



**CITY OF RICHMOND, CA
2009**



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

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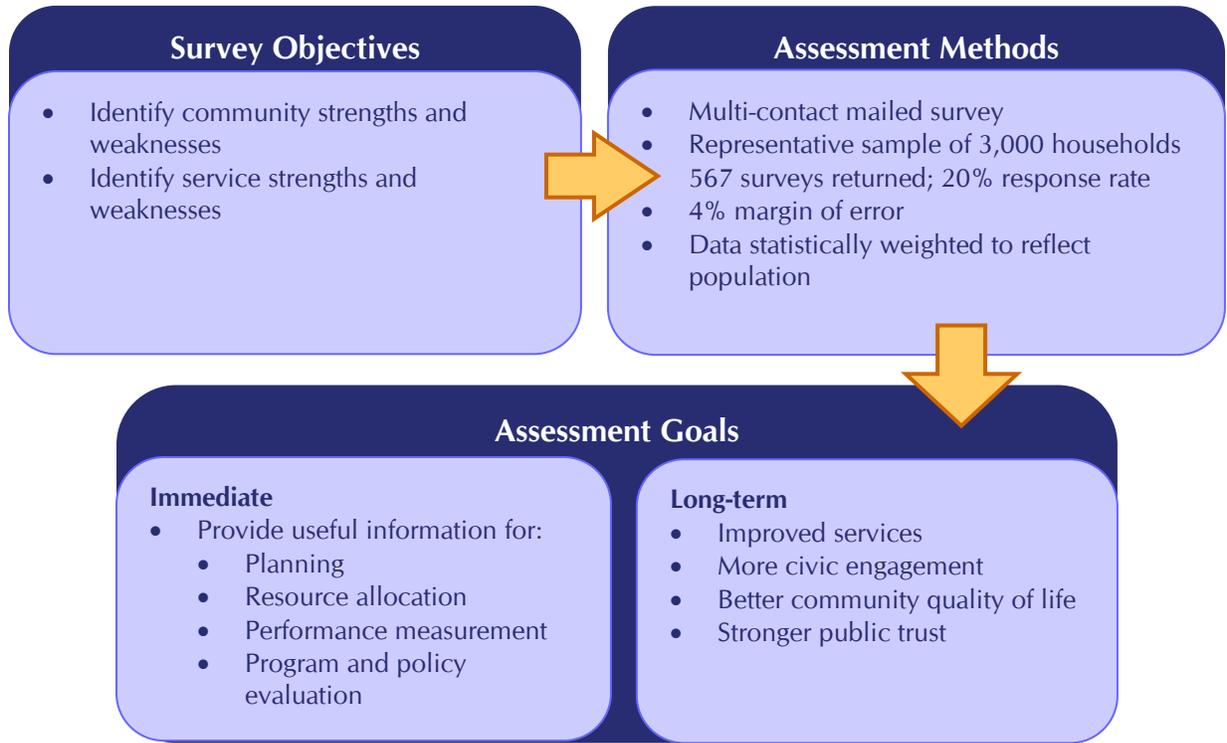
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. The information necessary to complete the survey on the Web and to request a copy of the survey in Spanish were included in the mailings. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 567 completed surveys were obtained, providing an overall response rate of 20%. Typically, response rates obtained on citizen surveys range from 20% to 40%.

The National Citizen Survey™ customized for the City of Richmond was developed in close cooperation with local jurisdiction staff. Richmond staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Richmond staff also augmented The National Citizen Survey™ basic service through a variety of options including list add-on options a custom set of benchmark comparisons,

cross-tabulation of results, extend mailing, an Web survey option, availability of the survey in Spanish, and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Richmond survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (567 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Richmond, but from City of Richmond services to services like them provided by other jurisdictions.

Interpreting Comparisons to the Previous Survey

This report contains comparisons with the 2007 results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than six percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The City of Richmond chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations from 64,000 to 149,999). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Richmond Survey was included in NRC's database and there were at

least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, the City of Richmond results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of the City of Richmond's rating to the benchmark.

“Don’t Know” Responses and Rounding

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

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Richmond survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

The overall quality of life in the City of Richmond was rated as “excellent” or “good” by 18% of respondents. A majority report they plan on staying in the City of Richmond for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were ease of car travel, openness and acceptance of the community towards people of diverse backgrounds and opportunities to participate in community matters. Among the characteristics receiving the least positive ratings were the overall image or reputation of Richmond, cleanliness of Richmond, and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, one was above the benchmark comparison, three were similar to the benchmark comparison and 27 were below.

Residents in the City of Richmond were somewhat civically engaged. While 37% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 89% had provided help to a friend or neighbor. About one-third had volunteered their time to some group or activity in the City of Richmond, which was lower than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by the City of Richmond as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Richmond in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, none were above the benchmark comparison, three were similar to the benchmark comparison and 29 were below.

Respondents were asked to rate how frequently they participated in various activities in Richmond. The most popular activities included recycling and providing help to a friend or neighbor; while the least popular activities were participating in a club or civic group and participating in a recreation program or activity.

A Key Driver Analysis was conducted for the City of Richmond which examined the relationships between ratings of each service and ratings of the City of Richmond's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Richmond can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Public schools
- Police services
- Economic development

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Richmond – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Richmond. Residents were asked whether they planned to move soon or if they would recommend the City of Richmond to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Richmond offers services and amenities that work.

Some of the City of Richmond’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Many also reported they would recommend the community to others and most plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

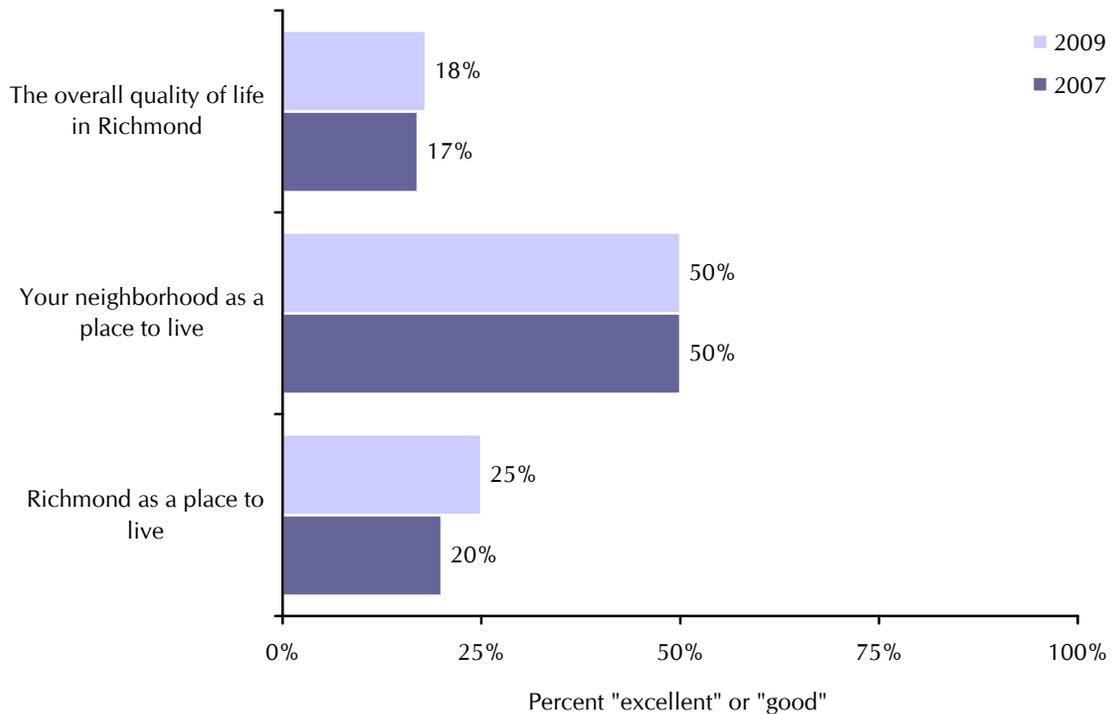
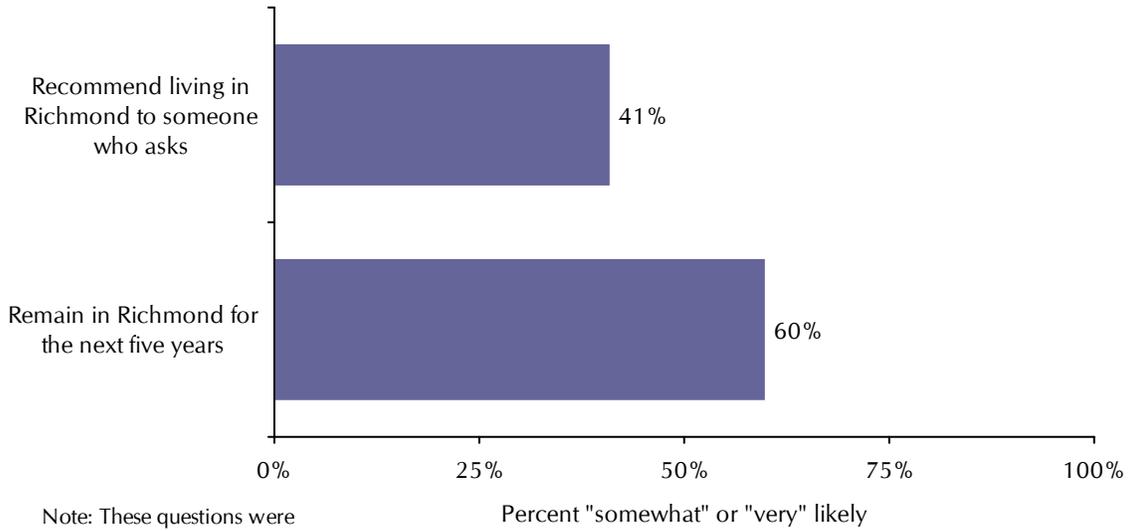


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



Note: These questions were not asked in previous surveys.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Overall quality of life in Richmond	Below	Below
Your neighborhood as place to live	Below	Below
Richmond as a place to live	Below	Below
Remain in Richmond for the next five years	Below	Below
Recommend living in Richmond to someone who asks	Below	Below

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of rail or subway travel was given the most positive rating, followed by ease of car travel in Richmond. The 2009 ratings varied when compared to the benchmarks and were similar to 2007.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

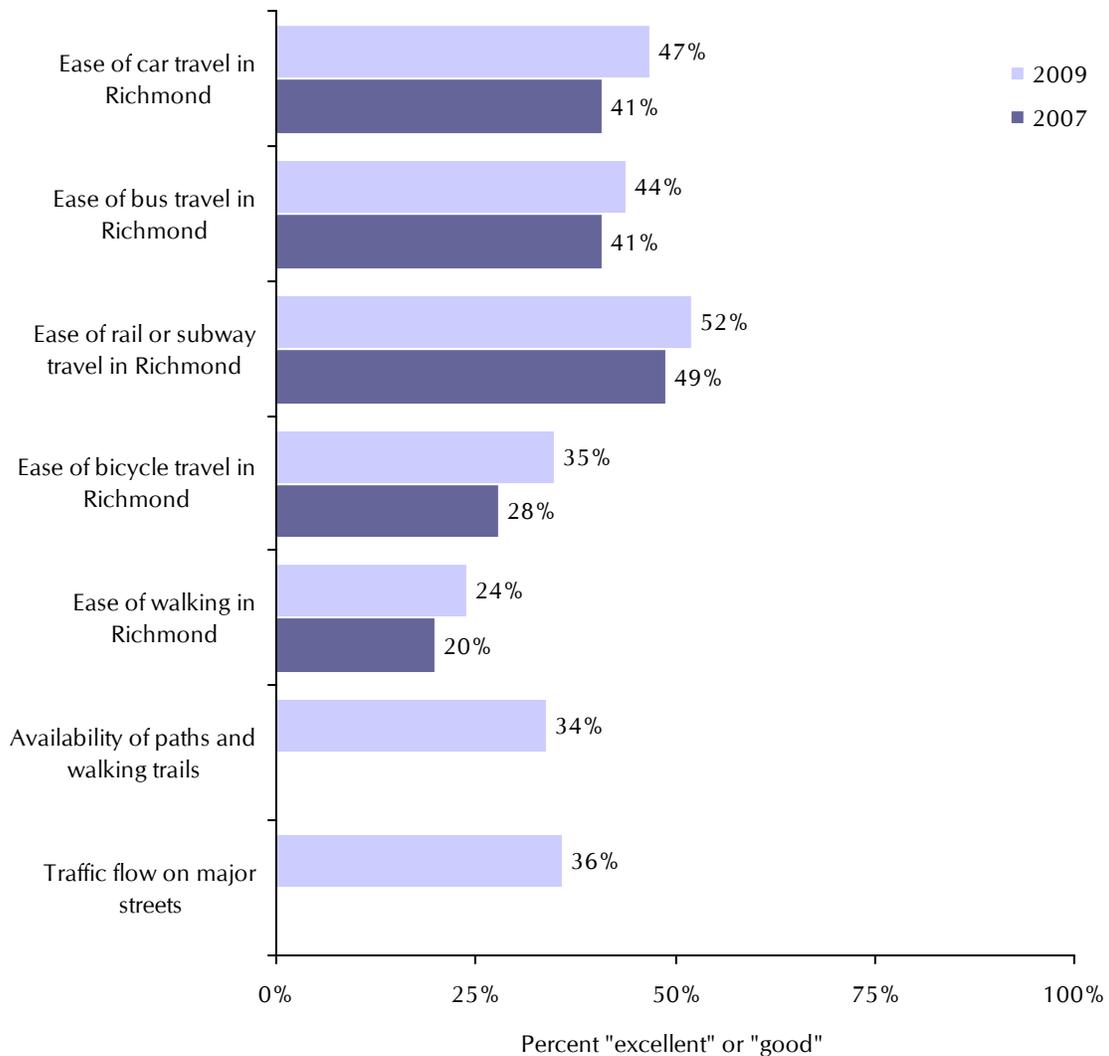


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Ease of bus travel in Richmond	Similar	Above
Ease of rail or subway travel by in Richmond	Above	Above
Ease of car travel in Richmond	Below	Similar
Ease of walking in Richmond	Below	Below
Ease of bicycle travel in Richmond	Below	Below
Availability of paths and walking trails	Below	Below
Traffic flow on major streets	Similar	Similar

Seven transportation services were rated in Richmond. As compared to most communities across America, ratings tended to be a mix of positive and negative.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

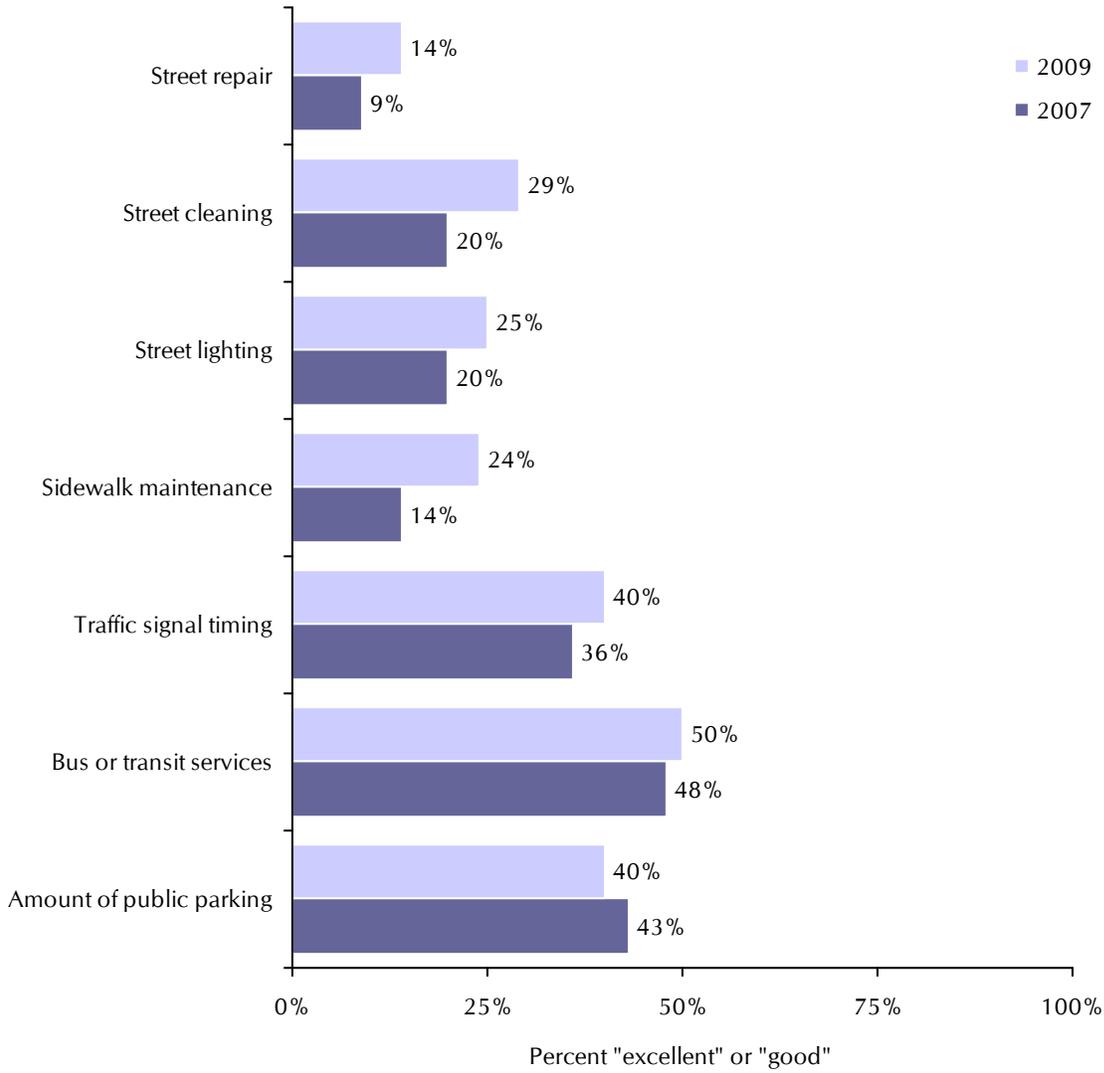


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Street repair /maintenance	Below	Below
Street cleaning	Below	Below
Street lighting	Below	Below
Sidewalk maintenance	Below	Below
Light timing	Similar	Similar
Bus or transit services	Similar	Similar
Amount of public parking	Similar	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 15% of work commute trips were made by transit, 1% by bicycle and 3% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

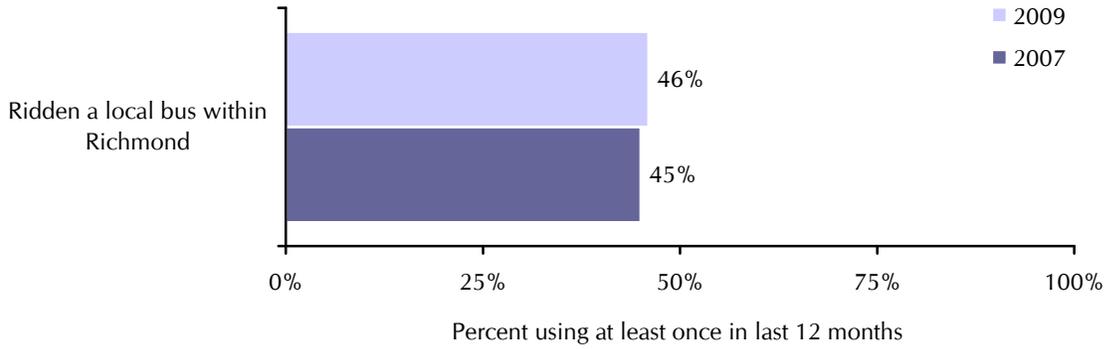
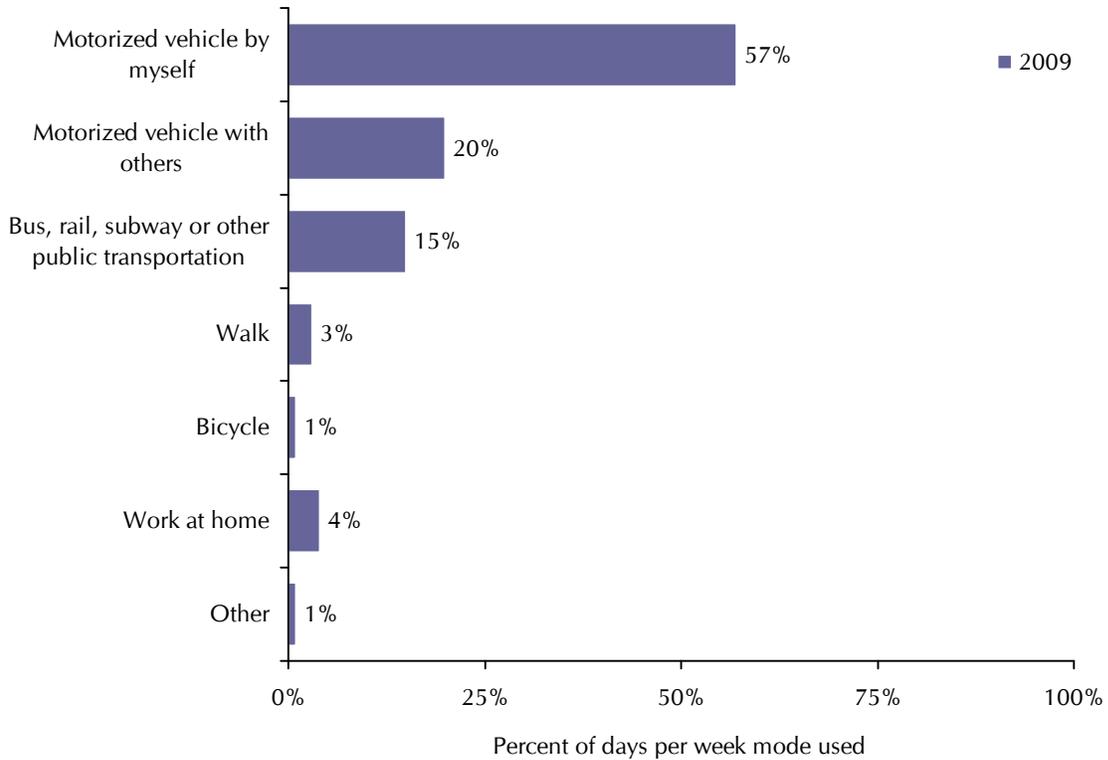


