



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

## Richmond, CA

Comparisons by Demographic Subgroups

2015



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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. This report discusses differences in opinion of survey respondents by housing tenure, household income, race, race/ethnicity and age.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (422 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

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Table 1: Community Characteristics - General

| Percent rating positively (e.g., excellent/good) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| The overall quality of life in Richmond          | 36%                         | 23%           | 35%                | 23%                | 37%                  | 36%               | 39%   | 19%   | 34%                | 51%                       | 26%                        | 25%   | 27%   | 43% | 31%     |
| Overall image or reputation of Richmond          | 5%                          | 4%            | 14%                | 7%                 | 9%                   | 9%                | 3%    | 19%   | 5%                 | 4%                        | 9%                         | 0%    | 11%   | 10% | 8%      |
| Richmond as a place to live                      | 47%                         | 35%           | 41%                | 34%                | 47%                  | 42%               | 53%   | 29%   | 40%                | 62%                       | 36%                        | 46%   | 33%   | 49% | 41%     |
| Your neighborhood as a place to live             | 66%                         | 49%           | 57%                | 46%                | 65%                  | 65%               | 70%   | 43%   | 60%                | 83%                       | 51%                        | 60%   | 48%   | 68% | 57%     |
| Richmond as a place to raise children            | 20%                         | 17%           | 20%                | 20%                | 18%                  | 18%               | 10%   | 19%   | 25%                | 12%                       | 21%                        | 14%   | 17%   | 27% | 19%     |
| Richmond as a place to retire                    | 36%                         | 21%           | 29%                | 24%                | 36%                  | 20%               | 41%   | 16%   | 27%                | 56%                       | 22%                        | 13%   | 25%   | 42% | 28%     |
| Overall appearance of Richmond                   | 17%                         | 12%           | 20%                | 26%                | 12%                  | 9%                | 23%   | 21%   | 9%                 | 21%                       | 15%                        | 7%    | 16%   | 24% | 17%     |

Table 2: Community Characteristics - Safety

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Overall feeling of safety in Richmond                                | 26%                         | 14%           | 21%                | 14%                | 24%                  | 25%               | 24%   | 18%   | 20%                | 34%                       | 18%                        | 13%   | 14%   | 36% | 21%     |
| In your neighborhood during the day                                  | 84%                         | 60%           | 80%                | 66%                | 78%                  | 82%               | 86%   | 65%   | 71%                | 94%                       | 68%                        | 80%   | 66%   | 80% | 74%     |
| In Richmond's downtown/commercial area during the day                | 51%                         | 44%           | 51%                | 57%                | 48%                  | 39%               | 50%   | 57%   | 41%                | 55%                       | 47%                        | 45%   | 51%   | 50% | 48%     |

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Table 3: Community Characteristics - Mobility

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Overall ease of getting to the places you usually have to visit      | 71%                         | 55%           | 54%                | 57%                | 63%                  | 65%               | 68%   | 62%   | 53%                | 79%                       | 55%                        | 53%   | 56%   | 69% | 60%     |
| Traffic flow on major streets  | 58%                         | 46%           | 43%                | 43%                | 53%                  | 58%               | 48%   | 43%   | 54%                | 60%                       | 47%                        | 50%   | 49%   | 52% | 49%     |
| Ease of public parking   | 80%                         | 71%           | 57%                | 58%                | 75%                  | 88%               | 73%   | 66%   | 73%                | 72%                       | 72%                        | 82%   | 75%   | 56% | 69%     |
| Ease of travel by car in Richmond                                    | 77%                         | 73%           | 69%                | 66%                | 78%                  | 79%               | 76%   | 69%   | 77%                | 79%                       | 73%                        | 84%   | 73%   | 67% | 73%     |
| Ease of travel by public transportation in Richmond                  | 39%                         | 46%           | 57%                | 47%                | 62%                  | 28%               | 28%   | 59%   | 53%                | 42%                       | 49%                        | 42%   | 49%   | 50% | 48%     |
| Ease of travel by bicycle in Richmond                                | 24%                         | 39%           | 47%                | 36%                | 46%                  | 23%               | 23%   | 52%   | 36%                | 36%                       | 36%                        | 34%   | 35%   | 43% | 37%     |
| Ease of walking in Richmond  | 35%                         | 34%           | 52%                | 49%                | 40%                  | 32%               | 34%   | 61%   | 32%                | 48%                       | 39%                        | 29%   | 42%   | 49% | 41%     |
| Availability of paths and walking trails                             | 43%                         | 30%           | 41%                | 38%                | 33%                  | 40%               | 30%   | 54%   | 34%                | 29%                       | 41%                        | 18%   | 40%   | 52% | 38%     |

Table 4: Community Characteristics - Natural Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Quality of overall natural environment in Richmond                   | 39%                         | 42%           | 34%                | 33%                | 43%                  | 42%               | 46%   | 30%   | 38%                | 50%                       | 36%                        | 40%   | 32%   | 47% | 39%     |
| Air quality  | 37%                         | 19%           | 30%                | 23%                | 35%                  | 27%               | 32%   | 28%   | 26%                | 39%                       | 27%                        | 26%   | 23%   | 38% | 29%     |
| Cleanliness of Richmond  | 24%                         | 5%            | 16%                | 15%                | 13%                  | 15%               | 21%   | 16%   | 10%                | 30%                       | 11%                        | 7%    | 10%   | 26% | 15%     |

