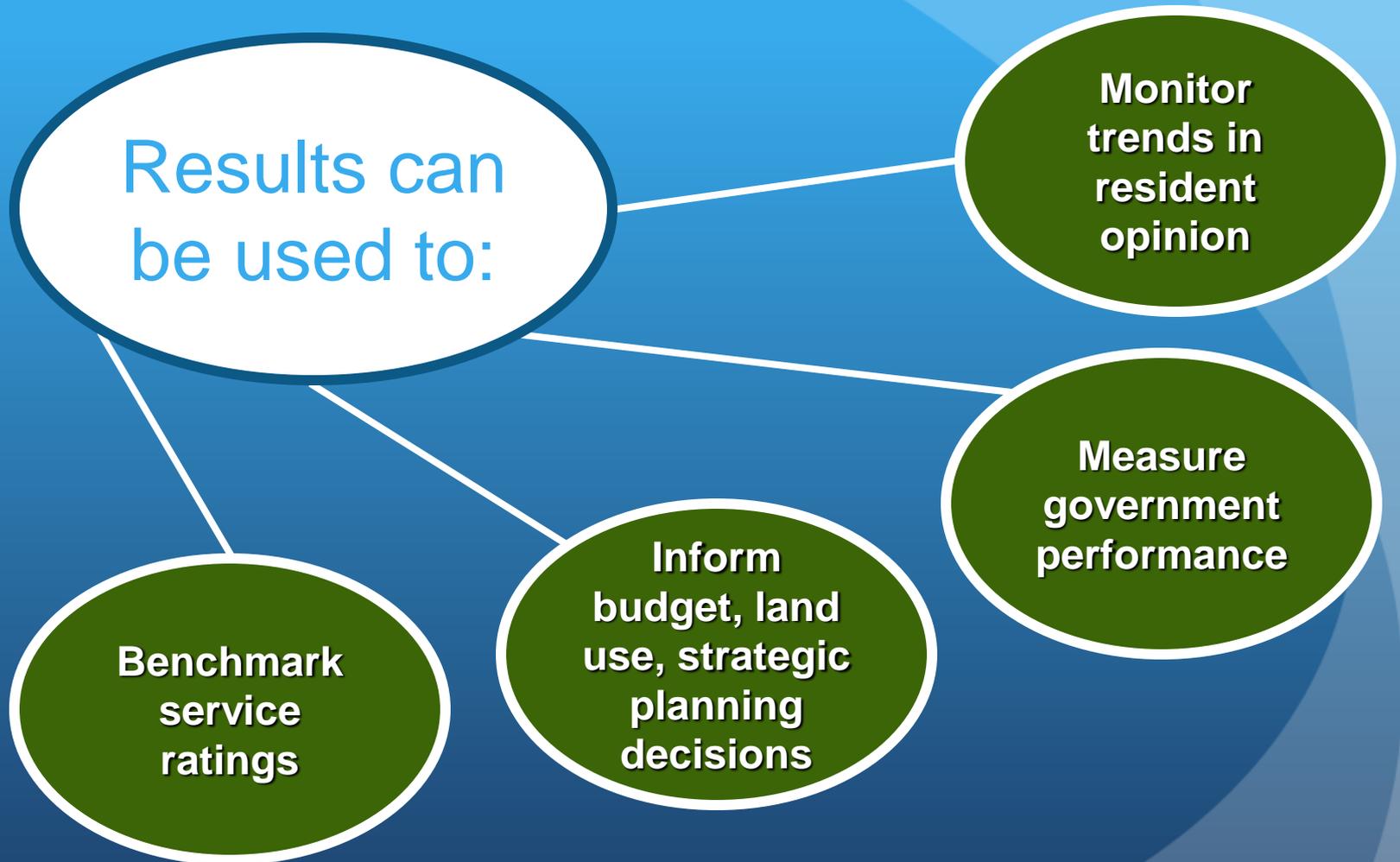


2013 Community Survey Results

The National Citizen Survey™ (The NCS) Background

- ICMA (International City-County Management Association)/National Research Center (NRC) initiative
 - Turnkey citizen survey service
 - Benchmark comparisons
 - Over 300 participants in The NCS in 45 states
 - Over 500 jurisdictions in full database

Uses of Survey Results

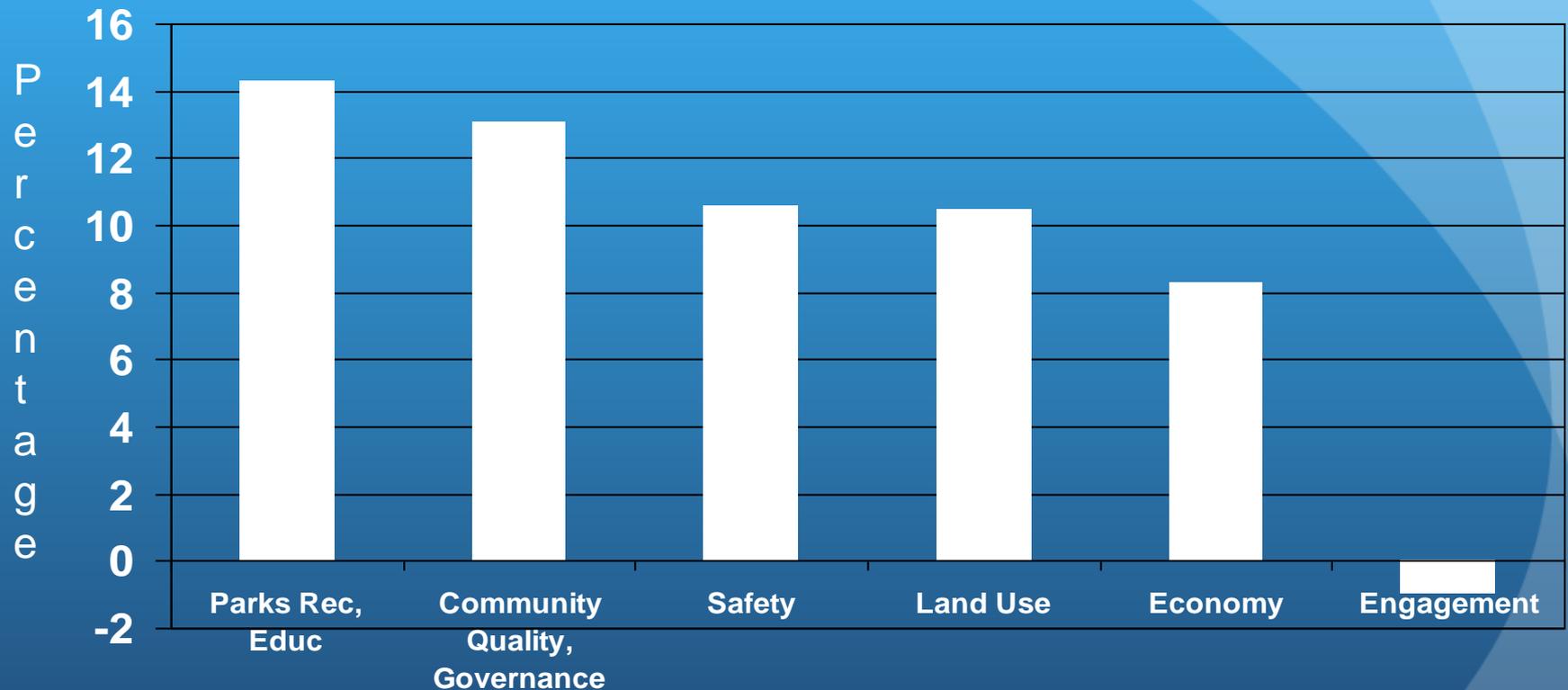


Study Background and Methods

2013 Survey:

- Multi-contact mailed survey available in English and Spanish
- Representative sample of 3,000 residents and households
 - 408 (32 online) surveys returned
 - 14% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Richmond on the Move



