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The City of Richmond, California

Report of Results

2007



National Research Center, Inc.

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SURVEY BACKGROUND

About The National Citizen Survey™

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 survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Richmond staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Richmond staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Residents were also able to complete the survey on the Internet. Approximately 141 postcards were undeliverable due to "vacant" or "not found" addresses. Of the 2,859 eligible households, 610 completed the survey providing a response rate of 21%. Of the 610, 594 written surveys were received and 16 surveys were completed online. Typically, the response rates obtained on citizen surveys range from 20% to 40%.

Selected households received three mailings, one week apart, beginning March 19, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following 6 weeks. Households were also able to participate in the survey on the Internet. The City of Richmond elected to make reminder telephone calls to households that did not respond to the survey. On a few occasions, as requested, the City sent a replacement questionnaire for completion.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey of 610 residents is generally no greater than plus or minus 4 percentage points around any given percent reported for the entire sample. In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 4 percentage points in either direction from what would have been obtained had responses been collected from all Richmond adults.

The results were weighted to reflect the demographic profile of all residents in the City of Richmond. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.
5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 2 points based on all respondents.

The average captures the lowest and the highest ratings and everything in between. As a single summary of results, the average—converted to the 100 point scale to make for easier understanding—is better than reporting the sum of percentages in the positive rating options.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Richmond. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Richmond. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Richmond.

Quality of Life

When asked to rate the overall quality of life in Richmond, 1% of respondents thought it was “excellent.” Thirty-six percent rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Richmond are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Richmond

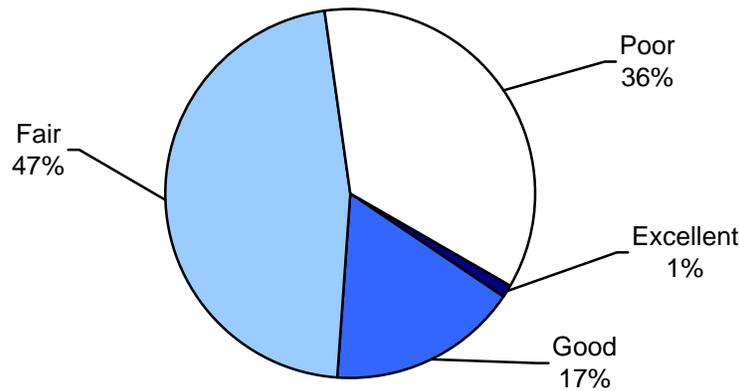
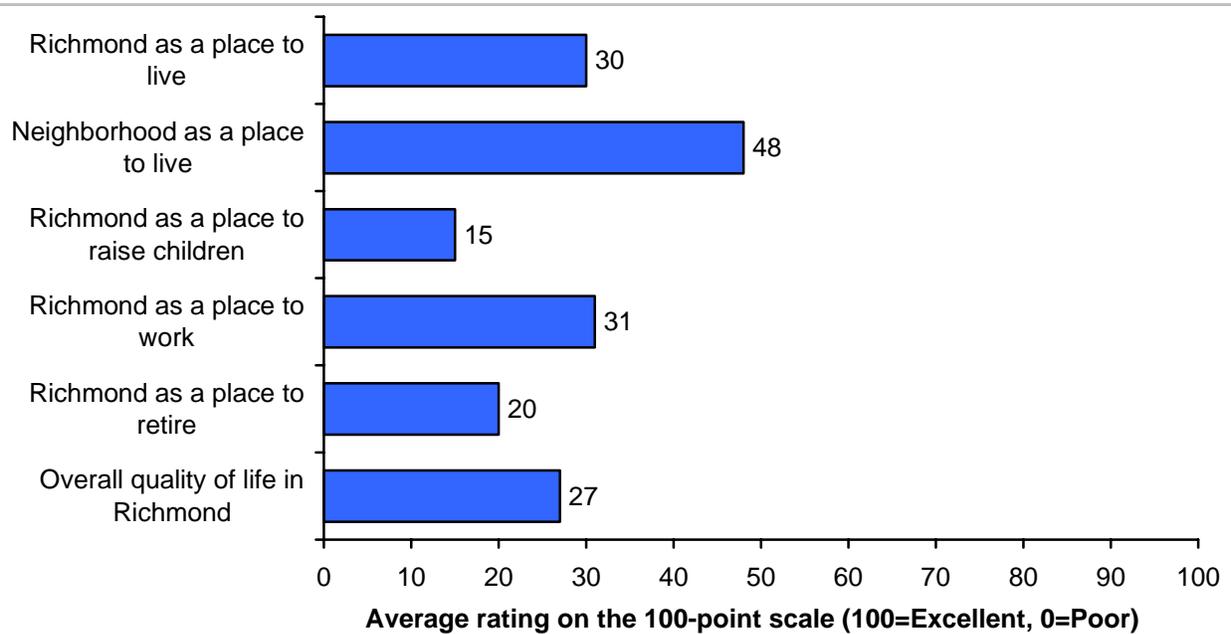


Figure 2: Quality of Life Ratings



Quality of Life Ratings

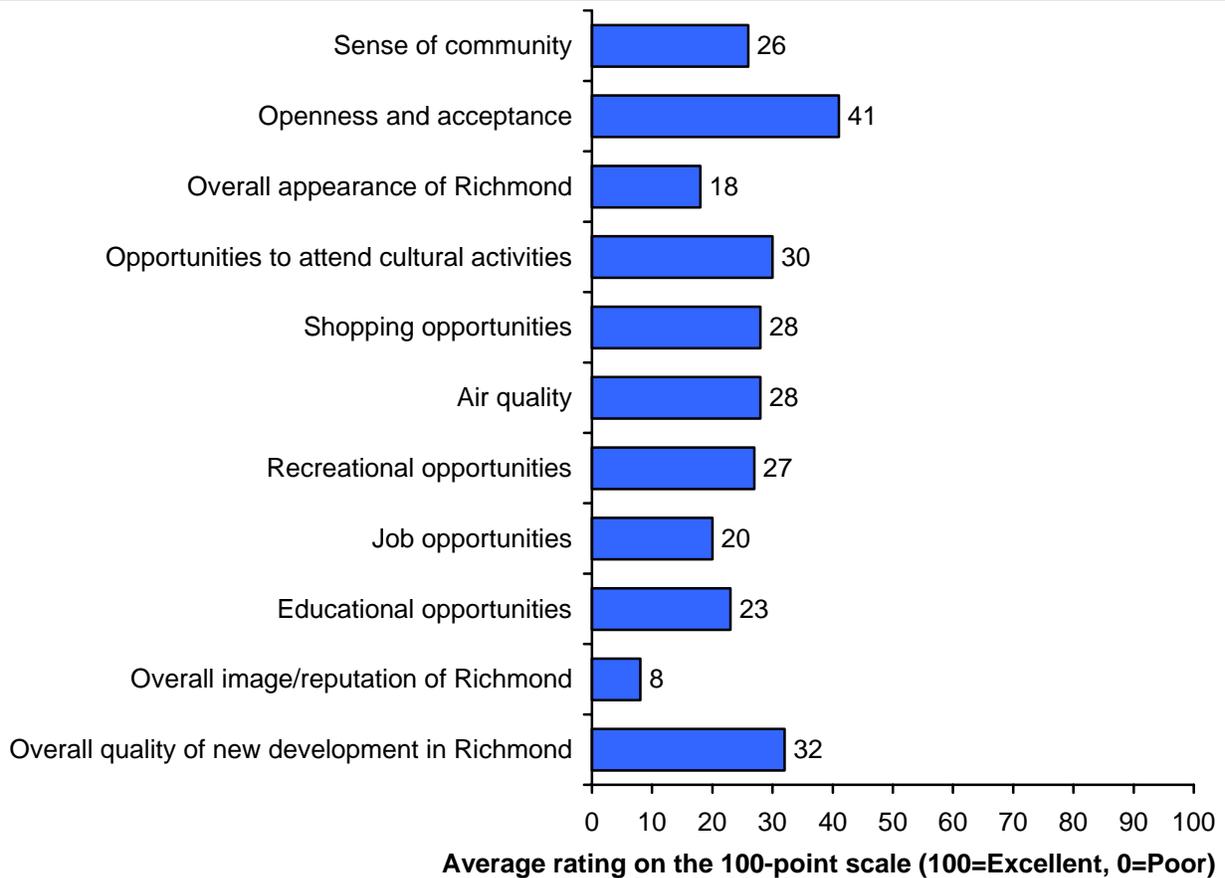
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Richmond as a place to live?	2%	18%	48%	32%	100%	30
How do you rate your neighborhood as a place to live?	12%	38%	32%	18%	100%	48
How do you rate Richmond as a place to raise children?	1%	8%	25%	66%	100%	15
How do you rate Richmond as a place to work?	2%	22%	42%	34%	100%	31
How do you rate Richmond as a place to retire?	2%	13%	28%	57%	100%	20
How do you rate the overall quality of life in Richmond?	1%	17%	47%	36%	100%	27

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Richmond

The highest rated characteristics of Richmond were openness and acceptance, overall quality of new development, and opportunities to attend cultural activities. When asked about potential problems in Richmond, the three concerns rated by the highest proportion of respondents as a “major problem” were quality of public school education, unsupervised youth, and quality of school facilities. The rate of population growth in Richmond was viewed as “too fast” by 50% of respondents, while 11% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

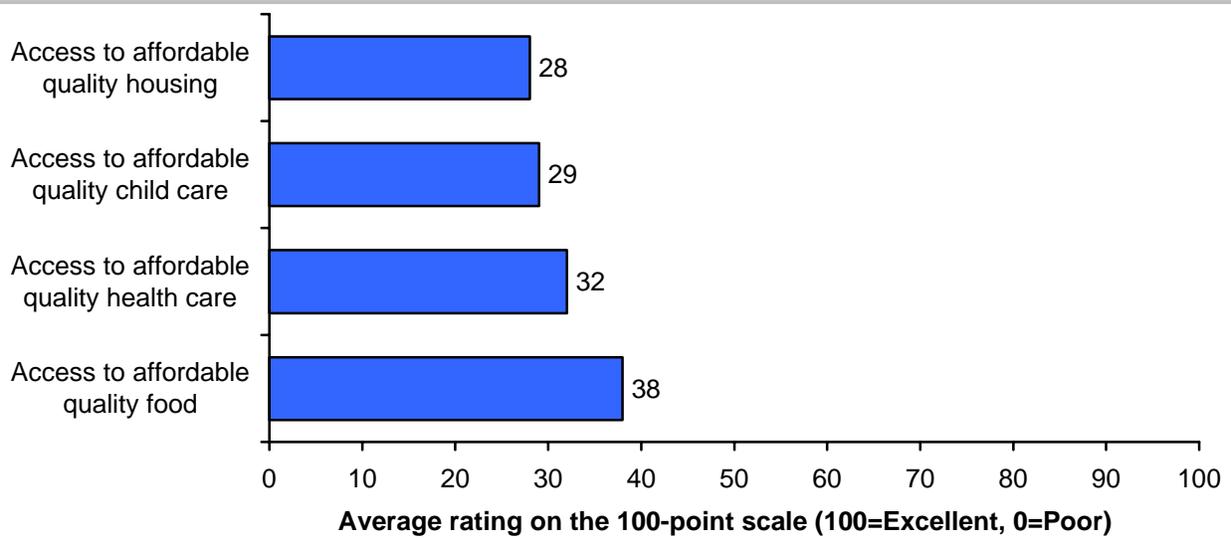


Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Richmond as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	1%	16%	41%	41%	100%	26
Openness and acceptance of the community towards people of diverse backgrounds	5%	32%	42%	20%	100%	41
Overall appearance of Richmond	0%	7%	38%	54%	100%	18
Opportunities to attend cultural activities	2%	21%	42%	35%	100%	30
Shopping opportunities	3%	17%	42%	38%	100%	28
Air quality	3%	17%	40%	39%	100%	28
Recreational opportunities	2%	18%	37%	43%	100%	27
Job opportunities	2%	9%	38%	51%	100%	20
Educational opportunities	2%	14%	36%	48%	100%	23
Overall image/reputation of Richmond	0%	4%	14%	81%	100%	8
Overall quality of new development in Richmond	3%	22%	45%	30%	100%	32

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

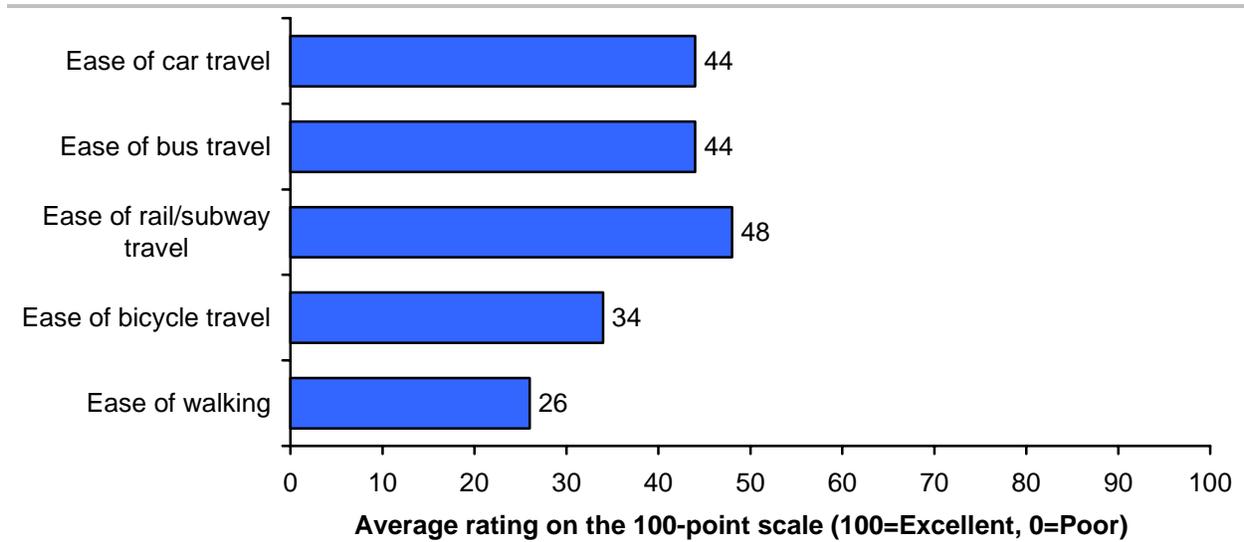


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Richmond as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	1%	18%	45%	36%	100%	28
Access to affordable quality child care	2%	21%	41%	36%	100%	29
Access to affordable quality health care	3%	22%	45%	30%	100%	32
Access to affordable quality food	5%	27%	46%	22%	100%	38