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Ridden a local bus within Richmond	More	More

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt heavily to a homogeneous palette, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents who can sustain in a community with mostly high cost housing pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Richmond residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 29% of respondents, while the variety of housing options was rated as “excellent” or “good” by 27% of respondents. The rating of perceived affordable housing availability was worse in the City of Richmond than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

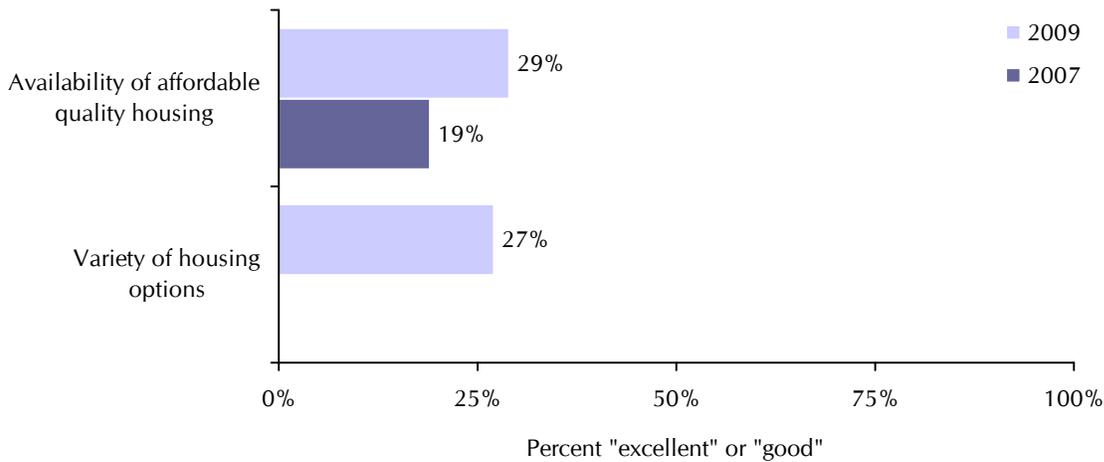
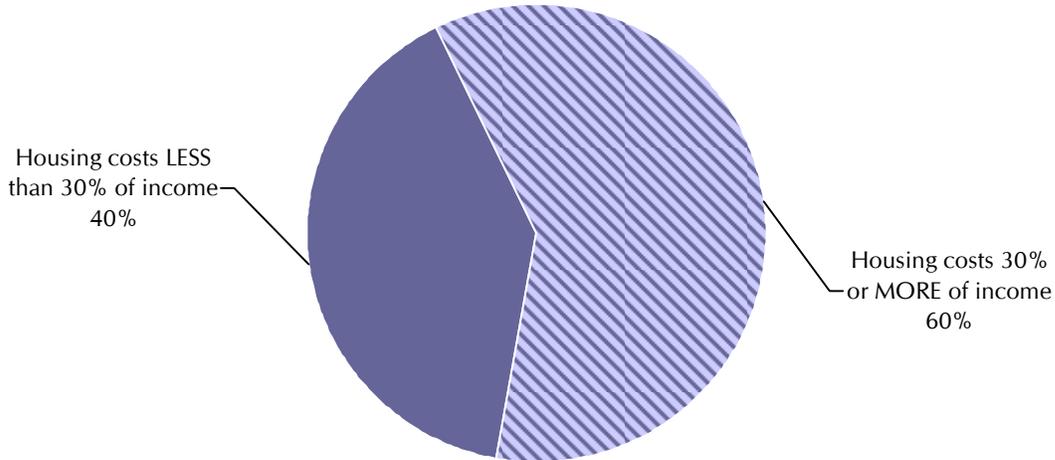


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Availability of affordable quality housing	Below	Below
Variety of housing options	Below	Below

To augment the perceptions of affordable housing in Richmond, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Richmond experiencing housing cost stress. About 60% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Experiencing housing costs stress (housing costs 30% or more of income)	More	More

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Richmond and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Richmond was rated as “excellent” or “good” by 31% of respondents. The overall appearance of Richmond was rated as “excellent” or “good” by 14% of respondents. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Richmond, 99% thought they were a “major” or “moderate” problem. Ratings showed a varied pattern when compared to the past survey.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

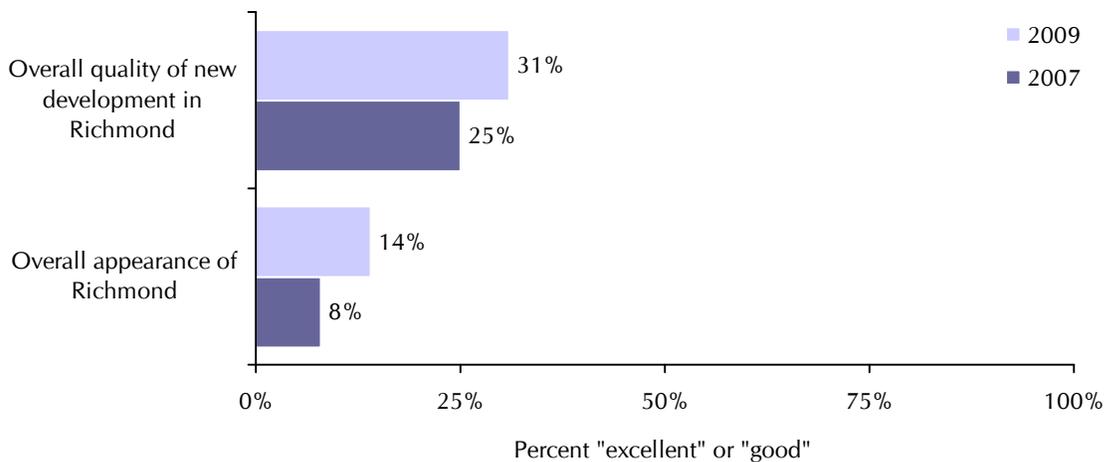


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Quality of new development in city	Below	Below
Overall appearance of Richmond	Below	Below

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

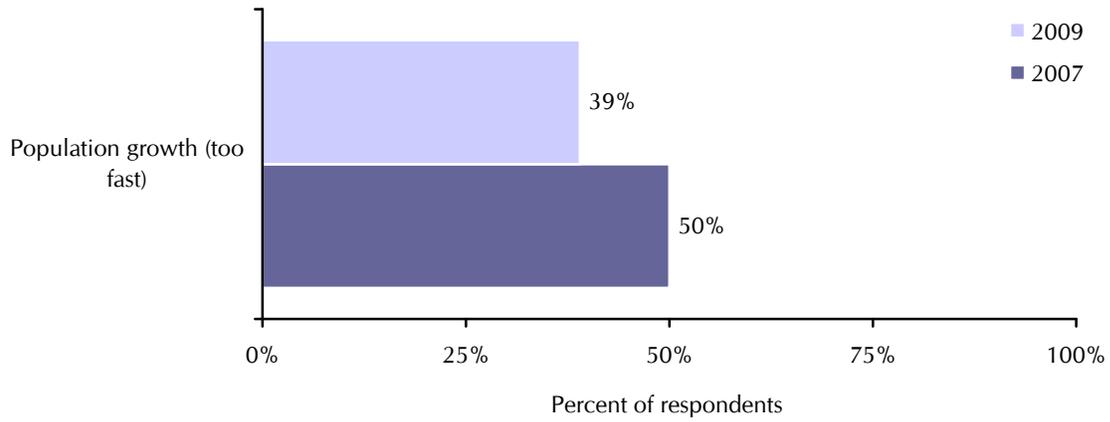


FIGURE 20: POPULATION GROWTH BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Population growth seen as too fast	Less	Less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR

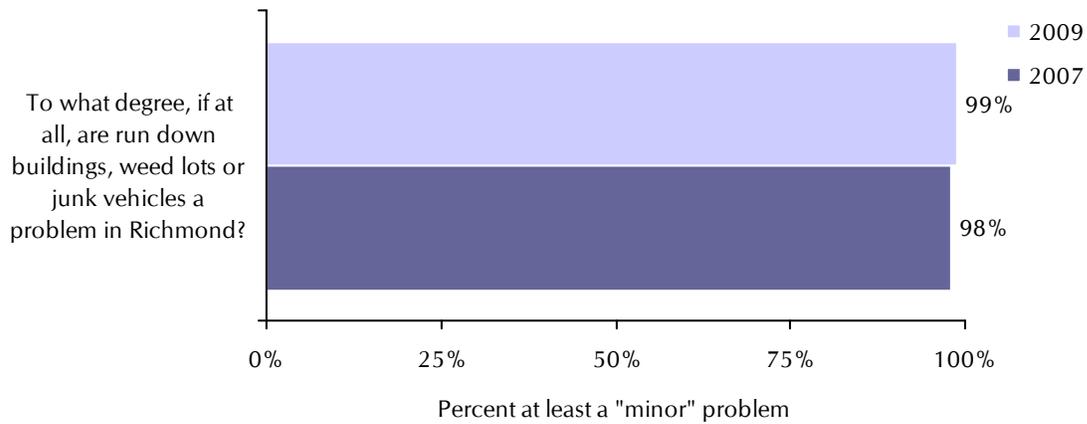


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Run down buildings, weed lots and junk vehicles are a "major" problem	More	More

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

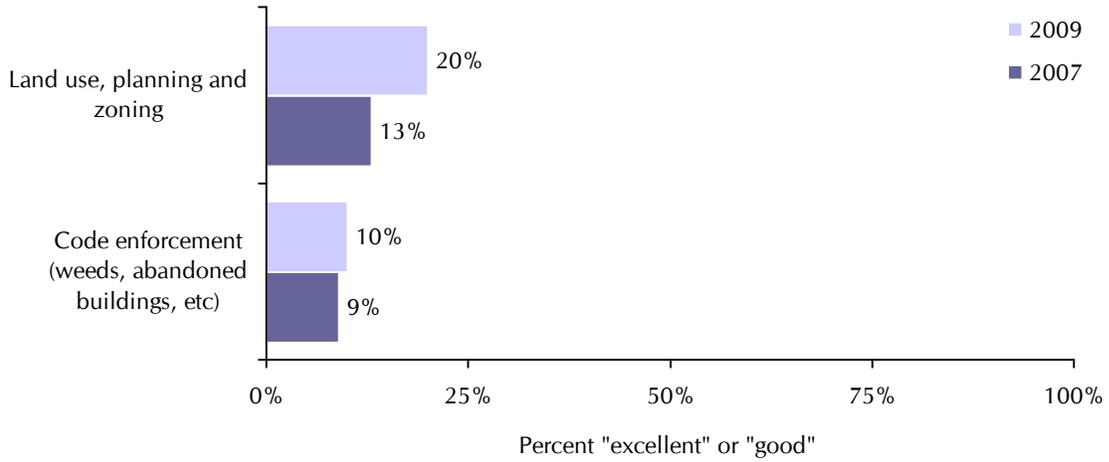


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Land use, planning and zoning	Below	Below
Code enforcement (weeds, abandoned buildings, etc)	Below	Below

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated feature was shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

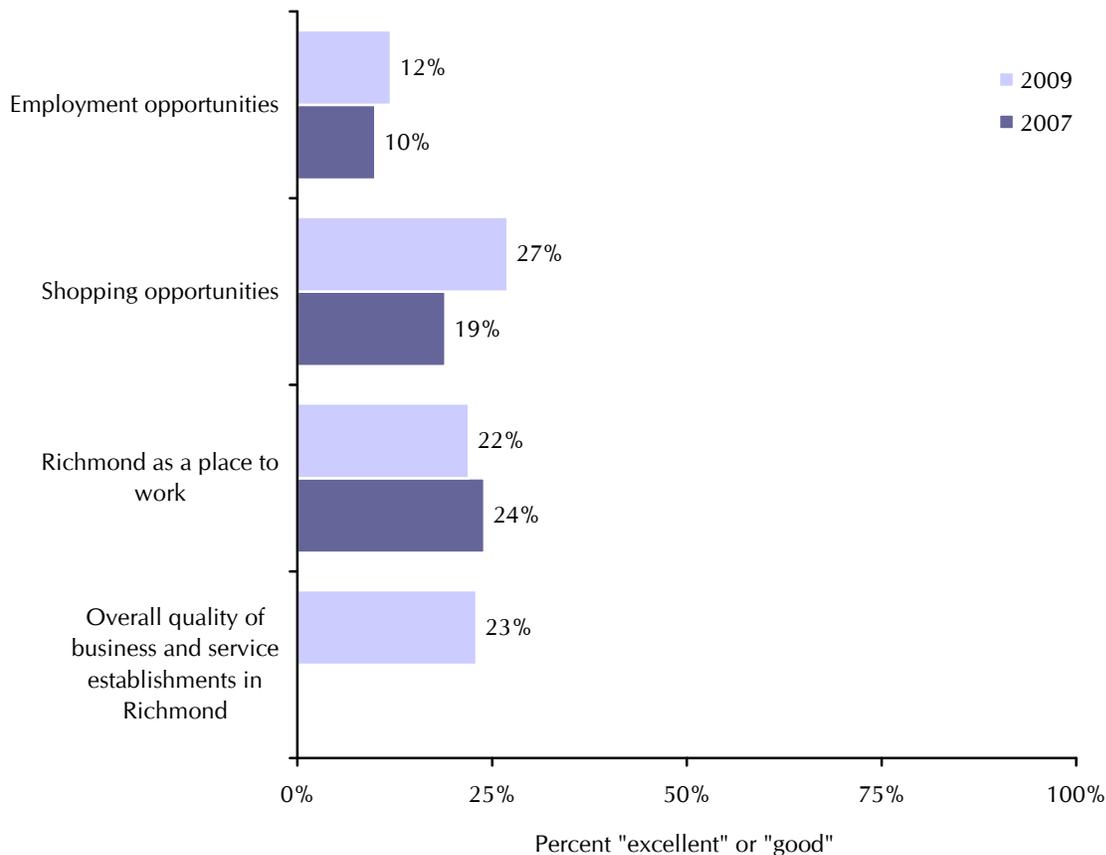


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Employment opportunities	Below	Below
Shopping opportunities	Below	Below
Place to work	Below	Below
Overall quality of business and service establishments in Richmond	Below	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Richmond, 89% responded that it was “too slow,” while 60% reported retail growth as “too slow.” More residents in Richmond compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

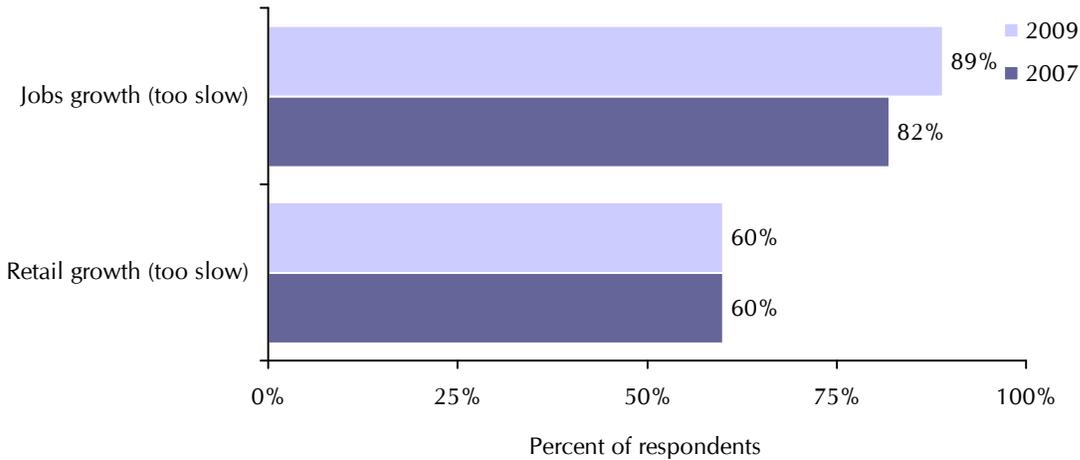


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Retail growth seen as too slow	More	More
Jobs growth seen as too slow	More	More

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

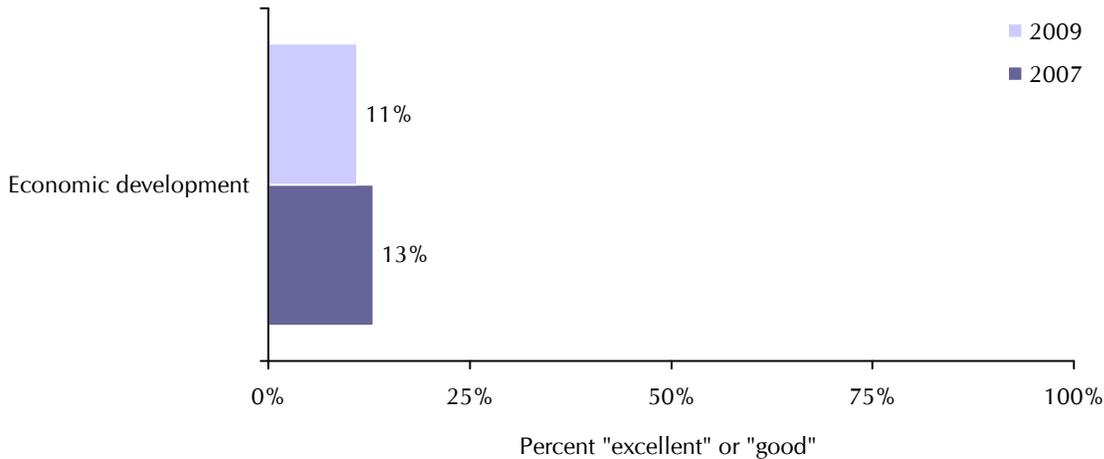


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Economic development	Below	Below

Residents were asked to reflect on their economic prospects in the near term. Twelve percent of the City of Richmond residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

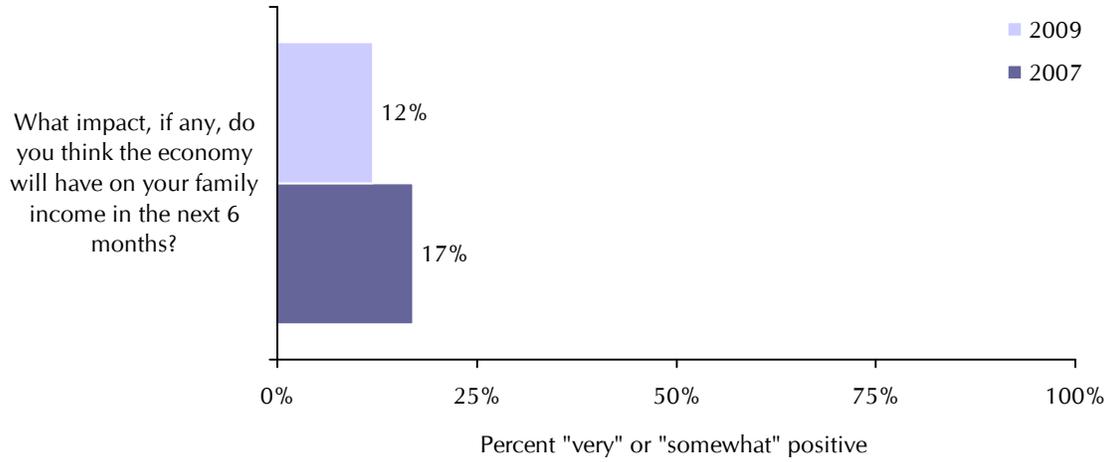


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Positive impact of economy on household income	Below	Below