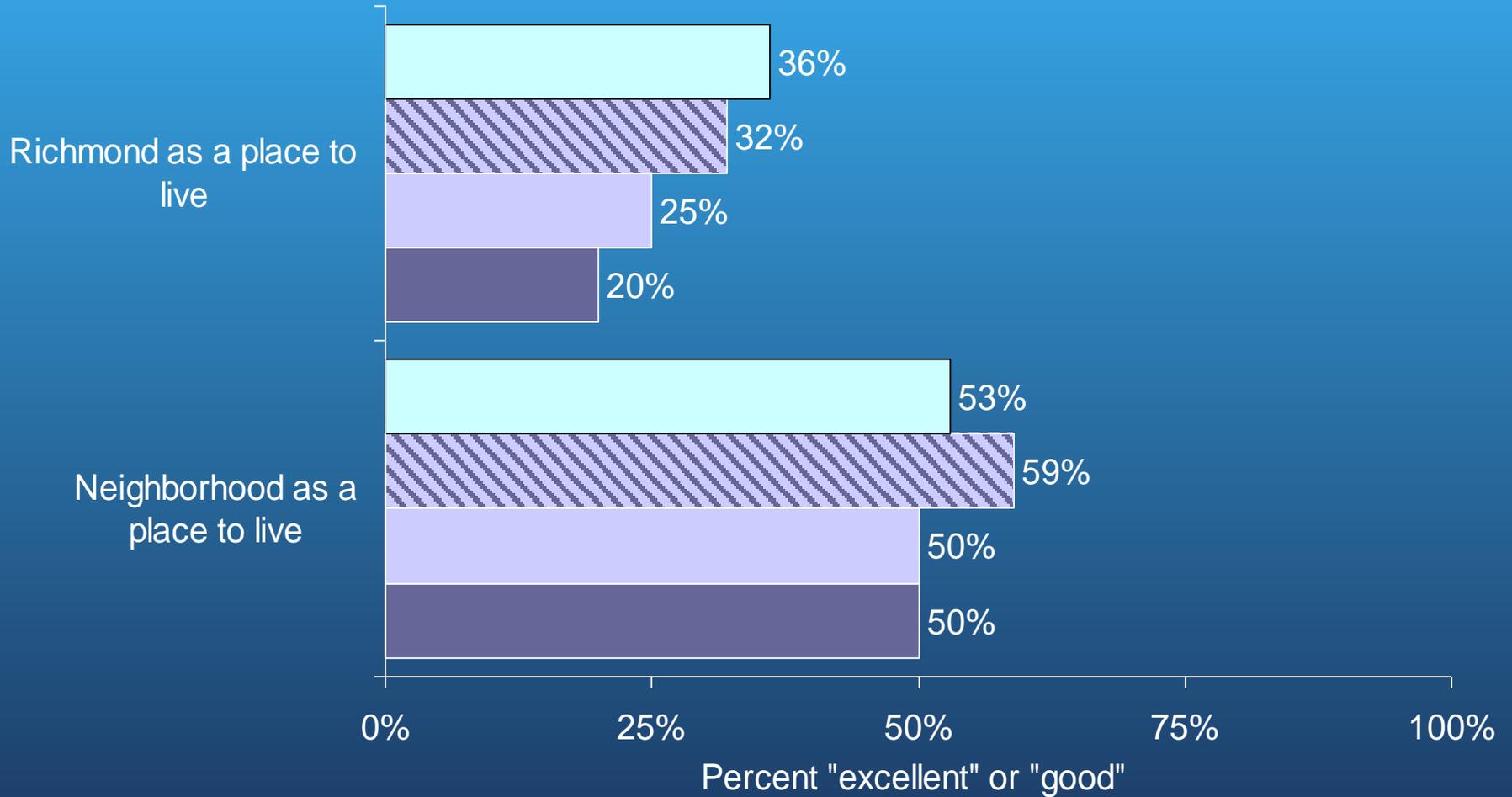
Average improvement in % rating services as “excellent” or “good” since 2007