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Table 5: Community Characteristics - Built Environment

| Percent rating positively (e.g., excellent/good, very/somewhat safe)  | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems) | 33%                         | 33%           | 37%                | 34%                | 38%                  | 26%               | 40%   | 33%   | 31%                | 44%                       | 32%                        | 33%   | 27%   | 45% | 35%     |
| Public places where people want to spend time   | 31%                         | 17%           | 26%                | 27%                | 24%                  | 22%               | 35%   | 24%   | 18%                | 40%                       | 21%                        | 19%   | 19%   | 37% | 25%     |
| Variety of housing options  | 32%                         | 13%           | 22%                | 21%                | 22%                  | 27%               | 32%   | 18%   | 19%                | 44%                       | 18%                        | 11%   | 24%   | 30% | 23%     |
| Availability of affordable quality housing  | 31%                         | 21%           | 22%                | 19%                | 18%                  | 47%               | 26%   | 30%   | 23%                | 27%                       | 26%                        | 16%   | 32%   | 26% | 25%     |
| Overall quality of new development in Richmond  | 39%                         | 25%           | 22%                | 20%                | 31%                  | 34%               | 25%   | 31%   | 29%                | 25%                       | 29%                        | 31%   | 26%   | 27% | 28%     |

Table 6: Community Characteristics - Economy

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Overall economic health of Richmond                                  | 16%                         | 8%            | 17%                | 16%                | 13%                  | 15%               | 16%   | 19%   | 10%                | 24%                       | 12%                        | 3%    | 14%   | 22% | 14%     |
| Richmond as a place to work  | 35%                         | 31%           | 36%                | 30%                | 36%                  | 37%               | 30%   | 35%   | 38%                | 46%                       | 31%                        | 29%   | 36%   | 38% | 34%     |
| Richmond as a place to visit   | 36%                         | 19%           | 26%                | 19%                | 32%                  | 23%               | 32%   | 22%   | 27%                | 41%                       | 23%                        | 18%   | 22%   | 38% | 26%     |
| Employment opportunities   | 23%                         | 4%            | 22%                | 11%                | 18%                  | 20%               | 16%   | 19%   | 13%                | 26%                       | 14%                        | 11%   | 17%   | 18% | 16%     |
| Shopping opportunities   | 35%                         | 22%           | 25%                | 34%                | 24%                  | 21%               | 31%   | 15%   | 32%                | 36%                       | 26%                        | 31%   | 18%   | 36% | 27%     |
| Cost of living in Richmond   | 33%                         | 31%           | 30%                | 20%                | 37%                  | 38%               | 37%   | 15%   | 36%                | 51%                       | 26%                        | 25%   | 36%   | 30% | 30%     |
| Overall quality of business and service establishments in Richmond   | 27%                         | 24%           | 28%                | 21%                | 34%                  | 19%               | 23%   | 13%   | 34%                | 26%                       | 25%                        | 35%   | 22%   | 24% | 26%     |
| Vibrant downtown/commercial area                                     | 12%                         | 15%           | 10%                | 20%                | 9%                   | 7%                | 12%   | 8%    | 14%                | 3%                        | 15%                        | 15%   | 10%   | 15% | 12%     |

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Table 7: Community Characteristics - Recreation and Wellness

| Percent rating positively<br>(e.g., excellent/good,<br>very/somewhat safe)   | Number of years in<br>Richmond |                     |                          | Household income      |                         |                      | Race  |       |                             | Race/Ethnicity                  |                                  | Age       |           |     | Overall |
|--|--------------------------------|---------------------|--------------------------|-----------------------|-------------------------|----------------------|-------|-------|-----------------------------|---------------------------------|----------------------------------|-----------|-----------|-----|---------|
|  | 5<br>years<br>or less          | 6 to<br>20<br>years | More<br>than 20<br>years | Less than<br>\$49,999 | \$50,000 to<br>\$99,999 | \$100,000<br>or more | White | Black | Not<br>white<br>or<br>black | White<br>alone, not<br>Hispanic | Hispanic<br>and/or<br>other race | 18-<br>34 | 35-<br>54 | 55+ |         |
| Health and wellness opportunities in Richmond                                | 39%                            | 23%                 | 43%                      | 36%                   | 30%                     | 33%                  | 26%   | 46%   | 32%                         | 35%                             | 34%                              | 20%       | 37%       | 41% | 34%     |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 42%                            | 33%                 | 33%                      | 35%                   | 32%                     | 41%                  | 40%   | 31%   | 38%                         | 48%                             | 34%                              | 27%       | 37%       | 42% | 36%     |
| Recreational opportunities   | 41%                            | 37%                 | 23%                      | 34%                   | 29%                     | 43%                  | 40%   | 24%   | 39%                         | 47%                             | 32%                              | 21%       | 41%       | 36% | 34%     |
| Availability of affordable quality food                                      | 38%                            | 26%                 | 27%                      | 29%                   | 29%                     | 37%                  | 31%   | 24%   | 36%                         | 39%                             | 29%                              | 24%       | 26%       | 43% | 30%     |
| Availability of affordable quality health care                               | 36%                            | 26%                 | 34%                      | 28%                   | 31%                     | 36%                  | 23%   | 27%   | 42%                         | 31%                             | 33%                              | 27%       | 33%       | 36% | 31%     |
| Availability of preventive health services                                   | 39%                            | 22%                 | 35%                      | 23%                   | 33%                     | 37%                  | 22%   | 27%   | 39%                         | 35%                             | 32%                              | 28%       | 27%       | 41% | 31%     |
| Availability of affordable quality mental health care                        | 29%                            | 8%                  | 24%                      | 23%                   | 11%                     | 26%                  | 9%    | 29%   | 18%                         | 17%                             | 20%                              | 2%        | 18%       | 34% | 19%     |

