



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Richmond, CA

Technical Appendices

DRAFT

2017



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## Appendix A: Complete Survey Responses

### Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Richmond:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Richmond as a place to live	8%	N=44	40%	N=222	39%	N=217	14%	N=77	100%	N=560
Your neighborhood as a place to live	19%	N=109	43%	N=239	27%	N=149	11%	N=64	100%	N=561
Richmond as a place to raise children	5%	N=25	19%	N=95	40%	N=197	36%	N=180	100%	N=497
Richmond as a place to work	8%	N=38	29%	N=135	36%	N=166	26%	N=120	100%	N=459
Richmond as a place to visit	4%	N=23	25%	N=135	35%	N=189	36%	N=194	100%	N=541
Richmond as a place to retire	7%	N=35	25%	N=125	34%	N=172	34%	N=174	100%	N=507
The overall quality of life in Richmond	3%	N=19	29%	N=160	48%	N=265	20%	N=111	100%	N=555

Table 2: Question 2

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Richmond	2%	N=9	20%	N=111	42%	N=229	36%	N=195	100%	N=544
Overall ease of getting to the places you usually have to visit	12%	N=66	40%	N=218	35%	N=189	13%	N=71	100%	N=544
Quality of overall natural environment in Richmond	7%	N=35	35%	N=190	41%	N=223	17%	N=94	100%	N=543
Overall “built environment” of Richmond (including overall design, buildings, parks and transportation systems)	2%	N=11	26%	N=142	44%	N=240	28%	N=149	100%	N=542
Health and wellness opportunities in Richmond	2%	N=11	23%	N=112	39%	N=192	35%	N=172	100%	N=488
Overall opportunities for education and enrichment	3%	N=17	17%	N=82	39%	N=189	40%	N=196	100%	N=484
Overall economic health of Richmond	0%	N=2	16%	N=78	39%	N=195	45%	N=227	100%	N=503
Sense of community	7%	N=34	23%	N=120	40%	N=207	30%	N=157	100%	N=519
Overall image or reputation of Richmond	2%	N=9	12%	N=65	27%	N=144	59%	N=317	100%	N=535

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Richmond to someone who asks	19%	N=99	45%	N=238	18%	N=94	19%	N=100	100%	N=531
Remain in Richmond for the next five years	40%	N=208	32%	N=166	12%	N=61	16%	N=83	100%	N=519

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	36%	N=194	37%	N=201	11%	N=59	12%	N=63	5%	N=24	100%	N=540
In Richmond's downtown/commercial area during the day	13%	N=64	30%	N=150	19%	N=94	31%	N=153	8%	N=39	100%	N=501

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Table 5: Question 5

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	6%	N=33	37%	N=196	39%	N=209	18%	N=97	100%	N=535
Ease of public parking	11%	N=57	43%	N=219	39%	N=201	7%	N=38	100%	N=515
Ease of travel by car in Richmond	14%	N=71	49%	N=256	31%	N=163	6%	N=34	100%	N=524
Ease of travel by public transportation in Richmond	7%	N=27	33%	N=126	42%	N=162	19%	N=72	100%	N=388
Ease of travel by bicycle in Richmond	8%	N=29	38%	N=137	28%	N=102	26%	N=96	100%	N=365
Ease of walking in Richmond	7%	N=33	28%	N=139	37%	N=182	28%	N=135	100%	N=489
Availability of paths and walking trails	12%	N=55	33%	N=156	31%	N=148	25%	N=117	100%	N=476
Air quality	3%	N=18	25%	N=128	43%	N=224	28%	N=146	100%	N=516
Cleanliness of Richmond	2%	N=9	12%	N=61	35%	N=187	52%	N=274	100%	N=531
Overall appearance of Richmond	1%	N=4	14%	N=76	44%	N=237	41%	N=220	100%	N=537
Public places where people want to spend time	3%	N=17	16%	N=85	39%	N=199	42%	N=214	100%	N=515
Variety of housing options	4%	N=19	19%	N=92	36%	N=173	42%	N=202	100%	N=485
Availability of affordable quality housing	4%	N=20	18%	N=84	29%	N=132	49%	N=225	100%	N=461
Fitness opportunities (including exercise classes and paths or trails, etc.)	7%	N=37	27%	N=131	42%	N=207	24%	N=119	100%	N=493
Recreational opportunities	5%	N=25	28%	N=144	39%	N=201	28%	N=140	100%	N=510
Availability of affordable quality food	3%	N=17	28%	N=146	36%	N=189	33%	N=171	100%	N=522
Availability of affordable quality health care	6%	N=26	27%	N=125	36%	N=165	31%	N=142	100%	N=459
Availability of preventive health services	5%	N=20	26%	N=110	40%	N=171	30%	N=127	100%	N=429
Availability of affordable quality mental health care	5%	N=15	17%	N=57	31%	N=103	48%	N=163	100%	N=338

Table 6: Question 6

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	2%	N=5	23%	N=61	40%	N=107	35%	N=94	100%	N=267
K-12 education	2%	N=7	21%	N=75	37%	N=131	40%	N=144	100%	N=357
Adult educational opportunities	5%	N=18	32%	N=122	38%	N=147	25%	N=96	100%	N=383
Opportunities to attend cultural/arts/music activities	3%	N=11	27%	N=124	39%	N=178	31%	N=138	100%	N=451
Opportunities to participate in religious or spiritual events and activities	12%	N=44	35%	N=129	40%	N=147	14%	N=52	100%	N=372
Employment opportunities	3%	N=11	17%	N=67	42%	N=166	38%	N=153	100%	N=397
Shopping opportunities	4%	N=22	15%	N=79	35%	N=185	46%	N=239	100%	N=525
Cost of living in Richmond	5%	N=26	25%	N=128	46%	N=238	24%	N=125	100%	N=517
Overall quality of business and service establishments in Richmond	3%	N=16	23%	N=116	46%	N=232	28%	N=139	100%	N=502
Vibrant downtown/commercial area	2%	N=9	8%	N=39	30%	N=148	60%	N=289	100%	N=485
Overall quality of new development in Richmond	5%	N=22	25%	N=105	37%	N=158	34%	N=144	100%	N=428
Opportunities to participate in social events and activities	4%	N=17	27%	N=115	44%	N=187	26%	N=110	100%	N=430
Opportunities to volunteer	13%	N=50	35%	N=130	36%	N=135	16%	N=59	100%	N=374
Opportunities to participate in community matters	14%	N=63	33%	N=143	31%	N=133	21%	N=93	100%	N=432
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=80	36%	N=173	30%	N=142	17%	N=81	100%	N=477
Neighborliness of residents in Richmond	7%	N=37	34%	N=171	41%	N=204	17%	N=87	100%	N=499

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	5%	N=24	95%	N=507	100%	N=531
Made efforts to make your home more energy efficient	21%	N=111	79%	N=417	100%	N=528
Observed a code violation or other hazard in Richmond (weeds, abandoned buildings, etc.)	32%	N=166	68%	N=357	100%	N=523
Household member was a victim of a crime in Richmond	76%	N=400	24%	N=128	100%	N=528
Reported a crime to the police in Richmond	57%	N=300	43%	N=227	100%	N=527
Stocked supplies in preparation for an emergency	46%	N=241	54%	N=287	100%	N=528
Campaigned or advocated for an issue, cause or candidate	61%	N=321	39%	N=205	100%	N=526
Contacted the City of Richmond (in-person, phone, email or web) for help or information	50%	N=265	50%	N=261	100%	N=526
Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	69%	N=365	31%	N=162	100%	N=527

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Richmond?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Richmond recreation centers or their services	7%	N=34	14%	N=74	25%	N=133	54%	N=283	100%	N=525
Visited a neighborhood park or City park	21%	N=112	23%	N=121	34%	N=181	21%	N=112	100%	N=526
Used Richmond public libraries or their services	7%	N=38	13%	N=67	31%	N=162	49%	N=260	100%	N=527
Participated in religious or spiritual activities in Richmond	8%	N=43	15%	N=77	14%	N=74	63%	N=334	100%	N=528
Attended a City-sponsored event	2%	N=10	6%	N=32	39%	N=204	53%	N=274	100%	N=520
Used bus, rail, subway or other public transportation instead of driving	18%	N=94	18%	N=97	23%	N=120	41%	N=217	100%	N=528
Carpooled with other adults or children instead of driving alone	15%	N=76	17%	N=87	12%	N=65	56%	N=295	100%	N=523
Walked or biked instead of driving	21%	N=111	13%	N=67	20%	N=107	46%	N=238	100%	N=523
Volunteered your time to some group/activity in Richmond	5%	N=28	11%	N=57	20%	N=107	64%	N=336	100%	N=527
Participated in a club	3%	N=17	7%	N=38	11%	N=59	78%	N=411	100%	N=525
Talked to or visited with your immediate neighbors	32%	N=168	32%	N=170	21%	N=113	15%	N=77	100%	N=527
Done a favor for a neighbor	15%	N=80	27%	N=141	40%	N=209	19%	N=98	100%	N=529

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=5	7%	N=35	30%	N=151	62%	N=318	100%	N=509
Watched (online or on television) a local public meeting	3%	N=18	8%	N=43	31%	N=160	57%	N=297	100%	N=517

Table 10: Question 10

Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	14%	N=62	40%	N=180	29%	N=130	17%	N=78	100%	N=450
Fire services	28%	N=101	51%	N=185	16%	N=56	5%	N=17	100%	N=360
Ambulance or emergency medical services	27%	N=84	42%	N=131	20%	N=62	12%	N=37	100%	N=315
Crime prevention	8%	N=34	21%	N=86	35%	N=143	36%	N=147	100%	N=410
Fire prevention and education	15%	N=44	39%	N=118	34%	N=102	12%	N=37	100%	N=302
Traffic enforcement	9%	N=34	21%	N=83	36%	N=141	35%	N=137	100%	N=395

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Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Total	
Street repair	1%	N=4	9%	N=46	26%	N=129	63%	N=309	100%	N=489
Street cleaning	7%	N=34	18%	N=89	31%	N=154	43%	N=212	100%	N=489
Street lighting	10%	N=50	24%	N=121	39%	N=192	27%	N=134	100%	N=497
Sidewalk maintenance	5%	N=26	19%	N=91	31%	N=150	44%	N=211	100%	N=478
Traffic signal timing	5%	N=24	35%	N=171	35%	N=169	25%	N=119	100%	N=483
Bus or transit services	13%	N=45	31%	N=107	38%	N=132	17%	N=59	100%	N=343
Garbage collection	19%	N=97	48%	N=242	25%	N=124	8%	N=39	100%	N=501
Recycling	22%	N=107	44%	N=218	28%	N=136	6%	N=30	100%	N=491
Yard waste pick-up	23%	N=97	38%	N=162	24%	N=103	15%	N=66	100%	N=427
Storm drainage	8%	N=34	36%	N=145	39%	N=158	17%	N=69	100%	N=406
Sewer services	13%	N=48	44%	N=168	31%	N=116	13%	N=49	100%	N=380
Power (electric and/or gas) utility	14%	N=67	43%	N=206	32%	N=153	11%	N=51	100%	N=478
Utility billing	11%	N=50	41%	N=188	33%	N=152	15%	N=69	100%	N=459
City parks	8%	N=35	40%	N=181	34%	N=155	19%	N=84	100%	N=455
Recreation programs or classes	7%	N=21	33%	N=100	35%	N=108	25%	N=77	100%	N=306
Recreation centers or facilities	6%	N=19	30%	N=95	40%	N=126	24%	N=77	100%	N=317
Land use, planning and zoning	5%	N=16	21%	N=65	39%	N=124	36%	N=113	100%	N=318
Code enforcement (weeds, abandoned buildings, etc.)	2%	N=10	13%	N=52	35%	N=138	50%	N=197	100%	N=396
Animal control	7%	N=27	19%	N=71	35%	N=128	38%	N=138	100%	N=364
Economic development	4%	N=16	16%	N=61	44%	N=163	35%	N=130	100%	N=369
Health services	9%	N=34	26%	N=100	35%	N=133	29%	N=110	100%	N=377
Public library services	18%	N=67	38%	N=143	33%	N=124	11%	N=43	100%	N=377
Public information services	7%	N=24	29%	N=93	34%	N=110	30%	N=97	100%	N=324
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=22	23%	N=70	35%	N=106	34%	N=102	100%	N=301
Preservation of natural areas such as open space, farmlands and greenbelts	8%	N=28	34%	N=126	35%	N=129	23%	N=84	100%	N=366
Richmond open space	9%	N=32	39%	N=145	30%	N=111	23%	N=85	100%	N=374
City-sponsored special events	6%	N=22	35%	N=121	39%	N=134	19%	N=67	100%	N=343
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	7%	N=28	36%	N=144	38%	N=151	19%	N=75	100%	N=398
City-sponsored job training program	13%	N=29	23%	N=51	32%	N=69	32%	N=69	100%	N=218
City-maintained trees/public landscaping/street medians	4%	N=19	25%	N=114	34%	N=154	37%	N=171	100%	N=458

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Richmond	4%	N=20	30%	N=142	44%	N=205	21%	N=100	100%	N=467
The Federal Government	3%	N=11	26%	N=108	38%	N=158	34%	N=144	100%	N=421

Table 12: Question 12

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%	N=6	21%	N=93	37%	N=162	40%	N=175	100%	N=435
The overall direction that Richmond is taking	6%	N=26	32%	N=136	35%	N=151	27%	N=117	100%	N=430
The job Richmond government does at welcoming citizen involvement	8%	N=29	32%	N=120	31%	N=116	29%	N=108	100%	N=372

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Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Richmond government	3%	N=11	23%	N=105	39%	N=175	36%	N=162	100%	N=453
Generally acting in the best interest of the community	5%	N=24	26%	N=113	32%	N=138	37%	N=161	100%	N=436
Being honest	5%	N=20	28%	N=109	33%	N=127	34%	N=133	100%	N=390
Treating all residents fairly	5%	N=23	28%	N=114	33%	N=137	34%	N=138	100%	N=412

