



CITY OF RICHMOND, CA 2013



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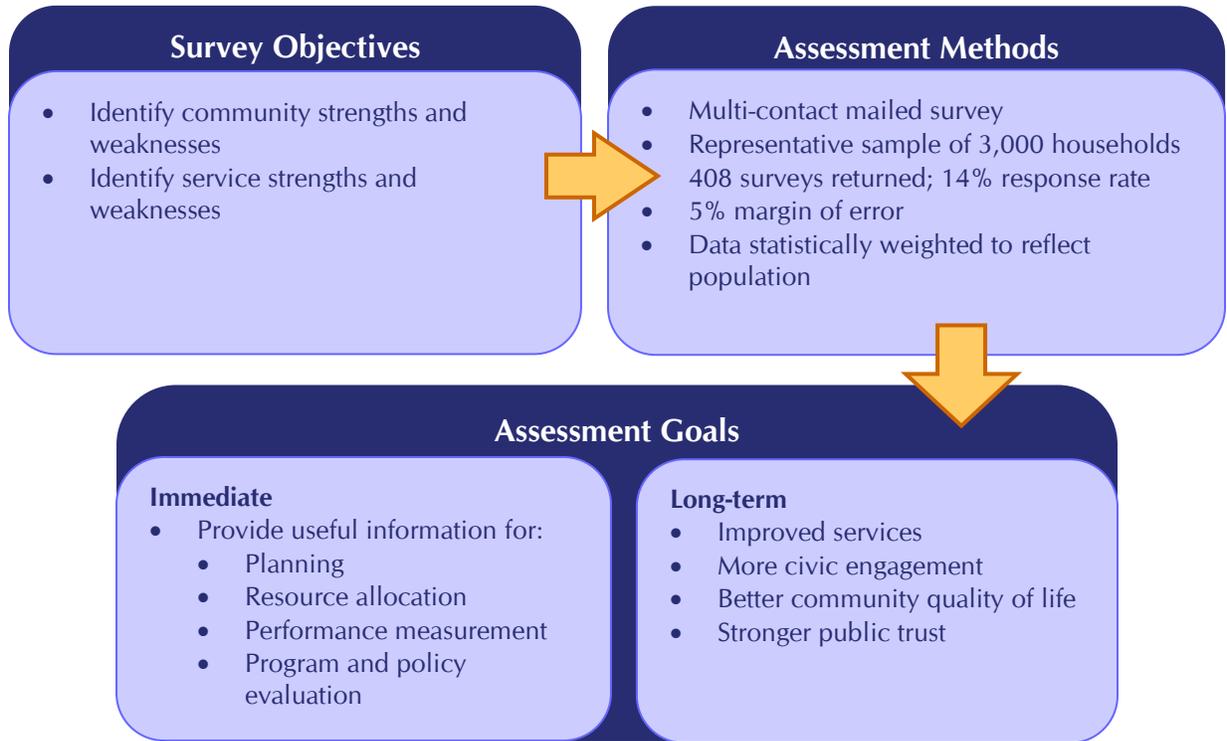
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 408 completed surveys were obtained, providing an overall response rate of 14%. 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 issues 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, geographic crosstabulations of results, demographic crosstabulations of results 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 (408 completed surveys) is plus or minus five 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 55-65% 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 seven 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 a subset of similar jurisdictions from the database (jurisdictions with a median household income of \$49,000 to \$59,000). 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.

Some residents experienced a good quality of life in the City of Richmond and believed the City was a good place to live. The overall quality of life in the City of Richmond was rated as “excellent” or “good” by 30% 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. The three characteristics receiving the most favorable ratings were ease of car travel, opportunities to participate in religious or spiritual activities and opportunities to volunteer. The three characteristics receiving the least positive ratings were educational opportunities, employment opportunities and the overall image or reputation 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, one was similar to the national benchmark comparison and 31 were below.

Residents in the City of Richmond were somewhat civically engaged. While 32% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 89% had provided help to a friend or neighbor. 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 high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 31 services for which comparisons were available, all 31 were below the national benchmark rating.

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

Compared to the 2011 survey, the only community feature whose ratings decreased was the overall quality of new development; also, the number of respondents using the bus and the number of respondents watching a meeting of local elected officials decreased. Many ratings increased from 2011 to 2013, including the ratings for overall quality of life, ease of car travel, recreation centers or facilities, opportunities to participate in religious or spiritual activities, Richmond as a place to retire, and the value of services for taxes paid. Ratings also increased for city services such as street cleaning, street lighting, sidewalk maintenance, emergency preparedness, storm drainage, services to youth, and services to low-income people.

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:

- Code enforcement
- Police services
- Sewer services
- Street repair

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. The majority reported they would recommend the community to others and plan to stay for the next five years. Ratings for overall quality of life increased over time.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

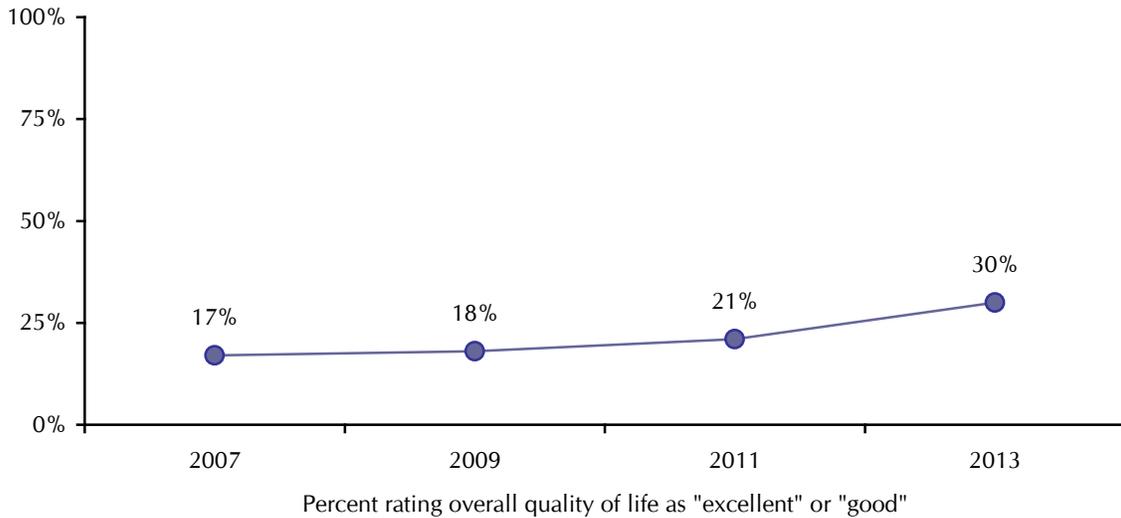


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2013	2011	2009	2007
The overall quality of life in Richmond	30%	21%	18%	17%
Your neighborhood as a place to live	53%	59%	50%	50%
Richmond as a place to live	36%	32%	25%	20%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

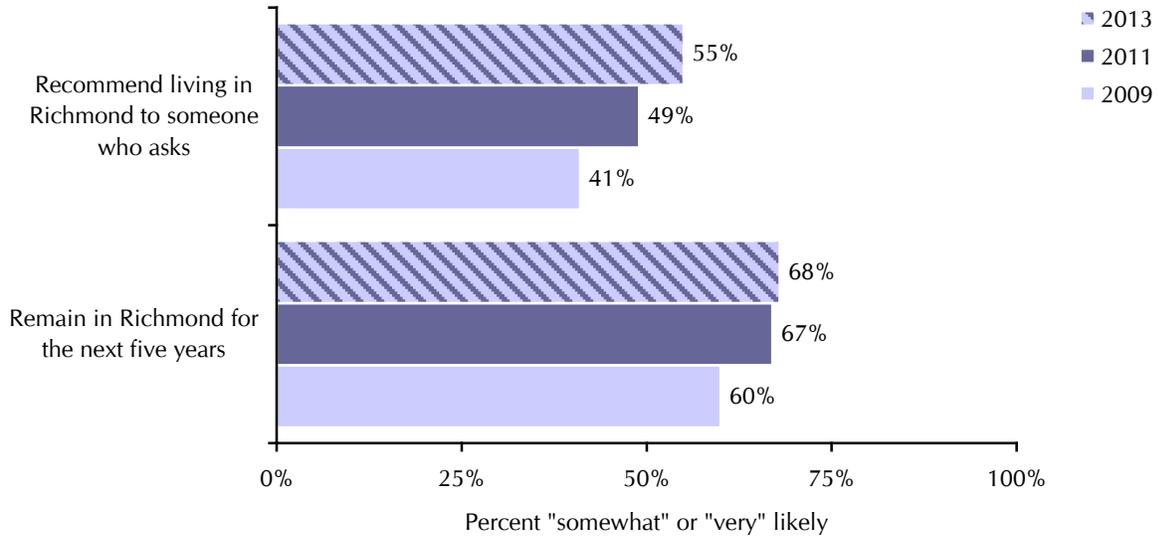


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 seven aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by the ease of rail or subway travel. Compared to the previous survey, ratings increased for ease of car travel. Ease of rail or subway travel was rated above the custom benchmark.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2013	2011	2009	2007
Ease of car travel in Richmond	58%	48%	47%	41%
Ease of bus travel in Richmond	42%	38%	44%	41%
Ease of rail or subway travel in Richmond	44%	47%	52%	49%
Ease of bicycle travel in Richmond	32%	32%	35%	28%
Ease of walking in Richmond	30%	24%	24%	20%
Availability of paths and walking trails	36%	33%	34%	NA
Traffic flow on major streets	34%	36%	36%	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Ease of car travel in Richmond	Below	Similar
Ease of bus travel in Richmond	Below	Below
Ease of rail or subway travel in Richmond	Below	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	Much below	Below

Seven transportation services were rated in Richmond. As compared to most communities across America, ratings tended to be negative. All services were below the national benchmark, with the exception of the amount of public parking, which was similar to the national benchmark. Ratings increased over time for street cleaning, street lighting, sidewalk maintenance and the amount of public parking.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2011	2009	2007
Street repair	15%	15%	14%	9%
Street cleaning	43%	31%	29%	20%
Street lighting	36%	25%	25%	20%
Sidewalk maintenance	31%	20%	24%	14%
Traffic signal timing	40%	37%	40%	36%
Bus or transit services	42%	42%	50%	48%
Amount of public parking	51%	42%	40%	43%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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	Much below	Much below
Amount of public parking	Similar	Above

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, 12% of work commute trips were made by transit, 1% by bicycle and 6% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

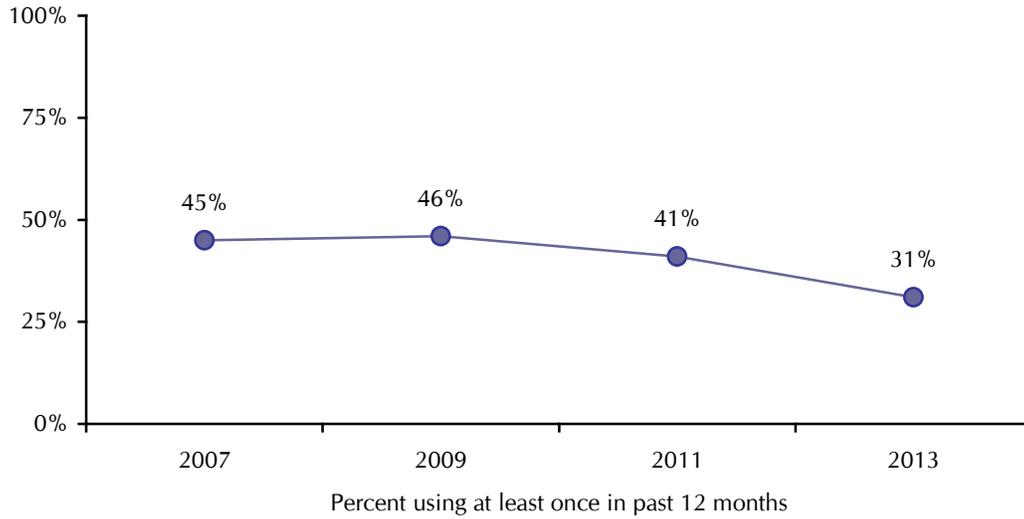


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Ridden a local bus within Richmond	Much more	More

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

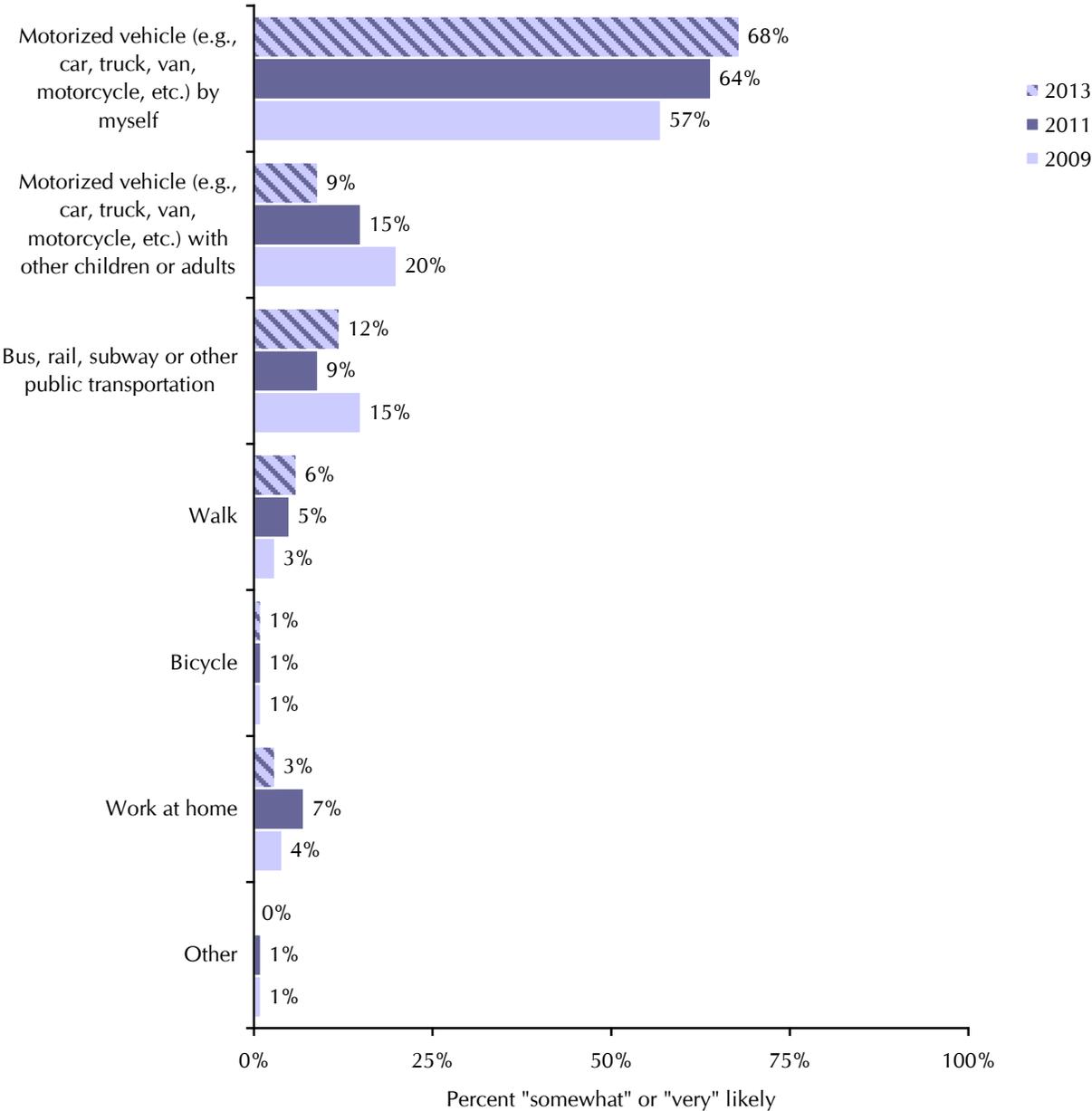


FIGURE 14: DRIVE ALONE BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 34% of respondents, while the variety of housing options was rated as “excellent” or “good” by 28% of respondents. The rating of perceived affordable housing availability was worse in the City of Richmond than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2013	2011	2009	2007
Availability of affordable quality housing	34%	31%	29%	19%
Variety of housing options	28%	31%	27%	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Availability of affordable quality housing	Much 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. About half of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

