THE NCS™
The National Citizen Survey™

Richmond, CA

Technical Appendices – Benchmark Comparisons

2015

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; 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 communities in the database represent a wide geographic and population range. The City of Richmond chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities with populations 80,000 to 120,000 and annual household income of $40,000 to $70,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Richmond's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Richmond's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Richmond's rating to the benchmark.

In that final column, Richmond's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

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National Benchmark Comparisons

Table 1: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Richmond	31%	405	405	Much lower
Overall image or reputation of Richmond	8%	309	309	Much lower
Richmond as a place to live	41%	352	353	Much lower
Your neighborhood as a place to live	57%	263	273	Lower
Richmond as a place to raise children	19%	343	343	Much lower
Richmond as a place to retire	28%	324	326	Much lower
Overall appearance of Richmond	17%	321	321	Much lower

Table 2: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Richmond	21%	202	202	Much lower
	In your neighborhood during the day	74%	308	313	Lower
	In Richmond's downtown/commercial area during the day	48%	265	266	Much lower
Mobility	Overall ease of getting to the places you usually have to visit	60%	102	113	Lower
	Availability of paths and walking trails	38%	237	268	Lower
	Ease of walking in Richmond	41%	240	257	Lower
	Ease of travel by bicycle in Richmond	37%	200	265	Similar
	Ease of travel by public transportation in Richmond	48%	45	108	Similar
	Ease of travel by car in Richmond	73%	112	262	Similar
	Ease of public parking	69%	30	91	Similar
	Traffic flow on major streets	49%	171	303	Similar
Natural Environment	Quality of overall natural environment in Richmond	39%	246	246	Much lower
	Cleanliness of Richmond	15%	235	235	Much lower
	Air quality	29%	221	224	Much lower
Built Environment	Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	35%	107	108	Lower
	Overall quality of new development in Richmond	28%	238	251	Lower
	Availability of affordable quality housing	25%	233	265	Lower
	Variety of housing options	23%	235	241	Much lower
	Public places where people want to spend time	25%	101	101	Much lower
Economy	Overall economic health of Richmond	14%	111	113	Much lower
	Vibrant downtown/commercial area	12%	99	99	Much lower
	Overall quality of business and service establishments in Richmond	26%	233	235	Much lower
	Cost of living in Richmond	30%	76	106	Similar
	Shopping opportunities	27%	228	258	Lower
	Employment opportunities	16%	233	274	Lower
	Richmond as a place to visit	26%	120	122	Much lower
	Richmond as a place to work	34%	307	321	Much lower
Recreation and Wellness	Health and wellness opportunities in Richmond	34%	109	110	Much lower
	Availability of affordable quality mental health care	19%	91	94	Lower
	Availability of preventive health services	31%	192	196	Lower
	Availability of affordable quality health care	31%	211	228	Lower
	Availability of affordable quality food	30%	192	195	Much lower

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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreational opportunities	34%	258	269	Lower
Fitness opportunities (including exercise classes and paths or trails, etc.)	36%	103	105	Much lower
Education and Enrichment — Overall opportunities for education and enrichment	21%	107	107	Much lower
Opportunities to participate in religious or spiritual events and activities	53%	177	180	Lower
Opportunities to attend cultural/arts/music activities	29%	243	260	Lower
Adult educational opportunities	33%	88	97	Lower
K-12 education	22%	226	228	Much lower
Availability of affordable quality child care/preschool	20%	213	226	Lower
Opportunities to participate in social events and activities	29%	219	221	Much lower
Neighborliness of Richmond	29%	101	102	Lower
Openness and acceptance of the community toward diversity	44%	220	255	Lower
Community Engagement — Opportunities to participate in community matters	38%	225	235	Lower
Opportunities to volunteer	43%	227	232	Lower

Table 3: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Richmond	34%	389	396	Much lower
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	41%	320	327	Lower
Value of services for the taxes paid to Richmond	24%	362	367	Lower
Overall direction that Richmond is taking	42%	231	290	Similar
Job Richmond government does at welcoming citizen involvement	25%	270	277	Lower
Overall confidence in Richmond government	25%	104	109	Lower
Generally acting in the best interest of the community	33%	96	108	Lower
Being honest	29%	98	106	Lower
Treating all residents fairly	31%	97	107	Lower
Services provided by the Federal Government	29%	168	219	Similar

Table 4: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Police/Sheriff services	59%	344	385	Lower
Fire services	79%	301	316	Similar
Ambulance or emergency medical services	72%	295	314	Lower
Crime prevention	36%	306	315	Much lower
Fire prevention and education	59%	247	256	Lower
Animal control	30%	292	299	Lower
Safety — Emergency preparedness (planning for natural disasters)	32%	243	251	Lower
Traffic enforcement	44%	330	338	Lower
Street repair	13%	371	387	Much lower
Street cleaning	36%	248	273	Lower
Street lighting	34%	264	276	Lower
Mobility — Sidewalk maintenance	27%	260	278	Lower

