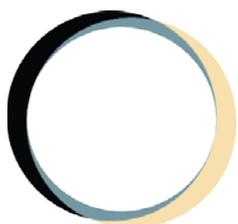


THE NCSTM
The National Citizen SurveyTM

Richmond, CA

Trends over Time

DRAFT
2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Richmond to its previous survey results in 2015, 2013, 2011, 2009 and 2007. Additional reports and technical appendices are available under separate cover.

Trend data for Richmond represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Richmond for 2017 generally remained stable. Of the 131 items for which comparisons were available, 98 items were rated similarly in 2015 and 2017, 14 items showed a decrease in ratings and 19 showed an increase in ratings. Notable trends over time included the following:

- Ratings generally tended to decrease for aspects of Mobility from 2015 to 2017. Evaluations for the overall ease of travel as well as ease of travel by car and by public transportation, public parking, traffic enforcement and street cleaning were all less positive than in the previous survey iteration. However, ratings increased since 2015 for ease of travel by bicycle in the city.
- Within the facet of Built Environment, the rating for storm drainage declined between survey administrations. Additionally, the proportion of residents who did not report being under housing cost stress or did not observe a code violation decreased.
- Ratings for many aspects of Community Engagement increased since 2015. Residents gave higher marks in 2017 to opportunities to participate in community matters, openness and acceptance toward people of diverse background, neighborliness and sense of community. Richmond residents also reported higher levels of participation in many civic engagement opportunities, including attending or watching local public meetings; volunteering; or campaigning for an issue, cause or candidate.
- While many service ratings remained stable between survey years, several services provided by the City have shown a steady increase in quality since the baseline survey in 2007. Over the past decade, the City has achieved large gains in police services, crime prevention, fire services, sewer services, recreations programs, libraries and more.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)						2017 compared to 2015	Comparison to benchmark					
	2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
Overall quality of life	17%	18%	21%	30%	31%	32%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Overall image	4%	6%	6%	6%	8%	14%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Place to live	20%	25%	32%	36%	41%	47%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Neighborhood	50%	50%	59%	53%	57%	62%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
Place to raise children	9%	12%	13%	14%	19%	24%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Place to retire	15%	18%	17%	27%	28%	32%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Overall appearance	8%	14%	18%	18%	17%	15%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
Safety	Overall feeling of safety	NA	NA	NA	NA	21%	22%	Similar	NA	NA	NA	NA	Much lower	Much lower
	Safe in neighborhood	64%	68%	70%	70%	74%	73%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Safe downtown/commercial area	25%	29%	34%	37%	48%	43%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Mobility	Overall ease of travel	NA	NA	NA	NA	60%	52%	Lower	NA	NA	NA	NA	Lower	Lower
	Paths and walking trails	NA	34%	33%	36%	38%	44%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower
	Ease of walking	20%	24%	24%	30%	41%	35%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Travel by bicycle	28%	35%	32%	32%	37%	46%	Higher	Much lower	Much lower	Much lower	Much lower	Similar	Similar
	Travel by public transportation	49%	52%	47%	44%	48%	39%	Lower	Similar	Higher	Similar	Lower	Similar	Similar
	Travel by car	41%	47%	48%	58%	73%	62%	Lower	Much lower	Lower	Much lower	Lower	Similar	Similar
	Public parking	NA	NA	NA	NA	69%	54%	Lower	NA	NA	NA	NA	Similar	Similar
	Traffic flow	47%	36%	36%	34%	49%	43%	Similar	NA	Similar	Lower	Much lower	Similar	Similar
	Overall natural environment	NA	23%	25%	23%	39%	42%	Similar	NA	Much lower				
Natural Environment	Cleanliness	NA	12%	15%	16%	15%	13%	Similar	NA	Much lower				
	Air quality	20%	20%	24%	24%	29%	28%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Built Environment	Overall built environment	NA	NA	NA	NA	35%	28%	Similar	NA	NA	NA	NA	Lower	Much lower

