



# CITY OF RICHMOND, CA 2011



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**C O N T E N T S**

Survey Background..... 1  
     About The National Citizen Survey™ ..... 1  
     Understanding the Results ..... 3

Executive Summary ..... 5

Community Ratings ..... 7  
     Overall Community Quality ..... 7  
     Community Design ..... 9  
         Transportation ..... 9  
         Housing ..... 14  
         Land Use and Zoning ..... 16  
     Economic Sustainability..... 19  
     Public Safety ..... 22  
     Environmental Sustainability..... 27  
     Recreation and Wellness ..... 30  
         Parks and Recreation ..... 30  
         Culture, Arts and Education ..... 33  
         Health and Wellness ..... 35  
     Community Inclusiveness..... 37  
     Civic Engagement..... 40  
         Civic Activity..... 40  
         Information and Awareness ..... 43  
         Social Engagement ..... 44  
     Public Trust..... 46  
         City of Richmond Employees ..... 49

From Data to Action ..... 51  
     Resident Priorities ..... 51  
     City of Richmond Action Chart..... 52  
         Using Your Action Chart™ ..... 54

Custom Questions ..... 56

Appendix A: Complete Survey Frequencies ..... 59  
     Frequencies Excluding “Don’t Know” Responses ..... 59  
     Frequencies Including “Don’t Know” Responses..... 71

Appendix B: Survey Methodology ..... 88

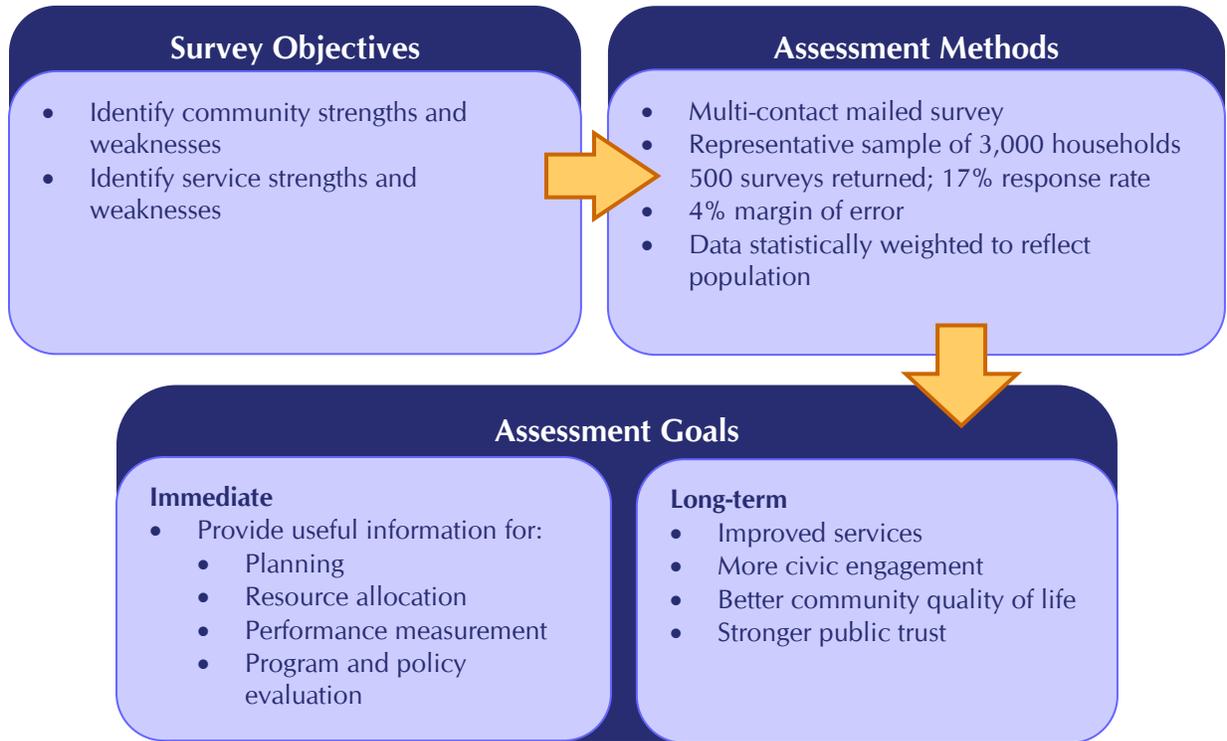
Appendix C: Survey Materials..... 98

## 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. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 500 completed surveys were obtained (19 surveys were completed online), providing an overall response rate of 17%. 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 a custom set of benchmark comparisons, crosstabulation of results, the option to complete the survey online, the option to complete the survey in Spanish, and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report 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

The margin of error around results for the City of Richmond Survey (500 completed surveys) is plus or minus four percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 56-64% of all residents are likely to feel that way.

### 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 Previous Years

This report contains comparisons with prior years' 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 comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Richmond chose to have comparisons made to the entire database and subset of similar jurisdictions from the database (jurisdictions with median annual household incomes from \$20,000 to \$44,000). 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 for quality ratings were available, the City of Richmond results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come 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 21% of respondents. A majority reported 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, ease of rail or subway travel, and opportunities to participate in religious or spiritual opportunities in Richmond. Among the characteristics receiving the least positive ratings were the overall image or reputation of Richmond, employment opportunities, and cleanliness of Richmond.

Ratings of community characteristics were compared to the benchmark database. Of the 32 characteristics for which comparisons were available, none were above the national benchmark comparison, two were similar to the national benchmark comparison and 30 were below.

Residents in the City of Richmond were somewhat civically engaged. While 31% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 91% had provided help to a friend or neighbor. Less than half 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 favorable 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 34 services for which comparisons were available, none were above the benchmark comparison, 1 was similar to the benchmark comparison and 33 were below.

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:

- Police services
- Public schools
- Fire services
- Code enforcement

## 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. About half reported they would recommend the community to others, and a majority plan to stay for the next five years. The ratings for your neighborhood and Richmond as a place to live had improved over time.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

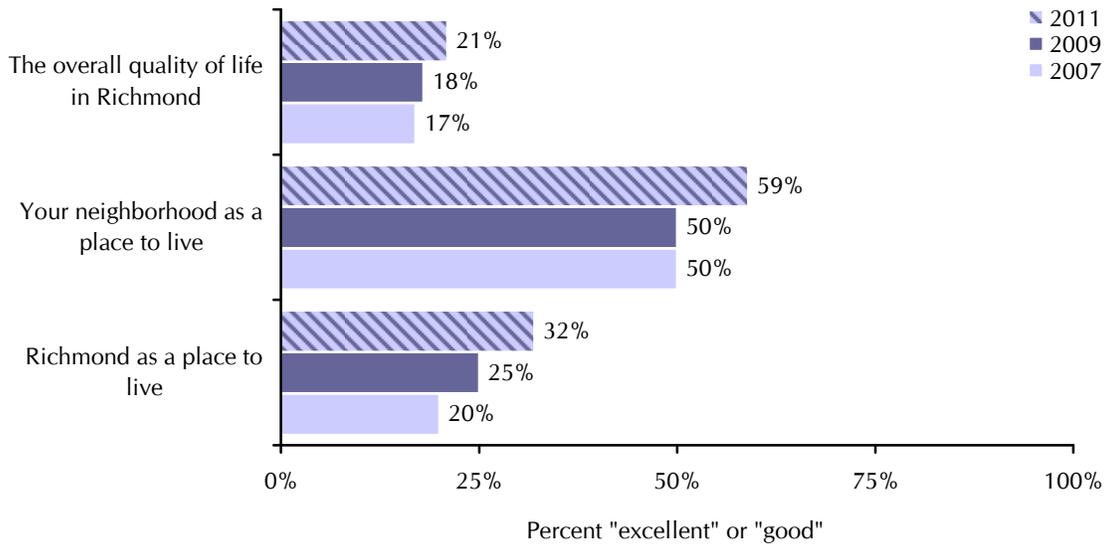


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

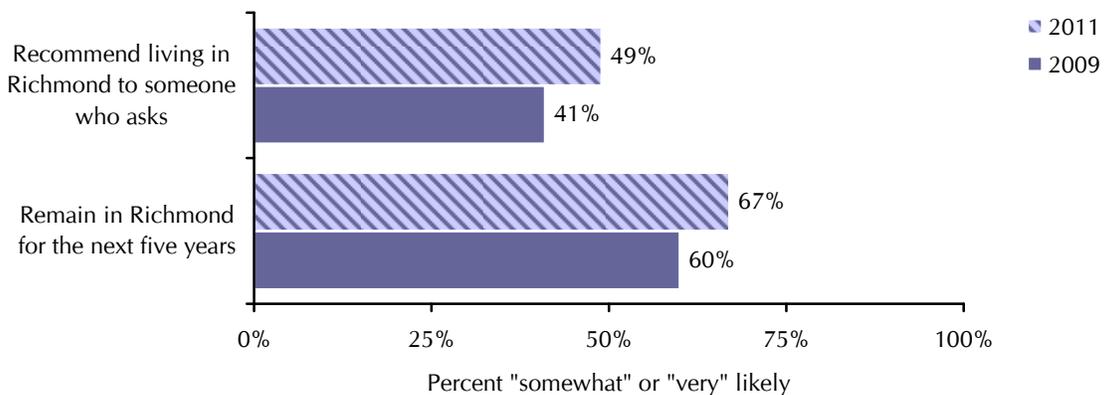


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Overall quality of life in Richmond	Much below	Much below
Your neighborhood as place to live	Much below	Much below
Richmond as a place to live	Much below	Much below
Recommend living in Richmond to someone who asks	Much below	Much below
Remain in Richmond for the next five years	Much below	Much 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 six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel and ease of rail or subway travel were given the most positive rating, followed by ease of bus travel in Richmond.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

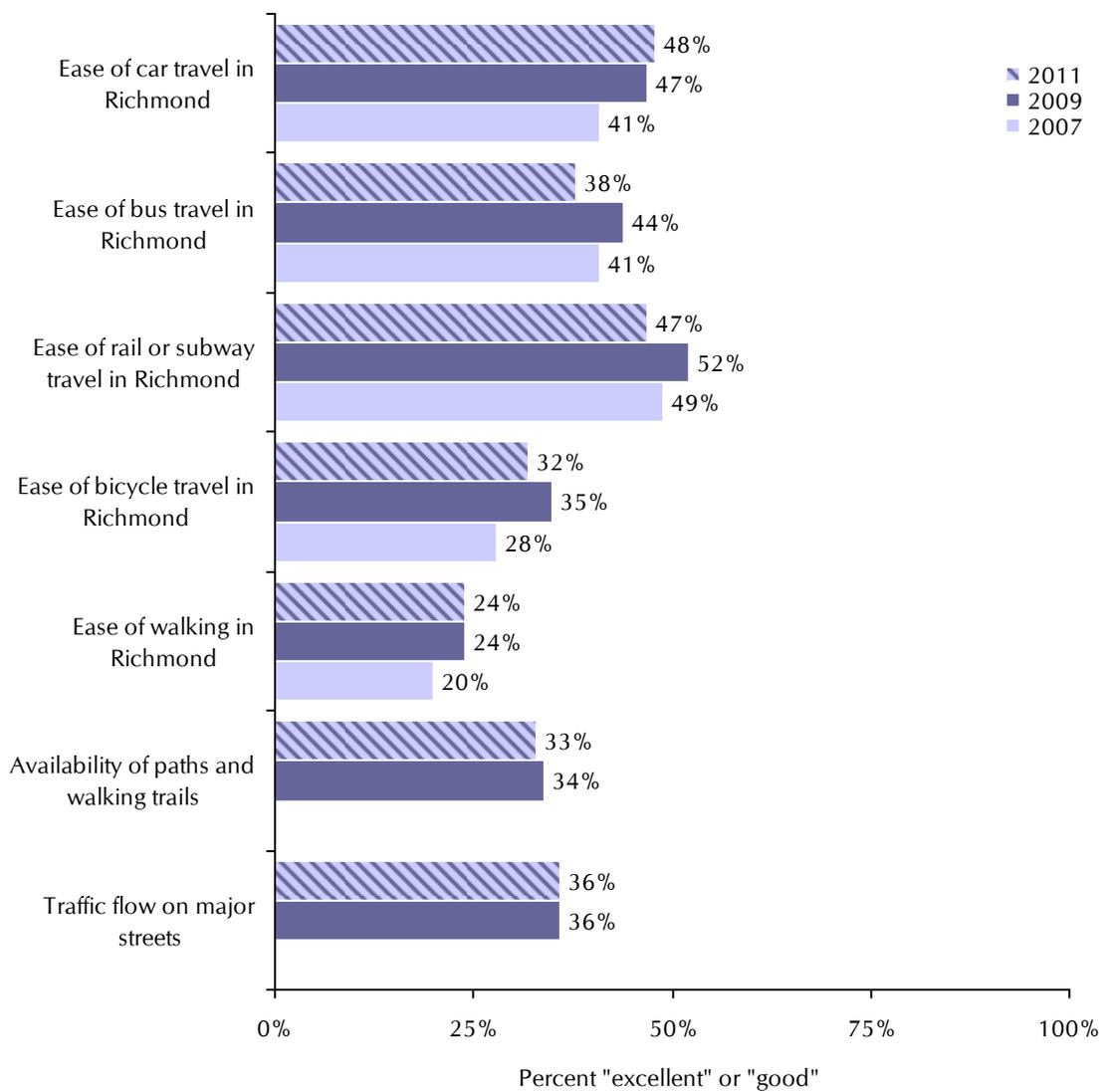


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Ease of car travel in Richmond	Much below	Below
Ease of bus travel in Richmond	Below	Below
Ease of rail or subway travel by in Richmond	Similar	Above
Ease of bicycle travel in Richmond	Much below	Much below
Ease of walking in Richmond	Much below	Much below
Availability of paths and walking trails	Much below	Much below
Traffic flow on major streets	Below	Similar

Seven transportation services were rated in Richmond. The rating for street cleaning had improved over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

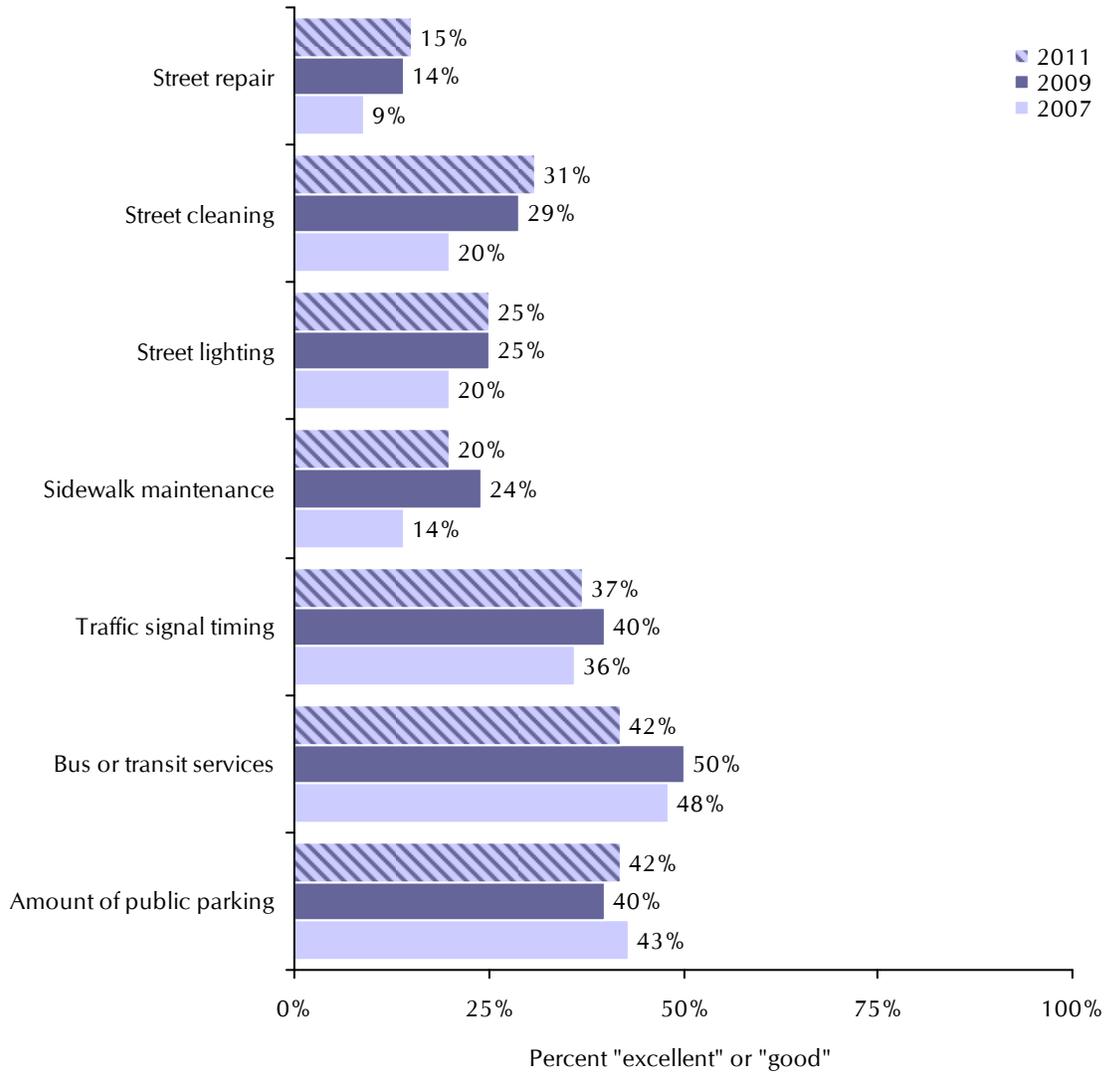


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Street repair	Much below	Much below
Street cleaning	Much below	Much below
Street lighting	Much below	Much below
Sidewalk maintenance	Much below	Much below
Traffic signal timing	Much below	Below
Bus or transit services	Below	Much below
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, 9% of work commute trips were made by transit, 1% by bicycle and 5% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

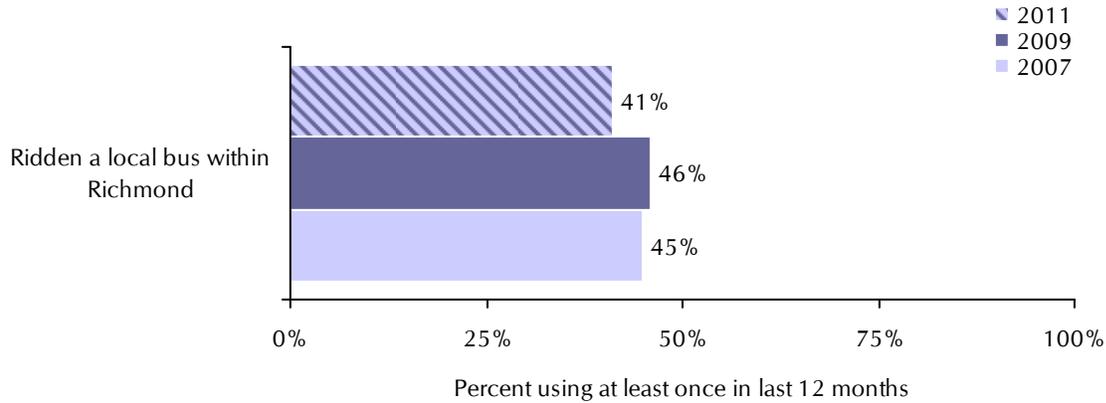


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Ridden a local bus within Richmond	Much more	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

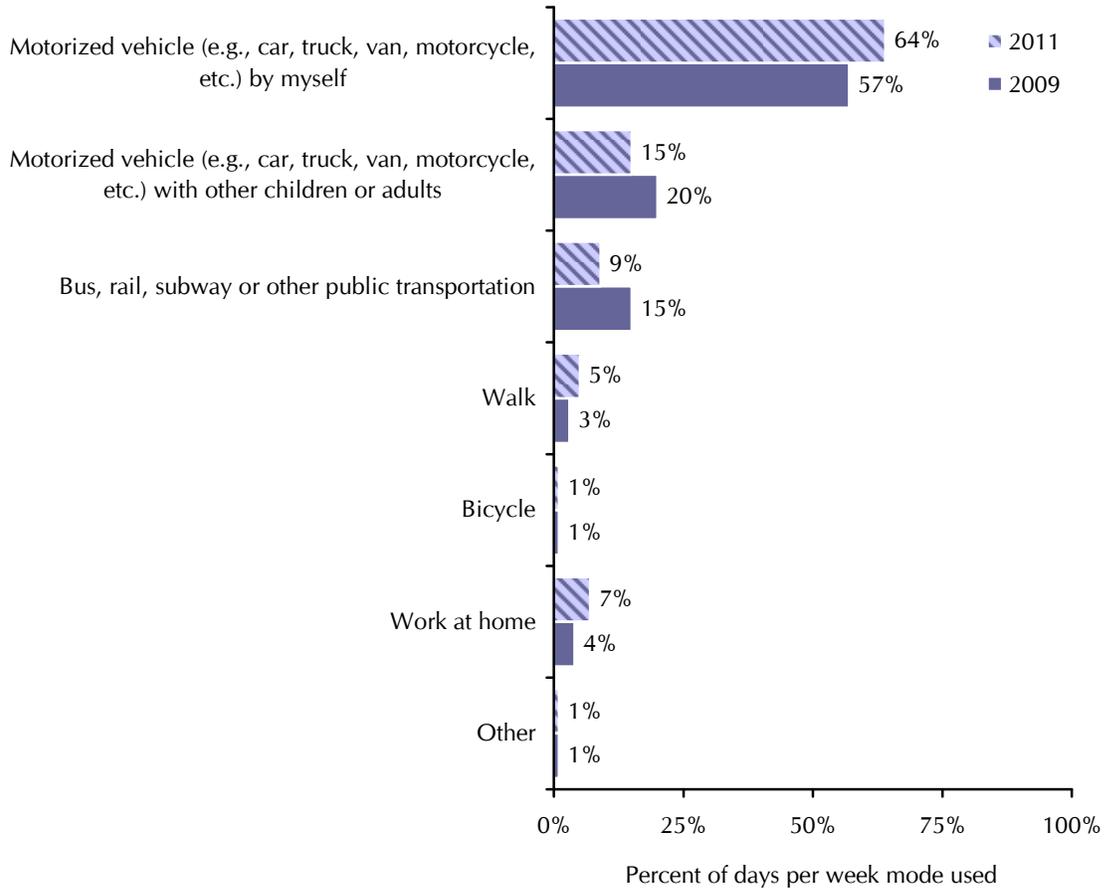


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Average percent of work commute trips made by driving alone	Much less	Much less

## 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 toward a single group, 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 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 31% of respondents, as was the variety of housing options. The rating of perceived affordable housing availability was worse in the City of Richmond than the ratings, on average, in comparison jurisdictions; however it had improved over time.