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Traffic signal timing	35%	184	220	Similar
	Bus or transit services	42%	134	190	Similar
Natural Environment	Garbage collection	72%	275	314	Similar
	Recycling	70%	239	322	Similar
	Yard waste pick-up	70%	139	234	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	39%	201	228	Lower
	Richmond open space	39%	100	108	Lower
	Storm drainage	53%	217	323	Similar
	Sewer services	52%	264	284	Lower
	Power (electric and/or gas) utility	63%	114	136	Similar
	Utility billing	52%	82	98	Similar
	Land use, planning and zoning	22%	257	263	Lower
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	22%	316	324	Much lower
Economy	Economic development	19%	242	249	Much lower
Recreation and Wellness	City parks	45%	286	288	Much lower
	Recreation programs or classes	39%	291	294	Much lower
	Recreation centers or facilities	37%	238	242	Much lower
	Health services	34%	169	173	Lower
Education and Enrichment	City-sponsored special events	31%	110	114	Lower
	Public library services	61%	295	303	Lower
Community Engagement	Public information services	46%	236	252	Lower

Table 5: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	22%	272	274	Much lower
Recommend living in Richmond to someone who asks	53%	242	245	Much lower
Remain in Richmond for the next five years	66%	232	241	Lower
Contacted Richmond (in-person, phone, email or web) for help or information	42%	191	281	Similar

Table 6: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	47%	17	95	Similar
	Did NOT report a crime to the police	62%	100	104	Lower
	Household member was NOT a victim of a crime	72%	235	239	Lower
Mobility	Used bus, rail, subway or other public transportation instead of driving	63%	8	87	Much higher
	Carpooled with other adults or children instead of driving alone	46%	35	101	Similar
	Walked or biked instead of driving	60%	35	104	Similar
Natural Environment	Made efforts to conserve water	96%	6	97	Higher
	Made efforts to make your home more energy efficient	76%	65	97	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Recycle at home	95%	49	226	Higher
Built Environment	Did NOT observe a code violation or other hazard in Richmond	40%	79	97	Lower
	NOT experiencing housing costs stress	51%	210	222	Lower
Economy	Purchase goods or services from a business located in Richmond	92%	94	101	Similar
	Economy will have positive impact on income	48%	3	225	Much higher
	Work inside boundaries of Richmond	35%	60	101	Similar
Recreation and Wellness	Used Richmond recreation centers or their services	45%	181	203	Lower
	Visited a neighborhood park or City park	78%	199	238	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	30	98	Similar
	Participate in moderate or vigorous physical activity	85%	48	99	Similar
	In very good to excellent health	50%	96	100	Similar
Education and Enrichment	Used Richmond public libraries or their services	47%	200	210	Lower
	Participated in religious or spiritual activities in Richmond	41%	136	177	Similar
	Attended City-sponsored event	35%	97	103	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	26%	24	94	Similar
	Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	22%	22	101	Similar
	Volunteered your time to some group/activity in Richmond	27%	202	231	Lower
	Participated in a club	17%	187	203	Lower
	Talked to or visited with your immediate neighbors	91%	52	101	Similar
	Done a favor for a neighbor	84%	35	97	Similar
	Attended a local public meeting	25%	82	232	Similar
	Watched (online or on television) a local public meeting	28%	105	189	Similar
	Read or watch local news (via television, paper, computer, etc.)	87%	54	100	Similar
	Vote in local elections	79%	125	224	Similar

Communities included in national comparisons

The communities included in Richmond's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS 6,844
Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA.. 98,970
Albert Lea city, MN.. 18,016
Algonquin village, IL... 30,046
Aliso Viejo city, CA 47,823
Altoona city, IA 14,541
Ames city, IA 58,965

Andover CDP, MA.. 8,762
Ankeny city, IA 45,582
Ann Arbor city, MI..113,934
Annapolis city, MD 38,394
Apple Valley town, CA 69,135
Arapahoe County, CO..572,003
Arkansas City city, AR.. 366
Arlington city, TX 365,438
Arlington County, VA 207,627
Arvada city, CO..106,433