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
	New development in Richmond	25%	31%	31%	23%	28%	30%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Affordable quality housing	19%	29%	31%	34%	25%	23%	Similar	Much lower	Lower	Lower	Much lower	Lower	Lower
	Housing options	NA	27%	31%	28%	23%	23%	Similar	NA	Much lower				
	Public places	NA	NA	NA	NA	25%	20%	Similar	NA	NA	NA	NA	Much lower	Much lower
Economy	Overall economic health	NA	NA	NA	NA	14%	16%	Similar	NA	NA	NA	NA	Much lower	Much lower
	Vibrant downtown/commercial area	NA	NA	NA	NA	12%	10%	Similar	NA	NA	NA	NA	Much lower	Much lower
	Business and services	NA	23%	24%	23%	26%	26%	Similar	NA	Much lower				
	Cost of living	NA	NA	NA	NA	30%	30%	Similar	NA	NA	NA	NA	Similar	Similar
	Shopping opportunities	19%	27%	28%	30%	27%	19%	Lower	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Employment opportunities	10%	12%	10%	9%	16%	20%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Place to visit	NA	NA	NA	NA	26%	29%	Similar	NA	NA	NA	NA	Much lower	Much lower
	Place to work	24%	22%	23%	22%	34%	38%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Lower
Recreation and Wellness	Health and wellness	NA	NA	NA	NA	34%	25%	Lower	NA	NA	NA	NA	Much lower	Much lower
	Mental health care	NA	NA	NA	NA	19%	21%	Similar	NA	NA	NA	NA	Lower	Lower
	Preventive health services	NA	25%	27%	34%	31%	30%	Similar	NA	Much lower	Much lower	Much lower	Lower	Much lower
	Health care	25%	24%	27%	27%	31%	33%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Food	32%	32%	29%	36%	30%	31%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Recreational opportunities	20%	23%	25%	28%	34%	33%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Fitness opportunities	NA	NA	NA	NA	36%	34%	Similar	NA	NA	NA	NA	Much lower	Much lower
Education and Enrichment	Religious or spiritual events and activities	NA	NA	44%	56%	53%	46%	Similar	NA	NA	Much lower	Much lower	Lower	Lower
	Cultural/arts/music activities	22%	24%	29%	22%	29%	30%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
	Adult education	NA	NA	NA	NA	33%	37%	Similar	NA	NA	NA	NA	Lower	Lower
	K-12 education	14%	18%	20%	20%	22%	23%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Child care/preschool	23%	18%	26%	25%	20%	25%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
Community Engagement	Social events and activities	NA	21%	26%	24%	29%	31%	Similar	NA	Much lower				
	Neighborhoodliness	NA	NA	NA	NA	29%	42%	Higher	NA	NA	NA	NA	Lower	Lower
	Openness and acceptance	37%	39%	42%	47%	44%	53%	Higher	Much lower	Much lower	Much lower	Much lower	Lower	Similar
	Opportunities to participate in community matters	NA	37%	42%	43%	38%	48%	Higher	NA	Much lower	Much lower	Much lower	Lower	Lower
	Opportunities to volunteer	NA	35%	43%	54%	43%	48%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)						2017 compared to 2015	Comparison to benchmark					
	2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
Services provided by Richmond	17%	26%	29%	34%	34%	35%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Customer service	52%	52%	61%	61%	41%	43%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
Value of services for taxes paid	18%	19%	20%	35%	24%	23%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
Overall direction	27%	28%	30%	36%	42%	38%	Similar	Much lower	Much lower	Much lower	Much lower	Similar	Lower
Welcoming citizen involvement	41%	23%	31%	31%	25%	40%	Higher	Much lower	Much lower	Much lower	Much lower	Lower	Similar
Confidence in City government	NA	NA	NA	NA	25%	26%	Similar	NA	NA	NA	NA	Lower	Lower
Acting in the best interest of Richmond	NA	NA	NA	NA	33%	31%	Similar	NA	NA	NA	NA	Lower	Lower
Being honest	NA	NA	NA	NA	29%	33%	Similar	NA	NA	NA	NA	Lower	Lower
Treating all residents fairly	NA	NA	NA	NA	31%	33%	Similar	NA	NA	NA	NA	Lower	Lower
Services provided by the Federal Government	17%	27%	29%	29%	29%	28%	Similar	Much lower	Much lower	Much lower	Much lower	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
Safety	Police	38%	54%	51%	57%	59%	54%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Fire	70%	79%	71%	69%	79%	80%	Similar	Much lower	Much lower	Much lower	Much lower	Similar	Similar
	Ambulance/EMS	66%	78%	71%	NA	72%	68%	Similar	Much lower	Much lower	Much lower	NA	Lower	Lower
	Crime prevention	11%	19%	22%	27%	36%	29%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Fire prevention	41%	45%	39%	46%	59%	54%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Animal control	31%	NA	30%	25%	30%	27%	Similar	Much lower	NA	Much lower	Much lower	Lower	Much lower
	Emergency preparedness	NA	28%	28%	37%	32%	31%	Similar	NA	Much lower	Much lower	Much lower	Lower	Much lower
Mobility	Traffic enforcement	34%	36%	34%	38%	44%	30%	Lower	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Street repair	9%	14%	15%	15%	13%	10%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Street cleaning	20%	29%	31%	43%	36%	25%	Lower	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Street lighting	20%	25%	25%	36%	34%	34%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Sidewalk maintenance	14%	24%	20%	31%	27%	25%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
	Traffic signal timing	36%	40%	37%	40%	35%	40%	Similar	Lower	Similar	Much lower	Much lower	Similar	Similar
	Bus or transit services	48%	50%	42%	42%	42%	44%	Similar	Lower	Similar	Lower	Much lower	Similar	Similar
Natural Environment	Garbage collection	70%	73%	69%	67%	72%	68%	Similar	Much lower	Lower	Much lower	Much lower	Similar	Lower
	Recycling	71%	70%	68%	70%	70%	66%	Similar	Similar	Similar	Similar	Lower	Similar	Similar
	Yard waste pick-up	61%	64%	59%	NA	70%	60%	Lower	Much lower	Much lower	Much lower	NA	Similar	Similar
	Natural areas preservation	NA	32%	30%	35%	39%	42%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower
Built Environment	Open space	NA	NA	NA	NA	39%	48%	Higher	NA	NA	NA	NA	Lower	Lower
Built Environment	Storm drainage	31%	42%	41%	51%	53%	44%	Lower	Much lower	Much lower	Much lower	Much lower	Similar	Lower