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Richmond as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Richmond	4%	37%	47%	12%	100%	44
Ease of bus travel in Richmond	7%	33%	43%	17%	100%	44
Ease of rail/subway travel in Richmond	8%	41%	38%	13%	100%	48
Ease of bicycle travel in Richmond	3%	25%	43%	28%	100%	34
Ease of walking in Richmond	3%	17%	34%	46%	100%	26

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Richmond

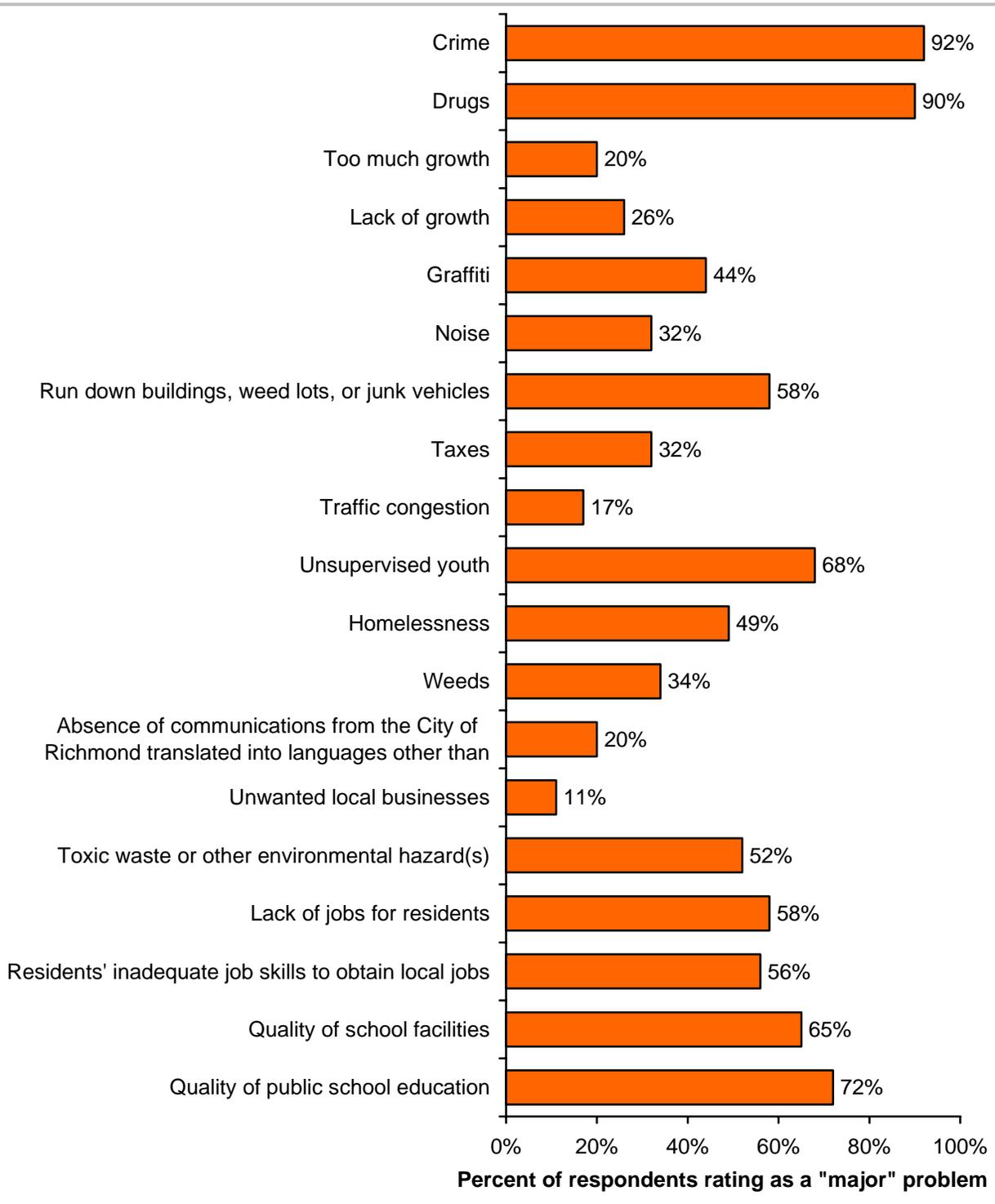
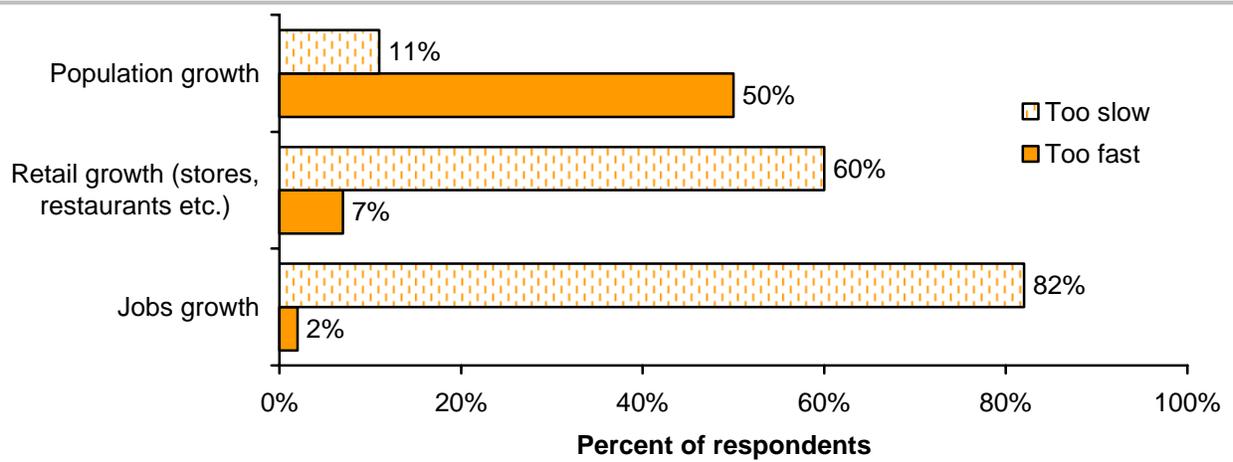


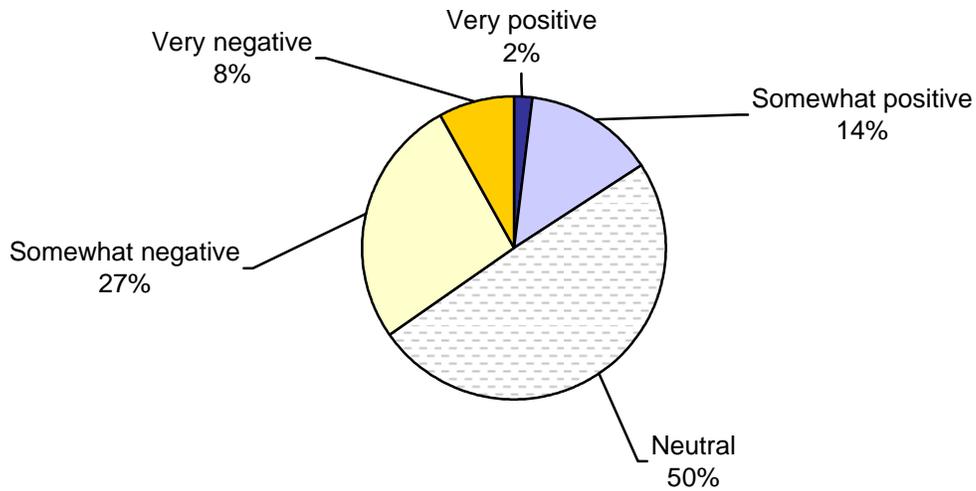
Figure 7: Ratings of Rates of Growth in Richmond



Sixteen percent of Richmond residents expected that the coming six months would have a somewhat or very positive impact on their family, while 35% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be...



Perceptions of Safety

When evaluating safety in the community, 13% of respondents felt “somewhat” or “very safe” from violent crimes in Richmond. In their neighborhood after dark, 34% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 30% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 76% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Richmond

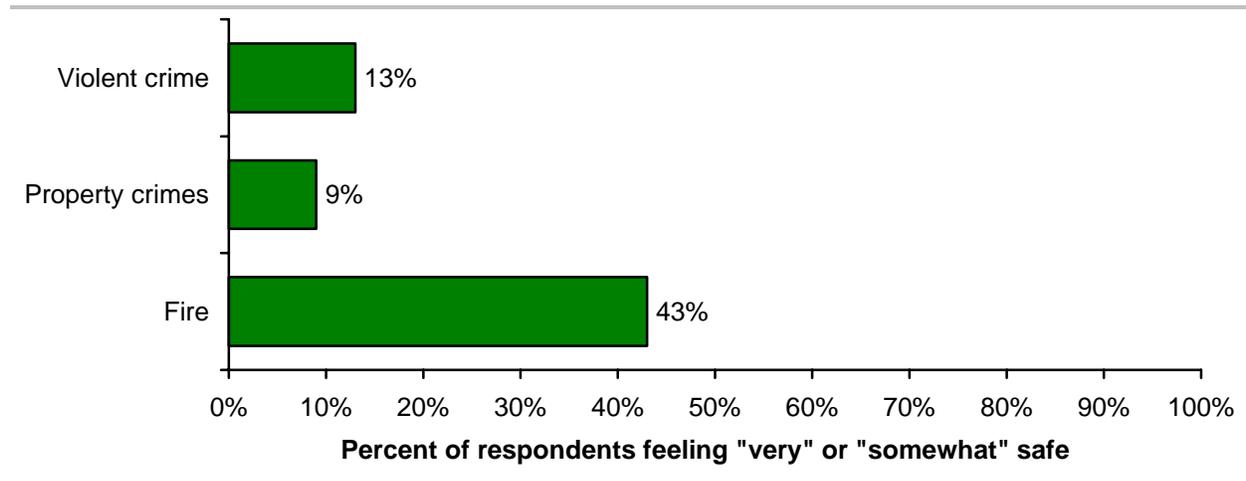


Figure 10: Ratings of Safety in Various Areas in Richmond

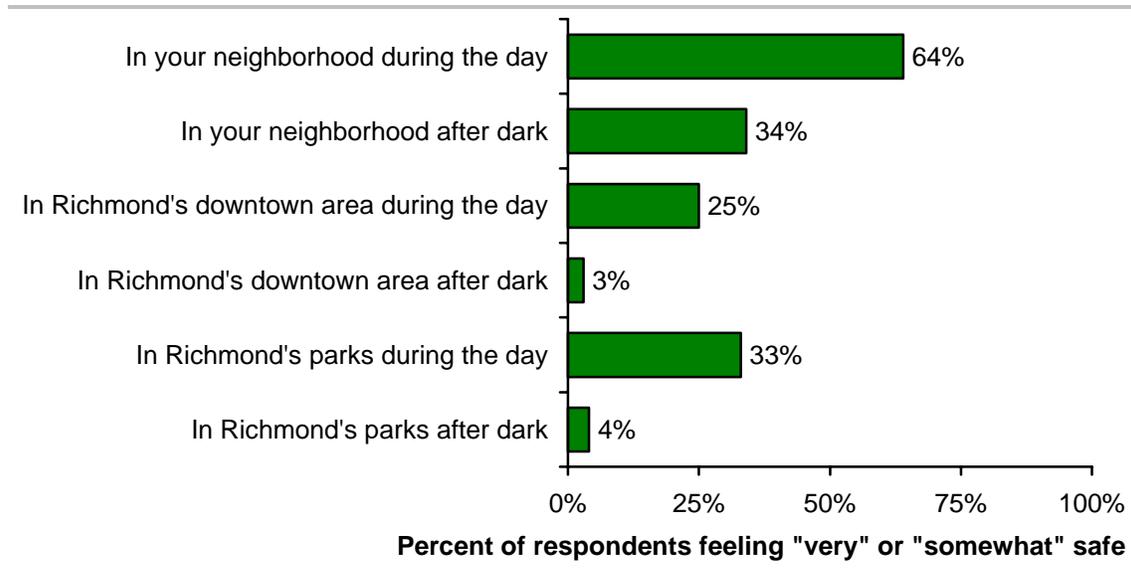


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

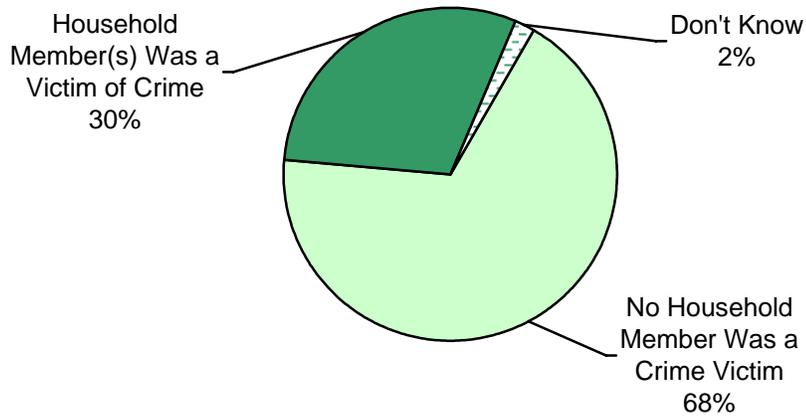
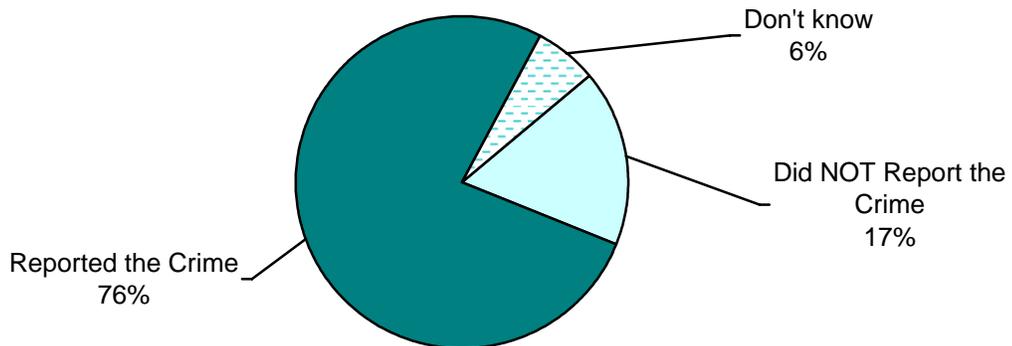