Asheville city, NC	83,393	Cedar Falls city, IA	39,260
Ashland city, OR	20,078	Cedar Rapids city, IA	126,326
Ashland town, VA	7,225	Centennial city, CO	100,377
Aspen city, CO	6,658	Centralia city, IL	13,032
Auburn city, AL	53,380	Chambersburg borough, PA	20,268
Auburn city, WA	70,180	Chandler city, AZ	236,123
Augusta CCD, GA	134,777	Chanhassen city, MN	22,952
Aurora city, CO	325,078	Chapel Hill town, NC	57,233
Austin city, TX	790,390	Charlotte city, NC	731,424
Bainbridge Island city, WA	23,025	Charlotte County, FL	159,978
Baltimore city, MD	620,961	Charlottesville city, VA	43,475
Baltimore County, MD	805,029	Chattanooga city, TN	167,674
Battle Creek city, MI	52,347	Chesterfield County, VA	316,236
Bay City city, MI	34,932	Chippewa Falls city, WI	13,661
Baytown city, TX	71,802	Citrus Heights city, CA	83,301
Bedford city, TX	46,979	Clackamas County, OR	375,992
Bedford town, MA	13,320	Clarendon Hills village, IL	8,427
Bellevue city, WA	122,363	Clayton city, MO	15,939
Bellingham city, WA	80,885	Clearwater city, FL	107,685
Beltrami County, MN	44,442	Cleveland Heights city, OH	46,121
Benbrook city, TX	21,234	Clive city, IA	15,447
Bend city, OR	76,639	Clovis city, CA	95,631
Benicia city, CA	26,997	College Park city, MD	30,413
Bettendorf city, IA	33,217	College Station city, TX	93,857
Billings city, MT	104,170	Colleyville city, TX	22,807
Blaine city, MN	57,186	Collinsville city, IL	25,579
Bloomfield Hills city, MI	3,869	Columbia city, MO	108,500
Bloomington city, IL	76,610	Columbia city, SC	129,272
Bloomington city, MN	82,893	Columbus city, WI	4,991
Blue Springs city, MO	52,575	Commerce City city, CO	45,913
Boise City city, ID	205,671	Concord city, CA	122,067
Boone County, KY	118,811	Concord town, MA	17,668
Boonville city, MO	8,319	Conyers city, GA	15,195
Boulder city, CO	97,385	Cookeville city, TN	30,435
Boulder County, CO	294,567	Coon Rapids city, MN	61,476
Bowling Green city, KY	58,067	Cooper City city, FL	28,547
Brentwood city, MO	8,055	Copperas Cove city, TX	32,032
Brentwood city, TN	37,060	Coronado city, CA	18,912
Brighton city, CO	33,352	Corvallis city, OR	54,462
Bristol city, TN	26,702	Creve Coeur city, MO	17,833
Broken Arrow city, OK	98,850	Cross Roads town, TX	1,563
Brookfield city, WI	37,920	Crystal Lake city, IL	40,743
Brookline CDP, MA	58,732	Dade City city, FL	6,437
Brookline town, NH	4,991	Dakota County, MN	398,552
Broomfield city, CO	55,889	Dallas city, OR	14,583
Brownsburg town, IN	21,285	Dallas city, TX	1,197,816
Bryan city, TX	76,201	Danville city, KY	16,218
Burien city, WA	33,313	Dardenne Prairie city, MO	11,494
Burleson city, TX	36,690	Davenport city, IA	99,685
Cabarrus County, NC	178,011	Davidson town, NC	10,944
Cambridge city, MA	105,162	Decatur city, GA	19,335
Canton city, SD	3,057	Del Mar city, CA	4,161
Cape Coral city, FL	154,305	Delray Beach city, FL	60,522
Cape Girardeau city, MO	37,941	Denison city, TX	22,682
Carlisle borough, PA	18,682	Denver city, CO	600,158
Carlsbad city, CA	105,328	Derby city, KS	22,158
Cartersville city, GA	19,731	Des Moines city, IA	203,433
Cary town, NC	135,234	Des Peres city, MO	8,373
Casa Grande city, AZ	48,571	Destin city, FL	12,305
Casper city, WY	55,316	Dewey-Humboldt town, AZ	3,894
Castine town, ME	1,366	Dorchester County, MD	32,618
Castle Pines North city, CO	10,360	Dothan city, AL	65,496
Castle Rock town, CO	48,231	Douglas County, CO	285,465