Table 13: Question 13

Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Richmond	68%	N=341	26%	N=132	6%	N=28	1%	N=4	100%	N=505
Overall ease of getting to the places you usually have to visit	27%	N=136	45%	N=225	23%	N=115	4%	N=22	100%	N=498
Quality of overall natural environment in Richmond	42%	N=209	42%	N=212	14%	N=71	2%	N=11	100%	N=502
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	37%	N=183	42%	N=207	18%	N=89	4%	N=18	100%	N=499
Health and wellness opportunities in Richmond	40%	N=204	43%	N=217	13%	N=68	3%	N=16	100%	N=505
Overall opportunities for education and enrichment	52%	N=260	33%	N=164	13%	N=66	2%	N=11	100%	N=501
Overall economic health of Richmond	60%	N=300	33%	N=165	7%	N=33	1%	N=4	100%	N=503
Sense of community	43%	N=218	39%	N=198	15%	N=75	3%	N=14	100%	N=504

Table 14: Question 14

Compared to one year ago, how would you rate your health in general now?	Percent	Number
Much better now than one year ago	11%	N=56
Somewhat better now than one year ago	19%	N=95
About the same	53%	N=264
Somewhat worse now than one year ago	13%	N=63
Much worse now than one year ago	4%	N=18
Total	100%	N=497

Table 15: Question 15

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	40%	N=199	32%	N=159	25%	N=124	3%	N=14	1%	N=3	100%	N=499
Recreation programs	22%	N=110	24%	N=121	47%	N=237	4%	N=22	2%	N=10	100%	N=499
Police	25%	N=126	34%	N=173	29%	N=145	7%	N=35	5%	N=27	100%	N=505
Fire	28%	N=138	28%	N=139	43%	N=214	1%	N=4	1%	N=5	100%	N=501
Street quality	24%	N=120	27%	N=134	17%	N=86	22%	N=112	10%	N=52	100%	N=504
Street lighting	29%	N=148	29%	N=147	26%	N=129	10%	N=51	6%	N=28	100%	N=504
Library services	25%	N=124	28%	N=140	42%	N=212	2%	N=13	3%	N=16	100%	N=505
Affordable and quality housing	26%	N=131	18%	N=90	36%	N=182	9%	N=45	11%	N=55	100%	N=503
Traffic safety	27%	N=137	31%	N=156	20%	N=98	14%	N=69	8%	N=42	100%	N=503
Blight abatement	17%	N=83	26%	N=126	30%	N=147	15%	N=73	12%	N=56	100%	N=485

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Table 16: Question 16

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	
	%	N	%	N	%	N	%	N	%	N
Improving traffic flow and pedestrian safety	37%	N=182	38%	N=188	24%	N=117	2%	N=9	100%	N=496
Preserving historic buildings	18%	N=88	29%	N=141	40%	N=193	14%	N=67	100%	N=489
Improving park conditions	33%	N=161	47%	N=228	19%	N=93	2%	N=8	100%	N=489
Providing more parks and open space	32%	N=154	34%	N=167	27%	N=132	7%	N=33	100%	N=487
Renovating community centers and expanding programming	31%	N=146	39%	N=185	25%	N=120	6%	N=27	100%	N=478
Upgrading existing and developing more athletic fields	20%	N=98	34%	N=164	33%	N=158	12%	N=57	100%	N=476
Improving street and pedestrian lighting	45%	N=222	32%	N=158	18%	N=91	4%	N=22	100%	N=492
Developing job training opportunities	39%	N=187	37%	N=180	20%	N=94	4%	N=20	100%	N=481
Addressing blighted properties	47%	N=225	33%	N=161	19%	N=91	1%	N=7	100%	N=484
Reducing crime	71%	N=356	24%	N=119	4%	N=20	2%	N=8	100%	N=502
Increasing transportation options (i.e. car/bike share, shuttles)	32%	N=154	36%	N=175	26%	N=129	6%	N=28	100%	N=486
Positively marketing the City	38%	N=184	31%	N=149	23%	N=112	8%	N=38	100%	N=483
Improving downtown Richmond	43%	N=210	33%	N=162	20%	N=96	4%	N=17	100%	N=485
Improving street paving conditions	52%	N=259	33%	N=161	13%	N=66	1%	N=7	100%	N=493
Improving environmental quality	55%	N=274	31%	N=151	12%	N=59	2%	N=11	100%	N=495

Table 17: Question 17

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	Number
Most of the time	20%	N=95
Some of the time	29%	N=138
Rarely	25%	N=119
Never	25%	N=120
Total	100%	N=472

Table 18: Question 18

Please rate how important it is for the City to provide the following programs for children, youth and young adults within its annual operating budget:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
After-school care/programs	51%	N=238	31%	N=142	16%	N=73	3%	N=14	100%	N=467
School break programs/summer camps	42%	N=196	38%	N=176	16%	N=76	4%	N=19	100%	N=467
Nature-based education and exploration	39%	N=181	37%	N=175	20%	N=92	4%	N=20	100%	N=468
Transportation to access recreation and education programs	38%	N=177	38%	N=177	20%	N=95	5%	N=22	100%	N=470
Summer meals for children in low-income households	51%	N=236	29%	N=136	17%	N=78	4%	N=17	100%	N=467
Programs for youth with special needs (youth with physical or developmental disabilities)	51%	N=238	34%	N=158	13%	N=63	2%	N=11	100%	N=470
Subsidy for program enrollment (fee waivers, scholarships, discounts, etc.)	51%	N=240	29%	N=135	16%	N=73	4%	N=21	100%	N=470
Swimming and other water activities	38%	N=180	36%	N=170	18%	N=86	7%	N=35	100%	N=472
Sports programs (tennis, basketball, soccer, football, etc.)	38%	N=179	38%	N=181	20%	N=94	4%	N=19	100%	N=472
Fitness classes (weights, Zumba, etc.)	30%	N=143	32%	N=150	31%	N=147	7%	N=32	100%	N=472
Dance classes	28%	N=131	31%	N=144	31%	N=145	10%	N=45	100%	N=465
Music classes	32%	N=153	37%	N=177	26%	N=124	4%	N=19	100%	N=472
Arts & crafts classes	34%	N=162	37%	N=177	25%	N=120	5%	N=22	100%	N=481

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Please rate how important it is for the City to provide the following programs for children, youth and young adults within its annual operating budget:	Essential		Very important		Somewhat important		Not at all important		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Computer room access/computer literacy classes	47%	N=228	38%	N=182	14%	N=67	1%	N=5	100%	N=482
Language classes	42%	N=197	37%	N=178	19%	N=89	2%	N=11	100%	N=474

Table 19: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	0%	N=2	3%	N=15	4%	N=21	18%	N=90	74%	N=371	100%	N=499
Purchase goods or services from a business located in Richmond	1%	N=7	7%	N=35	35%	N=174	34%	N=170	23%	N=116	100%	N=501
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	12%	N=61	36%	N=179	27%	N=136	23%	N=114	100%	N=499
Participate in moderate or vigorous physical activity	3%	N=14	14%	N=69	31%	N=156	33%	N=165	19%	N=92	100%	N=496
Read or watch local news (via television, paper, computer, etc.)	1%	N=5	4%	N=21	18%	N=91	31%	N=154	46%	N=231	100%	N=501
Vote in local elections	11%	N=53	2%	N=12	5%	N=27	11%	N=53	71%	N=354	100%	N=500

Table 20: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=56
Very good	37%	N=184
Good	37%	N=188
Fair	12%	N=60
Poor	3%	N=15
Total	100%	N=503

Table 21: Question D3

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	Number
Very positive	3%	N=16
Somewhat positive	21%	N=106
Neutral	53%	N=262
Somewhat negative	17%	N=84
Very negative	6%	N=29
Total	100%	N=497

Table 22: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=279
Working part time for pay	14%	N=71
Unemployed, looking for paid work	6%	N=29
Unemployed, not looking for paid work	2%	N=10
Fully retired	22%	N=110
Total	100%	N=500

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Table 23: Question D5

Do you work inside the boundaries of Richmond?	Percent	Number
Yes, outside the home	30%	N=143
Yes, from home	7%	N=32
No	64%	N=307
Total	100%	N=482

Table 24: Question D6

How many years have you lived in Richmond?	Percent	Number
Less than 2 years	8%	N=39
2-5 years	17%	N=83
6-10 years	20%	N=100
11-20 years	21%	N=106
More than 20 years	35%	N=173
Total	100%	N=500

Table 25: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	62%	N=307
Building with two or more homes (duplex, townhome, apartment or condominium)	35%	N=172
Mobile home	0%	N=0
Other	4%	N=19
Total	100%	N=498

Table 26: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	42%	N=207
Owned	58%	N=287
Total	100%	N=494

Table 27: Question D9

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)?	Percent	Number
Less than \$300 per month	4%	N=19
\$300 to \$599 per month	7%	N=34
\$600 to \$999 per month	9%	N=40
\$1,000 to \$1,499 per month	20%	N=94
\$1,500 to \$2,499 per month	38%	N=181
\$2,500 or more per month	22%	N=103
Total	100%	N=472

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Table 28: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	72%	N=355
Yes	28%	N=137
Total	100%	N=491

Table 29: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=343
Yes	31%	N=155
Total	100%	N=498

Table 30: Question D12

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	Number
Less than \$25,000	14%	N=68
\$25,000 to \$49,999	22%	N=104
\$50,000 to \$99,999	39%	N=184
\$100,000 to \$149,999	14%	N=68
\$150,000 or more	10%	N=46
Total	100%	N=470

Table 31: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	69%	N=337
Yes, I consider myself to be Spanish, Hispanic or Latino	31%	N=151
Total	100%	N=487

Table 32: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	5%	N=25
Asian, Asian Indian or Pacific Islander	15%	N=71
Black or African American	30%	N=144
White	42%	N=203
Other	24%	N=114

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

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Table 33: Question D15

In which category is your age?	Percent	Number
18-24 years	4%	N=19
25-34 years	17%	N=83
35-44 years	17%	N=85
45-54 years	22%	N=110
55-64 years	17%	N=86
65-74 years	17%	N=86
75 years or older	6%	N=29
Total	100%	N=497

Table 34: Question D16

What is your sex?	Percent	Number
Female	55%	N=268
Male	45%	N=223
Total	100%	N=491

Table 35: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	65%	N=322
Land line	15%	N=72
Both	20%	N=100
Total	100%	N=495

Table 36: Question D18

About how far is your home from work?	Percent	Number
5 miles or less	41%	N=154
6 to 10 miles	17%	N=63
11 to 20 miles	24%	N=91
More than 20 miles	18%	N=67
Total	100%	N=374

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

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	8%	N=44	40%	N=222	39%	N=217	14%	N=77	0%	N=2	100%	N=561
Your neighborhood as a place to live	19%	N=109	43%	N=239	27%	N=149	11%	N=64	0%	N=0	100%	N=561
Richmond as a place to raise children	5%	N=25	17%	N=95	35%	N=197	32%	N=180	12%	N=65	100%	N=562
Richmond as a place to work	7%	N=38	24%	N=135	30%	N=166	22%	N=120	17%	N=94	100%	N=554
Richmond as a place to visit	4%	N=23	24%	N=135	34%	N=189	35%	N=194	3%	N=15	100%	N=557
Richmond as a place to retire	6%	N=35	22%	N=125	31%	N=172	31%	N=174	10%	N=54	100%	N=560
The overall quality of life in Richmond	3%	N=19	29%	N=160	47%	N=265	20%	N=111	1%	N=5	100%	N=560

Table 38: Question 2

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Richmond	2%	N=9	20%	N=111	42%	N=229	36%	N=195	1%	N=4	100%	N=548
Overall ease of getting to the places you usually have to visit	12%	N=66	40%	N=218	35%	N=189	13%	N=71	0%	N=2	100%	N=545
Quality of overall natural environment in Richmond	6%	N=35	35%	N=190	41%	N=223	17%	N=94	1%	N=5	100%	N=547
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	2%	N=11	26%	N=142	44%	N=240	27%	N=149	1%	N=7	100%	N=549
Health and wellness opportunities in Richmond	2%	N=11	20%	N=112	35%	N=192	31%	N=172	11%	N=61	100%	N=549
Overall opportunities for education and enrichment	3%	N=17	15%	N=82	34%	N=189	36%	N=196	12%	N=66	100%	N=549
Overall economic health of Richmond	0%	N=2	14%	N=78	36%	N=195	41%	N=227	8%	N=46	100%	N=548
Sense of community	6%	N=34	22%	N=120	38%	N=207	29%	N=157	5%	N=28	100%	N=547
Overall image or reputation of Richmond	2%	N=9	12%	N=65	26%	N=144	58%	N=317	2%	N=12	100%	N=547

Table 39: Question 3

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	18%	N=99	44%	N=238	17%	N=94	19%	N=100	1%	N=7	100%	N=538
Remain in Richmond for the next five years	39%	N=208	31%	N=166	11%	N=61	15%	N=83	4%	N=20	100%	N=539

Table 40: Question 4

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	36%	N=194	37%	N=201	11%	N=59	12%	N=63	4%	N=24	0%	N=2	100%	N=543
In Richmond's downtown/commercial area during the day	12%	N=64	28%	N=150	17%	N=94	28%	N=153	7%	N=39	7%	N=40	100%	N=541