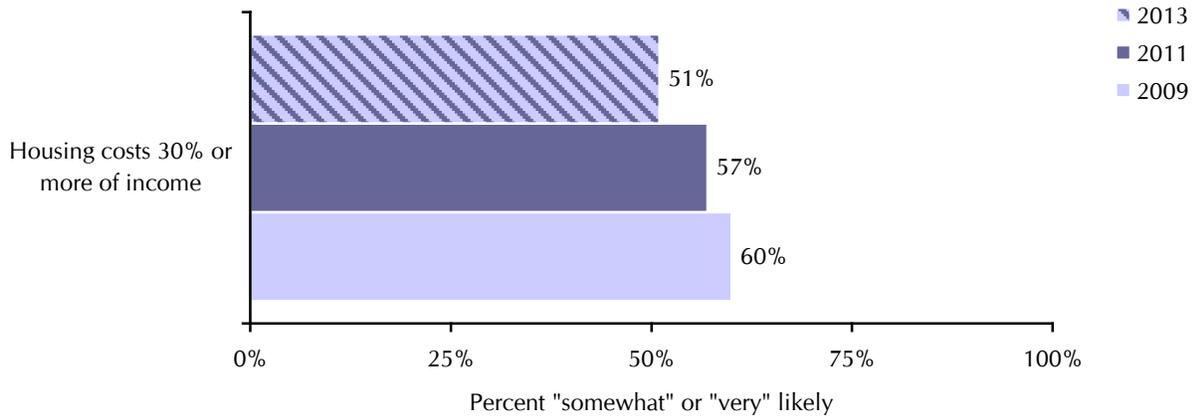


FIGURE 18: HOUSING COSTS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 2% of respondents and as “good” by an additional 21%. 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, 38% thought they were a “major” problem. Over time, fewer and fewer respondents rated run down buildings, weed lots or junk vehicles as a problem. The services of land use, planning and zoning, code enforcement and animal control were rated below the benchmarks.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2013	2011	2009	2007
Overall quality of new development in Richmond	23%	31%	31%	25%
Overall appearance of Richmond	18%	18%	14%	8%
Percent "excellent" or "good"				

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Quality of new development in Richmond	Much below	Much below
Overall appearance of Richmond	Much below	Much below

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

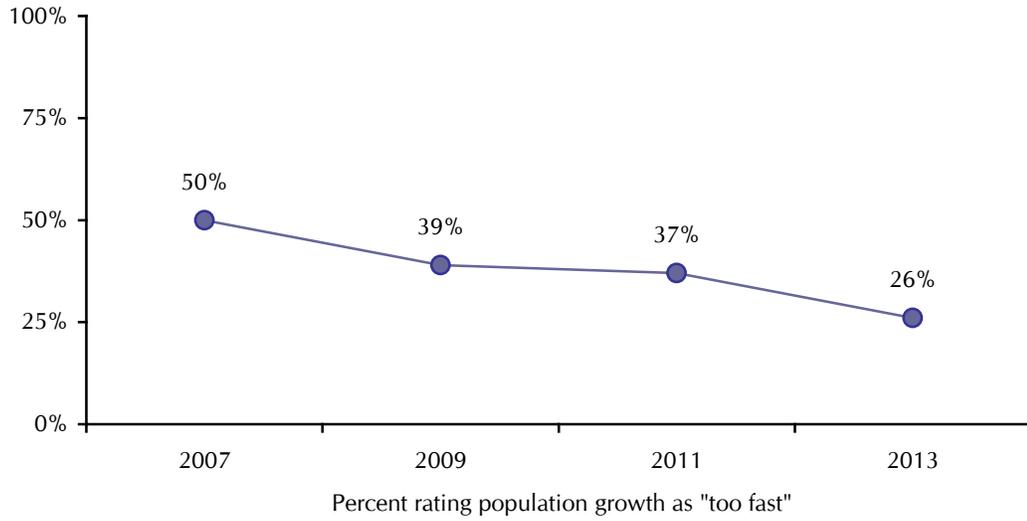


FIGURE 22: POPULATION GROWTH BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Population growth seen as too fast	Much less	Much less

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

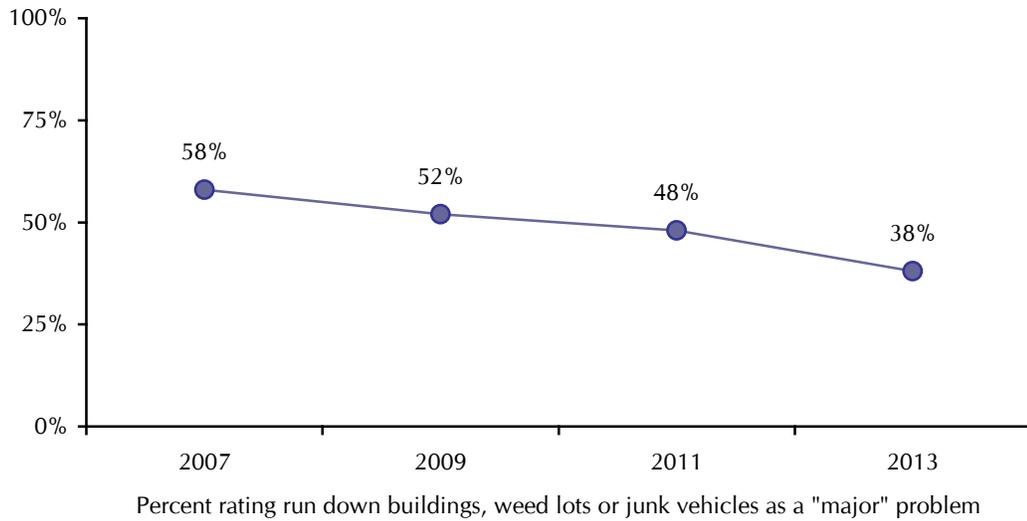


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much more	Much more

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2013	2011	2009	2007
Land use, planning and zoning	24%	21%	20%	13%
Code enforcement (weeds, abandoned buildings, etc.)	15%	19%	10%	9%
Animal control	25%	30%	NA	NA
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 features were shopping opportunities and the overall quality of business and service establishments in Richmond. Receiving the lowest rating was employment opportunities. Ratings for shopping opportunities increased since 2007.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2007
Employment opportunities	9%	10%	12%	10%
Shopping opportunities	30%	28%	27%	19%
Richmond as a place to work	22%	23%	22%	24%
Overall quality of business and service establishments in Richmond	23%	24%	23%	NA
Percent "excellent" or "good"				

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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, 81% responded that it was “too slow,” while 56% reported retail growth as “too slow.” More residents in Richmond compared to other jurisdictions believed that retail growth was too slow. More residents believed that jobs growth was too slow compared to the national benchmark, but compared to the custom benchmark, a similar amount of residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2011	2009	2007
Retail growth seen as too slow	56%	58%	60%	60%
Jobs growth seen as too slow	81%	92%	89%	82%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	More	Similar

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

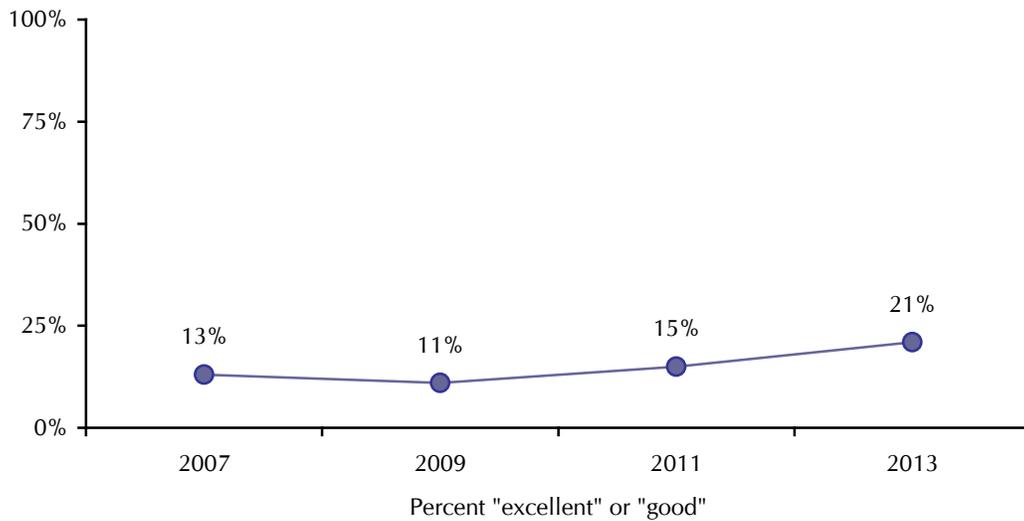


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Economic development	Much below	Much below

Residents were asked to reflect on their economic prospects in the near term. Twenty-three 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 more than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

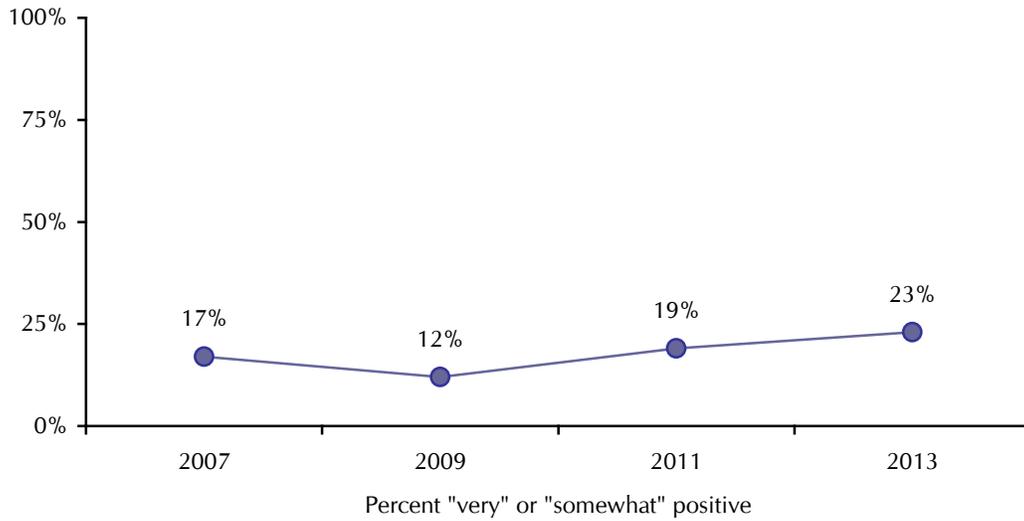


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Positive impact of economy on household income	Above	Above

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. About 1 in 5 of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 16% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2013	2011	2009	2007
Safety in your neighborhood during the day	70%	70%	68%	64%
Safety in your neighborhood after dark	43%	42%	36%	34%
Safety in Richmond's downtown area during the day	37%	34%	29%	25%
Safety in Richmond's downtown area after dark	10%	5%	4%	3%
Safety from violent crime (e.g., rape, assault, robbery)	20%	15%	10%	13%
Safety from property crimes (e.g., burglary, theft)	14%	11%	9%	9%
Safety from environmental hazards	16%	17%	19%	NA
Percent "very" or "somewhat" safe				

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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, 22% 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 more Richmond residents had been victims of crime in the 12 months preceding the survey and fewer Richmond residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2013	2011	2009	2007
During the past 12 months, were you or anyone in your household the victim of any crime?	22%	27%	28%	30%
If yes, was this crime (these crimes) reported to the police?	76%	76%	73%	81%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Victim of crime	Much more	Much more
Reported crimes	Less	Less

Residents rated six City public safety services. Fire services and police services received the highest ratings, while emergency preparedness and crime prevention received the lowest ratings. Most were rated similar compared to previous years, however, ratings increased for emergency preparedness.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

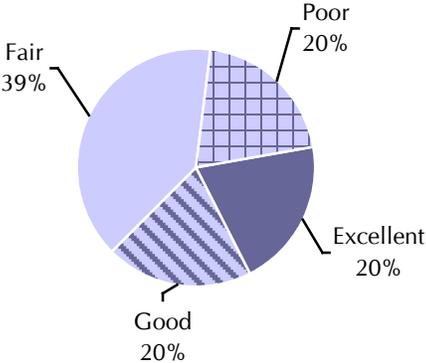
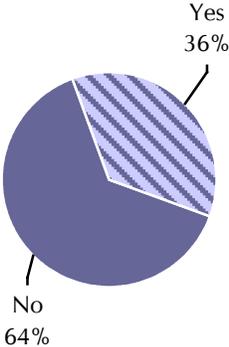
	2013	2011	2009	2007
Police services	57%	51%	54%	38%
Fire services	69%	71%	79%	70%
Crime prevention	27%	22%	19%	11%
Fire prevention and education	46%	39%	45%	41%
Traffic enforcement	38%	34%	36%	34%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	37%	28%	28%	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Police services	Much below	Much below
Fire 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

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?