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Some gave positive ratings of safety in the City Richmond. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

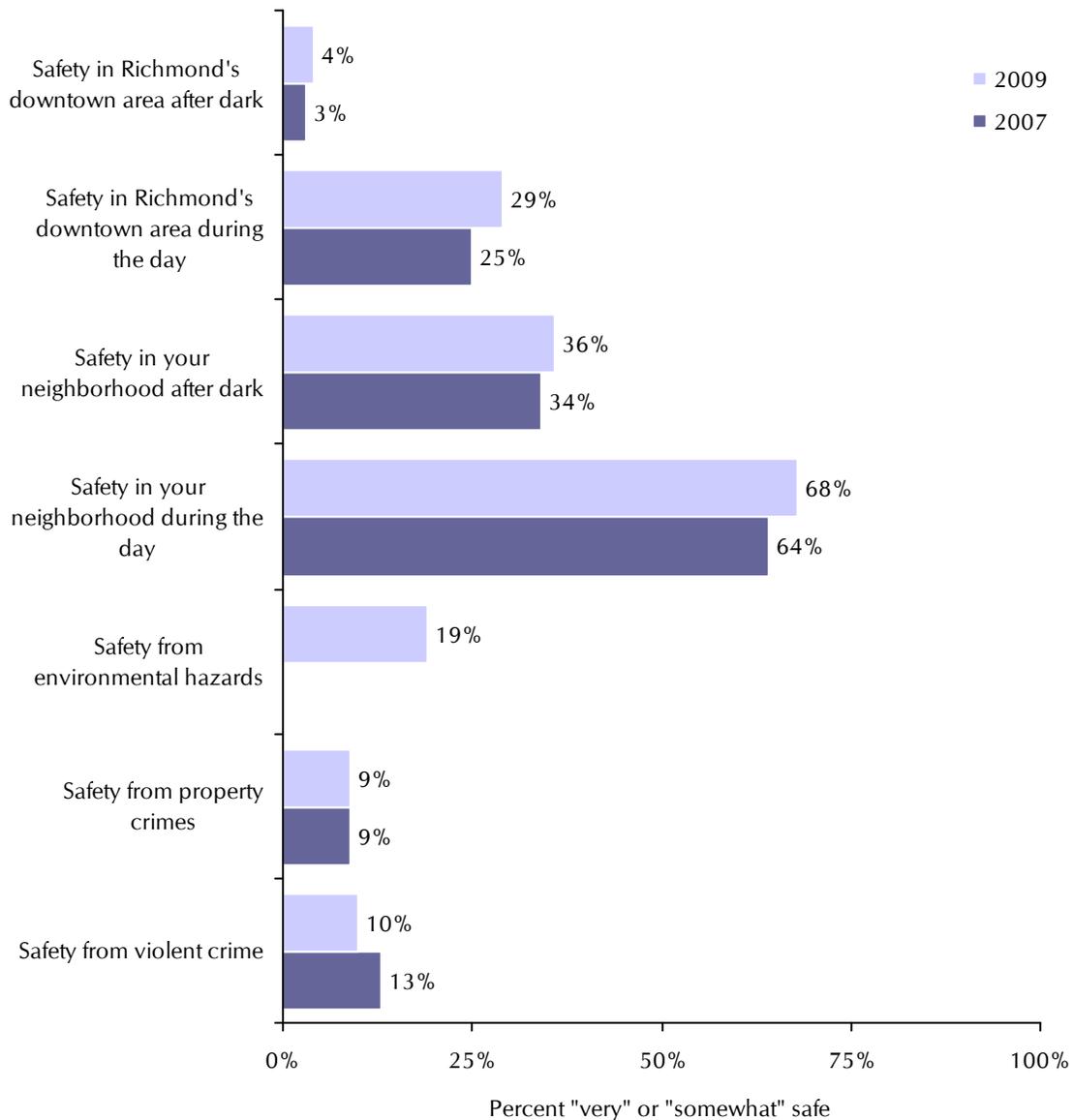


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Safety in your neighborhood during the day	Below	Below
Safety in your neighborhood after dark	Below	Below
Safety in Richmond's downtown area during the day	Below	Below
Safety in Richmond's downtown area after dark	Below	Below
Safety from violent crime (e.g., rape, assault, robbery)	Below	Below
Safety from property crimes (e.g., burglary, theft)	Below	Below
Toxic waste or other environmental hazard(s)	Below	Below

As assessed by the survey, 28% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 73% had reported it to police. Compared to other jurisdictions more Richmond residents had been victims of crime in the 12 months preceding the survey fewer Richmond residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

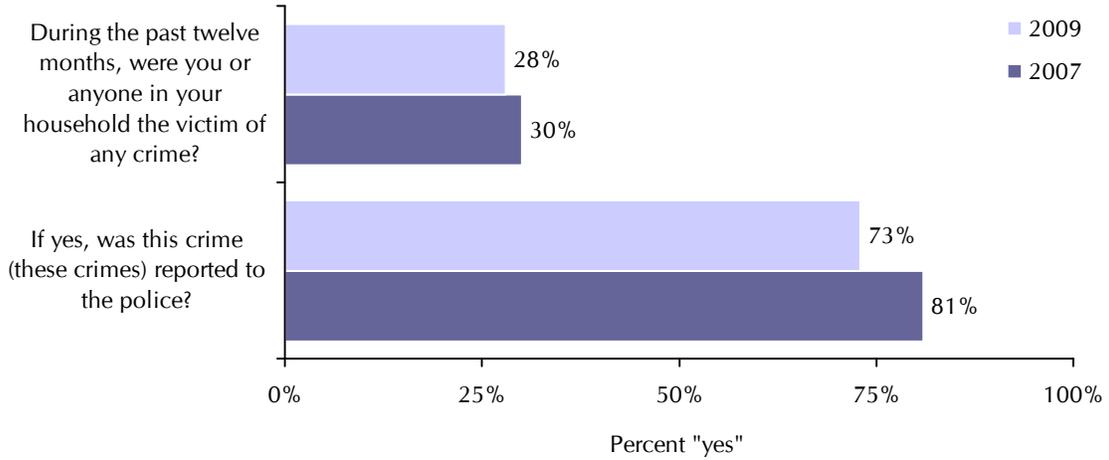


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Victim of crime	More	More
Reported crimes	Less	Less

Residents rated seven City public safety services. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings. Four out of seven were rated higher compared to the previous survey.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

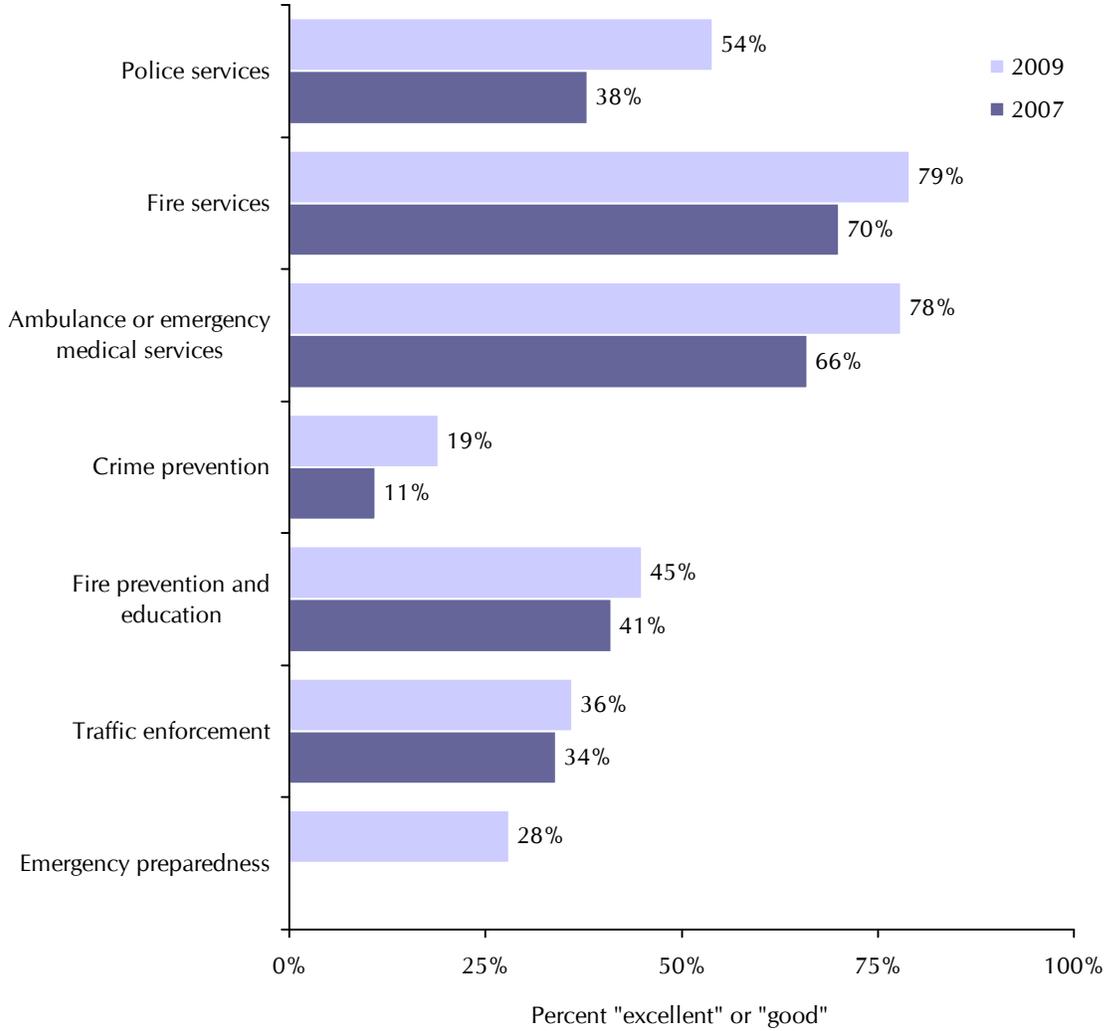


FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Police services	Below	Below
Fire services	Below	Below
EMS/ambulance	Below	Below
Crime prevention	Below	Below
Fire prevention and education	Below	Below
Traffic enforcement	Below	Below
Emergency preparedness	Below	Below

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears

Residents of the City of Richmond were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 23% of survey respondents. Preservation of natural areas such as open space, farmlands and greenbelts received the highest rating, and it was below the benchmarks.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

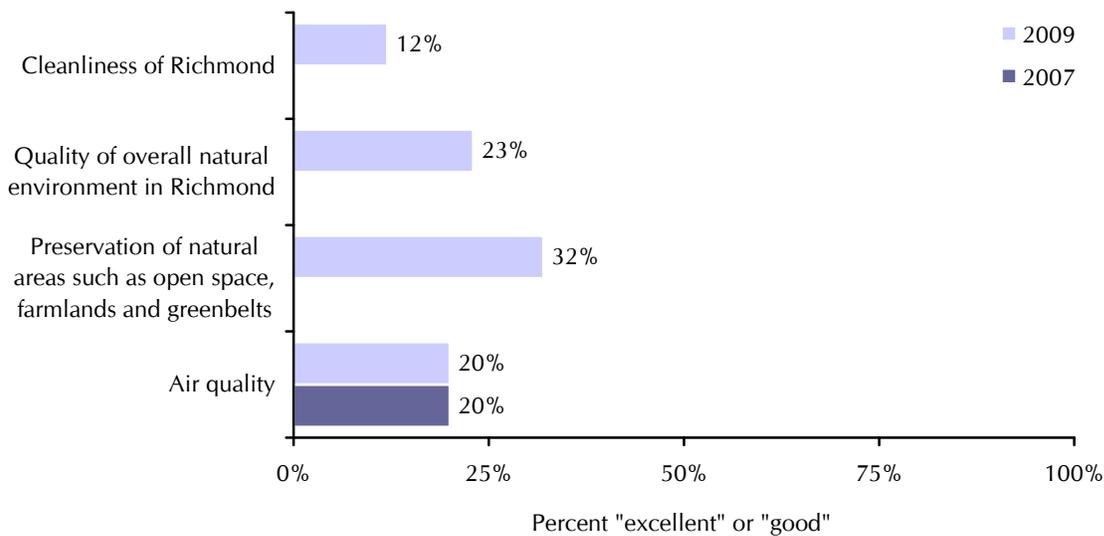


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Cleanliness of Richmond	Below	Below
Quality of overall natural environment in Richmond	Below	Below
Preservation of natural areas such as open space, farmlands and greenbelts	Below	Below
Air quality	Below	Below

Resident recycling was greater than recycling reported in comparison communities.

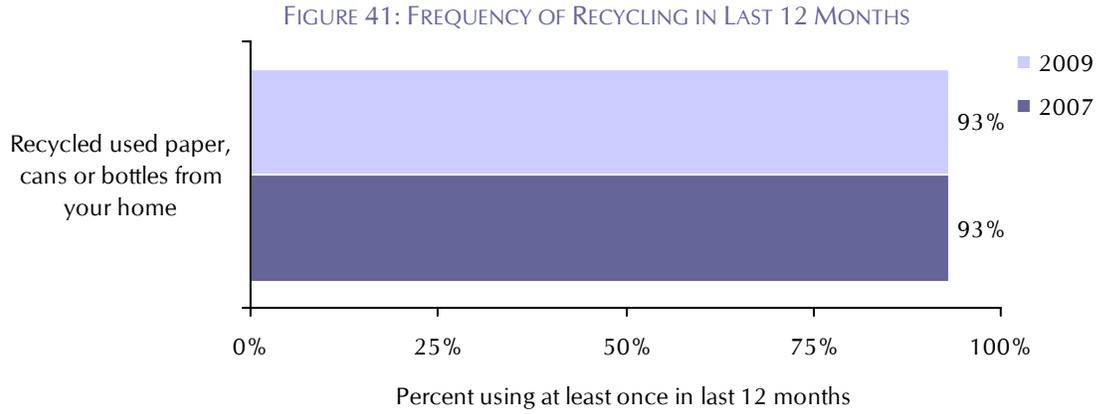


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Recycled used paper, cans or bottles from your home	More	More

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

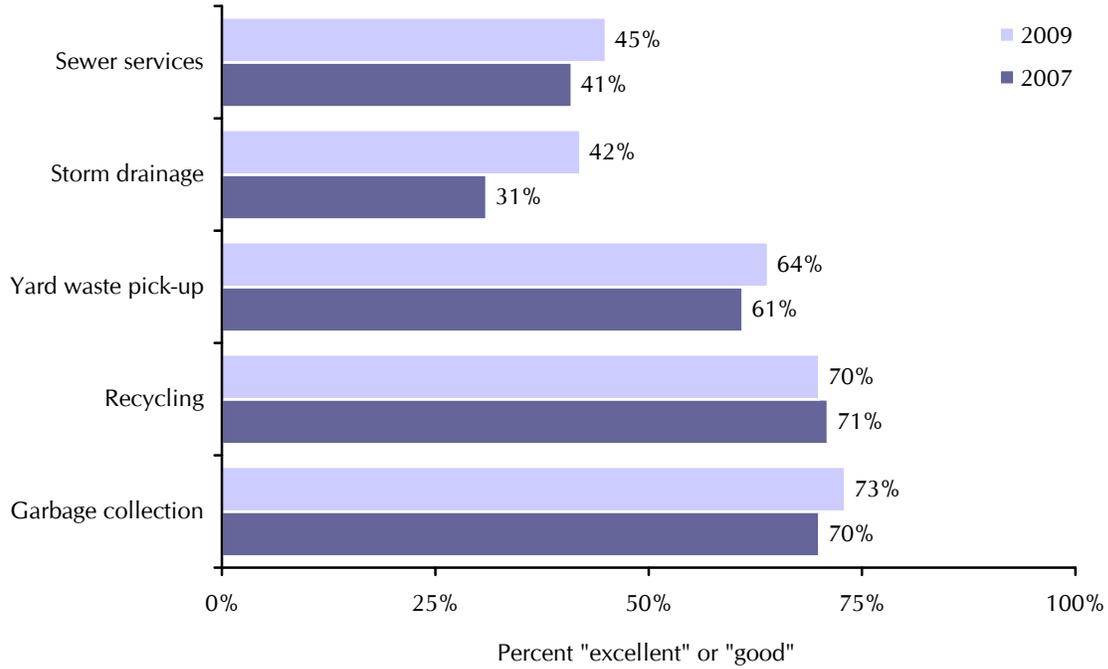


FIGURE 44: UTILITY SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Sewer services	Below	Below
Storm drainage	Below	Below
Yard waste pick-up	Below	Below
Recycling	Similar	Similar
Garbage collection	Below	Below

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Richmond were rated "excellent" or "good" by about 23% of respondents. Ratings for recreation centers for facilities and city parks had increase since 2007 and the rating for recreation opportunities and recreation programs or classes had remained stable.