Dover city, NH	29,987	Grand Island city, NE	48,520
Dublin city, CA	46,036	Grass Valley city, CA	12,860
Duluth city, MN	86,265	Greeley city, CO	92,889
Duncanville city, TX	38,524	Green Valley CDP, AZ	21,391
Durham city, NC	228,330	Greenwood Village city, CO	13,925
Eagle town, CO	6,508	Greer city, SC	25,515
East Baton Rouge Parish, LA	440,171	Guilford County, NC	488,406
East Grand Forks city, MN	8,601	Gunnison County, CO	15,324
East Lansing city, MI	48,579	Gurnee village, IL	31,295
Eau Claire city, WI	65,883	Hailey city, ID	7,960
Eden Prairie city, MN	60,797	Haines Borough, AK	2,508
Edgerton city, KS	1,671	Hallandale Beach city, FL	37,113
Edina city, MN	47,941	Hamilton city, OH	62,477
Edmond city, OK	81,405	Hampton city, VA	137,436
Edmonds city, WA	39,709	Hanover County, VA	99,863
El Cerrito city, CA	23,549	Harrisonburg city, VA	48,914
El Dorado County, CA	181,058	Harrisonville city, MO	10,019
El Paso city, TX	649,121	Hayward city, CA	144,186
Elk Grove city, CA	153,015	Henderson city, NV	257,729
Elk River city, MN	22,974	Hermiston city, OR	16,745
Elko New Market city, MN	4,110	Herndon town, VA	23,292
Elmhurst city, IL	44,121	High Point city, NC	104,371
Encinitas city, CA	59,518	Highland Park city, IL	29,763
Englewood city, CO	30,255	Highlands Ranch CDP, CO	96,713
Erie town, CO	18,135	Hillsborough town, NC	6,087
Escambia County, FL	297,619	Holden town, MA	17,346
Estes Park town, CO	5,858	Holland city, MI	33,051
Fairview town, TX	7,248	Honolulu County, HI	953,207
Farmington Hills city, MI	79,740	Hooksett town, NH	13,451
Fayetteville city, NC	200,564	Hopkins city, MN	17,591
Fishers town, IN	76,794	Hopkinton town, MA	14,925
Flagstaff city, AZ	65,870	Hoquiam city, WA	8,726
Flower Mound town, TX	64,669	Houston city, TX	2,099,451
Flushing city, MI	8,389	Hudson city, OH	22,262
Forest Grove city, OR	21,083	Hudson town, CO	2,356
Fort Collins city, CO	143,986	Hudsonville city, MI	7,116
Fort Smith city, AR	86,209	Huntersville town, NC	46,773
Fort Worth city, TX	741,206	Hurst city, TX	37,337
Fountain Hills town, AZ	22,489	Hutchinson city, MN	14,178
Franklin city, TN	62,487	Hutto city, TX	14,698
Fredericksburg city, VA	24,286	Hyattsville city, MD	17,557
Freeport CDP, ME	1,485	Independence city, MO	116,830
Freeport city, IL	25,638	Indian Trail town, NC	33,518
Fremont city, CA	214,089	Indianola city, IA	14,782
Friendswood city, TX	35,805	Iowa City city, IA	67,862
Fruita city, CO	12,646	Issaquah city, WA	30,434
Gahanna city, OH	33,248	Jackson County, MI	160,248
Gainesville city, FL	124,354	James City County, VA	67,009
Gaithersburg city, MD	59,933	Jefferson City city, MO	43,079
Galveston city, TX	47,743	Jefferson County, CO	534,543
Garden City city, KS	26,658	Jefferson County, NY	116,229
Gardner city, KS	19,123	Jerome city, ID	10,890
Geneva city, NY	13,261	Johnson City city, TN	63,152
Georgetown city, TX	47,400	Johnson County, KS	544,179
Germantown city, TN	38,844	Johnston city, IA	17,278
Gilbert town, AZ	208,453	Jupiter town, FL	55,156
Gillette city, WY	29,087	Kalamazoo city, MI	74,262
Glendora city, CA	50,073	Kansas City city, KS	145,786
Globe city, AZ	7,532	Kansas City city, MO	459,787
Golden Valley city, MN	20,371	Keizer city, OR	36,478
Goodyear city, AZ	65,275	Kenmore city, WA	20,460
Grafton village, WI	11,459	Kennedale city, TX	6,763
Grand Blanc city, MI	8,276	Kennett Square borough, PA	6,072