What was your overall impression of your most recent contact with the City of Richmond Police Department?

FIGURE 42: CONTACT WITH POLICE BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Had contact with the City of Richmond Police Department	Similar	Similar
Overall impression of most recent contact with the City of Richmond Police Department	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 23% of survey respondents. Preservation of natural areas received the highest rating, and it was much below the benchmarks.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2013	2011	2009	2007
Cleanliness of Richmond	16%	15%	12%	NA
Quality of overall natural environment in Richmond	23%	25%	23%	NA
Preservation of natural areas such as open space, farmlands and greenbelts	35%	30%	32%	NA
Air quality	24%	24%	20%	20%
Percent "excellent" or "good"				

FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

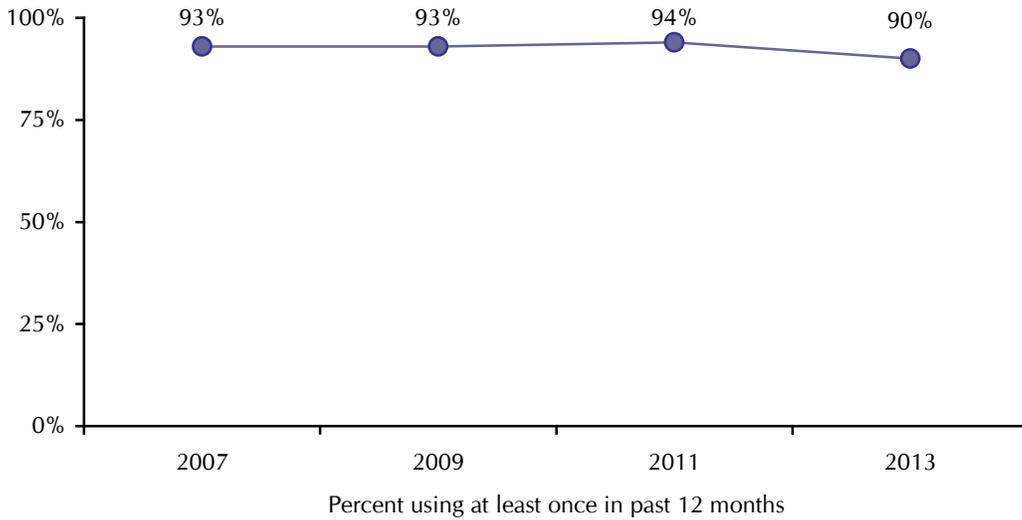


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Recycled used paper, cans or bottles from your home	Much more	More

Of the four utility services rated by those completing the questionnaire, recycling and garbage collection were rated the highest. Ratings for storm drainage increased compared to the 2011 survey.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

	2013	2011	2009	2007
Sewer services	51%	46%	45%	41%
Storm drainage	51%	41%	42%	31%
Recycling	70%	68%	70%	71%
Garbage collection	67%	69%	73%	70%
Percent "excellent" or "good"				

FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Sewer services	Much below	Much below
Storm drainage	Much below	Below
Recycling	Below	Below
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.

Recreation opportunities in the City of Richmond were rated somewhat negatively and were below the benchmarks. Ratings for recreation services were below the benchmarks. Ratings for recreation centers or facilities increased since 2011.

Resident use of Richmond parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Richmond recreation centers, participated in a recreation program, or visited a City park remained stable over time.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

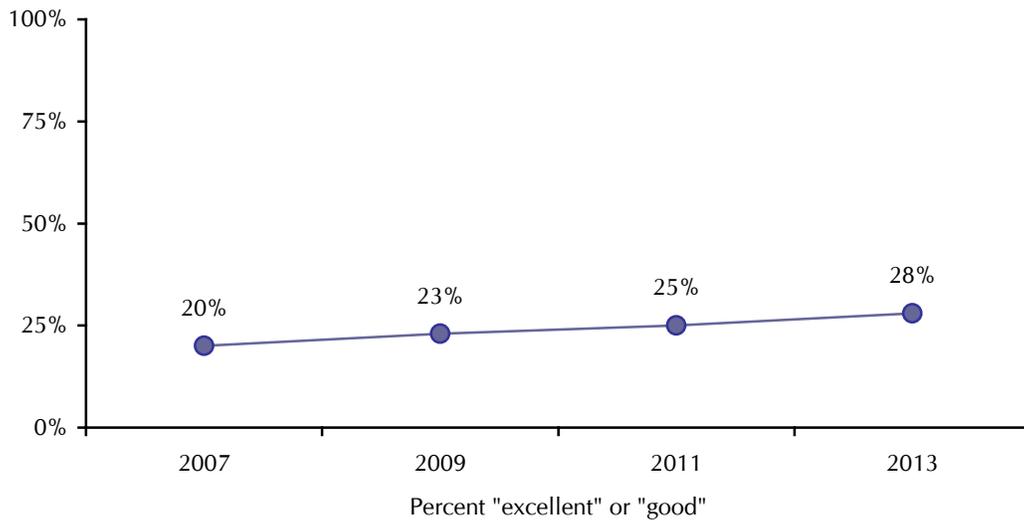


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Recreation opportunities	Much below	Much below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2013	2011	2009	2007
Used Richmond recreation centers	40%	40%	44%	37%
Participated in a recreation program or activity	27%	32%	34%	28%
Visited a neighborhood park or City park	71%	73%	78%	76%
Percent using at least once in last 12 months				

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2013	2011	2009	2007
City parks	46%	43%	39%	30%
Recreation programs or classes	44%	37%	30%	24%
Recreation centers or facilities	42%	34%	33%	23%
Percent "excellent" or "good"				

FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 22% of respondents. Educational opportunities were rated as “excellent” or “good” by 13% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as were cultural activity opportunities.

About half of Richmond residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was less than comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2007
Opportunities to attend cultural activities	22%	29%	24%	22%
Educational opportunities	13%	17%	15%	15%
Percent "excellent" or "good"				

FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Opportunities to attend cultural activities	Much below	Much below
Educational opportunities	Much below	Much below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2007
Used Richmond public libraries or their services	52%	59%	59%	55%
Participated in religious or spiritual activities in Richmond	42%	43%	41%	NA
Percent using at least once in last 12 months				

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Used Richmond public libraries or their services	Much less	Much less
Participated in religious or spiritual activities in Richmond	Much less	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2011	2009	2007
Public schools	20%	20%	18%	14%
Public library services	52%	48%	51%	35%
Percent "excellent" or "good"				

FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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. The availability of affordable quality food was rated most positively for the City of Richmond, while the availability of affordable quality health care was rated less favorably by residents.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2007
Availability of affordable quality health care	27%	27%	24%	25%
Availability of affordable quality food	36%	29%	32%	32%
Availability of preventive health services	34%	27%	25%	NA
Percent "excellent" or "good"				

FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 63: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

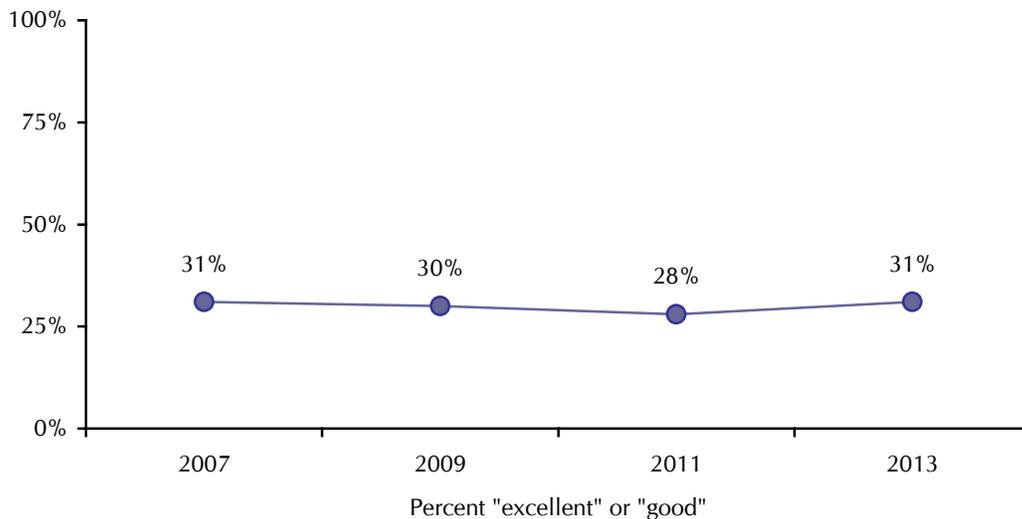


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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.

A low percentage of residents rated the City of Richmond as an “excellent” or “good” place to raise kids and about one-quarter of Richmond residents rated it as an excellent or good place to retire. Some residents felt that the local sense of community was “excellent” or “good.” Almost half of survey respondents felt the City of Richmond was open and accepting towards people of diverse backgrounds. When compared to the previous surveys, ratings increased for Richmond as a place to retire.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2013	2011	2009	2007
Sense of community	27%	27%	27%	17%
Openness and acceptance of the community toward people of diverse backgrounds	47%	42%	39%	37%
Availability of affordable quality child care	25%	26%	18%	23%
Richmond as a place to raise children	14%	13%	12%	9%
Richmond as a place to retire	27%	17%	18%	15%
Percent "excellent" or "good"				

FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Sense of community	Much below	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Much below	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 29% to 37% with ratings of “excellent” or “good.” All ratings for services to more vulnerable populations were below the benchmarks; however ratings increased for services to youth and services to low-income people compared to the 2011 survey.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2013	2011	2009	2007
Services to seniors	37%	33%	39%	27%
Services to youth	29%	21%	22%	16%
Services to low-income people	36%	26%	26%	18%
Percent "excellent" or "good"				

FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Services to seniors	Much below	Much below
Services to youth	Much below	Much below
Services to low income people	Much below	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. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Richmond. Survey participants rated the volunteer opportunities in the City of Richmond somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked. Ratings for volunteer opportunities increased over time.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

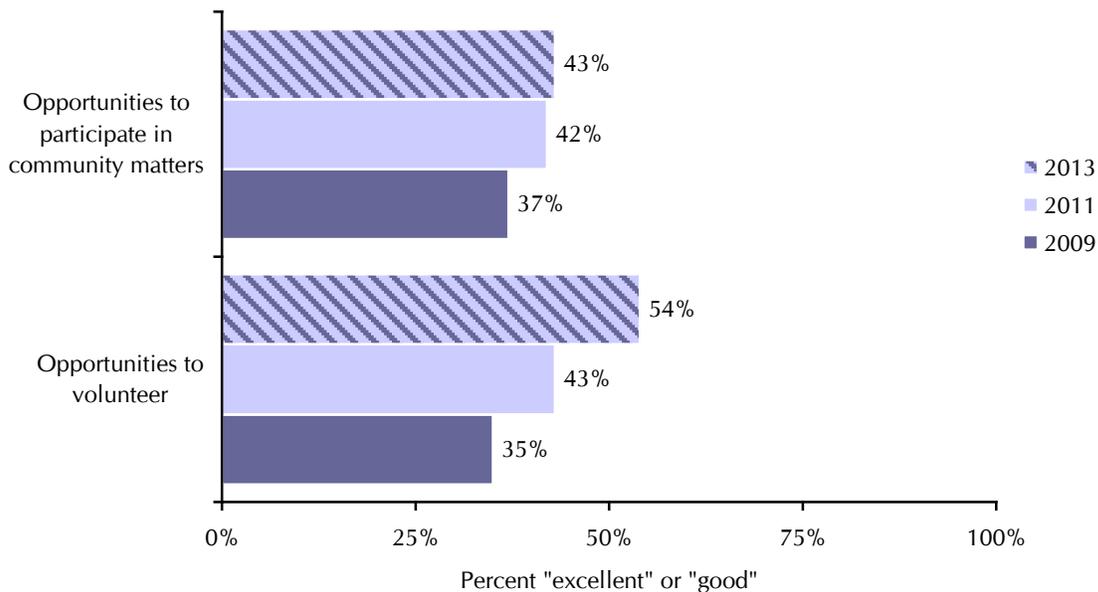


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 majority had helped a friend. The participation rates of these civic behaviors were compared to the rates across national jurisdictions. Watching a meeting of local elected officials showed similar rates of involvement; while attending a meeting of local elected officials showed higher rates. Volunteering time to a group, participating in a club and providing help to a neighbor showed lower rates of community engagement. Compared to the 2011 survey participation rates for watching a meeting of local elected officials declined.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2013	2011	2009	2007
Attended a meeting of local elected officials or other local public meeting	32%	31%	37%	36%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	37%	47%	52%	60%
Volunteered your time to some group or activity in Richmond	29%	34%	37%	35%
Participated in a club or civic group in Richmond	24%	20%	24%	NA
Provided help to a friend or neighbor	89%	91%	89%	NA
Percent participating at least once in the last 12 months				

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Attended a meeting of local elected officials or other local public meeting	Much more	More
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Similar	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

¹ 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 survey respondents reported they were registered to vote and 73% indicated they had voted in the last general election. This rate of self-reported voting was lower than comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR²

	2013	2011	2009	2007
Registered to vote	80%	80%	80%	79%
Voted in the last general election	73%	75%	77%	73%
Percent "yes"				

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Registered to vote	Much less	Much less
Voted in last general election	Much less	Much less

² 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.