Resident use of Richmond parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Richmond recreation centers had increased since the previous survey.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

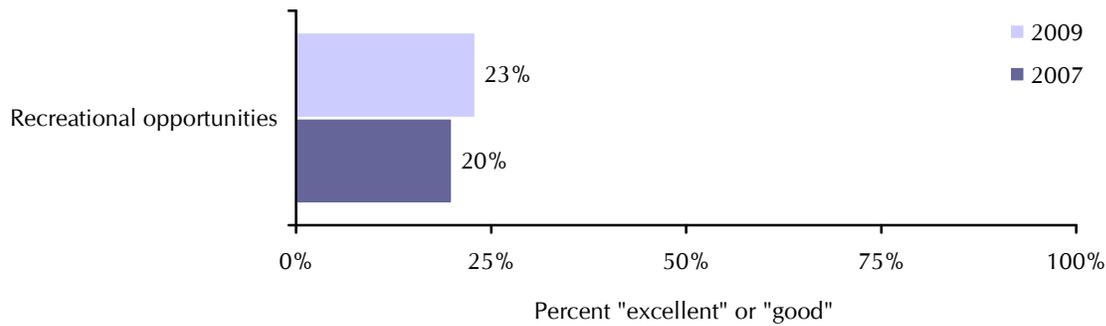


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Recreation opportunities	Below	Below

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

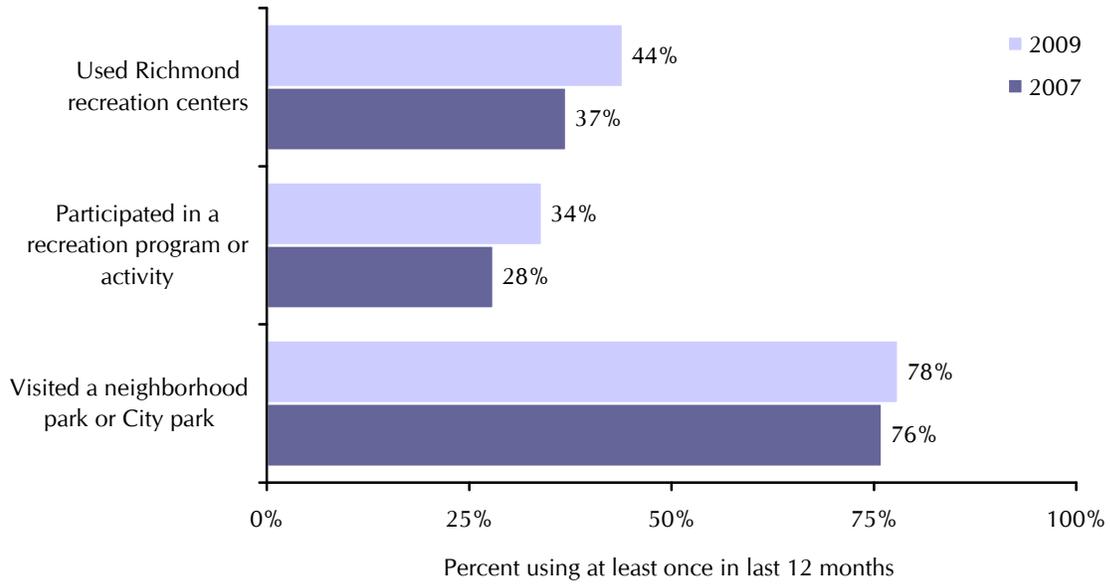


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Norm type	
	Less	Less
Used Richmond recreation centers	Less	Less
Participated in a recreation program or activity	Less	Less
Visited a neighborhood park or City park	Less	Less

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

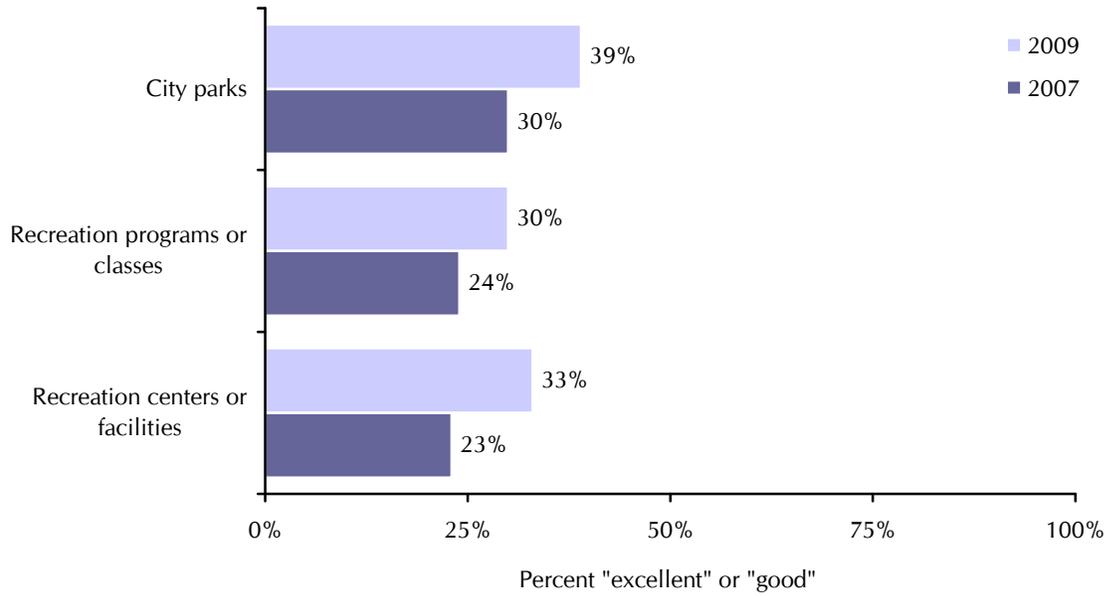


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
City parks	Below	Below
Recreation programs or classes	Below	Below
Recreation centers or facilities	Below	Below

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who drudges to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as “excellent” or “good” by 24% of respondents. Educational opportunities were rated as “excellent” or “good” by 15% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as was cultural activity opportunities.

About 59% of Richmond residents used a City library at least once in the twelve months preceding the survey. Ratings for public library services had increased over time.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

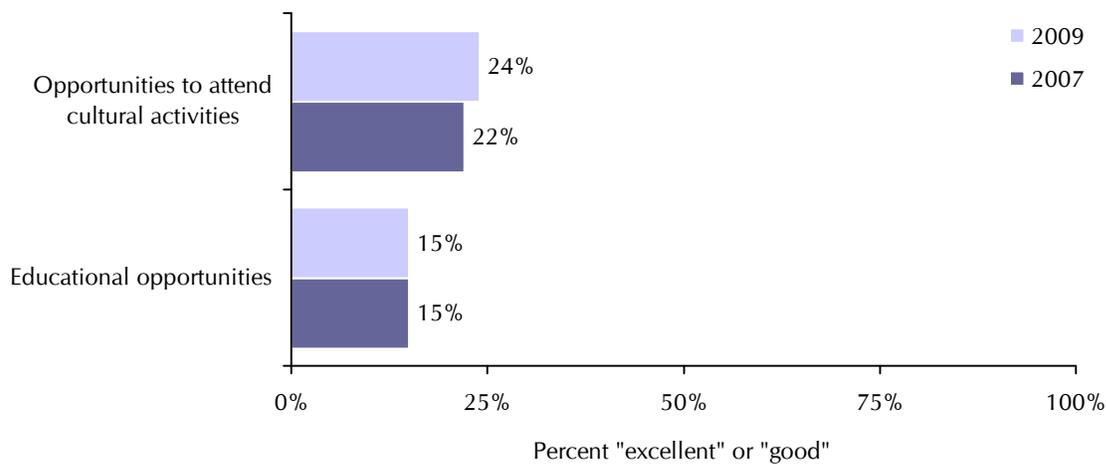


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Opportunities to attend cultural activities	Below	Below
Educational opportunities	Below	Below

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

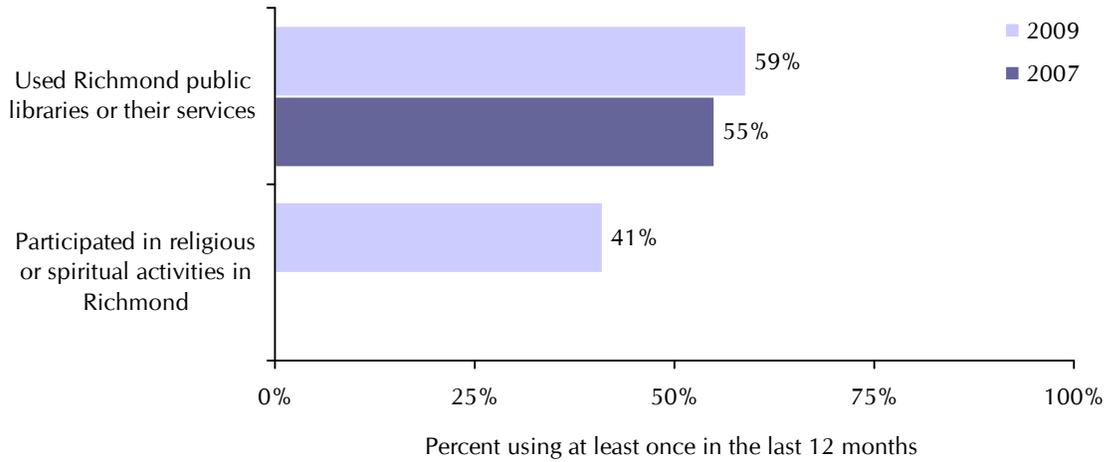


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Norm type	
Used Richmond public libraries or their services	Less	Less
Participated in religious or spiritual activities in Richmond	Less	Less

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

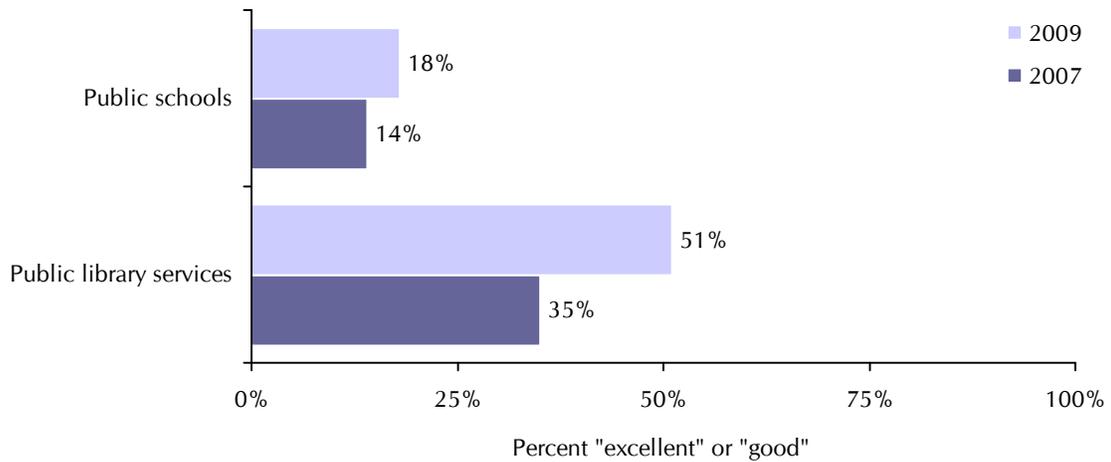


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Public schools	Below	Below
Public library services	Below	Below

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Richmond were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Richmond, while the availability for affordable quality health care and preventative health services were rated less favorably by residents.

Among Richmond residents, 24% rated affordable quality health care as “excellent” or “good.”

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

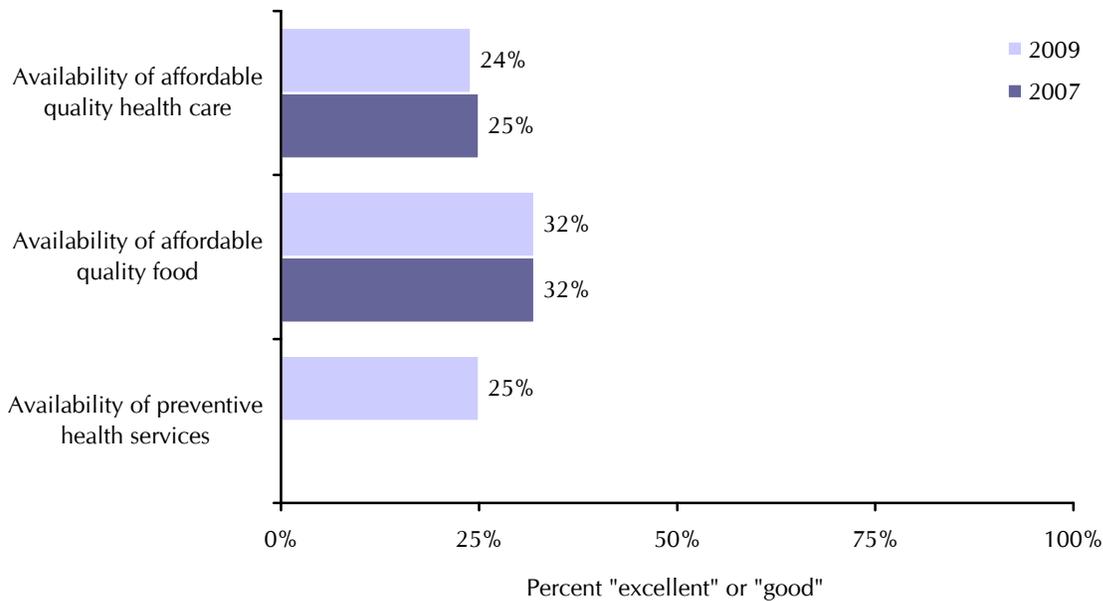


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Availability of affordable quality health care	Below	Below
Availability of affordable quality food	Below	Below
Availability of preventive health services	Below	Below

Health services as were rated “excellent” or “good” by 30% of respondents, which was similar to the previous survey.

FIGURE 59: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

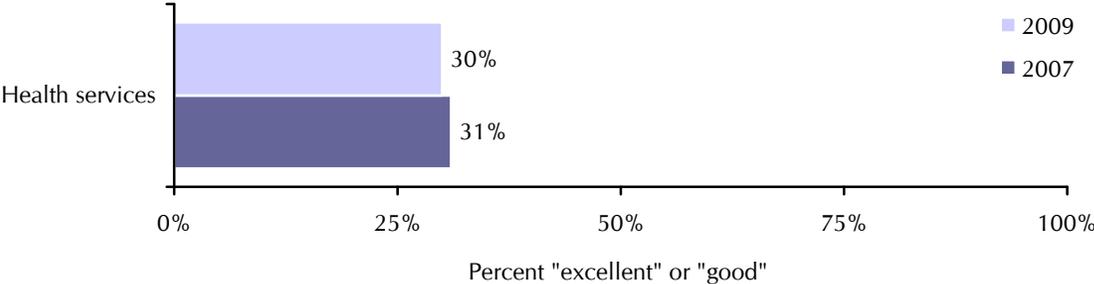


FIGURE 60: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Health services	Below	Below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Richmond as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Some residents felt that the local sense of community was “excellent” or “good.” More survey respondents felt the City of Richmond was open and accepting towards people of diverse backgrounds. Richmond as a place to raise children was rated the lowest by residents.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

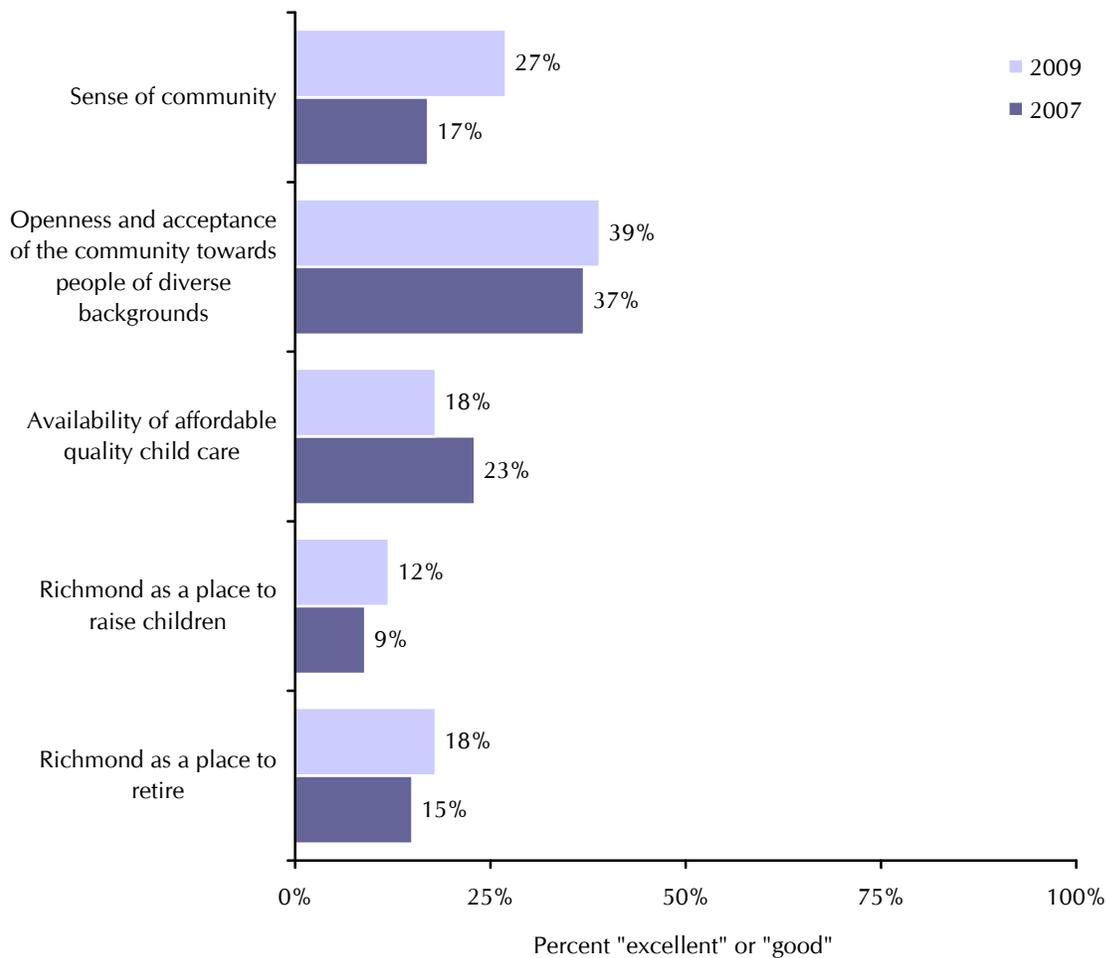


FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Sense of community	Below	Below
Openness and acceptance of the community toward people of diverse backgrounds	Below	Below
Availability of affordable quality child care	Below	Below
Richmond as a place to raise kids	Below	Below
Richmond as a place to retire	Below	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 22% to 39% with ratings of “excellent” or “good.”

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

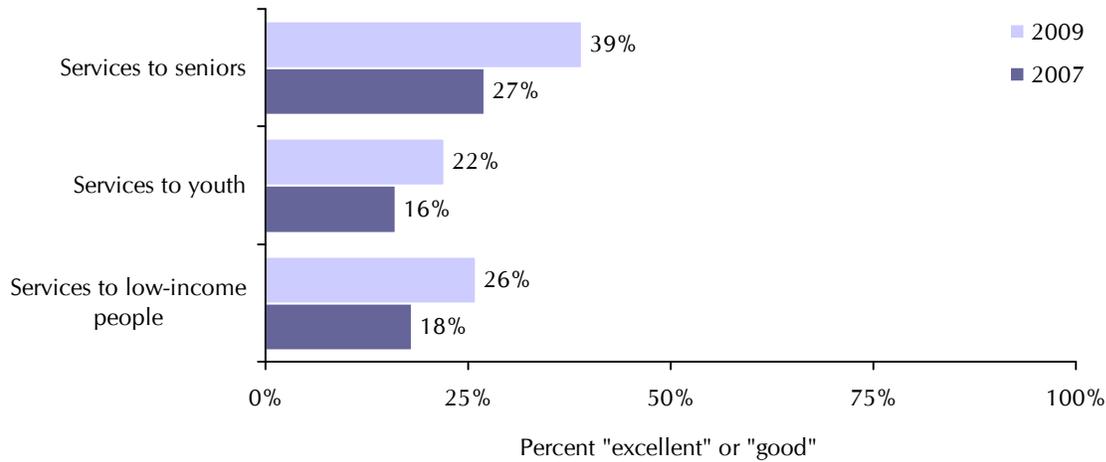


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Services to seniors	Below	Below
Services to youth	Below	Below
Services to low income residents	Below	Below

CIVIC ENGAGEMENT

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Staff and elected officials require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Richmond. Thirty-five percent of survey participants rated the volunteer opportunities in the City of Richmond as "excellent" or "good." Opportunities to attend or participate in community matters were rated similarly.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

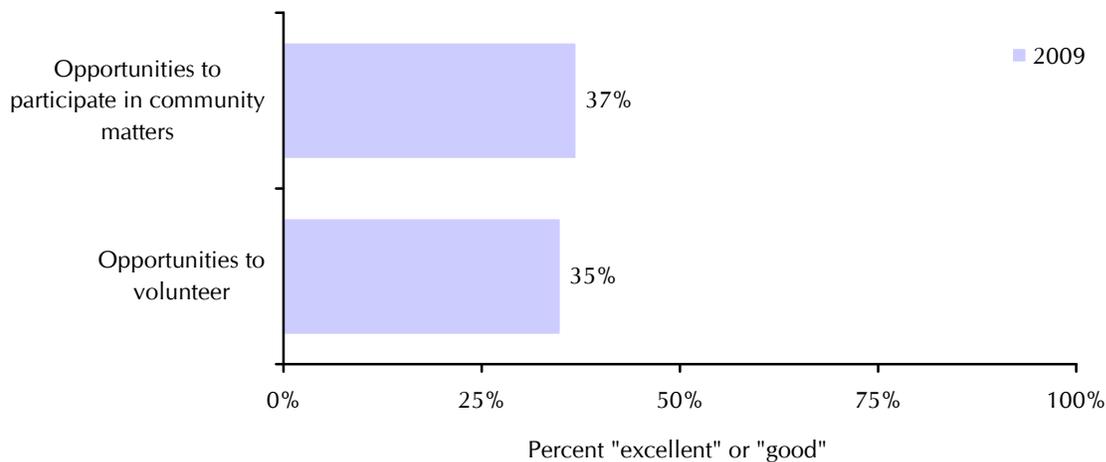


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Opportunities to participate in community matters	Below	Below
Opportunities to volunteer	Below	Below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Attendance at meetings of local officials or other local public meetings and those who had watched a meeting on cable television showed higher rates of involvement; while volunteerism, participation in a club or civic group in Richmond and providing help to a friend or neighbor showed lower rates.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