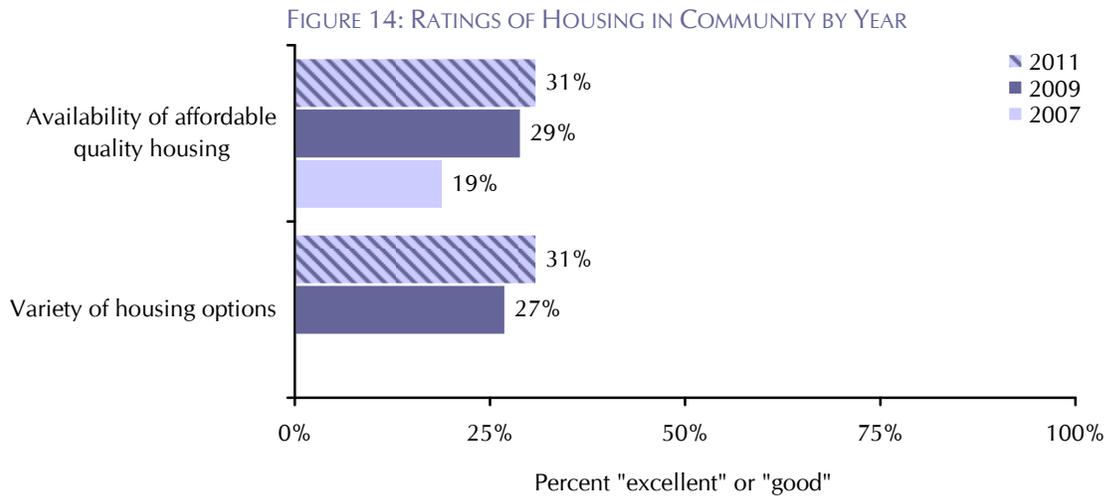


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Availability of affordable quality housing	Below	Below
Variety of housing options	Much below	Much 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. A majority of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

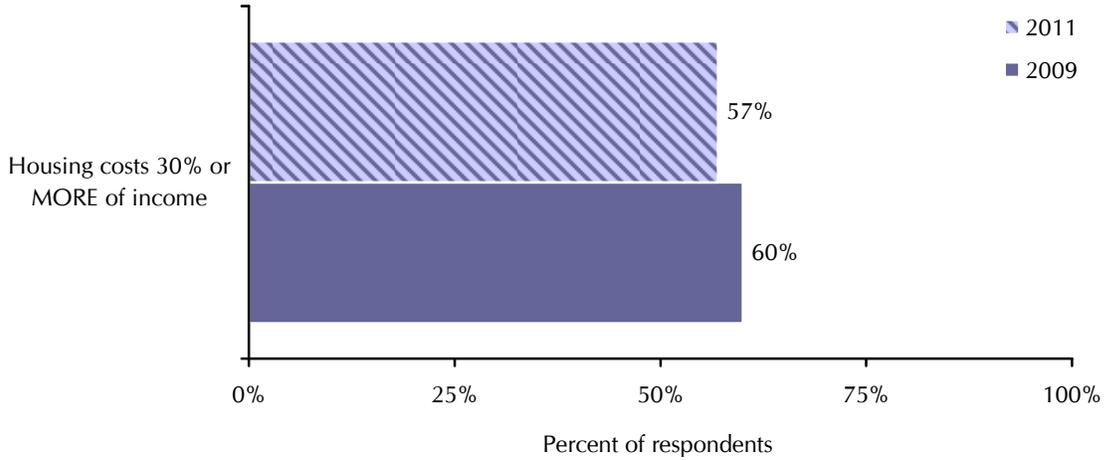


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more	Much 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" by 4% of respondents and as "good" by an additional 26%. The overall appearance of Richmond was rated as "excellent" or "good" by 18% of respondents and was lower than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Richmond, 48% thought they were a "major" problem. The ratings for land use planning, and zoning and code enforcement had improved over time.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

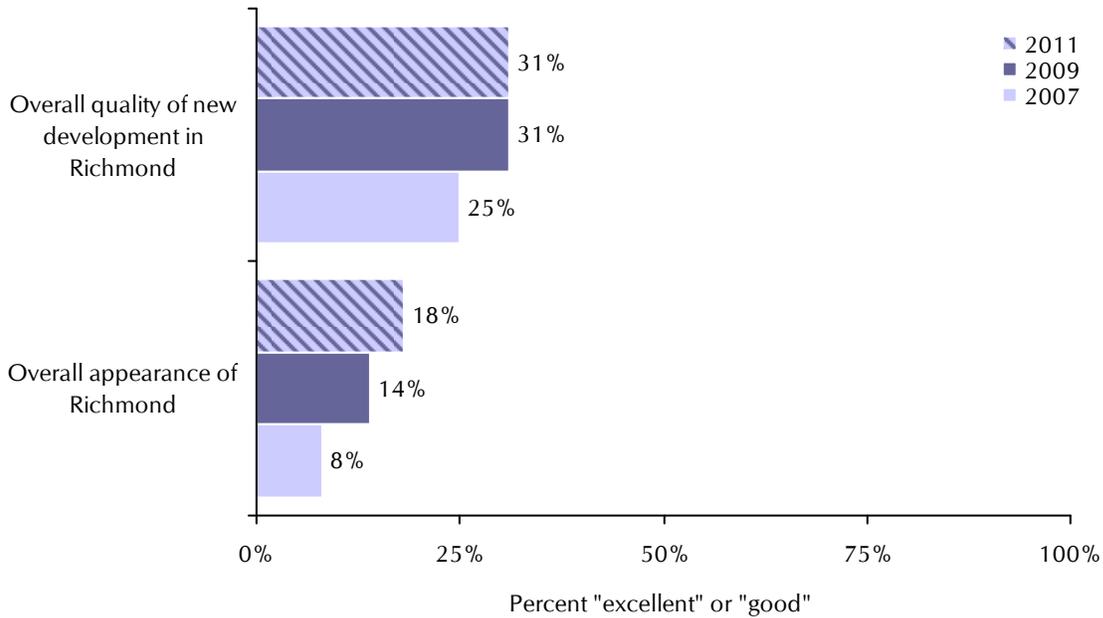


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Quality of new development in Richmond	Much below	Much below
Overall appearance of Richmond	Much below	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

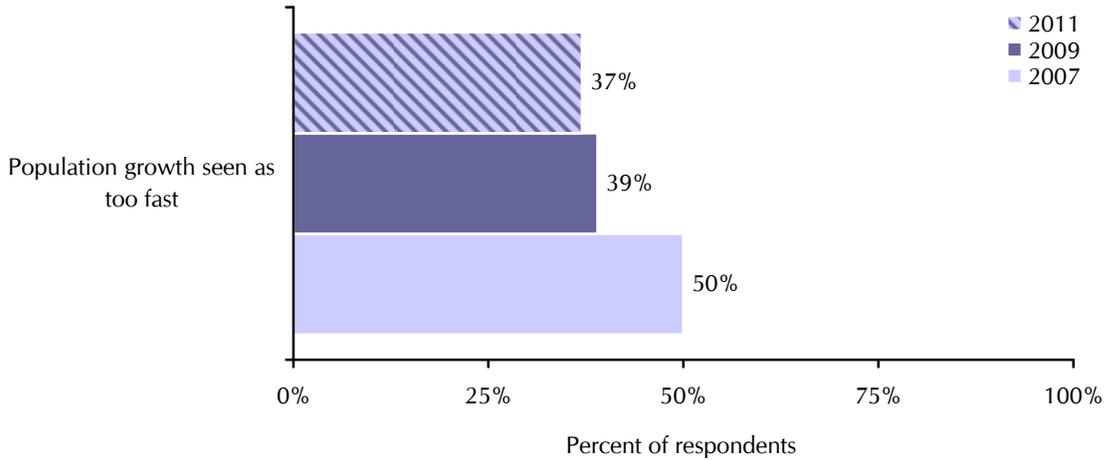


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Population growth seen as too fast	Much less	Less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

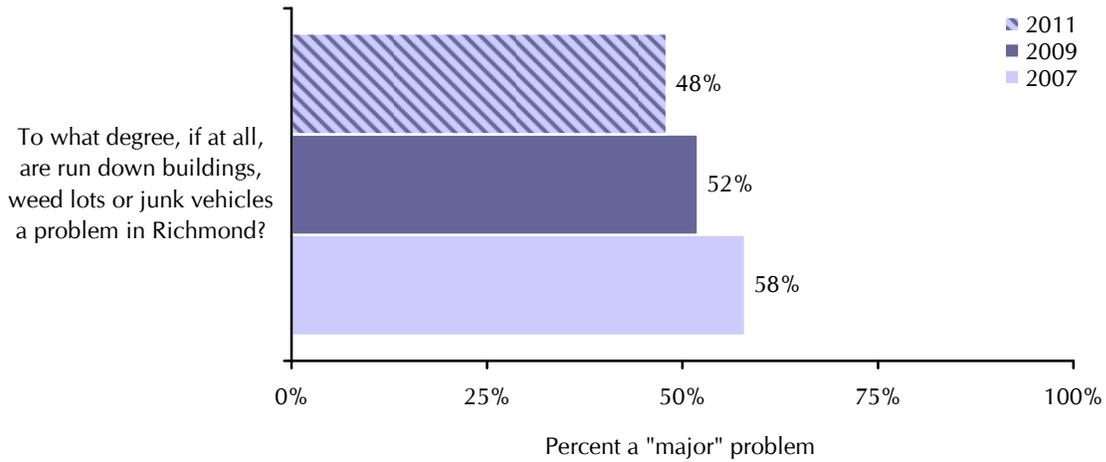


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much more	Much more

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

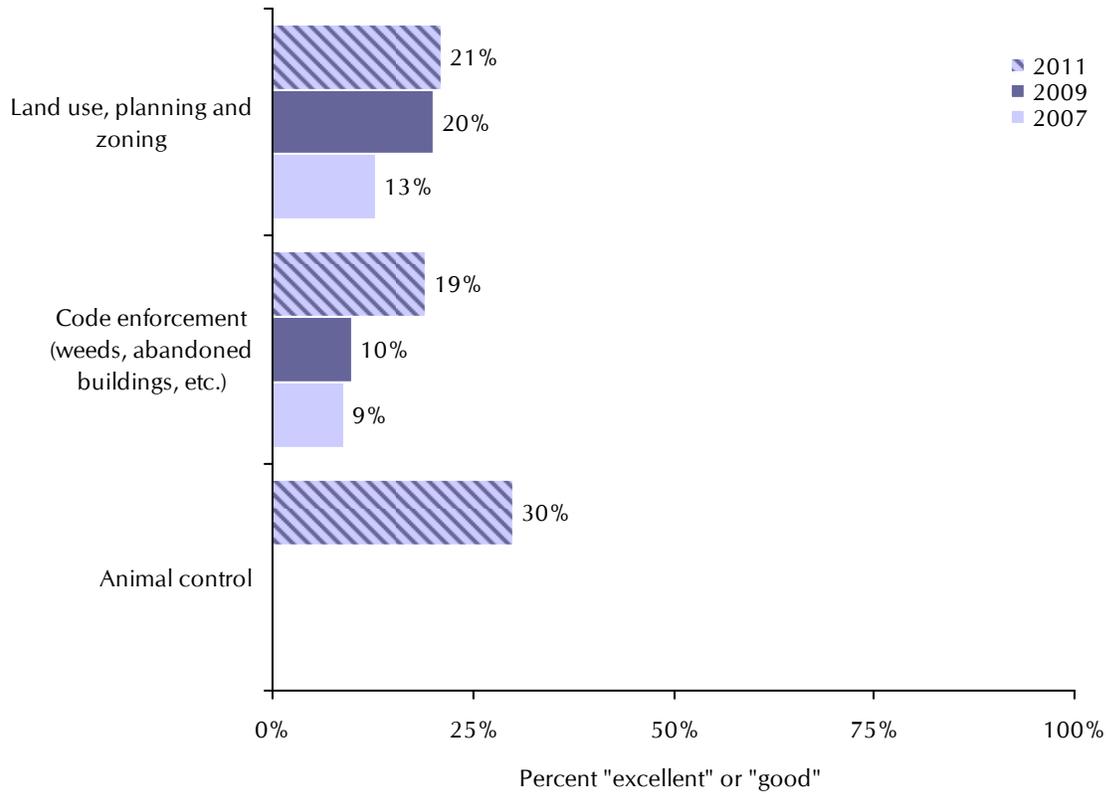


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Land use, planning and zoning	Much below	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below	Much below
Animal control	Much below	Much below

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

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, and that rating had improved over time. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

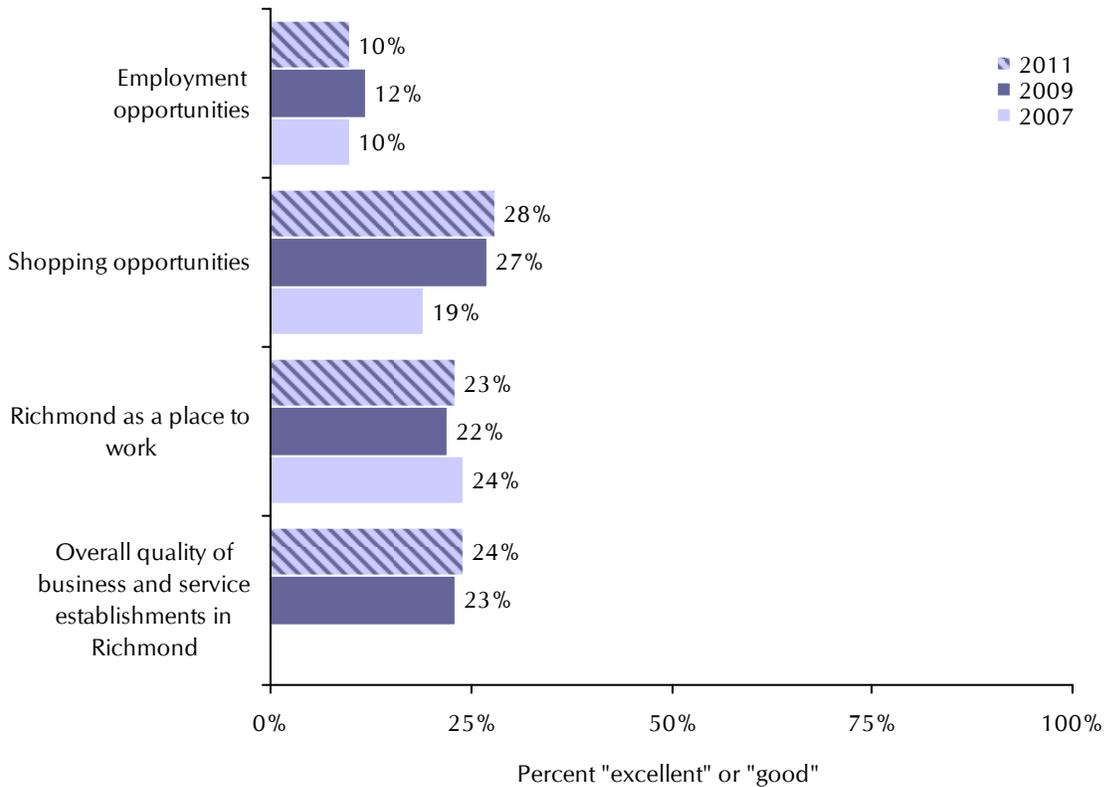


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Employment opportunities	Much below	Much below
Shopping opportunities	Much below	Much below
Richmond as a place to work	Much below	Much below
Overall quality of business and service establishments in Richmond	Much below	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Richmond, 92% responded that it was “too slow,” while 58% reported retail growth as “too slow.” Many more residents in Richmond compared to other jurisdictions believed that retail growth and jobs growth were too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

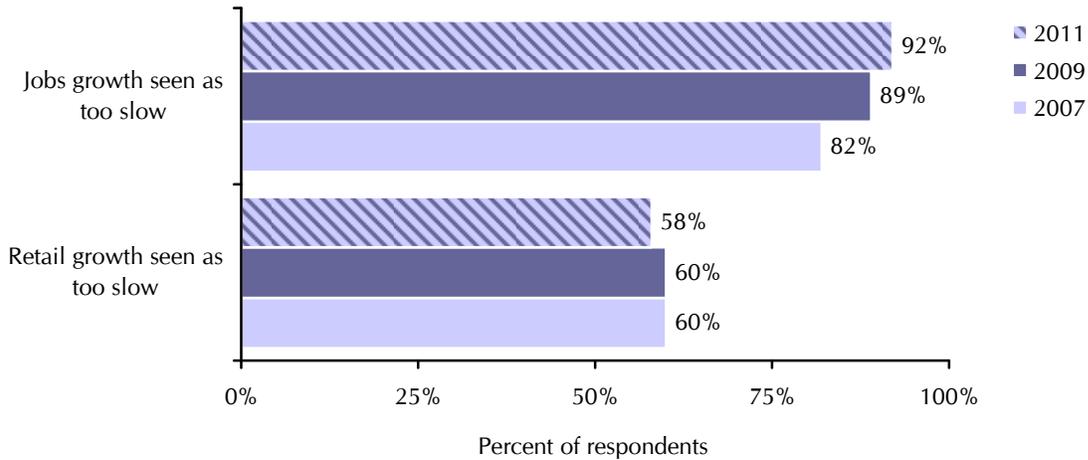


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

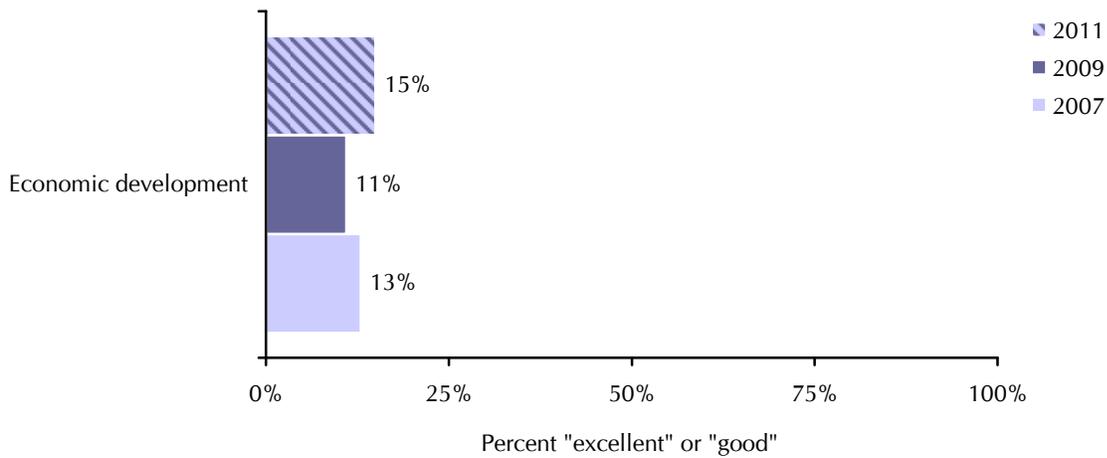


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Economic development	Much below	Much below