Information and Awareness

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

FIGURE 75: USE OF INFORMATION SOURCES BY YEAR

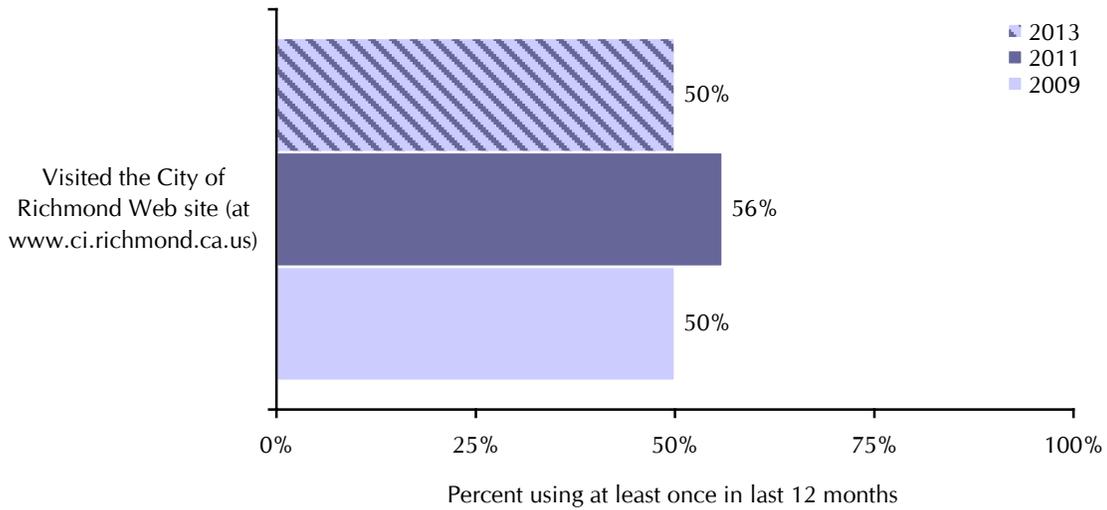


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Visited the City of Richmond Web site	Much less	Much less

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2013	2011	2009	2007
Public information services	41%	38%	31%	20%
Percent "excellent" or "good"				

FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Public information services	Much below	Much below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 24% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” Ratings increased for opportunities to participate in religious or spiritual activities.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

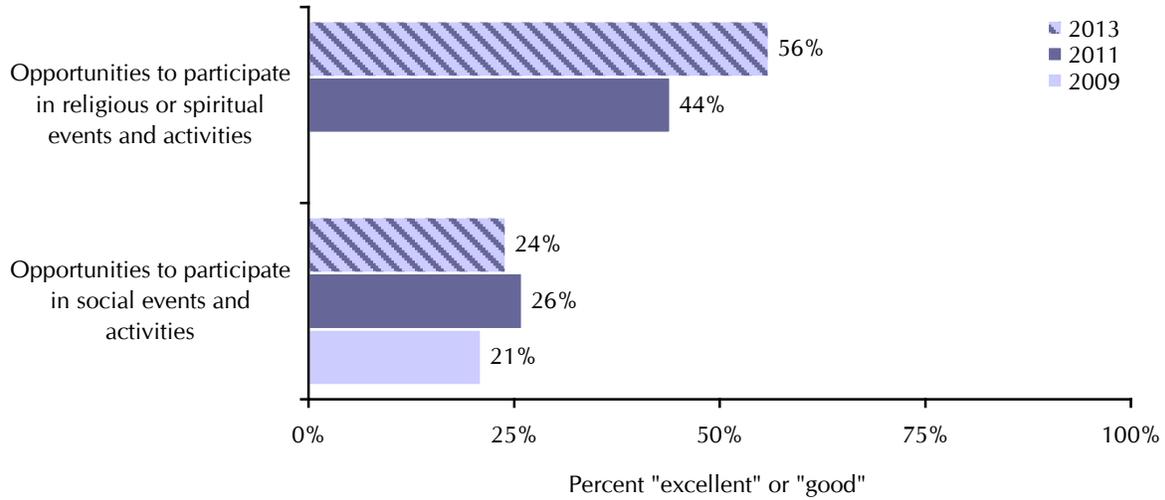


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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

Residents in Richmond reported a fair amount of neighborliness. More than 40% 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 81: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

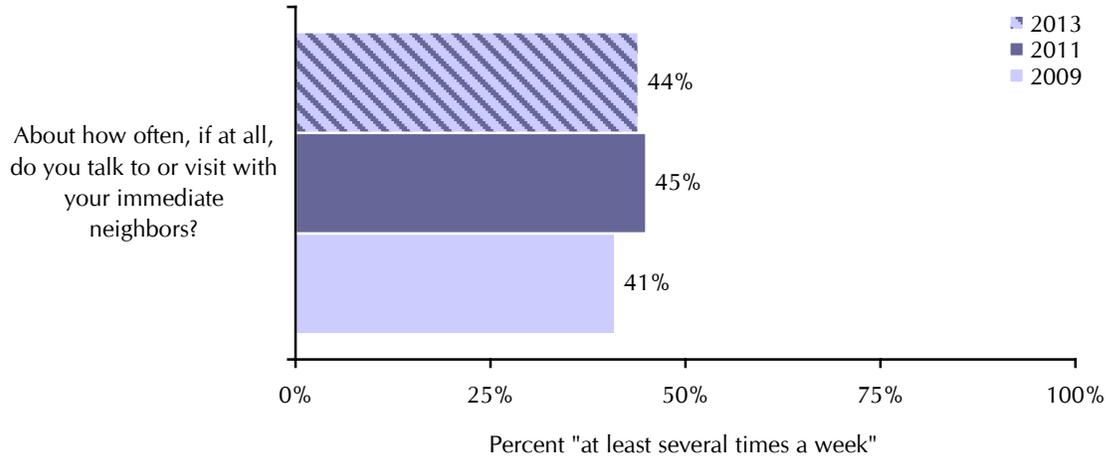


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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.” Ratings over time increased for the value of services for the taxes paid to Richmond.

FIGURE 83: PUBLIC TRUST RATINGS BY YEAR

	2013	2011	2009	2007
The value of services for the taxes paid to Richmond*	35%	20%	19%	18%
The overall direction that Richmond is taking*	36%	30%	28%	27%
The job Richmond government does at welcoming citizen involvement*	31%	31%	23%	41%
Overall image or reputation of Richmond	6%	6%	6%	4%
Percent "excellent" or "good"				

* 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 84: PUBLIC TRUST BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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

On average, residents of the City of Richmond gave the highest evaluations to their own local government and the lowest average rating to the Federal Government and State Government. The overall quality of services delivered by the City of Richmond was rated as “excellent” or “good” by 34% of survey participants. The City of Richmond’s rating was below the benchmark when compared to other communities in the nation. Ratings of overall City services increased over the last six years.

FIGURE 85: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF RICHMOND BY YEAR

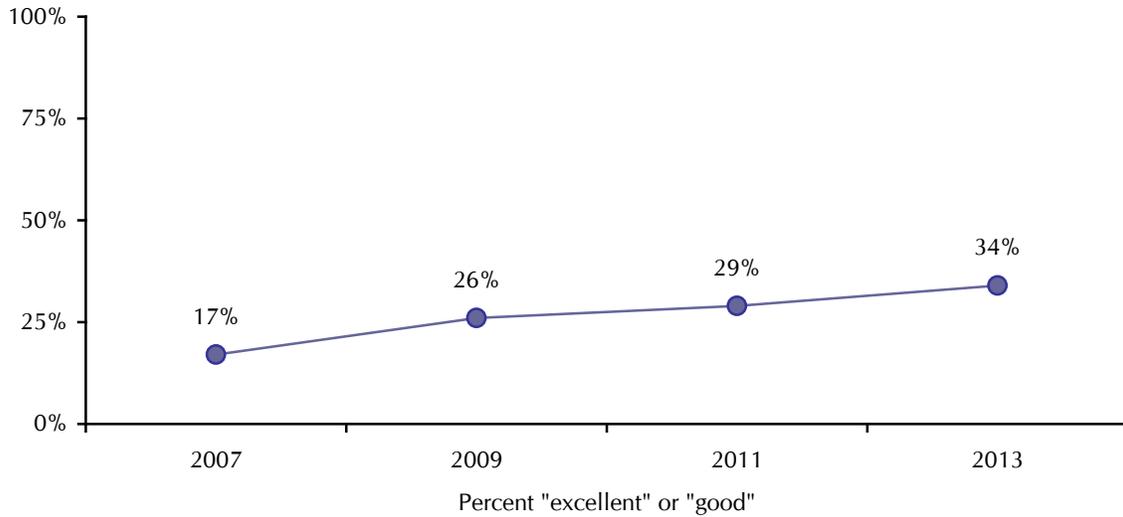


FIGURE 86: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2011	2009	2007
Services provided by City of Richmond	34%	29%	26%	17%
Services provided by the Federal Government	29%	29%	27%	17%
Services provided by the State Government	29%	24%	20%	18%
Services provided by Contra Costa County Government	31%	28%	27%	NA
Percent "excellent" or "good"				

FIGURE 87: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
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 35% who reported that they had been in contact (a percent that is much 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 moderately well; 61% of respondents rated their overall impression as "excellent" or "good." Employee ratings were lower than the benchmarks and were similar to past survey years.

FIGURE 88: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

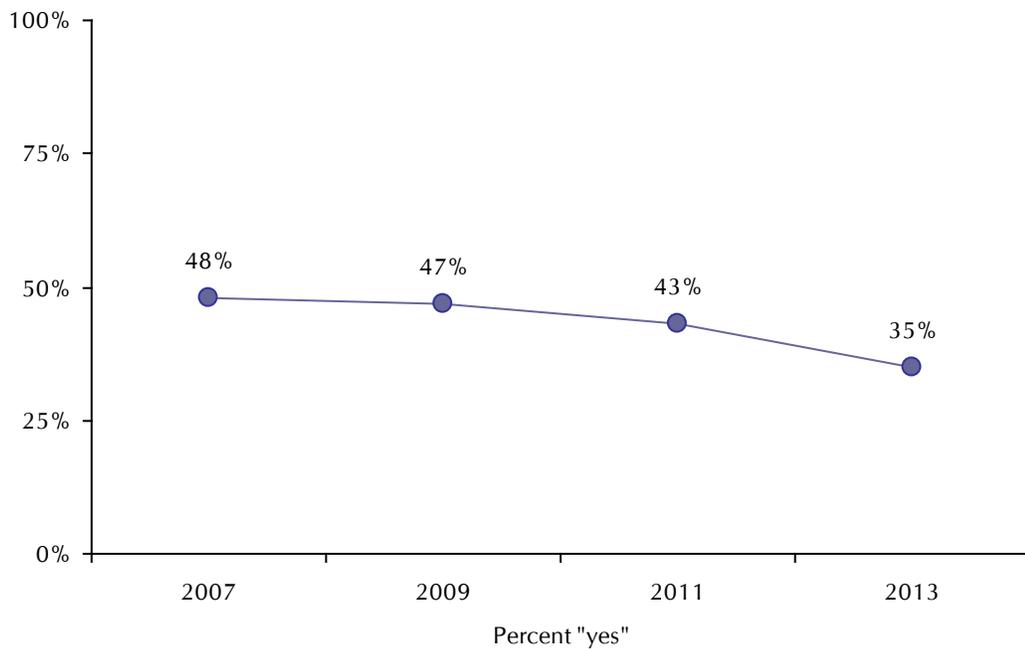


FIGURE 89: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Had contact with City employee(s) in last 12 months	Much less	Much less

FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2013	2011	2009	2007
Knowledge	65%	72%	55%	60%
Responsiveness	59%	61%	51%	49%
Courtesy	63%	68%	56%	58%
Overall impression	61%	61%	52%	52%
Percent "excellent" or "good"				

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Median income \$49,000 to \$59,000 Benchmark Comparisons
Knowledge	Much below	Much below
Responsiveness	Much below	Much below
Courteousness	Much below	Much 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:

- Code enforcement
- Police services
- Sewer services
- Street repair

CITY OF RICHMOND ACTION CHART™

The 2013 City of Richmond Action Chart™ on the following page combines three dimensions of performance:

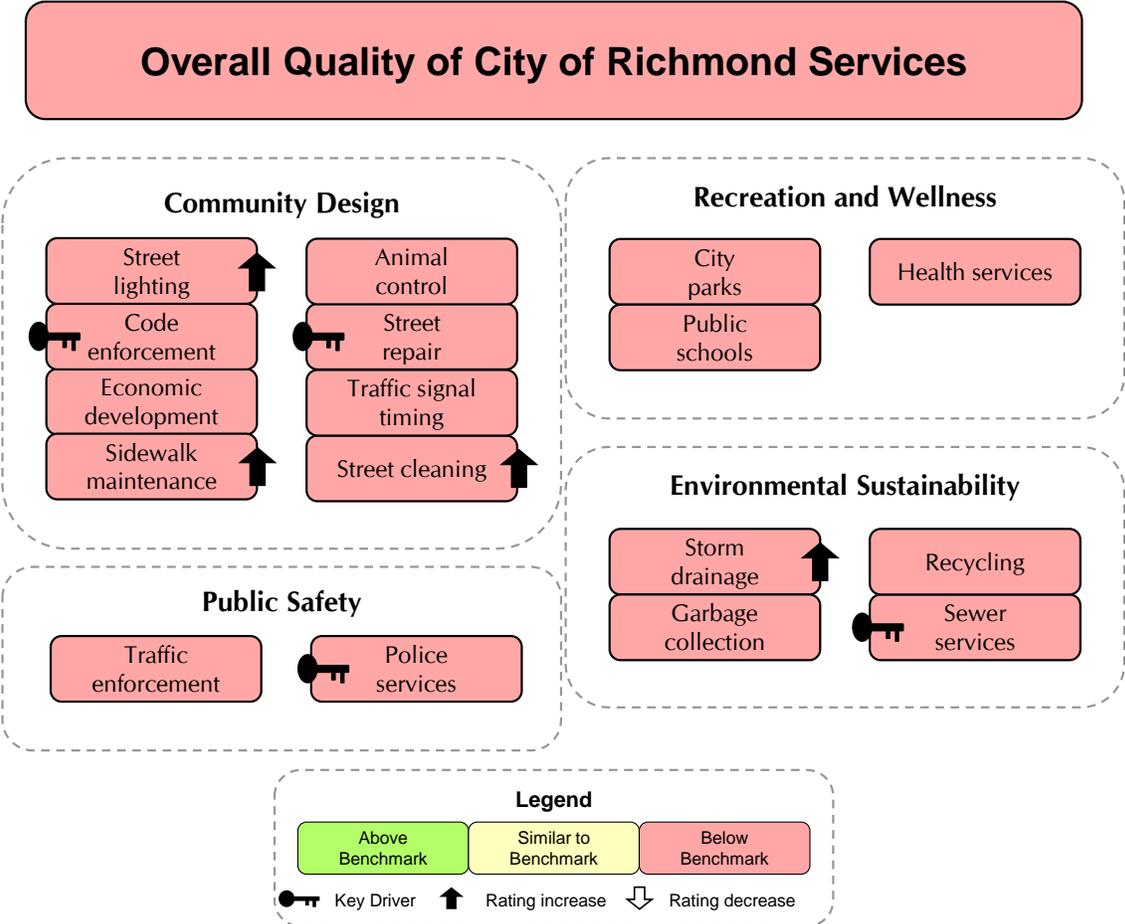
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. 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.