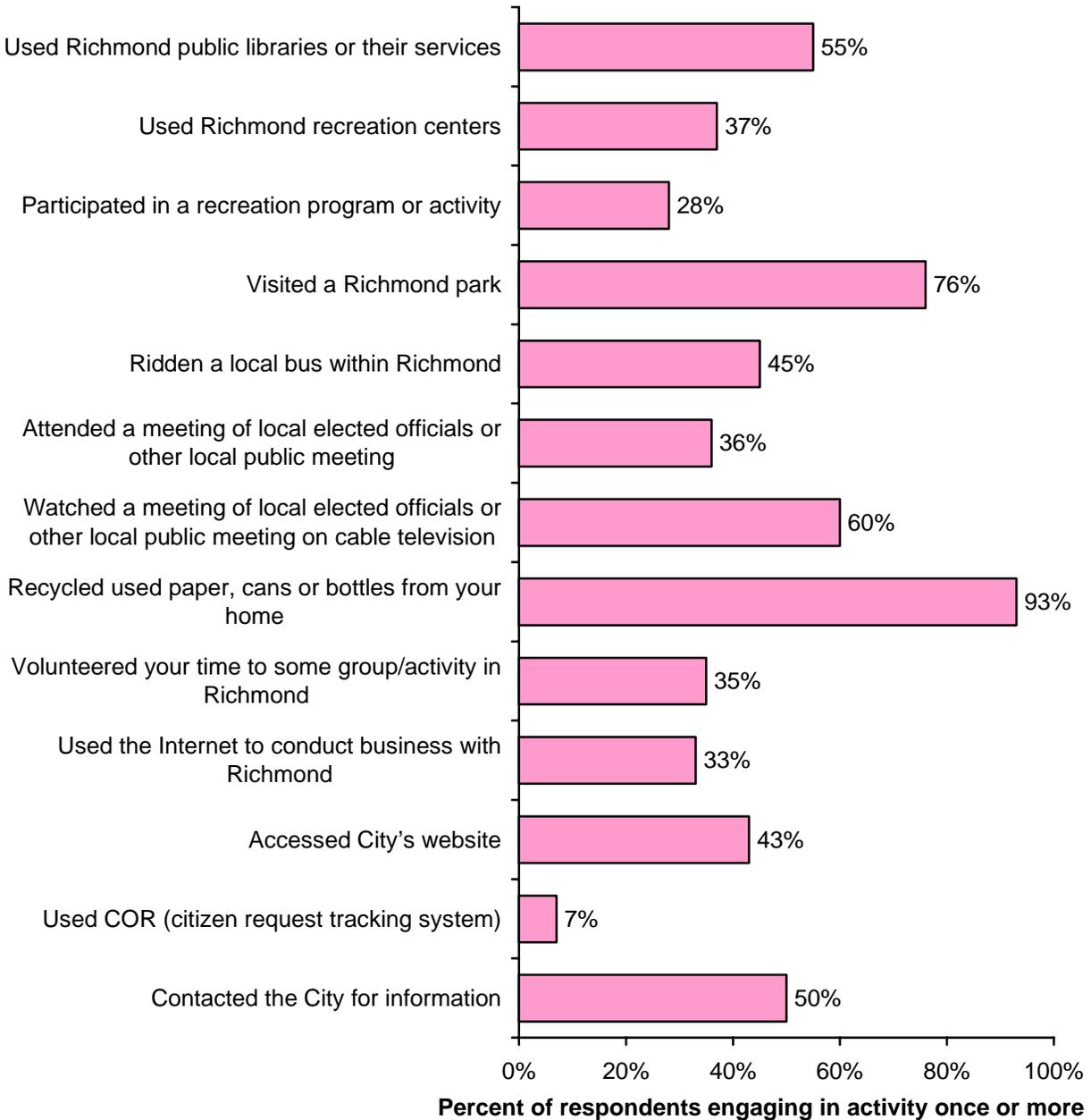
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

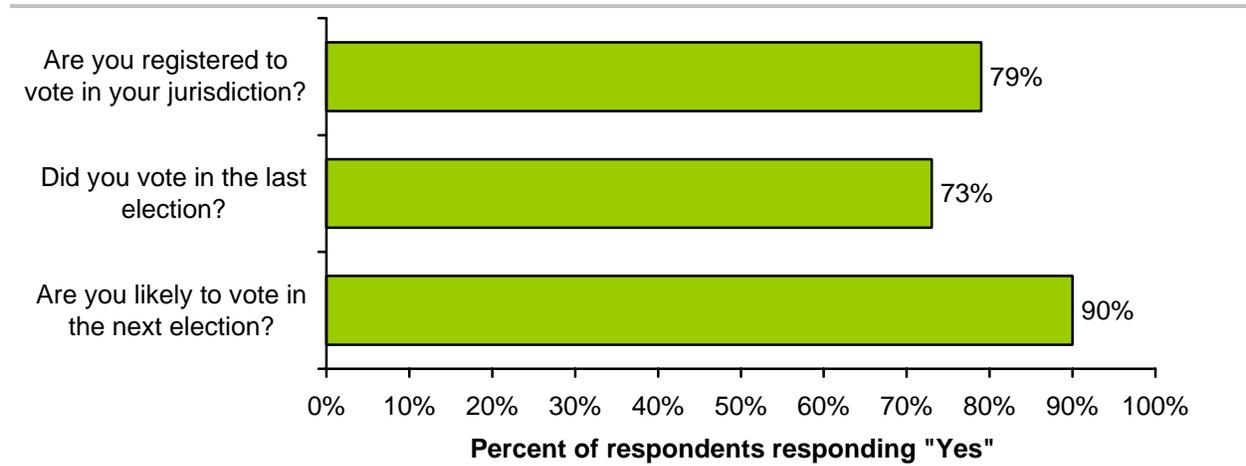
Participation in the civic, social and economic life of Richmond during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 76% reported visiting a park in Richmond in the past year and 36% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Richmond in the Past Year



Voter status was also estimated,² with 73% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	21%	79%	100%
Did you vote in the last election?	27%	73%	100%
Are you likely to vote in the next election?	10%	90%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

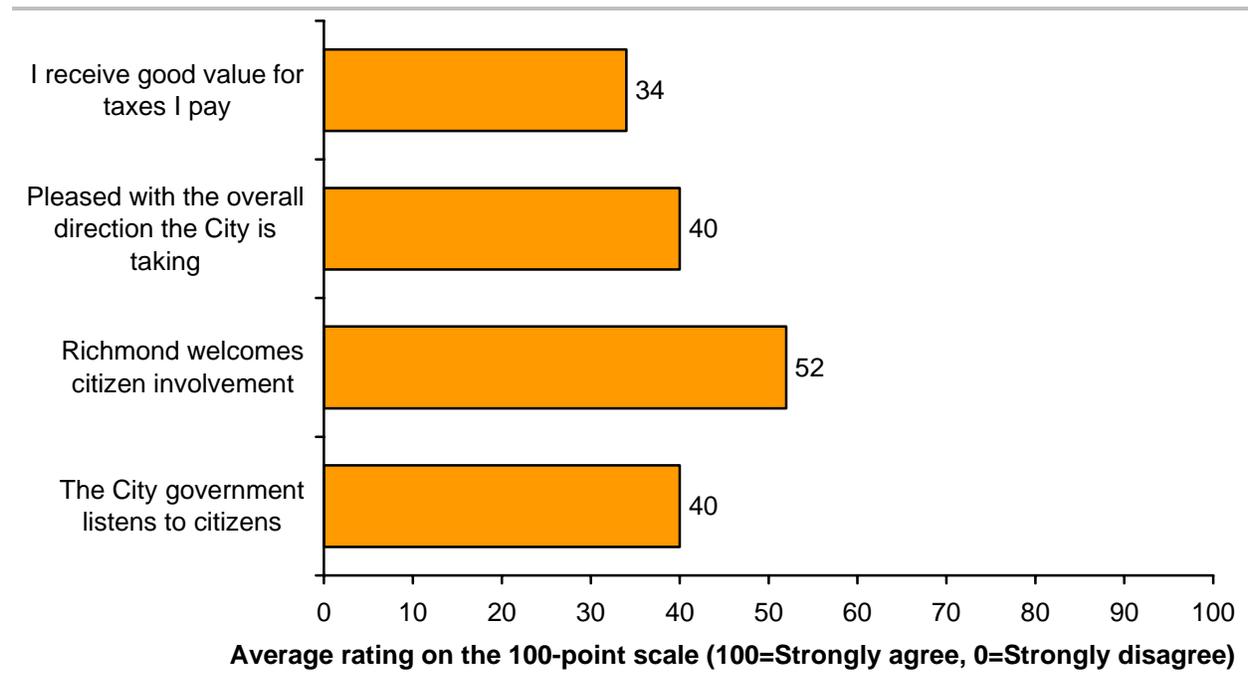
LOCAL GOVERNMENT

Several aspects of the government of the City of Richmond were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Richmond. Those who had any contact with a City of Richmond employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 34 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

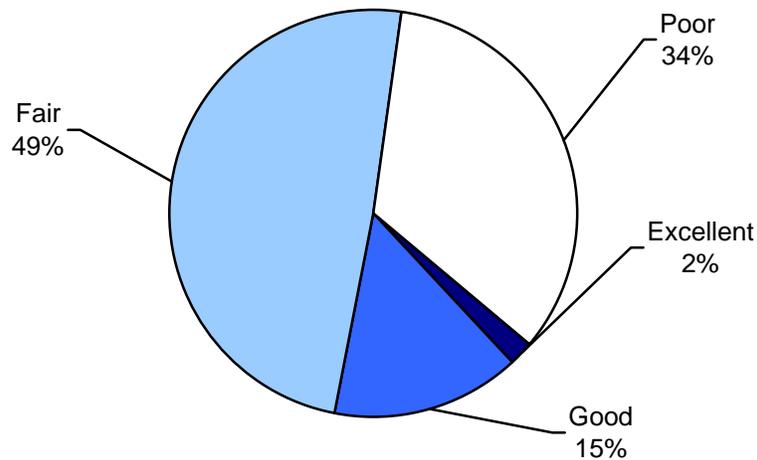
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Richmond taxes I pay	1%	17%	27%	28%	27%	100%	34
I am pleased with the overall direction that the City of Richmond is taking	2%	25%	26%	22%	25%	100%	40
The City of Richmond government welcomes citizen involvement	10%	31%	29%	17%	13%	100%	52
The City of Richmond government listens to citizens	5%	17%	33%	23%	21%	100%	40

Note: "don't know" responses have been removed.