Community Ratings

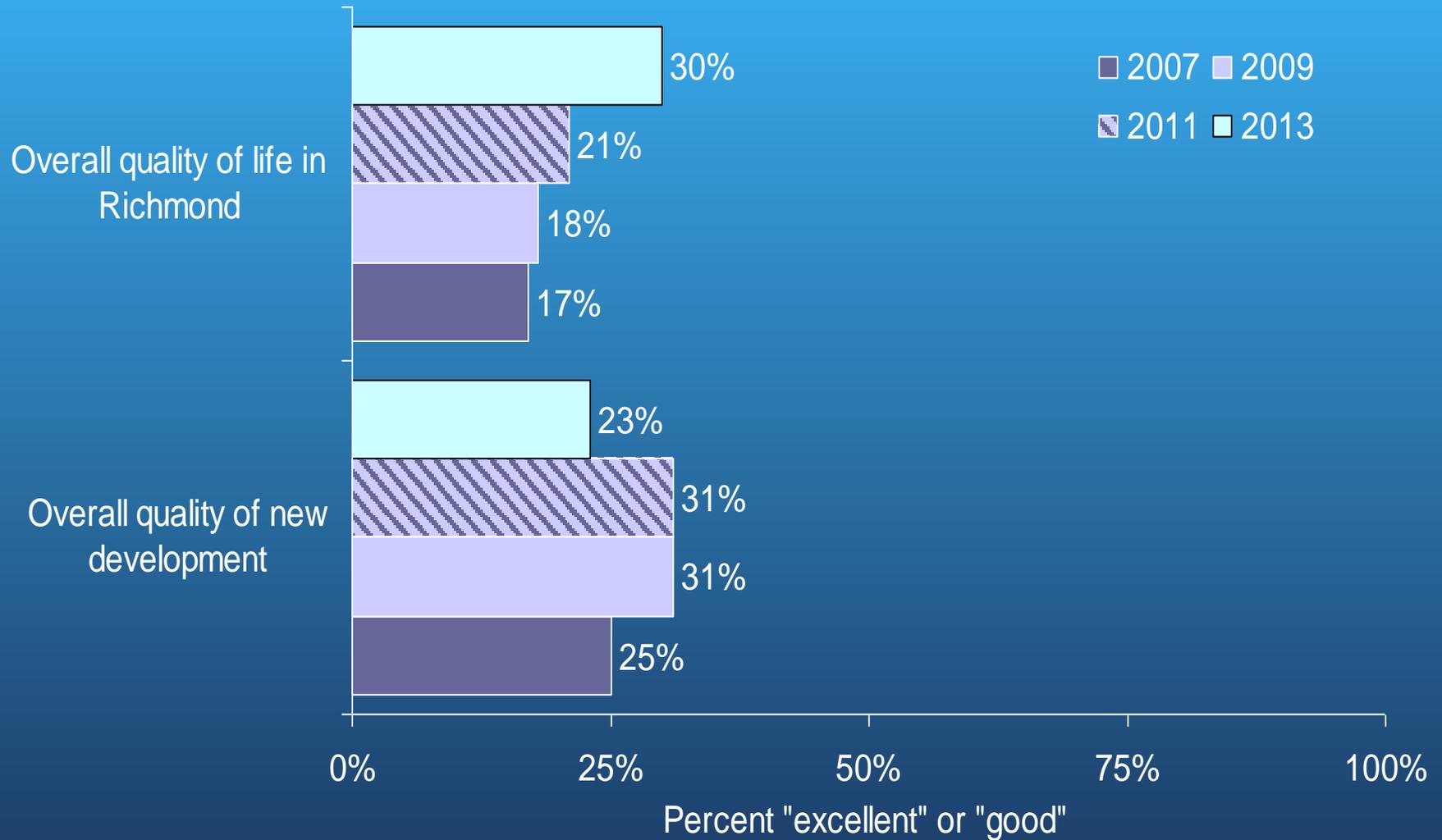


Community Characteristics

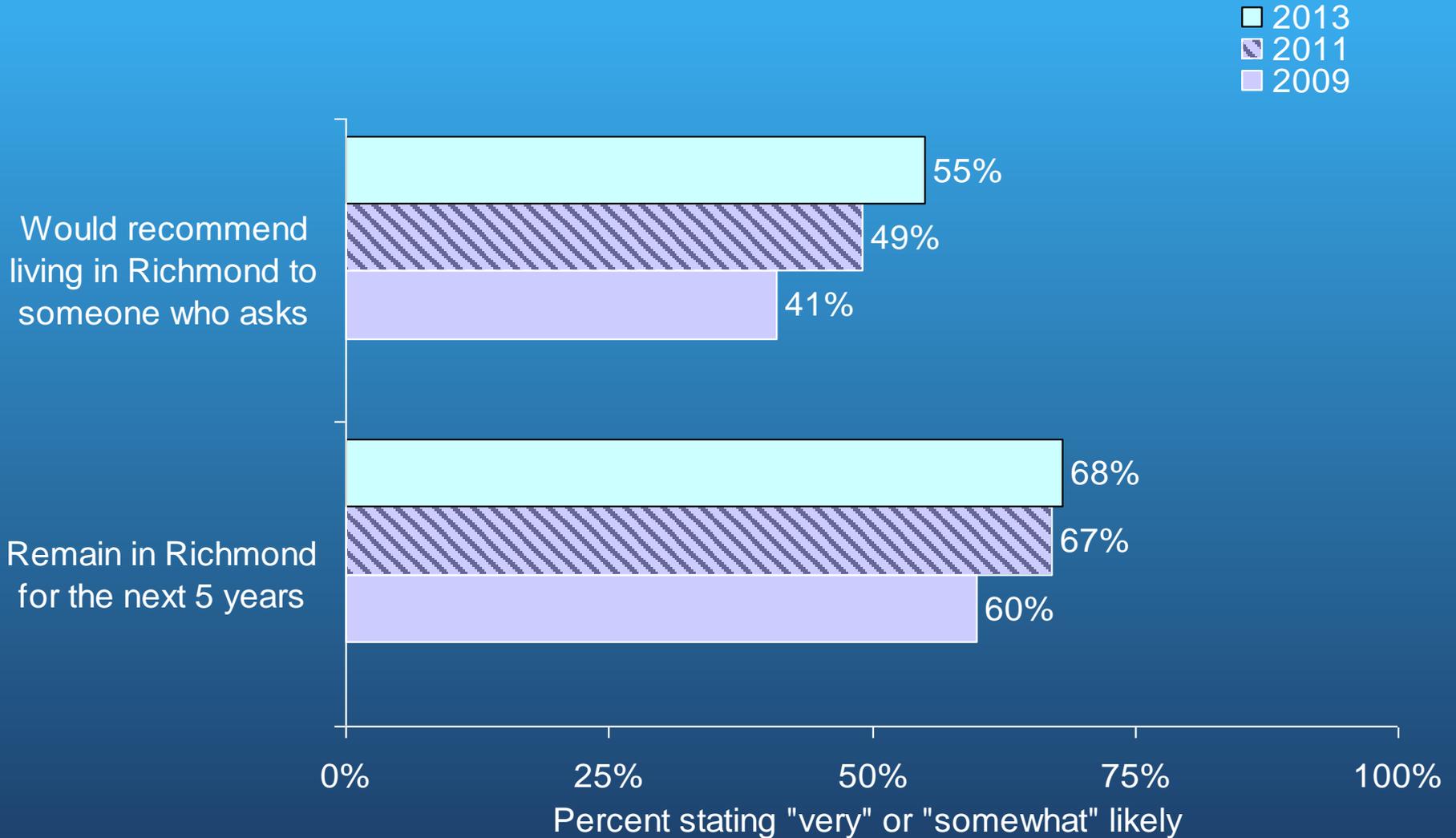
2007 2009
2011 2013



Community Characteristics



Community Characteristics

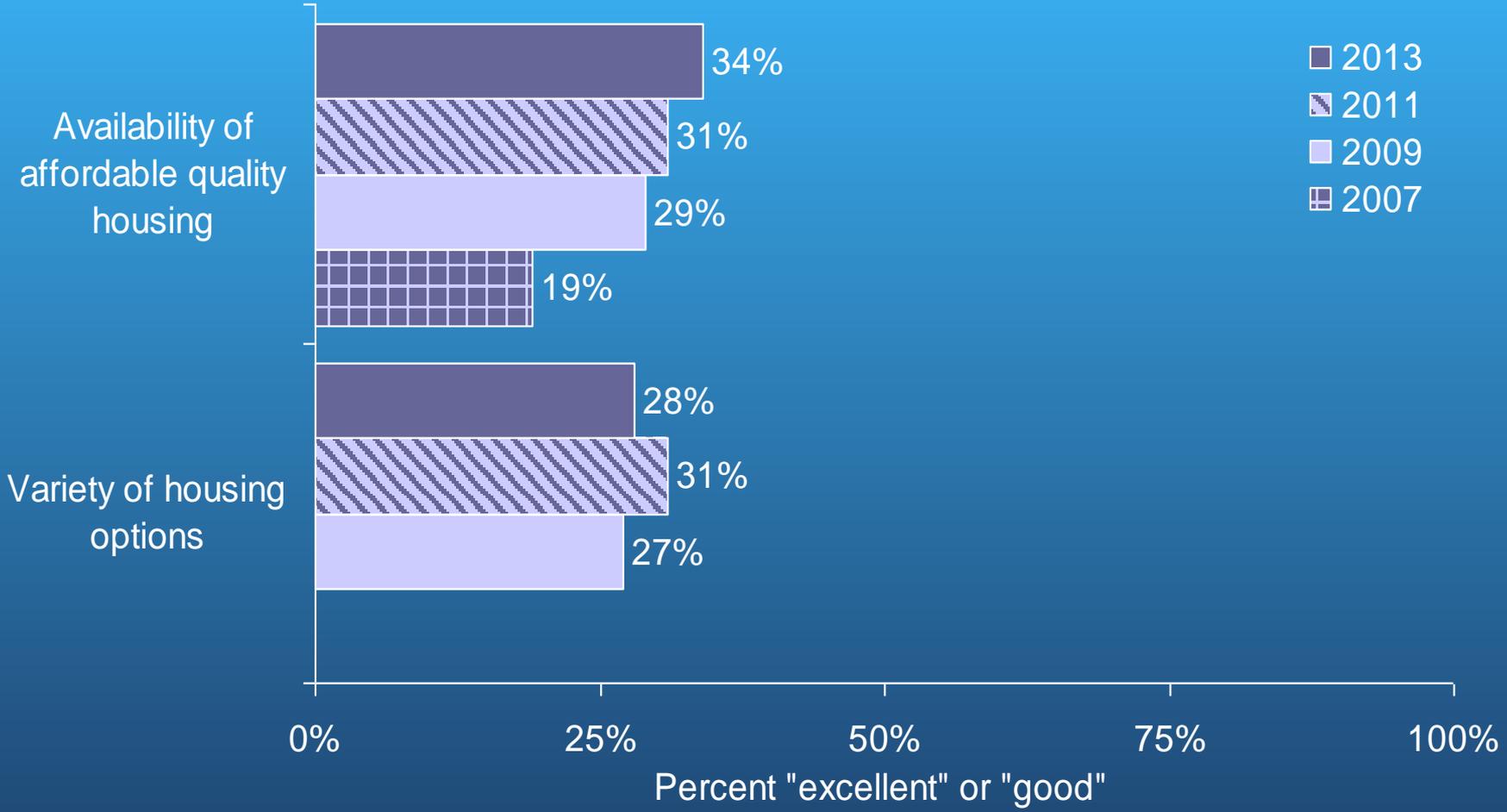


Community Ratings

	2007	2009	2011	2013
Street lighting	20%	25%	25%	36%
Street cleaning	20%	29%	31%	43%
Sidewalk maintenance	14%	24%	20%	31%
Traffic signal timing	36%	40%	37%	40%
Storm drainage	31%	42%	41%	51%
Street repair	9%	14%	15%	15%

Percent rating service as “good” or “excellent”

Housing



Environmental Sustainability

Preservation of natural areas such as open space, farmlands and greenbelts		35%
Quality of overall natural environment		23%
Air quality		24%
Cleanliness of Richmond		16%