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Table 41: Question 5

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	6%	N=33	36%	N=196	39%	N=209	18%	N=97	1%	N=3	100%	N=538
Ease of public parking	11%	N=57	41%	N=219	37%	N=201	7%	N=38	4%	N=24	100%	N=539
Ease of travel by car in Richmond	13%	N=71	48%	N=256	31%	N=163	6%	N=34	2%	N=10	100%	N=534
Ease of travel by public transportation in Richmond	5%	N=27	24%	N=126	30%	N=162	13%	N=72	28%	N=149	100%	N=537
Ease of travel by bicycle in Richmond	5%	N=29	25%	N=137	19%	N=102	18%	N=96	32%	N=175	100%	N=540
Ease of walking in Richmond	6%	N=33	26%	N=139	34%	N=182	25%	N=135	9%	N=48	100%	N=537
Availability of paths and walking trails	10%	N=55	29%	N=156	28%	N=148	22%	N=117	11%	N=57	100%	N=534
Air quality	3%	N=18	24%	N=128	42%	N=224	27%	N=146	4%	N=20	100%	N=536
Cleanliness of Richmond	2%	N=9	11%	N=61	35%	N=187	51%	N=274	2%	N=9	100%	N=539
Overall appearance of Richmond	1%	N=4	14%	N=76	44%	N=237	41%	N=220	0%	N=3	100%	N=540
Public places where people want to spend time	3%	N=17	16%	N=85	37%	N=199	40%	N=214	4%	N=24	100%	N=539
Variety of housing options	3%	N=19	17%	N=92	32%	N=173	37%	N=202	10%	N=53	100%	N=539
Availability of affordable quality housing	4%	N=20	16%	N=84	25%	N=132	42%	N=225	14%	N=75	100%	N=536
Fitness opportunities (including exercise classes and paths or trails, etc.)	7%	N=37	24%	N=131	38%	N=207	22%	N=119	9%	N=49	100%	N=542
Recreational opportunities	5%	N=25	27%	N=144	37%	N=201	26%	N=140	6%	N=32	100%	N=541
Availability of affordable quality food	3%	N=17	27%	N=146	35%	N=189	32%	N=171	4%	N=19	100%	N=541
Availability of affordable quality health care	5%	N=26	23%	N=125	30%	N=165	26%	N=142	16%	N=85	100%	N=543
Availability of preventive health services	4%	N=20	20%	N=110	32%	N=171	24%	N=127	21%	N=112	100%	N=541
Availability of affordable quality mental health care	3%	N=15	10%	N=57	19%	N=103	30%	N=163	38%	N=205	100%	N=543

Table 42: Question 6

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	1%	N=5	12%	N=61	20%	N=107	18%	N=94	50%	N=262	100%	N=529
K-12 education	1%	N=7	14%	N=75	25%	N=131	28%	N=144	32%	N=168	100%	N=525
Adult educational opportunities	3%	N=18	23%	N=122	28%	N=147	18%	N=96	27%	N=142	100%	N=525
Opportunities to attend cultural/arts/music activities	2%	N=11	24%	N=124	34%	N=178	26%	N=138	14%	N=76	100%	N=526
Opportunities to participate in religious or spiritual events and activities	8%	N=44	24%	N=129	28%	N=147	10%	N=52	30%	N=158	100%	N=529
Employment opportunities	2%	N=11	13%	N=67	32%	N=166	29%	N=153	25%	N=130	100%	N=527
Shopping opportunities	4%	N=22	15%	N=79	34%	N=185	45%	N=239	2%	N=12	100%	N=537
Cost of living in Richmond	5%	N=26	24%	N=128	45%	N=238	23%	N=125	3%	N=16	100%	N=533
Overall quality of business and service establishments in Richmond	3%	N=16	22%	N=116	44%	N=232	26%	N=139	5%	N=29	100%	N=531
Vibrant downtown/commercial area	2%	N=9	7%	N=39	28%	N=148	54%	N=289	9%	N=49	100%	N=534
Overall quality of new development in Richmond	4%	N=22	20%	N=105	30%	N=158	27%	N=144	20%	N=104	100%	N=532
Opportunities to participate in social events and activities	3%	N=17	22%	N=115	35%	N=187	21%	N=110	19%	N=102	100%	N=531
Opportunities to volunteer	9%	N=50	24%	N=130	25%	N=135	11%	N=59	30%	N=160	100%	N=534
Opportunities to participate in community matters	12%	N=63	27%	N=143	25%	N=133	18%	N=93	18%	N=95	100%	N=527
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=80	32%	N=173	27%	N=142	15%	N=81	11%	N=57	100%	N=534
Neighborliness of residents in Richmond	7%	N=37	32%	N=171	38%	N=204	16%	N=87	6%	N=34	100%	N=533

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Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	5%	N=24	95%	N=507	100%	N=531
Made efforts to make your home more energy efficient	21%	N=111	79%	N=417	100%	N=528
Observed a code violation or other hazard in Richmond (weeds, abandoned buildings, etc.)	32%	N=166	68%	N=357	100%	N=523
Household member was a victim of a crime in Richmond	76%	N=400	24%	N=128	100%	N=528
Reported a crime to the police in Richmond	57%	N=300	43%	N=227	100%	N=527
Stocked supplies in preparation for an emergency	46%	N=241	54%	N=287	100%	N=528
Campaigned or advocated for an issue, cause or candidate	61%	N=321	39%	N=205	100%	N=526
Contacted the City of Richmond (in-person, phone, email or web) for help or information	50%	N=265	50%	N=261	100%	N=526
Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	69%	N=365	31%	N=162	100%	N=527

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Richmond?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Richmond recreation centers or their services	7%	N=34	14%	N=74	25%	N=133	54%	N=283	100%	N=525
Visited a neighborhood park or City park	21%	N=112	23%	N=121	34%	N=181	21%	N=112	100%	N=526
Used Richmond public libraries or their services	7%	N=38	13%	N=67	31%	N=162	49%	N=260	100%	N=527
Participated in religious or spiritual activities in Richmond	8%	N=43	15%	N=77	14%	N=74	63%	N=334	100%	N=528
Attended a City-sponsored event	2%	N=10	6%	N=32	39%	N=204	53%	N=274	100%	N=520
Used bus, rail, subway or other public transportation instead of driving	18%	N=94	18%	N=97	23%	N=120	41%	N=217	100%	N=528
Carpooled with other adults or children instead of driving alone	15%	N=76	17%	N=87	12%	N=65	56%	N=295	100%	N=523
Walked or biked instead of driving	21%	N=111	13%	N=67	20%	N=107	46%	N=238	100%	N=523
Volunteered your time to some group/activity in Richmond	5%	N=28	11%	N=57	20%	N=107	64%	N=336	100%	N=527
Participated in a club	3%	N=17	7%	N=38	11%	N=59	78%	N=411	100%	N=525
Talked to or visited with your immediate neighbors	32%	N=168	32%	N=170	21%	N=113	15%	N=77	100%	N=527
Done a favor for a neighbor	15%	N=80	27%	N=141	40%	N=209	19%	N=98	100%	N=529

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=5	7%	N=35	30%	N=151	62%	N=318	100%	N=509
Watched (online or on television) a local public meeting	3%	N=18	8%	N=43	31%	N=160	57%	N=297	100%	N=517

Table 46: Question 10

Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	12%	N=62	35%	N=180	25%	N=130	15%	N=78	14%	N=71	100%	N=521
Fire services	19%	N=101	36%	N=185	11%	N=56	3%	N=17	31%	N=161	100%	N=521
Ambulance or emergency medical services	16%	N=84	25%	N=131	12%	N=62	7%	N=37	40%	N=206	100%	N=521
Crime prevention	6%	N=34	17%	N=86	27%	N=143	28%	N=147	22%	N=112	100%	N=522
Fire prevention and education	9%	N=44	23%	N=118	20%	N=102	7%	N=37	41%	N=206	100%	N=508
Traffic enforcement	7%	N=34	16%	N=83	28%	N=141	27%	N=137	22%	N=110	100%	N=506

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Please rate the quality of each of the following services in Richmond:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	1%	N=4	9%	N=46	25%	N=129	60%	N=309	5%	N=27	100%	N=516
Street cleaning	7%	N=34	17%	N=89	30%	N=154	42%	N=212	4%	N=22	100%	N=510
Street lighting	10%	N=50	24%	N=121	38%	N=192	26%	N=134	2%	N=10	100%	N=507
Sidewalk maintenance	5%	N=26	18%	N=91	30%	N=150	42%	N=211	5%	N=28	100%	N=505
Traffic signal timing	5%	N=24	34%	N=171	33%	N=169	23%	N=119	5%	N=24	100%	N=507
Bus or transit services	9%	N=45	21%	N=107	26%	N=132	12%	N=59	32%	N=162	100%	N=505
Garbage collection	19%	N=97	47%	N=242	24%	N=124	8%	N=39	2%	N=11	100%	N=512
Recycling	21%	N=107	42%	N=218	27%	N=136	6%	N=30	4%	N=22	100%	N=513
Yard waste pick-up	19%	N=97	32%	N=162	20%	N=103	13%	N=66	17%	N=85	100%	N=512
Storm drainage	7%	N=34	28%	N=145	31%	N=158	13%	N=69	20%	N=104	100%	N=510
Sewer services	9%	N=48	33%	N=168	23%	N=116	10%	N=49	25%	N=129	100%	N=509
Power (electric and/or gas) utility	13%	N=67	41%	N=206	30%	N=153	10%	N=51	6%	N=30	100%	N=508
Utility billing	10%	N=50	37%	N=188	30%	N=152	14%	N=69	9%	N=46	100%	N=506
City parks	7%	N=35	36%	N=181	30%	N=155	17%	N=84	11%	N=54	100%	N=509
Recreation programs or classes	4%	N=21	20%	N=100	21%	N=108	15%	N=77	40%	N=203	100%	N=509
Recreation centers or facilities	4%	N=19	19%	N=95	25%	N=126	15%	N=77	38%	N=194	100%	N=511
Land use, planning and zoning	3%	N=16	13%	N=65	24%	N=124	22%	N=113	37%	N=191	100%	N=509
Code enforcement (weeds, abandoned buildings, etc.)	2%	N=10	10%	N=52	27%	N=138	39%	N=197	22%	N=112	100%	N=508
Animal control	5%	N=27	14%	N=71	25%	N=128	27%	N=138	28%	N=145	100%	N=508
Economic development	3%	N=16	12%	N=61	32%	N=163	26%	N=130	27%	N=139	100%	N=508
Health services	7%	N=34	20%	N=100	26%	N=133	22%	N=110	26%	N=133	100%	N=511
Public library services	13%	N=67	28%	N=143	24%	N=124	8%	N=43	26%	N=134	100%	N=511
Public information services	5%	N=24	19%	N=93	22%	N=110	19%	N=97	36%	N=180	100%	N=505
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	N=22	14%	N=70	21%	N=106	20%	N=102	41%	N=205	100%	N=506
Preservation of natural areas such as open space, farmlands and greenbelts	5%	N=28	25%	N=126	25%	N=129	17%	N=84	28%	N=141	100%	N=507
Richmond open space	6%	N=32	29%	N=145	22%	N=111	17%	N=85	26%	N=132	100%	N=505
City-sponsored special events	4%	N=22	24%	N=121	26%	N=134	13%	N=67	32%	N=163	100%	N=507
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	6%	N=28	28%	N=144	30%	N=151	15%	N=75	22%	N=111	100%	N=509
City-sponsored job training program	6%	N=29	10%	N=51	14%	N=69	14%	N=69	57%	N=291	100%	N=509
City-maintained trees/public landscaping/street medians	4%	N=19	22%	N=114	30%	N=154	33%	N=171	10%	N=53	100%	N=511

Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Richmond	4%	N=20	28%	N=142	41%	N=205	20%	N=100	6%	N=31	100%	N=499
The Federal Government	2%	N=11	22%	N=108	31%	N=158	29%	N=144	16%	N=82	100%	N=502

Table 48: Question 12

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%	N=6	18%	N=93	32%	N=162	35%	N=175	13%	N=68	100%	N=503
The overall direction that Richmond is taking	5%	N=26	27%	N=136	30%	N=151	23%	N=117	14%	N=71	100%	N=501

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Please rate the following categories of Richmond government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The job Richmond government does at welcoming citizen involvement	6%	N=29	24%	N=120	23%	N=116	21%	N=108	26%	N=131	100%	N=503
Overall confidence in Richmond government	2%	N=11	21%	N=105	35%	N=175	32%	N=162	9%	N=46	100%	N=499
Generally acting in the best interest of the community	5%	N=24	23%	N=113	27%	N=138	32%	N=161	13%	N=65	100%	N=501
Being honest	4%	N=20	22%	N=109	25%	N=127	27%	N=133	22%	N=113	100%	N=503
Treating all residents fairly	5%	N=23	23%	N=114	27%	N=137	28%	N=138	18%	N=89	100%	N=501

Table 49: Question 13

Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Richmond	68%	N=341	26%	N=132	6%	N=28	1%	N=4	100%	N=505
Overall ease of getting to the places you usually have to visit	27%	N=136	45%	N=225	23%	N=115	4%	N=22	100%	N=498
Quality of overall natural environment in Richmond	42%	N=209	42%	N=212	14%	N=71	2%	N=11	100%	N=502
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	37%	N=183	42%	N=207	18%	N=89	4%	N=18	100%	N=499
Health and wellness opportunities in Richmond	40%	N=204	43%	N=217	13%	N=68	3%	N=16	100%	N=505
Overall opportunities for education and enrichment	52%	N=260	33%	N=164	13%	N=66	2%	N=11	100%	N=501
Overall economic health of Richmond	60%	N=300	33%	N=165	7%	N=33	1%	N=4	100%	N=503
Sense of community	43%	N=218	39%	N=198	15%	N=75	3%	N=14	100%	N=504

Table 50: Question 14

Compared to one year ago, how would you rate your health in general now?	Percent	Number
Much better now than one year ago	11%	N=56
Somewhat better now than one year ago	19%	N=95
About the same	53%	N=264
Somewhat worse now than one year ago	13%	N=63
Much worse now than one year ago	4%	N=18
Total	100%	N=497