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		Percent rating positively (e.g., excellent/good)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
	Sewer services	41%	45%	46%	51%	52%	57%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Power utility	NA	NA	56%	NA	63%	57%	Similar	NA	NA	Much lower	NA	Similar	Lower
	Utility billing	NA	NA	NA	NA	52%	52%	Similar	NA	NA	NA	NA	Similar	Lower
	Land use, planning and zoning	13%	20%	21%	24%	22%	26%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
	Code enforcement	9%	10%	19%	15%	22%	15%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Economy	Economic development	13%	11%	15%	21%	19%	21%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Lower
	City parks	30%	39%	43%	46%	45%	47%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Recreation programs	24%	30%	37%	44%	39%	39%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Recreation and Wellness	Recreation centers	23%	33%	34%	42%	37%	36%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Health services	31%	30%	28%	31%	34%	35%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Much lower
Education and Enrichment	Special events	NA	NA	NA	NA	31%	42%	Higher	NA	NA	NA	NA	Lower	Lower
	Public libraries	35%	51%	48%	52%	61%	56%	Similar	Much lower	Much lower	Much lower	Much lower	Lower	Lower
Community Engagement	Public information	20%	31%	38%	41%	46%	36%	Lower	Much lower	Much lower	Much lower	Much lower	Lower	Much lower

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2017 compared to 2015	Comparison to benchmark					
	2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
Sense of community	17%	27%	27%	27%	22%	30%	Higher	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
Recommend Richmond	NA	41%	49%	55%	53%	63%	Higher	NA	Much lower				
Remain in Richmond	NA	60%	67%	68%	66%	72%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower
Contacted Richmond employees	48%	47%	43%	35%	42%	50%	Higher	NA	Much lower	Much lower	Much lower	Similar	Similar