Residents were asked to reflect on their economic prospects in the near term. Nineteen percent of the City of Richmond residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was about the same as in comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

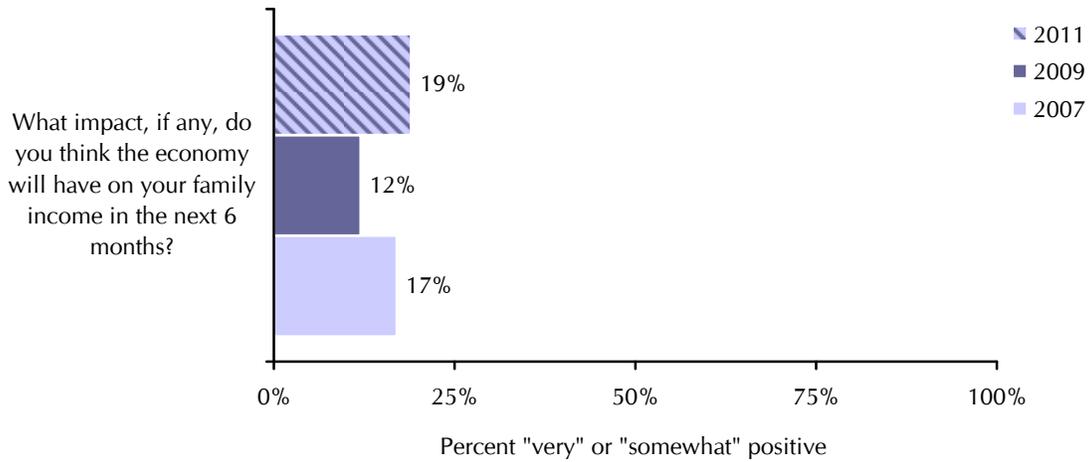


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Positive impact of economy on household income	Similar	Similar

## 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. About 15% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 17% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. The ratings for safety in neighborhoods and for safety in Richmond’s downtown area during the day had trended up over time.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

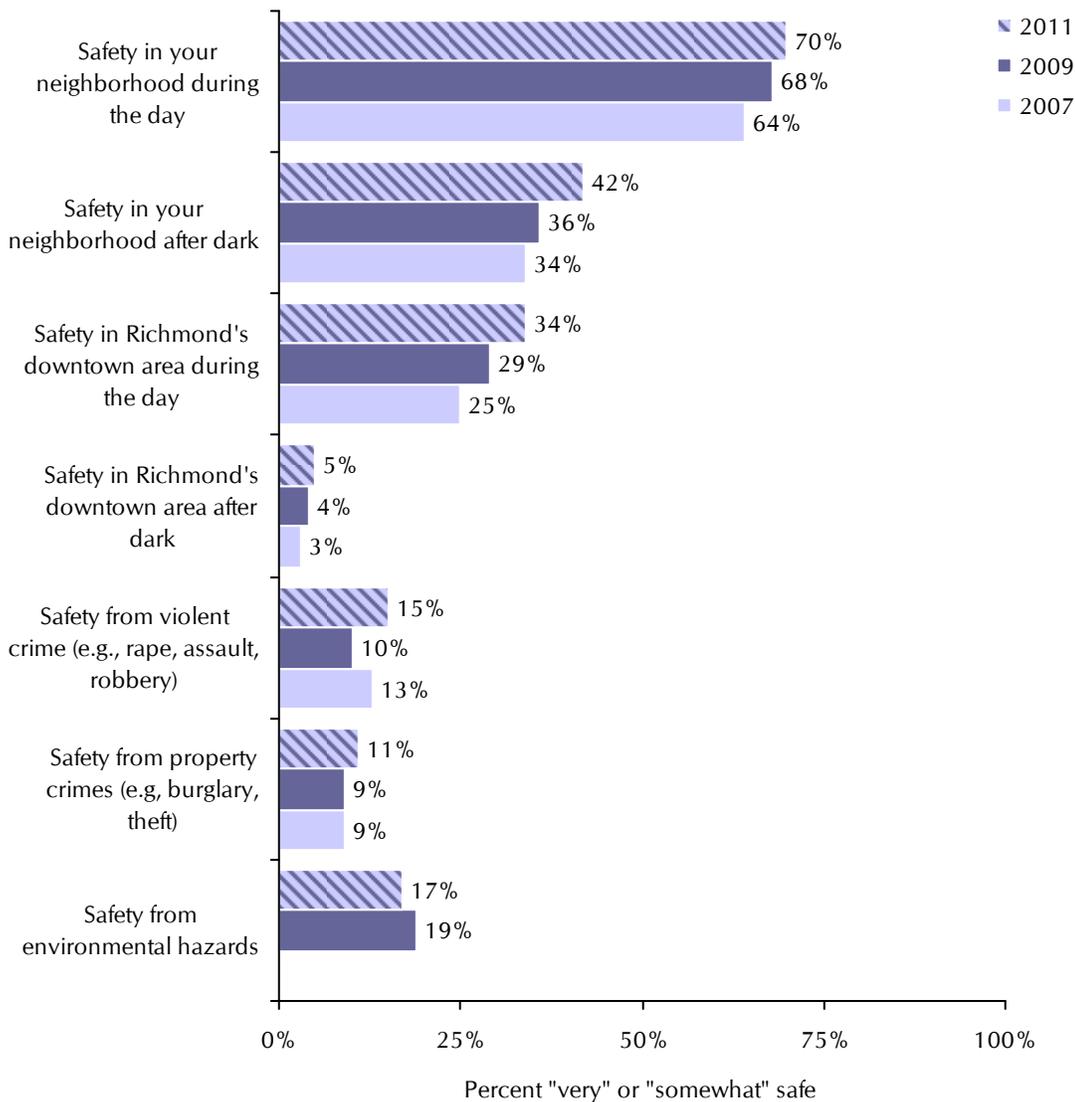


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
In your neighborhood during the day	Much below	Much below
In your neighborhood after dark	Much below	Much below
In Richmond's downtown area during the day	Much below	Much below
In Richmond's downtown area after dark	Much below	Much below
Violent crime (e.g., rape, assault, robbery)	Much below	Much below
Property crimes (e.g., burglary, theft)	Much below	Much below
Environmental hazards, including toxic waste	Much below	Much below

As assessed by the survey, 27% 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, 76% had reported it to police. Compared to other jurisdictions many more Richmond residents had been victims of crime in the 12 months preceding the survey and about the same percent of Richmond residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

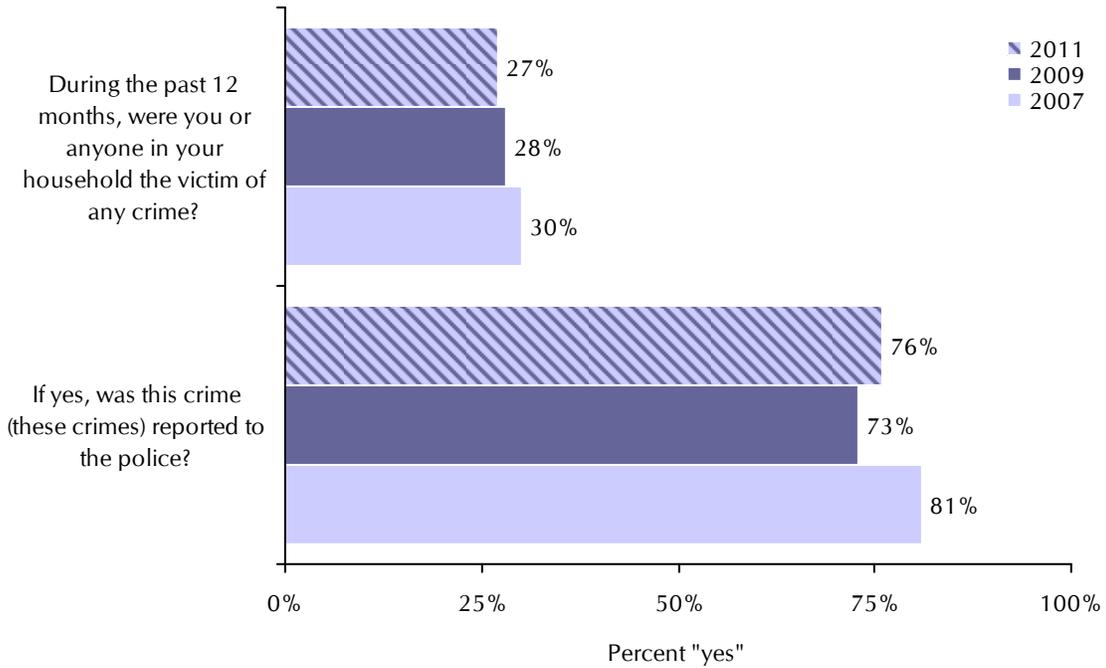


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Victim of crime	Much more	Much more
Reported crimes	Similar	Similar

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. The ratings for police services and crime prevention had increased over time.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

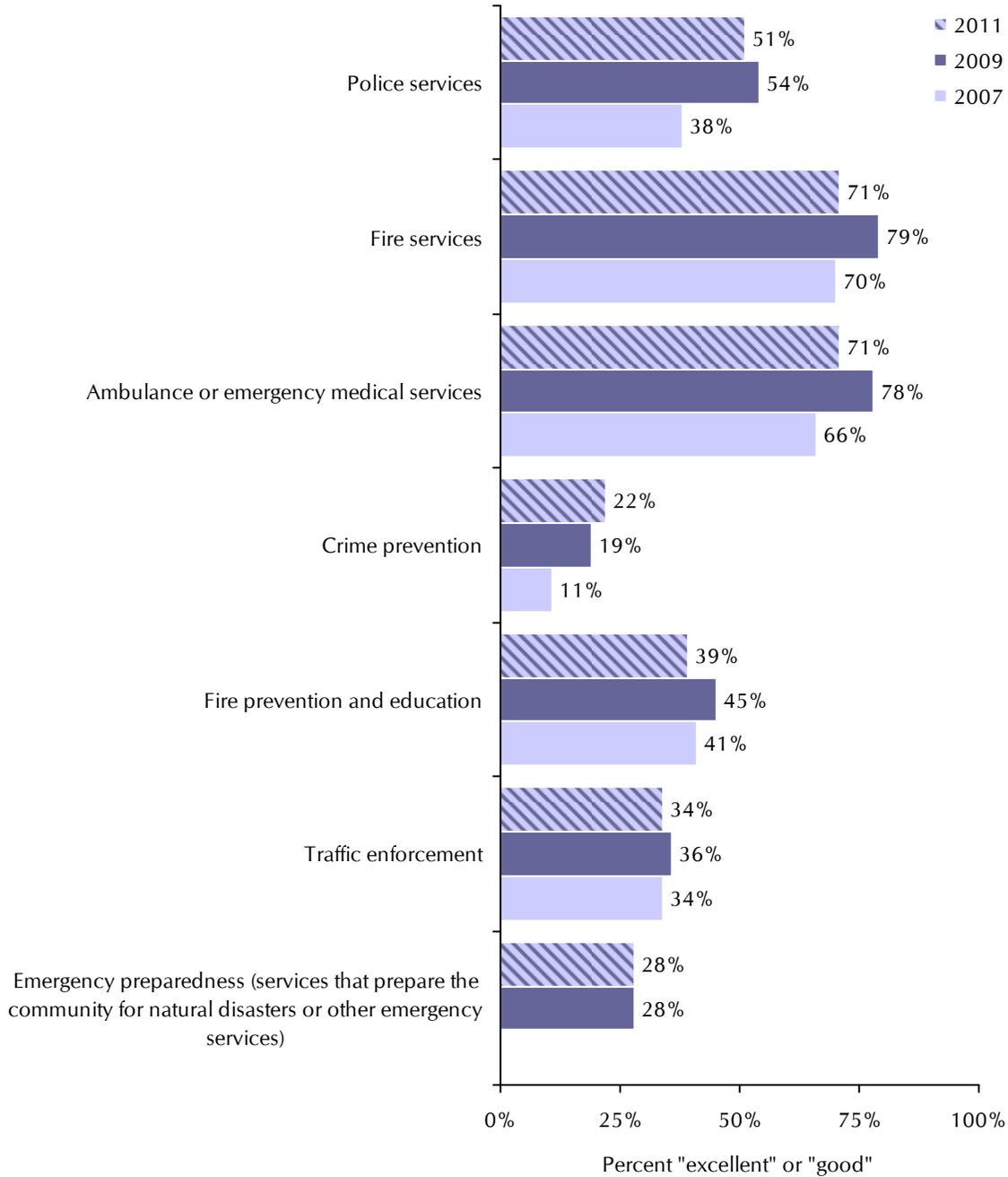


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Police services	Much below	Much below
Fire services	Much below	Much below
Ambulance or emergency medical services	Much below	Much below
Crime prevention	Much below	Much below
Fire prevention and education	Much below	Much below
Traffic enforcement	Much below	Much below
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below	Much 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 25% of survey respondents. Preservation of natural areas received the highest rating. Ratings were stable over time.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

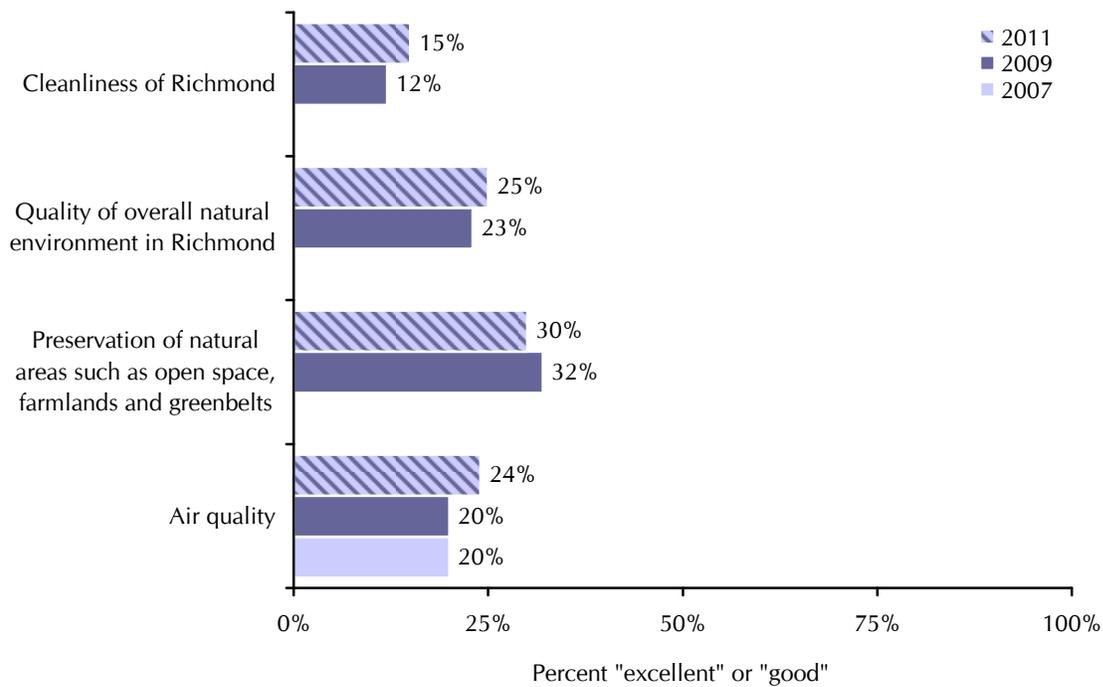


FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Cleanliness of Richmond	Much below	Much below
Quality of overall natural environment in Richmond	Much below	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Much below	Much below
Air quality	Much below	Much below

The rate of resident recycling was much higher than reported in comparison communities.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

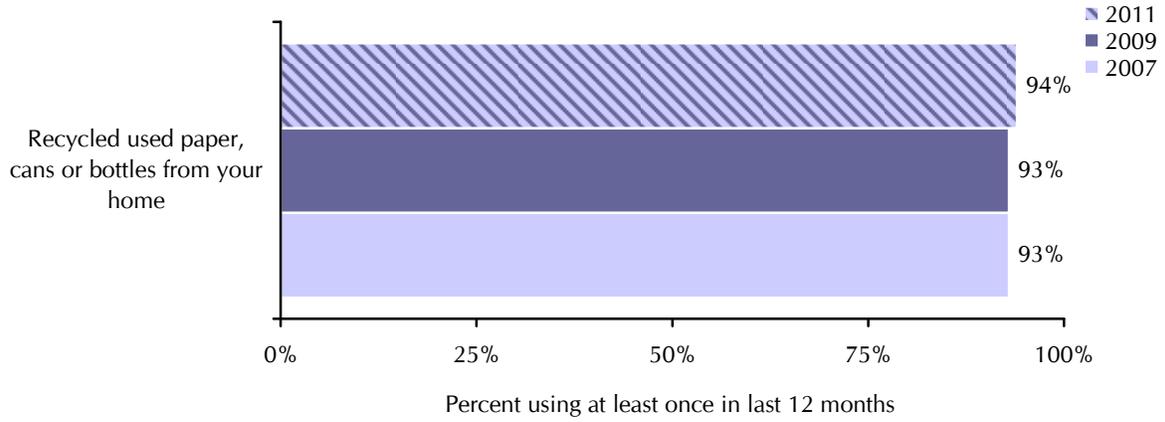


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the six utility services rated by those completing the questionnaire, one was similar and five were below the benchmark comparison. These service ratings trends were generally stable when compared to past surveys.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

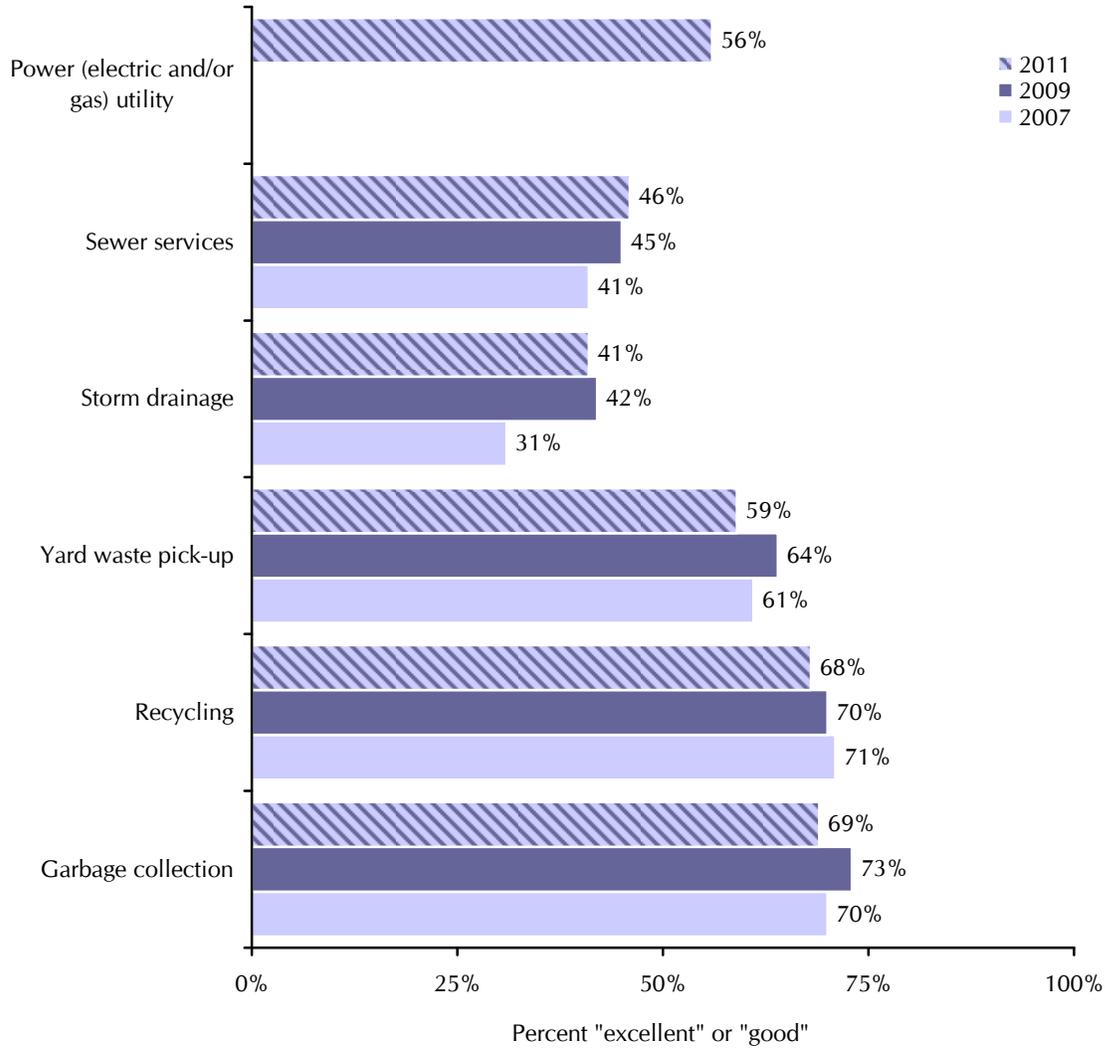


FIGURE 45: UTILITY SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Power (electric and/or gas) utility	Much below	Much below
Sewer services	Much below	Much below
Storm drainage	Much below	Much below
Yard waste pick-up	Much below	Below
Recycling	Similar	Similar
Garbage collection	Much below	Much 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.