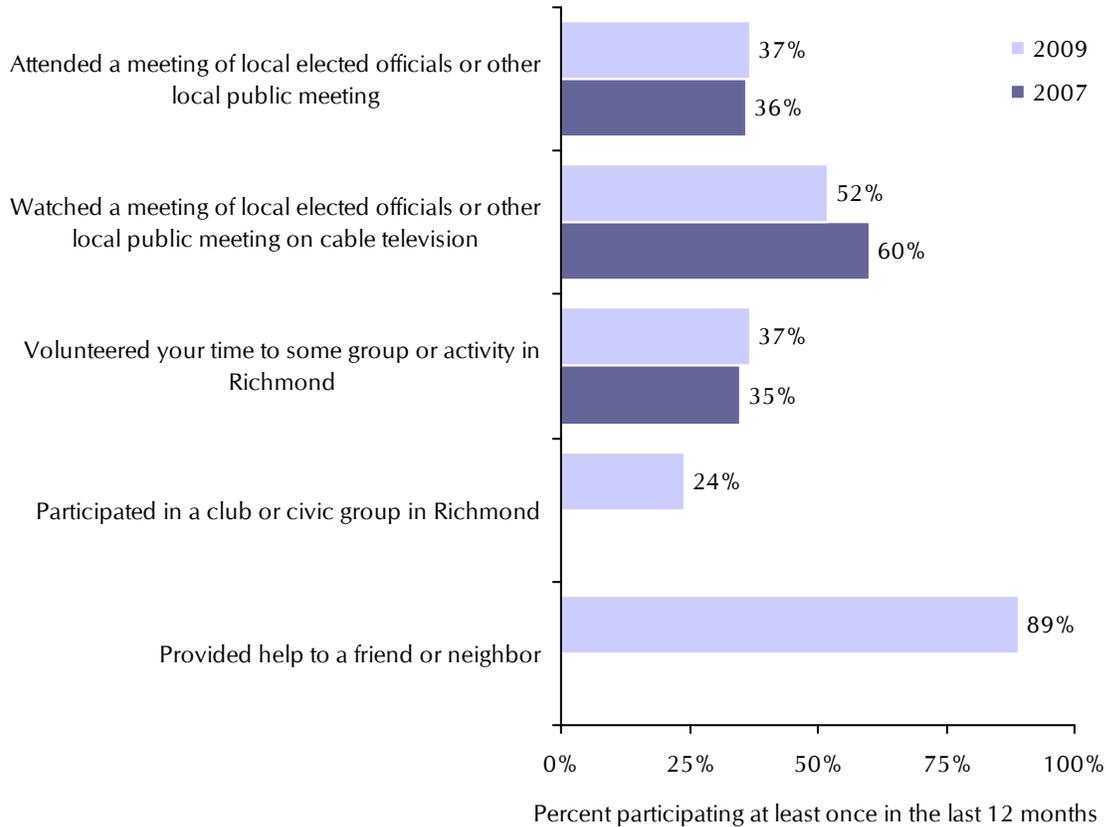


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Attended a meeting of local elected officials or other local public meeting	More	More
Watched a meeting of local elected officials or other local public meeting on cable television	More	More
Volunteered your time to some group or activity in Richmond	Less	Less
Participated in a club or civic group in Richmond	Less	Less
Provided help to a friend or neighbor	Less	Less

City of Richmond residents showed the largest amount of civic engagement in the area of electoral participation. Eighty percent reported they were registered to vote and 77% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

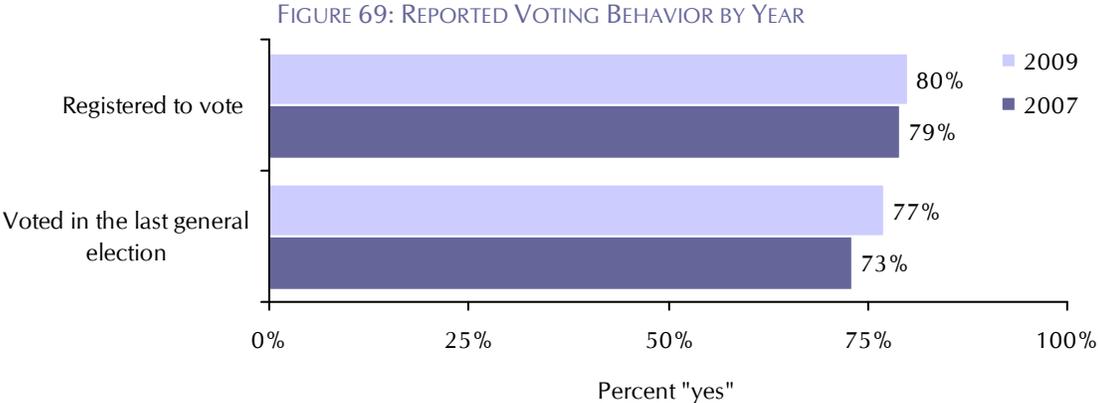


FIGURE 70: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Registered to vote	Less	Less
Voted in last general election	Similar	Similar

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Richmond Web site in the previous 12 months, 50% reported they had done so at least once.

FIGURE 71: USE OF INFORMATION SOURCES

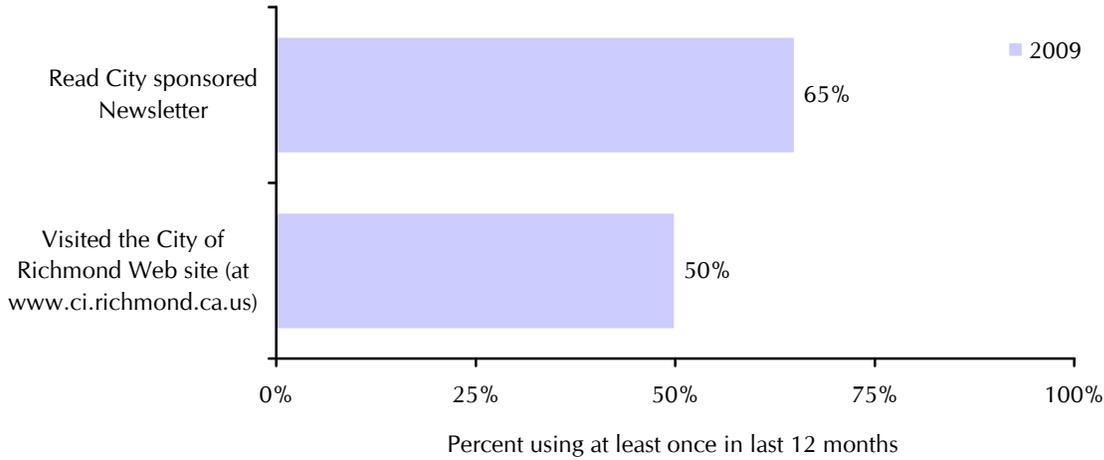


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Read Richmond Newsletter	Less	Less
Visited the City of Richmond Web site	Less	Less

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

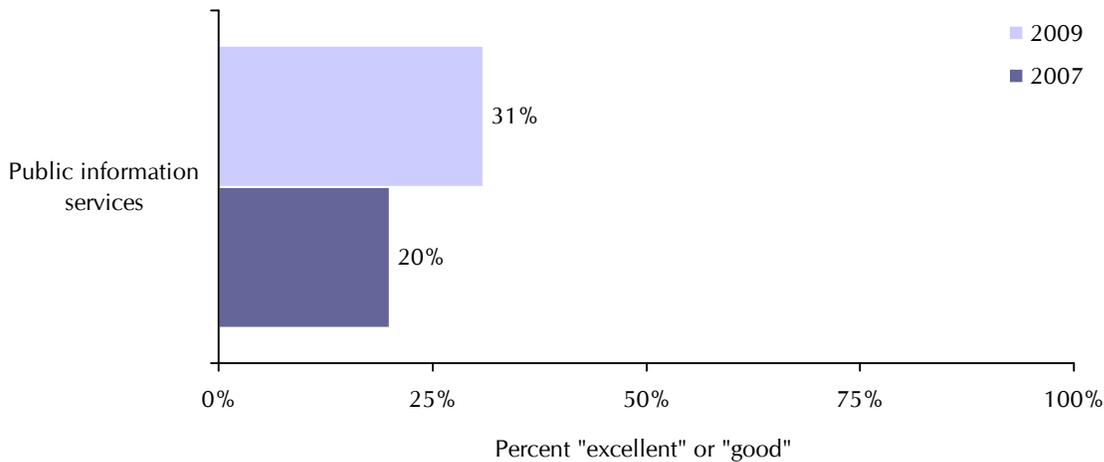


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Public information services	Below	Below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 22% of respondents.

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

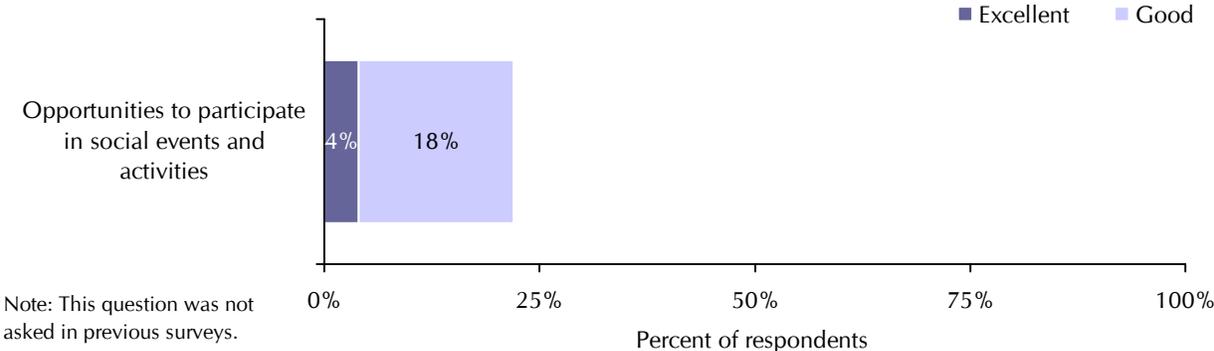
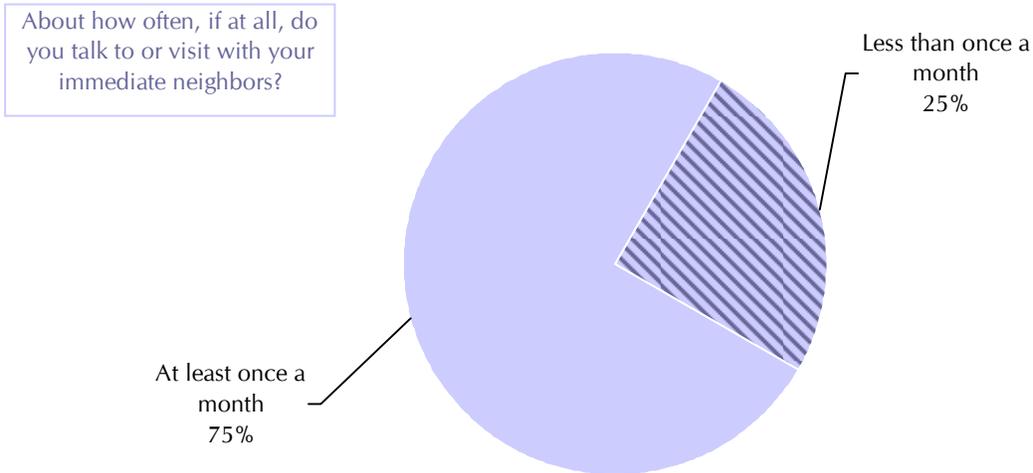


FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Opportunities to participate in social events and activities	Below	Below

Residents in Richmond reported a fair amount of neighborliness. More than 75% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

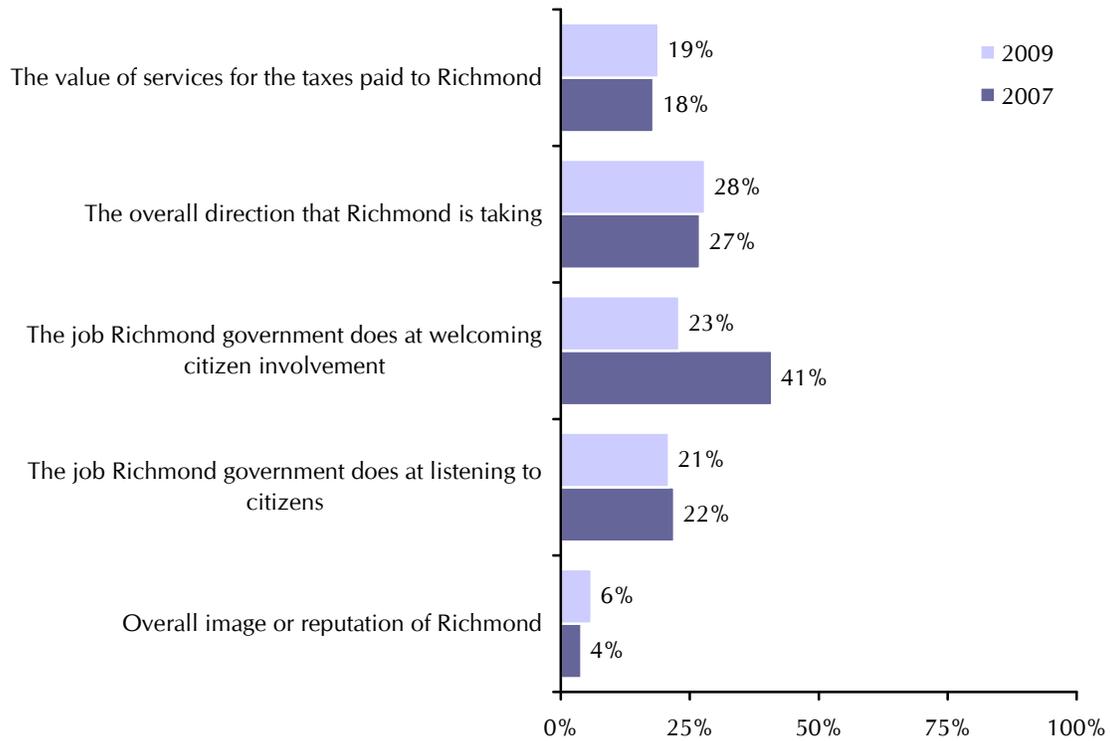
	National comparison	Populations 64,000 to 149,999
Has contact with neighbors at least once per month	Less	Less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Richmond is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Richmond could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Richmond may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Richmond does at listening to citizens, 21% rated it as "excellent" or "good."

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR



Note: In previous years, these questions were asked on an "agree/disagree" scale.

Percent "excellent" or "good"

FIGURE 80: PUBLIC TRUST BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Value of services for the taxes paid to Richmond	Below	Below
The overall direction that Richmond is taking	Below	Below
Job Richmond government does at welcoming citizen involvement	Below	Below
Job Richmond government does at listening to citizens	Below	Below
Overall image or reputation of Richmond	Below	Below

On average, residents of the City of Richmond gave the highest evaluations to their own local government and the lowest average rating to state government. The overall quality of services delivered by the City of Richmond was rated as “excellent” or “good” by 26% of survey participants. Ratings of overall City services have increased over the last two years.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

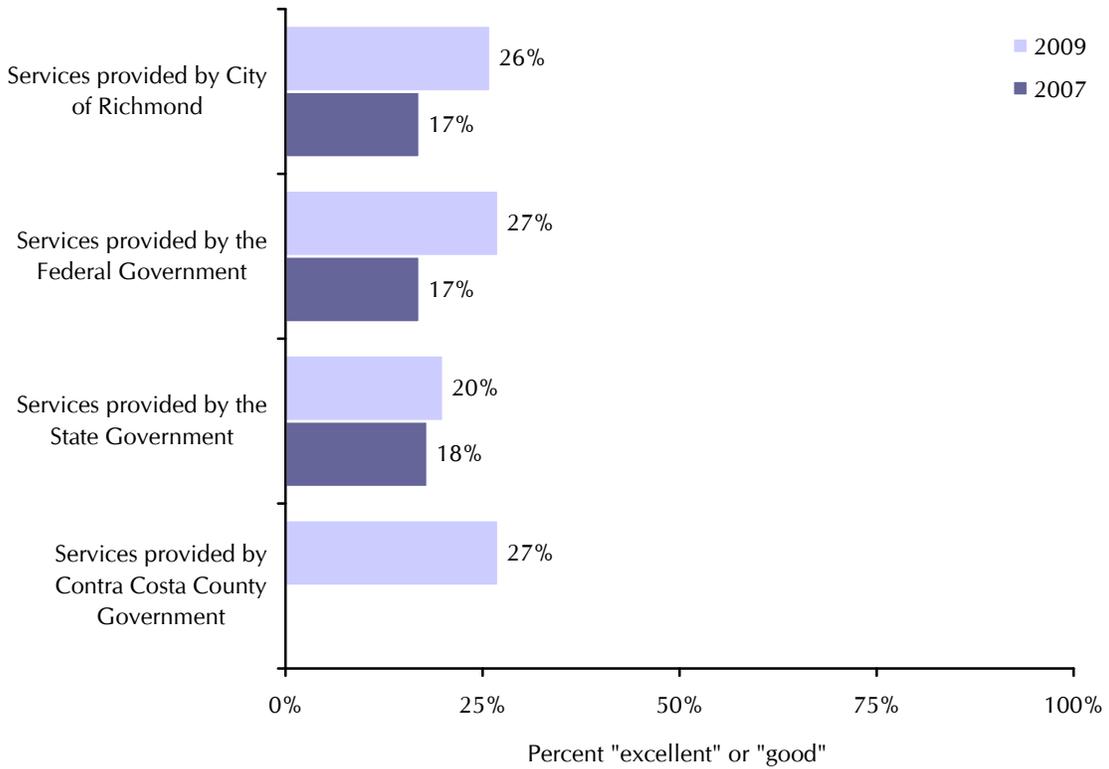


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations 64,000 to 149,999
Services provided by the City of Richmond	Below	Below
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Below	Below
Services provided by Contra Costa County Government	Below	Below

City of Richmond Employees

The employees of the City of Richmond who interact with the public create the first impression that most residents have of the City of Richmond. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Richmond. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Richmond staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 47% who reported that they had been in contact were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated moderately; 52% of respondents rated their overall impression as "excellent" or "good." Employee ratings in 2009 were similar to 2007.