Seventeen services were included in the KDA for the City of Richmond. Of these, all 17 were below the national 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 trending down or that are not at least similar to the benchmark. In Richmond, all key drivers 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 92: 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 93: KEY DRIVERS COMPARED

Service	City of Richmond Key Drivers	National Key Drivers	Core Services
• Police services	✓	✓	✓
◦ Traffic enforcement			
• Street repair	✓		✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
• Sewer services	✓		✓
◦ City parks			
• Code enforcement	✓		✓
◦ Animal control			
Economic development		✓	
Health services			✓
Public schools		✓	

- 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	25%
Very good	23%
Good	38%
Fair	12%
Poor	2%
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	15%
Somewhat better now than one year ago	15%
About the same	59%
Somewhat worse now than one year ago	9%
Much worse now than one year ago	2%
Total	100%

Custom Question 3						
Please rate the impact of the following City services on your health and well-being:	Very positive impact	Moderate positive impact	No impact	Moderate negative impact	Very negative impact	Total
Parks	26%	25%	41%	5%	3%	100%
Police	19%	31%	42%	5%	2%	100%
Library services	16%	25%	48%	7%	5%	100%
Fire	14%	35%	44%	3%	3%	100%
Street lighting	11%	26%	35%	19%	9%	100%
Affordable and quality housing	11%	26%	41%	13%	9%	100%
Traffic safety	10%	34%	39%	14%	4%	100%
Street quality	9%	33%	33%	16%	10%	100%
Recreation programs	8%	23%	62%	4%	3%	100%
Blight abatement	7%	25%	43%	18%	8%	100%

Custom Question 4					
How important, if at all, are the following issues for the City to address within the next two years?	Essential	Very important	Somewhat important	Not at all important	Total
Reducing crime	70%	26%	3%	0%	100%
Improving street paving conditions	48%	38%	14%	1%	100%
Developing job training opportunities	44%	40%	14%	2%	100%
Improving environmental quality	38%	46%	15%	1%	100%
Improving downtown Richmond	37%	30%	30%	2%	100%
Improving street and pedestrian lighting	35%	45%	18%	2%	100%
Addressing blighted properties	34%	52%	12%	2%	100%
Renovating community centers and expanding programming	32%	44%	19%	5%	100%
Positively marketing the City	31%	40%	22%	7%	100%
Establishing a link between Richmond and Lawrence Berkeley National Lab	30%	34%	24%	12%	100%
Improving park conditions	25%	41%	32%	2%	100%
Providing more parks and open space	22%	39%	30%	9%	100%
Upgrading existing and developing more athletic fields	22%	43%	27%	9%	100%
Increasing transportation options (i.e. car/bike share, shuttles)	22%	44%	29%	5%	100%
Improving traffic flow and pedestrian safety	20%	50%	24%	6%	100%
Preserving historic buildings	18%	30%	41%	11%	100%

Custom Question 5					
To what extent would you support or oppose a tax increase to fund each of the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Street and road repairs and construction	34%	32%	20%	13%	100%
Recreation and park development	32%	42%	11%	15%	100%
Paramedics	31%	38%	16%	15%	100%
Library services	28%	42%	12%	17%	100%
Enhanced street lighting and landscaping	25%	44%	14%	17%	100%
Storm water facilities to restore creeks and prevent flooding	23%	41%	24%	11%	100%

Custom Question 6	
In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?	Percent of respondents
Most of the time	12%
Some of the time	39%
Rarely	22%
Never	27%
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%	33%	43%	21%	100%
Your neighborhood as a place to live	19%	34%	37%	10%	100%
Richmond as a place to raise children	6%	8%	36%	49%	100%
Richmond as a place to work	2%	20%	40%	38%	100%
Richmond as a place to retire	7%	20%	32%	41%	100%
The overall quality of life in Richmond	2%	28%	47%	22%	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	5%	22%	41%	31%	100%
Openness and acceptance of the community toward diversity	16%	32%	38%	15%	100%
Overall appearance of Richmond	1%	17%	48%	33%	100%
Cleanliness of Richmond	1%	14%	46%	39%	100%
Overall quality of new development in Richmond	2%	21%	52%	25%	100%
Variety of housing options	4%	25%	48%	24%	100%
Overall quality of business and service establishments in Richmond	3%	20%	49%	27%	100%
Shopping opportunities	3%	27%	33%	38%	100%
Opportunities to attend cultural activities	6%	16%	49%	29%	100%
Recreational opportunities	2%	25%	51%	21%	100%
Employment opportunities	1%	8%	43%	48%	100%
Educational opportunities	1%	12%	46%	40%	100%
Opportunities to participate in social events/activities	4%	20%	48%	28%	100%
Opportunities to participate in religious or spiritual events and activities	9%	48%	34%	10%	100%
Opportunities to volunteer	6%	48%	29%	17%	100%
Opportunities to participate in community matters	5%	38%	40%	17%	100%
Ease of car travel in Richmond	12%	46%	31%	11%	100%
Ease of bus travel in Richmond	9%	33%	32%	26%	100%
Ease of rail or subway travel in Richmond	11%	33%	33%	23%	100%
Ease of bicycle travel in Richmond	7%	25%	37%	31%	100%
Ease of walking in Richmond	6%	24%	37%	33%	100%
Availability of paths and walking trails	7%	28%	39%	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
Traffic flow on major streets	2%	32%	51%	16%	100%
Amount of public parking	8%	43%	39%	10%	100%
Availability of affordable quality housing	4%	29%	42%	24%	100%
Availability of affordable quality child care	4%	22%	42%	33%	100%
Availability of affordable quality health care	11%	16%	50%	24%	100%
Availability of affordable quality food	8%	28%	38%	26%	100%
Availability of preventive health services	9%	25%	35%	32%	100%
Air quality	2%	22%	49%	27%	100%
Quality of overall natural environment in Richmond	2%	21%	53%	24%	100%
Overall image or reputation of Richmond	1%	5%	30%	64%	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	8%	11%	55%	19%	6%	100%
Retail growth (stores, restaurants, etc.)	19%	37%	39%	4%	0%	100%
Jobs growth	41%	39%	16%	4%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?	Percent of respondents
Not a problem	1%
Minor problem	8%
Moderate problem	53%
Major problem	38%
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)	3%	17%	19%	36%	25%	100%
Property crimes (e.g., burglary, theft)	1%	13%	15%	39%	31%	100%
Environmental hazards, including toxic waste	2%	14%	25%	36%	23%	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	35%	36%	13%	11%	6%	100%
In your neighborhood after dark	12%	30%	14%	24%	20%	100%
In Richmond's downtown area during the day	10%	27%	32%	20%	12%	100%
In Richmond's downtown area after dark	1%	9%	15%	27%	47%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Richmond Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Richmond Police Department?	20%	20%	39%	20%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	24%
Yes	76%
Total	100%

Question 11: 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	48%	25%	20%	5%	1%	100%
Used Richmond recreation centers	60%	16%	17%	4%	3%	100%
Participated in a recreation program or activity	73%	15%	8%	2%	2%	100%
Visited a neighborhood park or City park	29%	25%	25%	10%	11%	100%
Ridden a local bus within Richmond	69%	16%	8%	2%	4%	100%
Attended a meeting of local elected officials or other local public meeting	68%	20%	10%	0%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	63%	20%	13%	2%	3%	100%
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	50%	27%	17%	4%	2%	100%
Recycled used paper, cans or bottles from your home	10%	11%	14%	14%	50%	100%
Volunteered your time to some group or activity in Richmond	71%	14%	5%	3%	6%	100%
Participated in religious or spiritual activities in Richmond	58%	16%	8%	2%	16%	100%
Participated in a club or civic group in Richmond	76%	13%	7%	3%	1%	100%
Provided help to a friend or neighbor	11%	23%	32%	18%	17%	100%

Question 12: 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	18%
Several times a week	26%
Several times a month	24%
Less than several times a month	32%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Richmond:	Excellent	Good	Fair	Poor	Total
Police services	21%	36%	27%	16%	100%
Fire services	30%	38%	30%	1%	100%
Crime prevention	9%	19%	43%	29%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Richmond:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	11%	35%	36%	18%	100%
Traffic enforcement	12%	26%	40%	22%	100%
Street repair	1%	13%	24%	62%	100%
Street cleaning	9%	35%	38%	19%	100%
Street lighting	10%	26%	35%	29%	100%
Sidewalk maintenance	5%	25%	37%	32%	100%
Traffic signal timing	7%	33%	37%	23%	100%
Bus or transit services	6%	36%	40%	18%	100%
Garbage collection	23%	44%	25%	8%	100%
Recycling	26%	44%	23%	7%	100%
Storm drainage	12%	39%	35%	14%	100%
Sewer services	8%	43%	37%	12%	100%
City parks	13%	33%	41%	13%	100%
Recreation programs or classes	7%	37%	42%	13%	100%
Recreation centers or facilities	8%	35%	43%	14%	100%
Land use, planning and zoning	2%	22%	48%	28%	100%
Code enforcement (weeds, abandoned buildings, etc.)	2%	13%	39%	47%	100%
Animal control	6%	18%	49%	26%	100%
Economic development	1%	20%	40%	39%	100%
Health services	10%	21%	48%	21%	100%
Services to seniors	7%	30%	39%	24%	100%
Services to youth	7%	22%	40%	31%	100%
Services to low-income people	10%	25%	34%	30%	100%
Public library services	16%	36%	37%	11%	100%
Public information services	12%	29%	41%	18%	100%
Public schools	7%	12%	26%	54%	100%
Emergency preparedness (planning for natural disasters)	8%	30%	25%	38%	100%
Preservation of natural areas such as open space and greenbelts	10%	25%	45%	20%	100%
City-sponsored events	5%	32%	42%	21%	100%
City-maintained trees/public landscaping/street medians	3%	32%	37%	28%	100%
City-sponsored job training programs	4%	18%	42%	37%	100%
City of Richmond Web site	6%	38%	41%	15%	100%

Question 14: 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	2%	31%	45%	21%	100%
The Federal Government	1%	28%	41%	30%	100%
The State Government	3%	27%	44%	26%	100%
Contra Costa County Government	2%	29%	45%	24%	100%

Question 15: 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	12%	43%	29%	17%	100%
Remain in Richmond for the next five years	29%	39%	14%	18%	100%

Question 16: 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	18%
Neutral	54%
Somewhat negative	21%
Very negative	4%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	65%
Yes	35%
Total	100%

Question 18: 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	20%	45%	23%	12%	100%
Responsiveness	34%	25%	28%	13%	100%
Courtesy	35%	28%	28%	9%	100%
Overall impression	26%	34%	20%	19%	100%

Question 19: 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	1%	34%	40%	25%	100%
The overall direction that Richmond is taking	6%	30%	38%	26%	100%
The job Richmond government does at welcoming citizen involvement	5%	26%	29%	40%	100%

Question 20: Custom Question 1	
In general, how would you rate your health?	Percent of respondents
Excellent	25%
Very good	23%
Good	38%
Fair	12%
Poor	2%
Total	100%

Question 21: 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	15%
Somewhat better now than one year ago	15%
About the same	59%
Somewhat worse now than one year ago	9%
Much worse now than one year ago	2%
Total	100%

Question 22: Custom Question 3						
Please rate the impact of the following City services on your health and well-being:	Very positive impact	Moderate positive impact	No impact	Moderate negative impact	Very negative impact	Total
Parks	26%	25%	41%	5%	3%	100%
Recreation programs	8%	23%	62%	4%	3%	100%
Police	19%	31%	42%	5%	2%	100%
Fire	14%	35%	44%	3%	3%	100%
Street quality	9%	33%	33%	16%	10%	100%
Street lighting	11%	26%	35%	19%	9%	100%
Library services	16%	25%	48%	7%	5%	100%
Affordable and quality housing	11%	26%	41%	13%	9%	100%
Traffic safety	10%	34%	39%	14%	4%	100%
Blight abatement	7%	25%	43%	18%	8%	100%

Question 23: Custom Question 4					
How important, if at all, are the following issues for the City to address within the next two years?	Essential	Very important	Somewhat important	Not at all important	Total
Improving traffic flow and pedestrian safety	20%	50%	24%	6%	100%
Preserving historic buildings	18%	30%	41%	11%	100%
Improving park conditions	25%	41%	32%	2%	100%
Providing more parks and open space	22%	39%	30%	9%	100%
Renovating community centers and expanding programming	32%	44%	19%	5%	100%
Upgrading existing and developing more athletic fields	22%	43%	27%	9%	100%
Improving street and pedestrian lighting	35%	45%	18%	2%	100%
Developing job training opportunities	44%	40%	14%	2%	100%
Addressing blighted properties	34%	52%	12%	2%	100%
Reducing crime	70%	26%	3%	0%	100%
Increasing transportation options (i.e. car/bike share, shuttles)	22%	44%	29%	5%	100%
Positively marketing the City	31%	40%	22%	7%	100%
Improving downtown Richmond	37%	30%	30%	2%	100%
Improving street paving conditions	48%	38%	14%	1%	100%
Improving environmental quality	38%	46%	15%	1%	100%
Establishing a link between Richmond and Lawrence Berkeley National Lab	30%	34%	24%	12%	100%

Question 24: Custom Question 5					
To what extent would you support or oppose a tax increase to fund each of the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Street and road repairs and construction	34%	32%	20%	13%	100%
Enhanced street lighting and landscaping	25%	44%	14%	17%	100%
Library services	28%	42%	12%	17%	100%
Storm water facilities to restore creeks and prevent flooding	23%	41%	24%	11%	100%
Paramedics	31%	38%	16%	15%	100%
Recreation and park development	32%	42%	11%	15%	100%

Question 25: Custom Question 6	
In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?	Percent of respondents
Most of the time	12%
Some of the time	39%
Rarely	22%
Never	27%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	57%
Yes, part-time	10%
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	68%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	12%
Walk	6%
Bicycle	1%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Richmond?	Percent of respondents
Less than 2 years	16%
2 to 5 years	12%
6 to 10 years	13%
11 to 20 years	22%
More than 20 years	38%
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)	6%
Building with two or more apartments or condominiums	33%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	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 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	20%
\$1,000 to \$1,499 per month	31%
\$1,500 to \$2,499 per month	30%
\$2,500 or more per month	7%
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	77%
Yes	23%
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	23%
\$25,000 to \$49,999	26%
\$50,000 to \$99,999	35%
\$100,000 to \$149,999	11%
\$150,000 or more	5%
Total	100%