90%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

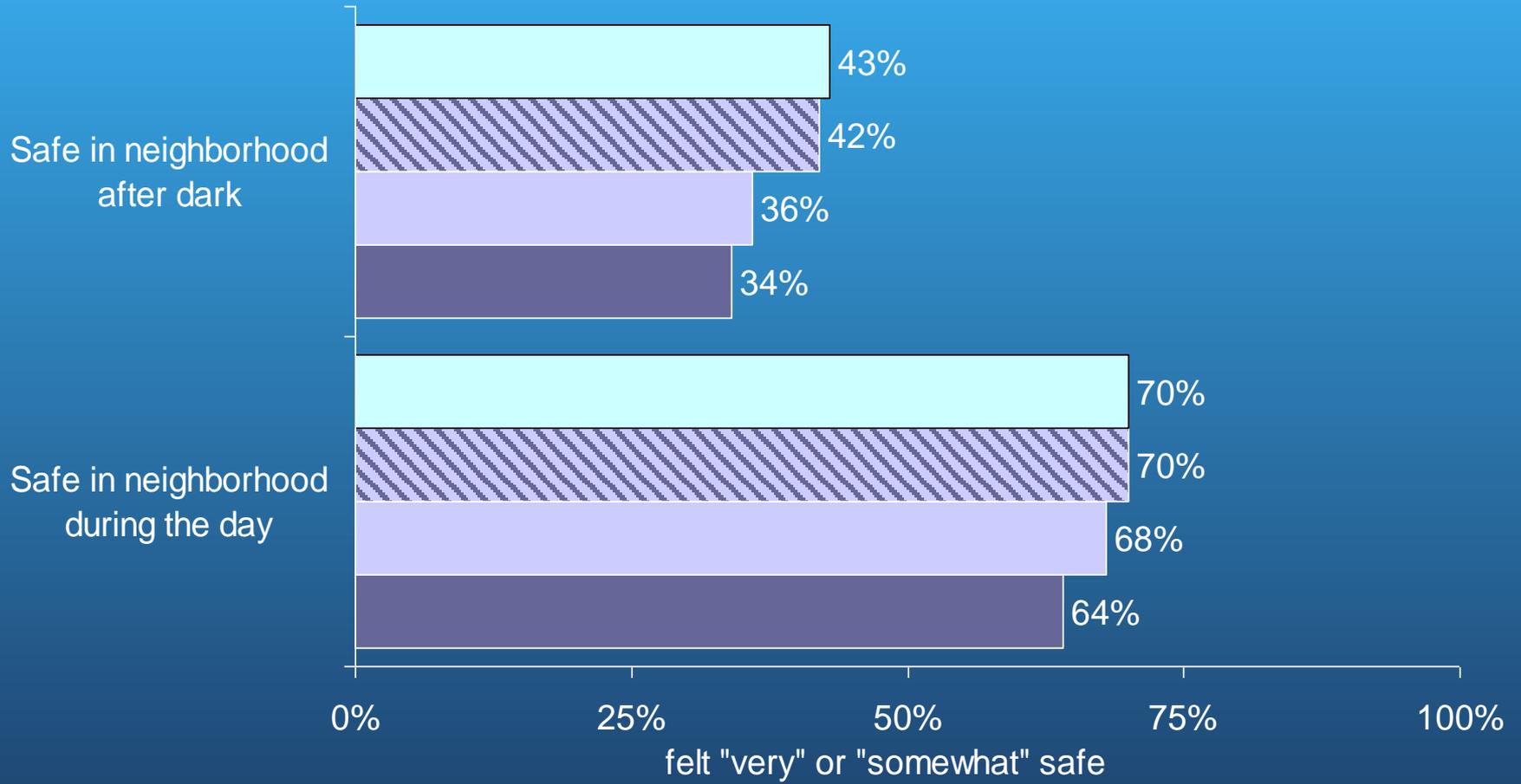
= Compared to 2011

Percent "excellent" or "good"