Service Provided by Richmond

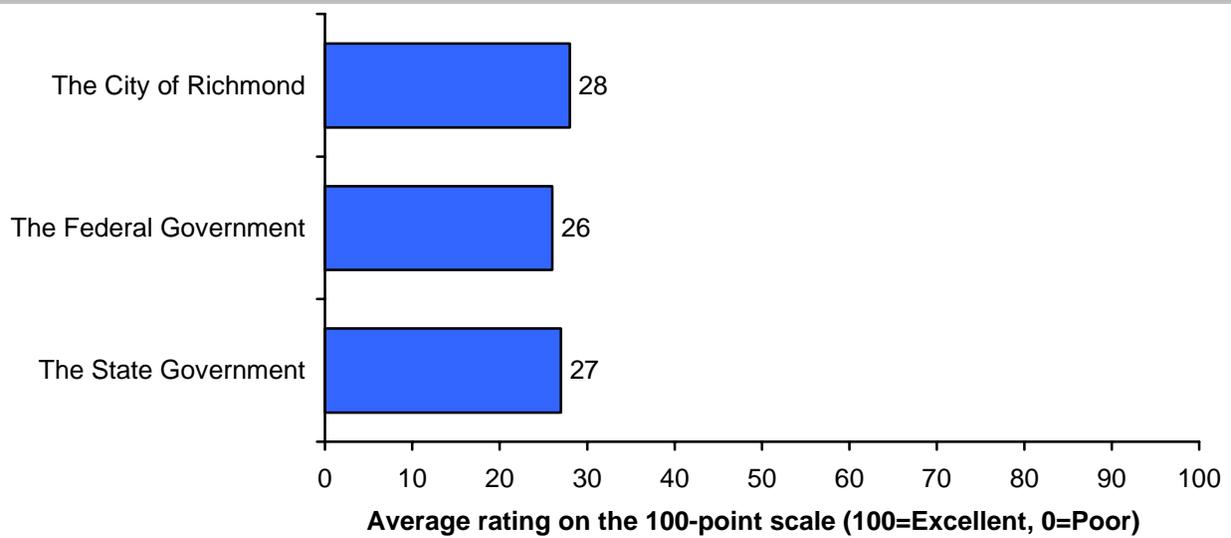
The responses of residents with an opinion about the overall quality of services provided by Richmond are shown in Figure 16 below. These responses result in an average rating of 28 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Richmond



On average, residents of Richmond gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

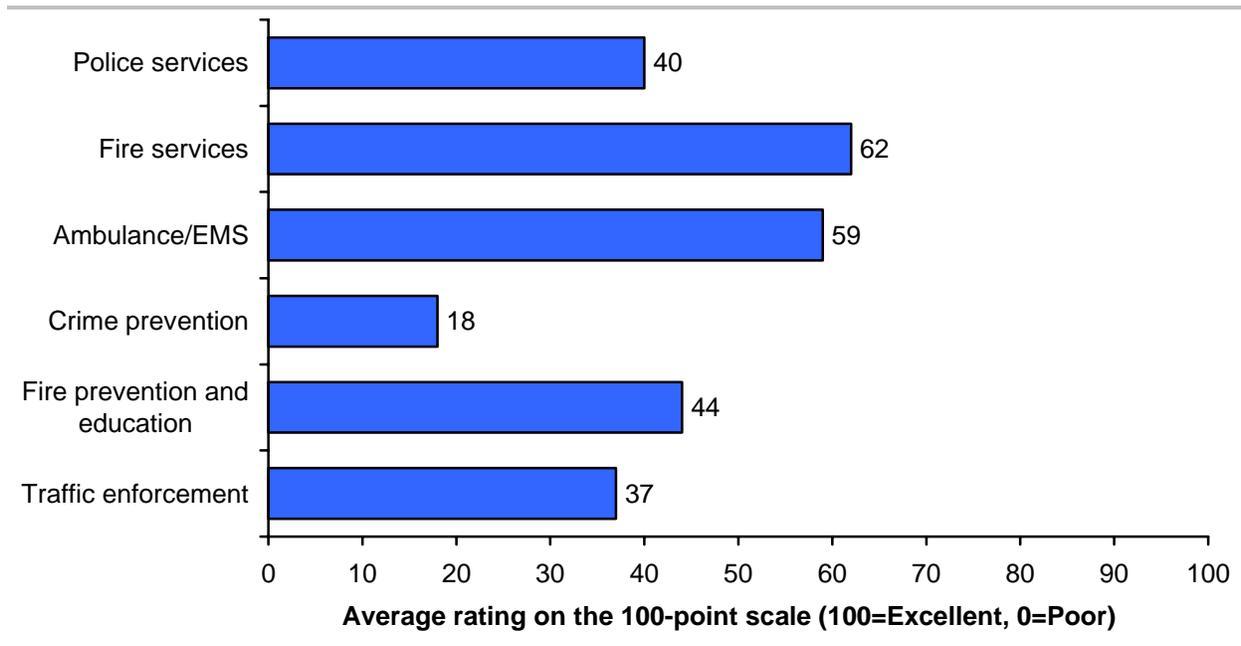


Overall Quality of Services: City of Richmond, Federal Government and State Government

Overall, how would you rate the quality of services provided by...					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
The City of Richmond	2%	15%	49%	34%	100%	28
The Federal Government	2%	15%	43%	40%	100%	26
The State Government	2%	16%	44%	38%	100%	27

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

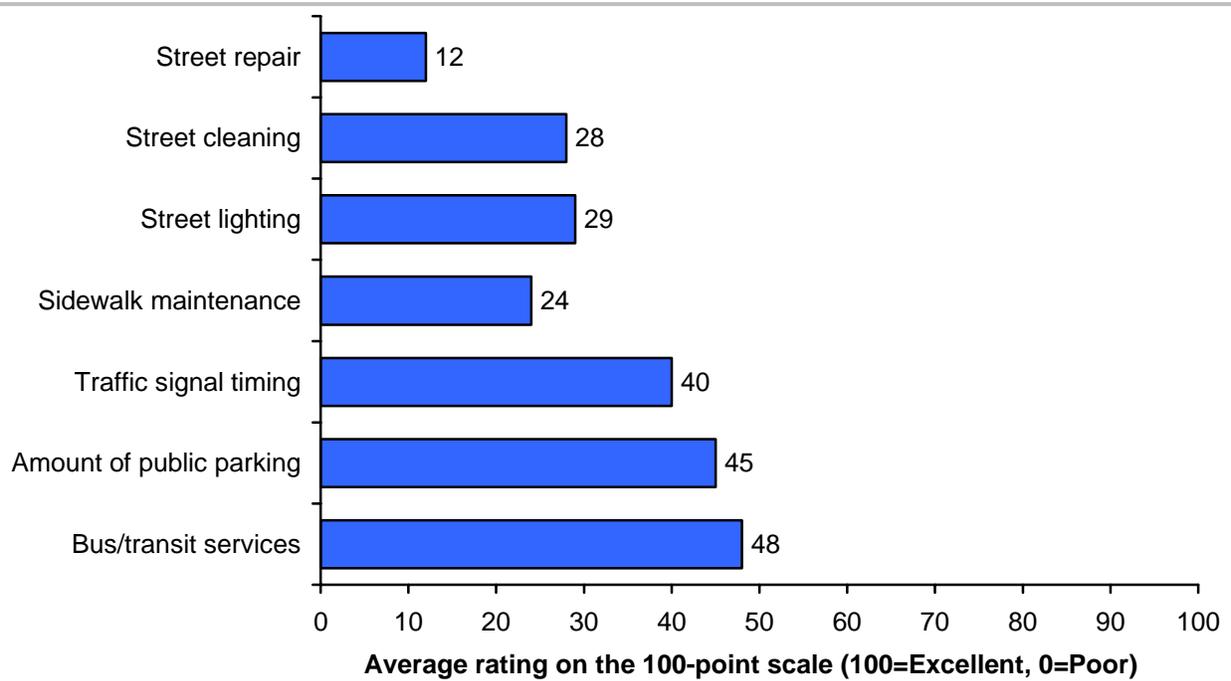


Quality of Public Safety Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Police services	7%	32%	38%	24%	100%	40
Fire services	20%	50%	26%	4%	100%	62
Ambulance/emergency medical services	21%	45%	25%	9%	100%	59
Crime prevention	2%	10%	29%	59%	100%	18
Fire prevention and education	7%	33%	44%	16%	100%	44
Traffic enforcement	6%	28%	37%	29%	100%	37

Note: "don't know" responses have been removed.

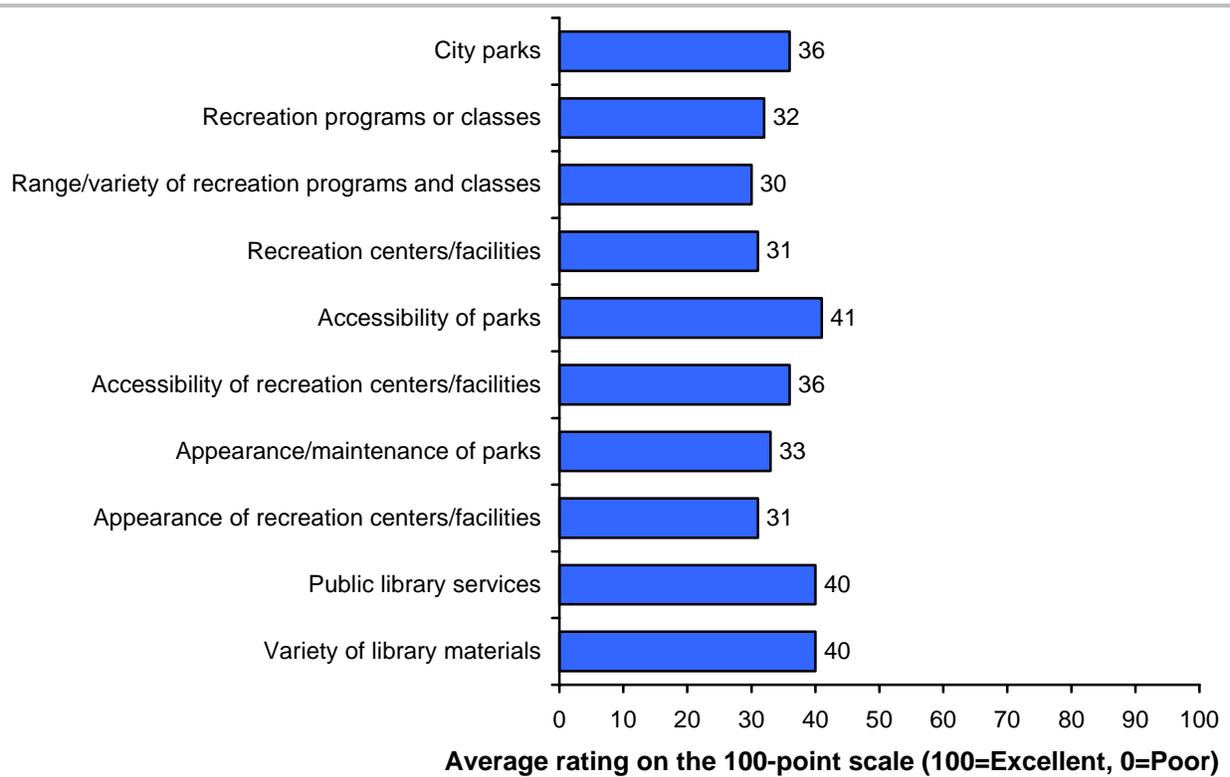
Figure 19: Quality of Transportation Services



Quality of Transportation Services						Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	
Street repair	1%	7%	19%	72%	100%	12
Street cleaning	2%	17%	42%	38%	100%	28
Street lighting	2%	18%	45%	35%	100%	29
Sidewalk maintenance	1%	12%	44%	42%	100%	24
Traffic signal timing	2%	34%	46%	18%	100%	40
Amount of public parking	4%	39%	46%	11%	100%	45
Bus/transit services	6%	42%	41%	11%	100%	48

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

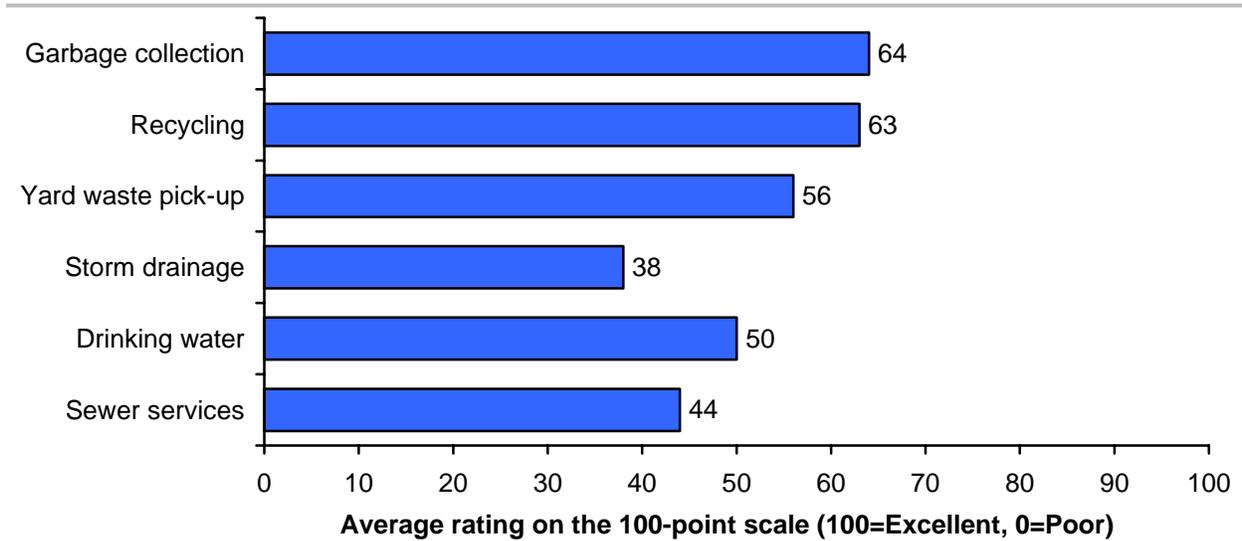


Quality of Leisure Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
City parks	4%	26%	44%	26%	100%	36
Recreation programs or classes	2%	22%	46%	29%	100%	32
Range/variety of recreation programs and classes	2%	20%	44%	35%	100%	30
Recreation centers/facilities	1%	22%	45%	32%	100%	31
Accessibility of parks	5%	30%	49%	16%	100%	41
Accessibility of recreation centers/facilities	3%	25%	51%	22%	100%	36
Appearance/maintenance of parks	3%	22%	45%	30%	100%	33
Appearance of recreation centers/facilities	3%	13%	57%	27%	100%	31
Public library services	6%	29%	44%	21%	100%	40
Variety of library materials	7%	26%	47%	20%	100%	40

