



CITY OF RICHMOND, CA 2013

Report of Geographic Subgroup Comparisons



2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



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

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1

Understanding the Results 2
 “Don’t Know” Responses 2
 Understanding the Tables 2

Comparisons 3

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 survey and its administration are standardized to assure high quality survey methods and 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Richmond staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Richmond staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“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.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (408 completed surveys). For each group of Police Beats ((1,2, and 3), (4, 5 and 6), (7), (8 and 9)), the margin of error rises to approximately + or - 15% since sample sizes were approximately 99 for Beats 1, 2 and 3, 43 for Beats 4, 5 and 6, 103 for Beat 7 and 144 for Beats 8 and 9.

Police Beats	
	Number of Returned Surveys
Police Beats 1, 2, 3	99
Police Beats 4, 5 & 6	43
Police Beat 7	103
Police Beats 8 & 9	144

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")					
Please rate each of the following aspects of quality of life in Richmond:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Richmond as a place to live	43%	27%	45%	26%	35%
Your neighborhood as a place to live	48%	39%	61%	55%	53%
Richmond as a place to raise children	20%	21%	12%	8%	14%
Richmond as a place to work	13%	21%	39%	16%	22%
Richmond as a place to retire	38%	32%	24%	18%	27%
The overall quality of life in Richmond	38%	29%	29%	24%	30%

Question 2: Community Characteristics (Percent "excellent" or "good")					
Please rate each of the following characteristics as they relate to Richmond as a whole:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Sense of community	23%	14%	40%	21%	26%
Openness and acceptance of the community toward diversity	40%	43%	47%	53%	47%
Overall appearance of Richmond	9%	28%	22%	18%	18%
Cleanliness of Richmond	13%	8%	29%	10%	16%
Overall quality of new development in Richmond	22%	29%	39%	10%	22%
Variety of housing options	37%	19%	33%	20%	27%
Overall quality of business and service establishments in Richmond	22%	22%	31%	19%	23%
Shopping opportunities	21%	27%	25%	41%	30%
Opportunities to attend cultural activities	16%	22%	35%	11%	21%
Recreational opportunities	27%	19%	36%	22%	27%
Employment opportunities	2%	23%	17%	2%	8%
Educational opportunities	18%	6%	20%	6%	13%
Opportunities to participate in social events/activities	26%	24%	37%	7%	23%

Question 2: Community Characteristics (Percent "excellent" or "good")					
Please rate each of the following characteristics as they relate to Richmond as a whole:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Opportunities to participate in religious or spiritual events and activities	50%	66%	53%	59%	56%
Opportunities to volunteer	46%	67%	52%	54%	53%
Opportunities to participate in community matters	39%	45%	49%	37%	42%
Ease of car travel in Richmond	54%	46%	66%	56%	57%
Ease of bus travel in Richmond	34%	43%	59%	35%	43%
Ease of rail or subway travel in Richmond	42%	41%	72%	21%	43%
Ease of bicycle travel in Richmond	34%	53%	41%	17%	31%
Ease of walking in Richmond	23%	52%	42%	21%	31%
Availability of paths and walking trails	35%	58%	31%	30%	35%
Traffic flow on major streets	29%	31%	43%	26%	32%
Amount of public parking	55%	55%	58%	37%	49%
Availability of affordable quality housing	23%	36%	43%	31%	33%
Availability of affordable quality child care	10%	38%	37%	19%	24%
Availability of affordable quality health care	40%	34%	36%	6%	26%
Availability of affordable quality food	36%	35%	34%	39%	37%
Availability of preventive health services	29%	30%	39%	33%	33%
Air quality	32%	10%	21%	26%	24%
Quality of overall natural environment in Richmond	27%	21%	21%	22%	23%
Overall image or reputation of Richmond	7%	5%	6%	2%	5%

Question 3: Growth (Percent of respondents)					
Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Population growth too fast	27%	16%	43%	16%	25%
Retail growth too slow	66%	26%	46%	65%	56%
Job growth too slow	92%	71%	81%	75%	80%

Question 4: Code Enforcement (Percent a "major" problem)					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Run down buildings, weed lots or junk vehicle a major problem in Richmond	37%	23%	44%	40%	38%