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Kettering city, OH	56,163
Key West city, FL	24,649
King County, WA	1,931,249
Kirkland city, WA	48,787
La Mesa city, CA	57,065
La Plata town, MD	8,753
La Porte city, TX	33,800
La Vista city, NE	15,758
Lafayette city, CO	24,453
Laguna Beach city, CA	22,723
Laguna Hills city, CA	30,344
Laguna Niguel city, CA	62,979
Lake Oswego city, OR	36,619
Lake Zurich village, IL	19,631
Lakeville city, MN	55,954
Lakewood city, CO	142,980
Lane County, OR	351,715
Larimer County, CO	299,630
Las Cruces city, NM	97,618
Las Vegas city, NV	583,756
Lawrence city, KS	87,643
League City city, TX	83,560
Lee County, FL	618,754
Lee's Summit city, MO	91,364
Lehi city, UT	47,407
Lenexa city, KS	48,190
Lewis County, NY	27,087
Lewiston city, ME	36,592
Lincoln city, NE	258,379
Lindsborg city, KS	3,458
Littleton city, CO	41,737
Livermore city, CA	80,968
Lombard village, IL	43,165
Lone Tree city, CO	10,218
Longmont city, CO	86,270
Longview city, TX	80,455
Los Alamos County, NM	17,950
Louisville city, CO	18,376
Lynchburg city, VA	75,568
Lynnwood city, WA	35,836
Madison city, WI	233,209
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maple Valley city, WA	22,684
Maricopa County, AZ	3,817,117
Marin County, CA	252,409
Maryland Heights city, MO	27,472
Matthews town, NC	27,198
McAllen city, TX	129,877
McDonough city, GA	22,084
McKinney city, TX	131,117
McMinnville city, OR	32,187
Mecklenburg County, NC	919,628
Medford city, OR	74,907
Menlo Park city, CA	32,026
Mercer Island city, WA	22,699
Meridian charter township, MI	39,688
Meridian city, ID	75,092
Merriam city, KS	11,003
Merrill city, WI	9,661
Mesa city, AZ	439,041
Mesa County, CO	146,723
Miami Beach city, FL	87,779
Miami city, FL	399,457
Midland city, MI	41,863
Milford city, DE	9,559
Milton city, GA	32,661
Minneapolis city, MN	382,578
Mission Viejo city, CA	93,305
Modesto city, CA	201,165
Monterey city, CA	27,810
Montgomery County, MD	971,777
Montgomery County, VA	94,392
Montpelier city, VT	7,855
Monument town, CO	5,530
Mooresville town, NC	32,711
Morristown city, TN	29,137
Morrisville town, NC	18,576
Moscow city, ID	23,800
Mountain Village town, CO	1,320
Mountlake Terrace city, WA	19,909
Munster town, IN	23,603
Muscatine city, IA	22,886
Naperville city, IL	141,853
Needham CDP, MA	28,886
New Braunfels city, TX	57,740
New Brighton city, MN	21,456
New Hanover County, NC	202,667
New Orleans city, LA	343,829
New Smyrna Beach city, FL	22,464
Newberg city, OR	22,068
Newport Beach city, CA	85,186
Newport city, RI	24,672
Newport News city, VA	180,719
Newton city, IA	15,254
Noblesville city, IN	51,969
Nogales city, AZ	20,837
Norfolk city, VA	242,803
Norman city, OK	110,925
North Las Vegas city, NV	216,961
Northglenn city, CO	35,789
Novato city, CA	51,904
Novi city, MI	55,224
O'Fallon city, IL	28,281
O'Fallon city, MO	79,329
Oak Park village, IL	51,878
Oakland Park city, FL	41,363
Oakley city, CA	35,432
Ogdensburg city, NY	11,128
Oklahoma City city, OK	579,999
Olathe city, KS	125,872
Old Town city, ME	7,840
Olmsted County, MN	144,248
Orland Park village, IL	56,767
Oshkosh city, WI	66,083
Otsego County, MI	24,164
Overland Park city, KS	173,372
Oviedo city, FL	33,342
Paducah city, KY	25,024
Palm Coast city, FL	75,180
Palm Springs city, CA	44,552
Palo Alto city, CA	64,403
Panama City city, FL	36,484
Papillion city, NE	18,894
Park City city, UT	7,558
Parker town, CO	45,297