Table 51: Question 15

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	40%	N=199	32%	N=159	25%	N=124	3%	N=14	1%	N=3	100%	N=499
Recreation programs	22%	N=110	24%	N=121	47%	N=237	4%	N=22	2%	N=10	100%	N=499
Police	25%	N=126	34%	N=173	29%	N=145	7%	N=35	5%	N=27	100%	N=505
Fire	28%	N=138	28%	N=139	43%	N=214	1%	N=4	1%	N=5	100%	N=501
Street quality	24%	N=120	27%	N=134	17%	N=86	22%	N=112	10%	N=52	100%	N=504
Street lighting	29%	N=148	29%	N=147	26%	N=129	10%	N=51	6%	N=28	100%	N=504
Library services	25%	N=124	28%	N=140	42%	N=212	2%	N=13	3%	N=16	100%	N=505
Affordable and quality housing	26%	N=131	18%	N=90	36%	N=182	9%	N=45	11%	N=55	100%	N=503
Traffic safety	27%	N=137	31%	N=156	20%	N=98	14%	N=69	8%	N=42	100%	N=503
Blight abatement	17%	N=83	26%	N=126	30%	N=147	15%	N=73	12%	N=56	100%	N=485

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Table 52: Question 16

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	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Improving traffic flow and pedestrian safety	36%	N=182	38%	N=188	23%	N=117	2%	N=9	1%	N=4	100%	N=500
Preserving historic buildings	18%	N=88	28%	N=141	39%	N=193	13%	N=67	2%	N=9	100%	N=499
Improving park conditions	32%	N=161	46%	N=228	19%	N=93	2%	N=8	2%	N=7	100%	N=497
Providing more parks and open space	31%	N=154	34%	N=167	27%	N=132	7%	N=33	2%	N=9	100%	N=496
Renovating community centers and expanding programming	29%	N=146	37%	N=185	24%	N=120	5%	N=27	4%	N=21	100%	N=499
Upgrading existing and developing more athletic fields	19%	N=98	33%	N=164	32%	N=158	11%	N=57	5%	N=24	100%	N=500
Improving street and pedestrian lighting	44%	N=222	31%	N=158	18%	N=91	4%	N=22	2%	N=10	100%	N=502
Developing job training opportunities	37%	N=187	36%	N=180	19%	N=94	4%	N=20	4%	N=19	100%	N=500
Addressing blighted properties	46%	N=225	33%	N=161	18%	N=91	1%	N=7	2%	N=8	100%	N=492
Reducing crime	71%	N=356	24%	N=119	4%	N=20	2%	N=8	0%	N=1	100%	N=503
Increasing transportation options (i.e. car/bike share, shuttles)	31%	N=154	35%	N=175	26%	N=129	6%	N=28	3%	N=14	100%	N=500
Positively marketing the City	37%	N=184	30%	N=149	22%	N=112	8%	N=38	3%	N=13	100%	N=497
Improving downtown Richmond	42%	N=210	33%	N=162	19%	N=96	3%	N=17	2%	N=12	100%	N=497
Improving street paving conditions	52%	N=259	33%	N=161	13%	N=66	1%	N=7	1%	N=4	100%	N=497
Improving environmental quality	55%	N=274	30%	N=151	12%	N=59	2%	N=11	1%	N=4	100%	N=499

Table 53: Question 17

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	Number
Most of the time	20%	N=95
Some of the time	29%	N=138
Rarely	25%	N=119
Never	25%	N=120
Total	100%	N=472

Table 54: Question 18

Please rate how important it is for the City to provide the following programs for children, youth and young adults within its annual operating budget:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
After-school care/programs	48%	N=238	29%	N=142	15%	N=73	3%	N=14	6%	N=30	100%	N=497
School break programs/summer camps	40%	N=196	36%	N=176	15%	N=76	4%	N=19	6%	N=28	100%	N=494
Nature-based education and exploration	37%	N=181	35%	N=175	19%	N=92	4%	N=20	5%	N=24	100%	N=492
Transportation to access recreation and education programs	36%	N=177	36%	N=177	19%	N=95	4%	N=22	5%	N=23	100%	N=494
Summer meals for children in low-income households	48%	N=236	28%	N=136	16%	N=78	3%	N=17	5%	N=26	100%	N=493
Programs for youth with special needs (youth with physical or developmental disabilities)	48%	N=238	32%	N=158	13%	N=63	2%	N=11	5%	N=25	100%	N=495
Subsidy for program enrollment (fee waivers, scholarships, discounts, etc.)	49%	N=240	27%	N=135	15%	N=73	4%	N=21	5%	N=25	100%	N=495
Swimming and other water activities	36%	N=180	35%	N=170	18%	N=86	7%	N=35	4%	N=22	100%	N=494
Sports programs (tennis, basketball, soccer, football, etc.)	36%	N=179	37%	N=181	19%	N=94	4%	N=19	4%	N=22	100%	N=495
Fitness classes (weights, Zumba, etc.)	29%	N=143	30%	N=150	30%	N=147	7%	N=32	4%	N=21	100%	N=492
Dance classes	26%	N=131	29%	N=144	29%	N=145	9%	N=45	6%	N=29	100%	N=495
Music classes	31%	N=153	36%	N=177	25%	N=124	4%	N=19	4%	N=20	100%	N=492

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Please rate how important it is for the City to provide the following programs for children, youth and young adults within its annual operating budget:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Arts & crafts classes	33%	N=162	36%	N=177	24%	N=120	4%	N=22	3%	N=15	100%	N=495
Computer room access/computer literacy classes	46%	N=228	37%	N=182	14%	N=67	1%	N=5	3%	N=13	100%	N=495
Language classes	40%	N=197	36%	N=178	18%	N=89	2%	N=11	3%	N=14	100%	N=488

Table 55: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	0%	N=2	3%	N=15	4%	N=21	18%	N=90	74%	N=371	100%	N=499
Purchase goods or services from a business located in Richmond	1%	N=7	7%	N=35	35%	N=174	34%	N=170	23%	N=116	100%	N=501
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	12%	N=61	36%	N=179	27%	N=136	23%	N=114	100%	N=499
Participate in moderate or vigorous physical activity	3%	N=14	14%	N=69	31%	N=156	33%	N=165	19%	N=92	100%	N=496
Read or watch local news (via television, paper, computer, etc.)	1%	N=5	4%	N=21	18%	N=91	31%	N=154	46%	N=231	100%	N=501
Vote in local elections	11%	N=53	2%	N=12	5%	N=27	11%	N=53	71%	N=354	100%	N=500

Table 56: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	11%	N=56
Very good	37%	N=184
Good	37%	N=188
Fair	12%	N=60
Poor	3%	N=15
Total	100%	N=503

Table 57: Question D3

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	Number
Very positive	3%	N=16
Somewhat positive	21%	N=106
Neutral	53%	N=262
Somewhat negative	17%	N=84
Very negative	6%	N=29
Total	100%	N=497

Table 58: Question D4

What is your employment status?	Percent	Number
Working full time for pay	56%	N=279
Working part time for pay	14%	N=71
Unemployed, looking for paid work	6%	N=29
Unemployed, not looking for paid work	2%	N=10
Fully retired	22%	N=110
Total	100%	N=500

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Table 59: Question D5

Do you work inside the boundaries of Richmond?	Percent	Number
Yes, outside the home	30%	N=143
Yes, from home	7%	N=32
No	64%	N=307
Total	100%	N=482

Table 60: Question D6

How many years have you lived in Richmond?	Percent	Number
Less than 2 years	8%	N=39
2-5 years	17%	N=83
6-10 years	20%	N=100
11-20 years	21%	N=106
More than 20 years	35%	N=173
Total	100%	N=500

Table 61: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	62%	N=307
Building with two or more homes (duplex, townhome, apartment or condominium)	35%	N=172
Mobile home	0%	N=0
Other	4%	N=19
Total	100%	N=498

Table 62: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	42%	N=207
Owned	58%	N=287
Total	100%	N=494

Table 63: Question D9

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)?	Percent	Number
Less than \$300 per month	4%	N=19
\$300 to \$599 per month	7%	N=34
\$600 to \$999 per month	9%	N=40
\$1,000 to \$1,499 per month	20%	N=94
\$1,500 to \$2,499 per month	38%	N=181
\$2,500 or more per month	22%	N=103
Total	100%	N=472

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Table 64: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	72%	N=355
Yes	28%	N=137
Total	100%	N=491

Table 65: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=343
Yes	31%	N=155
Total	100%	N=498

Table 66: Question D12

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	Number
Less than \$25,000	14%	N=68
\$25,000 to \$49,999	22%	N=104
\$50,000 to \$99,999	39%	N=184
\$100,000 to \$149,999	14%	N=68
\$150,000 or more	10%	N=46
Total	100%	N=470

Table 67: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	69%	N=337
Yes, I consider myself to be Spanish, Hispanic or Latino	31%	N=151
Total	100%	N=487

Table 68: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	5%	N=25
Asian, Asian Indian or Pacific Islander	15%	N=71
Black or African American	30%	N=144
White	42%	N=203
Other	24%	N=114

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

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Table 69: Question D15

In which category is your age?	Percent	Number
18-24 years	4%	N=19
25-34 years	17%	N=83
35-44 years	17%	N=85
45-54 years	22%	N=110
55-64 years	17%	N=86
65-74 years	17%	N=86
75 years or older	6%	N=29
Total	100%	N=497

Table 70: Question D16

What is your sex?	Percent	Number
Female	55%	N=268
Male	45%	N=223
Total	100%	N=491

Table 71: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	65%	N=322
Land line	15%	N=72
Both	20%	N=100
Total	100%	N=495

Table 72: Question D18

About how far is your home from work?	Percent	Number
5 miles or less	41%	N=154
6 to 10 miles	17%	N=63
11 to 20 miles	24%	N=91
More than 20 miles	18%	N=67
Total	100%	N=374

## Appendix B: 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 across the country with populations 80,000 to 120,000 and median household income \$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,” 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%

## National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Richmond	32%	442	444	Much lower
Overall image or reputation of Richmond	14%	331	333	Much lower
Richmond as a place to live	47%	377	380	Much lower
Your neighborhood as a place to live	62%	289	299	Lower
Richmond as a place to raise children	24%	369	369	Much lower
Richmond as a place to retire	32%	336	344	Much lower
Overall appearance of Richmond	15%	346	347	Much lower

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Richmond	22%	316	318	Much lower
	In your neighborhood during the day	73%	341	344	Lower
	In Richmond's downtown/commercial area during the day	43%	299	299	Much lower
Mobility	Overall ease of getting to the places you usually have to visit	52%	213	226	Lower
	Availability of paths and walking trails	44%	259	300	Lower
	Ease of walking in Richmond	35%	269	285	Much lower
	Ease of travel by bicycle in Richmond	46%	199	288	Similar
	Ease of travel by public transportation in Richmond	39%	83	190	Similar
	Ease of travel by car in Richmond	62%	172	289	Similar
	Ease of public parking	54%	98	188	Similar
	Traffic flow on major streets	43%	208	335	Similar
	Natural Environment	Quality of overall natural environment in Richmond	42%	262	263
Cleanliness of Richmond		13%	270	270	Much lower
Air quality		28%	225	228	Much lower
Built Environment	Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	28%	214	215	Much lower
	Overall quality of new development in Richmond	30%	265	274	Lower
	Availability of affordable quality housing	23%	257	289	Lower
	Variety of housing options	23%	254	265	Much lower
	Public places where people want to spend time	20%	207	207	Much lower
Economy	Overall economic health of Richmond	16%	219	221	Much lower
	Vibrant downtown/commercial area	10%	197	199	Much lower
	Overall quality of business and service establishments in Richmond	26%	254	257	Much lower
	Cost of living in Richmond	30%	173	218	Similar
	Shopping opportunities	19%	263	280	Much lower
	Employment opportunities	20%	249	298	Lower
	Richmond as a place to visit	29%	232	235	Much lower
	Richmond as a place to work	38%	314	345	Lower
	Recreation and Wellness	Health and wellness opportunities in Richmond	25%	214	216
Availability of affordable quality mental health care		21%	182	188	Lower
Availability of preventive health services		30%	211	219	Much lower
Availability of affordable quality health care		33%	235	245	Much lower
Availability of affordable quality food		31%	219	221	Much lower
Recreational opportunities		33%	274	285	Much lower
	Fitness opportunities (including exercise classes and paths or trails, etc.)	34%	203	206	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	21%	216	217	Much lower
	Opportunities to participate in religious or spiritual events and activities	46%	186	188	Lower
	Opportunities to attend cultural/arts/music activities	30%	268	284	Much lower
	Adult educational opportunities	37%	176	193	Lower
	K-12 education	23%	252	255	Much lower
	Availability of affordable quality child care/preschool	25%	223	234	Much lower
Community Engagement	Opportunities to participate in social events and activities	31%	242	246	Much lower
	Neighborliness of Richmond	42%	197	210	Lower
	Openness and acceptance of the community toward people of diverse backgrounds	53%	214	278	Similar
	Opportunities to participate in community matters	48%	236	258	Lower
	Opportunities to volunteer	48%	237	250	Lower

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Richmond	35%	416	420	Much lower
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	43%	352	361	Much lower
Value of services for the taxes paid to Richmond	23%	384	388	Much lower
Overall direction that Richmond is taking	38%	280	303	Lower
Job Richmond government does at welcoming citizen involvement	40%	261	305	Similar
Overall confidence in Richmond government	26%	214	219	Lower
Generally acting in the best interest of the community	31%	209	219	Lower
Being honest	33%	201	212	Lower
Treating all residents fairly	33%	204	217	Lower
Services provided by the Federal Government	28%	230	234	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	54%	427	446	Lower
	Fire services	80%	342	369	Similar
	Ambulance or emergency medical services	68%	330	338	Lower
	Crime prevention	29%	335	343	Much lower
	Fire prevention and education	54%	261	271	Lower
	Animal control	27%	324	327	Much lower
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	31%	262	264	Much lower
Mobility	Traffic enforcement	30%	356	359	Much lower
	Street repair	10%	381	387	Much lower
	Street cleaning	25%	307	309	Much lower
	Street lighting	34%	304	314	Lower
	Sidewalk maintenance	25%	302	311	Much lower
	Traffic signal timing	40%	218	249	Similar
Natural Environment	Bus or transit services	44%	120	212	Similar
	Garbage collection	68%	326	348	Lower
	Recycling	66%	278	346	Similar
	Yard waste pick-up	60%	225	264	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	42%	232	243	Lower
	Richmond open space	48%	176	197	Lower
Built Environment	Storm drainage	44%	296	342	Lower
	Sewer services	57%	296	314	Lower
	Power (electric and/or gas) utility	57%	156	161	Lower
	Utility billing	52%	177	190	Lower
	Land use, planning and zoning	26%	277	291	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	15%	371	376	Much lower
Economy	Economic development	21%	257	271	Lower
Recreation and Wellness	City parks	47%	309	315	Much lower
	Recreation programs or classes	39%	302	312	Much lower
	Recreation centers or facilities	36%	255	262	Much lower
	Health services	35%	195	200	Much lower
	City-sponsored special events	42%	230	237	Lower
Education and Enrichment	Public library services	56%	323	332	Lower
Community Engagement	Public information services	36%	269	269	Much lower

