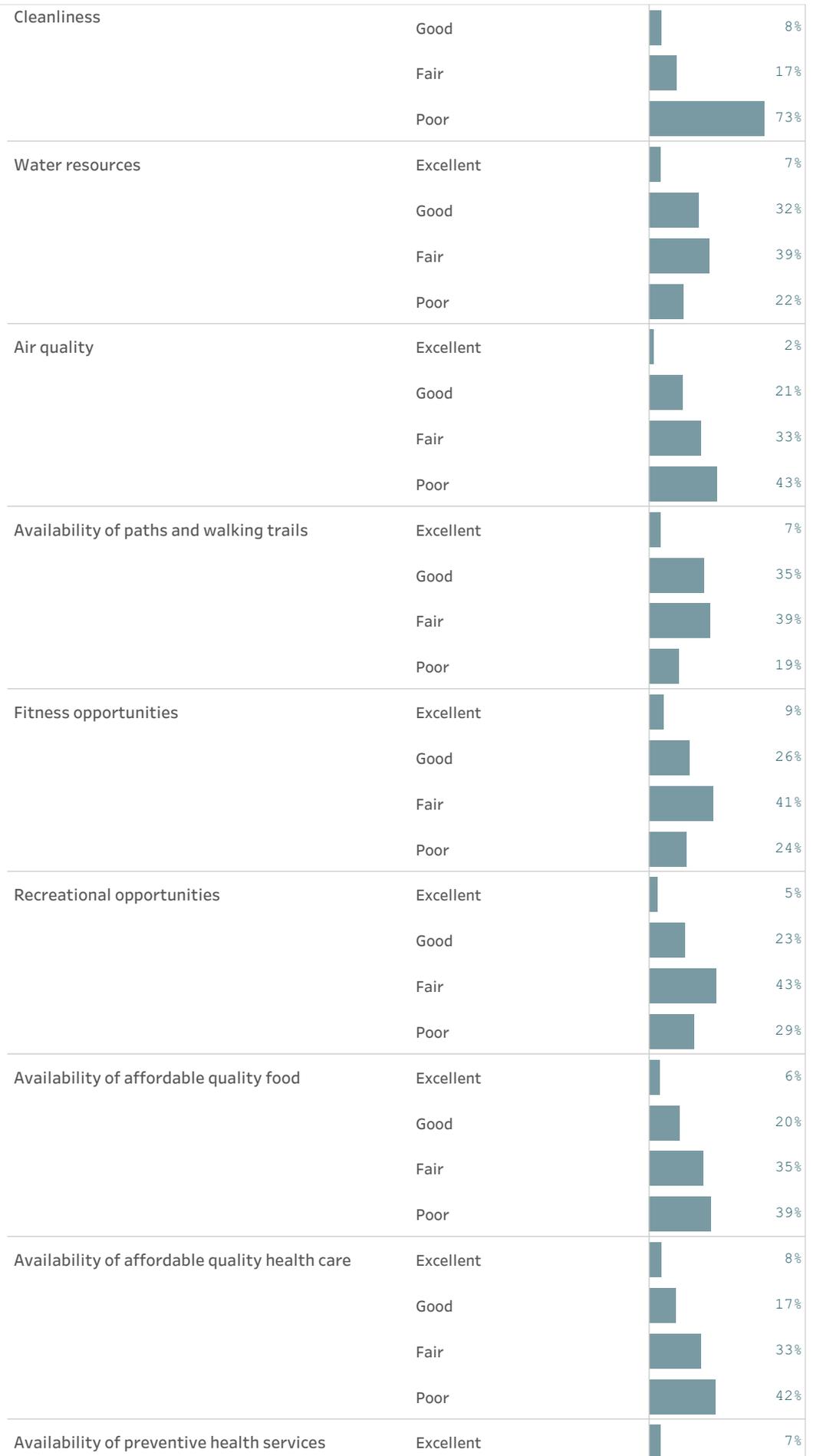
| | | | | |
|---|--|---|---|-----|
| Please rate the job you feel the Richmond community does at each of the following. | Valuing/respecting residents from diverse backgrounds | Good |  | 33% |
| | | Fair |  | 32% |
| | | Poor |  | 21% |
| | Taking care of vulnerable residents | Excellent |  | 2% |
|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