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

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	15%
Black or African American	29%
White	38%
Other	23%
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	6%
25 to 34 years	21%
35 to 44 years	17%
45 to 54 years	22%
55 to 64 years	18%
65 to 74 years	10%
75 years or older	6%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	19%
Yes	77%
Ineligible to vote	4%
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	26%
Yes	68%
Ineligible to vote	6%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	45%
Yes	55%
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	40%
Land line	34%
Both	26%
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%	13	33%	131	42%	170	21%	85	1%	3	100%
Your neighborhood as a place to live	19%	76	34%	138	37%	147	10%	39	0%	0	100%	399
Richmond as a place to raise children	6%	23	7%	29	34%	133	46%	180	6%	24	100%	389
Richmond as a place to work	2%	7	15%	59	32%	121	30%	114	22%	84	100%	385
Richmond as a place to retire	6%	24	17%	68	27%	110	35%	141	15%	58	100%	401
The overall quality of life in Richmond	2%	8	28%	113	47%	190	22%	89	0%	0	100%	400

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	5%	20	21%	80	40%	152	30%	115	5%	17	100%
Openness and acceptance of the community toward diversity	15%	59	30%	119	36%	142	14%	56	4%	15	100%	392
Overall appearance of Richmond	1%	5	17%	66	47%	186	33%	130	2%	6	100%	394
Cleanliness of Richmond	1%	4	14%	54	43%	171	37%	146	5%	18	100%	394
Overall quality of new development in Richmond	1%	6	18%	72	45%	177	22%	85	14%	54	100%	393
Variety of housing options	3%	13	22%	89	43%	170	22%	86	10%	38	100%	396
Overall quality of business and service establishments in Richmond	3%	12	20%	79	48%	192	27%	107	2%	7	100%	396
Shopping opportunities	3%	11	27%	107	33%	129	37%	149	0%	1	100%	397
Opportunities to attend cultural activities	5%	21	14%	55	44%	174	26%	102	10%	40	100%	393
Recreational opportunities	2%	8	24%	93	48%	188	20%	78	7%	26	100%	392
Employment opportunities	1%	4	6%	23	32%	125	36%	141	26%	102	100%	395
Educational opportunities	1%	4	10%	39	38%	151	34%	132	17%	66	100%	394

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/activities	3%	12	17%	65	40%	157	23%	91	17%	67	100%
Opportunities to participate in religious or spiritual events and activities	7%	28	39%	153	27%	108	8%	32	19%	75	100%	395
Opportunities to volunteer	4%	17	39%	152	23%	90	14%	55	20%	77	100%	391
Opportunities to participate in community matters	4%	16	32%	126	34%	134	14%	55	15%	59	100%	390
Ease of car travel in Richmond	12%	47	46%	180	30%	121	11%	42	2%	6	100%	396
Ease of bus travel in Richmond	7%	27	25%	97	24%	94	19%	75	26%	100	100%	392
Ease of rail or subway travel in Richmond	9%	36	27%	106	27%	106	19%	76	18%	69	100%	395
Ease of bicycle travel in Richmond	6%	23	21%	83	31%	125	26%	104	16%	62	100%	397
Ease of walking in Richmond	6%	24	23%	89	36%	140	31%	124	4%	18	100%	394
Availability of paths and walking trails	7%	26	25%	99	34%	134	23%	89	11%	44	100%	392
Traffic flow on major streets	2%	8	31%	123	50%	196	15%	61	1%	6	100%	393
Amount of public parking	7%	28	40%	158	36%	143	9%	37	8%	33	100%	399
Availability of affordable quality housing	4%	15	25%	100	36%	143	21%	82	14%	54	100%	394
Availability of affordable quality child care	2%	8	12%	47	23%	92	18%	72	45%	181	100%	399
Availability of affordable quality health care	8%	33	12%	47	37%	148	18%	71	25%	101	100%	399
Availability of affordable quality food	8%	30	26%	103	36%	143	24%	96	7%	26	100%	398
Availability of preventive health services	6%	25	18%	73	25%	101	23%	92	27%	105	100%	396
Air quality	2%	7	21%	83	47%	184	25%	100	5%	21	100%	395
Quality of overall natural environment in Richmond	2%	8	21%	81	51%	204	23%	90	3%	14	100%	397
Overall image or reputation of Richmond	1%	3	5%	19	30%	119	64%	252	1%	2	100%	396

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	5%	21	8%	30	38%	150	13%	52	4%	17	31%	122	100%
Retail growth (stores, restaurants, etc.)	17%	67	33%	128	34%	136	4%	15	0%	1	12%	48	100%	395
Jobs growth	27%	108	26%	104	10%	41	3%	10	0%	0	34%	133	100%	396

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?	Percent of respondents	Count
Not a problem	1%	2
Minor problem	8%	28
Moderate problem	48%	178
Major problem	35%	131
Don't know	9%	35
Total	100%	375

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)	3%	12	17%	69	19%	74	36%	144	25%	100	1%	3	100%
Property crimes (e.g., burglary, theft)	1%	4	13%	52	15%	60	39%	155	31%	124	1%	3	100%	399
Environmental hazards, including toxic waste	2%	8	14%	55	24%	95	34%	138	22%	88	4%	15	100%	399

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	35%	139	36%	143	13%	53	11%	44	6%	22	0%	0	100%
In your neighborhood after dark	12%	49	30%	122	14%	55	24%	96	20%	78	0%	1	100%	400
In Richmond's downtown area during the day	9%	35	23%	93	28%	111	17%	68	10%	40	14%	54	100%	401
In Richmond's downtown area after dark	1%	5	8%	32	14%	54	25%	99	43%	171	10%	39	100%	401

Question 7: Contact with Police Department													
Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?						No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?						63%	248	36%	141	2%	6	100%	396

Question 8: Ratings of Contact with Police Department													
What was your overall impression of your most recent contact with the City of Richmond Police Department?	Excellent		Good		Fair		Poor		Don't know		Total		
	What was your overall impression of your most recent contact with the City of Richmond Police Department?	20%	28	20%	28	39%	55	20%	28	0%	0	100%	139

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	77%	302
Yes	22%	86
Don't know	1%	5
Total	100%	393

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	24%	20
Yes	75%	64
Don't know	1%	0
Total	100%	85

Question 11: 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	48%	193	25%	101	20%	82	5%	21	1%	5	100%	403
Used Richmond recreation centers	60%	239	16%	66	17%	68	4%	17	3%	11	100%	401
Participated in a recreation program or activity	73%	288	15%	60	8%	32	2%	9	2%	7	100%	396
Visited a neighborhood park or City park	29%	116	25%	98	25%	99	10%	38	11%	44	100%	394
Ridden a local bus within Richmond	69%	271	16%	63	8%	31	2%	9	4%	18	100%	392
Attended a meeting of local elected officials or other local public meeting	68%	270	20%	81	10%	40	0%	2	1%	2	100%	395
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	63%	250	20%	79	13%	50	2%	6	3%	10	100%	395
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	50%	195	27%	106	17%	66	4%	17	2%	9	100%	393
Recycled used paper, cans or bottles from your home	10%	41	11%	44	14%	56	14%	57	50%	199	100%	396
Volunteered your time to some group or activity in Richmond	71%	281	14%	54	5%	22	3%	13	6%	24	100%	393
Participated in religious or spiritual activities in Richmond	58%	228	16%	64	8%	30	2%	9	16%	62	100%	393
Participated in a club or civic group in Richmond	76%	299	13%	50	7%	28	3%	13	1%	5	100%	394
Provided help to a friend or neighbor	11%	44	23%	89	32%	125	18%	70	17%	66	100%	393

Question 12: 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	18%	71
Several times a week	26%	103
Several times a month	24%	94
Less than several times a month	32%	129
Total	100%	397

Question 13: Service Quality												
Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	17%	70	30%	121	23%	92	13%	53	17%	68	100%
Fire services	21%	83	26%	105	20%	81	1%	3	32%	127	100%	399
Crime prevention	7%	27	14%	57	33%	132	22%	89	23%	93	100%	398
Fire prevention and education	6%	26	21%	84	22%	88	11%	43	40%	159	100%	401
Traffic enforcement	9%	36	20%	79	30%	121	17%	66	25%	99	100%	401
Street repair	1%	5	13%	52	23%	93	60%	240	3%	12	100%	402
Street cleaning	8%	33	33%	133	36%	145	18%	71	5%	20	100%	401
Street lighting	10%	41	25%	102	35%	138	29%	114	1%	5	100%	401
Sidewalk maintenance	5%	20	24%	94	35%	139	30%	119	6%	24	100%	395
Traffic signal timing	7%	29	32%	127	36%	144	23%	91	2%	8	100%	398
Bus or transit services	4%	16	25%	99	27%	109	12%	50	31%	126	100%	400
Garbage collection	22%	84	42%	161	24%	93	7%	28	4%	17	100%	383
Recycling	25%	100	42%	167	21%	86	7%	27	5%	19	100%	399
Storm drainage	10%	40	33%	132	30%	121	12%	47	15%	59	100%	399
Sewer services	6%	23	33%	130	28%	112	9%	35	25%	99	100%	400
City parks	11%	43	28%	109	35%	137	11%	43	15%	61	100%	393

Question 13: Service Quality												
Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	Recreation programs or classes	4%	14	19%	75	22%	85	7%	27	49%	194	100%
Recreation centers or facilities	4%	15	18%	69	22%	86	7%	28	49%	188	100%	387
Land use, planning and zoning	1%	5	12%	45	26%	100	15%	57	47%	181	100%	389
Code enforcement (weeds, abandoned buildings, etc.)	2%	6	10%	40	31%	123	38%	149	19%	74	100%	393
Animal control	5%	18	14%	53	36%	142	19%	75	26%	102	100%	391
Economic development	1%	3	15%	55	29%	111	28%	106	28%	104	100%	378
Health services	8%	32	16%	65	39%	153	17%	66	20%	81	100%	396
Services to seniors	4%	15	17%	65	22%	83	14%	52	43%	163	100%	378
Services to youth	4%	17	14%	55	25%	99	20%	77	37%	144	100%	392
Services to low-income people	6%	25	16%	62	21%	83	18%	72	39%	151	100%	393
Public library services	11%	42	24%	93	25%	95	8%	29	32%	124	100%	383
Public information services	7%	29	19%	73	26%	104	11%	45	36%	141	100%	393
Public schools	5%	21	9%	36	19%	75	40%	157	27%	107	100%	395
Emergency preparedness (planning for natural disasters)	5%	21	20%	79	17%	66	26%	100	31%	119	100%	385
Preservation of natural areas such as open space and greenbelts	6%	24	15%	58	26%	103	12%	47	41%	159	100%	392
City-sponsored events	3%	11	17%	68	23%	91	11%	44	45%	177	100%	392
City-maintained trees/public landscaping/street medians	3%	12	27%	106	31%	123	23%	92	15%	60	100%	393
City-sponsored job training programs	2%	6	8%	32	19%	74	17%	65	55%	215	100%	391
City of Richmond Web site	4%	15	23%	89	25%	97	9%	37	39%	154	100%	392

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Richmond	2%	7	25%	101	36%	146	17%	68	20%	80	100%
The Federal Government	1%	3	22%	90	33%	133	24%	95	20%	82	100%	403
The State Government	2%	9	23%	93	38%	151	23%	91	14%	57	100%	401
Contra Costa County Government	2%	8	23%	93	37%	147	19%	76	19%	78	100%	401

Question 15: 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	12%	47	42%	167	28%	112	17%	65	1%	3	100%
Remain in Richmond for the next five years	28%	109	38%	148	14%	55	17%	67	3%	13	100%	393

Question 16: 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%	16
Somewhat positive	18%	71
Neutral	54%	213
Somewhat negative	21%	82
Very negative	4%	14
Total	100%	395

Question 17: Contact with City Employees		
Have you had any in-person, phone or email 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	65%	251
Yes	35%	134
Total	100%	385

Question 18: 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	20%	25	45%	58	23%	29	12%	16	0%	1	100%
Responsiveness	34%	43	25%	32	28%	36	13%	16	0%	1	100%	129
Courtesy	35%	46	28%	36	28%	36	9%	11	0%	0	100%	129
Overall impression	26%	34	34%	44	20%	26	19%	25	0%	0	100%	129

Question 19: 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	1%	3	26%	102	30%	120	19%	76	24%	96	100%
The overall direction that Richmond is taking	5%	18	25%	97	31%	123	21%	83	19%	74	100%	395
The job Richmond government does at welcoming citizen involvement	3%	14	19%	74	21%	83	29%	113	28%	111	100%	395

Question 20: Custom Question 1		
In general, how would you rate your health?	Percent of respondents	Count
Excellent	25%	102
Very good	23%	93
Good	38%	152
Fair	12%	47
Poor	2%	7
Total	100%	401

Question 21: 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	15%	57
Somewhat better now than one year ago	15%	61
About the same	59%	231
Somewhat worse now than one year ago	9%	37
Much worse now than one year ago	2%	8
Total	100%	394

Question 22: Custom Question 3												
Please rate the impact of the following City services on your health and well-being:	Very positive impact		Moderate positive impact		No impact		Moderate negative impact		Very negative impact		Total	
Parks	26%	104	25%	97	41%	162	5%	18	3%	12	100%	392
Recreation programs	8%	30	23%	92	62%	241	4%	16	3%	13	100%	391
Police	19%	74	31%	122	42%	167	5%	20	2%	9	100%	392
Fire	14%	55	35%	137	44%	171	3%	13	3%	14	100%	389
Street quality	9%	34	33%	130	33%	130	16%	63	10%	38	100%	395
Street lighting	11%	42	26%	104	35%	137	19%	73	9%	35	100%	391
Library services	16%	63	25%	96	48%	188	7%	26	5%	18	100%	390
Affordable and quality housing	11%	42	26%	101	41%	162	13%	52	9%	36	100%	393
Traffic safety	10%	37	34%	132	39%	152	14%	54	4%	17	100%	392
Blight abatement	7%	26	25%	95	43%	164	18%	68	8%	29	100%	381