Parkland city, FL	23,962	Sammamish city, WA	45,780
Pasadena city, CA	137,122	San Anselmo town, CA	12,336
Pasco city, WA	59,781	San Antonio city, TX	1,327,407
Pasco County, FL	464,697	San Carlos city, CA	28,406
Peachtree City city, GA	34,364	San Diego city, CA	1,307,402
Pearland city, TX	91,252	San Francisco city, CA	805,235
Peoria city, AZ	154,065	San Jose city, CA	945,942
Peoria city, IL	115,007	San Juan County, NM	130,044
Peoria County, IL	186,494	San Marcos city, CA	83,781
Peters township, PA	21,213	San Marcos city, TX	44,894
Petoskey city, MI	5,670	San Rafael city, CA	57,713
Pflugerville city, TX	46,936	Sandy Springs city, GA	93,853
Phoenix city, AZ	1,445,632	Sanford city, FL	53,570
Pinal County, AZ	375,770	Sangamon County, IL	197,465
Pinehurst village, NC	13,124	Santa Clarita city, CA	176,320
Piqua city, OH	20,522	Santa Fe County, NM	144,170
Pitkin County, CO	17,148	Santa Monica city, CA	89,736
Platte City city, MO	4,691	Sarasota County, FL	379,448
Plymouth city, MN	70,576	Savage city, MN	26,911
Pocatello city, ID	54,255	Savannah city, GA	136,286
Polk County, IA	430,640	Scarborough CDP, ME	4,403
Port Huron city, MI	30,184	Schaumburg village, IL	74,227
Port Orange city, FL	56,048	Scott County, MN	129,928
Port St. Lucie city, FL	164,603	Scottsdale city, AZ	217,385
Portland city, OR	583,776	Seaside city, CA	33,025
Post Falls city, ID	27,574	SeaTac city, WA	26,909
Prince William County, VA	402,002	Sevierville city, TN	14,807
Prior Lake city, MN	22,796	Shawnee city, KS	62,209
Provo city, UT	112,488	Sheboygan city, WI	49,288
Pueblo city, CO	106,595	Shoreview city, MN	25,043
Purcellville town, VA	7,727	Shorewood city, MN	7,307
Queen Creek town, AZ	26,361	Shorewood village, IL	15,615
Radford city, VA	16,408	Shorewood village, WI	13,162
Radnor township, PA	31,531	Sioux Center city, IA	7,048
Ramsey city, MN	23,668	Sioux Falls city, SD	153,888
Rapid City city, SD	67,956	Skokie village, IL	64,784
Raymore city, MO	19,206	Snellville city, GA	18,242
Redmond city, WA	54,144	Snowmass Village town, CO	2,826
Rehoboth Beach city, DE	1,327	South Kingstown town, RI	30,639
Reno city, NV	225,221	South Lake Tahoe city, CA	21,403
Reston CDP, VA	58,404	South Portland city, ME	25,002
Richmond city, CA	103,701	Southborough town, MA	9,767
Richmond Heights city, MO	8,603	Southlake city, TX	26,575
Rifle city, CO	9,172	Sparks city, NV	90,264
River Falls city, WI	15,000	Spokane Valley city, WA	89,755
Riverdale city, UT	8,426	Spring Hill city, KS	5,437
Riverside city, CA	303,871	Springboro city, OH	17,409
Riverside city, MO	2,937	Springfield city, MO	159,498
Rochester city, MI	12,711	Springfield city, OR	59,403
Rochester Hills city, MI	70,995	Springville city, UT	29,466
Rock Hill city, SC	66,154	St. Charles city, IL	32,974
Rockford city, IL	152,871	St. Cloud city, FL	35,183
Rockville city, MD	61,209	St. Cloud city, MN	65,842
Rogers city, MN	8,597	St. Joseph city, MO	76,780
Rolla city, MO	19,559	St. Louis County, MN	200,226
Roselle village, IL	22,763	St. Louis Park city, MN	45,250
Roswell city, GA	88,346	Stallings town, NC	13,831
Round Rock city, TX	99,887	State College borough, PA	42,034
Royal Oak city, MI	57,236	Sterling Heights city, MI	129,699
Saco city, ME	18,482	Sugar Grove village, IL	8,997
Sahuarita town, AZ	25,259	Sugar Land city, TX	78,817
Salida city, CO	5,236	Summit city, NJ	21,457
Salt Lake City city, UT	186,440	Summit County, UT	36,324

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The National Citizen Survey™

Sunnyvale city, CA 140,081	Weddington town, NC 9,459
Surprise city, AZ...................................117,517	Wentzville city, MO................................... 29,070
Suwanee city, GA 15,355	West Carrollton city, OH 13,143
Tacoma city, WA...................................198,397	West Chester borough, PA 18,461
Takoma Park city, MD 16,715	West Des Moines city, IA 56,609
Tamarac city, FL 60,427	West Richland city, WA............................ 11,811
Temecula city, CA 100,097	Westerville city, OH................................. 36,120
Tempe city, AZ 161,719	Westlake town, TX 992
Temple city, TX 66,102	Westminster city, CO...............................106,114
The Woodlands CDP, TX 93,847	Weston town, MA 11,261
Thornton city, CO 118,772	Wheat Ridge city, CO 30,166
Thousand Oaks city, CA........................126,683	White House city, TN................................ 10,255
Tigard city, OR..................................... 48,035	Whitewater township, MI........................... 2,597
Tracy city, CA 82,922	Wichita city, KS......................................382,368
Tualatin city, OR 26,054	Williamsburg city, VA................................ 14,068
Tulsa city, OK 391,906	Wilmington city, NC.................................106,476
Twin Falls city, ID 44,125	Wilsonville city, OR.................................. 19,509
Tyler city, TX 96,900	Winchester city, VA.................................. 26,203
Umatilla city, OR 6,906	Windsor town, CO 18,644
Upper Arlington city, OH........................ 33,771	Windsor town, CT 29,044
Urbandale city, IA 39,463	Winnetka village, IL.................................. 12,187
Vail town, CO 5,305	Winston-Salem city, NC 229,617
Vancouver city, WA...............................161,791	Winter Garden city, FL.............................. 34,568
Ventura CCD, CA...................................111,889	Woodbury city, MN................................... 61,961
Vestavia Hills city, AL 34,033	Woodland city, CA.................................... 55,468
Victoria city, MN................................... 7,345	Woodland city, WA 5,509
Virginia Beach city, VA..........................437,994	Wrentham town, MA 10,955
Wake Forest town, NC........................... 30,117	Wyandotte city, MI................................... 25,883
Walnut Creek city, CA 64,173	Yakima city, WA....................................... 91,067
Washington County, MN 238,136	York County, VA....................................... 65,464
Washoe County, NV 421,407	Yorktown town, IN 9,405
Watauga city, TX 23,497	Yuma city, AZ 93,064
Wauwatosa city, WI 46,396	
Waverly city, IA 9,874	