Resident use of Richmond parks and recreation facilities can tell its own story about the attractiveness and accessibility of those services. The percent of residents that used Richmond recreation centers was smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Richmond was lower than use in comparison jurisdictions. The ratings for city parks, recreation programs or classes, and recreation centers or facilities had improved since 2007.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

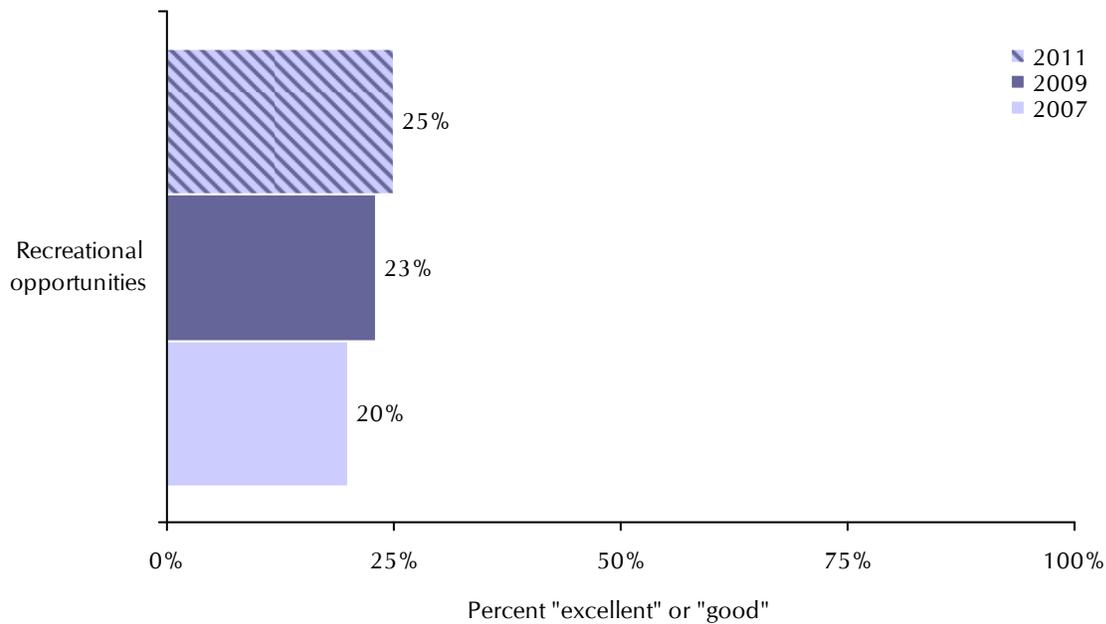


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Recreation opportunities	Much below	Much below

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

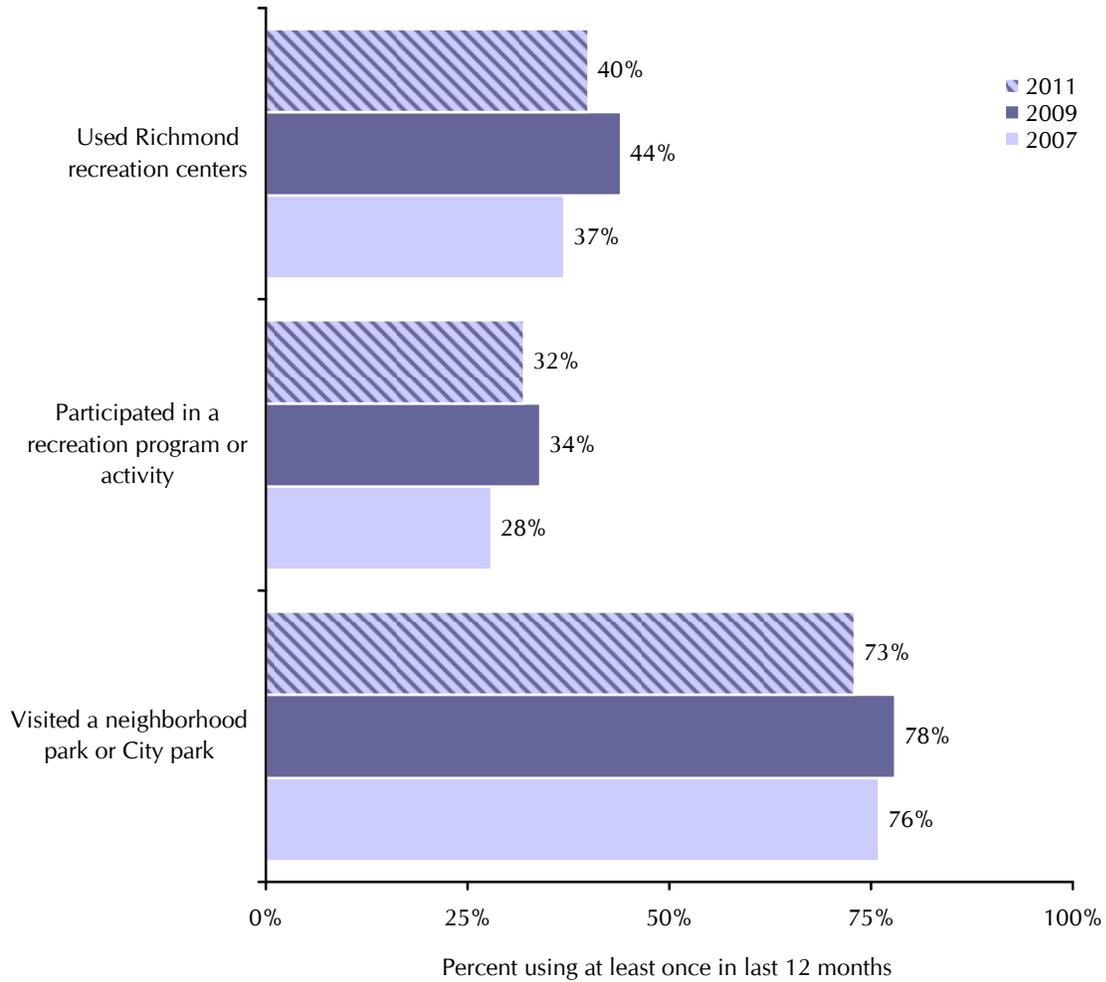


FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Used Richmond recreation centers	Much less	Much less
Participated in a recreation program or activity	Much less	Much less
Visited a neighborhood park or City park	Much less	Much less

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

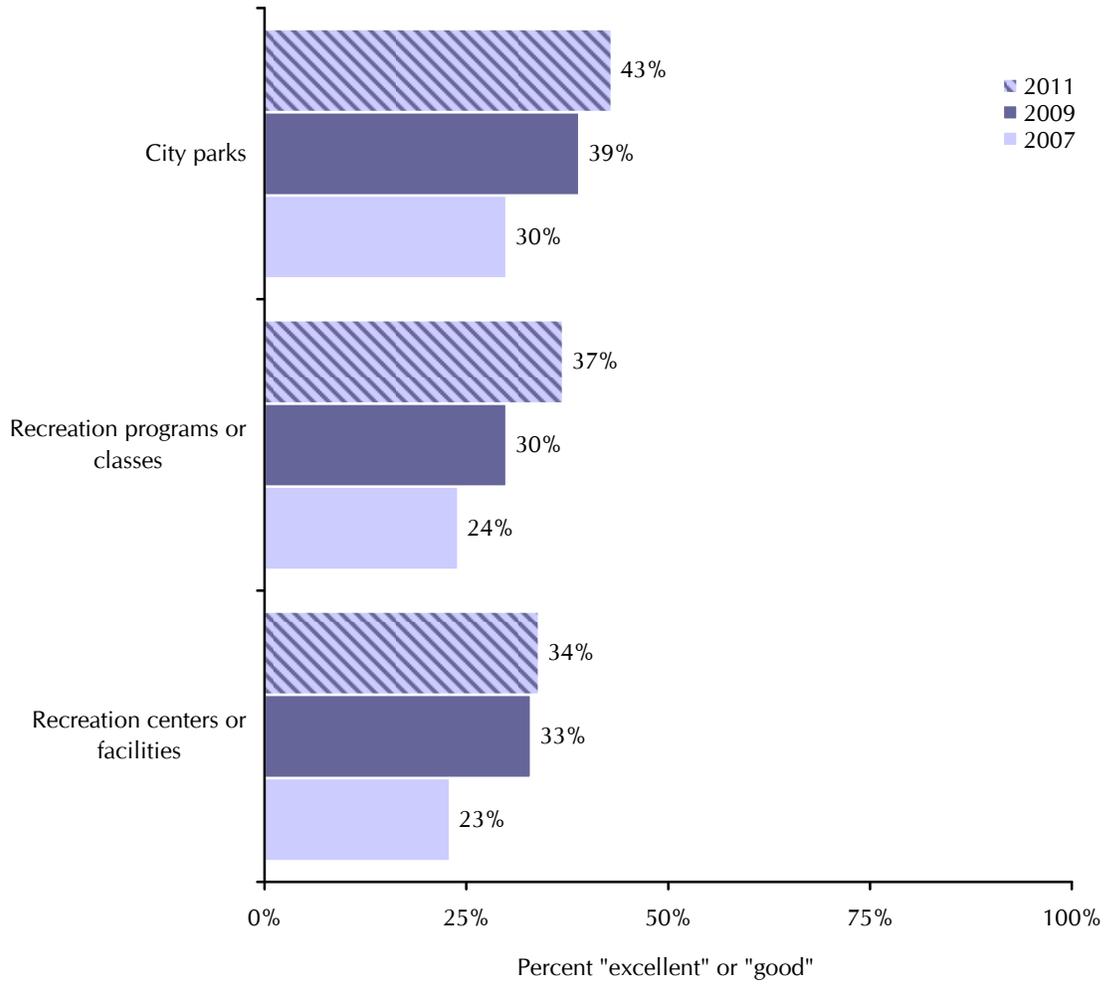


FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
City parks	Much below	Much below
Recreation programs or classes	Much below	Much below
Recreation centers or facilities	Much below	Much below

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. 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 were rated as “excellent” or “good” by 29% of respondents. Educational opportunities were rated as “excellent” or “good” by 17% of respondents.

About 59% of Richmond residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below that of comparison jurisdictions. The rating for public library services increased over time.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

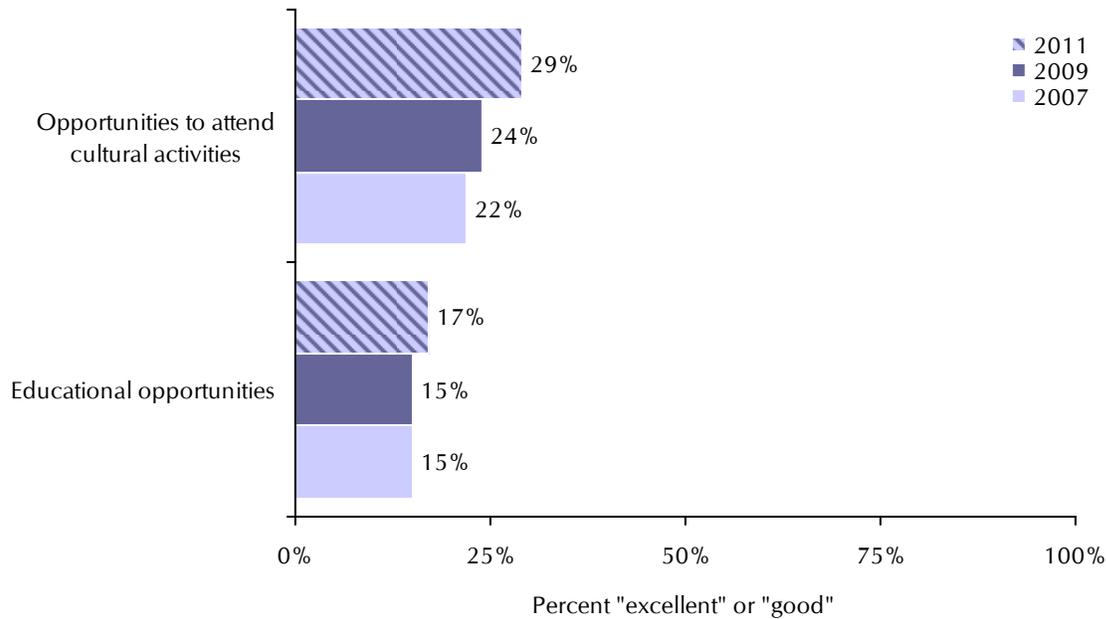


FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Opportunities to attend cultural activities	Much below	Much below
Educational opportunities	Much below	Much below

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

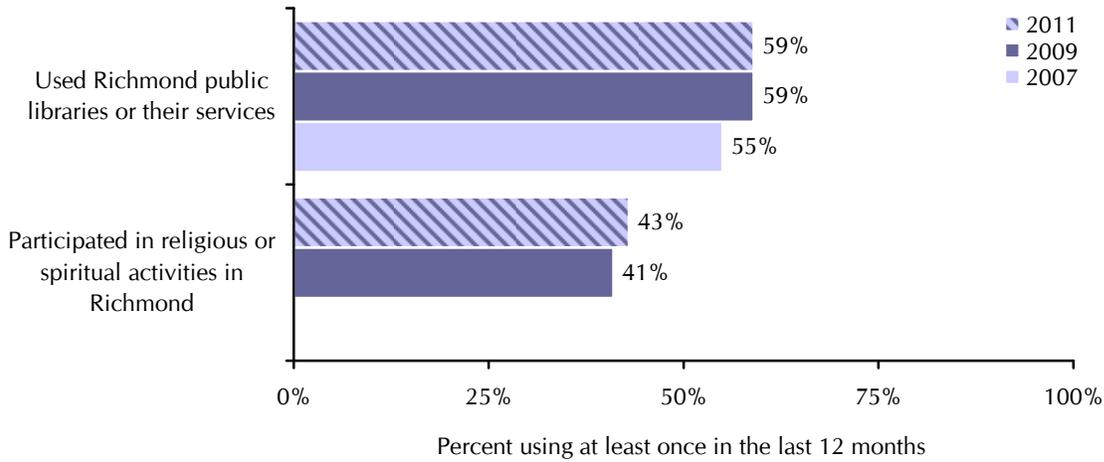


FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Used Richmond public libraries or their services	Much less	Much less
Participated in religious or spiritual activities in Richmond	Much less	Much less

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

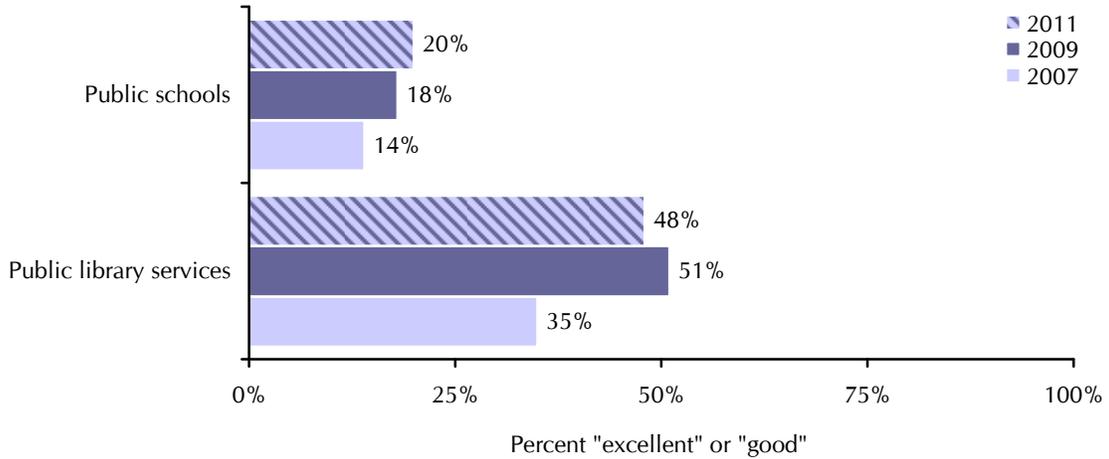


FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Public schools	Much below	Much below
Public library services	Much below	Much 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.

Among Richmond residents, 27% rated affordable quality health care as "excellent" or "good." Those ratings were stable over time.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

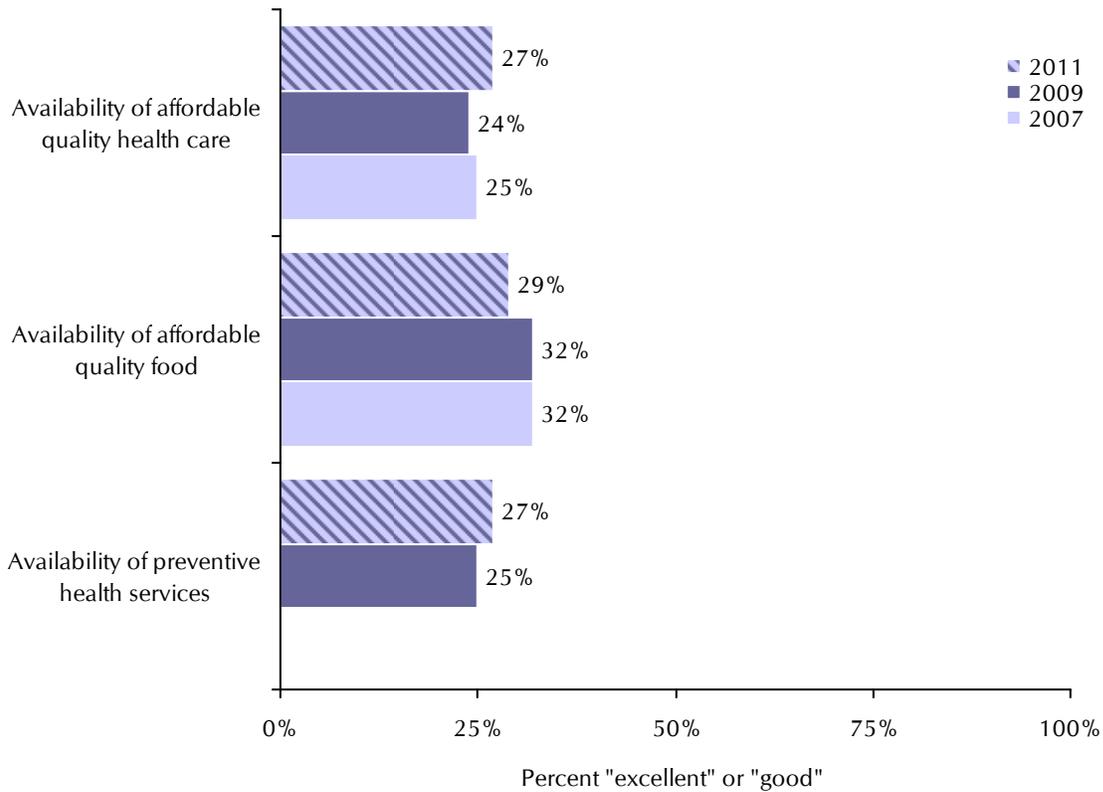


FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Availability of affordable quality health care	Much below	Much below
Availability of affordable quality food	Much below	Much below
Availability of preventive health services	Much below	Much below

FIGURE 60: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

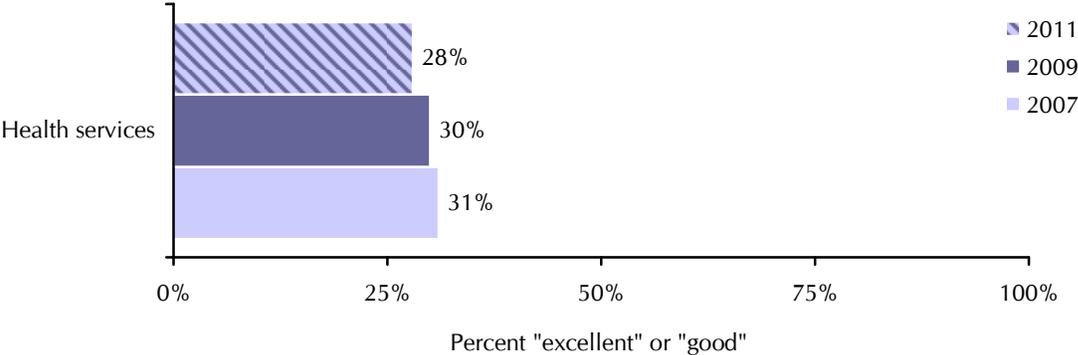


FIGURE 61: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Health services	Much below	Much 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.

About four in ten residents 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. Sense of community had increased since 2007.