Question 23: Custom Question 4												
How important, if at all, are the following issues for the City to address within the next two years?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Improving traffic flow and pedestrian safety	19%	73	48%	189	23%	91	5%	21	4%	16	100%
Preserving historic buildings	17%	65	28%	108	39%	151	10%	40	6%	24	100%	388
Improving park conditions	25%	95	39%	151	30%	118	2%	8	4%	14	100%	386
Providing more parks and open space	21%	80	37%	144	28%	109	8%	32	5%	20	100%	385
Renovating community centers and expanding programming	30%	116	41%	156	18%	69	4%	17	6%	24	100%	382
Upgrading existing and developing more athletic fields	20%	77	40%	153	25%	95	8%	30	7%	25	100%	381
Improving street and pedestrian lighting	34%	132	44%	170	18%	69	2%	6	3%	11	100%	389
Developing job training opportunities	41%	160	37%	143	13%	51	2%	7	6%	24	100%	384
Addressing blighted properties	31%	117	47%	178	11%	42	2%	6	9%	32	100%	375
Reducing crime	68%	266	25%	99	3%	13	0%	1	3%	10	100%	390
Increasing transportation options (i.e. car/bike share, shuttles)	21%	79	42%	159	27%	106	5%	18	6%	22	100%	384
Positively marketing the City	29%	113	38%	145	21%	79	7%	25	6%	21	100%	382
Improving downtown Richmond	36%	140	29%	112	29%	113	2%	9	3%	13	100%	388
Improving street paving conditions	47%	182	37%	143	13%	51	1%	3	3%	10	100%	389
Improving environmental quality	36%	139	44%	166	14%	55	1%	5	5%	17	100%	381
Establishing a link between Richmond and Lawrence Berkeley National Lab	24%	89	27%	101	19%	71	9%	35	20%	74	100%	371

Question 24: Custom Question 5												
To what extent would you support or oppose a tax increase to fund each of the following?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Street and road repairs and construction	32%	126	30%	120	19%	75	12%	49	7%	29	100%	398
Enhanced street lighting and landscaping	23%	92	41%	164	13%	52	15%	62	8%	30	100%	400
Library services	25%	101	39%	153	11%	45	16%	63	8%	33	100%	395
Storm water facilities to restore creeks and prevent flooding	20%	80	36%	143	21%	85	9%	38	13%	53	100%	399
Paramedics	28%	112	35%	140	15%	60	13%	54	9%	35	100%	400
Recreation and park development	29%	117	39%	156	11%	42	13%	53	7%	28	100%	396

Question 25: Custom Question 6		
In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?	Percent of respondents	Count
Most of the time	12%	47
Some of the time	39%	150
Rarely	22%	85
Never	27%	103
Total	100%	385

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	130
Yes, full-time	57%	225
Yes, part-time	10%	39
Total	100%	394

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	68%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	12%
Walk	6%
Bicycle	1%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Richmond?	Percent of respondents	Count
Less than 2 years	16%	62
2 to 5 years	12%	47
6 to 10 years	13%	50
11 to 20 years	22%	88
More than 20 years	38%	153
Total	100%	402

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%	233
House attached to one or more houses (e.g., a duplex or townhome)	6%	24
Building with two or more apartments or condominiums	33%	131
Mobile home	0%	0
Other	2%	6
Total	100%	394

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%	168
Owned by you or someone in this house with a mortgage or free and clear	56%	212
Total	100%	380

Question D6: Monthly Housing Cost		
About how much is the 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%	23
\$300 to \$599 per month	7%	28
\$600 to \$999 per month	20%	78
\$1,000 to \$1,499 per month	31%	120
\$1,500 to \$2,499 per month	30%	116
\$2,500 or more per month	7%	26
Total	100%	391

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	65%	256
Yes	35%	140
Total	100%	396

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	77%	304
Yes	23%	93
Total	100%	396

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	23%	86
\$25,000 to \$49,999	26%	99
\$50,000 to \$99,999	35%	130
\$100,000 to \$149,999	11%	41
\$150,000 or more	5%	20
Total	100%	375

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	71%	274
Yes, I consider myself to be Spanish, Hispanic or Latino	29%	112
Total	100%	386

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%	10
Asian, Asian Indian or Pacific Islander	15%	55
Black or African American	29%	108
White	38%	141
Other	23%	85
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	6%	24
25 to 34 years	21%	85
35 to 44 years	17%	69
45 to 54 years	22%	87
55 to 64 years	18%	70
65 to 74 years	10%	38
75 years or older	6%	24
Total	100%	397

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	208
Male	47%	183
Total	100%	391

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	18%	72
Yes	74%	294
Ineligible to vote	4%	17
Don't know	3%	13
Total	100%	396

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	25%	101
Yes	67%	269
Ineligible to vote	6%	25
Don't know	1%	4
Total	100%	400

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	25
Yes	94%	379
Total	100%	403

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	45%	180
Yes	55%	218
Total	100%	398

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	40%	80
Land line	34%	67
Both	26%	52
Total	100%	199

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. As requested by the City of Richmond, the areas of Santa Fe, Coronado, Cortez/Stege, Metro, Richmore Village, North and East Richmond, Richmond Heights, Belding Woods were oversampled (see Figure 95: Areas Sampled in Richmond). The mailing sample also assessed what police beats participants lived in (see Figure 96: Police Beats Sampled in Richmond).

FIGURE 94: LOCATION OF SURVEY RECIPIENTS

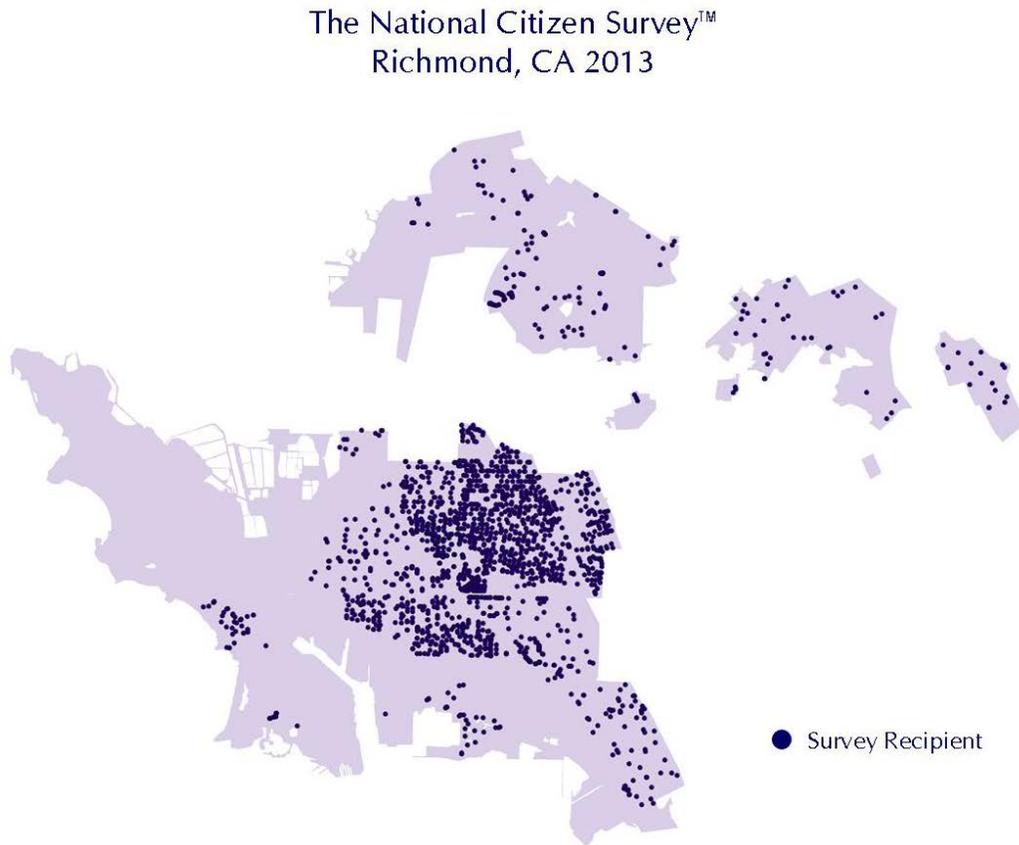


FIGURE 95: AREAS SAMPLED IN RICHMOND

The National Citizen Survey™ Richmond, CA Geographic Comparison Areas

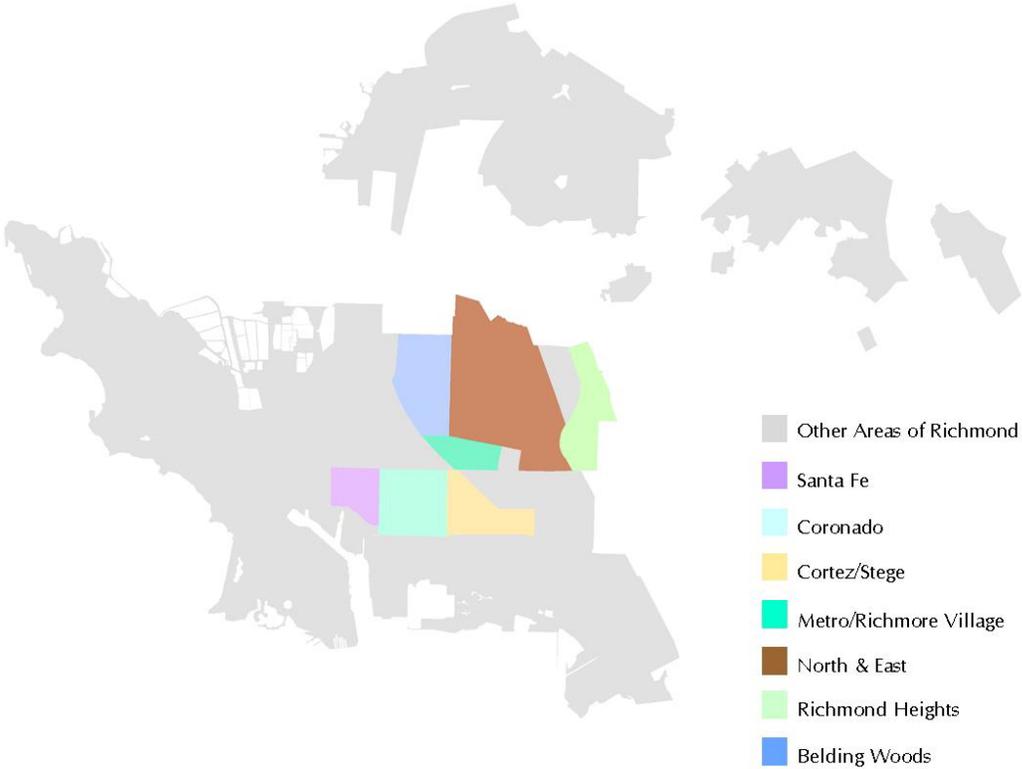
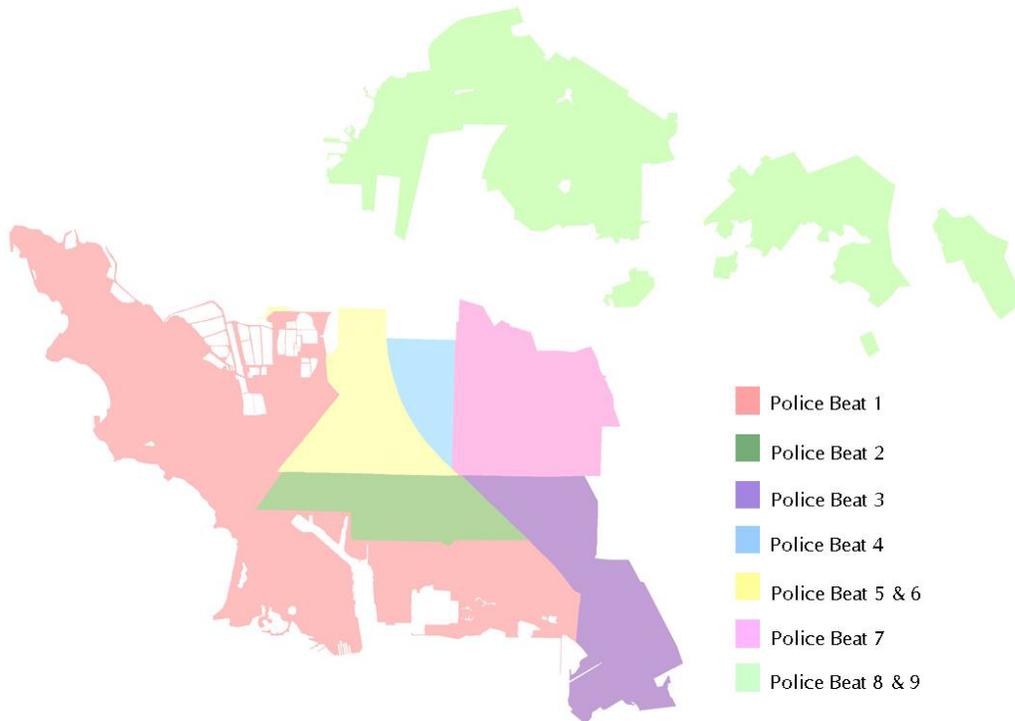


FIGURE 96: POLICE BEATS SAMPLED IN RICHMOND

The National Citizen Survey™ Richmond, CA Geographic Comparison Areas

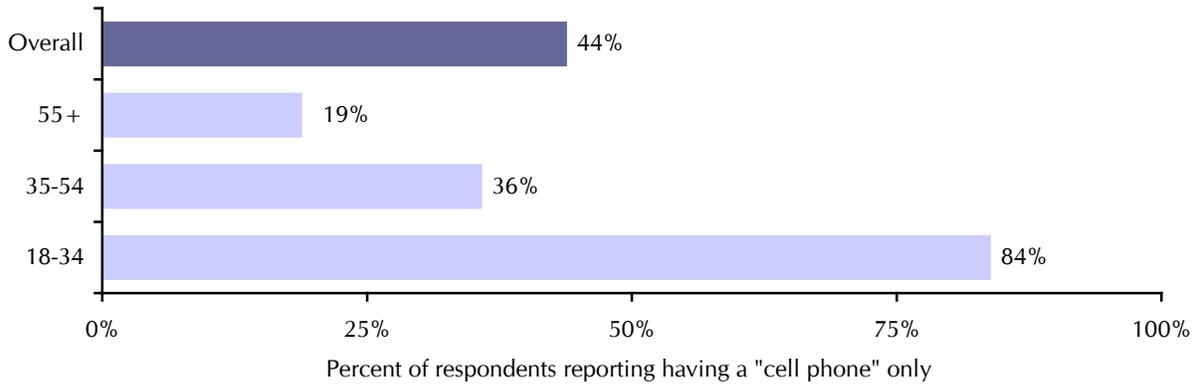


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship 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.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Richmond has a “cord cutter” population greater than the nationwide 2010 estimates.