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

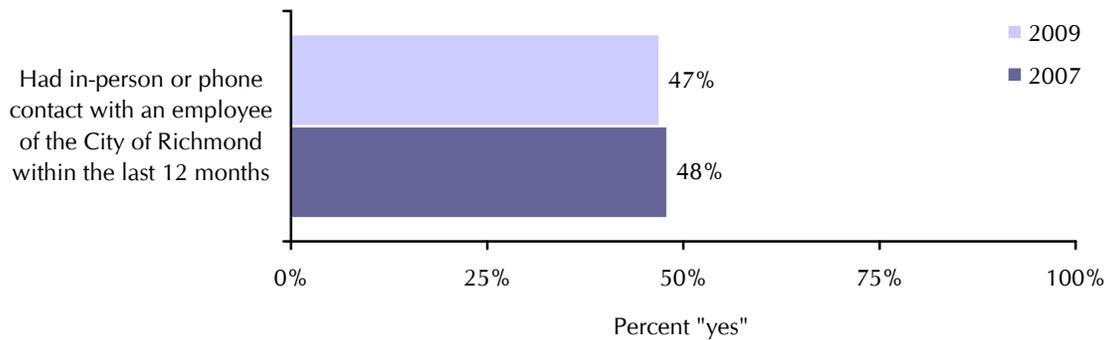


FIGURE 84: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Norm type	
	Less	Less
Had contact with city employee(s) in last 12 months		

FIGURE 85: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

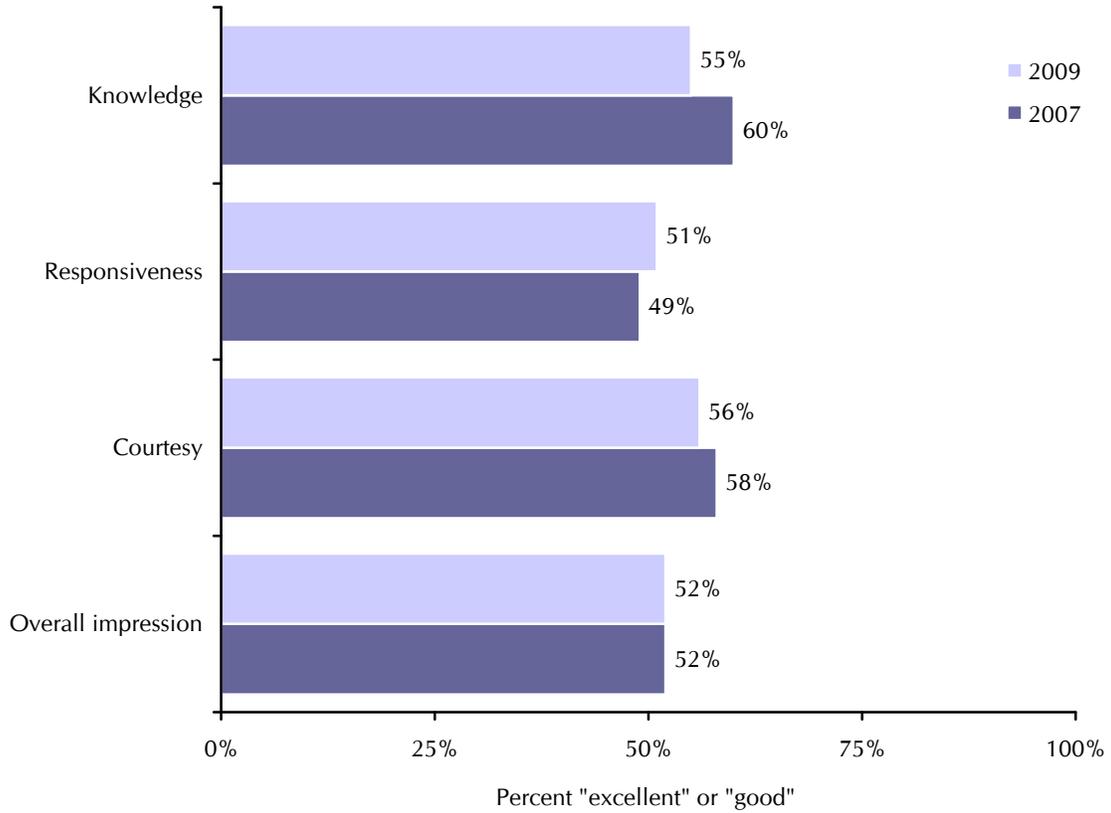


FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations 64,000 to 149,999
City employee knowledge	Below	Below
City employee responsiveness	Below	Below
City employee courteousness	Below	Below
Overall impression	Below	Below

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the City of Richmond by examining the relationships between ratings of each service and ratings of the City of Richmond's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Richmond can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Richmond Key Driver Analysis were:

- Public schools
- Police services
- Economic development

CITY OF RICHMOND ACTION CHART

The 2009 City of Richmond Action Chart™ on the following page combines three dimensions of performance:

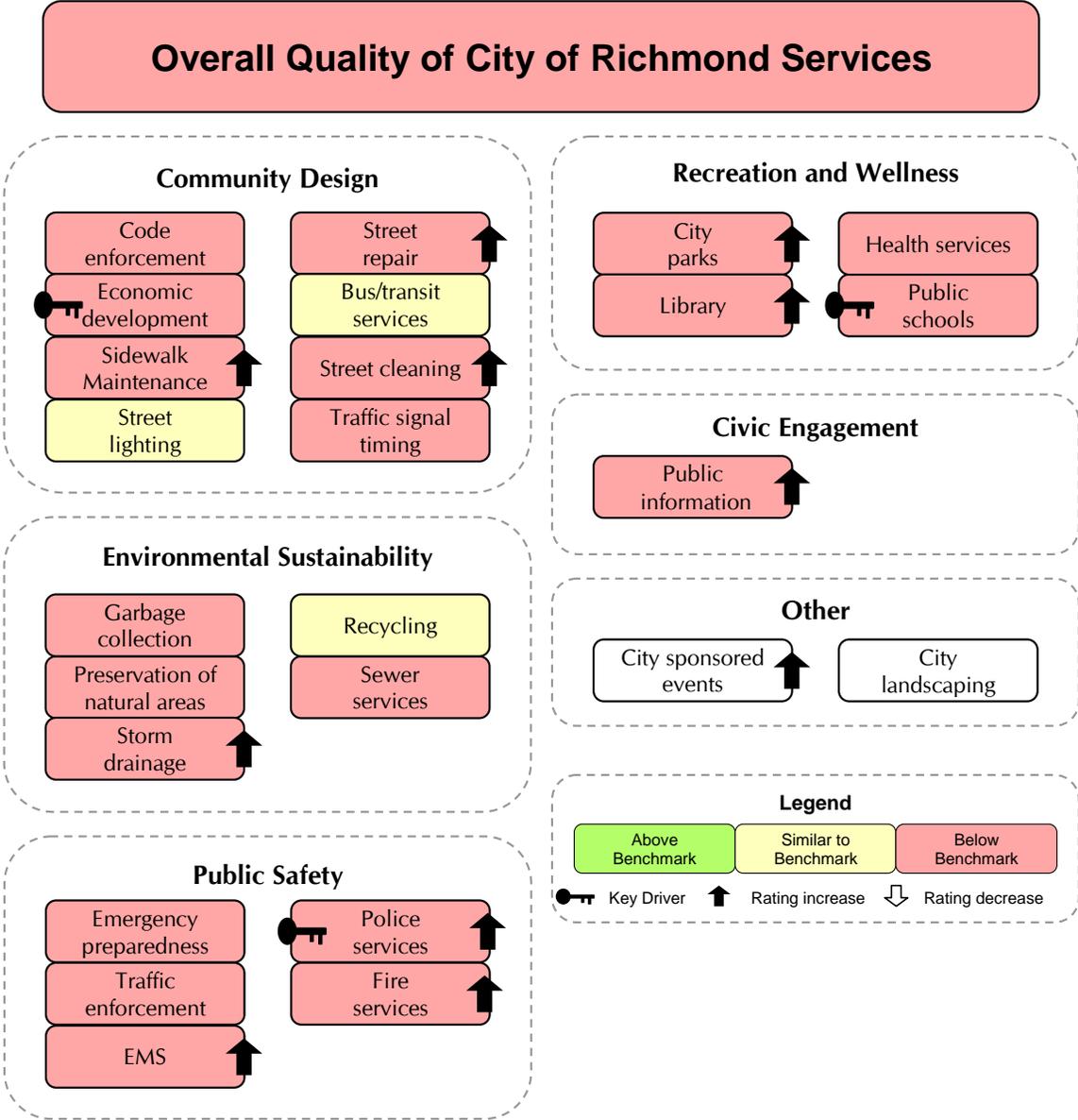
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty five services were included in the KDA for the City of Richmond. Of these, none were above the benchmark, 20 were below the benchmark and three were similar to the benchmark (no comparison was available for two services). Ratings for eleven services were trending up and none were trending down, fourteen remained similar to the previous survey. A key icon (🔑) indicates the three key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Richmond, public schools, police services and economic development were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 87: CITY OF RICHMOND ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Richmond provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Richmond, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, the City of Richmond key drivers that overlap core services or the nationally derived keys.

FIGURE 88: KEY DRIVERS COMPARED

Service	City of Richmond Key Drivers	National Key Drivers	Core Services ¹
Code enforcement			✓
Economic development	✓	✓	✓
EMS			✓
Fire			✓
Garbage collection			✓
Land use planning and zoning		✓	✓
Police services	✓	✓	✓
Public information services		✓	✓
Public schools	✓	✓	
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

¹ City staff identified these as core services in Richmond.

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Policy Question 1						
Comparing calendar year 2007 to the present, how would you describe the change in Richmond for the following?	Much improved	Minor improved	About the same	Slightly worse	Much worse	Total
Crime	6%	16%	42%	19%	17%	100%
Drugs	5%	9%	40%	21%	25%	100%
Growth	8%	15%	52%	15%	10%	100%
Graffiti	5%	19%	41%	16%	18%	100%
Run down buildings	2%	17%	38%	24%	19%	100%
Weed lots	3%	17%	36%	24%	19%	100%
Junk vehicles	8%	21%	38%	17%	17%	100%
Traffic congestion	6%	18%	52%	13%	11%	100%
Unsupervised youth	2%	9%	40%	24%	25%	100%
Homelessness	2%	8%	42%	23%	24%	100%
Toxic waste or other environmental hazard(s)	5%	15%	53%	14%	14%	100%
City communications translated into other languages other than English	20%	18%	46%	6%	11%	100%
Employment opportunities	2%	9%	33%	28%	27%	100%
Noise from trains	4%	10%	63%	12%	12%	100%
Job training opportunities	2%	14%	50%	16%	18%	100%
Quality of public school education	5%	9%	39%	22%	25%	100%

Policy Question 2					
How important, if at all, are the following issues for the City to address?	Essential	Very important	Somewhat important	Not at all important	Total
Improving traffic flow and pedestrian safety	22%	43%	29%	6%	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	19%	28%	36%	17%	100%
Improving Richmond Parkway	16%	34%	34%	15%	100%
Improving park conditions and providing more parks and open space	28%	38%	25%	9%	100%
Increasing paratransit service	20%	39%	32%	9%	100%
Displaying more public art	15%	23%	33%	29%	100%
Improving street pavement conditions	45%	39%	15%	2%	100%
Increasing street lighting	45%	38%	15%	2%	100%
Building a new library facility	22%	29%	31%	17%	100%
Renovating community centers and expanding programming	28%	34%	29%	9%	100%
Upgrading existing and developing more athletic fields	24%	32%	32%	12%	100%
Installing surveillance cameras throughout the City	43%	28%	16%	13%	100%
Improving infrastructure to prevent flooding	31%	37%	24%	7%	100%
Increasing job training and development programs	41%	39%	15%	5%	100%
Expanding after school programs (K-12)	48%	35%	13%	4%	100%

Question 18c: Policy Question 3	
Would you be willing to support a tax increase to support the following?	Percent of respondents
Infrastructure bonds for public facility and road repairs	58%
Recreation and park development	52%
Special assessment districts for lighting and landscaping	45%
Library bonds	44%
Stormwater bonds to restore creeks and prevent flooding	34%
Building a sports complex	25%
Building a new Hall of Justice	15%
Total may exceed 100% as respondents could select more than one option	

Question 18d: Policy Question 4	
In which area of the City of Richmond do you live?	Percent of respondents
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	20%
Metro/Richmond Village/North and East Richmond, Richmond Heights	20%
Point Richmond and Marina Bay Neighborhoods	18%
Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods	15%
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighbor	11%
May Valley, El Sobrante, Green Brier, Green Ridge, Carriage Hills N and S, and Quail Hills	9%
Santa Fe, Coronado, and Cortez/Stege Neighborhoods	5%
Parchester Village	1%
Belding Woods Neighborhood	1%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Richmond:	Excellent	Good	Fair	Poor	Total
Richmond as a place to live	4%	21%	45%	30%	100%
Your neighborhood as a place to live	13%	38%	36%	14%	100%
Richmond as a place to raise children	1%	11%	33%	55%	100%
Richmond as a place to work	4%	18%	40%	38%	100%
Richmond as a place to retire	4%	14%	28%	53%	100%
The overall quality of life in Richmond	2%	16%	51%	31%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	3%	24%	45%	28%	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	32%	40%	20%	100%
Overall appearance of Richmond	1%	13%	42%	45%	100%
Cleanliness of Richmond	1%	11%	44%	43%	100%
Overall quality of new development in Richmond	3%	28%	47%	22%	100%
Variety of housing options	4%	23%	45%	29%	100%
Overall quality of business and service establishments in Richmond	2%	21%	49%	28%	100%
Shopping opportunities	5%	21%	36%	38%	100%
Opportunities to attend cultural activities	5%	19%	41%	35%	100%
Recreational opportunities	3%	20%	38%	40%	100%
Employment opportunities	0%	12%	34%	54%	100%
Educational opportunities	2%	14%	32%	52%	100%
Opportunities to participate in social events and activities	4%	18%	47%	32%	100%
Opportunities to volunteer	9%	26%	46%	19%	100%
Opportunities to participate in community matters	6%	31%	42%	21%	100%
Ease of car travel in Richmond	7%	40%	40%	13%	100%
Ease of bus travel in Richmond	8%	37%	36%	19%	100%
Ease of rail or subway travel in Richmond	9%	44%	33%	14%	100%
Ease of bicycle travel in Richmond	6%	29%	35%	30%	100%
Ease of walking in Richmond	3%	20%	35%	42%	100%
Availability of paths and walking trails	6%	28%	40%	27%	100%
Traffic flow on major streets	2%	34%	50%	14%	100%
Amount of public parking	6%	34%	47%	13%	100%
Availability of affordable quality housing	4%	25%	44%	27%	100%
Availability of affordable quality child care	2%	16%	48%	34%	100%
Availability of affordable quality health care	4%	20%	42%	34%	100%
Availability of affordable quality food	5%	27%	44%	23%	100%
Availability of preventive health services	4%	20%	47%	28%	100%
Air quality	3%	18%	40%	40%	100%
Quality of overall natural environment in Richmond	2%	20%	42%	36%	100%
Overall image or reputation of Richmond	0%	5%	15%	79%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	4%	12%	45%	26%	13%	100%
Retail growth (stores, restaurants, etc.)	19%	41%	34%	5%	1%	100%
Jobs growth	47%	43%	9%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?	Percent of respondents
Not a problem	1%
Minor problem	7%
Moderate problem	40%
Major problem	52%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Richmond:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	0%	10%	14%	28%	48%	100%
Property crimes (e.g., burglary, theft)	1%	8%	10%	33%	48%	100%
Environmental hazards, including toxic waste	4%	16%	16%	31%	33%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	27%	42%	12%	12%	7%	100%
In your neighborhood after dark	8%	28%	16%	22%	26%	100%
In Richmond's downtown area during the day	5%	24%	23%	27%	21%	100%
In Richmond's downtown area after dark	0%	4%	9%	23%	64%	100%
In Richmond's parks during the day	6%	30%	23%	28%	14%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	72%
Yes	28%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	27%
Yes	73%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Richmond public libraries or their services	41%	24%	25%	6%	4%	100%
Used Richmond recreation centers	56%	23%	14%	4%	4%	100%
Participated in a recreation program or activity	66%	20%	8%	2%	3%	100%
Visited a neighborhood park or City park	22%	28%	24%	12%	14%	100%
Ridden a local bus within Richmond	54%	19%	14%	5%	8%	100%
Attended a meeting of local elected officials or other local public meeting	63%	24%	11%	2%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	48%	25%	20%	5%	3%	100%
Read City sponsored Newsletter	35%	28%	29%	6%	3%	100%
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	50%	21%	20%	6%	4%	100%
Recycled used paper, cans or bottles from your home	7%	6%	13%	13%	62%	100%
Volunteered your time to some group or activity in Richmond	63%	18%	12%	2%	4%	100%
Participated in religious or spiritual activities in Richmond	59%	12%	10%	5%	14%	100%
Participated in a club or civic group in Richmond	76%	10%	9%	1%	3%	100%
Provided help to a friend or neighbor	11%	24%	35%	15%	15%	100%
Used COR Connect/COMCATE (citizen request tracking)	93%	4%	2%	1%	0%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	19%
Several times a week	23%
Several times a month	24%
Once a month	9%
Several times a year	7%
Once a year or less	6%
Never	12%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Richmond:	Excellent	Good	Fair	Poor	Total
Police services	12%	42%	33%	13%	100%
Fire services	26%	53%	18%	3%	100%
Ambulance or emergency medical services	26%	52%	18%	4%	100%
Crime prevention	3%	16%	36%	46%	100%
Fire prevention and education	7%	38%	42%	13%	100%
Traffic enforcement	7%	29%	41%	23%	100%
Street repair	4%	10%	25%	61%	100%
Street cleaning	5%	23%	42%	29%	100%
Street lighting	5%	20%	35%	40%	100%
Sidewalk maintenance	3%	21%	43%	33%	100%
Traffic signal timing	6%	34%	45%	16%	100%
Bus or transit services	6%	43%	40%	10%	100%
Garbage collection	22%	51%	23%	4%	100%
Recycling	25%	46%	25%	5%	100%
Yard waste pick-up	19%	44%	22%	14%	100%
Storm drainage	7%	35%	39%	20%	100%
Sewer services	7%	38%	41%	14%	100%
City parks	7%	32%	46%	15%	100%
Recreation programs or classes	4%	26%	52%	18%	100%
Recreation centers or facilities	4%	29%	50%	17%	100%
Land use, planning and zoning	2%	18%	49%	31%	100%
Code enforcement (weeds, abandoned buildings, etc)	2%	9%	32%	58%	100%
Economic development	2%	9%	40%	50%	100%
Health services	5%	25%	50%	20%	100%
Services to seniors	8%	31%	43%	18%	100%
Services to youth	6%	17%	38%	40%	100%
Services to low-income people	8%	18%	39%	34%	100%
Public library services	10%	42%	38%	11%	100%
Public information services	5%	26%	49%	19%	100%
Public schools	4%	14%	27%	54%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	21%	42%	30%	100%
Preservation of natural areas such as open space and greenbelts	6%	27%	39%	29%	100%
City of Richmond sponsored events	5%	23%	50%	22%	100%
City maintained trees/public landscaping/street medians	4%	23%	41%	31%	100%
City-sponsored job training programs	2%	16%	38%	44%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Richmond	3%	23%	48%	26%	100%
The Federal Government	3%	24%	37%	36%	100%
The State Government	2%	18%	40%	40%	100%
Contra Costa County Government	5%	23%	45%	28%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Richmond in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	16%	39%	31%	14%	100%
Responsiveness	15%	36%	28%	21%	100%
Courtesy	23%	33%	26%	18%	100%
Overall impression	19%	33%	28%	20%	100%

Question 15: Government Performance					
Please rate the following categories of Richmond government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Richmond	2%	17%	42%	39%	100%
The overall direction that Richmond is taking	4%	24%	42%	30%	100%
The job Richmond government does at welcoming citizen involvement	5%	18%	40%	37%	100%
The job Richmond government does at listening to citizens	6%	15%	35%	43%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Richmond to someone who asks	9%	32%	30%	29%	100%
Remain in Richmond for the next five years	29%	32%	14%	25%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	8%
Neutral	36%
Somewhat negative	37%
Very negative	16%
Total	100%

Question 18a: Policy Question 1						
Comparing calendar year 2007 to the present, how would you describe the change in Richmond for the following?	Much improved	Minor improved	About the same	Slightly worse	Much worse	Total
Crime	6%	16%	42%	19%	17%	100%
Drugs	5%	9%	40%	21%	25%	100%
Growth	8%	15%	52%	15%	10%	100%
Graffiti	5%	19%	41%	16%	18%	100%
Run down buildings	2%	17%	38%	24%	19%	100%
Weed lots	3%	17%	36%	24%	19%	100%
Junk vehicles	8%	21%	38%	17%	17%	100%
Traffic congestion	6%	18%	52%	13%	11%	100%
Unsupervised youth	2%	9%	40%	24%	25%	100%
Homelessness	2%	8%	42%	23%	24%	100%
Toxic waste or other environmental hazard(s)	5%	15%	53%	14%	14%	100%
City communications translated into other languages other than English	20%	18%	46%	6%	11%	100%
Employment opportunities	2%	9%	33%	28%	27%	100%
Noise from trains	4%	10%	63%	12%	12%	100%
Job training opportunities	2%	14%	50%	16%	18%	100%
Quality of public school education	5%	9%	39%	22%	25%	100%

Question 18c: Policy Question 2					
How important, if at all, are the following issues for the City to address?	Essential	Very important	Somewhat important	Not at all important	Total
Improving traffic flow and pedestrian safety	22%	43%	29%	6%	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	19%	28%	36%	17%	100%
Improving Richmond Parkway	16%	34%	34%	15%	100%
Improving park conditions and providing more parks and open space	28%	38%	25%	9%	100%
Increasing paratransit service	20%	39%	32%	9%	100%
Displaying more public art	15%	23%	33%	29%	100%
Improving street pavement conditions	45%	39%	15%	2%	100%
Increasing street lighting	45%	38%	15%	2%	100%
Building a new library facility	22%	29%	31%	17%	100%
Renovating community centers and expanding programming	28%	34%	29%	9%	100%
Upgrading existing and developing more athletic fields	24%	32%	32%	12%	100%
Installing surveillance cameras throughout the City	43%	28%	16%	13%	100%
Improving infrastructure to prevent flooding	31%	37%	24%	7%	100%
Increasing job training and development programs	41%	39%	15%	5%	100%
Expanding after school programs (K-12)	48%	35%	13%	4%	100%

Question 18c: Policy Question 3	
Would you be willing to support a tax increase to support the following?	Percent of respondents
Building a sports complex	25%
Building a new Hall of Justice	15%
Infrastructure bonds for public facility and road repairs	58%
Special assessment districts for lighting and landscaping	45%
Library bonds	44%
Stormwater bonds to restore creeks and prevent flooding	34%
Recreation and park development	52%
Total may exceed 100% as respondents could select more than one option	