FIGURE 62: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

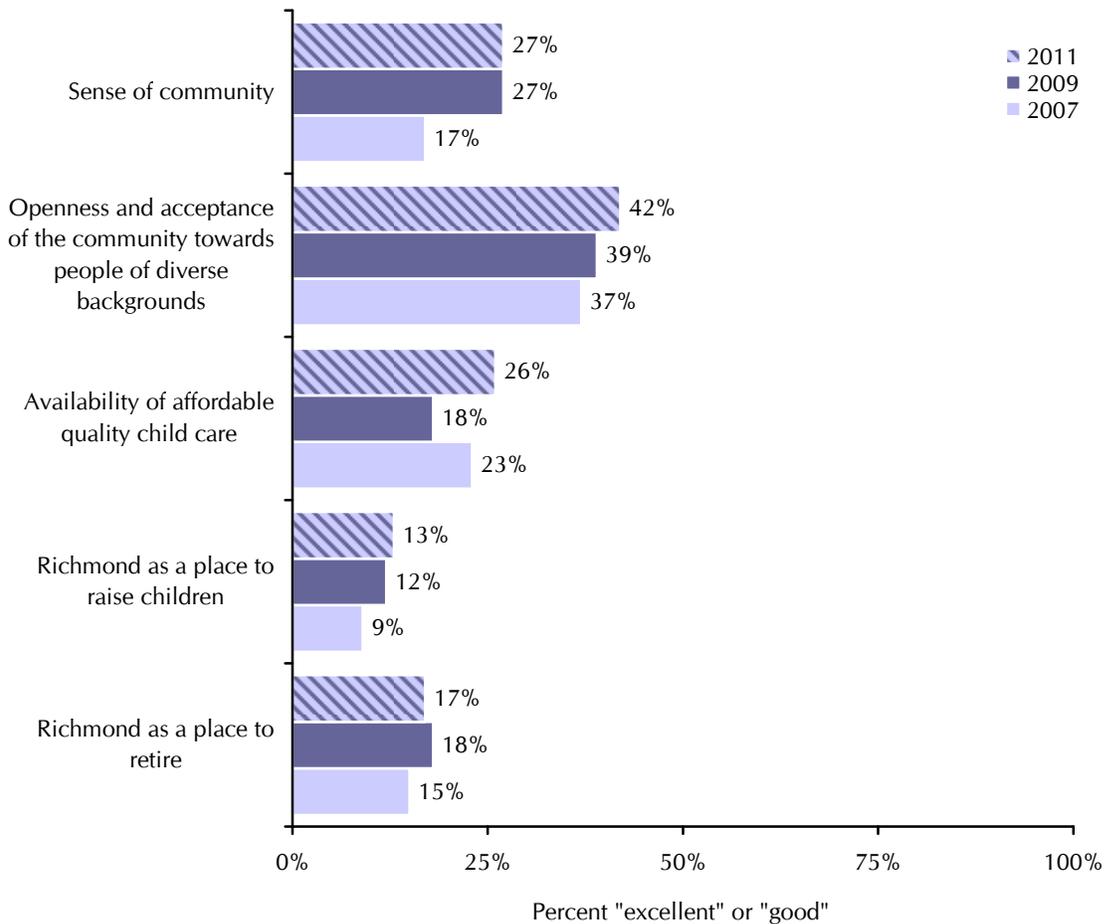


FIGURE 63: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Sense of community	Much below	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Much below	Much below
Availability of affordable quality child care	Much below	Much below
Richmond as a place to raise kids	Much below	Much below
Richmond as a place to retire	Much below	Much below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 21% to 33% with ratings of “excellent” or “good.”

FIGURE 64: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

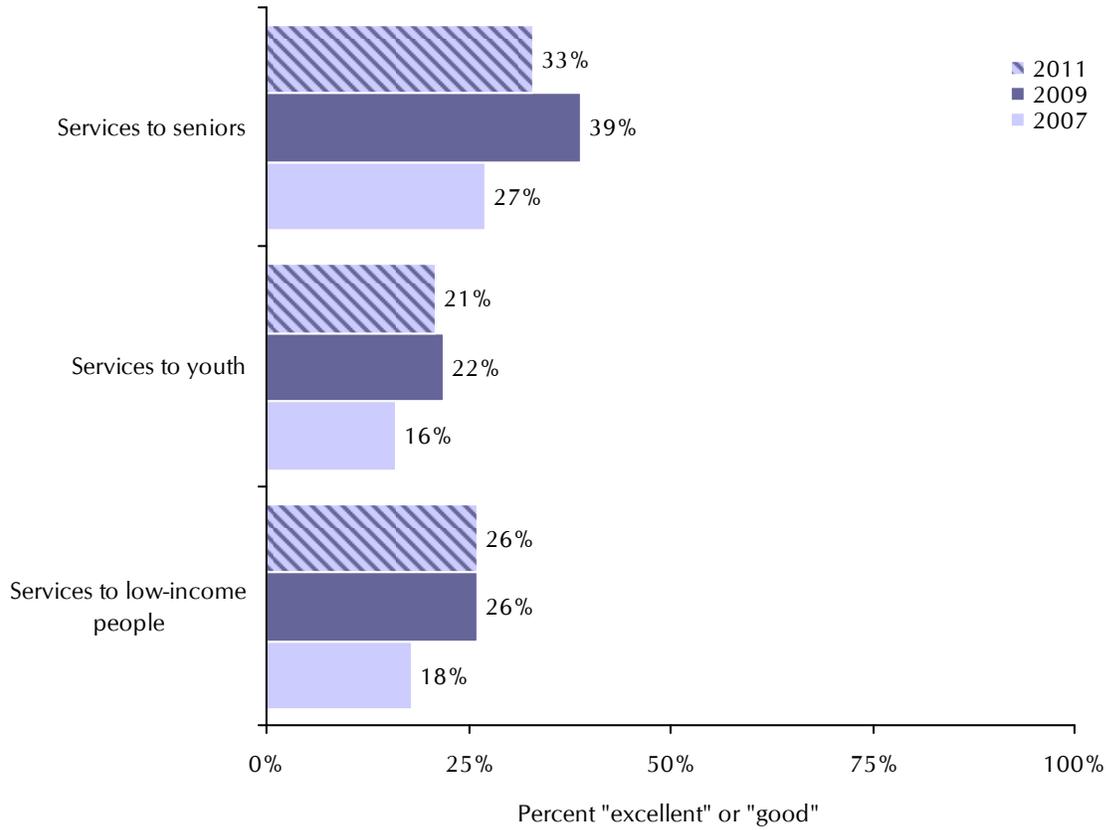


FIGURE 65: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Services to seniors	Much below	Much below
Services to youth	Much below	Much below
Services to low income people	Much below	Much below

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff 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.

Ratings of civic engagement opportunities were lower than ratings from comparison jurisdictions where these questions were asked. The rating for opportunities to volunteer increased from 2009 to 2011.

FIGURE 66: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

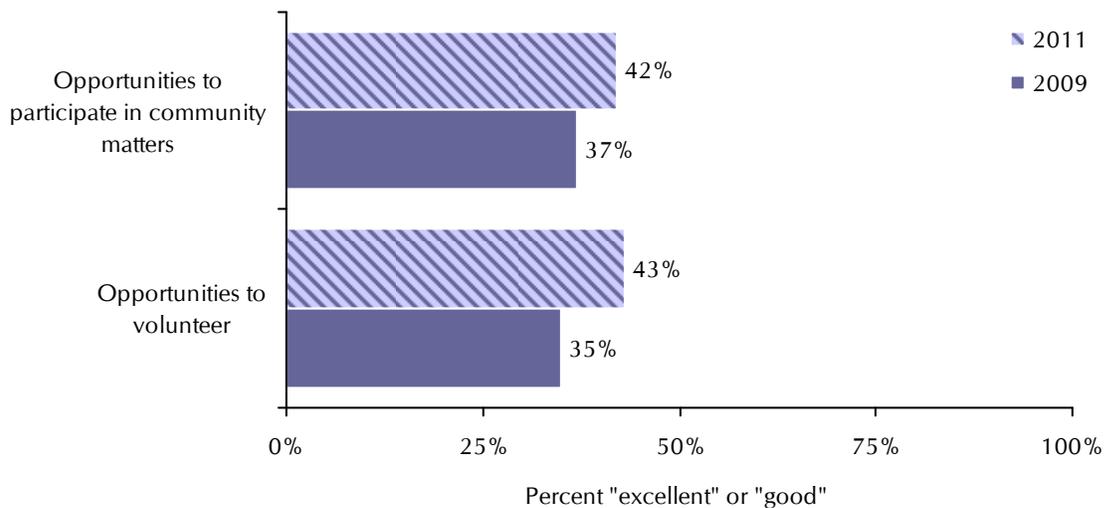


FIGURE 67: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Opportunities to participate in community matters	Much below	Much below
Opportunities to volunteer	Much below	Much 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.

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

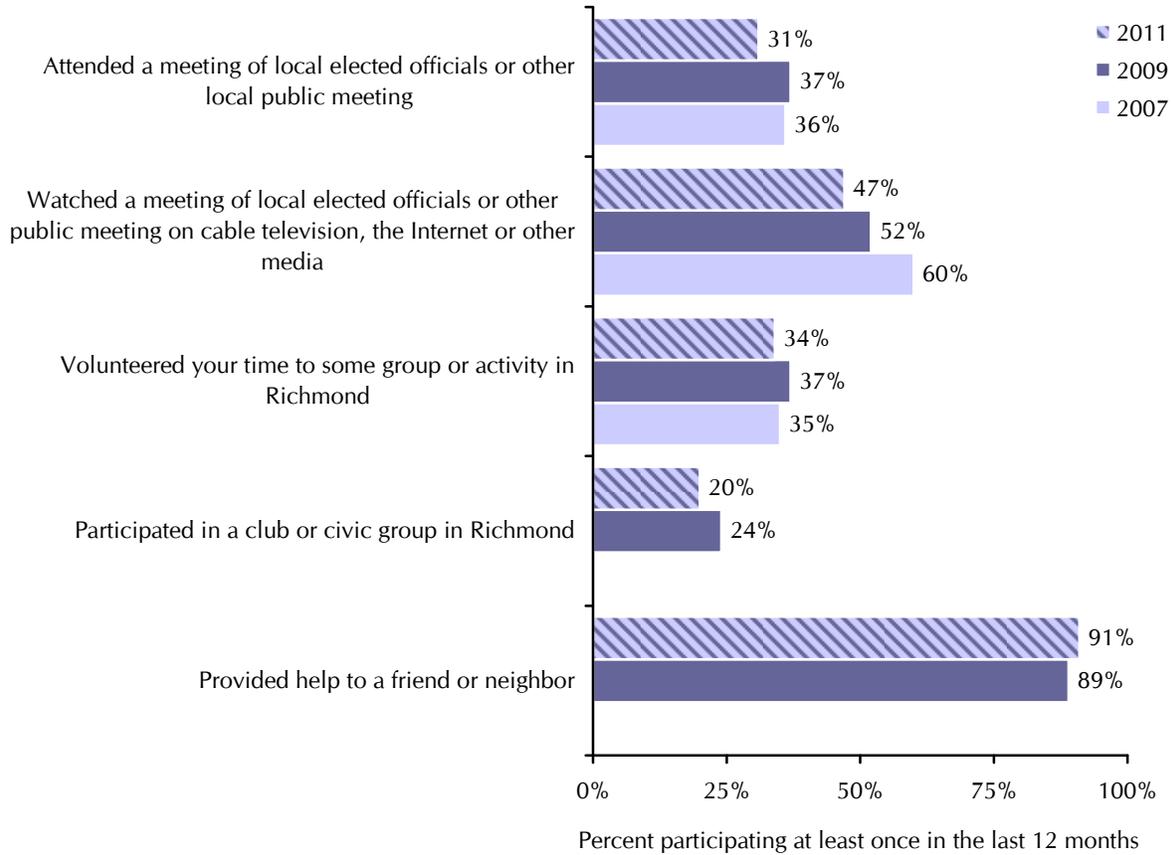
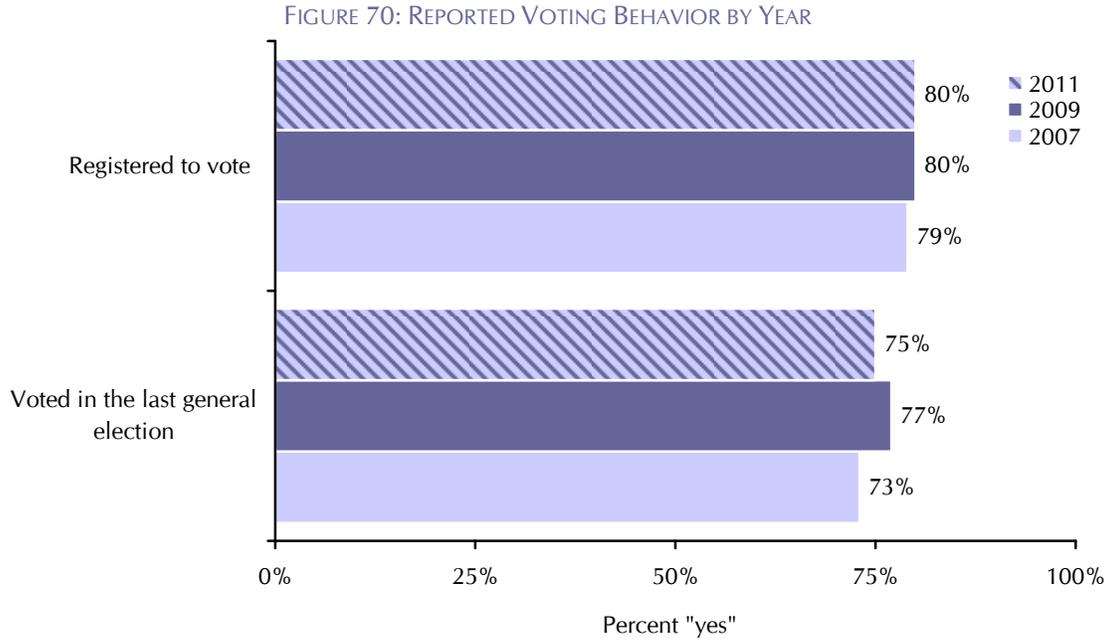


FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Attended a meeting of local elected officials or other local public meeting	More	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	More	Similar
Volunteered your time to some group or activity in Richmond	Much less	Much less
Participated in a club or civic group in Richmond	Much less	Much less
Provided help to a friend or neighbor	Less	Less

<sup>1</sup> Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

Eighty percent of Richmond residents reported they were registered to vote and 75% indicated they had voted in the last general election.



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 71: VOTING BEHAVIOR BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Registered to vote	Much less	Much less
Voted in last general election	Less	Less

## 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, 56% reported they had done so at least once. Public information services had improved over time.

FIGURE 72: USE OF INFORMATION SOURCES BY YEAR

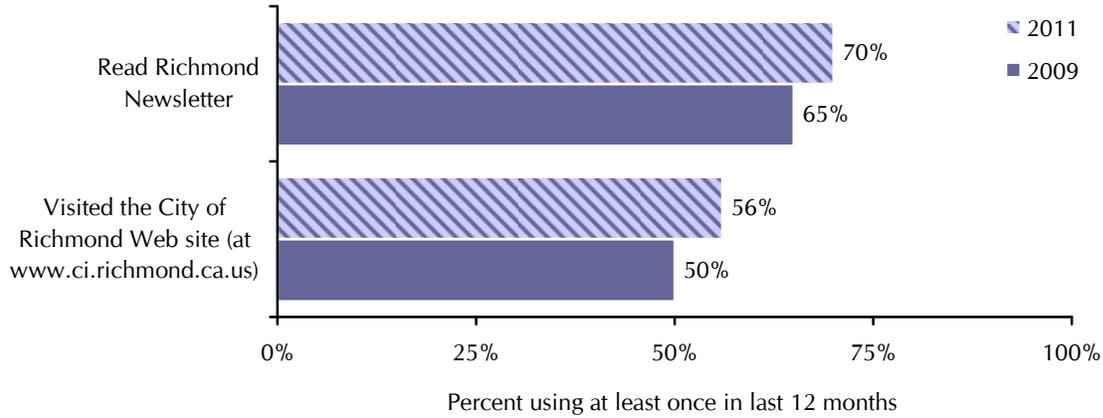


FIGURE 73: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Read Richmond Newsletter	Much less	Less
Visited the City of Richmond Web site	Less	Similar

FIGURE 74: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

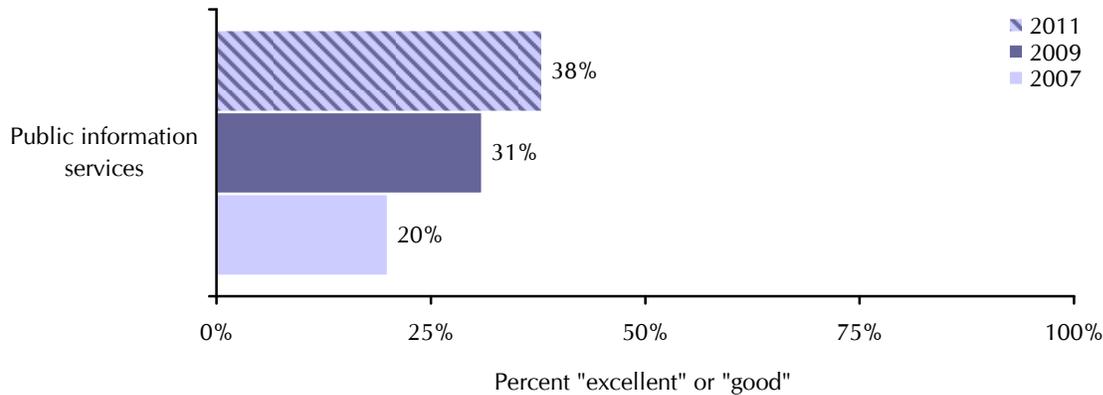


FIGURE 75: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Public information services	Much below	Much below

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 26% of respondents, while more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 76: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

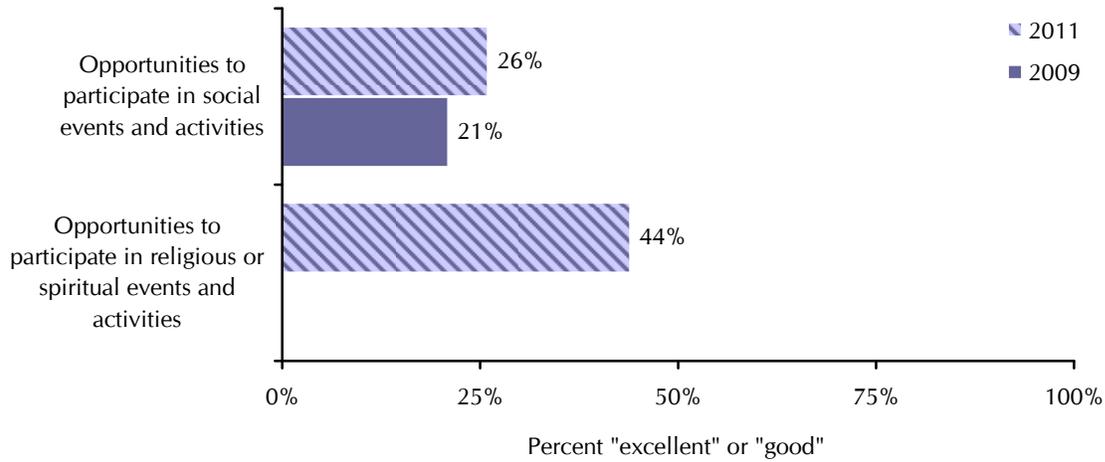


FIGURE 77: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Opportunities to participate in social events and activities	Much below	Much below
Opportunities to participate in religious or spiritual events and activities	Much below	Much below

Close to half or Richmond residents indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