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services

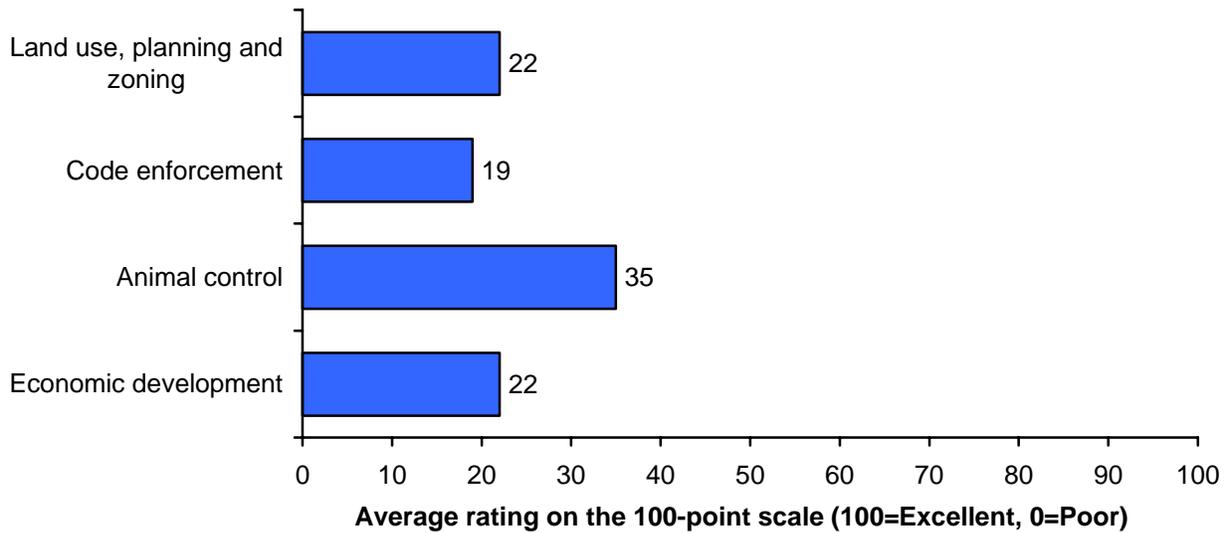


Quality of Utility Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	26%	44%	24%	6%	100%	64
Recycling	27%	44%	22%	7%	100%	63
Yard waste pick-up	22%	38%	24%	16%	100%	56
Storm drainage	2%	29%	50%	19%	100%	38
Drinking water	14%	37%	33%	16%	100%	50
Sewer services	7%	33%	45%	15%	100%	44

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

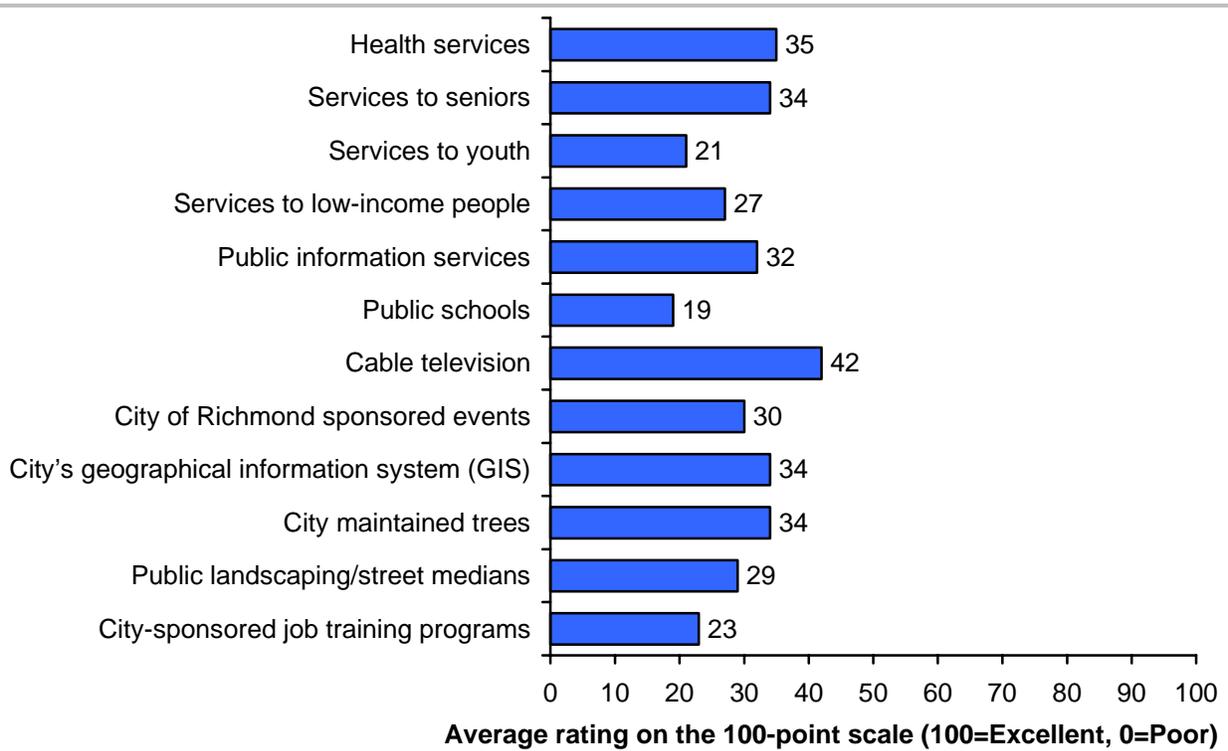


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	1%	13%	39%	47%	100%	22
Code enforcement (weeds, abandoned buildings, etc)	1%	8%	38%	52%	100%	19
Animal control	4%	27%	40%	29%	100%	35
Economic development	1%	12%	40%	47%	100%	22

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services						
How do you rate the quality of each of the following services?	How do you rate the quality of each of the following services?				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Health services	3%	29%	40%	29%	100%	35
Services to seniors	4%	22%	45%	28%	100%	34
Services to youth	2%	13%	29%	55%	100%	21
Services to low-income people	5%	13%	41%	41%	100%	27
Public information services	3%	17%	53%	27%	100%	32
Public schools	1%	12%	28%	58%	100%	19
Cable television	6%	34%	40%	20%	100%	42
City of Richmond sponsored events	1%	18%	52%	30%	100%	30
City's geographical information system (GIS)	3%	20%	53%	24%	100%	34
City maintained trees	4%	20%	51%	26%	100%	34
Public landscaping/street medians	2%	16%	50%	32%	100%	29
City-sponsored job training programs	1%	17%	33%	49%	100%	23

Note: "don't know" responses have been removed.

The City of Richmond Employees

Impressions of the City of Richmond employees were assessed on the questionnaire. Those who had been in contact with a City of Richmond employee in the past year (48%) rated their overall impression as 51 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a City of Richmond Employee

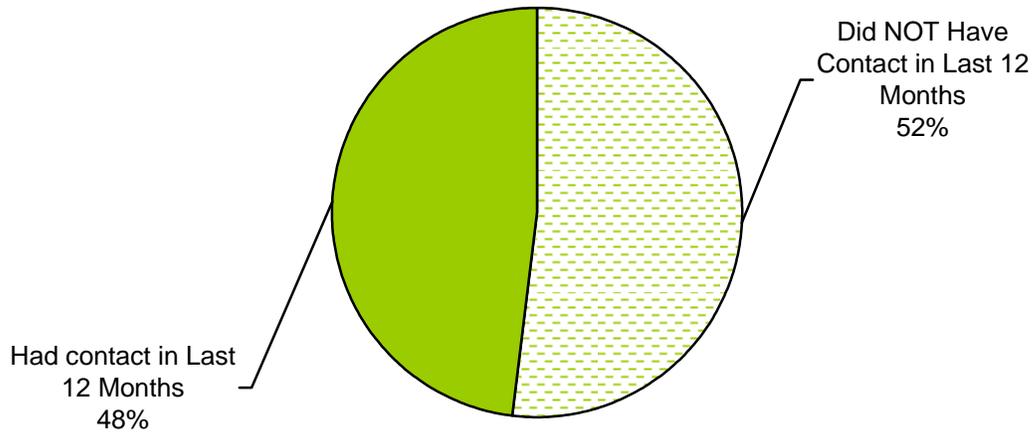
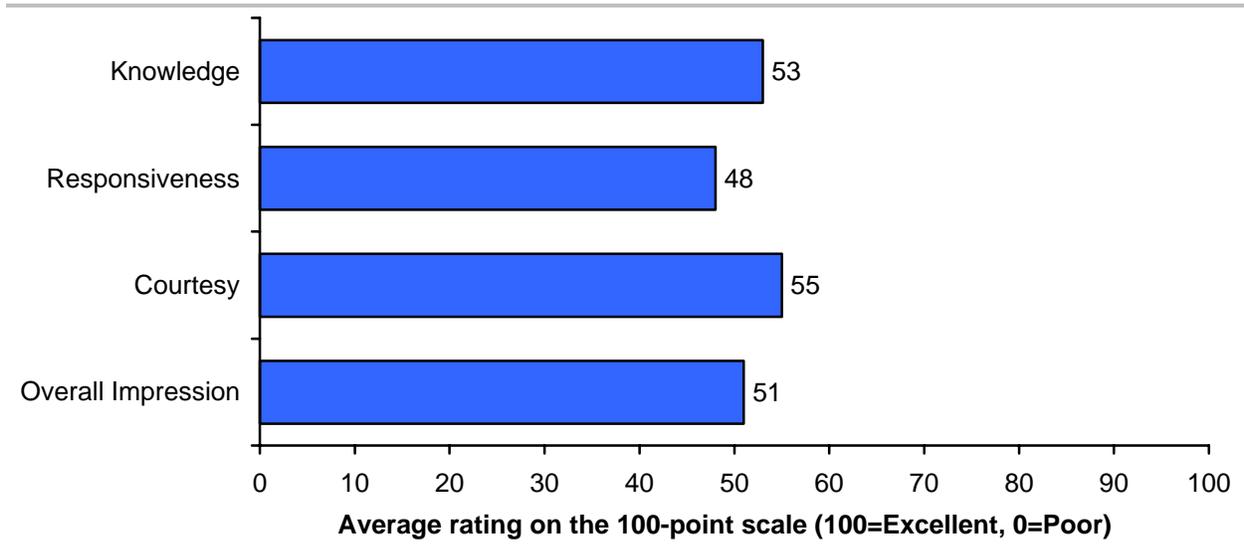


Figure 25: Ratings of Contact with the City of Richmond Employees



Ratings of Contact with City of Richmond Employees

What was your impression of employees of the City of Richmond in your most recent contact?						Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor			
Knowledge	11%	48%	29%	11%	100%	53	
Responsiveness	15%	34%	30%	21%	100%	48	
Courtesy	23%	35%	27%	15%	100%	55	
Overall Impression	16%	36%	33%	15%	100%	51	

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Five additional questions were asked by the City of Richmond. The results for these questions are displayed below.

Policy Question 1					
How important, if at all, are the following issues for the City to address?					Total
	Essential	Very important	Somewhat important	Not at all important	
Improving traffic flow and pedestrian safety	19%	37%	36%	8%	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	15%	28%	41%	16%	100%
Improving Richmond Parkway	16%	32%	37%	15%	100%
Improving current park conditions and providing more parks and open space	23%	42%	27%	8%	100%
Developing more affordable housing	29%	39%	21%	11%	100%
Increasing paratransit service	17%	40%	32%	10%	100%
Displaying more public art	12%	21%	37%	29%	100%
Improving street pavement conditions	50%	38%	11%	1%	100%
Increasing street lighting	39%	40%	18%	2%	100%
Expanding small business development programs	27%	42%	26%	5%	100%
Building a new library facility and opening library branches	32%	35%	27%	7%	100%
Increasing police staffing to meet standard of two officers per 1000 residents	58%	32%	8%	2%	100%
Renovating community centers and expanding programming	27%	41%	29%	3%	100%
Upgrading existing and developing more athletic fields	22%	32%	36%	10%	100%
Reopening the Plunge	28%	33%	26%	14%	100%
Installing surveillance cameras throughout the City	34%	30%	20%	15%	100%
Improving infrastructure to prevent flooding	28%	38%	26%	8%	100%
Improving fire and paramedic response time	35%	42%	19%	4%	100%
Increasing job training and development programs	39%	39%	18%	3%	100%
Expanding after school programs (K-12)	48%	37%	12%	3%	100%

Note: "don't know" responses have been removed.

Policy Question 2

If there were to be a tax increase to support the issues you marked as essential or very important above for which of these taxes would you be willing to support an increase?	Percent of Respondents
Sales tax	32%
Business license or gross receipts tax	31%
Manufacturers tax	30%
Property tax	20%
Utility user tax (based on use of utilities)	19%
Parcel tax	14%
None of these	16%
Don't know	22%
Total may exceed 100% as respondents could select more than one category.	

Policy Question 3

Which resources do you rely on to get news about the City of Richmond? Please check all that apply:	Percent of Respondents
Television news	61%
West County Times	51%
Word of mouth	40%
SF Chronicle	29%
Televised City Council meetings	25%
Neighborhood council newsletters	23%
City publications	19%
City of Richmond Web site	18%
Other newspapers	18%
Public meetings	12%
KCRT programming other than Council meetings	12%
Green Sheet	2%
None of the above	3%
Total may exceed 100% as respondents could select more than one category.	

Policy Question 4

About how often do you leave Richmond to do the following things?	Daily	10-20 times per month	5-9 times per month	1-4 times per month	Never	Total
Shop	19%	28%	23%	26%	5%	100%
Dine	15%	21%	24%	32%	8%	100%
Receive health care	6%	11%	8%	44%	32%	100%
Entertainment	10%	20%	19%	39%	12%	100%
Buy groceries	11%	17%	27%	28%	17%	100%
Employment	46%	12%	3%	6%	34%	100%
Adult education	9%	6%	4%	11%	70%	100%
Outdoor recreation	10%	14%	18%	37%	21%	100%
Children's school	17%	4%	1%	5%	73%	100%
Ferry service	2%	1%	3%	11%	84%	100%

Policy Question 5

	In which area of the City of Richmond do you live?
Point Richmond and Marina Bay Neighborhoods	20%
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighborhoods	17%
Metro/Richmond Village/North and East Richmond, Richmond Heights	16%
Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods	15%
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	14%
May Valley, El Sobrante, Green Brier, Green Ridge, Carriage	11%
Santa Fe, Coronado, and Cortez/Stege Neighborhoods	5%
Parchester Village	1%
Belding Woods Neighborhood	1%
Total	100%

Note: "don't know" responses have been removed.