Table 8: Community Characteristics - Education and Enrichment

| Percent rating positively<br>(e.g., excellent/good,<br>very/somewhat safe)   | Number of years in<br>Richmond |                     |                          | Household income      |                         |                      | Race  |       |                             | Race/Ethnicity                  |                                  | Age       |           |     | Overall |
|--|--------------------------------|---------------------|--------------------------|-----------------------|-------------------------|----------------------|-------|-------|-----------------------------|---------------------------------|----------------------------------|-----------|-----------|-----|---------|
|  | 5<br>years<br>or less          | 6 to<br>20<br>years | More<br>than 20<br>years | Less than<br>\$49,999 | \$50,000 to<br>\$99,999 | \$100,000<br>or more | White | Black | Not<br>white<br>or<br>black | White<br>alone, not<br>Hispanic | Hispanic<br>and/or<br>other race | 18-<br>34 | 35-<br>54 | 55+ |         |
| Overall opportunities for education and enrichment                           | 22%                            | 11%                 | 31%                      | 23%                   | 17%                     | 21%                  | 15%   | 22%   | 26%                         | 21%                             | 22%                              | 19%       | 15%       | 33% | 21%     |
| Availability of affordable quality child care/preschool                      | 19%                            | 22%                 | 20%                      | 36%                   | 12%                     | 6%                   | 16%   | 14%   | 24%                         | 16%                             | 21%                              | 12%       | 22%       | 24% | 20%     |
| K-12 education   | 19%                            | 21%                 | 26%                      | 37%                   | 13%                     | 16%                  | 18%   | 11%   | 29%                         | 7%                              | 25%                              | 29%       | 19%       | 19% | 22%     |
| Adult educational opportunities  | 26%                            | 35%                 | 35%                      | 44%                   | 29%                     | 19%                  | 46%   | 17%   | 37%                         | 54%                             | 29%                              | 35%       | 23%       | 46% | 33%     |
| Opportunities to attend cultural/arts/music activities                       | 28%                            | 26%                 | 34%                      | 37%                   | 21%                     | 32%                  | 30%   | 30%   | 29%                         | 35%                             | 29%                              | 19%       | 30%       | 37% | 29%     |
| Opportunities to participate in religious or spiritual events and activities | 49%                            | 54%                 | 53%                      | 57%                   | 53%                     | 45%                  | 57%   | 44%   | 55%                         | 61%                             | 51%                              | 54%       | 49%       | 58% | 53%     |

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Table 9: Community Characteristics - Community Engagement

| Percent rating positively (e.g., excellent/good, very/somewhat safe) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Opportunities to participate in social events and activities         | 42%                         | 26%           | 26%                | 37%                | 22%                  | 29%               | 36%   | 23%   | 31%                | 43%                       | 27%                        | 31%   | 29%   | 31% | 29%     |
| Opportunities to volunteer   | 49%                         | 35%           | 45%                | 50%                | 34%                  | 47%               | 50%   | 41%   | 41%                | 67%                       | 38%                        | 22%   | 49%   | 51% | 43%     |
| Opportunities to participate in community matters                    | 50%                         | 31%           | 37%                | 48%                | 33%                  | 35%               | 49%   | 33%   | 33%                | 72%                       | 29%                        | 20%   | 43%   | 45% | 38%     |
| Openness and acceptance of the community toward diversity            | 63%                         | 30%           | 42%                | 39%                | 43%                  | 53%               | 55%   | 31%   | 46%                | 75%                       | 36%                        | 46%   | 40%   | 49% | 44%     |
| Neighborliness of residents in Richmond                              | 34%                         | 22%           | 34%                | 23%                | 31%                  | 33%               | 42%   | 12%   | 29%                | 63%                       | 19%                        | 16%   | 30%   | 39% | 29%     |

Table 10: Governance - General

| Percent rating positively (e.g., excellent/good)                  | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| The City of Richmond  | 42%                         | 27%           | 36%                | 37%                | 34%                  | 31%               | 40%   | 20%   | 38%                | 50%                       | 31%                        | 35%   | 25%   | 46% | 34%     |
| The value of services for the taxes paid to Richmond              | 40%                         | 12%           | 24%                | 18%                | 23%                  | 36%               | 28%   | 16%   | 29%                | 36%                       | 22%                        | 23%   | 18%   | 34% | 24%     |
| The overall direction that Richmond is taking                     | 51%                         | 40%           | 38%                | 36%                | 42%                  | 55%               | 51%   | 27%   | 47%                | 57%                       | 40%                        | 33%   | 49%   | 43% | 42%     |
| The job Richmond government does at welcoming citizen involvement | 31%                         | 23%           | 25%                | 22%                | 30%                  | 29%               | 30%   | 14%   | 31%                | 48%                       | 20%                        | 14%   | 32%   | 26% | 25%     |
| Overall confidence in Richmond government                         | 37%                         | 15%           | 27%                | 27%                | 27%                  | 27%               | 27%   | 14%   | 32%                | 41%                       | 22%                        | 32%   | 21%   | 28% | 25%     |
| Generally acting in the best interest of the community            | 53%                         | 21%           | 29%                | 33%                | 37%                  | 30%               | 41%   | 18%   | 39%                | 57%                       | 27%                        | 37%   | 30%   | 35% | 33%     |
| Being honest  | 47%                         | 18%           | 26%                | 29%                | 30%                  | 29%               | 39%   | 17%   | 33%                | 52%                       | 24%                        | 20%   | 27%   | 38% | 29%     |
| Treating all residents fairly                                     | 57%                         | 17%           | 24%                | 29%                | 35%                  | 31%               | 43%   | 16%   | 38%                | 57%                       | 25%                        | 33%   | 26%   | 38% | 31%     |

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| Percent rating positively (e.g., excellent/good)                                       | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Overall customer service by Richmond employees (police, receptionists, planners, etc.) | 62%                         | 34%           | 36%                | 34%                | 49%                  | 48%               | 54%   | 24%   | 49%                | 63%                       | 38%                        | 32%   | 40%   | 51% | 41%     |
| The Federal Government   | 29%                         | 25%           | 35%                | 28%                | 28%                  | 35%               | 32%   | 18%   | 35%                | 33%                       | 29%                        | 36%   | 23%   | 32% | 29%     |