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	30%	290	299	Much lower
Recommend living in Richmond to someone who asks	63%	257	270	Much lower
Remain in Richmond for the next five years	72%	244	261	Lower
Contacted Richmond (in-person, phone, email or web) for help or information	50%	98	300	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	54%	16	190	Higher
	Did NOT report a crime to the police	57%	203	212	Much lower
	Household member was NOT a victim of a crime	76%	254	259	Lower
Mobility	Used bus, rail, subway or other public transportation instead of driving	59%	20	173	Much higher
	Carpooled with other adults or children instead of driving alone	44%	86	200	Similar
	Walked or biked instead of driving	54%	113	208	Similar
Natural Environment	Made efforts to conserve water	95%	13	196	Higher
	Made efforts to make your home more energy efficient	79%	53	196	Similar
	Recycle at home	96%	45	242	Higher
Built Environment	Did NOT observe a code violation or other hazard in Richmond	32%	194	202	Much lower
	NOT experiencing housing costs stress	39%	240	240	Much lower
Economy	Purchase goods or services from a business located in Richmond	92%	191	206	Similar
	Economy will have positive impact on income	24%	181	241	Similar
	Work inside boundaries of Richmond	36%	105	207	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Richmond recreation centers or their services	46%	205	221	Lower
	Visited a neighborhood park or City park	79%	203	253	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	57	198	Similar
	Participate in moderate or vigorous physical activity	83%	131	202	Similar
	In very good to excellent health	48%	191	202	Similar
Education and Enrichment	Used Richmond public libraries or their services	51%	207	229	Lower
	Participated in religious or spiritual activities in Richmond	37%	146	186	Similar
	Attended City-sponsored event	47%	146	208	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	39%	11	189	Higher
	Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	31%	8	205	Higher
	Volunteered your time to some group/activity in Richmond	36%	147	248	Similar
	Participated in a club	22%	167	223	Similar
	Talked to or visited with your immediate neighbors	85%	179	202	Similar
	Done a favor for a neighbor	81%	111	197	Similar
	Attended a local public meeting	38%	13	248	Higher
	Watched (online or on television) a local public meeting	43%	13	212	Higher
	Read or watch local news (via television, paper, computer, etc.)	95%	3	207	Higher
	Vote in local elections	87%	64	242	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.

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
Alexandria city, VA	139,966
Algonquin village, IL	30,046
Aliso Viejo city, CA	47,823
Altoona city, IA	14,541
American Canyon city, CA	19,454
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
Apache Junction city, AZ	35,840
Arapahoe County, CO	572,003
Arkansas City city, AR	366
Arlington city, TX	365,438
Arvada city, CO	106,433
Asheville city, NC	83,393
Ashland city, OR	20,078
Ashland town, MA	16,593
Ashland town, VA	7,225

Aspen city, CO	6,658
Athens-Clarke County, GA	115,452
Auburn city, AL	53,380
Augusta CCD, GA	134,777
Aurora city, CO	325,078
Austin city, TX	790,390
Avon town, CO	6,447
Avon town, IN	12,446
Avondale city, AZ	76,238
Azusa city, CA	46,361
Bainbridge Island city, WA	23,025
Baltimore city, MD	620,961
Bartonville town, TX	1,469
Battle Creek city, MI	52,347
Bay City city, MI	34,932
Bay Village city, OH	15,651
Baytown city, TX	71,802
Bedford city, TX	46,979
Bedford town, MA	13,320
Bellevue city, WA	122,363
Bellingham city, WA	80,885
Benbrook city, TX	21,234
Bend city, OR	76,639
Bettendorf city, IA	33,217

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Billings city, MT.....	104,170	Colleyville city, TX.....	22,807
Blaine city, MN.....	57,186	Columbia city, MO.....	108,500
Bloomfield Hills city, MI.....	3,869	Columbia city, SC.....	129,272
Bloomington city, IN.....	80,405	Columbia Falls city, MT.....	4,688
Bloomington city, MN.....	82,893	Concord city, CA.....	122,067
Blue Springs city, MO.....	52,575	Concord town, MA.....	17,668
Boise City city, ID.....	205,671	Coon Rapids city, MN.....	61,476
Bonner Springs city, KS.....	7,314	Copperas Cove city, TX.....	32,032
Boone County, KY.....	118,811	Coral Springs city, FL.....	121,096
Boulder city, CO.....	97,385	Coronado city, CA.....	18,912
Bowling Green city, KY.....	58,067	Corvallis city, OR.....	54,462
Bozeman city, MT.....	37,280	Cottonwood Heights city, UT.....	33,433
Brentwood city, MO.....	8,055	Creve Coeur city, MO.....	17,833
Brentwood city, TN.....	37,060	Cross Roads town, TX.....	1,563
Brighton city, CO.....	33,352	Dacono city, CO.....	4,152
Brighton city, MI.....	7,444	Dade City city, FL.....	6,437
Bristol city, TN.....	26,702	Dakota County, MN.....	398,552
Broken Arrow city, OK.....	98,850	Dallas city, OR.....	14,583
Brookfield city, WI.....	37,920	Dallas city, TX.....	1,197,816
Brookline CDP, MA.....	58,732	Danville city, KY.....	16,218
Brooklyn Center city, MN.....	30,104	Dardenne Prairie city, MO.....	11,494
Brooklyn city, OH.....	11,169	Darien city, IL.....	22,086
Broomfield city, CO.....	55,889	Davenport city, FL.....	2,888
Brownsburg town, IN.....	21,285	Davenport city, IA.....	99,685
Buffalo Grove village, IL.....	41,496	Davidson town, NC.....	10,944
Burien city, WA.....	33,313	Dayton city, OH.....	141,527
Burleson city, TX.....	36,690	Dayton town, WY.....	757
Burlingame city, CA.....	28,806	Decatur city, GA.....	19,335
Cabarrus County, NC.....	178,011	Del Mar city, CA.....	4,161
Cambridge city, MA.....	105,162	DeLand city, FL.....	27,031
Cannon Beach city, OR.....	1,690	Delaware city, OH.....	34,753
Cañon City city, CO.....	16,400	Delray Beach city, FL.....	60,522
Canton city, SD.....	3,057	Denison city, TX.....	22,682
Cape Coral city, FL.....	154,305	Denton city, TX.....	113,383
Cape Girardeau city, MO.....	37,941	Denver city, CO.....	600,158
Carlisle borough, PA.....	18,682	Derby city, KS.....	22,158
Carlsbad city, CA.....	105,328	Des Moines city, IA.....	203,433
Carroll city, IA.....	10,103	Des Peres city, MO.....	8,373
Cartersville city, GA.....	19,731	Destin city, FL.....	12,305
Cary town, NC.....	135,234	Dothan city, AL.....	65,496
Castine town, ME.....	1,366	Douglas County, CO.....	285,465
Castle Pines North city, CO.....	10,360	Dover city, NH.....	29,987
Castle Rock town, CO.....	48,231	Dublin city, CA.....	46,036
Cedar Hill city, TX.....	45,028	Dublin city, OH.....	41,751
Cedar Rapids city, IA.....	126,326	Duluth city, MN.....	86,265
Celina city, TX.....	6,028	Durham city, NC.....	228,330
Centennial city, CO.....	100,377	Durham County, NC.....	267,587
Chandler city, AZ.....	236,123	Eagan city, MN.....	64,206
Chandler city, TX.....	2,734	Eagle Mountain city, UT.....	21,415
Chanhassen city, MN.....	22,952	Eagle town, CO.....	6,508
Chapel Hill town, NC.....	57,233	East Grand Forks city, MN.....	8,601
Chardon city, OH.....	5,148	East Lansing city, MI.....	48,579
Charles County, MD.....	146,551	Eau Claire city, WI.....	65,883
Charlotte city, NC.....	731,424	Eden Prairie city, MN.....	60,797
Charlotte County, FL.....	159,978	Edgerton city, KS.....	1,671
Charlottesville city, VA.....	43,475	Edgewater city, CO.....	5,170
Chattanooga city, TN.....	167,674	Edina city, MN.....	47,941
Chautauqua town, NY.....	4,464	Edmond city, OK.....	81,405
Chesterfield County, VA.....	316,236	Edmonds city, WA.....	39,709
Citrus Heights city, CA.....	83,301	El Cerrito city, CA.....	23,549
Clackamas County, OR.....	375,992	El Dorado County, CA.....	181,058
Clarendon Hills village, IL.....	8,427	Elk Grove city, CA.....	153,015
Clayton city, MO.....	15,939	Elko New Market city, MN.....	4,110
Clearwater city, FL.....	107,685	Elmhurst city, IL.....	44,121
Cleveland Heights city, OH.....	46,121	Encinitas city, CA.....	59,518
Clinton city, SC.....	8,490	Englewood city, CO.....	30,255
Clive city, IA.....	15,447	Erie town, CO.....	18,135
Clovis city, CA.....	95,631	Escambia County, FL.....	297,619
College Park city, MD.....	30,413	Estes Park town, CO.....	5,858
College Station city, TX.....	93,857	Euclid city, OH.....	48,920

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Fairview town, TX .....	7,248	Indianola city, IA .....	14,782
Farmersville city, TX .....	3,301	Indio city, CA .....	76,036
Fayetteville city, NC .....	200,564	Iowa City city, IA .....	67,862
Fishers town, IN .....	76,794	Irving city, TX .....	216,290
Flagstaff city, AZ .....	65,870	Issaquah city, WA .....	30,434
Flower Mound town, TX .....	64,669	Jackson County, MI .....	160,248
Forest Grove city, OR .....	21,083	James City County, VA .....	67,009
Fort Collins city, CO .....	143,986	Jefferson County, NY .....	116,229
Fort Lauderdale city, FL .....	165,521	Jefferson Parish, LA .....	432,552
Fort Smith city, AR .....	86,209	Johnson City city, TN .....	63,152
Franklin city, TN .....	62,487	Johnston city, IA .....	17,278
Fremont city, CA .....	214,089	Jupiter town, FL .....	55,156
Friendswood city, TX .....	35,805	Kalamazoo city, MI .....	74,262
Fruita city, CO .....	12,646	Kansas City city, KS .....	145,786
Gahanna city, OH .....	33,248	Kansas City city, MO .....	459,787
Gaithersburg city, MD .....	59,933	Keizer city, OR .....	36,478
Galveston city, TX .....	47,743	Kenmore city, WA .....	20,460
Gardner city, KS .....	19,123	Kennedale city, TX .....	6,763
Georgetown city, TX .....	47,400	Kennett Square borough, PA .....	6,072
Germantown city, TN .....	38,844	Kent city, WA .....	92,411
Gilbert town, AZ .....	208,453	Kerrville city, TX .....	22,347
Gillette city, WY .....	29,087	Kettering city, OH .....	56,163
Glen Ellyn village, IL .....	27,450	Key West city, FL .....	24,649
Glendora city, CA .....	50,073	King City city, CA .....	12,874
Glenview village, IL .....	44,692	King County, WA .....	1,931,249
Globe city, AZ .....	7,532	Kirkland city, WA .....	48,787
Golden city, CO .....	18,867	Kirkwood city, MO .....	27,540
Golden Valley city, MN .....	20,371	Knoxville city, IA .....	7,313
Goodyear city, AZ .....	65,275	La Mesa city, CA .....	57,065
Grafton village, WI .....	11,459	La Plata town, MD .....	8,753
Grand Blanc city, MI .....	8,276	La Porte city, TX .....	33,800
Grants Pass city, OR .....	34,533	La Vista city, NE .....	15,758
Grass Valley city, CA .....	12,860	Lafayette city, CO .....	24,453
Greeley city, CO .....	92,889	Laguna Beach city, CA .....	22,723
Greenville city, NC .....	84,554	Laguna Niguel city, CA .....	62,979
Greenwich town, CT .....	61,171	Lake Forest city, IL .....	19,375
Greenwood Village city, CO .....	13,925	Lake in the Hills village, IL .....	28,965
Greer city, SC .....	25,515	Lake Oswego city, OR .....	36,619
Gunnison County, CO .....	15,324	Lake Stevens city, WA .....	28,069
Hailey city, ID .....	7,960	Lake Worth city, FL .....	34,910
Haines Borough, AK .....	2,508	Lake Zurich village, IL .....	19,631
Haltom City city, TX .....	42,409	Lakeville city, MN .....	55,954
Hamilton city, OH .....	62,477	Lakewood city, CO .....	142,980
Hamilton town, MA .....	7,764	Lakewood city, WA .....	58,163
Hanover County, VA .....	99,863	Lane County, OR .....	351,715
Harrisburg city, SD .....	4,089	Lansing city, MI .....	114,297
Harrisonburg city, VA .....	48,914	Laramie city, WY .....	30,816
Harrisonville city, MO .....	10,019	Larimer County, CO .....	299,630
Hayward city, CA .....	144,186	Las Cruces city, NM .....	97,618
Henderson city, NV .....	257,729	Las Vegas city, NV .....	583,756
Herndon town, VA .....	23,292	Lawrence city, KS .....	87,643
High Point city, NC .....	104,371	Lawrenceville city, GA .....	28,546
Highland Park city, IL .....	29,763	Lee's Summit city, MO .....	91,364
Highlands Ranch CDP, CO .....	96,713	Lehi city, UT .....	47,407
Holland city, MI .....	33,051	Lenexa city, KS .....	48,190
Homer Glen village, IL .....	24,220	Lewis County, NY .....	27,087
Honolulu County, HI .....	953,207	Lewiston city, ID .....	31,894
Hooksett town, NH .....	13,451	Lewisville city, TX .....	95,290
Hopkins city, MN .....	17,591	Lewisville town, NC .....	12,639
Hopkinton town, MA .....	14,925	Libertyville village, IL .....	20,315
Hoquiam city, WA .....	8,726	Lincoln city, NE .....	258,379
Horry County, SC .....	269,291	Lindsborg city, KS .....	3,458
Howard village, WI .....	17,399	Little Chute village, WI .....	10,449
Hudson city, OH .....	22,262	Littleton city, CO .....	41,737
Hudson town, CO .....	2,356	Livermore city, CA .....	80,968
Huntley village, IL .....	24,291	Lombard village, IL .....	43,165
Hurst city, TX .....	37,337	Lone Tree city, CO .....	10,218
Hutchinson city, MN .....	14,178	Long Grove village, IL .....	8,043
Hutto city, TX .....	14,698	Longmont city, CO .....	86,270
Independence city, MO .....	116,830	Longview city, TX .....	80,455