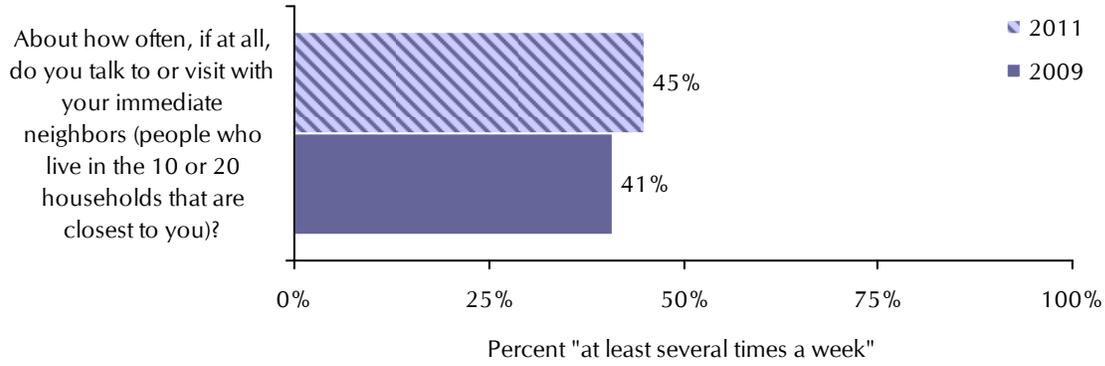


FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

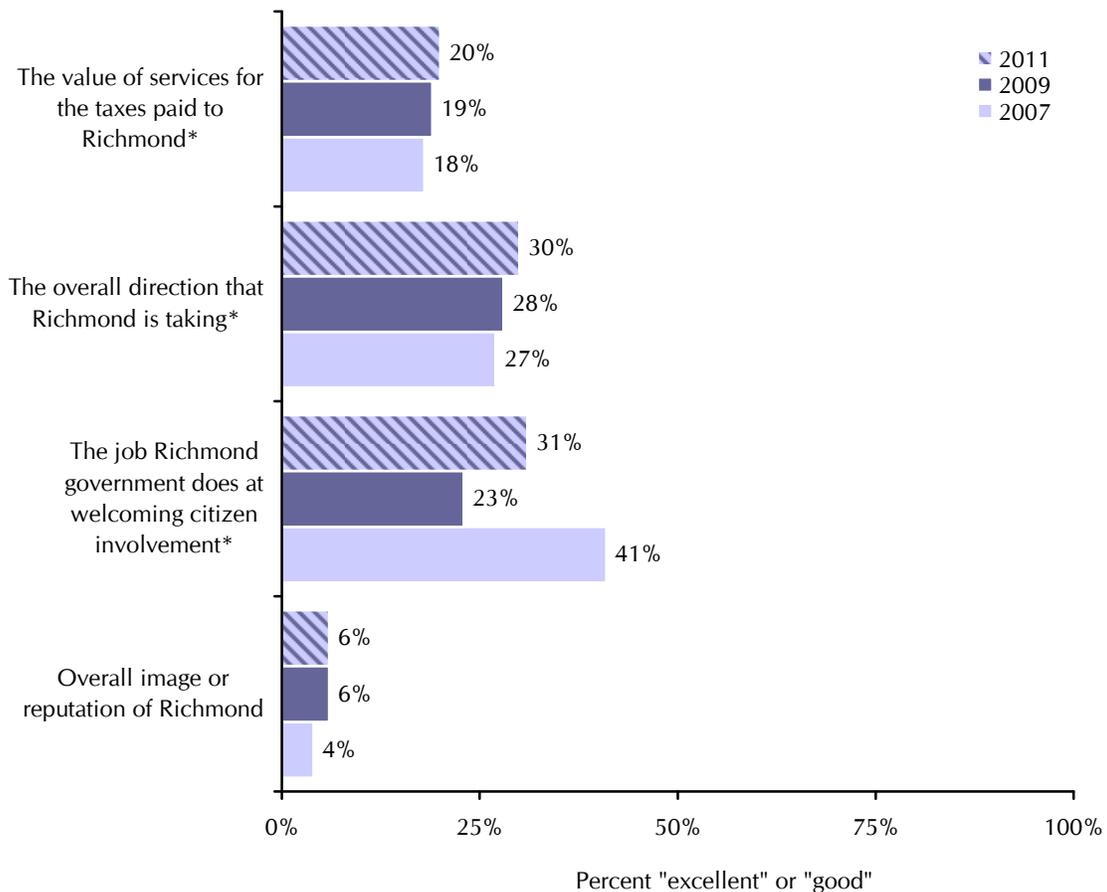
	National comparison	Median income \$20,000 to \$44,000 comparison
Has contact with neighbors at least several times per week	Less	Less

## 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 welcoming citizen involvement, 31% rated it as "excellent" or "good."

FIGURE 80: PUBLIC TRUST RATINGS BY YEAR



\* For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 81: PUBLIC TRUST BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Value of services for the taxes paid to Richmond	Much below	Much below
The overall direction that Richmond is taking	Much below	Much below
Job Richmond government does at welcoming citizen involvement	Much below	Much below
Overall image or reputation of Richmond	Much below	Much below

The overall quality of services delivered by the City of Richmond was rated as “excellent” or “good” by 29% of survey participants. Ratings of overall City services had improved since 2007.

FIGURE 82: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

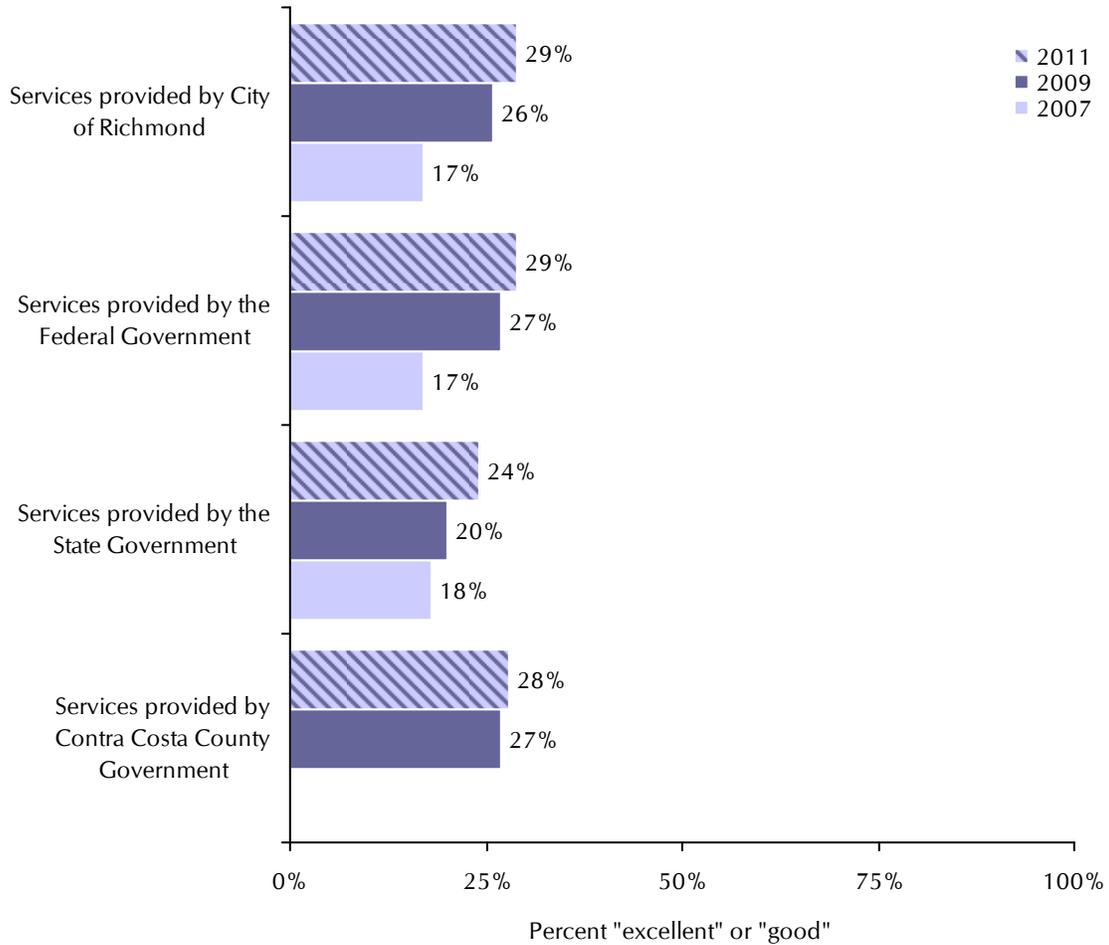


FIGURE 83: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Services provided by the City of Richmond	Much below	Much below
Services provided by the Federal Government	Much below	Much below
Services provided by the State Government	Much below	Much below
Services provided by Contra Costa County Government	Much below	Much 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, over the phone or via email in the last 12 months; the 43% who reported that they had been in contact (a percent that is lower than the benchmark comparisons) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated favorably; 61% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than in past surveys.

FIGURE 84: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

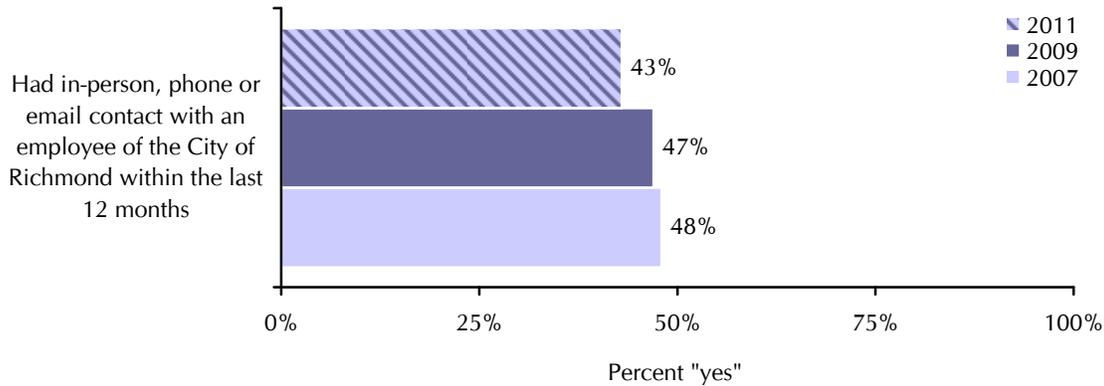


FIGURE 85: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Had contact with City employee(s) in last 12 months	Much less	Much less

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

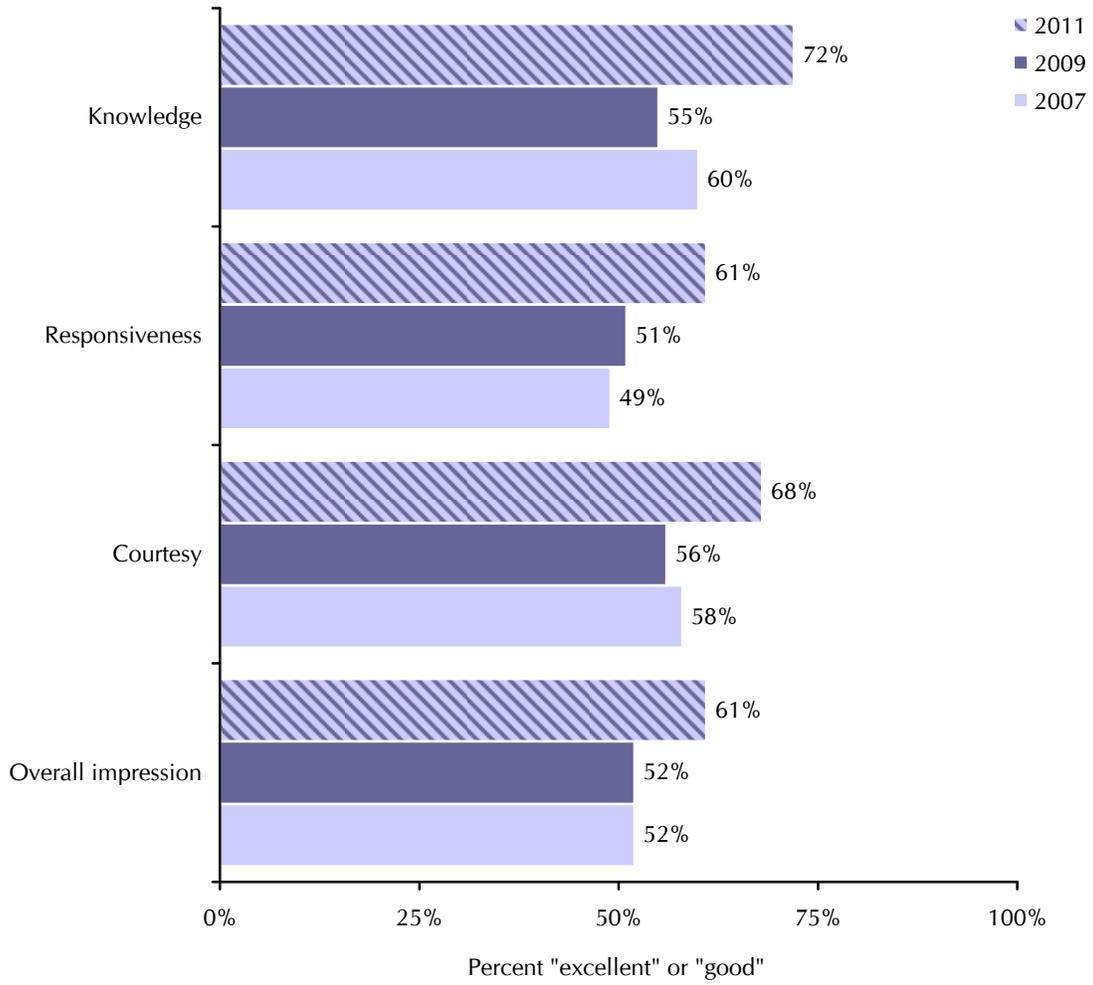


FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Median income \$20,000 to \$44,000 comparison
Knowledge	Much below	Below
Responsiveness	Much below	Much below
Courteousness	Much below	Below
Overall impression	Much below	Much 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 (KDA). 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 KDA, 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 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. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

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

- Police services
- Public schools
- Fire services
- Code enforcement

## CITY OF RICHMOND ACTION CHART

The 2011 City of Richmond Action Chart™ on the following page combines three dimensions of performance:

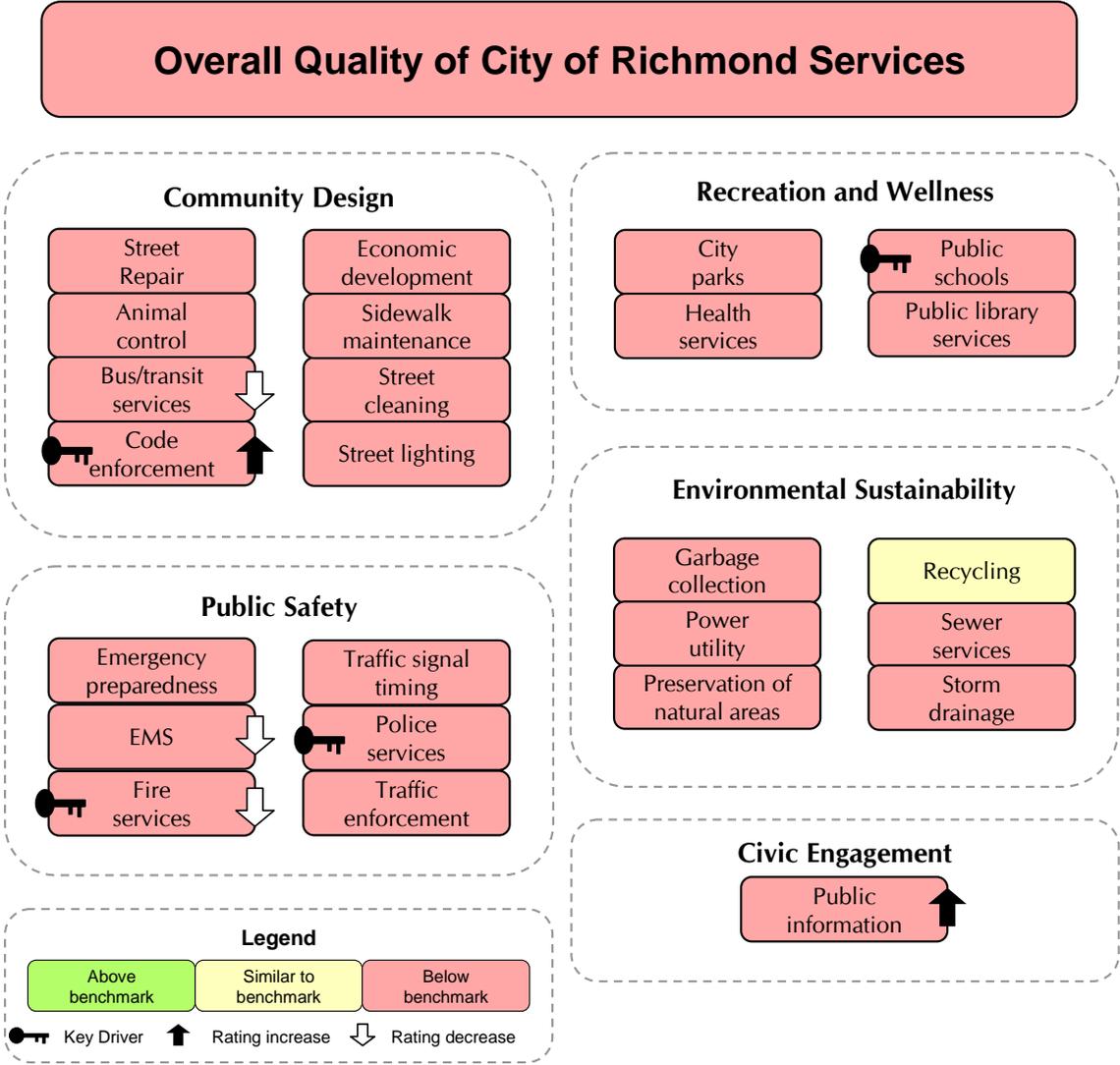
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- 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, 24 were below the benchmark and one was similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Richmond, police services, public schools, fire services and code enforcement 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 88: 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 dataset. 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.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Richmond, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Richmond residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Richmond key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 89: KEY DRIVERS COMPARED

Service	City of Richmond Key Drivers	National Key Drivers	Core Services
•Police services	✓	✓	✓
•Fire services	✓		✓
Ambulance and emergency medical services			✓
°Traffic enforcement			
Street repair			✓
°Street cleaning			
°Street lighting			
°Sidewalk maintenance			
°Traffic signal timing			
°Bus or transit services			
Garbage collection			✓
°Recycling			
Storm drainage			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
°City parks			
•Code enforcement	✓		✓
°Animal control			
Economic development		✓	
Health services			✓
°Public library services			
Public information services		✓	
•Public schools	✓	✓	
°Emergency preparedness			
°Preservation of natural areas			

- Key driver overlaps with national and or core services
- ° Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

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

Custom Question 1	
In general, how would you rate your health?	Percent of respondents
Excellent	12%
Very good	32%
Good	39%
Fair	13%
Poor	3%
Total	100%

Custom Question 2	
Compared to one year ago, how would you rate your health in general now?	Percent of respondents
Much better now than one year ago	8%
Somewhat better now than one year ago	13%
About the same	62%
Somewhat worse now than one year ago	15%
Much worse now than one year ago	3%
Total	100%

Custom Question 3					
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 street pavement conditions	45%	37%	15%	3%	100%
Improving environmental quality	44%	36%	17%	4%	100%
Increasing job training and development programs	40%	39%	18%	3%	100%
Increasing street lighting	35%	39%	23%	2%	100%
Improving parking conditions/providing more parks/open space	23%	43%	28%	6%	100%
Improving infrastructure to prevent flooding	29%	37%	27%	7%	100%
Installing surveillance cameras throughout the City	35%	28%	23%	13%	100%
Improving traffic flow and pedestrian safety	23%	39%	32%	6%	100%
Renovating community centers and expanding programming	20%	42%	31%	7%	100%
Expanding after school programs (K-12)	40%	17%	27%	16%	100%
Upgrading existing and developing more athletic fields	18%	35%	34%	13%	100%
Increasing paratransit service	15%	37%	39%	9%	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	16%	32%	42%	11%	100%
Building a new library facility	18%	30%	35%	17%	100%
Improving Richmond Parkway	16%	31%	41%	11%	100%
Displaying more public art	11%	29%	36%	24%	100%

Custom Question 4	
Would you be willing to support a tax increase to support the following? Please check all that apply.	Percent of respondents
Preserving neighborhood schools	67%
Infrastructure bonds for public facility and road repairs	55%
Recreation and park development	45%
Stormwater facilities to restore creeks and prevent flooding	42%
Library facilities	39%
Paramedics	36%
Special assessment districts for lighting and landscaping	34%
Building a new police headquarters	24%