Question 18d: Policy Question 4	
In which area of the City of Richmond do you live?	Percent of respondents
Point Richmond and Marina Bay Neighborhoods	18%
Santa Fe, Coronado, and Cortez/Stege Neighborhoods	5%
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighbor	11%
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	20%
Metro/Richmond Village/North and East Richmond, Richmond Heights	20%
Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods	15%
May Valley, El Sobrante, Green Brier, Green Ridge, Carriage Hills N and S, and Quail Hills	9%
Parchester Village	1%
Belding Woods Neighborhood	1%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	34%
Yes, full-time	55%
Yes, part-time	11%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	57%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	20%
Bus, rail, subway or other public transportation	15%
Walk	3%
Bicycle	1%
Work at home	4%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Richmond?	Percent of respondents
Less than 2 years	8%
2 to 5 years	22%
6 to 10 years	18%
11 to 20 years	17%
More than 20 years	35%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	56%
House attached to one or more houses (e.g., a duplex or townhome)	13%
Building with two or more apartments or condominiums	29%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	42%
Owned by you or someone in this house with a mortgage or free and clear	58%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	7%
\$600 to \$999 per month	19%
\$1,000 to \$1,499 per month	28%
\$1,500 to \$2,499 per month	26%
\$2,500 or more per month	17%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	55%
Yes	45%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	24%
\$25,000 to \$49,999	28%
\$50,000 to \$99,999	28%
\$100,000 to \$149,000	11%
\$150,000 or more	8%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	71%
Yes, I consider myself to be Spanish, Hispanic or Latino	29%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	18%
Black or African American	28%
White	32%
Other	24%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	27%
35 to 44 years	17%
45 to 54 years	23%
55 to 64 years	12%
65 to 74 years	11%
75 years or older	6%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	56%
Male	44%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	19%
Yes	75%
Ineligible to vote	6%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	22%
Yes	73%
Ineligible to vote	6%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	Richmond as a place to live	4%	21	21%	115	44%	242	29%	163	2%	13	100%
Your neighborhood as a place to live	13%	71	37%	208	36%	198	14%	76	0%	1	100%	554
Richmond as a place to raise children	1%	7	10%	56	31%	169	51%	284	6%	35	100%	552
Richmond as a place to work	3%	19	14%	78	33%	180	30%	168	19%	106	100%	552
Richmond as a place to retire	3%	18	12%	69	25%	135	46%	254	13%	73	100%	549
The overall quality of life in Richmond	1%	8	16%	87	50%	275	30%	165	3%	14	100%	550

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	2%	12	22%	117	41%	218	25%	137	10%	53	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	38	30%	165	38%	207	19%	103	7%	39	100%	552
Overall appearance of Richmond	1%	4	13%	70	41%	223	44%	241	2%	11	100%	548
Cleanliness of Richmond	1%	6	11%	61	44%	240	42%	232	2%	12	100%	551
Overall quality of new development in Richmond	3%	15	25%	136	42%	228	20%	109	10%	57	100%	545
Variety of housing options	3%	18	20%	111	40%	216	25%	139	11%	61	100%	546
Overall quality of business and service establishments in Richmond	1%	8	20%	109	45%	248	26%	143	8%	42	100%	550
Shopping opportunities	5%	29	21%	112	34%	188	37%	200	3%	17	100%	546
Opportunities to attend cultural activities	4%	24	16%	86	35%	190	29%	161	16%	89	100%	551
Recreational opportunities	2%	12	18%	97	33%	181	35%	191	13%	71	100%	551
Employment opportunities	0%	1	9%	48	26%	142	41%	225	24%	131	100%	547
Educational opportunities	1%	8	12%	68	29%	160	47%	258	10%	54	100%	547

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	3%	16	15%	80	38%	210	26%	141	19%	103	100%
Opportunities to volunteer	7%	36	19%	106	34%	185	14%	78	26%	143	100%	546
Opportunities to participate in community matters	5%	26	25%	133	34%	185	17%	91	20%	107	100%	542
Ease of car travel in Richmond	7%	38	38%	210	38%	210	13%	71	4%	23	100%	551
Ease of bus travel in Richmond	6%	32	28%	152	27%	151	15%	80	25%	135	100%	550
Ease of rail or subway travel in Richmond	7%	39	35%	192	27%	147	11%	62	20%	107	100%	546
Ease of bicycle travel in Richmond	4%	24	22%	121	27%	145	22%	122	25%	136	100%	547
Ease of walking in Richmond	3%	16	19%	102	32%	174	38%	208	8%	41	100%	540
Availability of paths and walking trails	5%	27	24%	132	34%	186	23%	125	15%	80	100%	549
Traffic flow on major streets	2%	12	32%	176	47%	259	14%	75	5%	25	100%	547
Amount of public parking	6%	31	30%	162	42%	229	11%	61	11%	63	100%	546
Availability of affordable quality housing	3%	17	20%	110	36%	195	22%	119	20%	108	100%	549
Availability of affordable quality child care	1%	6	8%	44	25%	135	17%	95	49%	270	100%	549
Availability of affordable quality health care	3%	16	14%	76	30%	163	25%	135	28%	154	100%	544
Availability of affordable quality food	5%	28	24%	134	41%	223	21%	117	8%	45	100%	547
Availability of preventive health services	3%	18	15%	81	35%	189	20%	111	27%	150	100%	548
Air quality	2%	14	16%	88	37%	200	37%	200	8%	44	100%	547
Quality of overall natural environment in Richmond	2%	12	19%	100	38%	206	33%	177	8%	44	100%	539
Overall image or reputation of Richmond	0%	1	5%	29	15%	82	76%	419	4%	20	100%	550

Question 3: Growth														
Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	13	8%	41	27%	147	16%	85	8%	42	39%	213	100%
Retail growth (stores, restaurants, etc.)	16%	85	33%	178	28%	149	4%	23	1%	4	18%	100	100%	539
Jobs growth	31%	167	28%	153	6%	32	1%	3	1%	3	34%	184	100%	542

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?	Percent of respondents	Count
Not a problem	1%	4
Minor problem	6%	33
Moderate problem	36%	184
Major problem	47%	242
Don't know	9%	47
Total	100%	510

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Richmond:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	0%	2	10%	52	13%	73	28%	152	46%	255	2%	14	100%
Property crimes (e.g., burglary, theft)	1%	5	8%	43	10%	54	32%	174	47%	254	2%	13	100%	543
Environmental hazards, including toxic waste	3%	18	14%	76	15%	81	29%	154	30%	163	9%	48	100%	541

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	27%	146	42%	227	12%	66	12%	67	7%	39	0%	1	100%
In your neighborhood after dark	8%	42	27%	150	16%	87	22%	119	26%	141	1%	7	100%	546
In Richmond's downtown area during the day	4%	24	22%	119	21%	113	25%	136	19%	103	10%	52	100%	546
In Richmond's downtown area after dark	0%	2	3%	17	8%	44	21%	114	57%	313	10%	56	100%	546
In Richmond's parks during the day	5%	27	27%	141	21%	112	25%	131	12%	65	10%	52	100%	528

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	71%	372
Yes	27%	141
Don't know	2%	10
Total	100%	524

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	25%	38
Yes	70%	105
Don't know	5%	7
Total	100%	150

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Richmond public libraries or their services	41%	222	24%	131	25%	136	6%	34	4%	21	100%	543
Used Richmond recreation centers	56%	303	23%	123	14%	73	4%	21	4%	22	100%	542
Participated in a recreation program or activity	66%	353	20%	109	8%	42	2%	13	3%	16	100%	533
Visited a neighborhood park or City park	22%	121	28%	153	24%	129	12%	63	14%	75	100%	541
Ridden a local bus within Richmond	54%	292	19%	101	14%	74	5%	28	8%	43	100%	538
Attended a meeting of local elected officials or other local public meeting	63%	343	24%	129	11%	60	2%	8	0%	2	100%	542
Watched a meeting of local elected officials or other local public meeting on cable television	48%	262	25%	135	20%	107	5%	26	3%	14	100%	545
Read City sponsored Newsletter	35%	184	28%	151	29%	152	6%	30	3%	16	100%	534
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	50%	263	21%	110	20%	104	6%	32	4%	22	100%	531
Recycled used paper, cans or bottles from your home	7%	39	6%	30	13%	68	13%	68	62%	331	100%	535
Volunteered your time to some group or activity in Richmond	63%	339	18%	98	12%	63	2%	12	4%	24	100%	535
Participated in religious or spiritual activities in Richmond	59%	317	12%	66	10%	54	5%	25	14%	78	100%	540
Participated in a club or civic group in Richmond	76%	412	10%	55	9%	49	1%	8	3%	15	100%	539
Provided help to a friend or neighbor	11%	58	24%	129	35%	188	15%	79	15%	81	100%	536
Used COR Connect/COMCATE (citizen request tracking)	93%	480	4%	20	2%	10	1%	5	0%	1	100%	517

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	19%	101
Several times a week	23%	123
Several times a month	24%	133
Once a month	9%	50
Several times a year	7%	39
Once a year or less	6%	34
Never	12%	64
Total	100%	542

Question 11: Service Quality												
Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	10%	57	37%	204	29%	161	12%	65	11%	60	100%
Fire services	19%	104	39%	214	13%	73	2%	13	26%	142	100%	546
Ambulance or emergency medical services	17%	92	34%	184	12%	64	3%	16	35%	191	100%	546
Crime prevention	2%	12	12%	66	28%	151	36%	192	22%	119	100%	540
Fire prevention and education	4%	22	23%	126	26%	140	8%	43	39%	209	100%	540
Traffic enforcement	5%	28	22%	119	31%	169	17%	94	24%	131	100%	541
Street repair	4%	21	10%	52	24%	129	58%	317	5%	28	100%	547
Street cleaning	5%	28	22%	119	39%	212	27%	149	7%	38	100%	546
Street lighting	5%	27	19%	102	33%	182	38%	210	5%	26	100%	546
Sidewalk maintenance	3%	16	19%	103	39%	210	30%	162	8%	41	100%	533
Traffic signal timing	5%	28	32%	168	42%	220	15%	78	7%	36	100%	530
Bus or transit services	5%	25	32%	172	29%	157	8%	42	26%	137	100%	533
Garbage collection	22%	116	50%	266	22%	119	4%	22	2%	11	100%	533
Recycling	24%	126	44%	233	24%	127	5%	26	4%	21	100%	532
Yard waste pick-up	17%	89	38%	203	19%	103	12%	63	14%	77	100%	536

Question 11: Service Quality												
Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	6%	31	29%	155	32%	171	16%	87	16%	86	100%
Sewer services	5%	27	29%	152	31%	162	11%	58	24%	129	100%	527
City parks	6%	31	27%	142	39%	207	13%	70	15%	80	100%	530
Recreation programs or classes	2%	10	14%	76	28%	149	10%	52	46%	242	100%	528
Recreation centers or facilities	2%	11	16%	84	28%	145	10%	51	44%	230	100%	520
Land use, planning and zoning	1%	6	10%	54	27%	143	17%	90	44%	228	100%	522
Code enforcement (weeds, abandoned buildings, etc)	1%	6	7%	35	24%	128	43%	229	25%	130	100%	528
Economic development	1%	6	7%	35	29%	154	37%	195	26%	137	100%	528
Health services	4%	20	17%	93	35%	186	14%	75	30%	160	100%	534
Services to seniors	4%	23	17%	89	23%	121	10%	52	46%	246	100%	531
Services to youth	3%	17	10%	52	22%	118	24%	124	41%	217	100%	528
Services to low-income people	4%	23	10%	55	22%	118	19%	102	44%	230	100%	528
Public library services	7%	38	31%	162	28%	148	8%	42	25%	132	100%	522
Public information services	3%	17	17%	90	32%	170	13%	67	35%	182	100%	526
Public schools	3%	18	11%	60	22%	117	44%	232	20%	103	100%	529
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	21	13%	71	27%	141	19%	100	37%	196	100%	528
Preservation of natural areas such as open space and greenbelts	4%	20	19%	99	27%	144	20%	107	30%	159	100%	528
City of Richmond sponsored events	3%	16	15%	79	32%	169	14%	76	35%	185	100%	524
City maintained trees/public landscaping/street medians	4%	20	20%	106	36%	188	27%	143	13%	71	100%	528
City-sponsored job training programs	1%	6	8%	42	20%	104	22%	119	49%	259	100%	529

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Richmond	2%	12	21%	110	43%	229	24%	126	10%	55	100%
The Federal Government	3%	15	20%	104	30%	161	29%	155	18%	95	100%	531
The State Government	2%	10	15%	80	33%	178	34%	181	16%	83	100%	532
Contra Costa County Government	4%	20	18%	97	36%	192	22%	119	19%	103	100%	532

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	53%	271
Yes	47%	243
Total	100%	515

Question 14: City Employees												
What was your impression of the employee(s) of the City of Richmond in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	15%	45	36%	107	29%	85	13%	38	8%	23	100%
Responsiveness	14%	41	34%	100	26%	76	20%	59	7%	19	100%	295
Courtesy	21%	62	31%	91	25%	73	17%	50	7%	20	100%	296
Overall impression	18%	53	30%	89	26%	75	19%	56	7%	21	100%	295

Question 15: Government Performance												
Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Richmond	2%	8	13%	69	32%	172	30%	161	23%	123	100%
The overall direction that Richmond is taking	3%	17	20%	105	35%	187	25%	133	17%	91	100%	532
The job Richmond government does at welcoming citizen involvement	3%	18	13%	67	27%	144	26%	136	31%	166	100%	530
The job Richmond government does at listening to citizens	4%	23	10%	55	25%	129	30%	159	31%	161	100%	527

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Richmond to someone who asks	9%	46	30%	161	28%	149	28%	147	6%	31	100%
Remain in Richmond for the next five years	26%	137	28%	151	13%	69	23%	121	11%	57	100%	535

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	12
Somewhat positive	8%	42
Neutral	36%	187
Somewhat negative	37%	195
Very negative	16%	85
Total	100%	522

Question 18a: Policy Question 1														
Comparing calendar year 2007 to the present, how would you describe the change in Richmond for the following?	Much improved		Minor improved		About the same		Slightly worse		Much worse		Don't know		Total	
	Crime	6%	31	14%	78	37%	203	17%	94	15%	81	11%	57	100%
Drugs	4%	21	7%	40	31%	170	17%	91	20%	108	21%	112	100%	542
Growth	6%	32	11%	59	38%	200	11%	56	7%	38	28%	148	100%	533
Graffiti	4%	23	16%	84	34%	182	13%	71	15%	79	18%	95	100%	534
Run down buildings	2%	9	14%	76	31%	167	19%	104	16%	85	18%	96	100%	535
Weed lots	2%	13	14%	75	29%	156	19%	103	15%	82	20%	109	100%	539
Junk vehicles	6%	32	16%	87	30%	160	13%	71	13%	72	21%	115	100%	537
Traffic congestion	5%	27	16%	87	45%	244	12%	63	10%	53	12%	67	100%	540
Unsupervised youth	1%	6	7%	39	31%	168	18%	99	20%	106	22%	120	100%	539
Homelessness	2%	9	6%	35	33%	179	19%	100	19%	103	21%	114	100%	540
Toxic waste or other environmental hazard(s)	3%	15	9%	50	33%	175	9%	46	9%	46	37%	198	100%	531
City communications translated into other languages other than English	11%	57	10%	52	25%	133	3%	17	6%	32	46%	248	100%	540
Employment opportunities	2%	9	6%	34	22%	118	19%	101	18%	96	34%	181	100%	537
Noise from trains	4%	19	8%	42	52%	279	10%	51	10%	52	18%	96	100%	540
Job training opportunities	1%	5	8%	41	26%	143	9%	47	10%	51	47%	253	100%	540
Quality of public school education	4%	20	7%	37	28%	154	16%	87	19%	102	26%	144	100%	544

Question 18b: Policy Question 2												
How important, if at all, are the following issues for the City to address?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Improving traffic flow and pedestrian safety	21%	113	41%	219	27%	145	5%	30	6%	31	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	17%	93	25%	135	32%	172	15%	82	10%	52	100%	534
Improving Richmond Parkway	14%	76	31%	165	31%	166	14%	75	9%	47	100%	529
Improving park conditions and providing more parks and open space	27%	144	36%	191	24%	128	8%	44	4%	24	100%	531
Increasing paratransit service	17%	93	33%	176	27%	144	8%	41	15%	79	100%	533
Displaying more public art	14%	72	21%	111	30%	161	26%	141	9%	48	100%	534
Improving street pavement conditions	44%	237	38%	202	14%	76	2%	9	2%	10	100%	535
Increasing street lighting	44%	234	38%	201	15%	80	2%	9	2%	11	100%	535
Building a new library facility	20%	107	27%	144	29%	154	16%	84	8%	43	100%	534
Renovating community centers and expanding programming	26%	138	31%	165	26%	140	9%	46	8%	43	100%	532
Upgrading existing and developing more athletic fields	23%	120	29%	156	29%	156	11%	60	8%	41	100%	533
Installing surveillance cameras throughout the City	42%	221	27%	142	16%	83	12%	66	4%	20	100%	533
Improving infrastructure to prevent flooding	28%	151	34%	181	22%	117	7%	35	9%	47	100%	530
Increasing job training and development programs	39%	208	37%	197	14%	74	4%	23	6%	33	100%	535
Expanding after school programs (K-12)	44%	237	33%	175	12%	62	4%	22	7%	37	100%	532

Question 18c: Policy Question 3		
Would you be willing to support a tax increase to support the following?	Percent of respondents	Count
Building a sports complex	25%	104
Building a new Hall of Justice	15%	63
Infrastructure bonds for public facility and road repairs	58%	243
Special assessment districts for lighting and landscaping	45%	188
Library bonds	44%	184
Stormwater bonds to restore creeks and prevent flooding	34%	142
Recreation and park development	52%	216
Total may exceed 100% as respondents could select more than one option		

Question 18d: Policy Question 4		
In which area of the City of Richmond do you live?	Percent of respondents	Count
Point Richmond and Marina Bay Neighborhoods	18%	94
Santa Fe, Coronado, and Cortez/Stege Neighborhoods	5%	28
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighbor	11%	58
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	20%	103
Metro/Richmond Village/North and East Richmond, Richmond Heights	20%	102
Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods	15%	77
May Valley, El Sobrante, Green Brier, Green Ridge, Carriage Hills N and S, and Quail Hills	9%	49
Parchester Village	1%	3
Belding Woods Neighborhood	1%	7
Total	100%	522

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	34%	180
Yes, full-time	55%	295
Yes, part-time	11%	59
Total	100%	534

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	57%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	20%
Bus, rail, subway or other public transportation	15%
Walk	3%
Bicycle	1%
Work at home	4%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Richmond?	Percent of respondents	Count
Less than 2 years	8%	45
2 to 5 years	22%	120
6 to 10 years	18%	100
11 to 20 years	17%	92
More than 20 years	35%	194
Total	100%	551

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	56%	308
House attached to one or more houses (e.g., a duplex or townhome)	13%	74
Building with two or more apartments or condominiums	29%	157
Mobile home	0%	0
Other	2%	9
Total	100%	548

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	42%	217
Owned by you or someone in this house with a mortgage or free and clear	58%	302
Total	100%	519

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	4%	20
\$300 to \$599 per month	7%	36
\$600 to \$999 per month	19%	98
\$1,000 to \$1,499 per month	28%	145
\$1,500 to \$2,499 per month	26%	137
\$2,500 or more per month	17%	90
Total	100%	525

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	55%	300
Yes	45%	250
Total	100%	550

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	78%	428
Yes	22%	120
Total	100%	548

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	24%	123
\$25,000 to \$49,999	28%	149
\$50,000 to \$99,999	28%	149
\$100,000 to \$149,000	11%	59
\$150,000 or more	8%	43
Total	100%	523

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	71%	371
Yes, I consider myself to be Spanish, Hispanic or Latino	29%	152
Total	100%	524

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	10
Asian, Asian Indian or Pacific Islander	18%	94
Black or African American	28%	143
White	32%	164
Other	24%	124
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	24
25 to 34 years	27%	146
35 to 44 years	17%	94
45 to 54 years	23%	127
55 to 64 years	12%	63
65 to 74 years	11%	59
75 years or older	6%	33
Total	100%	546

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	302
Male	44%	240
Total	100%	542

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	18%	101
Yes	73%	403
Ineligible to vote	6%	30
Don't know	3%	14
Total	100%	548

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	21%	117
Yes	71%	390
Ineligible to vote	6%	31
Don't know	1%	8
Total	100%	546

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

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

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

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Richmond were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Richmond boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Richmond households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Richmond boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Richmond. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in 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 cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning March 16, 2009. The first mailing was a prenotification postcard announcing in English and Spanish the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. The letter also included and a paragraph inviting recipients of the survey to complete the survey on the Web, with instructions and a unique access code. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish and instruction for completing the survey on the Web. Completed surveys were collected over the following eight weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 3,000 surveys mailed, 164 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,836 households receiving the survey mailings, 567 completed the survey, providing a response rate of 20%. Of the 567 survey responses received, 16 were completed online. In general, response rates obtained on local government resident surveys range from 20% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than four percentage points in either direction from what would have been obtained had responses been collected from all City of Richmond adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey Census estimates for Richmond. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

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

Richmond Citizen Survey Weighting Table			
Characteristic	Population Norm ²	Unweighted Data	Weighted Data
Housing			
Rent home	43%	29%	42%
Own home	57%	71%	58%
Detached unit	61%	63%	56%
Attached unit	39%	37%	44%
Race and Ethnicity			
White alone, not Hispanic	25%	29%	25%
Hispanic and/or other race	75%	71%	75%
Sex and Age			
Female	54%	64%	56%
Male	46%	36%	44%
18-34 years of age	34%	11%	31%
35-54 years of age	41%	40%	41%
55+ years of age	25%	49%	28%
Females 18-34	18%	7%	18%
Females 35-54	22%	27%	23%
Females 55+	14%	30%	16%
Males 18-34	16%	4%	14%
Males 35-54	19%	14%	18%
Males 55+	11%	19%	12%

² Source: 2006 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

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

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but

also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Richmond to the Benchmark Database

The City of Richmond chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (population 64,000 to 149,999). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has

been provided when a similar question on the City of Richmond Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Richmond results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Richmond's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Richmond.