Table 11: Governance - Safety

| Percent rating positively (e.g., excellent/good)        | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Police/Sheriff services                                 | 75%                         | 45%           | 64%                | 49%                | 56%                  | 80%               | 67%   | 40%   | 67%                | 76%                       | 55%                        | 54%   | 55%   | 70% | 59%     |
| Fire services   | 92%                         | 72%           | 76%                | 73%                | 81%                  | 91%               | 85%   | 67%   | 84%                | 89%                       | 77%                        | 72%   | 80%   | 83% | 79%     |
| Ambulance or emergency medical services                 | 92%                         | 61%           | 70%                | 67%                | 76%                  | 75%               | 83%   | 61%   | 72%                | 93%                       | 67%                        | 61%   | 72%   | 77% | 72%     |
| Crime prevention  | 49%                         | 23%           | 38%                | 32%                | 38%                  | 43%               | 50%   | 23%   | 33%                | 61%                       | 29%                        | 21%   | 31%   | 54% | 36%     |
| Fire prevention and education                           | 71%                         | 55%           | 57%                | 54%                | 59%                  | 80%               | 76%   | 37%   | 63%                | 79%                       | 54%                        | 53%   | 63%   | 60% | 59%     |
| Animal control  | 42%                         | 26%           | 25%                | 28%                | 28%                  | 38%               | 47%   | 21%   | 28%                | 48%                       | 27%                        | 25%   | 31%   | 33% | 30%     |
| Emergency preparedness (planning for natural disasters) | 50%                         | 22%           | 38%                | 31%                | 41%                  | 17%               | 35%   | 14%   | 44%                | 52%                       | 30%                        | 39%   | 28%   | 35% | 32%     |

Table 12: Governance - Mobility

| Percent rating positively (e.g., excellent/good) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Traffic enforcement                              | 47%                         | 42%           | 44%                | 48%                | 45%                  | 40%               | 47%   | 35%   | 48%                | 55%                       | 41%                        | 51%   | 34%   | 53% | 44%     |
| Street repair                                    | 25%                         | 6%            | 10%                | 10%                | 12%                  | 20%               | 12%   | 9%    | 19%                | 16%                       | 13%                        | 22%   | 8%    | 14% | 13%     |
| Street cleaning                                  | 51%                         | 21%           | 38%                | 33%                | 36%                  | 43%               | 42%   | 16%   | 44%                | 61%                       | 29%                        | 43%   | 27%   | 42% | 36%     |
| Street lighting                                  | 45%                         | 26%           | 33%                | 26%                | 37%                  | 41%               | 46%   | 23%   | 33%                | 58%                       | 28%                        | 15%   | 35%   | 48% | 34%     |
| Sidewalk maintenance                             | 39%                         | 24%           | 19%                | 25%                | 29%                  | 27%               | 29%   | 18%   | 32%                | 41%                       | 25%                        | 26%   | 23%   | 33% | 27%     |
| Traffic signal timing                            | 52%                         | 23%           | 31%                | 33%                | 35%                  | 36%               | 34%   | 22%   | 43%                | 48%                       | 32%                        | 36%   | 28%   | 42% | 35%     |
| Bus or transit services                          | 50%                         | 38%           | 42%                | 42%                | 41%                  | 44%               | 37%   | 31%   | 51%                | 59%                       | 40%                        | 34%   | 42%   | 50% | 42%     |



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Table 13: Governance - Natural Environment

| Percent rating positively (e.g., excellent/good)                           | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Garbage collection   | 75%                         | 75%           | 71%                | 72%                | 68%                  | 84%               | 81%   | 56%   | 79%                | 88%                       | 70%                        | 75%   | 68%   | 78% | 72%     |
| Recycling  | 71%                         | 74%           | 68%                | 68%                | 66%                  | 81%               | 81%   | 48%   | 76%                | 88%                       | 66%                        | 72%   | 65%   | 74% | 70%     |
| Yard waste pick-up   | 73%                         | 73%           | 68%                | 63%                | 73%                  | 79%               | 85%   | 52%   | 71%                | 89%                       | 66%                        | 73%   | 66%   | 74% | 70%     |
| Preservation of natural areas such as open space, farmlands and greenbelts | 51%                         | 33%           | 37%                | 27%                | 57%                  | 28%               | 39%   | 24%   | 51%                | 42%                       | 38%                        | 45%   | 35%   | 41% | 39%     |
| Richmond open space  | 48%                         | 32%           | 40%                | 27%                | 48%                  | 38%               | 46%   | 26%   | 45%                | 51%                       | 36%                        | 38%   | 33%   | 48% | 39%     |

Table 14: Governance - Built Environment

| Percent rating positively (e.g., excellent/good)    | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Storm drainage                                      | 65%                         | 55%           | 43%                | 57%                | 56%                  | 52%               | 61%   | 43%   | 58%                | 71%                       | 51%                        | 55%   | 54%   | 52% | 53%     |
| Sewer services                                      | 72%                         | 44%           | 47%                | 55%                | 51%                  | 56%               | 63%   | 34%   | 59%                | 73%                       | 48%                        | 66%   | 43%   | 57% | 52%     |
| Power (electric and/or gas) utility                 | 71%                         | 63%           | 60%                | 64%                | 60%                  | 71%               | 73%   | 43%   | 70%                | 85%                       | 59%                        | 63%   | 62%   | 68% | 63%     |
| Utility billing                                     | 59%                         | 55%           | 45%                | 60%                | 40%                  | 59%               | 68%   | 32%   | 53%                | 78%                       | 46%                        | 37%   | 57%   | 60% | 52%     |
| Land use, planning and zoning                       | 26%                         | 18%           | 26%                | 24%                | 15%                  | 25%               | 26%   | 16%   | 23%                | 38%                       | 18%                        | 15%   | 23%   | 26% | 22%     |
| Code enforcement (weeds, abandoned buildings, etc.) | 36%                         | 15%           | 21%                | 20%                | 16%                  | 35%               | 37%   | 13%   | 17%                | 34%                       | 19%                        | 15%   | 19%   | 30% | 22%     |

Table 15: Governance - Economy

| Percent rating positively (e.g., excellent/good) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Economic development                             | 22%                         | 12%           | 24%                | 18%                | 19%                  | 18%               | 23%   | 15%   | 18%                | 25%                       | 17%                        | 9%    | 21%   | 20% | 19%     |