Question 5: Community Safety (Percent "very" or "somewhat" safe)					
Please rate how safe or unsafe you feel from the following in Richmond:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Violent crime (e.g., rape, assault, robbery)	29%	20%	21%	14%	20%
Property crimes (e.g., burglary, theft)	28%	12%	17%	3%	14%
Environmental hazards, including toxic waste	28%	8%	18%	10%	16%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)					
Please rate how safe or unsafe you feel:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
In your neighborhood during the day	63%	51%	70%	80%	70%
In your neighborhood after dark	49%	8%	40%	50%	42%
In Richmond's downtown area during the day	30%	42%	52%	26%	36%
In Richmond's downtown area after dark	9%	13%	14%	7%	10%

Question 7: Contact with Police Department (Percent "yes")					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?	40%	35%	48%	25%	36%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
What was your overall impression of your most recent contact with the City of Richmond Police Department?	22%	54%	61%	19%	38%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	14%	40%	19%	24%	22%
If yes, was this crime (these crimes) reported to the police?	60%	80%	62%	87%	76%

Question 11: Resident Behaviors (Percent at least once in past 12 months)					
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Used Richmond public libraries or their services	37%	69%	60%	51%	52%
Used Richmond recreation centers	38%	48%	46%	35%	40%
Participated in a recreation program or activity	32%	30%	39%	14%	27%
Visited a neighborhood park or City park	75%	75%	80%	61%	71%
Ridden a local bus within Richmond	34%	29%	43%	17%	29%
Attended a meeting of local elected officials or other local public meeting	37%	31%	30%	28%	31%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	40%	21%	26%	45%	36%
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	53%	44%	42%	53%	49%
Recycled used paper, cans or bottles from your home	91%	91%	85%	90%	89%
Volunteered your time to some group or activity in Richmond	44%	14%	29%	19%	27%
Participated in religious or spiritual activities in Richmond	40%	70%	44%	33%	42%
Participated in a club or civic group in Richmond	23%	15%	31%	23%	24%
Provided help to a friend or neighbor	84%	98%	79%	95%	89%

Question 12: Neighborliness (Percent at least several times a week)					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Visit with neighbors at least several times a week	52%	63%	46%	32%	44%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in Richmond:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Police services	54%	51%	64%	54%	56%
Fire services	71%	70%	73%	62%	68%
Crime prevention	39%	21%	25%	17%	26%
Fire prevention and education	52%	36%	40%	44%	44%
Traffic enforcement	39%	39%	40%	31%	37%
Street repair	11%	14%	17%	15%	14%
Street cleaning	40%	49%	49%	37%	43%
Street lighting	38%	39%	39%	29%	35%
Sidewalk maintenance	27%	36%	29%	32%	31%
Traffic signal timing	28%	50%	43%	42%	40%
Bus or transit services	44%	36%	56%	32%	42%
Garbage collection	65%	57%	68%	70%	67%
Recycling	66%	54%	69%	78%	70%
Storm drainage	46%	59%	46%	55%	51%
Sewer services	50%	48%	55%	47%	50%
City parks	39%	36%	65%	35%	45%
Recreation programs or classes	42%	24%	48%	53%	44%
Recreation centers or facilities	39%	22%	53%	42%	42%
Land use, planning and zoning	20%	26%	34%	14%	22%
Code enforcement (weeds, abandoned buildings, etc.)	24%	2%	12%	10%	13%
Animal control	52%	25%	25%	8%	25%
Economic development	25%	24%	22%	15%	20%

Question 13: Service Quality (Percent "excellent" or "good")					
Please rate the quality of each of the following services in Richmond:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Health services	31%	35%	39%	24%	30%
Services to seniors	25%	57%	36%	35%	36%
Services to youth	20%	28%	54%	18%	29%
Services to low-income people	20%	33%	56%	31%	35%
Public library services	44%	64%	65%	41%	52%
Public information services	32%	27%	50%	42%	40%
Public schools	12%	23%	42%	9%	19%
Emergency preparedness (planning for natural disasters)	45%	18%	43%	31%	36%
Preservation of natural areas such as open space and greenbelts	26%	38%	46%	28%	34%
City-sponsored events	44%	35%	39%	22%	35%
City-maintained trees/public landscaping/street medians	46%	19%	45%	24%	35%
City-sponsored job training programs	21%	9%	45%	7%	20%
City of Richmond Web site	48%	47%	54%	30%	43%