City Manager's Office
1401 Marina Way South
P.O. Box 4046
Richmond, CA 94804

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City Manager's Office
1401 Marina Way South
P.O. Box 4046
Richmond, CA 94804

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City Manager's Office
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P.O. Box 4046
Richmond, CA 94804

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Richmond, CA 94804

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dear City of Richmond Resident,

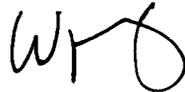
Your household has been randomly selected to participate in a community survey about the City of Richmond. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us improve City services!

Sincerely,

Estimado(a) residente de la Ciudad de Richmond,

Su hogar ha sido seleccionado para participar en una encuesta anónima de la comunidad de la Ciudad de Richmond. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones para completarla y regresarla. Gracias de antemano por ayudarnos a mejorar los servicios de la Ciudad!

Atentamente,



William A. Lindsay
City Manager/ Gerente de la Ciudad

Dear City of Richmond Resident,

Your household has been randomly selected to participate in a community survey about the City of Richmond. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us improve City services!

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Sincerely,

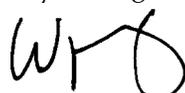
Estimado(a) residente de la Ciudad de Richmond,

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Atentamente,

William A. Lindsay
City Manager/ Gerente de la Ciudad



March 2009

Dear Richmond Resident:

The City of Richmond wants to know what you think about our community and City services. You have been randomly selected to participate in Richmond's 2009 Community Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Richmond. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 510-621-1777 para pedir una copia de la encuesta en español. Todas sus respuestas quedarán completamente anónimas. ¡Esperamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, con el costo postal pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Community Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Richmond residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online, if you would prefer, at <http://www.n-r-c.com/survey/richmond.htm>. To complete the survey online, you will need to enter the special code printed in the upper left corner of this letter.

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey, please call 510-621-1777. Please help us shape the future of Richmond. Thank you for your time and participation.

Sincerely,

William A. Lindsay
City Manager/ Gerente de la Ciudad



March 2009

Dear Richmond Resident:

About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response. The City of Richmond wants to know what you think about our community and City services. You have been randomly selected to participate in the City of Richmond Community Survey.

Hace como una semana, usted debió de haber recibido una copia de la encuesta. Si ya la completó y la regresó, le agradecemos por su tiempo y le pedimos que no llene esta encuesta. En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Richmond. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 510-621-1777 para pedir una copia de la encuesta en español. Todas sus respuestas quedarán completamente anónimas. ¡Esperamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, con el costo postal pagado. Muchas gracias.

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Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

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Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey, please call 510-621-1777. Please help us shape the future of Richmond. Thank you for your time and participation.

Sincerely,

William A. Lindsay
City Manager/ Gerente de la Ciudad

The City of Richmond 2009 Community Survey

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

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Richmond.....	1	2	3	4	5
Cleanliness of Richmond	1	2	3	4	5
Overall quality of new development in Richmond.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Richmond.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Richmond	1	2	3	4	5
Ease of bus travel in Richmond	1	2	3	4	5
Ease of rail or subway travel in Richmond.....	1	2	3	4	5
Ease of bicycle travel in Richmond.....	1	2	3	4	5
Ease of walking in Richmond	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventative health services.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Richmond.....	1	2	3	4	5
Overall image or reputation of Richmond	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Richmond over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?

- Not a problem
 Minor problem
 Moderate problem
 Major problem
 Don't know

5. Please rate how safe or unsafe you feel from the following in Richmond:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Richmond's downtown area during the day	1	2	3	4	5	6
In Richmond's downtown area after dark.....	1	2	3	4	5	6
In Richmond's parks during the day	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to Question 9
 Yes → Go to Question 8
 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?

- No
 Yes
 Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Richmond public libraries or their services	1	2	3	4	5
Used Richmond recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or city park	1	2	3	4	5
Ridden a local bus within Richmond.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Read City sponsored Newsletter.....	1	2	3	4	5
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Richmond.....	1	2	3	4	5
Participated in religious or spiritual activities in Richmond	1	2	3	4	5
Participated in a club or civic group in Richmond.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5
Used COR Connect / COMCATE (citizen request tracking system).....	1	2	4	5	6

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Once a month
 Never
 Several times a week
 Several times a year
 Several times a month
 Once a year or less

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

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5

The City of Richmond 2009 Community Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	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 such as open space, and greenbelts	1	2	3	4	5
City of Richmond sponsored events	1	2	3	4	5
City maintained trees/public landscaping/street medians.....	1	2	3	4	5
City-sponsored job training programs.....	1	2	3	4	5

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

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

13. Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 15
 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Richmond in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Richmond	1	2	3	4	5
The overall direction that Richmond is taking	1	2	3	4	5
The job Richmond government does at welcoming resident involvement	1	2	3	4	5
The job Richmond government does at listening to residents	1	2	3	4	5

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

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

17. 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

18. Please check the response that comes closest to your opinion for each of the following questions:

a. Comparing calendar year 2007 to the present, how would you describe the change in Richmond for the following?

	<i>Much improved</i>	<i>Minor improved</i>	<i>About the same</i>	<i>Slightly worse</i>	<i>Much worse</i>	<i>Don't know</i>
Crime	1	2	3	4	5	6
Drugs	1	2	3	4	5	6
Growth	1	2	3	4	5	6
Graffiti.....	1	2	3	4	5	6
Run down buildings	1	2	3	4	5	6
Weed lots.....	1	2	3	4	5	6
Junk vehicles	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Unsupervised youth	1	2	3	4	5	6
Homelessness.....	1	2	3	4	5	6
Toxic waste or other environmental hazard(s).....	1	2	3	4	5	6
City communications translated into other languages other than English	1	2	3	4	5	6
Employment opportunities.....	1	2	3	4	5	6
Noise from trains	1	2	3	4	5	6
Job training opportunities	1	2	3	4	5	6
Quality of public school education.....	1	2	3	4	5	6

b. How important, if at all, are the following issues for the City to address?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Improving traffic flow and pedestrian safety	1	2	3	4	5
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	1	2	3	4	5
Improving Richmond Parkway.....	1	2	3	4	5
Improving park conditions and providing more parks and open space	1	2	3	4	5
Increasing paratransit service	1	2	3	4	5
Displaying more public art	1	2	3	4	5
Improving street pavement conditions	1	2	3	4	5
Increasing street lighting.....	1	2	3	4	5
Building a new library facility	1	2	3	4	5
Renovating community centers and expanding programming	1	2	3	4	5
Upgrading existing and developing more athletic fields	1	2	3	4	5
Installing surveillance cameras throughout the City.....	1	2	3	4	5
Improving infrastructure to prevent flooding	1	2	3	4	5
Increasing job training and development programs.....	1	2	3	4	5
Expanding after school programs (K-12)	1	2	3	4	5

c. Would you be willing to support a tax increase to support the following? Please check all that apply:

- | | |
|---|---|
| <input type="radio"/> Building a sports complex | <input type="radio"/> Library bonds |
| <input type="radio"/> Building a new Hall of Justice | <input type="radio"/> Stormwater bonds to restore creeks and prevent flooding |
| <input type="radio"/> Infrastructure bonds for public facility and road repairs | <input type="radio"/> Recreation and park development |
| <input type="radio"/> Special assessment districts for lighting and landscaping | |

d. In which area of the City of Richmond do you live?

- | | |
|---|---|
| <input type="radio"/> Point Richmond & Marina Bay Neighborhoods | <input type="radio"/> Metro/Richmond Village/ North & East Richmond, Richmond Heights |
| <input type="radio"/> Santa Fe, Coronado, & Cortez/Stege Neighborhoods | <input type="radio"/> Hilltop Village, Hilltop Bayview, & Fairmede Hilltop Neighborhoods |
| <input type="radio"/> Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, & Richmond Annex, & Southwest Annex Neighborhoods | <input type="radio"/> May Valley, El Sobrante, Green Brier, Green Ridge Carriage Hills N & S, & Quail Hills |
| <input type="radio"/> N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village | <input type="radio"/> Parchester Village |
| | <input type="radio"/> Belding Woods Neighborhood |

The City of Richmond 2009 Community Survey

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

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
- Bus, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Richmond?

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

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. 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 \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

D11. 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

D12. 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

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No
- Yes
- Ineligible to vote
- Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301



Marzo 2009

Estimado(a) residente de Richmond:

La Ciudad de Richmond desea saber qué piensa usted sobre la comunidad y los servicios de la Ciudad. Su hogar es uno de entre algunos hogares seleccionados al azar para participar en la Encuesta de la Comunidad de la Ciudad de Richmond 2009.

Por favor tome unos pocos minutos para llenar esta Encuesta de la Comunidad. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas serán útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Richmond, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la Ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el costo postal pagado. Si tiene alguna pregunta acerca de la Encuesta de la Comunidad por favor llámanos al 510-231-3031.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Richmond. Gracias por su tiempo y participación.

Sinceramente,

William A. Lindsay
Gerente de la Ciudad

Encuesta Ciudadana del 2009 de la Ciudad de Richmond

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Richmond:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Richmond como lugar en donde vivir	1	2	3	4	5
Su vecindario como lugar en donde vivir	1	2	3	4	5
Richmond como lugar para criar niños.....	1	2	3	4	5
Richmond como lugar para trabajar.....	1	2	3	4	5
Richmond como lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad general de vida en Richmond	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Richmond:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes	1	2	3	4	5
Aspecto general de la Ciudad de Richmond	1	2	3	4	5
Limpieza de Richmond	1	2	3	4	5
Calidad general de desarrollo nuevo en Richmond	1	2	3	4	5
Variedad de opciones de vivienda.....	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Richmond.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades para empleo.....	1	2	3	4	5
Oportunidades educativas	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales	1	2	3	4	5
Oportunidades para ser voluntario	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad	1	2	3	4	5
Facilidad para andar en carro	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para viajar en tren / metro	1	2	3	4	5
Facilidad para andar en bicicleta	1	2	3	4	5
Facilidad para caminar	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales.....	1	2	3	4	5
Disponibilidad de Estacionamiento Público	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable	1	2	3	4	5
Disponibilidad de servicios preventivos de salud	1	2	3	4	5
Calidad del medio ambiente (aire).....	1	2	3	4	5
Calidad del ambiente natural general en Richmond	1	2	3	4	5
Imagen/reputación general de Richmond	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo.....	1	2	3	4	5	6

4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Richmond?

No son problema Problema menor Problema moderado Problema mayor No sé

5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Richmond:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico	1	2	3	4	5	6

Encuesta Ciudadana del 2009 de la Ciudad de Richmond

6. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?

- No → Vaya a la pregunta #9 Sí → Vaya a la pregunta #8 No sé → Vaya a la pregunta #9

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No Sí No sé

9. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Richmond?

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Richmond y sus servicios	1	2	3	4	5
Utilizó los centros de recreación de Richmond	1	2	3	4	5
Participó en programas o actividades recreativas	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Leyó la Hoja Informativa (Newsletter) patrocinada por la Ciudad	1	2	3	4	5
Visitó la Ciudad del sitio en red Richmond (en www.ci.richmond.ca.us)	1	2	3	4	5
Recicló papel, latas o botellas en su casa.....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad.....	1	2	3	4	5
Participó en actividades religiosas o espirituales en Richmond.....	1	2	3	4	5
Participó en un club o grupo cívico en Richmond.....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino	1	2	3	4	5

10. ¿Qué tan a menudo habla con / o visita a sus vecinos inmediatos (personas que viven en los 10 o 20 hogares que están más cerca de usted)?

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Una vez al mes
 Varias veces al año
 Una vez al año o menos
 Nunca

11. Por favor clasifique la calidad de cada uno de los siguientes servicios en Richmond:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía.....	1	2	3	4	5
Servicios de Bomberos	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia	1	2	3	4	5
Prevención de Crímenes.....	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles.....	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles.....	1	2	3	4	5
Mantenimiento de Aceras / Veredas	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Servicios de Autobús / Transporte.....	1	2	3	4	5
Recolección de Basura	1	2	3	4	5
Reciclaje	1	2	3	4	5
Recolección de Desechos del Patio (jardín)	1	2	3	4	5
Drenajes.....	1	2	3	4	5
Agua Potable.....	1	2	3	4	5
Servicios de Cañería.....	1	2	3	4	5
Servicio (eléctrico y/o gas) de energía.....	1	2	3	4	5
Parques de Ciudad	1	2	3	4	5
Clases o Programas Recreativos.....	1	2	3	4	5
Centros de Recreación	1	2	3	4	5

Encuesta Ciudadana del 2009 de la Ciudad de Richmond

11. (continuado) Por favor clasifique la calidad de cada uno de los siguientes servicios en Richmond:

	Excelente	Bueno	Pasable	Bajo	No sé
Uso, Planificación y Zonificación de Terreno	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.)	1	2	3	4	5
Control de Animales.....	1	2	3	4	5
Desarrollo Económico.....	1	2	3	4	5
Servicios de Salud	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud.....	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas	1	2	3	4	5
Servicios de Información Pública.....	1	2	3	4	5
Escuelas Públicas.....	1	2	3	4	5
Televisión por Cable	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes	1	2	3	4	5
Eventos patrocinados por la Ciudad de Richmond.....	1	2	3	4	5
Árboles/jardinería ornamental pública/medianas de calle mantenidos por la Ciudad	1	2	3	4	5
Programas de entrenamiento de empleo patrocinados por la Ciudad	1	2	3	4	5

12. En general, ¿cómo evalúa usted los servicios suministrados por...

	Excelente	Bueno	Pasable	Bajo	No sé
la Ciudad de Richmond.....	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
Gobierno del Condado de Contra Costa.....	1	2	3	4	5

13. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Richmond durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

No → Vaya a la pregunta #15 Sí → Vaya a la pregunta #14

14. ¿Cuál fue su impresión de los empleados de la Ciudad de Richmond en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Bueno	Pasable	Bajo	No sé
Conocimiento	1	2	3	4	5
Simpatía	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Impresión General.....	1	2	3	4	5

15. Por favor clasifique las siguientes categorías del desempeño gubernamental en Richmond:

	Excelente	Bueno	Pasable	Bajo	No sé
El valor de servicios para los impuestos pagados a Richmond	1	2	3	4	5
La dirección general que está tomando Richmond	1	2	3	4	5
La labor del gobierno de Richmond para incluir la participación ciudadana	1	2	3	4	5
La labor del gobierno de Richmond para escuchar a los ciudadanos	1	2	3	4	5

16. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	Muy Probable	Algo probable	Algo improbable	Muy Improbable	No sé
Recomendarle vivir en Richmond a alguien que pregunta.....	1	2	3	4	5
Permanecer en Richmond para los próximos cinco años.....	1	2	3	4	5

17. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

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18. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. Comparando el año civil 2007 con el actual, ¿cómo describiría el cambio en Richmond para lo siguiente?

	Muy mejorado	Mínimo mejorado	Casi igual	Un poco peor	Mucho peor	No Sé
Crímen	1	2	3	4	5	6
Drogas	1	2	3	4	5	6
Crecimiento	1	2	3	4	5	6
Inscripciones/dibujos sobre paredes de la calle.....	1	2	3	4	5	6
Edificios ruinosos	1	2	3	4	5	6
Lotes de malas hierbas.....	1	2	3	4	5	6
Vehículos chatarra.....	1	2	3	4	5	6
Congestión de tráfico.....	1	2	3	4	5	6
Juventud sin supervisión.....	1	2	3	4	5	6
La situación de desamparados de hogar.....	1	2	3	4	5	6
Desperdicios tóxicos u otros peligros ambientales.....	1	2	3	4	5	6
Comunicaciones ciudadanas traducidas a otros idiomas además de inglés	1	2	3	4	5	6
Oportunidades de empleo	1	2	3	4	5	6
Ruido de trenes	1	2	3	4	5	6
Oportunidades de entrenamiento de empleo	1	2	3	4	5	6
Calidad de educación en escuela pública	1	2	3	4	5	6

b. ¿Qué tan importantes, si del todo, son los siguientes asuntos para que los atienda la Ciudad?

	Esencial	Muy importante	Algo importante	Nada importante	No sé
Mejorar la circulación del tráfico y la seguridad peatonal	1	2	3	4	5
Preservar edificios históricos y completar el Parque Rosie the Riveter WWII National Homefront (Frente Civil Nacional de la 2ª Guerra Mundial)	1	2	3	4	5
Mejorar Richmond Parkway	1	2	3	4	5
Mejorar condiciones de parques y brindar más parques y espacio abierto	1	2	3	4	5
Aumentar servicio de tránsito para personas mayores o individuos con incapacidades.....	1	2	3	4	5
Exhibir más arte público	1	2	3	4	5
Mejorar condiciones de pavimentación de las calles.....	1	2	3	4	5
Aumentar iluminación de calles	1	2	3	4	5
Construir un nuevo servicio de biblioteca.....	1	2	3	4	5
Renovar centros comunitarios y expandir la programación	1	2	3	4	5
Mejorar campos atléticos existentes y desarrollar más de éstos	1	2	3	4	5
Instalar cámaras de vigilancia a lo largo de toda la Ciudad.....	1	2	3	4	5
Mejorar la infraestructura para prevenir la inundación	1	2	3	4	5
Aumentar programas de desarrollo y entrenamiento de empleo.....	1	2	3	4	5
Expandir programas para las horas después de la escuela (K-12)	1	2	3	4	5

c. ¿Usted estaría dispuesto a apoyar un aumento de impuestos para mantener lo siguiente? Por favor marque todos los que se aplican:

- Construcción de un complejo deportivo
- Construcción de una nueva Sala de Justicia
- Bonos de infraestructura para reparos de servicios públicos y carreteras
- Distritos de evaluación especial para iluminación y jardinería ornamental
- Bonos de biblioteca
- Bonos de aguas torrenciales para restaurar riachuelos y prevenir inundación
- Desarrollo de recreación y parques

d. ¿En cuál área de la Ciudad de Richmond vive usted?

- Vecindarios Point Richmond & Marina Bay
- Vecindarios Santa Fe, Coronado, & Cortez/Stege
- Vecindarios Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, & Richmond Annex, & Southwest Annex
- N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village
- Metro/Richmond Village/ North & East Richmond, Richmond Heights
- Vecindarios Hilltop Village, Hilltop Bayview, & Fairmede Hilltop
- May Valley, El Sobrante, Green Brier, Green Ridge Carriage Hills N & S, & Quail Hills
- Parchester Village
- Vecindario Belding Woods

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Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús, Vía férrea, Metro u otro transporte público días
- Caminar días
- Bicicleta días
- Trabajar en el hogar días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Richmond?

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

D4. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
- Casa unida a una o más casas (Ej. duplex, townhome)
- Edificio con 2 o más apartamentos o condominios
- Casa rodante / trailer
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está paga?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos vive en su hogar?

- No
- Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No
- Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En que categoría está su edad?

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

D13. ¿Cuál es su sexo?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- No tengo derecho a votar
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No
- Sí
- No tengo derecho a votar
- No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301



City Manager's Office
1401 Marina Way South
P.O. Box 4046
Richmond, CA 94804

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