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

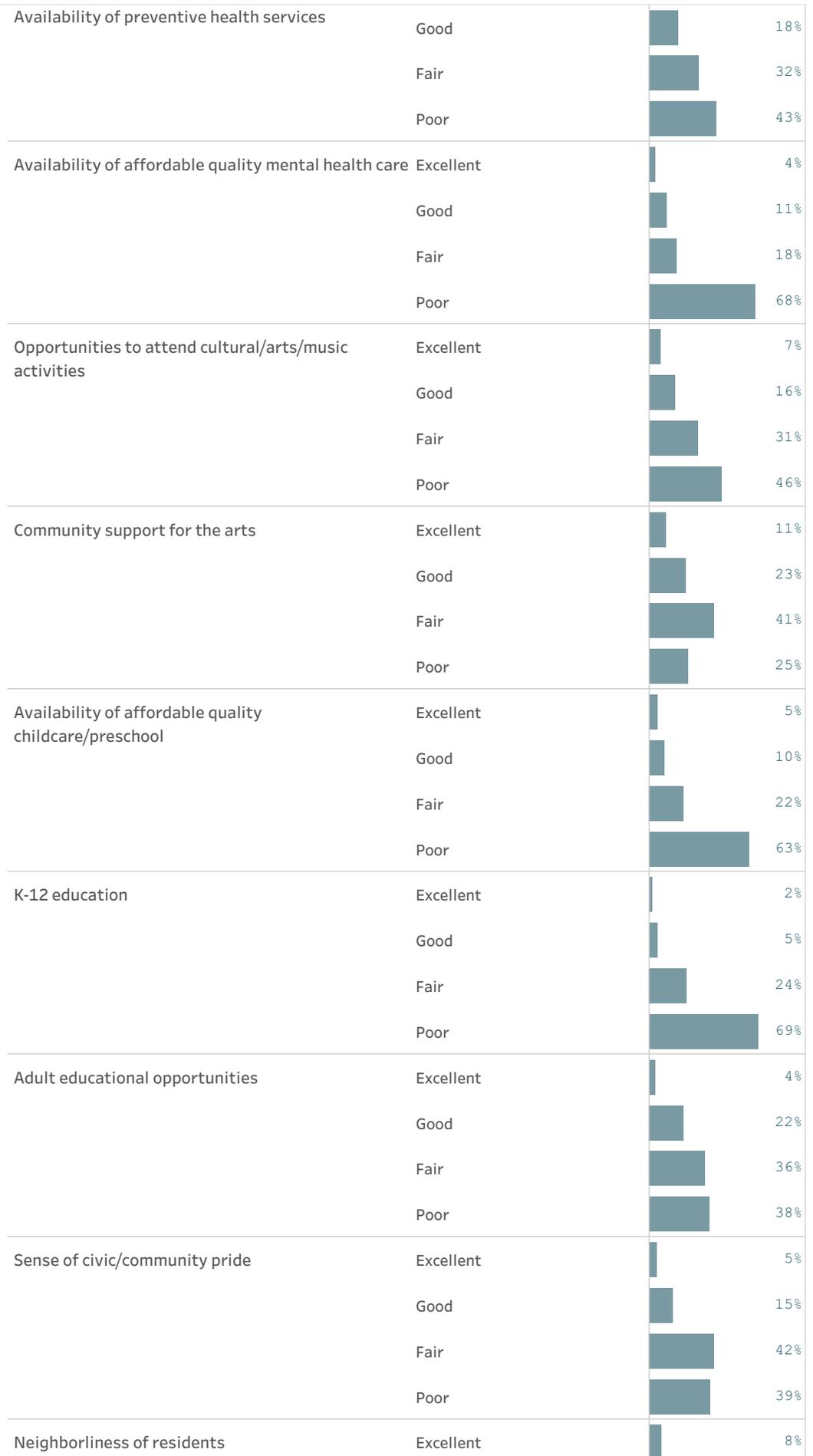
Please also rate each of the following in the Richmond community.