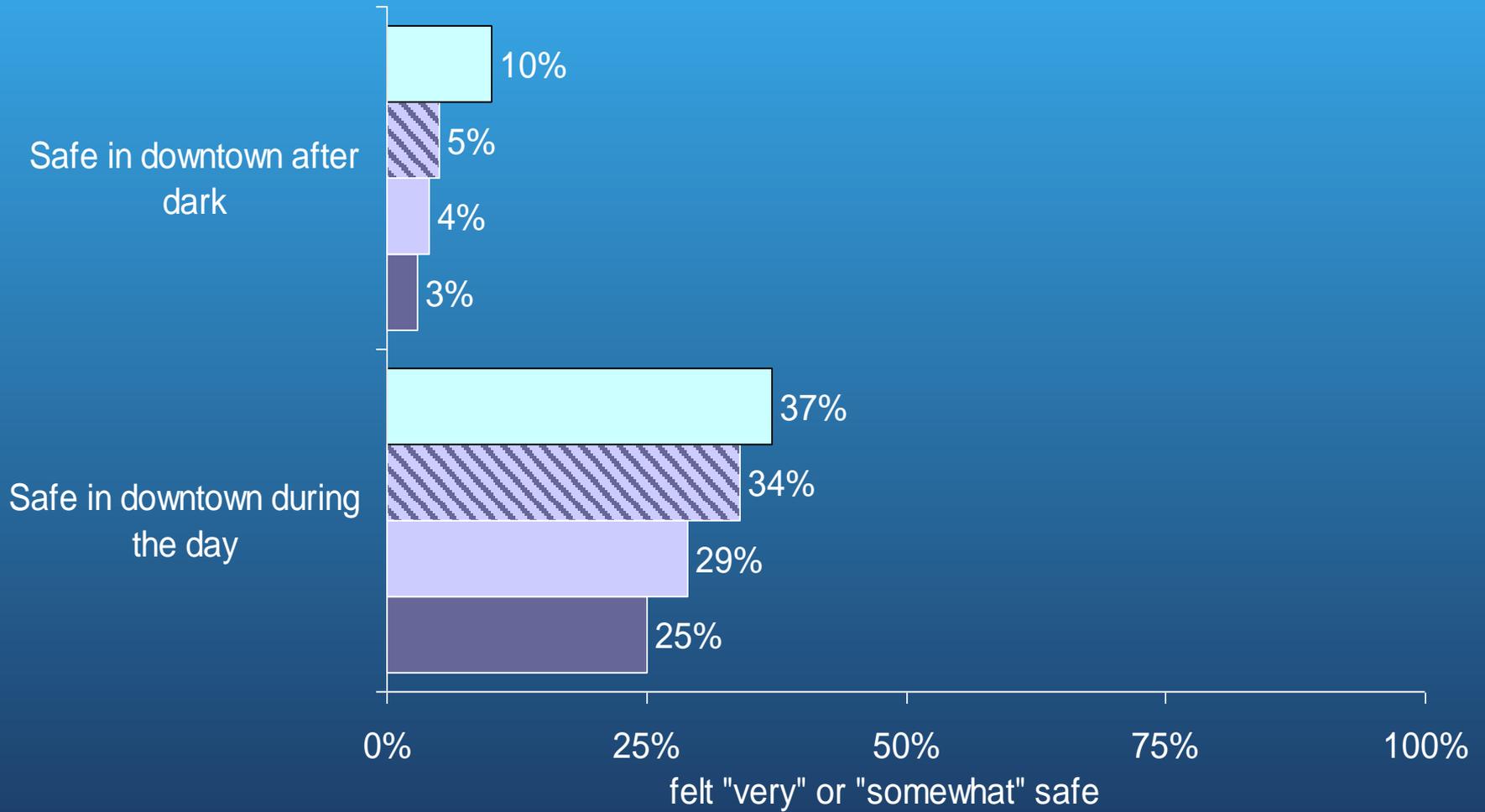
Public Safety



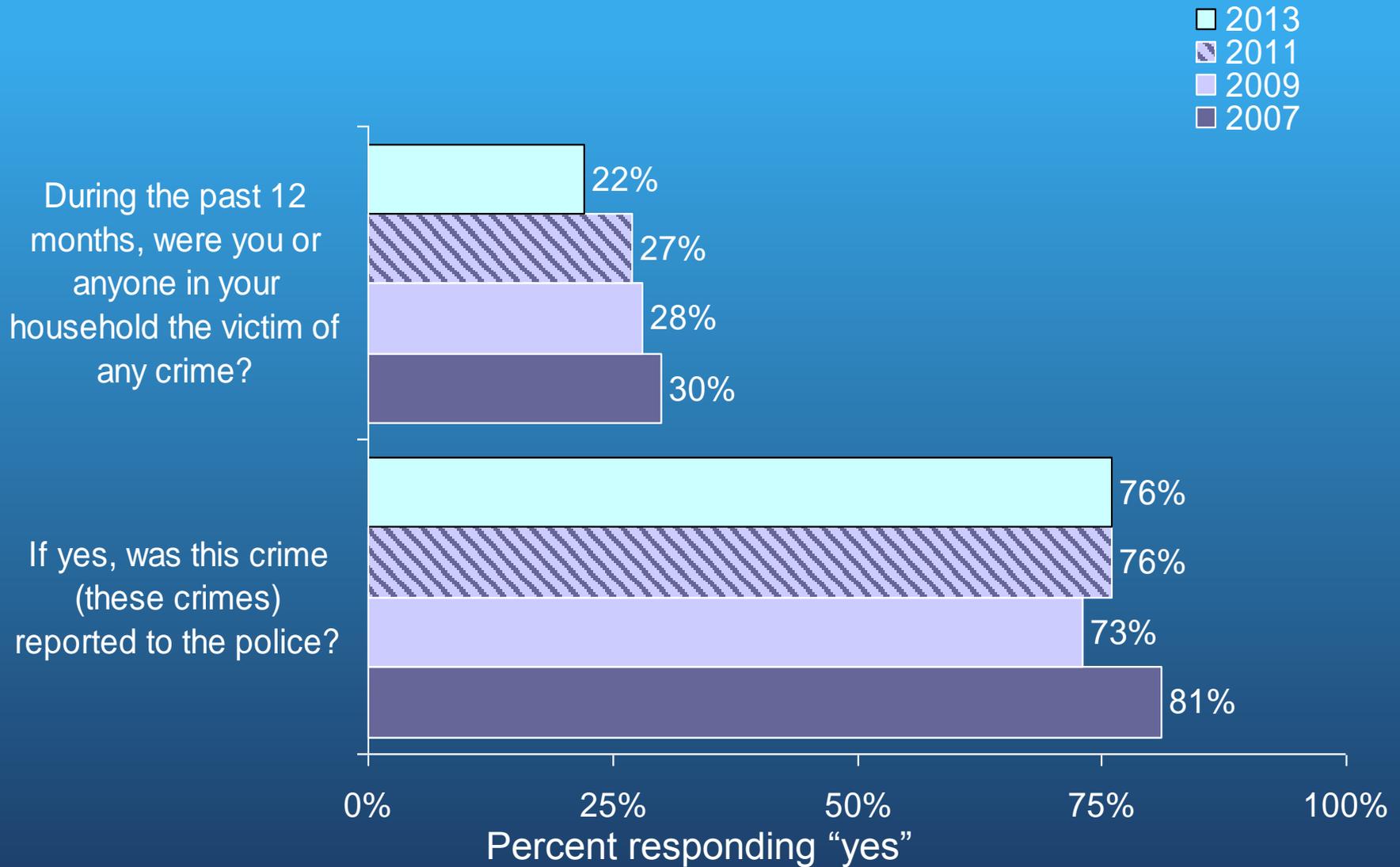
Public Safety



Public Safety

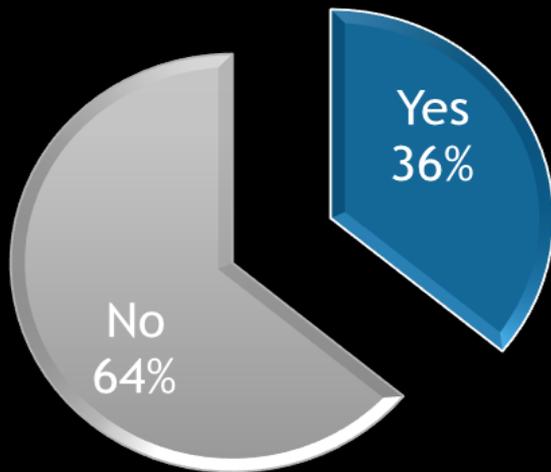


Crime Victimization and Reporting

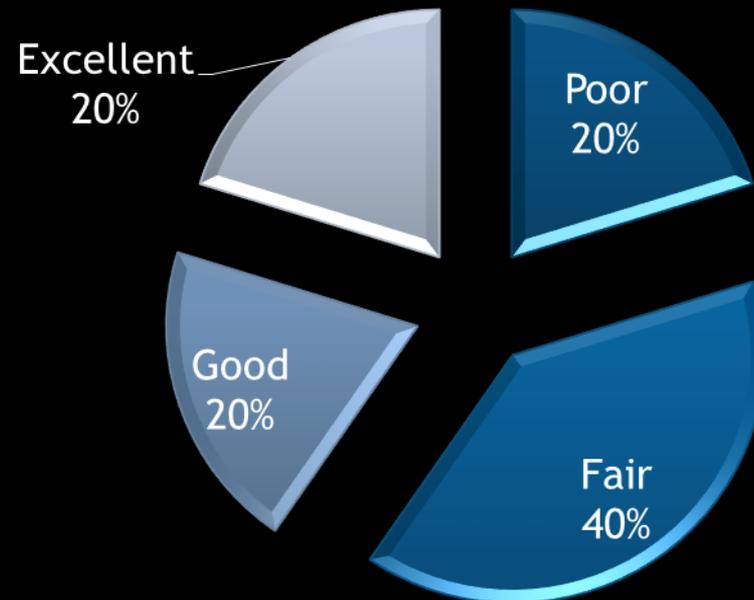


Contact with Police Department

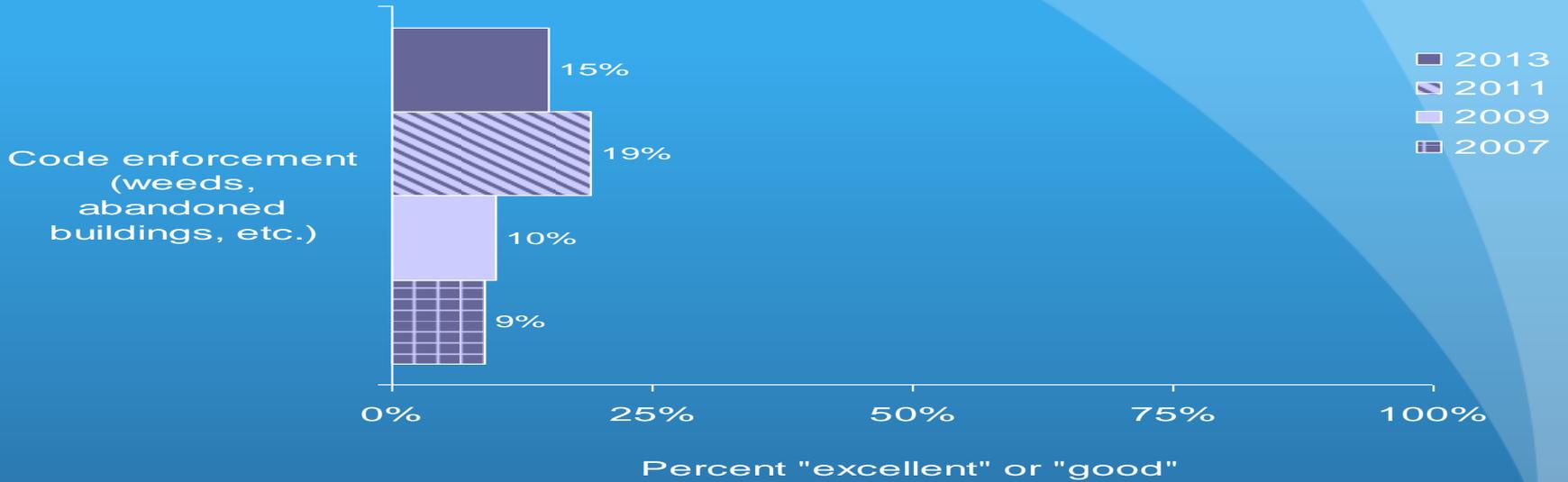
Have you had any in-person or phone contact with an employee of the City of Richmond Police Department within the last 12 months?



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



Code Enforcement



Service	% of respondents that rated the code enforcement as poor		
	2009	2011	2013
Code enforcement (weeds, abandoned buildings, etc.)	58%	44%	38%

Public Safety Services

Public Safety Services Rating service as either “good” or “excellent”	2007	2009	2011	2013
Police services	38%	54%	51%	57%
Crime prevention	11%	19%	22%	27%
Traffic enforcement	34%	36%	34%	38%
Emergency preparedness	NA	28%	28%	37%
Fire services	70%	79%	71%	69%
Fire prevention and education	41%	45%	39%	46%