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Lonsdale city, MN.....	3,674	Nogales city, AZ.....	20,837
Los Alamos County, NM.....	17,950	Norcross city, GA.....	9,116
Los Altos Hills town, CA.....	7,922	Norfolk city, VA.....	242,803
Louisville city, CO.....	18,376	North Mankato city, MN.....	13,394
Lower Merion township, PA.....	57,825	North Port city, FL.....	57,357
Lynchburg city, VA.....	75,568	North Richland Hills city, TX.....	63,343
Lynnwood city, WA.....	35,836	North Yarmouth town, ME.....	3,565
Macomb County, MI.....	840,978	Novato city, CA.....	51,904
Manassas city, VA.....	37,821	Novi city, MI.....	55,224
Manhattan Beach city, CA.....	35,135	O'Fallon city, IL.....	28,281
Manhattan city, KS.....	52,281	O'Fallon city, MO.....	79,329
Mankato city, MN.....	39,309	Oak Park village, IL.....	51,878
Maple Grove city, MN.....	61,567	Oakland city, CA.....	390,724
Maricopa County, AZ.....	3,817,117	Oakley city, CA.....	35,432
Marion city, IA.....	34,768	Oklahoma City city, OK.....	579,999
Marshfield city, WI.....	19,118	Olathe city, KS.....	125,872
Martinez city, CA.....	35,824	Old Town city, ME.....	7,840
Marysville city, WA.....	60,020	Olmsted County, MN.....	144,248
Matthews town, NC.....	27,198	Olympia city, WA.....	46,478
McAllen city, TX.....	129,877	Orland Park village, IL.....	56,767
McKinney city, TX.....	131,117	Oshkosh city, WI.....	66,083
McMinnville city, OR.....	32,187	Oshtemo charter township, MI.....	21,705
Menlo Park city, CA.....	32,026	Oswego village, IL.....	30,355
Menomonee Falls village, WI.....	35,626	Otsego County, MI.....	24,164
Mercer Island city, WA.....	22,699	Ottawa County, MI.....	263,801
Meridian charter township, MI.....	39,688	Paducah city, KY.....	25,024
Meridian city, ID.....	75,092	Palm Beach Gardens city, FL.....	48,452
Merriam city, KS.....	11,003	Palm Coast city, FL.....	75,180
Mesa city, AZ.....	439,041	Palo Alto city, CA.....	64,403
Mesa County, CO.....	146,723	Palos Verdes Estates city, CA.....	13,438
Miami Beach city, FL.....	87,779	Papillion city, NE.....	18,894
Miami city, FL.....	399,457	Paradise Valley town, AZ.....	12,820
Middleton city, WI.....	17,442	Park City city, UT.....	7,558
Midland city, MI.....	41,863	Parker town, CO.....	45,297
Milford city, DE.....	9,559	Parkland city, FL.....	23,962
Milton city, GA.....	32,661	Pasco city, WA.....	59,781
Minneapolis city, MN.....	382,578	Pasco County, FL.....	464,697
Missouri City city, TX.....	67,358	Payette city, ID.....	7,433
Modesto city, CA.....	201,165	Pearland city, TX.....	91,252
Monterey city, CA.....	27,810	Peoria city, AZ.....	154,065
Montgomery city, MN.....	2,956	Peoria city, IL.....	115,007
Monticello city, UT.....	1,972	Pflugerville city, TX.....	46,936
Montrose city, CO.....	19,132	Phoenix city, AZ.....	1,445,632
Monument town, CO.....	5,530	Pinehurst village, NC.....	13,124
Mooreville town, NC.....	32,711	Piqua city, OH.....	20,522
Moraga town, CA.....	16,016	Pitkin County, CO.....	17,148
Morristown city, TN.....	29,137	Plano city, TX.....	259,841
Morrisville town, NC.....	18,576	Platte City city, MO.....	4,691
Morro Bay city, CA.....	10,234	Pleasant Hill city, IA.....	8,785
Mountain Village town, CO.....	1,320	Pleasanton city, CA.....	70,285
Mountlake Terrace city, WA.....	19,909	Plymouth city, MN.....	70,576
Murphy city, TX.....	17,708	Polk County, IA.....	430,640
Naperville city, IL.....	141,853	Pompano Beach city, FL.....	99,845
Napoleon city, OH.....	8,749	Port Orange city, FL.....	56,048
Needham CDP, MA.....	28,886	Portland city, OR.....	583,776
Nevada City city, CA.....	3,068	Post Falls city, ID.....	27,574
Nevada County, CA.....	98,764	Powell city, OH.....	11,500
New Braunfels city, TX.....	57,740	Prince William County, VA.....	402,002
New Brighton city, MN.....	21,456	Prior Lake city, MN.....	22,796
New Hanover County, NC.....	202,667	Pueblo city, CO.....	106,595
New Hope city, MN.....	20,339	Purcellville town, VA.....	7,727
New Orleans city, LA.....	343,829	Queen Creek town, AZ.....	26,361
New Port Richey city, FL.....	14,911	Raleigh city, NC.....	403,892
New Smyrna Beach city, FL.....	22,464	Ramsey city, MN.....	23,668
New Ulm city, MN.....	13,522	Raymond town, ME.....	4,436
Newberg city, OR.....	22,068	Raymore city, MO.....	19,206
Newport city, RI.....	24,672	Redmond city, OR.....	26,215
Newport News city, VA.....	180,719	Redmond city, WA.....	54,144
Newton city, IA.....	15,254	Reno city, NV.....	225,221
Noblesville city, IN.....	51,969	Reston CDP, VA.....	58,404

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Richland city, WA.....	48,058	Springboro city, OH.....	17,409
Richmond city, CA.....	103,701	Springfield city, MO.....	159,498
Richmond Heights city, MO.....	8,603	Springville city, UT.....	29,466
Rio Rancho city, NM.....	87,521	St. Augustine city, FL.....	12,975
River Falls city, WI.....	15,000	St. Charles city, IL.....	32,974
Riverside city, CA.....	303,871	St. Cloud city, FL.....	35,183
Riverside city, MO.....	2,937	St. Cloud city, MN.....	65,842
Roanoke city, VA.....	97,032	St. Joseph city, MO.....	76,780
Roanoke County, VA.....	92,376	St. Joseph town, WI.....	3,842
Rochester Hills city, MI.....	70,995	St. Louis County, MN.....	200,226
Rock Hill city, SC.....	66,154	State College borough, PA.....	42,034
Rockville city, MD.....	61,209	Steamboat Springs city, CO.....	12,088
Roeland Park city, KS.....	6,731	Sterling Heights city, MI.....	129,699
Rogers city, MN.....	8,597	Sugar Grove village, IL.....	8,997
Rohnert Park city, CA.....	40,971	Sugar Land city, TX.....	78,817
Rolla city, MO.....	19,559	Suisun City city, CA.....	28,111
Roselle village, IL.....	22,763	Summit city, NJ.....	21,457
Rosemount city, MN.....	21,874	Summit County, UT.....	36,324
Rosenberg city, TX.....	30,618	Summit village, IL.....	11,054
Roseville city, MN.....	33,660	Sunnyvale city, CA.....	140,081
Round Rock city, TX.....	99,887	Surprise city, AZ.....	117,517
Royal Oak city, MI.....	57,236	Suwanee city, GA.....	15,355
Saco city, ME.....	18,482	Tacoma city, WA.....	198,397
Sahuarita town, AZ.....	25,259	Takoma Park city, MD.....	16,715
Salida city, CO.....	5,236	Tamarac city, FL.....	60,427
Sammamish city, WA.....	45,780	Temecula city, CA.....	100,097
San Anselmo town, CA.....	12,336	Tempe city, AZ.....	161,719
San Carlos city, CA.....	28,406	Tempe city, TX.....	66,102
San Diego city, CA.....	1,307,402	Texarkana city, TX.....	36,411
San Francisco city, CA.....	805,235	The Woodlands CDP, TX.....	93,847
San Jose city, CA.....	945,942	Thousand Oaks city, CA.....	126,683
San Juan County, NM.....	130,044	Tigard city, OR.....	48,035
San Marcos city, CA.....	83,781	Tracy city, CA.....	82,922
San Marcos city, TX.....	44,894	Trinidad CCD, CO.....	12,017
San Rafael city, CA.....	57,713	Tualatin city, OR.....	26,054
Sanford city, FL.....	53,570	Tulsa city, OK.....	391,906
Sangamon County, IL.....	197,465	Twin Falls city, ID.....	44,125
Santa Clarita city, CA.....	176,320	Tyler city, TX.....	96,900
Santa Fe city, NM.....	67,947	University Heights city, OH.....	13,539
Santa Fe County, NM.....	144,170	University Park city, TX.....	23,068
Santa Monica city, CA.....	89,736	Upper Arlington city, OH.....	33,771
Sarasota County, FL.....	379,448	Urbandale city, IA.....	39,463
Savage city, MN.....	26,911	Vail town, CO.....	5,305
Schaumburg village, IL.....	74,227	Vancouver city, WA.....	161,791
Schertz city, TX.....	31,465	Ventura CCD, CA.....	111,889
Scott County, MN.....	129,928	Vernon Hills village, IL.....	25,113
Scottsdale city, AZ.....	217,385	Vestavia Hills city, AL.....	34,033
Seaside city, CA.....	33,025	Victoria city, MN.....	7,345
Sevierville city, TN.....	14,807	Vienna town, VA.....	15,687
Shakopee city, MN.....	37,076	Virginia Beach city, VA.....	437,994
Sharonville city, OH.....	13,560	Walnut Creek city, CA.....	64,173
Shawnee city, KS.....	62,209	Washington County, MN.....	238,136
Shawnee city, OK.....	29,857	Washington town, NH.....	1,123
Sherborn town, MA.....	4,119	Washoe County, NV.....	421,407
Shoreview city, MN.....	25,043	Washougal city, WA.....	14,095
Shorewood village, IL.....	15,615	Wauwatosa city, WI.....	46,396
Shorewood village, WI.....	13,162	Waverly city, IA.....	9,874
Sierra Vista city, AZ.....	43,888	Weddington town, NC.....	9,459
Silverton city, OR.....	9,222	Wentzville city, MO.....	29,070
Sioux Center city, IA.....	7,048	West Carrollton city, OH.....	13,143
Sioux Falls city, SD.....	153,888	West Chester borough, PA.....	18,461
Skokie village, IL.....	64,784	West Des Moines city, IA.....	56,609
Snellville city, GA.....	18,242	Western Springs village, IL.....	12,975
Snoqualmie city, WA.....	10,670	Westerville city, OH.....	36,120
Somerset town, MA.....	18,165	Westlake town, TX.....	992
South Jordan city, UT.....	50,418	Westminster city, CO.....	106,114
South Lake Tahoe city, CA.....	21,403	Weston town, MA.....	11,261
Southlake city, TX.....	26,575	White House city, TN.....	10,255
Spearfish city, SD.....	10,494	Wichita city, KS.....	382,368
Spring Hill city, KS.....	5,437	Williamsburg city, VA.....	14,068

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Willowbrook village, IL .....	8,540	Wrentham town, MA .....	10,955
Wilmington city, NC.....	106,476	Wyandotte County, KS .....	157,505
Wilsonville city, OR.....	19,509	Yakima city, WA.....	91,067
Windsor town, CO.....	18,644	York County, VA.....	65,464
Windsor town, CT .....	29,044	Yorktown town, IN.....	9,405
Winnetka village, IL .....	12,187	Yorkville city, IL .....	16,921
Winter Garden city, FL.....	34,568	Yountville city, CA .....	2,933
Woodbury city, MN.....	61,961		
Woodland city, CA.....	55,468		

**Communities with Populations 80,000 to 120,000 and Median Household Income \$40,000 to \$70,000 Benchmark Comparisons**

Table 79: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Richmond	32%	34	34	Much lower
Overall image or reputation of Richmond	14%	23	23	Much lower
Richmond as a place to live	47%	28	28	Much lower
Your neighborhood as a place to live	62%	21	21	Lower
Richmond as a place to raise children	24%	27	27	Much lower
Richmond as a place to retire	32%	24	25	Much lower
Overall appearance of Richmond	15%	21	21	Much lower