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



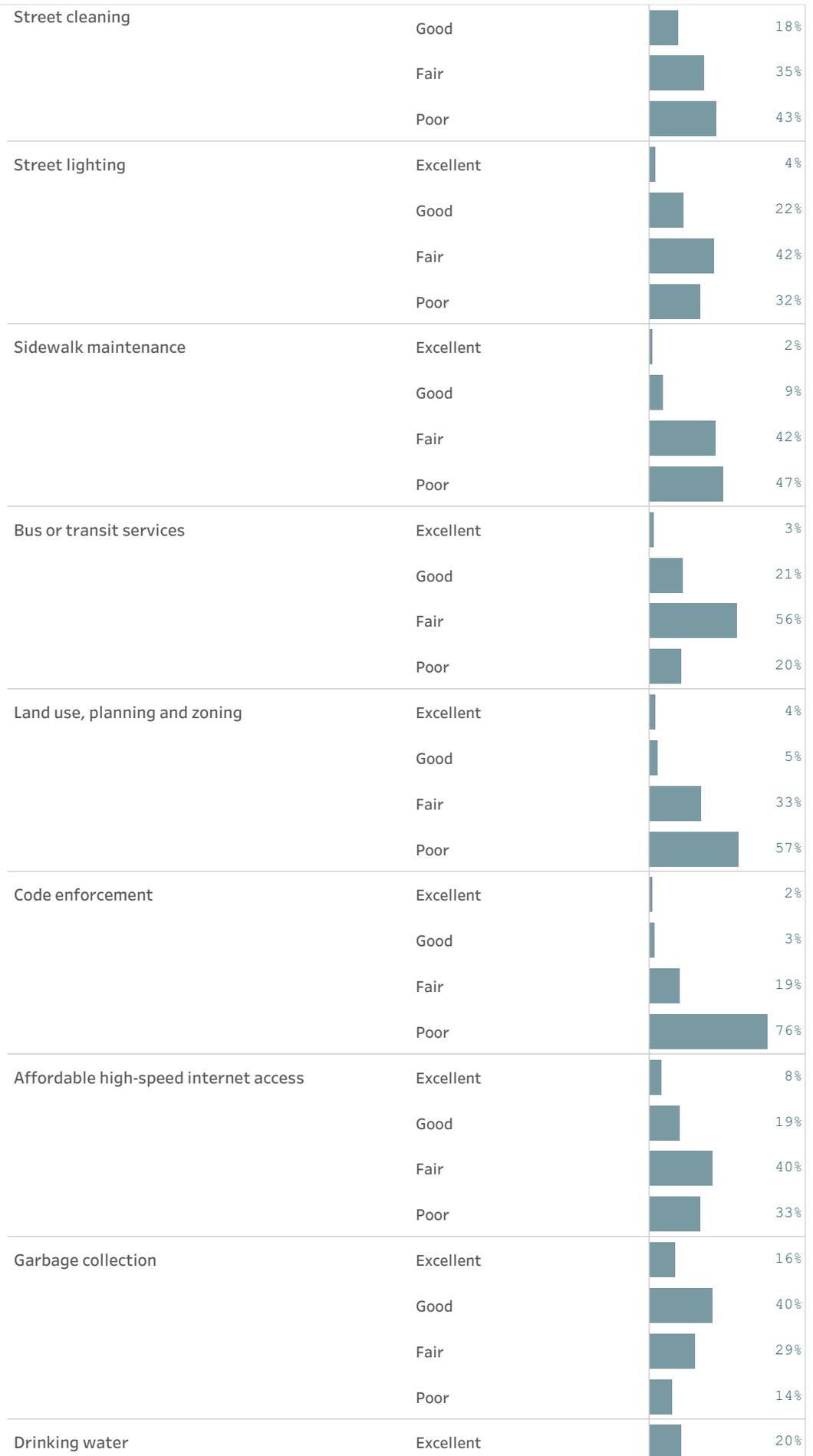
Please also rate each of the following in the Richmond community.