Parks, Recreation and Culture

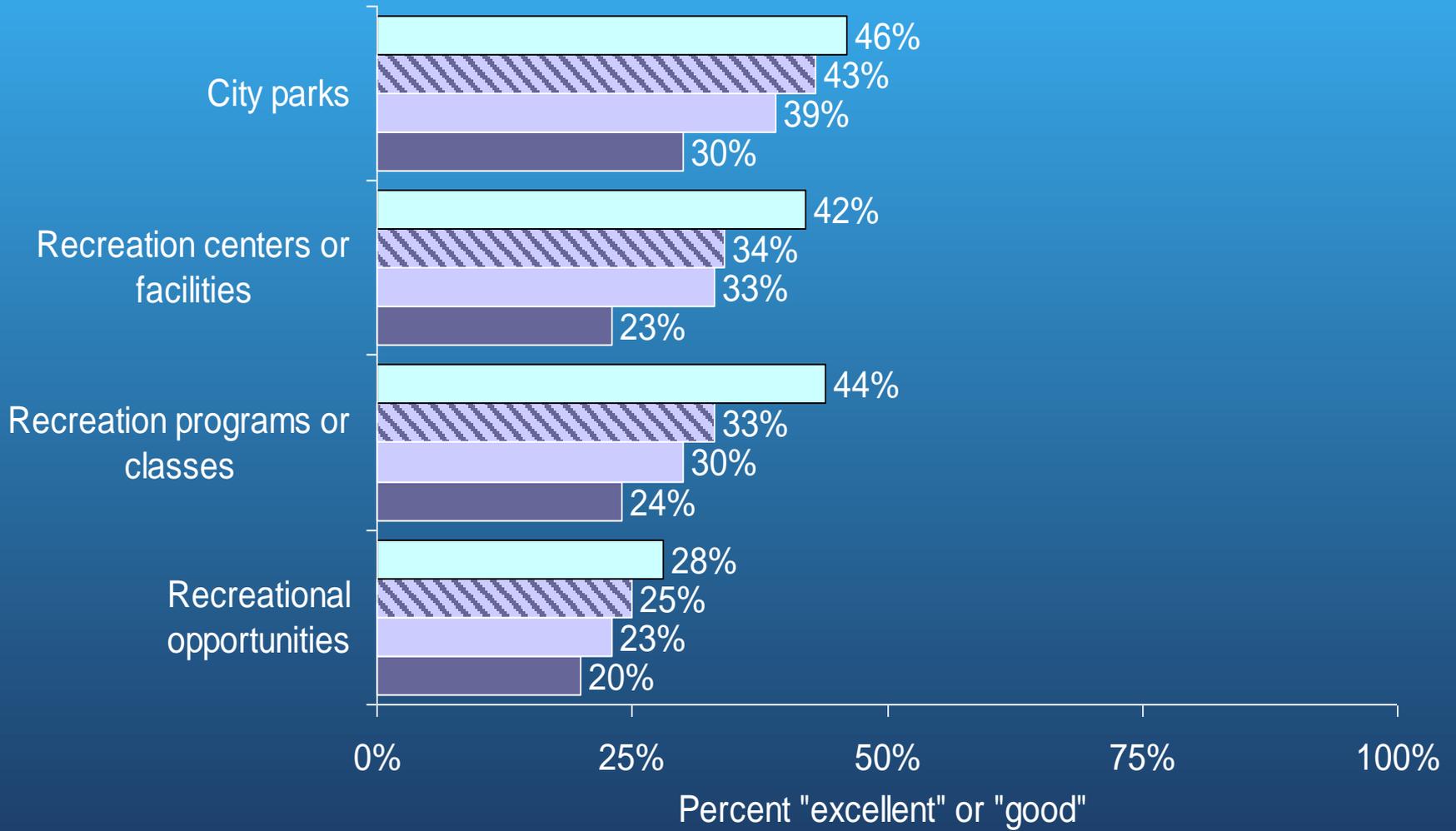


Recreation Centers & Park Usage

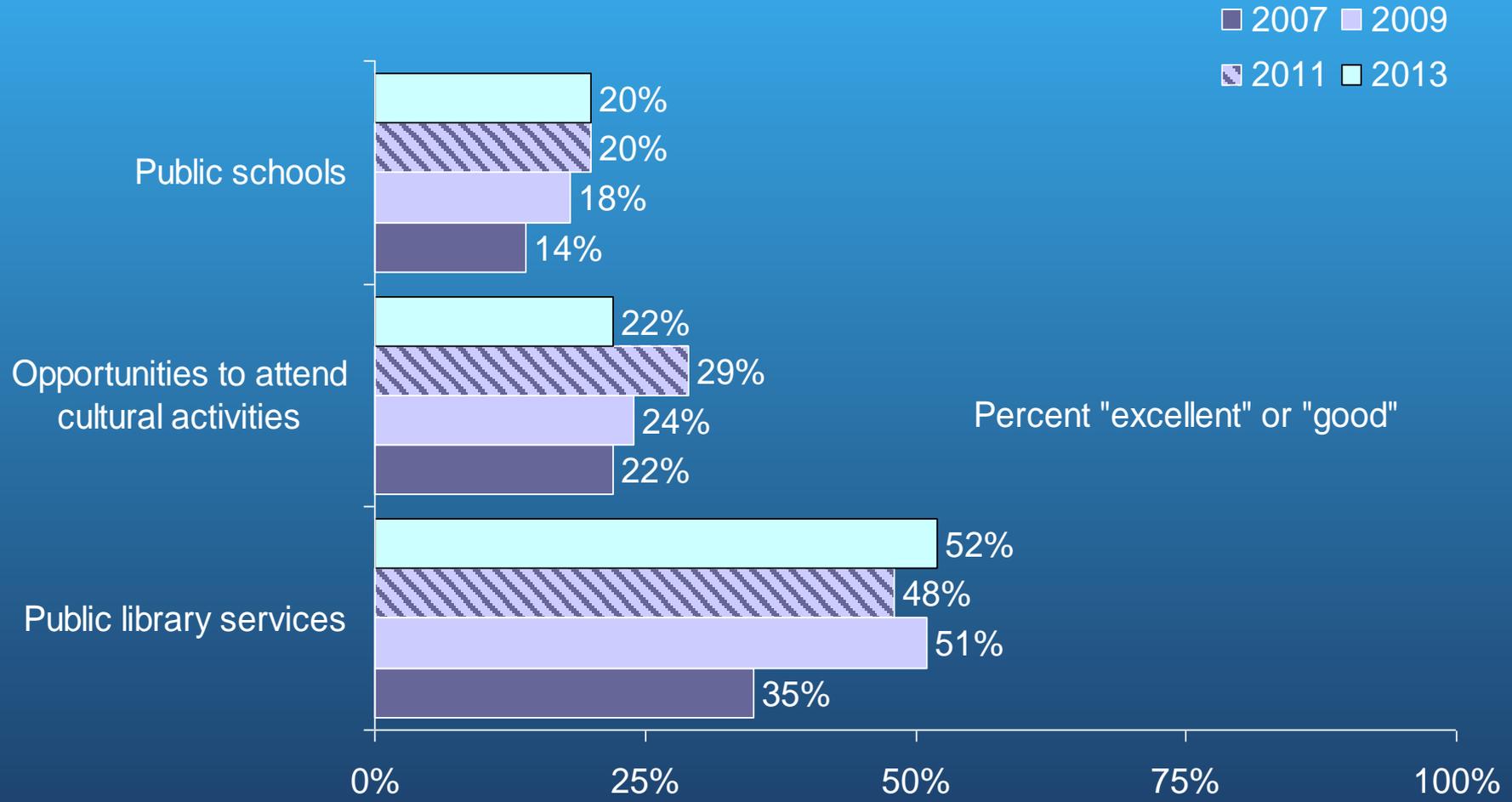
Percent using at least once in last 12 months	2007	2009	2011	2013
Used Richmond recreation centers	37%	44%	40%	40%
Participated in a recreation program or activity	28%	34%	32%	27%
Visited a neighborhood park or City park	76%	78%	73%	71%