Table 80: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Richmond	22%	25	25	Much lower	
	In your neighborhood during the day	73%	29	29	Lower	
	In Richmond's downtown/commercial area during the day	43%	26	26	Much lower	
Mobility	Overall ease of getting to the places you usually have to visit	52%	17	17	Lower	
	Availability of paths and walking trails	44%	20	23	Lower	
	Ease of walking in Richmond	35%	22	22	Lower	
	Ease of travel by bicycle in Richmond	46%	10	22	Similar	
	Ease of travel by public transportation in Richmond	39%	7	17	Similar	
	Ease of travel by car in Richmond	62%	13	22	Similar	
	Ease of public parking	54%	5	16	Similar	
	Traffic flow on major streets	43%	15	23	Similar	
Natural Environment	Quality of overall natural environment in Richmond	42%	19	19	Much lower	
	Cleanliness of Richmond	13%	21	21	Much lower	
	Air quality	28%	19	20	Much lower	
Built Environment	Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems)	28%	17	17	Much lower	
	Overall quality of new development in Richmond	30%	19	19	Lower	
	Availability of affordable quality housing	23%	19	23	Lower	
	Variety of housing options	23%	19	20	Lower	
	Public places where people want to spend time	20%	17	17	Much lower	
Economy	Overall economic health of Richmond	16%	18	18	Much lower	
	Vibrant downtown/commercial area	10%	16	16	Much lower	
	Overall quality of business and service establishments in Richmond	26%	19	19	Much lower	
	Cost of living in Richmond	30%	12	17	Similar	
	Shopping opportunities	19%	22	22	Much lower	
	Employment opportunities	20%	19	23	Lower	
	Richmond as a place to visit	29%	20	20	Much lower	
	Richmond as a place to work	38%	26	26	Lower	
	Recreation and Wellness	Health and wellness opportunities in Richmond	25%	17	17	Much lower
		Availability of affordable quality mental health care	21%	17	17	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Availability of preventive health services	30%	17	17	Much lower
	Availability of affordable quality health care	33%	19	19	Much lower
	Availability of affordable quality food	31%	17	17	Much lower
	Recreational opportunities	33%	22	22	Much lower
	Fitness opportunities (including exercise classes and paths or trails, etc.)	34%	17	17	Much lower
Education and Enrichment	Overall opportunities for education and enrichment	21%	17	17	Much lower
	Opportunities to participate in religious or spiritual events and activities	46%	14	14	Much lower
	Opportunities to attend cultural/arts/music activities	30%	23	23	Much lower
	Adult educational opportunities	37%	16	16	Much lower
	K-12 education	23%	23	23	Much lower
	Availability of affordable quality child care/preschool	25%	18	18	Lower
Community Engagement	Opportunities to participate in social events and activities	31%	19	19	Much lower
	Neighborhoodliness of Richmond	42%	17	18	Lower
	Openness and acceptance of the community toward people of diverse backgrounds	53%	16	21	Similar
	Opportunities to participate in community matters	48%	18	19	Lower
	Opportunities to volunteer	48%	19	19	Lower

Table 81: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Richmond	35%	31	31	Much lower
Overall customer service by Richmond employees (police, receptionists, planners, etc.)	43%	28	28	Lower
Value of services for the taxes paid to Richmond	23%	29	29	Lower
Overall direction that Richmond is taking	38%	20	22	Lower
Job Richmond government does at welcoming citizen involvement	40%	20	23	Similar
Overall confidence in Richmond government	26%	16	17	Lower
Generally acting in the best interest of the community	31%	15	17	Lower
Being honest	33%	14	16	Lower
Treating all residents fairly	33%	15	17	Lower
Services provided by the Federal Government	28%	17	18	Similar

Table 82: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark		
Safety	Police/Sheriff services	54%	28	29	Lower	
	Fire services	80%	22	25	Similar	
	Ambulance or emergency medical services	68%	21	22	Lower	
	Crime prevention	29%	24	24	Much lower	
	Fire prevention and education	54%	23	23	Lower	
	Animal control	27%	25	25	Much lower	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	31%	19	19	Much lower	
	Mobility	Traffic enforcement	30%	25	25	Lower
		Street repair	10%	23	23	Much lower
		Street cleaning	25%	23	23	Much lower
Street lighting		34%	21	21	Lower	
Sidewalk maintenance		25%	20	20	Lower	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Traffic signal timing	40%	16	19	Similar
	Bus or transit services	44%	9	20	Similar
Natural Environment	Garbage collection	68%	24	25	Lower
	Recycling	66%	16	24	Similar
	Yard waste pick-up	60%	16	18	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	42%	17	18	Lower
	Richmond open space	48%	13	15	Lower
	Built Environment	Storm drainage	44%	22	24
Sewer services		57%	23	23	Lower
Power (electric and/or gas) utility		57%	12	12	Similar
Utility billing		52%	16	17	Similar
Land use, planning and zoning		26%	20	21	Lower
Code enforcement (weeds, abandoned buildings, etc.)		15%	31	31	Much lower
Economy	Economic development	21%	22	22	Lower
Recreation and Wellness	City parks	47%	23	23	Much lower
	Recreation programs or classes	39%	29	29	Much lower
	Recreation centers or facilities	36%	23	23	Much lower
	Health services	35%	17	17	Much lower
Education and Enrichment	City-sponsored special events	42%	16	17	Lower
	Public library services	56%	23	23	Lower
Community Engagement	Public information services	36%	18	18	Much lower

Table 83: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	30%	19	21	Lower
Recommend living in Richmond to someone who asks	63%	17	19	Much lower
Remain in Richmond for the next five years	72%	19	20	Lower
Contacted Richmond (in-person, phone, email or web) for help or information	50%	4	24	Similar

Table 84: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	54%	1	16	Much higher
	Did NOT report a crime to the police	57%	17	18	Lower
	Household member was NOT a victim of a crime	76%	21	22	Lower
Mobility	Used bus, rail, subway or other public transportation instead of driving	59%	2	16	Much higher
	Carpooled with other adults or children instead of driving alone	44%	10	17	Similar
	Walked or biked instead of driving	54%	10	17	Similar
Natural Environment	Made efforts to conserve water	95%	2	15	Higher
	Made efforts to make your home more energy efficient	79%	5	16	Similar
	Recycle at home	96%	4	18	Higher
Built Environment	Did NOT observe a code violation or other hazard in Richmond	32%	15	16	Lower
	NOT experiencing housing costs stress	39%	18	18	Much lower
Economy	Purchase goods or services from a business located in Richmond	92%	17	17	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Economy will have positive impact on income	24%	17	20	Similar
	Work inside boundaries of Richmond	36%	13	17	Lower
Recreation and Wellness	Used Richmond recreation centers or their services	46%	16	17	Lower
	Visited a neighborhood park or City park	79%	16	18	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	6	17	Similar
	Participate in moderate or vigorous physical activity	83%	12	17	Similar
	In very good to excellent health	48%	17	17	Similar
	Used Richmond public libraries or their services	51%	16	18	Similar
Education and Enrichment	Participated in religious or spiritual activities in Richmond	37%	13	14	Lower
	Attended City-sponsored event	47%	11	16	Similar
	Campaigned or advocated for an issue, cause or candidate	39%	2	16	Higher
Community Engagement	Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion	31%	1	17	Higher
	Volunteered your time to some group/activity in Richmond	36%	13	18	Similar
	Participated in a club	22%	14	16	Lower
	Talked to or visited with your immediate neighbors	85%	17	17	Similar
	Done a favor for a neighbor	81%	6	17	Similar
	Attended a local public meeting	38%	1	18	Higher
	Watched (online or on television) a local public meeting	43%	1	17	Higher
	Read or watch local news (via television, paper, computer, etc.)	95%	1	17	Similar
	Vote in local elections	87%	5	18	Similar

Communities included in Populations 80,000 to 120,000 and Median Household Income \$40,000 to \$70,000 benchmark 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	Kent city, WA.....	92,411
Ann Arbor city, MI.....	113,934	Las Cruces city, NM.....	97,618
Arvada city, CO.....	106,433	Lawrence city, KS.....	87,643
Asheville city, NC.....	83,393	Lewisville city, TX.....	95,290
Bellingham city, WA.....	80,885	Longmont city, CO.....	86,270
Billings city, MT.....	104,170	Longview city, TX.....	80,455
Bloomington city, MN.....	82,893	Miami Beach city, FL.....	87,779
Boone County, KY.....	118,811	Nevada County, CA.....	98,764
Boulder city, CO.....	97,385	Peoria city, IL.....	115,007
Broken Arrow city, OK.....	98,850	Pompano Beach city, FL.....	99,845
Citrus Heights city, CA.....	83,301	Richmond city, CA.....	103,701
Clearwater city, FL.....	107,685	Rio Rancho city, NM.....	87,521
Clovis city, CA.....	95,631	Roanoke County, VA.....	92,376
Columbia city, MO.....	108,500	San Marcos city, CA.....	83,781
Davenport city, IA.....	99,685	Surprise city, AZ.....	117,517
Denton city, TX.....	113,383	Tyler city, TX.....	96,900
Duluth city, MN.....	86,265	Ventura CCD, CA.....	111,889
Greeley city, CO.....	92,889	Westminster city, CO.....	106,114
High Point city, NC.....	104,371	Wilmington city, NC.....	106,476
Independence city, MO.....	116,830	Yakima city, WA.....	91,067
Jefferson County, NY.....	116,229		

## Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Richmond funded this research. Please contact LaShonda White of the City of Richmond at LaShonda\_Wilson@ci.richmond.ca.us if you have any questions about the survey.

### Survey Validity

The question of survey validity has two parts: 1) how can a community 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 community. 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 community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- 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.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results 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 for 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 vary, with 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). Resident opinion commonly reflects objective performance data but is an important measure on its own. 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."

### Selecting Survey Recipients

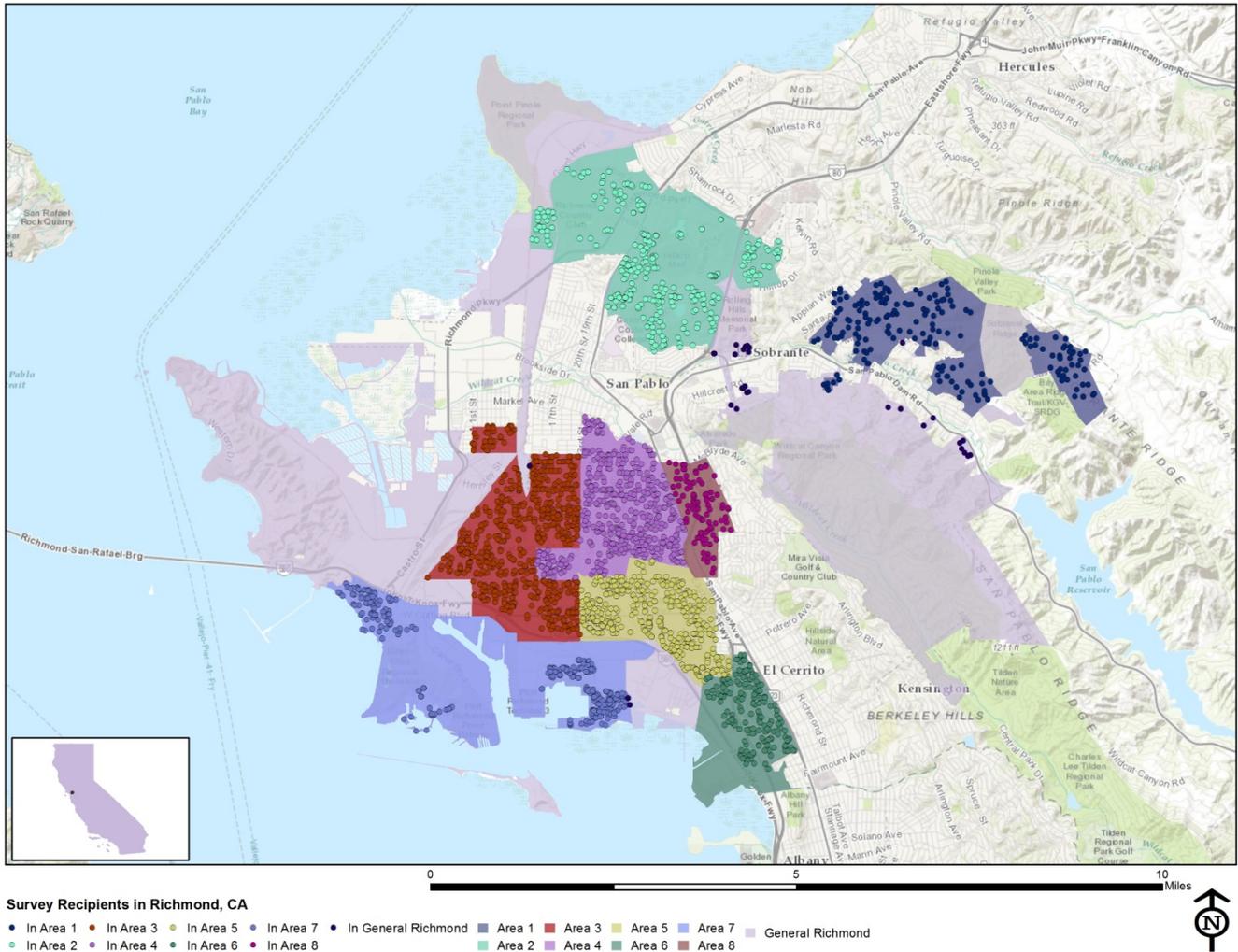
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Richmond were eligible to participate in the survey. A list of all households within the zip codes serving Richmond was purchased from [Go-Dog Direct](#) based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Richmond households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community 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. Each address identified as being within City boundaries was further identified as being within one of the nine geographic subareas of the city.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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 addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Richmond website. This opt-in survey was identical to the scientific survey and open to all City residents.

Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on April 12, 2017. The first mailing was a prenotification postcard announcing 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 final 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 had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish instructing participants to contact the City if they needed a questionnaire in Spanish; respondents could opt to take the survey online as well in their language of preference. The City of Richmond chose to augment their administration of The NCS with several additional services, including geographic and demographic subgroup comparisons and custom benchmark comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following 11 weeks. The online “opt-in” survey became available to all residents on May 15, 2017 and remained open for 14 weeks.

About 4% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,892 households that received the survey, 345 completed the survey, providing an overall response rate of 12%. Of the 345 completed surveys, six were completed in Spanish and 47 were completed online. Additionally, responses were tracked by geographic subarea; response rates by area ranged from 8% to 25%. The response rates were calculated using AAPOR’s response rate

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#2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 223 residents completed the online opt-in survey, three of which were in Spanish. The results include a grand total of 568 completed surveys.