Populations 80,000 to 120,000 and Annual Household Income $40,000 to $70,000 Benchmark Comparisons

Table 7: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Richmond	31%	33	33	Much lower
Overall image or reputation of Richmond	8%	24	24	Much lower
Richmond as a place to live	41%	30	30	Much lower
Your neighborhood as a place to live	57%	19	21	Lower
Richmond as a place to raise children	19%	29	29	Much lower
Richmond as a place to retire	28%	26	27	Much lower
Overall appearance of Richmond	17%	24	24	Much lower

Table 8: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Richmond	21%	18	18	Much lower
	In your neighborhood during the day	74%	29	29	Lower
	In Richmond's downtown/commercial area during the day	48%	27	27	Much lower
Mobility	Overall ease of getting to the places you usually have to visit	60%	8	10	Similar
	Availability of paths and walking trails	38%	19	21	Lower
	Ease of walking in Richmond	41%	21	23	Lower
	Ease of travel by bicycle in Richmond	37%	16	23	Similar
	Ease of travel by public transportation in Richmond	48%	5	9	Similar
	Ease of travel by car in Richmond	73%	8	22	Similar
	Ease of public parking	69%	1	8	Higher
	Traffic flow on major streets	49%	13	27	Similar
Natural Environment	Quality of overall natural environment in Richmond	39%	20	20	Much lower
	Cleanliness of Richmond	15%	21	21	Much lower
	Air quality	29%	20	20	Much lower
Built Environment	Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	35%	9	9	Lower
	Overall quality of new development in Richmond	28%	21	22	Lower
	Availability of affordable quality housing	25%	20	21	Lower
	Variety of housing options	23%	18	19	Much lower
	Public places where people want to spend time	25%	9	9	Much lower
Economy	Overall economic health of Richmond	14%	10	10	Much lower
	Vibrant downtown/commercial area	12%	9	9	Much lower
	Overall quality of business and service establishments in Richmond	26%	20	20	Much lower
	Cost of living in Richmond	30%	6	9	Similar
	Shopping opportunities	27%	23	24	Much lower
	Employment opportunities	16%	23	24	Lower
	Richmond as a place to visit	26%	12	12	Much lower
	Richmond as a place to work	34%	27	27	Much lower
Recreation and Wellness	Health and wellness opportunities in Richmond	34%	9	9	Much lower
	Availability of affordable quality mental health care	19%	8	8	Lower
	Availability of preventive health services	31%	16	16	Lower

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of affordable quality health care	31%	17	17	Lower
	Availability of affordable quality food	30%	17	17	Much lower
	Recreational opportunities	34%	23	23	Much lower
	Fitness opportunities (including exercise classes and paths or trails, etc.)	36%	9	9	Much lower
	Overall opportunities for education and enrichment	21%	9	9	Much lower
	Opportunities to participate in religious or spiritual events and activities	53%	14	14	Lower
	Opportunities to attend cultural/arts/music activities	29%	24	24	Much lower
	Adult educational opportunities	33%	8	8	Lower
	K-12 education	22%	23	23	Much lower
Education and Enrichment	Availability of affordable quality child care/preschool	20%	18	18	Lower
	Opportunities to participate in social events and activities	29%	19	19	Much lower
	Neighborliness of Richmond	29%	10	10	Lower
	Openness and acceptance of the community toward diversity	44%	20	22	Similar
Community Engagement	Opportunities to participate in community matters	38%	18	18	Lower
	Opportunities to volunteer	43%	19	19	Lower

Table 9: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Richmond	34%	31	31	Lower
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	41%	24	25	Lower
Value of services for the taxes paid to Richmond	24%	26	27	Lower
Overall direction that Richmond is taking	42%	19	23	Similar
Job Richmond government does at welcoming citizen involvement	25%	24	25	Lower
Overall confidence in Richmond government	25%	9	10	Lower
Generally acting in the best interest of the community	33%	7	9	Lower
Being honest	29%	8	9	Lower
Treating all residents fairly	31%	7	9	Lower
Services provided by the Federal Government	29%	15	18	Similar

Table 10: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	59%	25	30	Similar
	Fire services	79%	24	26	Similar
	Ambulance or emergency medical services	72%	24	25	Similar
	Crime prevention	36%	24	26	Lower
	Fire prevention and education	59%	23	24	Lower
	Animal control	30%	25	26	Lower
Safety	Emergency preparedness (planning for natural disasters)	32%	21	22	Lower
	Traffic enforcement	44%	27	27	Lower
	Street repair	13%	26	28	Much lower
Mobility	Street cleaning	36%	18	21	Lower