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Table 16: Governance - Recreation and Wellness

| Percent rating positively (e.g., excellent/good) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| City parks                                       | 48%                         | 42%           | 44%                | 44%                | 45%                  | 44%               | 58%   | 22%   | 49%                | 65%                       | 40%                        | 42%   | 39%   | 54% | 45%     |
| Recreation programs or classes                   | 45%                         | 33%           | 45%                | 38%                | 34%                  | 50%               | 43%   | 28%   | 43%                | 54%                       | 36%                        | 29%   | 42%   | 43% | 39%     |
| Recreation centers or facilities                 | 53%                         | 30%           | 40%                | 42%                | 29%                  | 42%               | 43%   | 30%   | 39%                | 53%                       | 34%                        | 24%   | 39%   | 45% | 37%     |
| Health services                                  | 49%                         | 23%           | 36%                | 28%                | 41%                  | 29%               | 35%   | 16%   | 45%                | 43%                       | 33%                        | 37%   | 26%   | 43% | 34%     |

Table 17: Governance - Education and Enrichment

| Percent rating positively (e.g., excellent/good) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Public library services                          | 71%                         | 62%           | 54%                | 64%                | 73%                  | 39%               | 68%   | 49%   | 69%                | 69%                       | 61%                        | 81%   | 54%   | 58% | 61%     |
| City-sponsored special events                    | 44%                         | 27%           | 31%                | 24%                | 34%                  | 38%               | 41%   | 16%   | 36%                | 52%                       | 27%                        | 29%   | 30%   | 35% | 31%     |

Table 18: Governance - Community Engagement

| Percent rating positively (e.g., excellent/good) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Public information services                      | 58%                         | 38%           | 50%                | 54%                | 49%                  | 33%               | 49%   | 37%   | 56%                | 51%                       | 47%                        | 74%   | 35%   | 44% | 46%     |

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Table 19: Participation General

| Percent rating positively (e.g., always/sometimes, more than once a month, yes)         | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Sense of community  | 28%                         | 13%           | 29%                | 22%                | 27%                  | 19%               | 29%   | 19%   | 20%                | 30%                       | 20%                        | 9%    | 23%   | 30% | 22%     |
| Recommend living in Richmond to someone who asks  | 59%                         | 45%           | 55%                | 54%                | 57%                  | 45%               | 64%   | 44%   | 49%                | 74%                       | 48%                        | 41%   | 53%   | 62% | 53%     |
| Remain in Richmond for the next five years  | 50%                         | 70%           | 80%                | 69%                | 69%                  | 55%               | 75%   | 57%   | 64%                | 79%                       | 63%                        | 46%   | 68%   | 79% | 66%     |
| Contacted the City of Richmond (in-person, phone, email or web) for help or information | 42%                         | 47%           | 39%                | 52%                | 30%                  | 49%               | 45%   | 49%   | 34%                | 50%                       | 40%                        | 25%   | 48%   | 47% | 42%     |

Table 20: Participation - Safety

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Was NOT the victim of a crime   | 69%                         | 69%           | 78%                | 71%                | 73%                  | 70%               | 77%   | 73%   | 69%                | 84%                       | 69%                        | 60%   | 69%   | 83% | 72%     |
| Did NOT report a crime  | 61%                         | 60%           | 66%                | 50%                | 66%                  | 65%               | 76%   | 51%   | 58%                | 74%                       | 58%                        | 53%   | 60%   | 70% | 62%     |
| Stocked supplies in preparation for an emergency                                | 40%                         | 51%           | 49%                | 56%                | 38%                  | 54%               | 45%   | 51%   | 46%                | 45%                       | 48%                        | 55%   | 42%   | 46% | 47%     |

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Table 21: Participation - Mobility

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Walked or biked instead of driving  | 55%                         | 68%           | 56%                | 74%                | 59%                  | 51%               | 59%   | 62%   | 61%                | 64%                       | 59%                        | 76%   | 63%   | 47% | 60%     |
| Carpooled with other adults or children instead of driving alone                | 43%                         | 50%           | 47%                | 47%                | 55%                  | 28%               | 45%   | 42%   | 48%                | 48%                       | 45%                        | 54%   | 45%   | 43% | 46%     |
| Used bus, rail, subway or other public transportation instead of driving        | 70%                         | 65%           | 53%                | 67%                | 63%                  | 58%               | 60%   | 66%   | 62%                | 59%                       | 64%                        | 81%   | 60%   | 54% | 63%     |

Table 22: Participation - Natural Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Recycle at home   | 95%                         | 98%           | 94%                | 92%                | 98%                  | 97%               | 99%   | 86%   | 98%                | 100%                      | 94%                        | 92%   | 100%  | 91% | 95%     |
| Made efforts to make your home more energy efficient                            | 65%                         | 80%           | 83%                | 77%                | 76%                  | 74%               | 68%   | 80%   | 79%                | 75%                       | 76%                        | 69%   | 78%   | 78% | 76%     |
| Made efforts to conserve water  | 94%                         | 97%           | 97%                | 98%                | 98%                  | 92%               | 99%   | 91%   | 98%                | 100%                      | 95%                        | 96%   | 93%   | 99% | 96%     |

Table 23: Participation - Built Environment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| NOT under housing cost stress   | 48%                         | 51%           | 54%                | 32%                | 45%                  | 89%               | 50%   | 56%   | 52%                | 51%                       | 52%                        | 52%   | 58%   | 42% | 51%     |
| Did NOT observe a code violation  | 46%                         | 43%           | 31%                | 38%                | 50%                  | 31%               | 42%   | 29%   | 44%                | 38%                       | 40%                        | 57%   | 38%   | 33% | 40%     |

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Table 24: Participation - Economy