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

Custom Question 5	
In which area of the City of Richmond do you live?	Percent of respondents
Point Richmond and Marina Bay	19%
Hilltop Village, Hilltop Bayview, Fairmede	19%
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, Richmond Annex, Southwest Annex	18%
Metro/Richmore Village, North and East Richmond, Richmond Heights, Belding Woods	18%
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	14%
May Valley, El Sobrante, Greenbrair, Greenridge Carriage Hills N and S, Castro Heights, Quail Hills	8%
Santa Fe, Coronado, Cortez/Stege	3%
Parchester Village	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	3%	29%	48%	19%	100%
Your neighborhood as a place to live	11%	48%	31%	11%	100%
Richmond as a place to raise children	2%	11%	39%	48%	100%
Richmond as a place to work	4%	19%	42%	35%	100%
Richmond as a place to retire	2%	14%	31%	53%	100%
The overall quality of life in Richmond	1%	20%	54%	25%	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	2%	25%	45%	28%	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	35%	45%	13%	100%
Overall appearance of Richmond	1%	17%	43%	39%	100%
Cleanliness of Richmond	1%	14%	46%	39%	100%
Overall quality of new development in Richmond	4%	26%	46%	24%	100%
Variety of housing options	3%	27%	47%	22%	100%
Overall quality of business and service establishments in Richmond	2%	22%	49%	26%	100%
Shopping opportunities	4%	24%	40%	32%	100%
Opportunities to attend cultural activities	4%	25%	41%	30%	100%
Recreational opportunities	4%	20%	46%	29%	100%
Employment opportunities	1%	9%	35%	55%	100%
Educational opportunities	2%	15%	38%	44%	100%
Opportunities to participate in social events and activities	4%	22%	42%	31%	100%
Opportunities to participate in religious or spiritual events and activities	7%	37%	45%	11%	100%
Opportunities to volunteer	12%	31%	44%	12%	100%
Opportunities to participate in community matters	9%	33%	42%	16%	100%
Ease of car travel in Richmond	7%	41%	39%	12%	100%
Ease of bus travel in Richmond	4%	35%	41%	20%	100%
Ease of rail or subway travel in Richmond	6%	41%	35%	18%	100%
Ease of bicycle travel in Richmond	4%	27%	38%	31%	100%
Ease of walking in Richmond	4%	20%	37%	39%	100%
Availability of paths and walking trails	7%	27%	43%	24%	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
Traffic flow on major streets	4%	32%	47%	17%	100%
Amount of public parking	6%	37%	45%	13%	100%
Availability of affordable quality housing	4%	27%	40%	28%	100%
Availability of affordable quality child care	5%	21%	39%	35%	100%
Availability of affordable quality health care	5%	23%	39%	33%	100%
Availability of affordable quality food	5%	24%	50%	21%	100%
Availability of preventive health services	4%	22%	47%	26%	100%
Air quality	4%	20%	46%	29%	100%
Quality of overall natural environment in Richmond	3%	22%	51%	24%	100%
Overall image or reputation of Richmond	2%	4%	25%	69%	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%	9%	50%	24%	13%	100%
Retail growth (stores, restaurants, etc.)	17%	41%	34%	6%	2%	100%
Jobs growth	48%	44%	6%	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	2%
Minor problem	13%
Moderate problem	37%
Major problem	48%
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)	2%	14%	14%	38%	33%	100%
Property crimes (e.g., burglary, theft)	1%	10%	16%	33%	39%	100%
Environmental hazards, including toxic waste	3%	14%	30%	32%	22%	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	30%	40%	13%	12%	5%	100%
In your neighborhood after dark	13%	29%	16%	22%	20%	100%
In Richmond's downtown area during the day	9%	26%	19%	28%	18%	100%
In Richmond's downtown area after dark	1%	4%	13%	28%	54%	100%
In Richmond's parks during the day	10%	26%	30%	21%	12%	100%

Question 7: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	73%
Yes	27%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	24%
Yes	76%
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%	25%	21%	7%	6%	100%
Used Richmond recreation centers	60%	19%	14%	5%	3%	100%
Participated in a recreation program or activity	68%	18%	10%	2%	1%	100%
Visited a neighborhood park or City park	27%	22%	28%	9%	13%	100%
Ridden a local bus within Richmond	59%	17%	10%	4%	9%	100%
Attended a meeting of local elected officials or other local public meeting	69%	20%	8%	2%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	53%	25%	16%	2%	4%	100%
Read Richmond Newsletter	30%	31%	28%	6%	5%	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
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	44%	25%	19%	7%	5%	100%
Recycled used paper, cans or bottles from your home	6%	5%	14%	11%	64%	100%
Volunteered your time to some group or activity in Richmond	66%	17%	6%	5%	5%	100%
Participated in religious or spiritual activities in Richmond	57%	15%	11%	6%	11%	100%
Participated in a club or civic group in Richmond	80%	10%	5%	2%	2%	100%
Provided help to a friend or neighbor	9%	27%	34%	17%	13%	100%
Used COR Connect/COMCATE (citizen request tracking system)	92%	4%	2%	1%	2%	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	20%
Several times a week	25%
Several times a month	24%
Less than several times a month	31%
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	15%	37%	34%	15%	100%
Fire services	21%	50%	26%	2%	100%
Ambulance or emergency medical services	24%	47%	25%	4%	100%
Crime prevention	3%	18%	36%	42%	100%
Fire prevention and education	6%	33%	46%	16%	100%
Traffic enforcement	5%	29%	43%	23%	100%
Street repair	4%	12%	30%	54%	100%
Street cleaning	6%	24%	39%	30%	100%
Street lighting	4%	22%	42%	33%	100%
Sidewalk maintenance	3%	16%	43%	37%	100%
Traffic signal timing	7%	31%	41%	21%	100%
Bus or transit services	7%	35%	43%	15%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Richmond:	Excellent	Good	Fair	Poor	Total
Garbage collection	19%	50%	25%	7%	100%
Recycling	22%	46%	27%	5%	100%
Yard waste pick-up	17%	42%	32%	8%	100%
Storm drainage	7%	34%	40%	19%	100%
Sewer services	8%	38%	39%	15%	100%
Power (electric and/or gas) utility	13%	43%	36%	8%	100%
City parks	9%	34%	40%	17%	100%
Recreation programs or classes	7%	30%	45%	19%	100%
Recreation centers or facilities	7%	27%	49%	17%	100%
Land use, planning and zoning	5%	16%	50%	29%	100%
Code enforcement (weeds, abandoned buildings, etc.)	3%	16%	37%	44%	100%
Animal control	3%	27%	42%	27%	100%
Economic development	3%	13%	46%	39%	100%
Health services	6%	22%	53%	19%	100%
Services to seniors	6%	27%	47%	20%	100%
Services to youth	4%	17%	46%	34%	100%
Services to low-income people	7%	20%	44%	30%	100%
Public library services	10%	39%	42%	10%	100%
Public information services	6%	32%	44%	18%	100%
Public schools	5%	15%	33%	47%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	23%	43%	29%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	5%	25%	44%	26%	100%
City-sponsored events	4%	23%	53%	20%	100%
City-maintained trees/public landscaping/street medians	2%	21%	51%	25%	100%
City-sponsored job training programs	5%	19%	42%	34%	100%
City of Richmond Web site	7%	35%	50%	8%	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	4%	25%	52%	19%	100%
The Federal Government	5%	24%	41%	30%	100%
The State Government	4%	20%	42%	34%	100%
Contra Costa County Government	5%	23%	46%	27%	100%

Question 13: Contact with City Employees	
Have you had any in-person, phone or email 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	57%
Yes	43%
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	25%	46%	19%	9%	100%
Responsiveness	30%	32%	20%	19%	100%
Courtesy	33%	36%	20%	11%	100%
Overall impression	27%	33%	22%	17%	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	3%	17%	46%	34%	100%
The overall direction that Richmond is taking	4%	26%	48%	22%	100%
The job Richmond government does at welcoming citizen involvement	4%	27%	42%	27%	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	8%	42%	25%	25%	100%
Remain in Richmond for the next five years	31%	36%	17%	17%	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	4%
Somewhat positive	14%
Neutral	47%
Somewhat negative	27%
Very negative	8%
Total	100%

Question 18a: Custom Question 1	
In general, how would you rate your health?	Percent of respondents
Excellent	12%
Very good	32%
Good	39%
Fair	13%
Poor	3%
Total	100%

Question 18b: Custom Question 2	
Compared to one year ago, how would you rate your health in general now?	Percent of respondents
Much better now than one year ago	8%
Somewhat better now than one year ago	13%
About the same	62%
Somewhat worse now than one year ago	15%
Much worse now than one year ago	3%
Total	100%

Question 18c: Custom Question 3					
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	23%	39%	32%	6%	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	16%	32%	42%	11%	100%
Improving Richmond Parkway	16%	31%	41%	11%	100%
Improving parking conditions/providing more parks/open space	23%	43%	28%	6%	100%
Increasing paratransit service	15%	37%	39%	9%	100%
Displaying more public art	11%	29%	36%	24%	100%
Improving street pavement conditions	45%	37%	15%	3%	100%
Increasing street lighting	35%	39%	23%	2%	100%
Building a new library facility	18%	30%	35%	17%	100%
Renovating community centers and expanding programming	20%	42%	31%	7%	100%
Upgrading existing and developing more athletic fields	18%	35%	34%	13%	100%
Installing surveillance cameras throughout the City	35%	28%	23%	13%	100%
Improving infrastructure to prevent flooding	29%	37%	27%	7%	100%

Question 18c: Custom Question 3					
How important, if at all, are the following issues for the City to address?	Essential	Very important	Somewhat important	Not at all important	Total
Increasing job training and development programs	40%	39%	18%	3%	100%
Expanding after school programs (K-12)	43%	36%	18%	3%	100%
Improving environmental quality	44%	36%	17%	4%	100%

Question 18d: Custom Question 4	
Would you be willing to support a tax increase to support the following? Please check all that apply	Percent of respondents
Preserving neighborhood schools	67%
Building a new police headquarters	24%
Infrastructure bonds for public facility and road repairs	55%
Special assessment districts for lighting and landscaping	34%
Library facilities	39%
Stormwater facilities to restore creeks and prevent flooding	42%
Paramedics	36%
Recreation and park development	45%

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

Question 18e: Custom Question 5	
In which area of the City of Richmond do you live?	Percent of respondents
Point Richmond and Marina Bay	19%
Santa Fe, Coranado, Cortez/Stege	3%
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, Richmond Annex, Southwest Annex	18%
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	14%
Metro/Richmore Village, North and East Richmond, Richmond Heights, Belding Woods	18%
Hilltop Village, Hilltop Bayview, Fairmede	19%
May Valley, El Sobrante, Greenbrair, Greenridge Carriage Hills N and S, Castro Heights, Quail Hills	8%
Parchester Village	1%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	32%
Yes, full-time	54%
Yes, part-time	13%
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	64%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	9%
Walk	5%
Bicycle	1%
Work at home	7%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Richmond?	Percent of respondents
Less than 2 years	13%
2 to 5 years	20%
6 to 10 years	16%
11 to 20 years	18%
More than 20 years	32%
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	59%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	35%
Mobile home	0%
Other	1%
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	44%
Owned by you or someone in this house with a mortgage or free and clear	56%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total 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	6%
\$300 to \$599 per month	7%
\$600 to \$999 per month	19%
\$1,000 to \$1,499 per month	25%
\$1,500 to \$2,499 per month	28%
\$2,500 or more per month	16%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	65%
Yes	35%
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	79%
Yes	21%
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	21%
\$25,000 to \$49,999	27%
\$50,000 to \$99,999	31%
\$100,000 to \$149,000	15%
\$150,000 or more	6%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	70%
Yes, I consider myself to be Spanish, Hispanic or Latino	30%
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	3%
Asian, Asian Indian or Pacific Islander	17%
Black or African American	22%
White	41%
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	5%
25 to 34 years	26%
35 to 44 years	15%
45 to 54 years	25%
55 to 64 years	15%
65 to 74 years	9%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	19%
Yes	76%
Ineligible to vote	5%
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	23%
Yes	70%
Ineligible to vote	6%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	11%
Yes	89%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	35%
Land line	38%
Both	27%
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	3%	14	29%	144	48%	238	19%	94	1%	4	100%
Your neighborhood as a place to live	11%	54	47%	232	31%	150	11%	52	0%	1	100%	489
Richmond as a place to raise children	1%	7	11%	52	36%	177	44%	217	8%	37	100%	491
Richmond as a place to work	3%	16	15%	72	33%	161	27%	132	23%	111	100%	492
Richmond as a place to retire	2%	10	12%	58	26%	124	44%	212	16%	78	100%	481
The overall quality of life in Richmond	1%	5	20%	97	53%	258	24%	120	2%	10	100%	490

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%	10	22%	107	40%	195	25%	122	10%	49	100%
Openness and acceptance of the community towards people of diverse backgrounds	6%	31	32%	154	41%	198	12%	59	8%	36	100%	479
Overall appearance of Richmond	1%	4	17%	81	43%	205	39%	186	1%	4	100%	479
Cleanliness of Richmond	1%	4	14%	66	45%	219	39%	187	2%	8	100%	485
Overall quality of new development in Richmond	4%	18	22%	105	38%	182	20%	95	17%	83	100%	483
Variety of housing options	3%	14	24%	116	41%	201	20%	95	12%	59	100%	485
Overall quality of business and service establishments in Richmond	2%	9	21%	100	46%	224	25%	120	7%	33	100%	487
Shopping opportunities	4%	21	23%	112	39%	191	31%	150	3%	16	100%	489
Opportunities to attend cultural activities	4%	18	21%	104	36%	174	26%	126	13%	65	100%	488
Recreational opportunities	4%	18	18%	89	42%	202	26%	128	10%	49	100%	486
Employment opportunities	1%	5	7%	33	27%	130	41%	202	25%	121	100%	491
Educational opportunities	2%	8	13%	62	32%	157	37%	181	16%	77	100%	485

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	18%	88	35%	168	26%	125	18%	89	100%
Opportunities to participate in religious or spiritual events and activities	5%	26	27%	132	33%	160	8%	41	26%	128	100%	488
Opportunities to volunteer	9%	43	22%	108	32%	155	9%	43	29%	139	100%	488
Opportunities to participate in community matters	7%	34	25%	119	32%	152	12%	59	24%	112	100%	478
Ease of car travel in Richmond	7%	32	40%	196	38%	187	12%	59	3%	16	100%	489
Ease of bus travel in Richmond	3%	14	26%	125	31%	149	15%	74	26%	125	100%	488
Ease of rail or subway travel in Richmond	5%	24	33%	162	28%	140	14%	70	20%	96	100%	492
Ease of bicycle travel in Richmond	3%	15	20%	94	27%	131	22%	106	29%	138	100%	484
Ease of walking in Richmond	4%	17	18%	88	33%	164	35%	171	10%	50	100%	489
Availability of paths and walking trails	6%	28	22%	107	36%	173	20%	95	16%	78	100%	481
Traffic flow on major streets	4%	17	31%	151	46%	223	16%	79	3%	14	100%	485
Amount of public parking	5%	24	32%	159	40%	193	12%	57	12%	57	100%	490
Availability of affordable quality housing	3%	15	21%	101	30%	148	21%	104	25%	122	100%	491
Availability of affordable quality child care	3%	12	10%	50	19%	92	17%	83	52%	253	100%	491
Availability of affordable quality health care	3%	16	16%	80	28%	139	24%	117	28%	138	100%	489
Availability of affordable quality food	5%	23	22%	106	46%	223	19%	94	9%	44	100%	490
Availability of preventive health services	3%	14	15%	74	32%	155	18%	87	32%	158	100%	488
Air quality	4%	20	18%	89	42%	206	27%	131	8%	40	100%	487
Quality of overall natural environment in Richmond	3%	16	20%	99	47%	229	22%	107	8%	37	100%	488
Overall image or reputation of Richmond	2%	9	4%	18	24%	119	66%	323	4%	19	100%	488

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%	10	5%	26	30%	144	14%	70	8%	37	41%	197	100%
Retail growth (stores, restaurants, etc.)	14%	68	32%	158	27%	132	5%	25	1%	6	20%	99	100%	487
Jobs growth	32%	158	29%	144	4%	21	0%	2	1%	3	33%	160	100%	488

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	2%	8
Minor problem	11%	54
Moderate problem	34%	160
Major problem	43%	206
Don't know	10%	47
Total	100%	476

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)	1%	7	13%	65	14%	67	37%	184	32%	156	2%	12	100%
Property crimes (e.g., burglary, theft)	1%	5	10%	48	16%	77	31%	154	38%	184	4%	21	100%	489
Environmental hazards, including toxic waste	2%	12	12%	58	27%	127	28%	135	19%	91	12%	56	100%	478

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	30%	148	40%	196	13%	64	12%	59	5%	23	0%	1	100%
In your neighborhood after dark	13%	64	29%	144	16%	77	22%	107	20%	99	0%	2	100%	492
In Richmond's downtown area during the day	8%	39	23%	113	18%	86	26%	126	16%	78	10%	49	100%	492
In Richmond's downtown area after dark	1%	5	3%	16	11%	55	25%	123	47%	233	12%	60	100%	492
In Richmond's parks during the day	9%	45	24%	115	27%	131	19%	94	11%	55	10%	49	100%	488

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	72%	340
Yes	27%	126
Don't know	2%	8
Total	100%	475

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	24%	29
Yes	74%	91
Don't know	2%	2
Total	100%	122

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%	199	25%	123	21%	103	7%	33	6%	27	100%	485
Used Richmond recreation centers	60%	292	19%	91	14%	69	5%	24	3%	13	100%	489
Participated in a recreation program or activity	68%	321	18%	87	10%	48	2%	11	1%	7	100%	473
Visited a neighborhood park or City park	27%	132	22%	104	28%	135	9%	45	13%	64	100%	480
Ridden a local bus within Richmond	59%	281	17%	83	10%	50	4%	19	9%	44	100%	476
Attended a meeting of local elected officials or other local public meeting	69%	333	20%	98	8%	38	2%	10	1%	5	100%	483
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	53%	259	25%	123	16%	77	2%	9	4%	18	100%	485
Read Richmond Newsletter	30%	144	31%	145	28%	135	6%	27	5%	23	100%	473
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	44%	209	25%	120	19%	92	7%	34	5%	22	100%	476
Recycled used paper, cans or bottles from your home	6%	30	5%	24	14%	66	11%	52	64%	310	100%	483
Volunteered your time to some group or activity in Richmond	66%	311	17%	82	6%	30	5%	24	5%	24	100%	470
Participated in religious or spiritual activities in Richmond	57%	273	15%	74	11%	52	6%	31	11%	51	100%	482
Participated in a club or civic group in Richmond	80%	385	10%	49	5%	26	2%	10	2%	12	100%	481
Provided help to a friend or neighbor	9%	43	27%	129	34%	165	17%	83	13%	61	100%	481
Used COR Connect/COMCATE (citizen request tracking system)	92%	439	4%	17	2%	11	1%	3	2%	7	100%	477

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	20%	95
Several times a week	25%	120
Several times a month	24%	118
Less than several times a month	31%	150
Total	100%	483

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	13%	64	33%	160	30%	147	13%	64	11%	52	100%
Fire services	16%	77	37%	182	20%	96	2%	9	26%	125	100%	488
Ambulance or emergency medical services	16%	80	32%	155	17%	83	3%	13	32%	156	100%	488
Crime prevention	3%	13	15%	73	29%	141	35%	168	18%	89	100%	484
Fire prevention and education	4%	18	21%	99	29%	138	10%	48	37%	181	100%	484
Traffic enforcement	4%	20	23%	111	35%	169	18%	88	19%	93	100%	482
Street repair	3%	17	11%	55	29%	141	53%	254	3%	15	100%	481
Street cleaning	6%	30	23%	111	38%	183	29%	139	5%	22	100%	484
Street lighting	3%	17	21%	102	40%	195	32%	154	4%	17	100%	485
Sidewalk maintenance	3%	15	15%	73	40%	192	34%	165	8%	39	100%	484
Traffic signal timing	6%	30	29%	142	40%	192	20%	99	5%	23	100%	487
Bus or transit services	5%	23	25%	117	30%	142	11%	51	30%	144	100%	478
Garbage collection	18%	87	48%	233	24%	115	6%	31	4%	19	100%	485
Recycling	21%	100	43%	210	26%	126	5%	22	5%	26	100%	484
Yard waste pick-up	14%	69	34%	167	26%	129	7%	34	18%	87	100%	486
Storm drainage	6%	29	28%	137	33%	160	16%	79	17%	80	100%	484
Sewer services	6%	28	30%	143	31%	146	12%	56	22%	104	100%	477
Power (electric and/or gas) utility	12%	59	41%	198	34%	165	7%	34	5%	26	100%	483

Question 11: Service Quality												
Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
City parks	7%	35	29%	139	34%	162	14%	68	16%	77	100%	481
Recreation programs or classes	4%	18	16%	77	24%	116	10%	48	46%	222	100%	480
Recreation centers or facilities	4%	17	15%	70	26%	127	9%	43	46%	222	100%	479
Land use, planning and zoning	3%	13	9%	44	29%	139	17%	81	42%	201	100%	478
Code enforcement (weeds, abandoned buildings, etc.)	2%	9	12%	56	26%	124	32%	150	28%	134	100%	473
Animal control	2%	11	18%	85	29%	135	18%	87	33%	154	100%	472
Economic development	2%	8	9%	41	31%	150	26%	126	32%	152	100%	478
Health services	4%	20	15%	70	35%	167	12%	60	34%	161	100%	477
Services to seniors	3%	15	14%	67	24%	115	10%	49	49%	233	100%	479
Services to youth	2%	9	9%	43	24%	116	18%	86	47%	224	100%	479
Services to low-income people	4%	18	11%	52	24%	116	16%	78	45%	213	100%	476
Public library services	7%	33	27%	129	29%	139	7%	33	30%	142	100%	476
Public information services	4%	18	20%	95	28%	134	11%	54	37%	175	100%	476
Public schools	4%	17	11%	51	24%	115	34%	161	27%	128	100%	473
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	3%	16	14%	68	27%	130	18%	86	38%	181	100%	481
Preservation of natural areas such as open space, farmlands and greenbelts	3%	14	16%	75	28%	132	16%	77	38%	182	100%	480
City-sponsored events	3%	13	14%	68	33%	156	12%	58	38%	180	100%	475
City-maintained trees/public landscaping/street medians	2%	10	17%	82	44%	205	22%	102	15%	70	100%	470
City-sponsored job training programs	2%	11	9%	43	20%	96	17%	79	52%	246	100%	475
City of Richmond Web site	5%	22	21%	101	30%	145	5%	24	39%	185	100%	476