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

FIGURE 97: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN RICHMOND



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 8, 2013. 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 City of Richmond staff also followed up with households via phone calls, encouraging those who had not completed the survey already to take the time to fill it out and return it. Completed surveys were collected over the following 11 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 five percentage points around any given percent reported for the entire sample (408 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 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 2010 Census estimates and other population norms 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.

Each area sampled within Richmond was weighted to represent the diverse communities within those areas. The variables used for weighting in each area were housing tenure, housing unit type, race, gender and age. Finally, each area was weighted to represent its true proportion within Richmond. 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.

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	48%	42%	44%
Own home	52%	58%	56%
Detached unit	60%	58%	59%
Attached unit	40%	42%	41%
Race and Ethnicity			
White	33%	43%	33%
Black	27%	31%	27%
Not white or black	40%	26%	40%
Not Hispanic	65%	81%	71%
Hispanic	35%	19%	29%
Sex and Age			
Female	52%	62%	53%
Male	48%	38%	47%
18-34 years of age	34%	9%	28%
35-54 years of age	37%	31%	39%
55+ years of age	29%	60%	33%
Females 18-34	17%	6%	18%
Females 35-54	19%	16%	19%
Females 55+	16%	40%	17%
Males 18-34	17%	3%	10%
Males 35-54	18%	14%	20%
Males 55+	13%	20%	17%
Area			
Belding Woods	8%	7%	8%
Santa Fe, Coronado, Cortez/Stege	15%	12%	11%
Metro/Richmond Village	6%	4%	6%
Other Areas of Richmond	49%	25%	55%
North & East, East Richmond/Richmond Heights	23%	52%	20%

¹Source: 2010 Census/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 household incomes of \$49,000 to \$59,000). 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 resident 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 with this important project!



William A. Lindsay
City Manager/Gerente de la Ciudad
City of Richmond

Estimado Residente de la Ciudad de Richmond,

Su hogar ha sido seleccionado al azar para participar en una encuesta comunitaria sobre la Ciudad de Richmond. Usted recibirá por correo una copia de la encuesta la próxima semana con instrucciones para completar y devolver la encuesta. ¡Gracias de antemano por su ayuda con este proyecto importante!

Dear City of Richmond Resident,

Your household has been randomly selected to participate in a resident 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 with this important project!



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City of Richmond

Estimado Residente de la Ciudad de Richmond,

Su hogar ha sido seleccionado al azar para participar en una encuesta comunitaria sobre la Ciudad de Richmond. Usted recibirá por correo una copia de la encuesta la próxima semana con instrucciones para completar y devolver la encuesta. ¡Gracias de antemano por su ayuda con este proyecto importante!

Dear City of Richmond Resident,

Your household has been randomly selected to participate in a resident 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 with this important project!



William A. Lindsay
City Manager/Gerente de la Ciudad
City of Richmond

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April 2013

Dear City of Richmond Resident:

The City of Richmond wants to know what you think about our community and City government. You have been randomly selected to participate in Richmond's 2013 Resident Survey.

A través de este documento, la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios que le proporcionamos 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 completar la encuesta incluida en inglés, por favor llámenos al número 510-620-5458 para pedir una copia de la encuesta en español. Todas sus respuestas se mantendrán completamente anónimas. ¡Realmente deseamos sus opiniones! Favor de devolver la encuesta en el sobre pre-pagado adjunto. Muchas gracias.

Please take a few minutes to fill out the enclosed Resident Survey. Your answers will help the Richmond 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 the 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/richmond2013.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 Resident Survey please call 510-620-6828.

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



April 2013

Dear City of 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 recycle 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 municipal government. You have been randomly selected to participate in the City of Richmond's 2013 Resident Survey.

A través de este documento, la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios que le proporcionamos 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 completar la encuesta incluida en inglés, por favor llámenos al número 510-620-5458 para pedir una copia de la encuesta en español. Todas sus respuestas se mantendrán completamente anónimas. ¡Realmente deseamos sus opiniones! Favor de devolver la encuesta en el sobre pre-pagado adjunto. Muchas gracias.

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Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Resident Survey please call 510-620-6828.

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 "WAL", written over a light blue horizontal line.

William A. Lindsay
City Manager

The City of Richmond 2013 Citizen 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 diversity	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/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.....	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

7. Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?

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

8. What was your overall impression of your most recent contact with the City of Richmond Police Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11
 Yes → Go to Question 10
 Don't know → Go to Question 11

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

- No
 Yes
 Don't know

11. 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
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

12. 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

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

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
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

The City of Richmond 2013 Citizen Survey

13. 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>
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
Storm drainage.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
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 (planning for natural disasters)	1	2	3	4	5
Preservation of natural areas such as open space 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

14. 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

15. 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

16. 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

17. 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)?

- No → Go to Question 19
 Yes → Go to Question 18

18. 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

19. 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

20. In general, how would you rate your health?

- Excellent
 Very good
 Good
 Fair
 Poor

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

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

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

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

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

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Improving traffic flow and pedestrian safety	1	2	3	4	5
Preserving historic buildings	1	2	3	4	5
Improving park conditions	1	2	3	4	5
Providing more parks and open space.....	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
Improving street and pedestrian lighting.....	1	2	3	4	5
Developing job training opportunities.....	1	2	3	4	5
Addressing blighted properties	1	2	3	4	5
Reducing crime.....	1	2	3	4	5
Increasing transportation options (i.e. car/bike share, shuttles).....	1	2	3	4	5
Positively marketing the City.....	1	2	3	4	5
Improving downtown Richmond.....	1	2	3	4	5
Improving street paving conditions	1	2	3	4	5
Improving environmental quality	1	2	3	4	5
Establishing a link between Richmond and Lawrence Berkeley National Lab	1	2	3	4	5

24. To what extent would you support or oppose a tax increase to fund each of the following?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Street and road repairs and construction	1	2	3	4	5
Enhanced street lighting and landscaping.....	1	2	3	4	5
Library services	1	2	3	4	5
Storm water facilities to restore creeks and prevent flooding	1	2	3	4	5
Paramedics	1	2	3	4	5
Recreation and park development.....	1	2	3	4	5

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

- Most of the time
 Some of the time
 Rarely
 Never

The City of Richmond 2013 Citizen Survey

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

D1. Are you currently employed for pay?

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

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

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

D3. How many years have you lived in Richmond?

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

D4. Which best describes the building you live in?

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

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

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

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

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

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

- No Yes

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

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

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

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes 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 2013

Estimado Residente de la Ciudad de Richmond:

La Ciudad de Richmond quiere saber qué piensa usted sobre nuestra comunidad y el gobierno de nuestra Ciudad. Usted ha sido seleccionado al azar para participar en la Encuesta de Residentes de Richmond del 2013.

Por favor tome unos minutos para llenar la Encuesta de Residentes incluida. Sus respuestas le ayudarán al Concejo de la Ciudad de Richmond a tomar decisiones que afectan nuestra comunidad. Creemos que usted encontrará las preguntas interesantes y nosotros definitivamente encontraremos sus respuestas útiles. ¡Por favor participe!

Para obtener una muestra representativa de los residentes de Richmond, el adulto (cualquiera de 18 años o más) en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta. El año de nacimiento del adulto no importa.

Por favor haga que el miembro apropiado del hogar tome unos minutos para contestar todas las preguntas y devolver la encuesta en el sobre pre-pagado adjunto. **Sus respuestas permanecerán completamente anónimas.**

Usted puede completar la encuesta en línea si lo prefiriere, en:

<http://www.n-r-c.com/survey/ciudadrichmond.htm>

Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Si tiene alguna pregunta sobre la Encuesta de Residentes por favor llame al: 510-620-5458.

Por favor ayúdenos a moldear el futuro de Richmond. Gracias por su tiempo y participación.

Atentamente,

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

William A. Lindsay
Gerente de la Ciudad

Encuesta Ciudadana del 2013 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 y actitud receptiva de la comunidad hacia la diversidad	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 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/actividades religiosos(as) 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:

	Muy seguro	Más o menos seguro	Ni seguro ni inseguro	Más o menos inseguro	Muy inseguro	No sé
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto)	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

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

	Muy seguro	Más o menos seguro	Ni seguro ni inseguro	Más o menos inseguro	Muy inseguro	No sé
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. ¿Ha tenido algún contacto en persona o por teléfono con un empleado de la Ciudad del Departamento de Policía en Richmond dentro de los últimos 12 meses?

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

8. ¿Cuál fue la impresión general de su contacto más reciente con la Ciudad del Departamento de Policía en Richmond?

- Excelente Buena Pasable Bajo No sé

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

- No → Vaya a la pregunta 11 Sí → Vaya a la pregunta 10 No sé → Vaya a la pregunta 11

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

- No Sí No sé

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

	Nunca	1 ó 2 veces	3 a 12 veces	13 a 26 veces	Más de 26 veces
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
Miró una reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otro medio	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

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

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

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

	Excelente	Buena	Pasable	Bajo	No sé
Servicios de la policía	1	2	3	4	5
Servicios de bomberos	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

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13. 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>
Regulación de semáforos / señales de tránsito	1	2	3	4	5
Servicios de autobús / transporte	1	2	3	4	5
Recolección de basura	1	2	3	4	5
Reciclaje	1	2	3	4	5
Drenajes	1	2	3	4	5
Servicios de cañería	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 (mala hierba, maleza, edificios abandonados, etc.)	1	2	3	4	5
Control de animales	1	2	3	4	5
Desarrollo económico	1	2	3	4	5
Servicios de salud	1	2	3	4	5
Servicios para personas mayores (de la tercera edad, Ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud	1	2	3	4	5
Servicios para personas de bajos recursos	1	2	3	4	5
Servicios de bibliotecas públicas	1	2	3	4	5
Servicios de información pública	1	2	3	4	5
Escuelas públicas	1	2	3	4	5
Preparación de emergencia (planificación para desastres naturales)	1	2	3	4	5
Preservación de áreas naturales tales como espacios abiertos y espacios verdes	1	2	3	4	5
Eventos patrocinados por la Ciudad	1	2	3	4	5
Árboles/jardinería ornamental pública/medianas en las calles mantenidos(as) por la Ciudad	1	2	3	4	5
Programas de entrenamiento para empleo patrocinados por la Ciudad	1	2	3	4	5
Sitio de Web de la Ciudad de Richmond	1	2	3	4	5

14. 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

15. 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

16. ¿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

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

No → Vaya a la pregunta 19
 Sí → Vaya a la pregunta 18

18. ¿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

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

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

20. En general, ¿cómo clasificaría usted su salud?

- Excelente
 Muy buena
 Buena
 Pasable
 Bajo

21. 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 una año
 Algo mejor ahora que hace un año
 Mucho peor ahora que hace un año
 Más o menos igual

22. Por favor clasifique el impacto de los siguientes servicios de la Ciudad sobre su salud y bienestar:

	Impacto muy positivo	Impacto moderadamente positivo	Ningún impacto	Impacto moderadamente negativo	Impacto muy negativo
Parques.....	1	2	3	4	5
Programas de recreación.....	1	2	3	4	5
Policía	1	2	3	4	5
Cuerpo de Bomberos	1	2	3	4	5
Calidad de calles.....	1	2	3	4	5
Iluminación de calles	1	2	3	4	5
Servicios de biblioteca	1	2	3	4	5
Viviendas a precios accesibles y de calidad	1	2	3	4	5
Seguridad de tráfico	1	2	3	4	5
Disminución del deterioro (blight abatement) ...	1	2	3	4	5

23. ¿Qué tan importantes son los siguientes asuntos para que la Ciudad los atienda dentro de los próximos dos años?

	Muy esencial	Algo importante	No importante en absoluto	No sé	
Mejorar la circulación de tráfico y la seguridad del peatón.....	1	2	3	4	5
Preservar edificios históricos	1	2	3	4	5
Mejorar condiciones de los parques.....	1	2	3	4	5
Proveer más parques y espacio abierto.....	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
Mejorar iluminación de las calles y para el peatón.....	1	2	3	4	5
Desarrollar oportunidades para entrenamientos de empleo.....	1	2	3	4	5
Atender propiedades deterioradas.....	1	2	3	4	5
Reducir el crimen	1	2	3	4	5
Aumentar opciones de transporte (p.ej. carro/compartimiento de bicicleta, autobuses de enlace [shuttles])	1	2	3	4	5
Promocionar positivamente la Ciudad.....	1	2	3	4	5
Mejorar el centro de Richmond	1	2	3	4	5
Mejorar condiciones de pavimentación de las calles.....	1	2	3	4	5
Mejorar la calidad ambiental.....	1	2	3	4	5
Establecer un vínculo entre Richmond y el Laboratorio Nacional de Lawrence Berkeley	1	2	3	4	5

24. ¿Hasta qué punto apoyaría o se opondría usted a un aumento de impuesto para financiar cada uno de los siguientes?

	Fuertemente apoyaría	En algo apoyaría	En algo me opondría	Fuertemente me opondría	No sé
Reparaciones y construcción de calles y caminos	1	2	3	4	5
Mejoría de la iluminación de las calles y jardinería ornamental	1	2	3	4	5
Servicios de biblioteca	1	2	3	4	5
Propiedades de aguas torrenciales para restaurar riachuelos y prevenir inundación.....	1	2	3	4	5
Paramédicos	1	2	3	4	5
Desarrollo de recreación y parques.....	1	2	3	4	5

Encuesta Ciudadana del 2013 de la Ciudad de Richmond

25. Durante el año pasado, ¿qué tan a menudo, si lo hizo, se preocupó usted de que usted, alguien en su familia o cualquier otra persona de su misma raza, mismo grupo étnico o misma nacionalidad recibiera tratamiento injusto por su raza, grupo étnico, o color?

- La mayor parte del tiempo Algunas veces Rara vez Nunca

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

D1. ¿Actualmente está empleado con sueldo?

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

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

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

D3. ¿Cuántos años tiene usted viviendo en Richmond?

- Menos de 2 años 11-20 años
 2-5 años Más de 20 años
 6-10 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 \$100,000 a \$149,999
 \$25,000 a \$49,999 \$150,000 o más
 \$50,000 a \$99,999

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

D13. ¿Cuál es su sexo?

- Femenino Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No No tengo derecho a votar
 Sí No sé

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

- No No tengo derecho a votar
 Sí 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:
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