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Purchase goods or services from a business located in Richmond                  | 95%                         | 88%           | 94%                | 87%                | 93%                  | 94%               | 95%   | 86%   | 91%                | 96%                       | 90%                        | 97%   | 89%   | 90% | 92%     |
| Economy will have positive impact on income                                     | 57%                         | 50%           | 34%                | 44%                | 46%                  | 60%               | 56%   | 41%   | 47%                | 50%                       | 49%                        | 42%   | 55%   | 45% | 48%     |
| Work in Richmond  | 39%                         | 37%           | 27%                | 35%                | 34%                  | 36%               | 44%   | 46%   | 21%                | 46%                       | 31%                        | 26%   | 45%   | 30% | 35%     |

Table 25: Participation - Recreation and Wellness

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Used Richmond recreation centers or their services                              | 42%                         | 52%           | 39%                | 49%                | 38%                  | 51%               | 44%   | 37%   | 50%                | 34%                       | 48%                        | 52%   | 45%   | 42% | 45%     |
| Visited a neighborhood park or City park  | 76%                         | 90%           | 68%                | 80%                | 79%                  | 76%               | 84%   | 57%   | 85%                | 83%                       | 77%                        | 91%   | 82%   | 65% | 78%     |
| Eat at least 5 portions of fruits and vegetables a day                          | 89%                         | 90%           | 82%                | 82%                | 87%                  | 92%               | 89%   | 76%   | 89%                | 91%                       | 85%                        | 86%   | 92%   | 81% | 86%     |
| Participate in moderate or vigorous physical activity                           | 88%                         | 89%           | 80%                | 83%                | 82%                  | 92%               | 90%   | 81%   | 81%                | 86%                       | 84%                        | 85%   | 91%   | 79% | 85%     |
| Reported being in "very good" or "excellent" health                             | 61%                         | 48%           | 43%                | 34%                | 61%                  | 63%               | 51%   | 42%   | 56%                | 60%                       | 49%                        | 56%   | 53%   | 46% | 50%     |

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Table 26: Participation - Education and Enrichment

| Percent rating positively (e.g., always/sometimes, more than once a month, yes) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Used Richmond public libraries or their services                                | 37%                         | 57%           | 48%                | 65%                | 34%                  | 37%               | 49%   | 41%   | 46%                | 51%                       | 45%                        | 44%   | 53%   | 43% | 47%     |
| Participated in religious or spiritual activities in Richmond                   | 30%                         | 45%           | 48%                | 52%                | 40%                  | 22%               | 40%   | 43%   | 38%                | 35%                       | 42%                        | 29%   | 44%   | 46% | 41%     |
| Attended a City-sponsored event   | 20%                         | 45%           | 44%                | 39%                | 35%                  | 37%               | 44%   | 41%   | 24%                | 45%                       | 33%                        | 17%   | 45%   | 39% | 35%     |

Table 27: Participation - Community Engagement

| Percent rating positively (e.g., always/sometimes, more than once a month, yes)               | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Campaigned or advocated for an issue, cause or candidate                                      | 20%                         | 30%           | 29%                | 29%                | 17%                  | 37%               | 36%   | 31%   | 15%                | 38%                       | 23%                        | 12%   | 28%   | 35% | 26%     |
| Contacted Richmond elected officials (in-person, phone, email or web) to express your opinion | 17%                         | 21%           | 28%                | 21%                | 13%                  | 34%               | 30%   | 22%   | 10%                | 27%                       | 19%                        | 4%    | 27%   | 31% | 22%     |
| Volunteered your time to some group/activity in Richmond                                      | 15%                         | 32%           | 35%                | 35%                | 21%                  | 27%               | 25%   | 30%   | 25%                | 29%                       | 26%                        | 29%   | 29%   | 24% | 27%     |
| Participated in a club  | 13%                         | 9%            | 31%                | 21%                | 13%                  | 12%               | 20%   | 21%   | 10%                | 26%                       | 13%                        | 12%   | 15%   | 23% | 17%     |
| Talked to or visited with your immediate neighbors  | 88%                         | 94%           | 94%                | 90%                | 92%                  | 92%               | 91%   | 89%   | 92%                | 94%                       | 90%                        | 93%   | 93%   | 88% | 91%     |
| Done a favor for a neighbor   | 87%                         | 82%           | 86%                | 79%                | 87%                  | 88%               | 90%   | 65%   | 90%                | 89%                       | 83%                        | 95%   | 80%   | 82% | 84%     |
| Attended a local public meeting   | 9%                          | 36%           | 29%                | 25%                | 14%                  | 40%               | 35%   | 16%   | 17%                | 24%                       | 24%                        | 13%   | 33%   | 24% | 25%     |
| Watched (online or on television) a local public meeting                                      | 21%                         | 31%           | 32%                | 27%                | 26%                  | 32%               | 30%   | 28%   | 22%                | 34%                       | 24%                        | 5%    | 39%   | 32% | 28%     |
| Read or watch local news (via television, paper, computer, etc.)                              | 72%                         | 93%           | 97%                | 90%                | 88%                  | 77%               | 92%   | 88%   | 80%                | 92%                       | 85%                        | 71%   | 91%   | 93% | 87%     |
| Vote in local elections   | 72%                         | 73%           | 94%                | 76%                | 78%                  | 77%               | 89%   | 73%   | 70%                | 98%                       | 72%                        | 69%   | 76%   | 87% | 79%     |