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	4%	18	22%	106	47%	225	17%	83	10%	50	100%
The Federal Government	4%	22	20%	97	34%	166	25%	121	16%	78	100%	482
The State Government	4%	18	17%	80	35%	168	29%	138	16%	79	100%	482
Contra Costa County Government	4%	18	18%	88	36%	174	21%	102	20%	98	100%	481

Question 13: Contact with City Employees		
Have you had any in-person, phone or email 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	57%	262
Yes	43%	196
Total	100%	458

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	24%	47	45%	86	19%	36	9%	17	3%	6	100%
Responsiveness	29%	56	31%	61	19%	37	19%	36	1%	2	100%	193
Courtesy	32%	62	35%	68	20%	39	11%	21	1%	2	100%	193
Overall impression	27%	52	33%	64	22%	42	17%	33	1%	1	100%	193

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%	10	14%	66	36%	174	26%	127	22%	105	100%
The overall direction that Richmond is taking	3%	15	21%	100	39%	187	18%	86	19%	94	100%	482
The job Richmond government does at welcoming citizen involvement	3%	12	18%	88	29%	138	19%	90	32%	151	100%	479

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	7%	35	41%	195	24%	118	25%	118	3%	15	100%
Remain in Richmond for the next five years	28%	137	33%	161	15%	74	16%	75	7%	36	100%	482

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	4%	20
Somewhat positive	14%	67	
Neutral	47%	227	
Somewhat negative	27%	133	
Very negative	8%	40	
Total	100%	486	

Question 18a: Custom Question 1			
In general, how would you rate your health?	Percent of respondents		Count
	Excellent	12%	59
Very good	32%	158	
Good	39%	192	
Fair	13%	66	
Poor	3%	15	
Total	100%	489	

Question 18b: Custom Question 2		
Compared to one year ago, how would you rate your health in general now?	Percent of respondents	Count
Much better now than one year ago	8%	37
Somewhat better now than one year ago	13%	62
About the same	62%	303
Somewhat worse now than one year ago	15%	72
Much worse now than one year ago	3%	13
Total	100%	487

Question 18c: Custom Question 3												
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	22%	105	38%	183	31%	150	5%	26	4%	20	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	14%	69	29%	140	38%	183	10%	49	9%	41	100%	482
Improving Richmond Parkway	14%	69	28%	134	37%	176	10%	49	10%	48	100%	476
Improving parking conditions/providing more parks/open space	21%	103	41%	195	27%	128	5%	26	6%	27	100%	479
Increasing paratransit service	12%	57	29%	139	31%	148	7%	34	20%	96	100%	474
Displaying more public art	10%	49	27%	130	34%	162	23%	107	6%	27	100%	476
Improving street pavement conditions	45%	214	36%	174	15%	72	3%	13	2%	8	100%	482
Increasing street lighting	35%	166	38%	182	23%	109	2%	11	2%	9	100%	478
Building a new library facility	16%	76	27%	127	32%	149	16%	74	10%	48	100%	474
Renovating community centers and expanding programming	18%	87	38%	182	28%	135	6%	30	9%	43	100%	477
Upgrading existing and developing more athletic fields	16%	78	33%	155	31%	149	12%	59	7%	34	100%	474
Installing surveillance cameras throughout the City	33%	161	27%	129	22%	106	13%	61	5%	26	100%	482
Improving infrastructure to prevent flooding	28%	132	35%	166	25%	121	6%	31	6%	29	100%	480
Increasing job training and development programs	38%	183	36%	176	17%	82	3%	15	5%	27	100%	483
Expanding after school programs (K-12)	40%	193	34%	163	17%	82	3%	14	7%	33	100%	486

Question 18c: Custom Question 3												
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 environmental quality	43%	209	35%	170	17%	81	4%	18	2%	9	100%

Question 18d: Custom Question 4		
Would you be willing to support a tax increase to support the following? Please check all that apply	Percent of respondents	Count
Preserving neighborhood schools	67%	261
Building a new police headquarters	24%	93
Infrastructure bonds for public facility and road repairs	55%	213
Special assessment districts for lighting and landscaping	34%	134
Library facilities	39%	153
Stormwater facilities to restore creeks and prevent flooding	42%	166
Paramedics	36%	140
Recreation and park development	45%	174

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

Question 18e: Custom Question 5		
In which area of the City of Richmond do you live?	Percent of respondents	Count
Point Richmond and Marina Bay	19%	83
Santa Fe, Coranado, Cortez/Stege	3%	14
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, Richmond Annex, Southwest Annex	18%	81
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	14%	64
Metro/Richmore Village, North and East Richmond, Richmond Heights, Belding Woods	18%	79
Hilltop Village, Hilltop Bayview, Fairmede	19%	85
May Valley, El Sobrante, Greenbrair, Greenridge Carriage Hills N and S, Castro Heights, Quail Hills	8%	37
Parchester Village	1%	5
Total	100%	450

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	32%	158
Yes, full-time	54%	263
Yes, part-time	13%	65
Total	100%	486

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	64%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	15%
Bus, rail, subway or other public transportation	9%
Walk	5%
Bicycle	1%
Work at home	7%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Richmond?	Percent of respondents	Count
Less than 2 years	13%	65
2 to 5 years	20%	100
6 to 10 years	16%	80
11 to 20 years	18%	88
More than 20 years	32%	159
Total	100%	493

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	59%	289
House attached to one or more houses (e.g., a duplex or townhome)	5%	24
Building with two or more apartments or condominiums	35%	170
Mobile home	0%	2
Other	1%	7
Total	100%	492

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	44%	205
Owned by you or someone in this house with a mortgage or free and clear	56%	265
Total	100%	470

Question D6: Monthly Housing Cost		
About how much is the total 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	6%	27
\$300 to \$599 per month	7%	32
\$600 to \$999 per month	19%	91
\$1,000 to \$1,499 per month	25%	119
\$1,500 to \$2,499 per month	28%	132
\$2,500 or more per month	16%	78
Total	100%	479

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	65%	315
Yes	35%	172
Total	100%	487

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	79%	392
Yes	21%	104
Total	100%	496

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	21%	97
\$25,000 to \$49,999	27%	125
\$50,000 to \$99,999	31%	139
\$100,000 to \$149,000	15%	66
\$150,000 or more	6%	28
Total	100%	455

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	70%	333
Yes, I consider myself to be Spanish, Hispanic or Latino	30%	140
Total	100%	473

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	3%	12
Asian, Asian Indian or Pacific Islander	17%	82
Black or African American	22%	104
White	41%	198
Other	24%	116

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	5%	22
25 to 34 years	26%	127
35 to 44 years	15%	73
45 to 54 years	25%	122
55 to 64 years	15%	74
65 to 74 years	9%	46
75 years or older	5%	24
Total	100%	489

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	261
Male	46%	224
Total	100%	485

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	18%	88
Yes	72%	349
Ineligible to vote	4%	21
Don't know	5%	27
Total	100%	484

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	23%	111
Yes	69%	337
Ineligible to vote	6%	30
Don't know	2%	11
Total	100%	489

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	11%	53
Yes	89%	442
Total	100%	495

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	30%	144
Yes	70%	340
Total	100%	484

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	35%	108
Land line	38%	116
Both	27%	82
Total	100%	306

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) 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 NCS 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 NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS 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.”

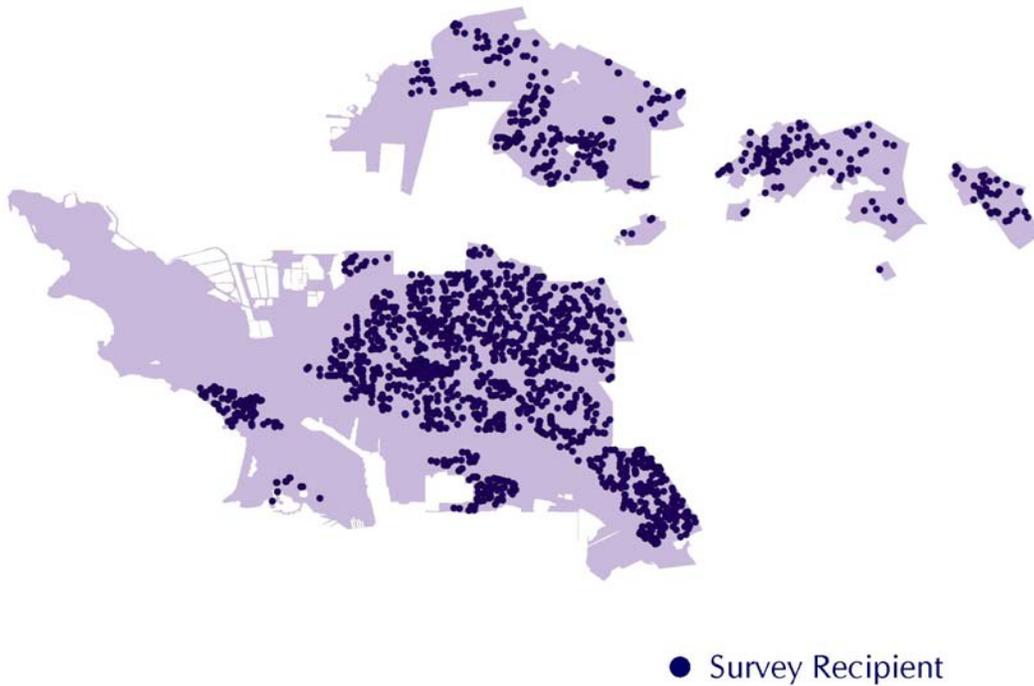
## SURVEY SAMPLING

“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.

FIGURE 90: LOCATION OF SURVEY RECIPIENTS

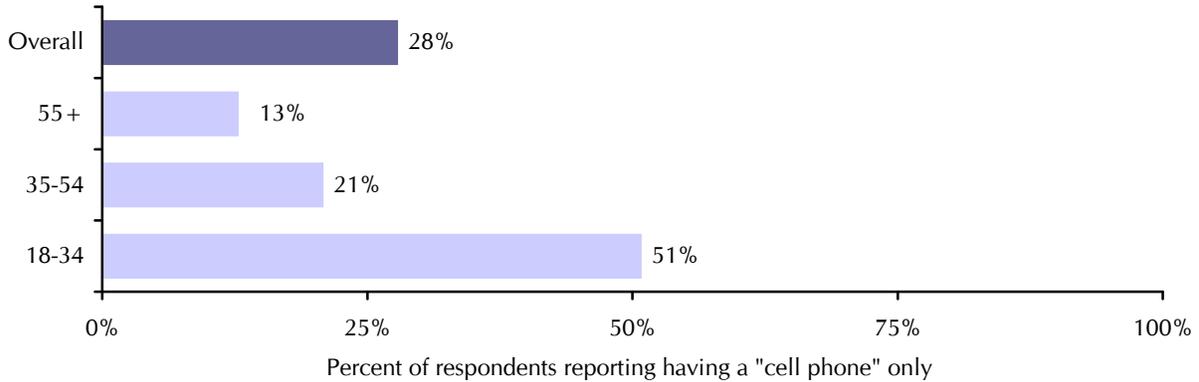
### The National Citizen Survey™ Richmond, CA 2011



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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Richmond has an overall “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 91: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN RICHMOND



## SURVEY ADMINISTRATION

Selected households received four mailings, one week apart, beginning March 23, 2011. 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 and instructions to complete the survey online. The third 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 an invitation to complete the survey online. The final mailing was a reminder postcard which asked in English and Spanish for those who had not completed the survey to do so, for those who have already done so to refrain from turning in another survey, and instruction to request a replacement survey. Completed surveys were collected over the following seven weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. 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 (500 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### 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 2005-2009 American Community Survey Census estimates for adults in the City of 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, housing unit type, race and ethnicity and sex and 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 importance to the community of correct ethnic representation
- 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. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be 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, CA Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>3</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	43%	41%	44%
Own home	57%	59%	56%
Detached unit	60%	53%	59%
Attached unit	40%	47%	41%
<b>Race and Ethnicity</b>			
White	38%	40%	37%
Not white	62%	60%	63%
Not Hispanic	70%	84%	70%
Hispanic	30%	16%	30%
White alone, not Hispanic	23%	35%	28%
Hispanic and/or other race	77%	65%	72%
<b>Sex and Age</b>			
Female	52%	61%	54%
Male	48%	39%	46%
18-34 years of age	33%	12%	31%
35-54 years of age	39%	35%	40%
55+ years of age	28%	53%	30%
Females 18-34	17%	7%	15%
Females 35-54	20%	22%	21%
Females 55+	15%	32%	17%
Males 18-34	17%	6%	16%
Males 35-54	19%	14%	18%
Males 55+	12%	20%	12%

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<sup>3</sup> Source: 2005-2009 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 are 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 comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The 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 and 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 (jurisdictions with median annual household incomes from

\$20,000 to \$40,000). 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 for quality ratings were available, the City of Richmond results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Richmond's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

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

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,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

Estimado(a) residente de la  
Ciudad de Richmond,

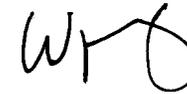
Su hogar ha sido seleccionado para participar en una encuesta anónima de la comunidad de la Ciudad de Richmond. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones para completarla y regresarla. Gracias de antemano por ayudarnos a mejorar los servicios de la Ciudad!

Atentamente,

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,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

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,

Dear City of Richmond  
Resident,

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Sincerely,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

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,

Dear City of Richmond  
Resident,

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Sincerely,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

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,



City Manager's Office  
450 Civic Center Plaza  
P.O. Box 4046  
Richmond, Ca 94804

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



City Manager's Office  
450 Civic Center Plaza  
P.O. Box 4046  
Richmond, Ca 94804

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



City Manager's Office  
450 Civic Center Plaza  
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Richmond, Ca 94804

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450 Civic Center Plaza  
P.O. Box 4046  
Richmond, Ca 94804

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



March 2011

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 2011 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 510-620-2783 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>

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 510-620-2783. Please help us shape the future of Richmond. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Lindsay".

William A. Lindsay  
City Manager/ Gerente de la Ciudad



March 2011

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 adjunto. 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 510-620-2783 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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**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>

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Sincerely,

A handwritten signature in black ink, appearing to read "W. Lindsay".

William A. Lindsay  
City Manager/ Gerente de la Ciudad

# The City of Richmond 2011 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 participate in religious or spiritual 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 preventive 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 and pollution .....	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 12 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 City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read Richmond 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	3	4	5

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  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Richmond 2011 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>
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
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control .....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
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, farmlands and greenbelts.....	1	2	3	4	5
City-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
City of Richmond Web site .....	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 citizen involvement..	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:**

Many City of Richmond services are closely associated with health, please check the response that comes closest to your opinion for questions a and b.

**a. In general, how would you rate your health?**

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

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

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

**c. 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/providing more parks/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
Improving environmental quality .....	1	2	3	4	5

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

- |   |  |
|---|--|
| <input type="radio"/> Preserving neighborhood schools                           | <input type="radio"/> Library facilities   |
| <input type="radio"/> Building a new police headquarters                        | <input type="radio"/> Stormwater facilities to restore creeks and prevent flooding |
| <input type="radio"/> Infrastructure bonds for public facility and road repairs | <input type="radio"/> Paramedics   |
| <input type="radio"/> Special assessment districts for lighting and landscaping | <input type="radio"/> Recreation and park development                              |

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

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

# The City of Richmond 2011 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
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 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
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

**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

**D16. Do you have a cell phone?**

- No
- Yes

**D17. Do you have a land line at home?**

- No
- Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell
- Land line
- Both

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



Abril 2011

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 2011.

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 510-620-2783.

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,

A handwritten signature in black ink, appearing to read "W. Lindsay".

William A. Lindsay  
Gerente de la Ciudad

# Encuesta Comunitaria del 2011 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 participar en eventos y actividades religiosos o espirituales.....	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 y polución... 1	1	2	3	4	5	6

**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
En los Parques de Richmond durante el día .....	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 el boletín de 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
Utilizó COR Connect/COMCATE (sistema de rastreo de solicitud ciudadana).....	1	2	3	4	5

**10. ¿Como qué tan a menudo, si lo hace, habla o contacto visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?**

Casi todos los días  
 Varias veces por semana  
 Varias veces al mes  
 Menos de varias veces al mes

**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

# Encuesta Comunitaria del 2011 de la Ciudad de Richmond

## 11. (continua) 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>
Reciclaje .....	1	2	3	4	5
Recolección de Desechos del Patio (jardín) .....	1	2	3	4	5
Drenajes.....	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
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (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
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
Ciudad de Richmond sitio web .....	1	2	3	4	5

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

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
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.)

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
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:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
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

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

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy Improbable</i>	<i>No sé</i>
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

18. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas: Muchos servicios de la Ciudad de Richmond están asociados estrechamente con la salud, por favor marque la respuesta que más se acerca a su opinión para las preguntas a y b.

- a. En general, ¿cómo clasificaría su salud?
- Excelente    
  Muy buena    
  Buena    
  Regular    
  Deficiente

- b. En comparación con hace un año, ¿cómo clasificaría su salud en general ahora?
- Mucho mejor ahora que hace un año    
  Algo peor ahora que hace un año  
 Algo mejor ahora que hace un año    
  Mucho peor ahora que hace un año  
 Más o menos igual

- c. ¿Qué tan importantes son los siguientes asuntos para que los atienda la Ciudad?

	<i>Eencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante en absoluto</i>	<i>No sé</i>
Mejorar la circulación de tráfico y la seguridad del peatón .....	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 proveer 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
Mostrar más arte público .....	1	2	3	4	5
Mejorar condiciones de pavimentación de las calles .....	1	2	3	4	5
Aumentar la iluminación de calles.....	1	2	3	4	5
Construir una biblioteca nueva .....	1	2	3	4	5
Renovar centros comunitarios y expandir los programas .....	1	2	3	4	5
Mejorar campos atléticos existentes y desarrollando 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 clases escolares (K-12).....	1	2	3	4	5
Mejorar la calidad ambiental .....	1	2	3	4	5

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

- |   |   |
|---|---|
| <input type="radio"/> La preservación de escuelas de los vecindarios                              | <input type="radio"/> Propiedades de bibliotecas  |
| <input type="radio"/> La construcción de una jefatura nueva de policía                            | <input type="radio"/> Propiedades de aguas torrenciales para restaurar riachuelos y prevenir inundación |
| <input type="radio"/> Bonos de infraestructura para reparos de propiedades y carreteras públicas  | <input type="radio"/> Paramédicos   |
| <input type="radio"/> Distritos especiales de evaluación para iluminación y jardinería ornamental | <input type="radio"/> Desarrollo de recreación y parques  |

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

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

# Encuesta Comunitaria del 2011 de la Ciudad de Richmond

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 Wichita?**

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

**D4. ¿Cuál describe mejor el edificio en el que vive?**

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- 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 pagado?

**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

**D16. ¿Usted tiene un teléfono celular?**

- No
- Sí

**D17. ¿Usted tiene una línea de tierra (conexión a la pared) en el hogar?**

- No
- Sí

**D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?**

- Celular
- Línea de tierra
- Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

Dear Richmond Resident,

Just a reminder – if you have not yet completed Richmond’s 2011 Community Survey, please do so. Your participation in this survey is very important – your answers will help the Richmond City Council make decisions that affect your community.

If you have already returned the questionnaire, you do not need to do anything. If you still have NOT returned the questionnaire, please take a few moments to find the survey, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope. If you have misplaced the survey please call 510-620-2783 to request another copy.

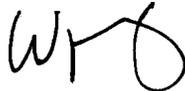
Thank you very much!

Estimado residente de la Ciudad de Richmond,

Solamente un recordatorio – si usted aún no ha completado la Encuesta Ciudadana del 2011 de la Ciudad de Richmond, por favor hágalo. Su participación en esta encuesta es muy importante – sus respuestas le ayudarán al Consejo Municipal de Richmond para tomar decisiones que afectan nuestra comunidad.

Si usted ya devolvió el cuestionario, no necesita hacer cosa alguna. Si aún NO ha devuelto el cuestionario, por favor tome unos momentos para encontrar la encuesta, responder las preguntas, y enviarlo por correo lo antes posible utilizando el sobre de franqueo pagado incluido. Si ha traspapelado la encuesta por favor llame al 510-620-2783 para solicitar otra copia.

¡Muchas gracias!,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

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William A. Lindsay  
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City Manager's Office  
450 Civic Center Plaza  
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Richmond, Ca 94804

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