Question 14: Government Services Overall (Percent "excellent" or "good")					
Overall, how would you rate the quality of the services provided by each of the following?	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
The City of Richmond	56%	20%	29%	17%	33%
The Federal Government	49%	18%	19%	22%	28%
The State Government	45%	16%	27%	23%	29%
Contra Costa County Government	50%	20%	28%	24%	31%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)					
Please indicate how likely or unlikely you are to do each of the following:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Recommend living in Richmond to someone who asks	57%	60%	51%	54%	54%
Remain in Richmond for the next five years	44%	74%	72%	76%	67%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)					
	Police Beat				Overall
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	
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:	18%	25%	22%	22%	22%

Question 17: Contact with City Employees (Percent "yes")					
	Police Beat				Overall
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	
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)?	37%	27%	37%	34%	35%

Question 18: City Employees (Percent "excellent" or "good")					
What was your impression of the employee(s) of the City of Richmond in your most recent contact?	Police Beat				Overall
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	
Knowledge	46%	51%	75%	73%	65%
Responsiveness	35%	51%	64%	73%	59%
Courtesy	37%	51%	77%	74%	64%
Overall impression	35%	51%	70%	74%	61%

Question 19: Government Performance (Percent "excellent" or "good")					
Please rate the following categories of Richmond government performance:	Police Beat				Overall
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	
The value of services for the taxes paid to Richmond	44%	46%	28%	30%	35%
The overall direction that Richmond is taking	43%	24%	45%	21%	34%
The job Richmond government does at welcoming citizen involvement	33%	18%	39%	23%	30%

Question 20: Custom Question 1 (Percent "excellent" or "very good")					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
In general, how would you rate your health?	57%	39%	47%	49%	49%

Question 21: Custom Question 2 (Percent "much better now than one year ago" or "somewhat better now than one year ago")					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Compared to one year ago, how would you rate your health in general now?	30%	12%	21%	41%	30%

Question 22: Custom Question 3 (Percent "very positive impact" or "moderate positive impact")					
Please rate the impact of the following City services on your health and well-being:	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Parks	47%	65%	64%	38%	50%
Recreation programs	34%	25%	40%	25%	31%
Police	59%	49%	50%	43%	50%
Fire	51%	60%	51%	46%	50%
Street quality	41%	51%	37%	41%	41%
Street lighting	31%	40%	37%	39%	37%
Library services	43%	45%	52%	28%	40%
Affordable and quality housing	35%	52%	34%	35%	37%
Traffic safety	33%	46%	31%	56%	43%
Blight abatement	33%	19%	25%	38%	31%

Question 23: Custom Question 4 (Percent "essential" or "very important")					
How important, if at all, are the following issues for the City to address within the next two years?	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Improving traffic flow and pedestrian safety	77%	61%	70%	68%	70%
Preserving historic buildings	60%	59%	48%	35%	47%
Improving park conditions	72%	73%	73%	54%	66%
Providing more parks and open space	57%	71%	64%	58%	61%
Renovating community centers and expanding programming	81%	81%	56%	86%	76%
Upgrading existing and developing more athletic fields	69%	88%	56%	61%	65%
Improving street and pedestrian lighting	77%	80%	73%	86%	80%
Developing job training opportunities	77%	93%	73%	93%	84%
Addressing blighted properties	82%	85%	81%	91%	86%
Reducing crime	94%	95%	97%	99%	97%
Increasing transportation options (i.e. car/bike share, shuttles)	74%	67%	63%	61%	65%
Positively marketing the City	66%	75%	70%	72%	70%
Improving downtown Richmond	68%	83%	71%	58%	67%
Improving street paving conditions	91%	87%	78%	87%	85%
Improving environmental quality	77%	83%	89%	85%	83%
Establishing a link between Richmond and Lawrence Berkeley National Lab	75%	59%	68%	55%	63%

Question 24: Custom Question 5 (Percent "strongly support" or "somewhat support")					
To what extent would you support or oppose a tax increase to fund each of the following?	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
Street and road repairs and construction	73%	87%	82%	45%	66%
Enhanced street lighting and landscaping	75%	85%	79%	55%	69%
Library services	75%	77%	70%	65%	70%
Storm water facilities to restore creeks and prevent flooding	73%	81%	81%	41%	65%
Paramedics	77%	84%	73%	57%	69%
Recreation and park development	79%	85%	76%	68%	74%

Question 25: Custom Question 6 (Percent "most of the time" or "some of the time")					
	Police Beat				
	Police Beat 1, 2, 3	Police Beat 4, 5 & 6	Police Beat 7	Police Beat 8 & 9	Overall
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?	60%	67%	32%	55%	52%