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Richmond as a place to live?	2%	18%	48%	31%	1%	100%
How do you rate your neighborhood as a place to live?	12%	37%	32%	18%	0%	100%
How do you rate Richmond as a place to raise children?	1%	8%	24%	62%	6%	100%
How do you rate Richmond as a place to work?	2%	16%	31%	25%	27%	100%
How do you rate Richmond as a place to retire?	1%	12%	24%	50%	14%	100%
How do you rate the overall quality of life in Richmond?	1%	16%	45%	35%	4%	100%

Question 2: Please rate each of the following characteristics as they relate to Richmond as a whole

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	1%	15%	38%	38%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	5%	31%	40%	20%	4%	100%
Overall appearance of Richmond	0%	7%	37%	53%	2%	100%
Opportunities to attend cultural activities	1%	18%	37%	31%	13%	100%
Shopping opportunities	3%	16%	42%	38%	1%	100%
Air quality	3%	17%	39%	38%	3%	100%
Recreational opportunities	2%	16%	35%	39%	7%	100%
Job opportunities	1%	7%	30%	40%	22%	100%
Access to affordable quality housing	1%	15%	39%	30%	15%	100%
Access to affordable quality child care	1%	11%	21%	19%	48%	100%
Access to affordable quality health care	2%	17%	35%	24%	21%	100%
Access to affordable quality food	5%	26%	43%	21%	5%	100%
Ease of car travel in Richmond	4%	35%	45%	12%	3%	100%
Ease of bus travel in Richmond	5%	23%	29%	12%	31%	100%
Ease of rail/subway travel in Richmond	6%	32%	30%	10%	23%	100%
Ease of bicycle travel in Richmond	2%	18%	30%	20%	30%	100%
Ease of walking in Richmond	3%	16%	30%	41%	10%	100%
Educational opportunities	2%	11%	30%	41%	16%	100%
Overall image/reputation of Richmond	0%	4%	14%	80%	2%	100%
Overall quality of new development in Richmond	2%	18%	38%	26%	15%	100%

Question 3: Please rate the speed of growth in the following categories in Richmond over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	2%	5%	26%	19%	14%	33%	100%
Retail growth (stores, restaurants etc.)	18%	32%	27%	5%	2%	16%	100%
Jobs growth	26%	24%	10%	1%	0%	39%	100%

Question 4: To what degree are the following problems in Richmond

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	0%	1%	7%	91%	1%	100%
Drugs	0%	1%	8%	84%	6%	100%
Too much growth	18%	18%	25%	16%	22%	100%
Lack of growth	16%	12%	27%	19%	26%	100%
Graffiti	2%	15%	34%	41%	7%	100%
Noise	8%	20%	36%	31%	4%	100%
Run down buildings, weed lots, or junk vehicles	2%	11%	27%	56%	4%	100%
Taxes	8%	19%	30%	27%	16%	100%
Traffic congestion	11%	34%	35%	16%	3%	100%
Unsupervised youth	1%	6%	22%	62%	9%	100%
Homelessness	3%	12%	32%	44%	10%	100%
Weeds	6%	20%	33%	30%	11%	100%
Absence of communications from the City of Richmond translated into languages other than English	19%	16%	11%	12%	42%	100%
Unwanted local businesses	24%	23%	18%	8%	27%	100%
Toxic waste or other environmental hazard(s)	6%	11%	22%	42%	18%	100%
Lack of jobs for residents	3%	6%	22%	44%	24%	100%
Residents' inadequate job skills to obtain local jobs	3%	6%	24%	41%	27%	100%
Quality of school facilities	4%	3%	22%	53%	17%	100%
Quality of public school education	4%	3%	17%	60%	16%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Richmond

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	3%	10%	11%	31%	44%	1%	100%
Property crimes (e.g., burglary, theft)	2%	7%	12%	30%	47%	2%	100%
Fire	12%	28%	31%	15%	6%	7%	100%

Question 6: Please rate how safe you feel:							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	29%	35%	12%	17%	6%	0%	100%
In your neighborhood after dark	10%	24%	13%	29%	23%	1%	100%
In Richmond's downtown area during the day	5%	18%	17%	30%	20%	10%	100%
In Richmond's downtown area after dark	1%	2%	4%	19%	63%	10%	100%
In Richmond's parks during the day	7%	22%	18%	28%	13%	12%	100%
In Richmond's parks after dark	1%	3%	3%	14%	63%	16%	100%

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	68%	30%	2%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	17%	76%	6%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Richmond?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Richmond public libraries or their services	45%	25%	20%	7%	3%	100%
Used Richmond recreation centers	63%	20%	11%	4%	2%	100%
Participated in a recreation program or activity	72%	16%	9%	3%	1%	100%
Visited a Richmond park	24%	29%	25%	11%	11%	100%
Ridden a local bus within Richmond	55%	20%	14%	4%	8%	100%
Attended a meeting of local elected officials or other local public meeting	64%	23%	10%	2%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	40%	28%	21%	7%	4%	100%
Recycled used paper, cans or bottles from your home	7%	5%	13%	13%	62%	100%
Volunteered your time to some group/activity in Richmond	65%	14%	9%	5%	6%	100%
Used the Internet to conduct business with Richmond	67%	18%	8%	5%	2%	100%
Accessed City's website	57%	21%	16%	3%	2%	100%
Used COR (citizen request tracking system)	93%	5%	1%	0%	1%	100%
Contacted the City for information	50%	32%	15%	3%	1%	100%

Question 10: How do you rate the quality of each of the following services in Richmond?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	6%	28%	34%	21%	11%	100%
Fire services	14%	36%	19%	3%	29%	100%
Ambulance/emergency medical services	14%	29%	17%	6%	35%	100%
Crime prevention	1%	8%	24%	48%	19%	100%
Fire prevention and education	4%	20%	26%	9%	39%	100%
Traffic enforcement	4%	23%	30%	23%	19%	100%
Garbage collection	26%	42%	24%	6%	3%	100%
Recycling	25%	42%	21%	7%	5%	100%
Yard waste pick-up	18%	31%	19%	13%	19%	100%
Street repair	1%	7%	19%	69%	4%	100%
Street cleaning	2%	16%	40%	36%	6%	100%
Street lighting	2%	18%	44%	34%	3%	100%
Sidewalk maintenance	1%	12%	41%	40%	6%	100%
Traffic signal timing	2%	32%	43%	17%	6%	100%
Amount of public parking	3%	33%	39%	10%	15%	100%
Bus/transit services	5%	31%	30%	8%	26%	100%
Storm drainage	2%	24%	40%	15%	19%	100%
Drinking water	13%	34%	30%	14%	9%	100%
Sewer services	6%	27%	36%	12%	20%	100%
City parks	4%	22%	38%	23%	13%	100%
Recreation programs or classes	1%	12%	25%	16%	46%	100%
Range/variety of recreation programs and classes	1%	10%	22%	18%	49%	100%
Recreation centers/facilities	0%	13%	26%	18%	42%	100%
Accessibility of parks	4%	25%	41%	13%	17%	100%
Accessibility of recreation centers/facilities	2%	16%	32%	14%	37%	100%
Appearance/maintenance of parks	2%	19%	38%	25%	16%	100%
Appearance of recreation centers/facilities	2%	8%	35%	16%	39%	100%
Land use, planning and zoning	0%	9%	27%	32%	32%	100%
Code enforcement (weeds, abandoned buildings, etc)	1%	7%	31%	42%	20%	100%
Animal control	3%	20%	31%	22%	24%	100%
Economic development	1%	9%	29%	35%	26%	100%

Question 10: How do you rate the quality of each of the following services in Richmond?

	Excellent	Good	Fair	Poor	Don't know	Total
Health services	2%	20%	28%	20%	30%	100%
Services to seniors	2%	12%	24%	15%	47%	100%
Services to youth	1%	8%	18%	34%	37%	100%
Services to low-income people	3%	7%	23%	24%	42%	100%
Public library services	4%	21%	32%	15%	27%	100%
Variety of library materials	5%	18%	32%	13%	32%	100%
Public information services	2%	12%	36%	18%	33%	100%
Public schools	1%	10%	23%	47%	18%	100%
Cable television	5%	27%	31%	15%	22%	100%
City of Richmond sponsored events	0%	11%	31%	18%	40%	100%
City's geographical information system (GIS)	1%	8%	20%	9%	62%	100%
City maintained trees	3%	16%	40%	20%	20%	100%
Public landscaping/street medians	2%	14%	44%	28%	12%	100%
City-sponsored job training programs	1%	7%	15%	22%	56%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Richmond	2%	13%	45%	31%	9%	100%
The Federal Government	1%	13%	36%	33%	17%	100%
The State Government	1%	14%	37%	32%	16%	100%

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

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months?	52%	48%	100%

Question 13: What was your impression of the employees of the City of Richmond in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	11%	47%	28%	11%	3%	100%
Responsiveness	15%	33%	30%	20%	2%	100%
Courtesy	23%	34%	26%	15%	2%	100%
Overall Impression	16%	35%	33%	15%	2%	100%

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Richmond taxes I pay	1%	14%	23%	23%	23%	16%	100%
I am pleased with the overall direction that the City of Richmond is taking	2%	22%	23%	19%	22%	12%	100%
The City of Richmond government welcomes citizen involvement	8%	23%	22%	13%	10%	25%	100%
The City of Richmond government listens to citizens	4%	13%	26%	18%	16%	23%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	2%	14%	50%	27%	8%	100%

Question 16a: Policy Question 1

How important, if at all, are the following issues for the City to address?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Improving traffic flow and pedestrian safety	19%	36%	35%	7%	3%	100%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	14%	26%	39%	15%	7%	100%
Improving Richmond Parkway	15%	30%	34%	14%	8%	100%
Improving current park conditions and providing more parks and open space	22%	40%	26%	8%	4%	100%
Developing more affordable housing	28%	38%	20%	10%	4%	100%
Increasing paratransit service	14%	33%	26%	8%	19%	100%
Displaying more public art	11%	20%	35%	28%	6%	100%
Improving street pavement conditions	49%	37%	11%	1%	1%	100%
Increasing street lighting	38%	39%	18%	2%	2%	100%
Expanding small business development programs	25%	38%	24%	4%	8%	100%
Building a new library facility and opening library branches	30%	33%	25%	7%	5%	100%
Increasing police staffing to meet standard of two officers per 1000 residents	57%	31%	8%	2%	3%	100%
Renovating community centers and expanding programming	25%	38%	27%	3%	7%	100%

Question 16a: Policy Question 1

How important, if at all, are the following issues for the City to address?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Upgrading existing and developing more athletic fields	20%	30%	34%	9%	6%	100%
Reopening the Plunge	22%	26%	21%	11%	21%	100%
Installing surveillance cameras throughout the City	32%	28%	19%	15%	6%	100%
Improving infrastructure to prevent flooding	27%	36%	25%	8%	4%	100%
Improving fire and paramedic response time	33%	39%	17%	4%	7%	100%
Increasing job training and development programs	37%	37%	17%	3%	6%	100%
Expanding after school programs (K-12)	45%	35%	11%	3%	6%	100%

Question 16b: Policy Question 2

If there were to be a tax increase to support the issues you marked as essential or very important above for which of these taxes would you be willing to support an increase?	Percent of Respondents
Sales tax	32%
Property tax	20%
Parcel tax	14%
Utility user tax (based on use of utilities)	19%
Manufacturers tax	30%
Business license or gross receipts tax	31%
None of these	16%
Don't know	22%
Total may exceed 100% as respondents could select more than one category.	

Question 16c: Policy Question 3

Which resources do you rely on to get news about the City of Richmond? Please check all that apply:	Percent of Respondents
City of Richmond Web site	18%
Televised City Council meetings	25%
Neighborhood council newsletters	23%
Word of mouth	40%
None of the above	3%
City publications	19%
Green Sheet	2%
KCRT programming other than Council meetings	12%
Public meetings	12%
West County Times	51%
SF Chronicle	29%
Other newspapers	18%
Television news	61%
Total may exceed 100% as respondents could select more than one category.	

Question 16d: Policy Question 4

About how often do you leave Richmond to do the following things?						Total
	Daily	10-20 times per month	5-9 times per month	1-4 times per month	Never	
Shop	19%	28%	23%	26%	5%	100%
Dine	15%	21%	24%	32%	8%	100%
Receive health care	6%	11%	8%	44%	32%	100%
Entertainment	10%	20%	19%	39%	12%	100%
Buy groceries	11%	17%	27%	28%	17%	100%
Employment	46%	12%	3%	6%	34%	100%
Adult education	9%	6%	4%	11%	70%	100%
Outdoor recreation	10%	14%	18%	37%	21%	100%
Children's school	17%	4%	1%	5%	73%	100%
Ferry service	2%	1%	3%	11%	84%	100%

Policy Question 5

	In which area of the City of Richmond do you live?
Point Richmond and Marina Bay Neighborhoods	18%
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighborhoods	16%
Metro/Richmond Village/North and East Richmond, Richmond Heights	15%
Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods	14%
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	13%
May Valley, El Sobrante, Green Brier, Green Ridge, Carriage	10%
Santa Fe, Coronado, and Cortez/Stege Neighborhoods	5%
Parchester Village	1%
Belding Woods Neighborhood	1%
Don't know	8%
Total	100%

Question 17: Do you live within the City limits of the City of Richmond?

	No	Yes	Total
Do you live within the limits of the City of Richmond?	11%	89%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	26%	74%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	81%
Bus, Rail, Subway, or other public transportation	15%
Walk	1%
Work at home	2%
Other	1%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	69%	31%	100%

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work
Motorized vehicle, no others (SOV)	58%
Motorized vehicle, with others (MOV)	23%
Bus, rail, subway, or other public transportation	15%
Walk	1%
Work at home	2%
Other	1%
Total	100%

Question 19: Length of Residency

How many years have you lived in Richmond?