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Table 28: Community Focus Areas

| Percent rating positively (e.g., essential/very important)  | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Overall feeling of safety in Richmond   | 93%                         | 97%           | 95%                | 93%                | 94%                  | 98%               | 95%   | 92%   | 97%                | 99%                       | 94%                        | 95%   | 97%   | 94% | 95%     |
| Overall ease of getting to the places you usually have to visit   | 55%                         | 74%           | 63%                | 69%                | 62%                  | 55%               | 63%   | 68%   | 59%                | 71%                       | 61%                        | 43%   | 67%   | 75% | 64%     |
| Quality of overall natural environment in Richmond  | 85%                         | 79%           | 69%                | 79%                | 71%                  | 85%               | 83%   | 70%   | 79%                | 81%                       | 77%                        | 72%   | 77%   | 83% | 78%     |
| Overall "built environment" of Richmond (including overall design, buildings, parks and transportation systems) | 72%                         | 80%           | 67%                | 76%                | 69%                  | 72%               | 72%   | 72%   | 74%                | 65%                       | 75%                        | 63%   | 69%   | 86% | 73%     |
| Health and wellness opportunities in Richmond   | 93%                         | 85%           | 84%                | 92%                | 86%                  | 82%               | 89%   | 84%   | 87%                | 84%                       | 88%                        | 96%   | 83%   | 87% | 87%     |
| Overall opportunities for education and enrichment  | 93%                         | 87%           | 88%                | 92%                | 88%                  | 86%               | 86%   | 89%   | 91%                | 87%                       | 89%                        | 91%   | 86%   | 92% | 89%     |
| Overall economic health of Richmond   | 96%                         | 99%           | 93%                | 94%                | 95%                  | 100%              | 98%   | 94%   | 95%                | 97%                       | 95%                        | 95%   | 97%   | 95% | 95%     |
| Sense of community  | 78%                         | 82%           | 77%                | 80%                | 79%                  | 76%               | 80%   | 74%   | 81%                | 83%                       | 77%                        | 75%   | 77%   | 84% | 79%     |

Table 29: Question 10: Custom Line Items

| Please rate the quality of each of the following services in Richmond: (Percent rating as "Excellent" or "Good"). | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| City-sponsored job training program   | 28%                         | 20%           | 25%                | 22%                | 20%                  | 26%               | 38%   | 18%   | 22%                | 54%                       | 19%                        | 5%    | 28%   | 27% | 24%     |
| City-maintained trees/public landscaping/street medians   | 46%                         | 26%           | 28%                | 31%                | 31%                  | 39%               | 37%   | 22%   | 37%                | 53%                       | 28%                        | 25%   | 32%   | 38% | 32%     |

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Table 30: Question 14: Ratings for General Health

|  | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Compared to one year ago, how would you rate your health in general now? | 39%                         | 32%           | 28%                | 43%                | 21%                  | 38%               | 33%   | 24%   | 36%                | 28%                       | 34%                        | 29%   | 36%   | 34% | 33%     |

Table 31: Question 15: Impact of City Services on Health and Well-being

| Please rate the impact of the following City services on your health and well-being: (Percent rating as "Very positive impact" or "Moderate positive impact"). | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Parks  | 77%                         | 83%           | 69%                | 79%                | 70%                  | 90%               | 76%   | 67%   | 84%                | 72%                       | 78%                        | 83%   | 83%   | 66% | 76%     |
| Recreation programs  | 42%                         | 59%           | 55%                | 56%                | 56%                  | 45%               | 41%   | 59%   | 56%                | 33%                       | 58%                        | 53%   | 61%   | 42% | 53%     |
| Police   | 61%                         | 64%           | 75%                | 68%                | 58%                  | 77%               | 64%   | 67%   | 68%                | 62%                       | 68%                        | 54%   | 67%   | 75% | 66%     |
| Fire   | 64%                         | 60%           | 76%                | 70%                | 58%                  | 71%               | 67%   | 69%   | 61%                | 62%                       | 67%                        | 60%   | 63%   | 73% | 66%     |
| Street quality   | 67%                         | 65%           | 67%                | 78%                | 54%                  | 72%               | 70%   | 68%   | 61%                | 61%                       | 68%                        | 65%   | 66%   | 68% | 66%     |
| Street lighting  | 67%                         | 66%           | 77%                | 78%                | 58%                  | 73%               | 70%   | 75%   | 66%                | 66%                       | 71%                        | 61%   | 70%   | 76% | 70%     |
| Library services   | 57%                         | 55%           | 67%                | 80%                | 52%                  | 38%               | 52%   | 68%   | 58%                | 55%                       | 60%                        | 62%   | 58%   | 60% | 59%     |
| Affordable and quality housing   | 59%                         | 56%           | 62%                | 70%                | 60%                  | 42%               | 48%   | 63%   | 65%                | 40%                       | 65%                        | 71%   | 54%   | 57% | 59%     |
| Traffic safety   | 63%                         | 71%           | 66%                | 73%                | 64%                  | 64%               | 67%   | 73%   | 61%                | 62%                       | 68%                        | 56%   | 69%   | 73% | 66%     |
| Blight abatement   | 41%                         | 59%           | 54%                | 58%                | 54%                  | 38%               | 45%   | 60%   | 51%                | 38%                       | 55%                        | 58%   | 47%   | 53% | 51%     |



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Table 32: Question 16: Important City Issues to Address