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

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

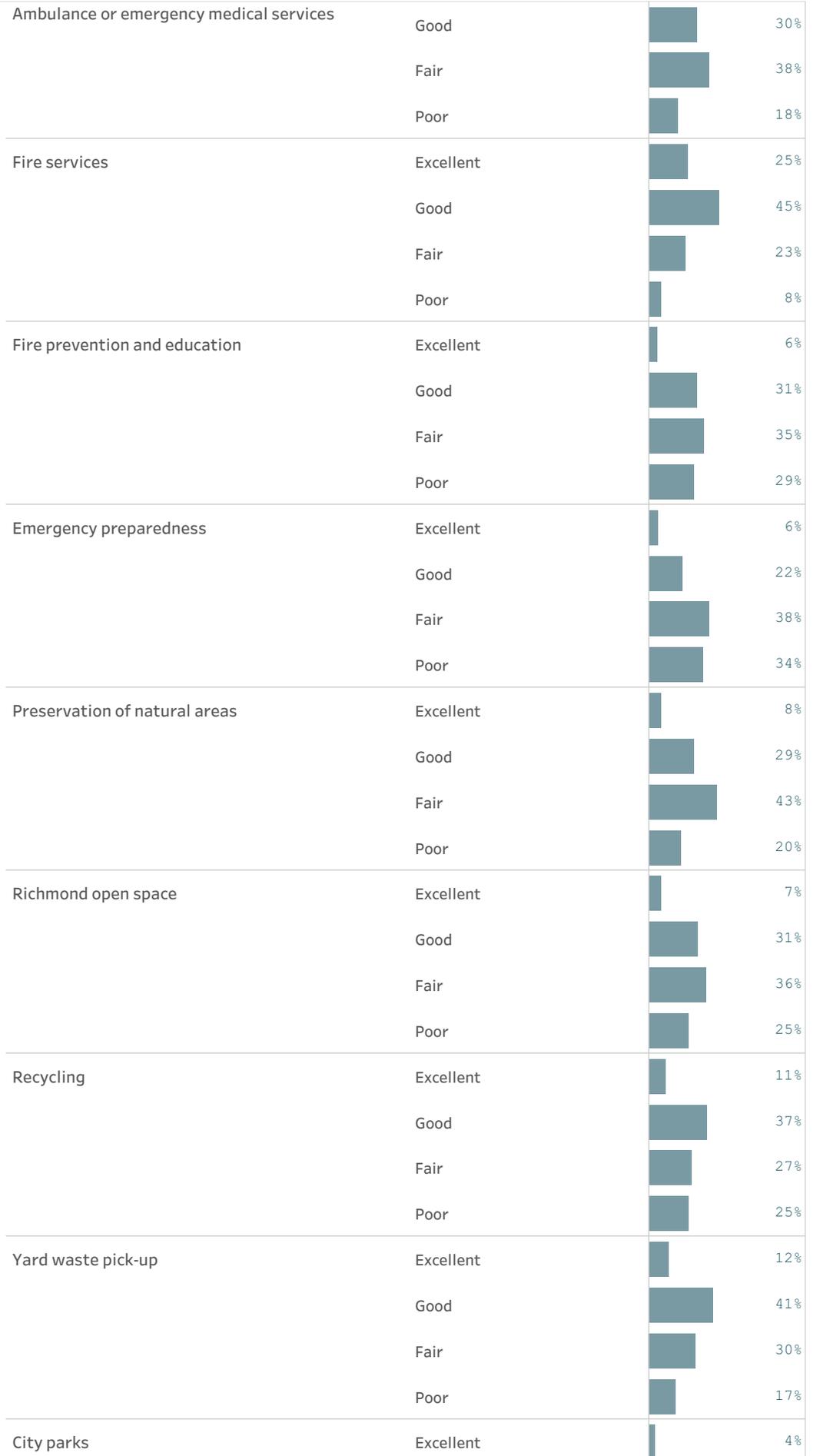
Please rate the quality of each of the following services in Richmond.