Less than 2 years	14%
2 to 5 years	20%
6 to 10 years	16%
11 to 20 years	18%
More than 20 years	33%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?	
One family house detached from any other houses	54%
One family house attached to one or more houses	12%
Building with two or more apartments or condominiums	33%
Other	1%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	47%	53%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	70%	30%	100%
Do any teenagers ages 13 through 17 live in your household?	83%	17%	100%
Are you or any other members of your household aged 65 or older?	80%	20%	100%
Does any member of your household have a physical handicap or is anyone disabled?	76%	24%	100%

Question 26: Education

What is the highest degree or level of school you have completed?	
12th Grade or less, no diploma	8%
High school diploma	10%
Some college, no degree	26%
Associate's degree (e.g. AA, AS)	14%
Bachelor's degree (e.g. BA, AB, BS)	20%
Graduate degree or professional degree	22%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	21%
\$25,000 to \$49,999	26%
\$50,000 to \$99,999	36%
\$100,000 or more	17%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	78%	22%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	1%
Asian or Pacific Islander	15%
Black, African American	29%
White/Caucasian	40%
Other	20%
Total may exceed 100% as respondents could select more than one category.	

Question 30: Age

In which category is your age?	
18 to 24 years	4%
25 to 34 years	25%
35 to 44 years	16%
45 to 54 years	25%
55 to 64 years	16%
65 to 74 years	8%
75 years or older	5%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	57%	43%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	21%	78%	1%	100%
Did you vote in the last election?	26%	72%	2%	100%
Are you likely to vote in the next election?	9%	82%	9%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Sampling

Approximately 3,000 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning March 19, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following 6 weeks. Households were also able to participate in the survey on the Internet. An alpha-numeric code was assigned to each household and printed on the survey cover letters. This code was used to access the survey online.

The City of Richmond elected to make reminder telephone calls to households that did not respond to the survey after the final survey mailing. National Research Center delivered to the City a list of all available phone numbers for appropriate households. The City contacted those households and requested that each complete and return the survey. On a few occasions, as requested, the City sent a replacement questionnaire for completion.

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

Response Rate and Confidence Intervals

Of the 2,859 eligible households, 610 completed the survey providing a response rate of 21%. Approximately 141 addresses sampled were “vacant” or “not found.”⁵ In general, the response rates obtained on citizen surveys range from 20% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Richmond used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 4 percentage points in either direction from what would have been obtained had responses been collected from all Richmond adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Richmond as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were tenure and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many

⁵ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Richmond.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/610)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for the City of Richmond Citizen Survey

Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	47%	22%	47%
Own Home	53%	78%	53%
Type of Housing Unit			
Single-Family Detached	57%	68%	54%
Attached	43%	32%	46%
Ethnicity			
Non-Hispanic	73%	84%	78%
Hispanic	27%	16%	22%
Race			
White/Caucasian	31%	45%	37%
Non-White	69%	55%	63%
Gender			
Female	52%	61%	56%
Male	48%	39%	44%
Age			
18-34	35%	10%	29%
35-54	40%	37%	41%
55+	25%	53%	30%
Gender and Age			
Females 18-34	17%	7%	18%
Females 35-54	21%	24%	22%
Females 55+	14%	30%	17%
Males 18-34	18%	3%	12%
Males 35-54	19%	13%	20%
Males 55+	11%	23%	12%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Richmond. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



City Manager's Office
1401 Marina Way South
P.O. Box 4046
Richmond, CA 94804

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



City Manager's Office
1401 Marina Way South
P.O. Box 4046
Richmond, CA 94804

Presorted
First Class Mail
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Presorted
First Class Mail
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Permit NO. 94

Dear City of Richmond Resident,

Your household has been randomly selected to participate in a community survey about the City of Richmond. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us improve City services!

Sincerely,

William A. Lindsay
City Manager/ Gerente de la Ciudad

Estimado(a) residente de la Ciudad de Richmond,

Su hogar ha sido seleccionado para participar en una encuesta anónima de la comunidad de la Ciudad de Richmond. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones para completarla y regresarla. Gracias de antemano por ayudarnos a mejorar los servicios de la Ciudad!

Atentamente,

Dear City of Richmond Resident,

Your household has been randomly selected to participate in a community survey about the City of Richmond. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us improve City services!

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Atentamente,



March 2007

Dear Richmond Resident:

The City of Richmond wants to know what you think about our community and City services. You have been randomly selected to participate in Richmond's 2007 Community Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Richmond. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 510-231-3031 para pedir una copia de la encuesta en español. Todas sus respuestas quedarán completamente anónimas. ¡Esperamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, con el costo postal pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Community Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Richmond residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online, if you would prefer, at <http://www.n-r-c.com/survey/richmond.htm>. To complete the survey online, you will need to enter the special code printed in the upper left corner of this letter.

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey, please call 510-231-3031. Please help us shape the future of Richmond. Thank you for your time and participation.

Sincerely,

William A. Lindsay
City Manager/ Gerente de la Ciudad



April 2007

Dear Richmond Resident:

About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response. The City of Richmond wants to know what you think about our community and City services. You have been randomly selected to participate in the City of Richmond Community Survey.

Hace como una semana, usted debió de haber recibido una copia de la encuesta. Si ya la completó y la regresó, le agradecemos por su tiempo y le pedimos que no llene esta encuesta. En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Richmond. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 510-231-3031 para pedir una copia de la encuesta en español. Todas sus respuestas quedarán completamente anónimas. ¡Esperamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, con el costo postal pagado. Muchas gracias.

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Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey, please call 510-231-3031. Please help us shape the future of Richmond. Thank you for your time and participation.

Sincerely,

William A. Lindsay
City Manager/ Gerente de la Ciudad

THE CITY OF RICHMOND 2007 COMMUNITY SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Richmond as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Richmond as a place to raise children?	1	2	3	4	5
How do you rate Richmond as a place to work?	1	2	3	4	5
How do you rate Richmond as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Richmond?.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Richmond as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Richmond.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing.....	1	2	3	4	5
Access to affordable quality child care.....	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Access to affordable quality food.....	1	2	3	4	5
Ease of car travel in Richmond.....	1	2	3	4	5
Ease of bus travel in Richmond.....	1	2	3	4	5
Ease of rail/subway travel in Richmond.....	1	2	3	4	5
Ease of bicycle travel in Richmond.....	1	2	3	4	5
Ease of walking in Richmond	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Richmond	1	2	3	4	5
Overall quality of new development in Richmond	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Richmond over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Richmond:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth.....	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds.....	1	2	3	4	5
Absence of communications from the City of Richmond translated into languages other than English.....	1	2	3	4	5

Continued on following page

4. Continued: To what degree, if at all, are the following problems in Richmond:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Unwanted local businesses	1	2	3	4	5
Toxic waste or other environmental hazard(s)	1	2	3	4	5
Lack of jobs for residents.....	1	2	3	4	5
Residents' inadequate job skills to obtain local jobs	1	2	3	4	5
Quality of school facilities	1	2	3	4	5
Quality of a public school education	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Richmond:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Richmond's downtown area during the day.....	1	2	3	4	5	6
In Richmond's downtown area after dark	1	2	3	4	5	6
In Richmond's parks during the day	1	2	3	4	5	6
In Richmond's parks after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9 Yes → Go to question #8 Don't know

8. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Richmond public libraries or their services	1	2	3	4	5
Used Richmond recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Ridden a local bus within Richmond.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group/activity in Richmond	1	2	3	4	5
Used the Internet to conduct business with Richmond	1	2	3	4	5
Accessed City's website	1	2	3	4	5
Used COR Connect (citizen request tracking system)	1	2	3	4	5
Contacted the City for information	1	2	3	4	5

10. How do you rate the quality of each of the following services in Richmond?

	Excellent	Good	Fair	Poor	Don't know
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5

Continued on following page

10. Continued: How do you rate the quality of each of the following services in Richmond?

	Excellent	Good	Fair	Poor	Don't know
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Bus/transit services	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation centers/facilities	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks	1	2	3	4	5
Appearance of recreation centers/facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5
City of Richmond sponsored events	1	2	3	4	5
City's geographic information system (GIS)	1	2	3	4	5
City maintained trees	1	2	3	4	5
Public landscaping/street medians	1	2	3	4	5
City-sponsored job training programs	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Richmond	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of the City of Richmond in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Richmond taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Richmond is taking	1	2	3	4	5	6
The City of Richmond government welcomes citizen involvement	1	2	3	4	5	6
The City of Richmond government listens to citizens	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

16a. How important if at all are the following issues for the City to address?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Improving traffic flow and pedestrian safety.....	1	2	3	4	5
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park.....	1	2	3	4	5
Improving Richmond Parkway.....	1	2	3	4	5
Improving current park conditions and providing more parks and open space.....	1	2	3	4	5
Developing more affordable housing.....	1	2	3	4	5
Increasing paratransit service.....	1	2	3	4	5
Displaying more public art.....	1	2	3	4	5
Improving street pavement conditions.....	1	2	3	4	5
Increasing street lighting.....	1	2	3	4	5
Expanding small business development programs.....	1	2	3	4	5
Building a new library facility and opening library branches.....	1	2	3	4	5
Increasing police staffing to meet standard of two officers per 1000 residents.....	1	2	3	4	5
Renovating community centers and expanding programming.....	1	2	3	4	5
Upgrading existing and developing more athletic fields.....	1	2	3	4	5
Reopening the Plunge.....	1	2	3	4	5
Installing surveillance cameras throughout the City.....	1	2	3	4	5
Improving infrastructure to prevent flooding.....	1	2	3	4	5
Improving fire and paramedic service response time.....	1	2	3	4	5
Increasing job training and development programs.....	1	2	3	4	5
Expanding after school programs (K-12).....	1	2	3	4	5

16b. If there were to be a tax increase to support the issues you marked as essential or very important above for which of these taxes would you be willing to support an increase? Please check all that apply:

- Sales tax Utility user tax (based on use of utilities) None of these
 Property tax Manufacturers tax Don't know
 Parcel tax Business license or gross receipts tax

16c. Which resources do you rely on to get news about the City of Richmond? Please check all that apply:

- City of Richmond Web site Public meetings Other newspapers Word of mouth
 City publications West County Times Television news None of the above
 Green Sheet SF Chronicle Televised City Council meetings
 KCRT programming other than Council meetings Neighborhood council newsletters

16d. About how often do you leave Richmond to do the following things?

	Daily	10-20 times per month	5-9 times per month	1-4 times per month	Never
Shop.....	1	2	3	4	5
Dine.....	1	2	3	4	5
Receive health care.....	1	2	3	4	5
Entertainment.....	1	2	3	4	5
Buy groceries.....	1	2	3	4	5
Employment.....	1	2	3	4	5
Adult education.....	1	2	3	4	5
Outdoor recreation.....	1	2	3	4	5
Children's school.....	1	2	3	4	5
Ferry service.....	1	2	3	4	5

16e. In which area of the City of Richmond do you live?

- Point Richmond and Marina Bay Neighborhoods Metro/Richmond Village/ North and East Richmond, Richmond Heights
 Santa Fe, Coronado, and Cortez/Stege Neighborhoods Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods
 Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighborhoods May Valley, El Sobrante, Green Brier, Green Ridge Carriage Hills N and S, and Quail Hills
 N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village Parchester Village
 Belding Woods Neighborhood
 Don't know

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the City limits of the City of Richmond?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. How many years have you lived in Richmond?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

20. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

21. Is this house, apartment, or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

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

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- No Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



Marzo 2007

Estimado(a) residente de Richmond:

La Ciudad de Richmond desea saber qué piensa usted sobre la comunidad y los servicios de la Ciudad. Su hogar es uno de entre algunos hogares seleccionados al azar para participar en la Encuesta de la Comunidad de la Ciudad de Richmond 2007.

Por favor tome unos pocos minutos para llenar esta Encuesta de la Comunidad. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas serán útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Richmond, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la Ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el costo postal pagado. Si tiene alguna pregunta acerca de la Encuesta de la Comunidad por favor llámanos al 510-231-3031.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Richmond. Gracias por su tiempo y participación.