Table 85: Survey Response Rates by Area

	May Valley, El Sobrante Hills, Greenbrair, Carriage Hills North, Carriage Hills South, Country Side, Greenridge Heights	Hilltop Bayview, Hilltop Green Fairmeded/Hilltop, Hilltop Village, Parchester Village, Country Club Vista	Shields Reid, Iron Triangle, Coronado, Santa Fe, Atchison Village, Belding Woods, Civic Center	North & East, Richmore Village	Pullman, Park Plaza, Cortez.Steage, Eastshore, Parkview, Laurel Park	Panhandle Annex, Richmond Annex, Southwest Annex	Point Richmond, Marina Bay	Richmond Heights	General Richmond	Overall
Total sample used	190	587	687	461	441	186	298	98	52	3,000
I=Complete Interviews	47	44	49	55	35	26	53	17	7	333
P=Partial Interviews	1	1	5	0	2	1	1	1	0	12
R=Refusal and break off	0	0	0	0	0	0	1	0	0	1
NC=Non Contact	0	0	0	0	0	0	0	0	0	0
O=Other	0	0	0	0	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0	0	0	0	0
UO=Unknown other	142	542	633	406	404	159	243	80	45	2,654
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	25%	8%	8%	12%	8%	15%	18%	18%	13%	12%

### 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.<sup>2</sup>

The margin of error for the City of Richmond survey is no greater than plus or minus four<sup>3</sup> percentage points around any given percent reported for all respondents (568 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents 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)

Upon receipt, completed surveys 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

<sup>1</sup> See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

<sup>2</sup> 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 community is between 71% and 79%. This source of uncertainty 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.

<sup>3</sup> Although this has become the traditional way to describe survey research precision, when opt in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

### Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Richmond, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Richmond. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. Both survey datasets were weighted independently and then combined into one final dataset. The characteristics used for weighting were housing tenure, housing unit type, race, ethnicity, sex, age and geographic area of residence. No adjustments were made for design effects.

In addition to the demographic variables, the nonscientific open participation data were weighted using a calibration technique that takes into consideration the behavioral characteristics of the survey respondents. This calibration technique reduces the differences between the scientific and nonscientific survey respondents by using the scientific data to inform the weighting scheme of the nonscientific data. An index score was calculated based on respondents’ levels of engagement in the community (e.g., contact with City employees, recreation center use, frequency of volunteering, recycling habits, voting behavior and more). The index scores were categorized (“binned”) into four equal groups. The “norms” for the categorized index scores were derived from the scientific survey respondents and then included in the weighting scheme of the nonscientific data.

The results of the weighting scheme are presented in the following table.

Table 86: Richmond, CA 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	48%	23%	44%
Own home	52%	77%	56%
Detached unit	60%	70%	60%
Attached unit	40%	30%	40%
<b>Race and Ethnicity</b>			
White	33%	47%	34%
Black	27%	21%	26%
Not white or black	40%	32%	40%
Not Hispanic	65%	82%	70%
Hispanic	35%	18%	30%
<b>Sex and Age</b>			
Female	52%	63%	53%
Male	48%	37%	47%
18-34 years of age	34%	6%	16%
35-54 years of age	37%	32%	41%
55+ years of age	29%	62%	43%
Females 18-34	17%	4%	10%
Females 35-54	19%	20%	21%
Females 55+	16%	39%	22%
Males 18-34	17%	2%	5%
Males 35-54	18%	12%	21%
Males 55+	13%	23%	21%
<b>Area</b>			
May Valley, El Sobrante Hills, Greenbrair, Carriage Hills North, Carriage Hills South, Country Side, Greenridge Heights	8%	5%	8%
Hilltop Bayview, Hilltop Green Fairmeded/Hilltop, Hilltop Village, Parchester Village, Country Club Vista	18%	15%	18%
Shields Reid, Iron Triangle, Coronado, Santa Fe, Atchison Village, Belding Woods, Civic Center	21%	23%	21%
North & East, Richmore Village	17%	25%	17%
Pullman, Park Plaza, Cortez.Stege, Eastshore, Parkview, Laurel Park	12%	18%	12%
Panhandle Annex, Richmond Annex, Southwest Annex	7%	4%	7%
Point Richmond, Marina Bay	10%	5%	10%
Richmond Heights	4%	4%	4%
General Richmond	2%	1%	2%

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “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.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Appendix D: Survey Materials

Dear Richmond Resident,

Estimado Residente de Richmond,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better City!

¡Gracias por ayudar a crear un Richmond mejor!

Sincerely,

Atentamente,



William A. Lindsay  
City Manager/Gerente de la Ciudad

Dear Richmond Resident,

Estimado Residente de Richmond,

It won't take much of your time to make a big difference!

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Sincerely,

Atentamente,



William A. Lindsay  
City Manager/Gerente de la Ciudad



450 Civic Center Plaza  
Richmond, CA 94804-1630

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



450 Civic Center Plaza  
Richmond, CA 94804-1630

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Richmond, CA 94804-1630

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

**Is the City of Richmond serving you well? Tell us what you think!**



April 2017

Dear City of Richmond Resident:

Please help us shape the future of Richmond! You have been selected at random to participate in the 2017 Richmond Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Richmond make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2oMVvLO>

If you have any questions about the survey please call 510-620-5458.

Thank you for your time and participation!

Sincerely,

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

William A. Lindsay  
City Manager/Gerente de la Ciudad

Estimado Residente de la Ciudad de Richmond:

¡Por favor ayúdenos a moldear el futuro de Richmond! Usted ha sido elegido al azar para participar en la Encuesta de Residentes de Richmond del 2017.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de los pocos hogares encuestados. Sus observaciones le ayudarán a Richmond tomar decisiones que afectarán a nuestra Ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

<http://bit.ly/2oMVvLO>

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

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.

¡Gracias por su tiempo y participación!

Atentamente,



April 2017

Dear City of Richmond Resident:

Here's a second chance if you haven't already responded to the 2017 Richmond Citizen 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.)**

Please help us shape the future of Richmond! You have been selected at random to participate in the 2017 Richmond Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Richmond make decisions that affect our City.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2oMVvLO>

If you have any questions about the survey please call 510-620-5458.

Thank you for your time and participation!

Sincerely,

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

William A. Lindsay  
City Manager/Gerente de la Ciudad

Estimado Residente de la Ciudad de Richmond:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Residentes de Richmond del 2017! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Richmond! Usted ha sido elegido al azar para participar en la Encuesta de Residentes de Richmond del 2017.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de los pocos hogares encuestados. Sus observaciones le ayudarán a Richmond tomar decisiones que afectarán a nuestra Ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
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<http://bit.ly/2oMVvLO>

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

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. ¡Gracias por su tiempo y participación!

Atentamente,

# The City of Richmond 2017 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 visit .....	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>
Overall feeling of safety in Richmond .....	1	2	3	4	5
Overall ease of getting to the places you usually have to visit .....	1	2	3	4	5
Quality of overall natural environment in Richmond .....	1	2	3	4	5
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Richmond .....	1	2	3	4	5
Overall opportunities for education and enrichment .....	1	2	3	4	5
Overall economic health of Richmond .....	1	2	3	4	5
Sense of community .....	1	2	3	4	5
Overall image or reputation of Richmond .....	1	2	3	4	5

**3. 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

**4. Please rate how safe or unsafe you feel:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day .....	1	2	3	4	5	6
In Richmond's downtown/commercial area during the day .....	1	2	3	4	5	6

**5. 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>
Traffic flow on major streets .....	1	2	3	4	5
Ease of public parking .....	1	2	3	4	5
Ease of travel by car in Richmond .....	1	2	3	4	5
Ease of travel by public transportation in Richmond .....	1	2	3	4	5
Ease of travel by bicycle 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
Air quality .....	1	2	3	4	5
Cleanliness of Richmond .....	1	2	3	4	5
Overall appearance of Richmond .....	1	2	3	4	5
Public places where people want to spend time .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) .....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Availability of affordable quality mental health care .....	1	2	3	4	5

**6. 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>
Availability of affordable quality child care/preschool .....	1	2	3	4	5
K-12 education .....	1	2	3	4	5
Adult educational opportunities .....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Richmond .....	1	2	3	4	5
Overall quality of business and service establishments in Richmond .....	1	2	3	4	5
Vibrant downtown/commercial area .....	1	2	3	4	5
Overall quality of new development in Richmond .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters .....	1	2	3	4	5
Openness and acceptance of the community toward diversity .....	1	2	3	4	5
Neighborliness of residents in Richmond .....	1	2	3	4	5

**7. Please indicate whether or not you have done each of the following in the last 12 months.**

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water .....	1	2
Made efforts to make your home more energy efficient .....	1	2
Observed a code violation or other hazard in Richmond (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Richmond .....	1	2
Reported a crime to the police in Richmond .....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted the City of Richmond (in-person, phone, email or web) for help or information .....	1	2
Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion .....	1	2

**8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Richmond?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Richmond recreation centers or their services .....	1	2	3	4
Visited a neighborhood park or City park .....	1	2	3	4
Used Richmond public libraries or their services .....	1	2	3	4
Participated in religious or spiritual activities in Richmond .....	1	2	3	4
Attended a City-sponsored event .....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone .....	1	2	3	4
Walked or biked instead of driving .....	1	2	3	4
Volunteered your time to some group/activity in Richmond .....	1	2	3	4
Participated in a club .....	1	2	3	4
Talked to or visited with your immediate neighbors .....	1	2	3	4
Done a favor for a neighbor .....	1	2	3	4

**9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting .....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting .....	1	2	3	4

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services .....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5

# The City of Richmond 2017 Citizen Survey

## 10. 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>
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting .....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services .....	1	2	3	4	5
Garbage collection .....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	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
Public library services .....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Emergency preparedness (planning for natural disasters) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
Richmond open space .....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Richmond employees (police, receptionists, planners, etc.).....	1	2	3	4	5
City-sponsored job training program.....	1	2	3	4	5
City-maintained trees/public landscaping/street medians .....	1	2	3	4	5

## 11. 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

## 12. 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
Overall confidence in Richmond government .....	1	2	3	4	5
Generally acting in the best interest of the community .....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly .....	1	2	3	4	5

## 13. Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Richmond .....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Richmond .....	1	2	3	4
Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Richmond .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Richmond .....	1	2	3	4
Sense of community .....	1	2	3	4

**14. 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

**15. 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

**16. 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

**17. 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

**18. Please rate how important it is for the City to provide the following programs for children, youth and young adults within its annual operating budget:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
After-school care/programs.....	1	2	3	4	5
School break programs/summer camps .....	1	2	3	4	5
Nature-based education and exploration.....	1	2	3	4	5
Transportation to access recreation and education programs.....	1	2	3	4	5
Summer meals for children in low-income households .....	1	2	3	4	5
Programs for youth with special needs (youth with physical or developmental disabilities) .....	1	2	3	4	5
Subsidy for program enrollment (fee waivers, scholarships, discounts, etc.).....	1	2	3	4	5
Swimming and other water activities .....	1	2	3	4	5
Sports programs (tennis, basketball, soccer, football, etc.) .....	1	2	3	4	5
Fitness classes (weights, Zumba, etc.).....	1	2	3	4	5
Dance classes .....	1	2	3	4	5
Music classes .....	1	2	3	4	5
Arts & crafts classes .....	1	2	3	4	5
Computer room access/computer literacy classes.....	1	2	3	4	5
Language classes .....	1	2	3	4	5

# The City of Richmond 2017 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. How often, if at all, do you do each of the following, considering all of the times you could?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in Richmond.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day .....	1	2	3	4	5
Participate in moderate or vigorous physical activity .....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.) .....	1	2	3	4	5
Vote in local elections .....	1	2	3	4	5

**D2. Would you say that in general your health is:**

- Excellent     
  Very good     
  Good     
  Fair     
  Poor

**D3. 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

**D4. What is your employment status?**

- Working full time for pay  
 Working part time for pay  
 Unemployed, looking for paid work  
 Unemployed, not looking for paid work  
 Fully retired

**D5. Do you work inside the boundaries of Richmond?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. 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

**D7. Which best describes the building you live in?**

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment or condominium)  
 Mobile home  
 Other

**D8. Is this house, apartment or mobile home...**

- Rented  
 Owned

**D9. 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

**D10. Do any children 17 or under live in your household?**

- No       Yes

**D11. Are you or any other members of your household aged 65 or older?**

- No       Yes

**D12. 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 \$25,000  
 \$25,000 to \$49,999  
 \$50,000 to \$99,999  
 \$100,000 to \$149,999  
 \$150,000 or more

**Please respond to both questions D13 and D14:**

**D13. Are you Spanish, Hispanic or Latino?**

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

**D14. 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

**D15. 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

**D16. What is your sex?**

- Female       Male

**D17. Do you consider a cell phone or land line your primary telephone number?**

- Cell       Land line       Both

**D18. About how far is your home from work? \_\_\_\_\_ miles**

**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**

Dear Richmond Resident,

Just a reminder – if you have not yet completed Richmond’s 2017 Community Survey, please do so.

Your participation in this survey is very important – your answers will help the Richmond City Council make decisions that affect your community.

Please complete the survey online at:  
<http://bit.ly/2oMVvLO>

Thank you very much!

Estimado residente de la Ciudad de Richmond,

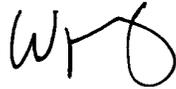
Solamente un recordatorio – si usted aún no ha completado la Encuesta Ciudadana del 2017 de la Ciudad de Richmond, por favor hágalo.

Su participación en esta encuesta es muy importante – sus respuestas le ayudarán al Consejo Municipal de Richmond para tomar decisiones que afectan nuestra comunidad.

También puede completar la encuesta en línea en español en:  
<http://bit.ly/2oMVvLO>

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

¡Muchas gracias!



William A. Lindsay  
City Manager/Gerente de la Ciudad

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