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



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



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

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

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

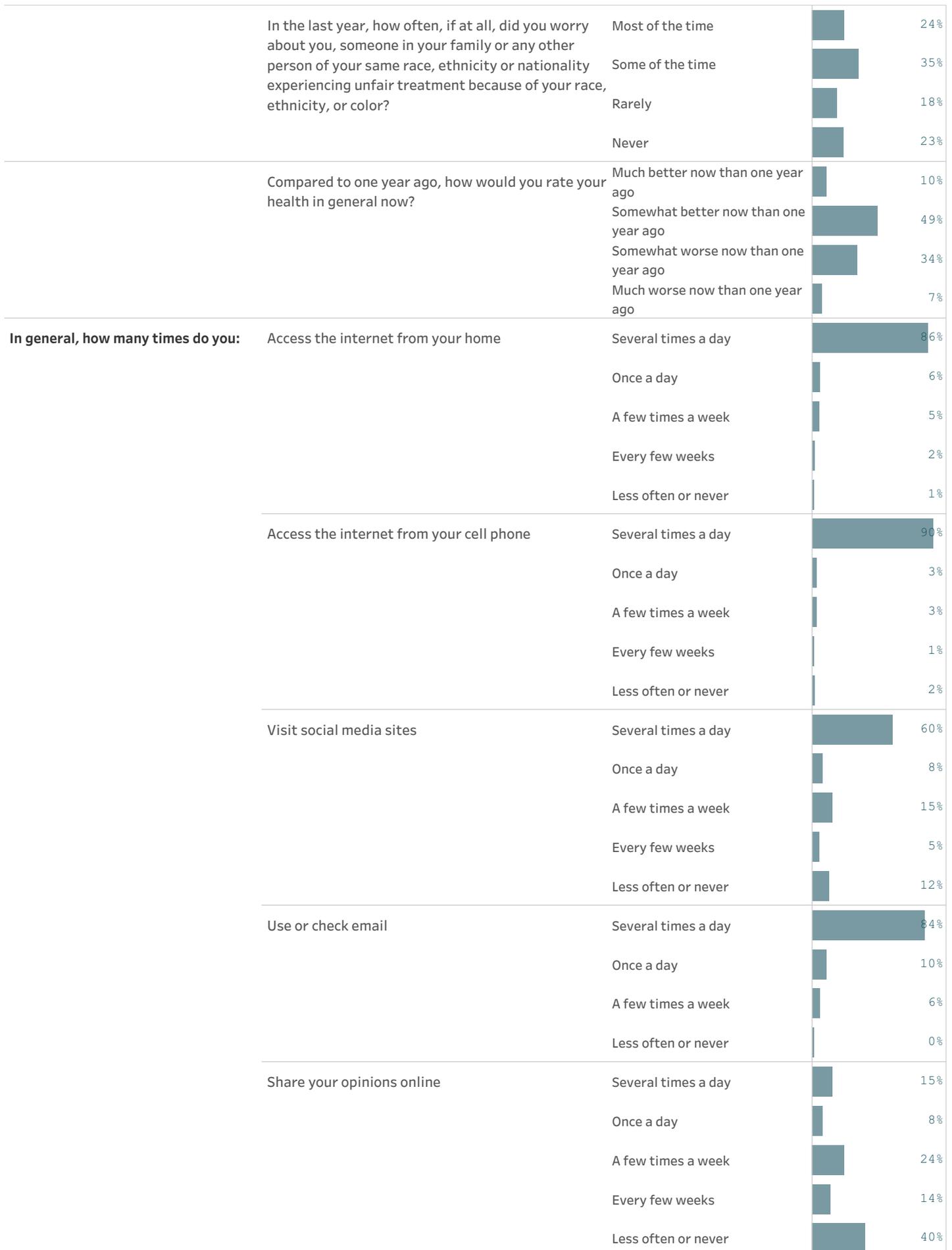
| | | | | |
|--|--|----------------------|-----|-----|
| Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years. | Overall quality of parks and recreation opportunities | Very important | | 44% |
| | | Somewhat important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