Sinceramente,

William A. Lindsay
Gerente de la Ciudad

ENCUESTA DE LA COMUNIDAD DE LA CIUDAD DE RICHMOND 2007

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor encierre en un círculo en el número que mejor represente su opinión para cada una de las siguientes preguntas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
¿Cómo evalúa a Richmond como lugar de residencia?	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?	1	2	3	4	5
¿Cómo evalúa la Ciudad de Richmond como lugar para criar a sus hijos?	1	2	3	4	5
¿De qué manera clasifica Richmond como lugar de trabajo?	1	2	3	4	5
¿Cómo evalúa la Ciudad de Richmond como lugar para retirarse?	1	2	3	4	5
¿Cómo evalúa la calidad de vida en general en la Ciudad de Richmond?	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Richmond:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes	1	2	3	4	5
Aspecto general de la Ciudad de Richmond	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Calidad del medio ambiente (aire)	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades de empleo	1	2	3	4	5
Disponibilidad de viviendas a un costo accesible	1	2	3	4	5
Guarderías infantiles a un costo accesible	1	2	3	4	5
Asistencia médica a un costo accesible	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable	1	2	3	4	5
Facilidad para andar en carro	1	2	3	4	5
Facilidad para andar en autobús	1	2	3	4	5
Facilidad para viajar en tren / metro	1	2	3	4	5
Facilidad para andar en bicicleta	1	2	3	4	5
Facilidad para caminar	1	2	3	4	5
Oportunidades educativas	1	2	3	4	5
Imagen/reputación general de Richmond	1	2	3	4	5
Calidad general de desarrollo nuevo en Richmond	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<u>demasiado lento</u>	<u>un poco lento</u>	<u>cantidad apropiada</u>	<u>un poco rápido</u>	<u>muy rápido</u>	<u>no sé</u>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿A qué nivel, si es que existe alguno, se encuentran los siguientes problemas en la Ciudad de Richmond?:

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Crimen	1	2	3	4	5
Drogas	1	2	3	4	5
Demasiado crecimiento	1	2	3	4	5
Falta de crecimiento	1	2	3	4	5
Graffiti	1	2	3	4	5
Ruido	1	2	3	4	5
Edificios sin mantenimiento, terrenos con mala hierba, vehículos abandonados	1	2	3	4	5
Impuestos	1	2	3	4	5
Congestión de tránsito	1	2	3	4	5
Juventud sin supervisión	1	2	3	4	5
Indigencia	1	2	3	4	5
Mala hierba / maleza	1	2	3	4	5

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4. ¿A qué nivel, si es que existe alguno, se encuentran los siguientes problemas en la Ciudad de Richmond?:

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Ausencia de información de la Ciudad de Richmond traducidas a idiomas excepto el inglés	1	2	3	4	5
Negocios locales no deseados	1	2	3	4	5
Desecho tóxico u otro(s) peligro(s) ambiental(es)	1	2	3	4	5
Falta de empleos para residentes	1	2	3	4	5
Habilidades de trabajo inadecuadas de los residentes para obtener empleos locales	1	2	3	4	5
Calidad de servicios escolares	1	2	3	4	5
Calidad de educación en las escuelas públicas	1	2	3	4	5

5. Por favor indique que tan seguro se siente contra las cosas que podrían ocurrirle a usted en Richmond:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
Crímenes violentos (Ej. violación, asalto, robo).....	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo).....	1	2	3	4	5	6
Incendios	1	2	3	4	5	6

6. Por favor indique que tan seguro se siente:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6
En los parques durante el día.....	1	2	3	4	5	6
En los parques durante la noche	1	2	3	4	5	6

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen

- No → Vaya a la pregunta #9 Sí → Vaya a la pregunta #8 No sé

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No Sí No sé

9. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Richmond?

	<u>Nunca</u>	<u>1 ó 2 veces</u>	<u>3 a 12 veces</u>	<u>13 a 26 veces</u>	<u>más de 26 veces</u>
Utilizó las bibliotecas públicas de Richmond y sus servicios.....	1	2	3	4	5
Utilizó los centros de recreación de Richmond.....	1	2	3	4	5
Participó en programas o actividades recreativas	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública.....	1	2	3	4	5
Vió por cable (TV) una reunión de autoridades locales u otra reunión pública.....	1	2	3	4	5
Recicló papel, latas o botellas en su casa.....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad.....	1	2	3	4	5
Utilizó la internet para hacer negocios con la Ciudad de Richmond	1	2	3	4	5
Tuvo acceso a la página de internet de la Ciudad.....	1	2	3	4	5
Usó COR Connect (sistema de rastreo de solicitudes de ciudadanos).....	1	2	3	4	5
Contactó la Ciudad para información	1	2	3	4	5

10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en la Ciudad de Richmond?

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Servicios de la policía	1	2	3	4	5
Servicios de bomberos	1	2	3	4	5
Servicios de ambulancia / médicos de emergencia.....	1	2	3	4	5
Prevención de crímenes	1	2	3	4	5
Educación y prevención contra incendios	1	2	3	4	5
Imposición de las leyes de tránsito.....	1	2	3	4	5
Recolección de basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5

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10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en la Ciudad de Richmond?

	Excelente	Bueno	Pasable	Bajo	No sé
Recolección de desechos del patio (jardín).....	1	2	3	4	5
Reparación de calles.....	1	2	3	4	5
Limpieza de calles.....	1	2	3	4	5
Iluminación de calles.....	1	2	3	4	5
Mantenimiento de aceras / veredas.....	1	2	3	4	5
Regulación de semáforos / señales de tránsito.....	1	2	3	4	5
Disponibilidad de estacionamiento público.....	1	2	3	4	5
Servicios de autobús /transporte.....	1	2	3	4	5
Drenajes.....	1	2	3	4	5
Agua potable.....	1	2	3	4	5
Servicios de cañería.....	1	2	3	4	5
Parques de la Ciudad.....	1	2	3	4	5
Clases o programas recreativos.....	1	2	3	4	5
Cantidad / variedad de clases o programas recreativos.....	1	2	3	4	5
Centros de recreación.....	1	2	3	4	5
Accesibilidad a los parques.....	1	2	3	4	5
Accesibilidad a los centros de recreación.....	1	2	3	4	5
Aspecto y mantenimiento de parques.....	1	2	3	4	5
Aspecto de los centros de recreación.....	1	2	3	4	5
Uso, planificación y zonificación de terreno.....	1	2	3	4	5
Imposición de las ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de animales.....	1	2	3	4	5
Desarrollo económico.....	1	2	3	4	5
Servicios de salud.....	1	2	3	4	5
Servicios para personas mayores (de la tercera edad, ciudadanos de oro, "seniors").....	1	2	3	4	5
Servicios para jóvenes.....	1	2	3	4	5
Servicios para personas de bajos recursos.....	1	2	3	4	5
Servicios de bibliotecas públicas.....	1	2	3	4	5
Variedad de materiales en la biblioteca.....	1	2	3	4	5
Servicios de información pública.....	1	2	3	4	5
Escuelas públicas.....	1	2	3	4	5
Televisión por cable.....	1	2	3	4	5
Eventos patrocinados por la Ciudad de Richmond.....	1	2	3	4	5
El sistema de información geográfica de la Ciudad (GIS).....	1	2	3	4	5
Árboles mantenidos por la Ciudad.....	1	2	3	4	5
Camellón de calle/áreas públicas ajardinadas.....	1	2	3	4	5
Programas de entrenamiento para empleo patrocinados por la Ciudad.....	1	2	3	4	5

11. En general, ¿cómo evalúa usted los servicios suministrados por...

	Excelente	Bueno	Pasable	Bajo	No sé
la Ciudad de Richmond.....	1	2	3	4	5
el Gobierno Federal.....	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5

12. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Richmond durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta #14 Sí → Vaya a la pregunta #13

13. ¿Cuál fue su impresión de los empleados de la Ciudad de Richmond en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Bueno	Pasable	Bajo	No sé
Conocimiento.....	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Impresión General.....	1	2	3	4	5

14. Por favor evalúe las siguientes declaraciones encerrando en un círculo en el número que represente mejor su opinión:

	Completamente de acuerdo	Más o menos de acuerdo	Ni de acuerdo ni en desacuerdo	Más o menos en desacuerdo	Completamente en desacuerdo	No sé
Recibo un valor bueno por los impuestos que pago a la Ciudad de Richmond.....	1	2	3	4	5	6
Estoy satisfecho con la dirección general de la Ciudad de Richmond.....	1	2	3	4	5	6
El gobierno de la Ciudad de Richmond promueve la participación de la comunidad.....	1	2	3	4	5	6
El gobierno de la Ciudad de Richmond escucha a la comunidad.....	1	2	3	4	5	6

15. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

16a. ¿Qué tan importante son los siguientes asuntos para que la Ciudad los atienda?

	Esencial	Muy importante	Algo importante	No importante en absoluto	No sé
Mejorar el flujo de tráfico y la seguridad peatonal.....	1	2	3	4	5
Preservar edificios históricos y completar el Parque Rosie the Riveter WWII National Homefront	1	2	3	4	5
Mejorar Richmond Parkway	1	2	3	4	5
Mejorar condiciones de parques actuales y proporcionar más parques y espacio abierto..	1	2	3	4	5
Desarrollar vivienda más adquirible económicamente.....	1	2	3	4	5
Aumentar el servicio de tránsito	1	2	3	4	5
Exhibir más arte público.....	1	2	3	4	5
Mejorar condiciones del pavimento en las calles.....	1	2	3	4	5
Aumentar iluminación de calles.....	1	2	3	4	5
Expandir programas para desarrollo de negocio pequeño	1	2	3	4	5
Construir un nuevo servicio de biblioteca y abrir sucursales bibliotecarias	1	2	3	4	5
Aumentar personal de policías para alcanzar el estándar de dos oficiales por 1000 residentes.....	1	2	3	4	5
Renovar centros comunitarios y expandir su programación	1	2	3	4	5
Mejorar la calidad de los campos atléticos existentes y desarrollar más.....	1	2	3	4	5
Volver a abrir el Plunge (alberca).....	1	2	3	4	5
Instalar cámaras de vigilancia por toda la Ciudad.....	1	2	3	4	5
Mejorar la infraestructura para prevenir las inundaciones	1	2	3	4	5
Mejorar el tiempo de respuesta en servicio para incendio y paramédico	1	2	3	4	5
Aumentar programas de desarrollo y de entrenamiento de empleo	1	2	3	4	5
Expandir programas para después de escuela (K-12).....	1	2	3	4	5

16b. Si hubiese un aumento en impuestos para sustentar los asuntos que usted marcó anteriormente como esenciales o muy importantes, ¿por cuál de estos impuestos estaría dispuesto a apoyar un aumento? Por favor marque todos los que se aplican:

- Impuesto de ventas Impuesto de usuario de servicios (basado en uso de servicios) Ninguno de éstos
 Impuesto de propiedad Impuesto de fabricante No sé
 Impuesto de parcela Impuesto de patente de negocio o recibos brutos

16c. ¿Con cuáles fuentes cuenta usted para obtener noticias sobre la Ciudad de Richmond? Por favor marque todas las que se aplican:

- Sitio de red de la Ciudad de Richmond Reuniones públicas Otros periódicos De palabra (no escrita)
 Publicaciones de la Ciudad West County Times Noticias de televisión Ninguno de los anteriores
 La Hoja Verde (Green Sheet) SF Chronicle Reuniones televisadas del Consejo de Ciudad
 Programación KCRT excepto reuniones de Consejo Hojas informativas del consejo de vecindario

16d. ¿Qué tan a menudo se va de Richmond para hacer las cosas siguientes?

	Diariamente	10-20 veces al mes	5-9 veces al mes	1-4 veces al mes	Nunca
Hacer compras	1	2	3	4	5
Cenar.....	1	2	3	4	5
Recibir cuidado de salud	1	2	3	4	5
Entretimiento	1	2	3	4	5
Comprar víveres.....	1	2	3	4	5
Empleo	1	2	3	4	5
Educación para adultos.....	1	2	3	4	5
Recreación exterior	1	2	3	4	5
Escuela para niños.....	1	2	3	4	5
Servicio de ferry	1	2	3	4	5

16e. ¿En cuál área de la Ciudad de Richmond vive usted?

- Vecindarios Point Richmond y Marina Bay
 Vecindarios Santa Fe, Coronado, y Cortez/Stege
 Vecindarios Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, y Richmond Annex, y Southwest Annex
 N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village
 Metro/Richmond Village/ Richmond del Norte y del Este, Richmond Heights
 Vecindarios Hilltop Valley, Hilltop Bayview, y Fairmede Hilltop
 May Valley, El Sobrante, Green Brier, Green Ridge Carriage Hills N y S, y Quail Hills
 Parchester Village
 Vecindario de Belding Woods
 No sé

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

17. ¿Vive dentro de los límites del Condado de Richmond?
 No Sí
18. ¿Está actualmente empleado?
 No → Vaya a la pregunta #19
 Sí → Vaya a la pregunta #18a
- 18a. ¿Qué tipo de transporte utiliza usualmente (para la parte más larga de su viaje) para ir al trabajo?
 Vehículo motorizado (Ej. carro, camioneta, van, motocicleta, etc...)
 Autobús, tren, metro, u otro servicio público de transporte
 Camina
 Trabaja en la casa
 Otro
- 18b. Si marcó la pregunta 18a de vehículo motorizado (Ej. carro, camioneta, van, motocicleta), ¿hay otro familiar (adultos o niños) que usualmente viajan con usted a o del trabajo?
 No Sí
19. ¿Cuántos años tiene usted viviendo en Richmond?
 Menos de 2 años 11-20 años
 2-5 años Más de 20 años
 6-10 años
20. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?
 Casa familiar separada de cualquier otra casa
 Casa unida a una o más casas (Ej. duplex, townhome)
 Edificio con 2 o más apartamentos o condominios
 Casa rodante / trailer
 Otro
21. ¿Es esta casa, apartamento o casa rodante / trailer es...
 Alquilada o la ocupa sin pago?
 Propia, o alguno de su familia la paga con hipoteca o ya está pagada?
22. ¿Hay niños de 12 años o menores que viven en su casa?
 No Sí
23. ¿Hay adolescentes de edades entre 13-17 que viven en su casa?
 No Sí
24. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?
 No Sí
25. ¿Hay algún miembro de su familia que tenga incapacidad física o que esté inhabilitado?
 No Sí
26. ¿Cuál es el nivel de estudio más alto que usted alcanzó? (marque solo uno)
 Grado 12 ó menos, sin diploma
 Diploma de preparatoria / secundaria
 Algo de universidad, sin título
 Grado asociado (Ej. técnico en artes o ciencias)
 Licenciatura (Ej. ciencias y artes)
 Grado profesional (master, doctorado)
27. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)
 Menos de \$24,999
 \$25,000 a \$49,999
 \$50,000 a \$99,999
 \$100,000 o más
28. ¿Es usted Hispano / Latino?
 No Sí
29. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)
 Indio Americano o nativo de Alaska
 Asiático o de las Islas del Pacífico
 Negro, Afro-americano
 Blanco / Caucásico
 Otro
30. ¿En que categoría está su edad?
 18-24 años 55-64 años
 25-34 años 65-74 años
 35-44 años 75 años o más
 45-54 años
31. ¿Cuál es su sexo?
 Femenino Masculino
32. ¿Está registrado para votar en su jurisdicción?
 No Sí No sé
33. ¿Votó en las últimas elecciones?
 No Sí No sé
34. ¿Cree que votará en las próximas elecciones?
 No Sí No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



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