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Street lighting	34%	19	19	Lower
	Sidewalk maintenance	27%	19	21	Lower
	Traffic signal timing	35%	17	20	Similar
	Bus or transit services	42%	14	16	Similar
	Garbage collection	72%	23	26	Similar
	Recycling	70%	16	25	Similar
	Yard waste pick-up	70%	9	18	Similar
Natural Environment	Preservation of natural areas such as open space, farmlands and greenbelts	39%	17	19	Similar
	Richmond open space	39%	8	10	Lower
	Storm drainage	53%	18	27	Similar
	Sewer services	52%	21	22	Lower
	Power (electric and/or gas) utility	63%	9	11	Similar
	Utility billing	52%	6	9	Similar
	Land use, planning and zoning	22%	21	21	Lower
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	22%	26	27	Lower
Economy	Economic development	19%	23	23	Much lower
	City parks	45%	22	22	Much lower
	Recreation programs or classes	39%	27	27	Much lower
Recreation and Wellness	Recreation centers or facilities	37%	21	21	Much lower
	Health services	34%	14	14	Much lower
Education and Enrichment	City-sponsored special events	31%	8	8	Lower
	Public library services	61%	24	24	Lower
Community Engagement	Public information services	46%	19	19	Lower

Table 11: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	22%	23	23	Much lower
Recommend living in Richmond to someone who asks	53%	19	21	Much lower
Remain in Richmond for the next five years	66%	20	21	Lower
Contacted Richmond (in-person, phone, email or web) for help or information	42%	12	21	Similar

Table 12: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	47%	3	7	Higher
	Did NOT report a crime to the police	62%	8	8	Lower
Safety	Household member was NOT a victim of a crime	72%	22	22	Lower
	Used bus, rail, subway or other public transportation instead of driving	63%	1	8	Much higher
	Carpooled with other adults or children instead of driving alone	46%	6	9	Similar
Mobility	Walked or biked instead of driving	60%	3	9	Similar
Natural Environment	Made efforts to conserve water	96%	1	6	Higher
	Made efforts to make your home more energy	76%	4	7	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	efficient				
	Recycle at home	95%	4	18	Higher
Built Environment	Did NOT observe a code violation or other hazard in Richmond	40%	5	7	Similar
	NOT experiencing housing costs stress	51%	18	18	Lower
Economy	Purchase goods or services from a business located in Richmond	92%	8	8	Similar
	Economy will have positive impact on income	48%	2	20	Much higher
	Work inside boundaries of Richmond	35%	7	8	Much lower
Recreation and Wellness	Used Richmond recreation centers or their services	45%	17	18	Lower
	Visited a neighborhood park or City park	78%	17	19	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	3	8	Similar
	Participate in moderate or vigorous physical activity	85%	7	8	Similar
	In very good to excellent health	50%	8	8	Similar
Education and Enrichment	Used Richmond public libraries or their services	47%	17	17	Lower
	Participated in religious or spiritual activities in Richmond	41%	13	13	Lower
	Attended City-sponsored event	35%	8	8	Lower
Community Engagement	Campaigned or advocated for an issue, cause or candidate	26%	2	7	Similar
	Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	22%	3	8	Similar
	Volunteered your time to some group/activity in Richmond	27%	19	19	Lower
	Participated in a club	17%	15	15	Lower
	Talked to or visited with your immediate neighbors	91%	6	9	Similar
	Done a favor for a neighbor	84%	3	8	Similar
	Attended a local public meeting	25%	5	18	Similar
	Watched (online or on television) a local public meeting	28%	10	15	Similar
	Read or watch local news (via television, paper, computer, etc.)	87%	5	8	Similar
	Vote in local elections	79%	6	17	Similar

Communities included in populations 80,000 to 120,000 and annual household income $40,000 to $70,000 comparisons

The communities included in Richmond's custom comparisons are listed below along with their population according to the 2010 Census.

Albemarle County, VA... 98,970
Ann Arbor city, MI...113,934
Arvada city, CO...106,433
Billings city, MT..104,170
Bloomington city, MN 82,893
Boone County, KY 118,811
Boulder city, CO.. 97,385

Broken Arrow city, OK 98,850
Cambridge city, MA 105,162
Citrus Heights city, CA.. 83,301
Clearwater city, FL 107,685
Clovis city, CA 95,631
Columbia city, MO..108,500
Davenport city, IA.. 99,685

The National Citizen Survey™

Duluth city, MN 86,265
Edmond city, OK 81,405
Greeley city, CO 92,889
High Point city, NC 104,371
Independence city, MO.......................................116,830
Jefferson County, NY...116,229
Lawrence city, KS.. 87,643
Longmont city, CO 86,270
Longview city, TX.. 80,455
Miami Beach city, FL 87,779
Montgomery County, VA...................................... 94,392
Peoria city, IL 115,007

San Marcos city, CA.. 83,781
Sandy Springs city, GA 93,853
Sparks city, NV 90,264
Spokane Valley city, WA 89,755
Surprise city, AZ...117,517
Thornton city, CO..118,772
Tyler city, TX 96,900
Westminster city, CO..106,114
Yakima city, WA... 91,067