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

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

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

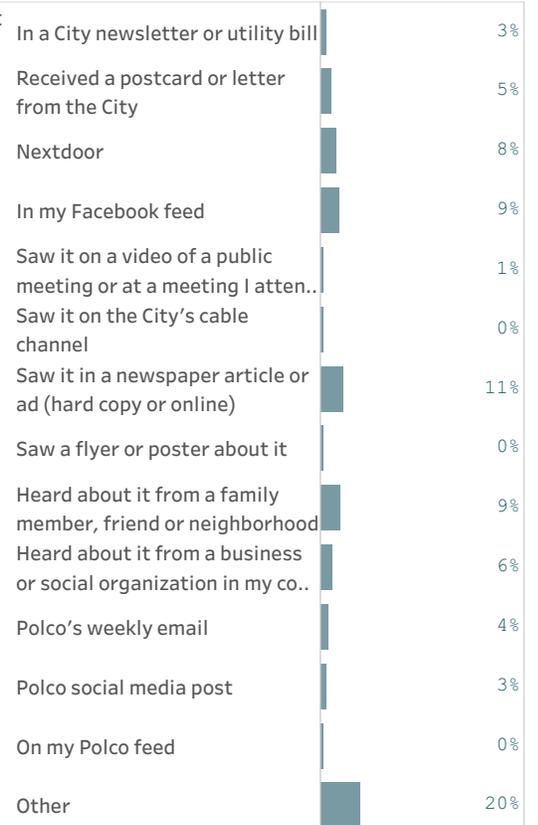
| Please rate the impact of the following City services on your health and well-being: | | | |
|--|--------------------------|--|-----|
| Police | Moderate negative impact | | 14% |
| | Very negative impact | | 10% |
| Fire | Very positive impact | | 34% |
| | Moderate positive impact | | 32% |
| | No impact | | 32% |
| | Moderate negative impact | | 1% |
| | Very negative impact | | 1% |
| Street quality | Very positive impact | | 24% |
| | Moderate positive impact | | 27% |
| | No impact | | 15% |
| | Moderate negative impact | | 21% |
| | Very negative impact | | 13% |
| Library services | Very positive impact | | 30% |
| | Moderate positive impact | | 27% |
| | No impact | | 35% |
| | Moderate negative impact | | 5% |
| | Very negative impact | | 2% |
| Affordable and quality housing | Very positive impact | | 31% |
| | Moderate positive impact | | 17% |
| | No impact | | 29% |
| | Moderate negative impact | | 7% |
| | Very negative impact | | 14% |
| Traffic safety | Very positive impact | | 25% |
| | Moderate positive impact | | 29% |
| | No impact | | 25% |
| | Moderate negative impact | | 11% |
| | Very negative impact | | 9% |
| Blight abatement | Very positive impact | | 25% |
| | Moderate positive impact | | 22% |
| | No impact | | 26% |
| | Moderate negative impact | | 15% |
| | Very negative impact | | 12% |



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

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

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



The City of Richmond 2021 Community Survey

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

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

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

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

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

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

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

4. Please rate how safe or unsafe you feel:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Most of the time
 Some of the time
 Rarely
 Never

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

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

Our last questions are about you and your household.

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

D1. In general, how many times do you:

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

D2. Please rate your overall health.

- Excellent Very good Good Fair Poor

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

Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Richmond?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

- Rent
 Own

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

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

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

- No Yes

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

- No Yes

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

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

D11. Are you Spanish, Hispanic or Latino?

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

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

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

D13. In which category is your age?

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

D14. What is your gender?

- Female
 Male
 Identify in another way

Thank you!

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