Parks and Recreation

■ 2007 ■ 2009
▨ 2011 ■ 2013



Library, Culture and Education



Community and Civic Engagement



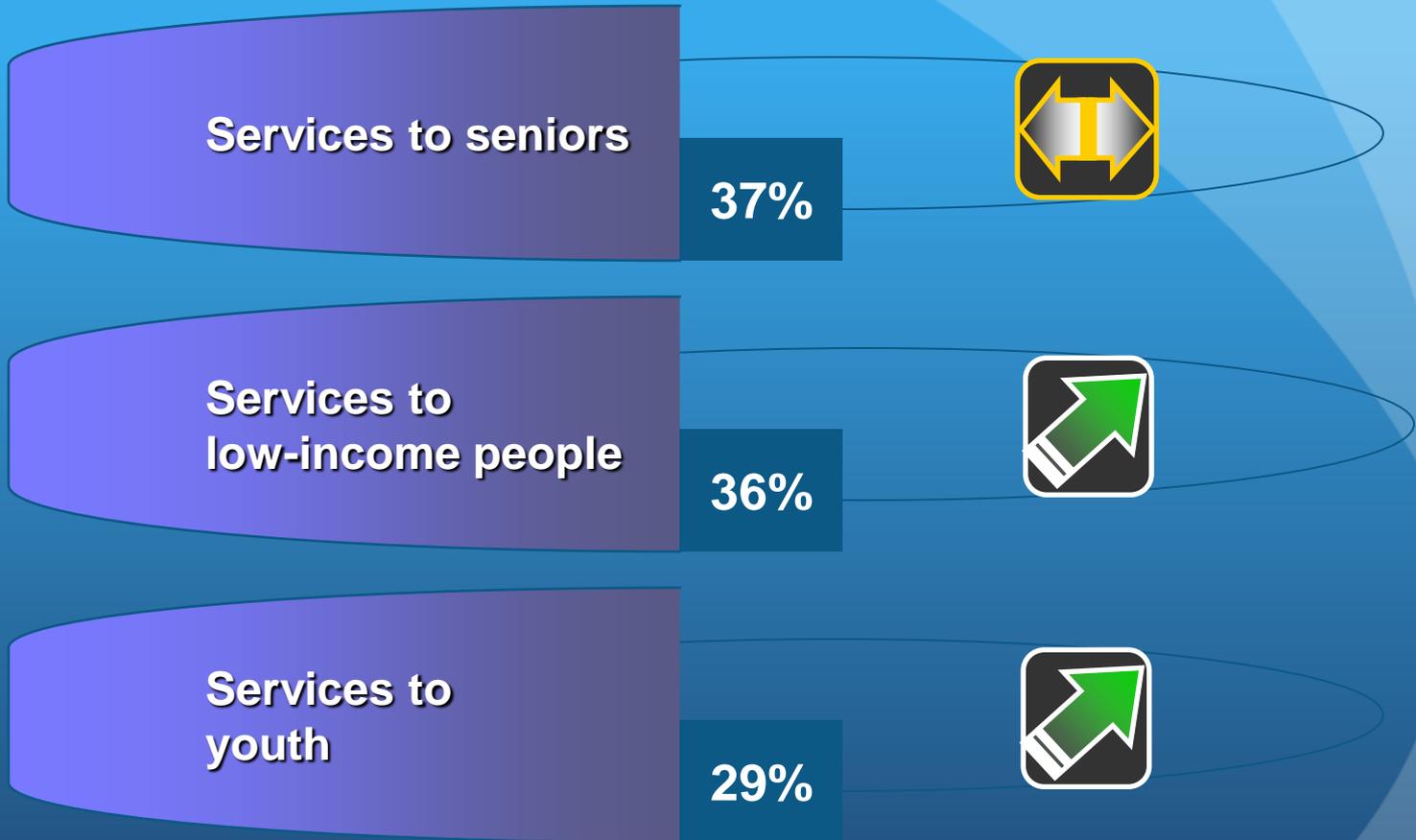
Community Inclusiveness

Openness and acceptance of the community toward people of diverse backgrounds		47%
Sense of community		27%
Availability of affordable quality child care		25%
Richmond as a place to retire		27%
Richmond as a place to raise children		14%

Percent “excellent” or “good”

   = Compared to 2011

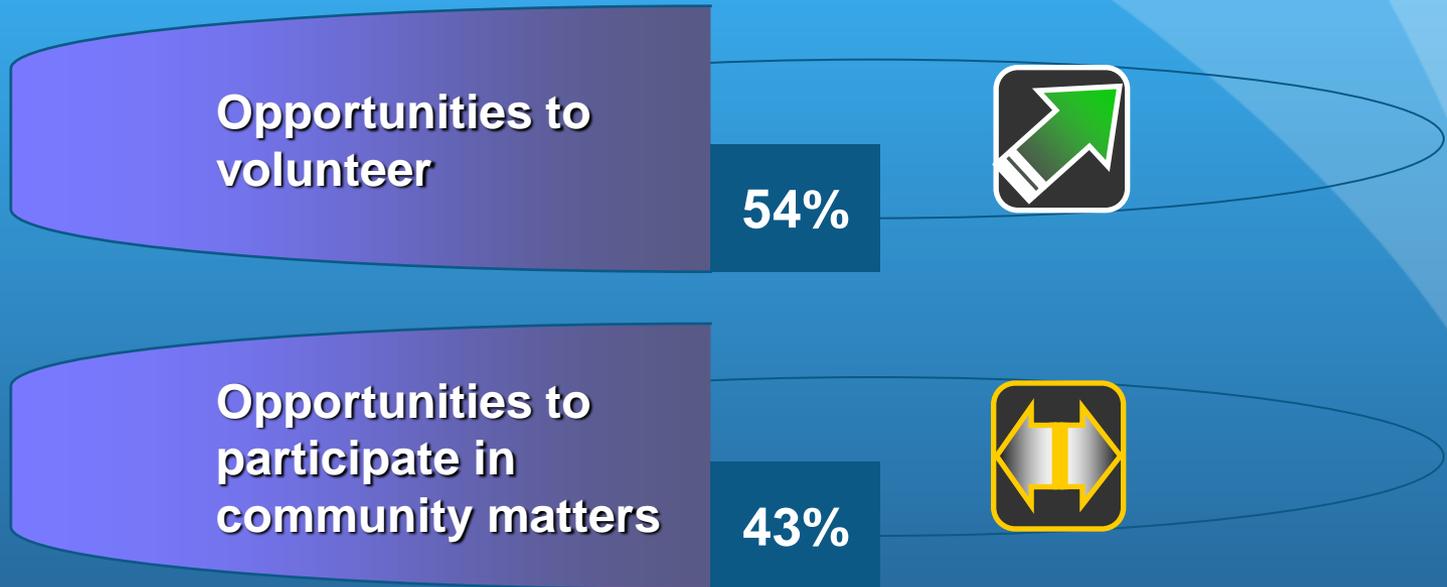
Services to Population Subgroups



Percent "excellent" or "good"

   = Compared to 2011

Opportunities to Volunteer



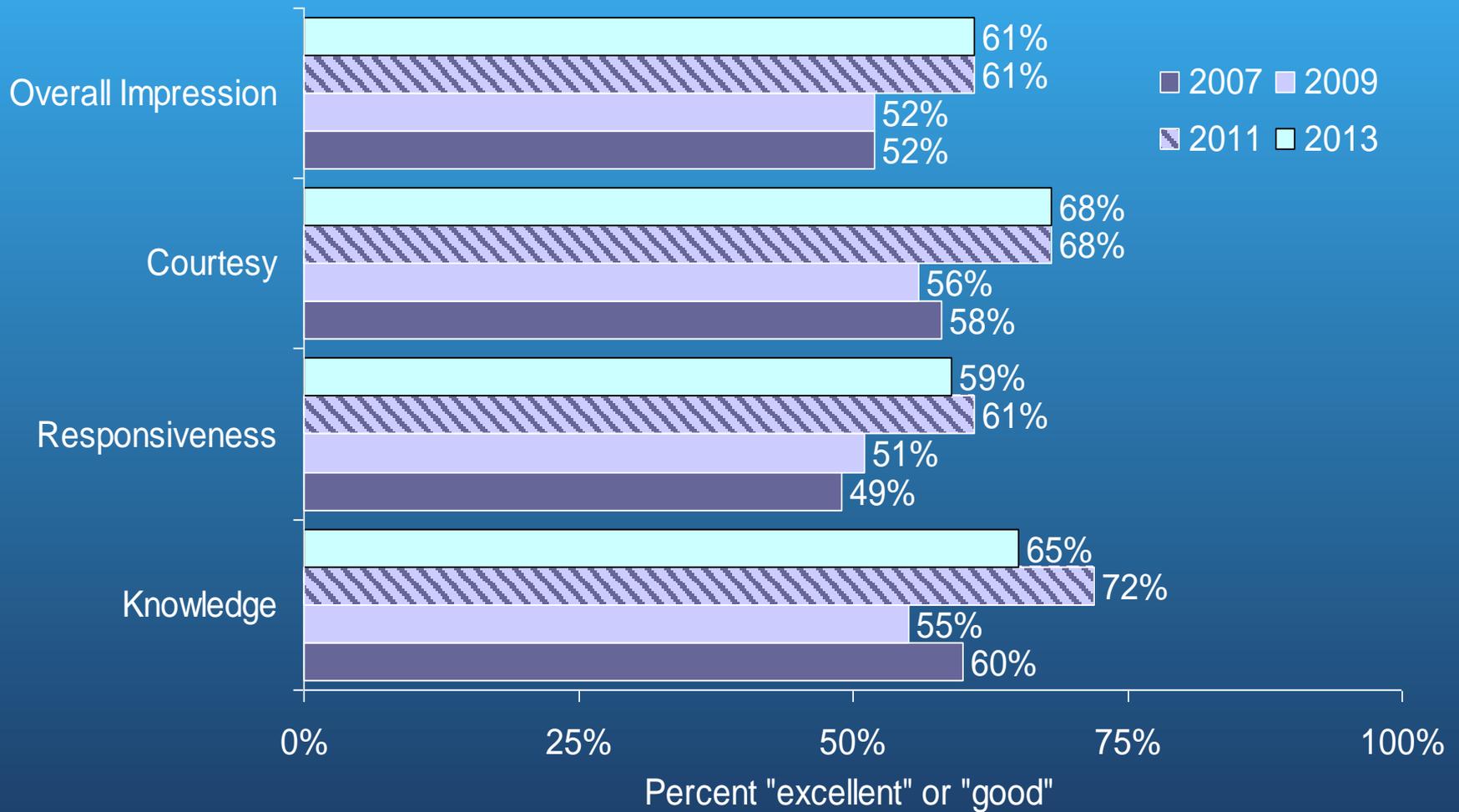
Percent "excellent" or "good"