| How important, if at all, are the following issues for the City to address within the next two years?: (Percent rating as "Essential" or "Very important"). | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| Improving traffic flow and pedestrian safety  | 64%                         | 63%           | 74%                | 78%                | 65%                  | 47%               | 64%   | 68%   | 63%                | 54%                       | 68%                        | 71%   | 60%   | 69% | 66%     |
| Preserving historic buildings   | 42%                         | 41%           | 45%                | 50%                | 37%                  | 34%               | 53%   | 32%   | 33%                | 50%                       | 38%                        | 28%   | 36%   | 60% | 42%     |
| Improving park conditions   | 82%                         | 82%           | 75%                | 85%                | 78%                  | 75%               | 81%   | 73%   | 81%                | 79%                       | 79%                        | 85%   | 81%   | 74% | 79%     |
| Providing more parks and open space   | 81%                         | 71%           | 54%                | 68%                | 68%                  | 74%               | 80%   | 51%   | 69%                | 76%                       | 66%                        | 70%   | 72%   | 64% | 68%     |
| Renovating community centers and expanding programming  | 65%                         | 68%           | 65%                | 72%                | 63%                  | 54%               | 53%   | 71%   | 68%                | 52%                       | 68%                        | 64%   | 66%   | 65% | 65%     |
| Upgrading existing and developing more athletic fields  | 56%                         | 58%           | 59%                | 63%                | 57%                  | 46%               | 49%   | 60%   | 57%                | 42%                       | 60%                        | 57%   | 53%   | 62% | 57%     |
| Improving street and pedestrian lighting  | 80%                         | 70%           | 87%                | 82%                | 75%                  | 74%               | 73%   | 73%   | 83%                | 63%                       | 82%                        | 95%   | 68%   | 77% | 78%     |
| Developing job training opportunities   | 84%                         | 89%           | 74%                | 83%                | 79%                  | 82%               | 80%   | 87%   | 78%                | 75%                       | 84%                        | 77%   | 83%   | 82% | 81%     |
| Addressing blighted properties  | 76%                         | 69%           | 76%                | 76%                | 69%                  | 73%               | 74%   | 70%   | 72%                | 78%                       | 71%                        | 66%   | 70%   | 83% | 73%     |
| Reducing crime  | 92%                         | 95%           | 94%                | 91%                | 92%                  | 96%               | 91%   | 88%   | 98%                | 92%                       | 93%                        | 89%   | 94%   | 95% | 93%     |
| Increasing transportation options (i.e. car/bike share, shuttles)   | 66%                         | 71%           | 71%                | 81%                | 63%                  | 59%               | 63%   | 71%   | 71%                | 53%                       | 73%                        | 70%   | 68%   | 68% | 68%     |
| Positively marketing the city   | 74%                         | 78%           | 77%                | 79%                | 70%                  | 78%               | 65%   | 84%   | 78%                | 56%                       | 80%                        | 69%   | 78%   | 78% | 75%     |
| Improving downtown Richmond   | 75%                         | 84%           | 82%                | 82%                | 78%                  | 80%               | 72%   | 82%   | 83%                | 67%                       | 83%                        | 75%   | 82%   | 81% | 79%     |
| Improving street paving conditions  | 67%                         | 85%           | 87%                | 84%                | 70%                  | 79%               | 80%   | 73%   | 79%                | 76%                       | 78%                        | 72%   | 74%   | 87% | 79%     |
| Improving environmental quality   | 89%                         | 88%           | 88%                | 91%                | 86%                  | 85%               | 90%   | 80%   | 91%                | 93%                       | 86%                        | 91%   | 89%   | 84% | 87%     |
| Establishing a link between Richmond and Lawrence Berkeley National Lab   | 68%                         | 68%           | 76%                | 72%                | 74%                  | 57%               | 67%   | 63%   | 74%                | 78%                       | 67%                        | 75%   | 71%   | 66% | 70%     |

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Table 33: Question 17: Frequency of Unfair Treatment Due to Race, Ethnicity or Color

|  | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| 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? | 25%                         | 52%           | 57%                | 56%                | 42%                  | 20%               | 19%   | 74%   | 42%                | 13%                       | 51%                        | 49%   | 43%   | 38% | 44%     |

Table 34: Question 18: Information Sources

| Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent rating as "Major" or "Minor" Source). | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|---|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|   | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| City Web site (www.ci.richmond.ca.us)   | 73%                         | 85%           | 72%                | 77%                | 74%                  | 83%               | 80%   | 71%   | 77%                | 78%                       | 76%                        | 74%   | 79%   | 75% | 76%     |
| Local media outlets (newspapers, radio, local television stations)  | 81%                         | 82%           | 91%                | 89%                | 83%                  | 81%               | 82%   | 87%   | 86%                | 83%                       | 85%                        | 88%   | 78%   | 88% | 84%     |
| The local government cable Channel 28 (KCRT)  | 38%                         | 57%           | 58%                | 60%                | 53%                  | 36%               | 49%   | 54%   | 48%                | 38%                       | 54%                        | 42%   | 50%   | 58% | 51%     |
| City newsletter   | 65%                         | 80%           | 71%                | 76%                | 76%                  | 61%               | 70%   | 82%   | 65%                | 59%                       | 75%                        | 67%   | 75%   | 71% | 71%     |
| City Council meetings and other public meetings   | 55%                         | 82%           | 63%                | 68%                | 72%                  | 63%               | 79%   | 64%   | 58%                | 72%                       | 65%                        | 54%   | 71%   | 72% | 67%     |
| Talking with City officials   | 45%                         | 61%           | 58%                | 62%                | 55%                  | 51%               | 60%   | 57%   | 49%                | 46%                       | 58%                        | 45%   | 61%   | 57% | 55%     |
| City communications via social media (i.e. Facebook, Twitter or YouTube)  | 60%                         | 70%           | 63%                | 67%                | 79%                  | 52%               | 62%   | 72%   | 64%                | 50%                       | 71%                        | 77%   | 71%   | 51% | 65%     |
| Word-of-mouth   | 79%                         | 73%           | 89%                | 81%                | 78%                  | 85%               | 78%   | 82%   | 83%                | 80%                       | 81%                        | 79%   | 79%   | 82% | 80%     |

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Table 35: Question D18: Distance of Work from Home

| (Percent indicating 20 miles or less.) | Number of years in Richmond |               |                    | Household income   |                      |                   | Race  |       |                    | Race/Ethnicity            |                            | Age   |       |     | Overall |
|--|-----------------------------|---------------|--------------------|--------------------|----------------------|-------------------|-------|-------|--------------------|---------------------------|----------------------------|-------|-------|-----|---------|
|  | 5 years or less             | 6 to 20 years | More than 20 years | Less than \$49,999 | \$50,000 to \$99,999 | \$100,000 or more | White | Black | Not white or black | White alone, not Hispanic | Hispanic and/or other race | 18-34 | 35-54 | 55+ |         |
| About how far is your home from work?  | 77%                         | 79%           | 85%                | 82%                | 79%                  | 77%               | 85%   | 82%   | 75%                | 93%                       | 76%                        | 76%   | 78%   | 89% | 80%     |