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	47%	54%	Higher	NA	NA	NA	NA	Similar	Higher
	Did NOT report a crime	NA	NA	NA	NA	62%	57%	Similar	NA	NA	NA	NA	Lower	Much lower
	Was NOT the victim of a crime	70%	72%	73%	78%	72%	76%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	63%	59%	Similar	NA	NA	NA	NA	Much higher	Much higher
	Carpooled instead of driving alone	NA	NA	NA	NA	46%	44%	Similar	NA	NA	NA	NA	Similar	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	60%	54%	Similar	NA	NA	NA	NA	Similar	Similar
Natural Environment	Conserved water	NA	NA	NA	NA	96%	95%	Similar	NA	NA	NA	NA	Higher	Higher
	Made home more energy efficient	NA	NA	NA	NA	76%	79%	Similar	NA	NA	NA	NA	Similar	Similar
	Recycled at home	93%	93%	94%	90%	95%	96%	Similar	NA	Much higher	Much higher	Much higher	Higher	Higher
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	40%	32%	Lower	NA	NA	NA	NA	Lower	Much lower
	NOT under housing cost stress	NA	40%	43%	49%	51%	39%	Lower	NA	Much lower	Much lower	Much lower	Lower	Much lower
Economy	Purchased goods or services in Richmond	NA	NA	NA	NA	92%	92%	Similar	NA	NA	NA	NA	Similar	Similar
	Economy will have positive impact on income	16%	10%	18%	22%	48%	24%	Lower	NA	Much lower	Similar	Higher	Much higher	Similar
	Work in Richmond	NA	NA	NA	NA	35%	36%	Similar	NA	NA	NA	NA	Similar	Similar
Recreation and Wellness	Used Richmond recreation centers	37%	44%	40%	40%	45%	46%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower
	Visited a City park	76%	78%	73%	71%	78%	79%	Similar	NA	Much lower	Much lower	Much lower	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	86%	86%	Similar	NA	NA	NA	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	85%	83%	Similar	NA	NA	NA	NA	Similar	Similar
	In very good to excellent health	NA	NA	NA	NA	50%	48%	Similar	NA	NA	NA	NA	Similar	Similar
Education and Enrichment	Used Richmond public libraries	55%	59%	59%	52%	47%	51%	Similar	NA	Much lower	Much lower	Much lower	Lower	Lower

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2017 compared to 2015	Comparison to benchmark					
		2007	2009	2011	2013	2015	2017		2007	2009	2011	2013	2015	2017
	Participated in religious or spiritual activities	NA	41%	43%	42%	41%	37%	Similar	NA	Much lower	Much lower	Much lower	Similar	Similar
	Attended a City-sponsored event	NA	NA	NA	NA	35%	47%	Higher	NA	NA	NA	NA	Lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	26%	39%	Higher	NA	NA	NA	NA	Similar	Higher
	Contacted Richmond elected officials	NA	NA	NA	NA	22%	31%	Higher	NA	NA	NA	NA	Similar	Higher
	Volunteered	35%	37%	34%	29%	27%	36%	Higher	NA	Much lower	Much lower	Much lower	Lower	Similar
	Participated in a club	NA	24%	20%	24%	17%	22%	Similar	NA	Much lower	Much lower	Much lower	Lower	Similar
	Talked to or visited with neighbors	NA	NA	NA	NA	91%	85%	Similar	NA	NA	NA	NA	Similar	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	84%	81%	Similar	NA	NA	NA	NA	Similar	Similar
	Attended a local public meeting	36%	37%	31%	32%	25%	38%	Higher	NA	Much higher	Higher	Much higher	Similar	Higher
	Watched a local public meeting	60%	52%	47%	37%	28%	43%	Higher	NA	Much higher	Higher	Similar	Similar	Higher
	Read or watched local news	NA	NA	NA	NA	87%	95%	Higher	NA	NA	NA	NA	Similar	Higher
	Voted in local elections	73%	73%	70%	68%	79%	87%	Higher	NA	Similar	Lower	Much lower	Similar	Similar