   = Compared to 2011

City of Richmond Government



City of Richmond Employees



Government

	2007	2009	2011	2013
Job Richmond government does at welcoming citizen involvement	41%	23%	31%	31%
The value of services for the taxes paid to Richmond	18%	19%	20%	35%
The overall direction that Richmond is taking	27%	28%	30%	36%
Overall image or reputation of Richmond	4%	6%	6%	6%
Services provided by City of Richmond	17%	26%	29%	34%

Rating service as either “good” or “excellent”

Health and Wellness



Self Rated Health

In general, how would you rate your health?	Percent of respondents 2011	Percent of respondents 2013
Excellent	12%	25%
Very good	32%	23%
Good	39%	38%
Fair	13%	12%
Poor	3%	2%

Compared to one year ago, how would you rate your health in general now?	Percent of respondents 2011	Percent of respondents 2013
Much better now than one year ago	8%	15%
Somewhat better now than one year ago	13%	15%
About the same	62%	59%
Somewhat worse now than one year ago	15%	9%
Much worse now than one year ago	3%	2%

Impact of City Services on Health & Well-Being

Please rate the impact of the following City services on your health and well-being:	Very positive or Moderate positive impact
Parks	51%
Police	50%
Fire	49%
Traffic safety	44%
Street quality	42%
Library services	41%
Street lighting	37%
Affordable quality housing	37%
Blight abatement	32%
Recreation programs	31%

Key Issues for the City to Address in Next 2 Years 34

How important, if at all, are the following issues for the City to address?	Essential or very important
Reducing crime	96%
Addressing blighted properties	86%
Improving street paving conditions	86%
Developing job training opportunities	84%
Improving environmental quality	84%
Improving street and pedestrian lighting	80%
Renovating community centers and expanding programming	76%
Positively marketing the City	71%
Improving traffic flow and pedestrian safety	70%
Improving downtown Richmond	67%
Improving park conditions	66%
Increasing transportation options (i.e. car/bike share, shuttles)	66%
Upgrading existing and developing more athletic fields	65%
Establishing a link between Richmond and Lawrence Berkeley National Lab	64%
Providing more parks and open space	61%
Preserving historic buildings	48%

Items in yellow are the top issues from the 2011 survey. Reducing crime and addressing blighted properties were not included as options in the 2011 survey.

Resident Support for Tax Increases

To what extent would you support or oppose a tax increase to fund each of the following?	Strongly support or Somewhat support
Recreation and park development	74%
Library services	70%
Enhanced street lighting and landscaping	69%
Paramedics	69%
Street and road repairs and construction	66%
Storm water facilities to restore creeks and prevent flooding	64%

From Data to Action



Resident priorities

Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”



Richmond 2013 Key Drivers:

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

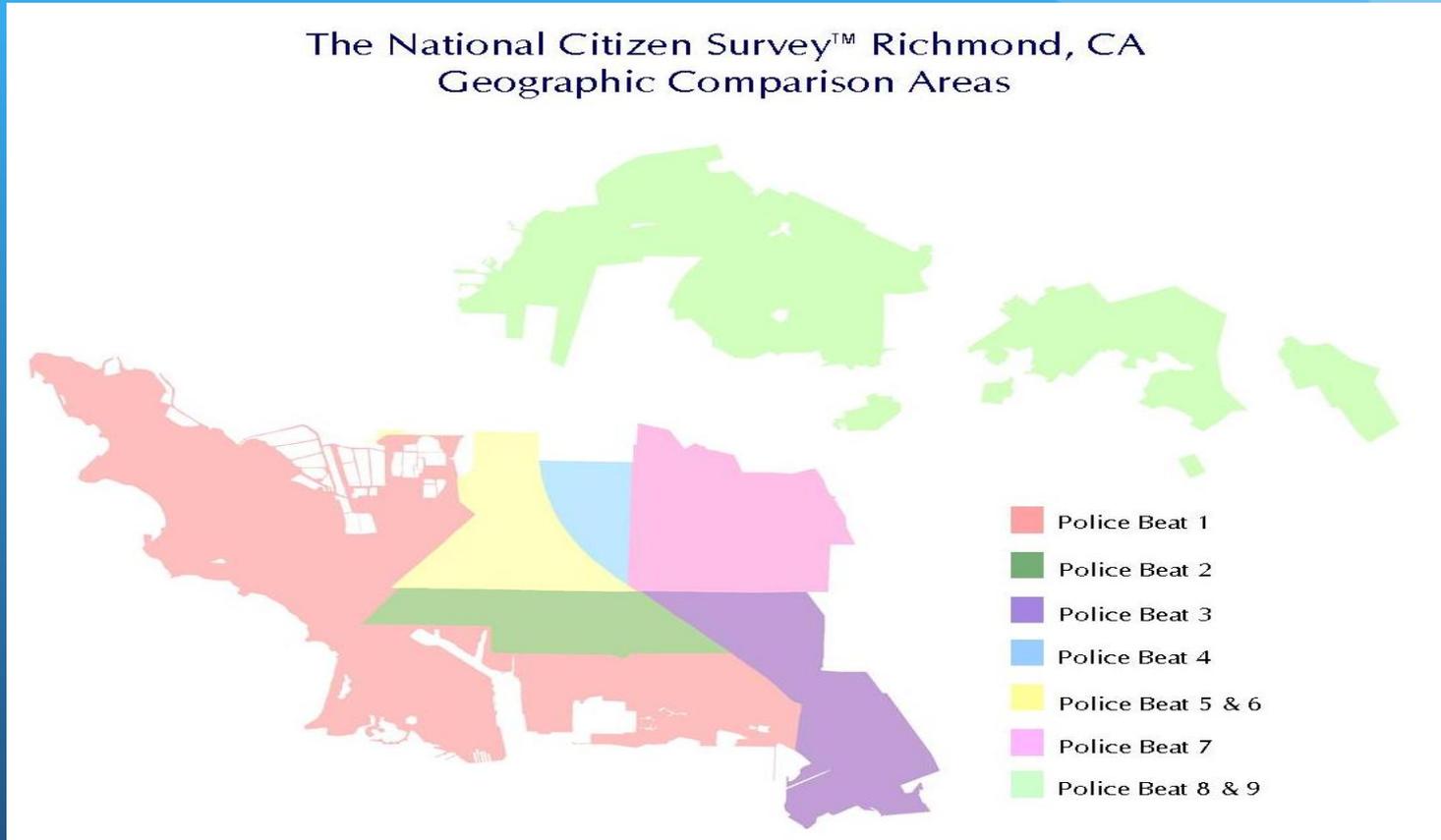
Subgroup Comparisons

Demographic comparisons:

- Number of years lived in Richmond
- Annual household income
- Race/ethnicity of respondent
- Age of respondent

Subgroup Comparisons

Geographic Comparisons:



Community Characteristics or City Services (rating service as either “good” or “excellent”)	Police Beats 1, 2 & 3	Police Beats 4, 5 & 6	Police Beat 7	Police Beats 8 & 9
Richmond as a place to live	43%	27%	45%	26%
Overall direction that Richmond is taking	43%	24%	45%	21%

Benchmark Report

- City of Richmond ratings are “below” other jurisdictions included in NRC’s database and those with similar resident annual incomes
- Overall quality of life in Richmond
 - Ranked 382 out of 383 jurisdictions and 70 out of 71 jurisdictions with similar incomes
 - Increased 13% from 17% in 2007 to 30% in 2013
- Richmond as a place to live
 - Ranked 322 out of 323 jurisdictions and 38 out of 39 jurisdictions with similar incomes
 - Increased 16% from 20% in 2007 to 36% in 2013

Conclusions

Highlights

Overall
Improvements

Parks &
Recreation

Community
Quality and
Governance

Opportunities

Economic
Development

Crime

Blighted
Properties and
Streets

Increase Ratings
Overall

The 2013 Richmond Community Survey is Now Available to all Richmond Residents

English: <http://www.n-r-c.com/survey/richmond2013survey.htm>

Spanish: <http://www.n-r-c.com/survey/richmond2013encuesta.htm>