



CITY OF RICHMOND

City Auditor's Office

DATE: February 24, 2022

TO: Mr. Lincoln Saunders
Chief Administrative Officer

FROM: Louis Lassiter *LL*
City Auditor

SUBJECT: Citizen Survey 2021 – Service Efforts and Accomplishments

The City Auditor's Office working with the Department of Citizen Service and Response has overseen the completion of Richmond, Virginia's 2021 National Community Survey. This work was scheduled as a non-audit service as part of the overall FY22 approved audit plan.

The National Community Survey (NCS) was developed in partnership between National Research Center (NRC, Polco's research team) and the International City/County Management Association (ICMA). NRC works with ICMA to provide this official authorized resident survey for local governments. The NCS maintains a database of over 500 jurisdictions' survey data to produce comparisons of ratings for a variety of city services from around the country.

The City of Richmond's survey was conducted during the fall of 2021 during the COVID-19 pandemic, a time of challenge for many local governments. While the report provides comparisons to custom and national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. Custom benchmarks are from 47 cities (not counties) with populations of 100k - 500k that conducted surveys over the last three years. We are working with POLCO, the Council President, and the CAO's Office to identify the best venue for POLCO to present the survey findings and Administration's response, and will determine that in the near future.

As required by Government Auditing Standards, we must communicate that this work does not constitute an audit conducted in accordance with Generally Accepted Government Auditing Standards (GAGAS). We would like to thank the Citizen Service and Response Department for their assistance on this project. Please contact us if you have any questions regarding this survey.

Attachment

cc: Mayor Levar Stoney
The Richmond Audit Committee
The Richmond City Council

Richmond, VA

The National Community Survey

Report of Results
2021

Report by:



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www.polco.us

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Richmond. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 563 residents of the City of Richmond collected from October 8th, 2021 to November 26th, 2021. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2021 survey was 9%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Ri..

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Richmond’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Richmond’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Richmond’s average rating was more than 20 points different when compared to the benchmark. Along with these, the City of Richmond elected to compare results to a more specific group within NRC’s database, selected by City staff. The custom benchmark compares Richmond to cities with populations between 100k-500k. **The benchmark comparisons throughout the report reflect Richmond’s evaluation to the custom subset of peer communities from NRC’s database;** the comparisons to the entire database can be found separately in the “National Benchmarks” section of the report.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



Methods

Selecting survey recipients

All households within the City of Richmond were eligible to participate in the survey. A list of all households within the zip codes serving Richmond was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Richmond households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Richmond boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the nine districts. For Richmond, the addresses were also geocoded to determine which District they were within. Each of the nine Districts has a similar population size. However, from past survey experience, it was known that the demographic profile of each District differed, and response rates were lower from some Districts than from others. Each of the nine Districts was categorized as having a likely higher or lower survey response rate. Lower survey response is often correlated with lower annual household incomes, which is also associated with lower broadband access. Thus, the sampling plan was designed to provide a greater proportion of hard copy surveys to the likely lower response Districts, with the likely higher response Districts being sent a greater proportion of mailed invitations to an online survey. From the four Districts assumed to have a lower response rate, in each District a total of 711 households were randomly selected as survey recipients. Of these 711 households, 544 received the traditional survey mailings, while the remaining 167 received mailed invitations to the online survey. From the five Districts assumed to have a higher response rate, in each District a total of 700 households were randomly selected as survey recipients; 233 received the traditional survey mailings and 467 mailed invitations to the online survey. Polco expected that this sampling scheme would result in almost 50 completed surveys per District.

In all cases, an individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 6,344 randomly selected households received mailings beginning on October 8th, 2021 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

Of the 6,344 households that received the invitations to participate, 563 completed the survey, providing an overall response rate of 9%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons. The response rate to the traditional mailed survey in the four Districts assumed to have a lower response rate was 8.2%, while it was 15.3% in the five Districts assumed to have a higher response rate; overall, the response rate to the traditional mailed survey was 10.6%. The response rate to the mailed invitation to online survey in the four Districts assumed to have a lower response rate was 3.5%, while it was 7.9% in the five Districts assumed to have a higher response rate; overall, the response rate to the mailed invitation to online survey was 6.9%. The number of completed surveys per District ranged from 47 to 94.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Richmond survey is no greater than plus or minus 4 percentage points around any given percent reported for all respondents (563 completed surveys).

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2019 American Community Survey (ACS) estimates for adults in the City of Richmond. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. In the case of Richmond, the data were weighted to norms provided by the City from the 2019 ACS for each of the nine Districts. Thus, the crosstabulation data for each District are representative of the adult population in that District. The characteristics used for weighting were age, sex, race, Hispanic origin, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	20%	36%	41%
	35-54	22%	34%	28%
	55+	58%	30%	31%
Area	District 1	17%	10%	10%
	District 2	12%	13%	13%
	District 3	10%	10%	10%
	District 4	15%	11%	11%
	District 5	11%	11%	11%
	District 6	9%	13%	13%
	District 7	10%	13%	13%
	District 8	8%	9%	9%
	District 9	9%	10%	10%
Hispanic origin	No, not Spanish, Hispanic, or Latino	97%	96%	94%
	Spanish, Hispanic, or Latino	3%	4%	6%
Housing tenure	Own	64%	42%	43%
	Rent	36%	58%	57%
Race	Not white	36%	55%	51%
	White alone	64%	45%	49%
Sex	Female	59%	55%	53%
	Male	41%	45%	47%
Sex/age	Female 18-34	12%	18%	22%
	Female 35-54	13%	20%	14%
	Female 55+	34%	17%	17%
	Male 18-34	8%	17%	20%
	Male 35-54	10%	14%	14%
	Male 55+	23%	14%	13%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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

Contact

The City of Richmond funded this research. Please contact Lou Lassiter of the City of Richmond at louis.lassiter@richmondgov.com if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2019 American Community Survey

Highlights

The economy is a focus area for residents, with related ratings on par with the nation.

Economy was identified by residents as an area of relatively lower quality (41% excellent or good) and higher importance (89% essential or very important) when compared to other facets of community livability, suggesting that this is a possible area of focus for the City. Although the overall economic health of Richmond was rated lower than the peer communities, a majority of other items in this facet were similar to the benchmarks. The top-performing areas related to the economy, with about 7 in 10 residents giving positive scores to each, were Richmond as a place to visit, the overall quality and variety of business and service establishments, and Richmond as a place to work. About half of residents gave positive marks to both shopping and employment opportunities in Richmond, while slightly less than half gave favorable ratings to the cost of living, economic development, and the vibrancy of the downtown/commercial area.

While Richmond residents tend to be engaged with their local government, public trust ratings are an area of opportunity for the City.

About 6 in 10 residents reported having contacted the City of Richmond for help or information in the 12 months prior to the survey and about 4 in 10 reported watching a local public meeting; both of these rates of participation were higher than those observed in other peer communities. However, ratings for local government performance tended to be lower than average. Roughly half of residents gave positive ratings to the overall direction that Richmond is taking (which was similar to the custom benchmark) and to overall customer service by Richmond employees (which was lower). Only about 4 in 10 residents or less gave positive scores to the remaining aspects of government performance, including treating residents with respect, welcoming resident involvement, and the value of services for taxes paid, among others. These ratings were all lower than those given in other communities elsewhere.

Utility infrastructure is a priority for Richmond residents.

The utility infrastructure is an area of priority for the residents of Richmond, and when asked about aspects of the community the City should focus on in the next two years, about 9 in 10 residents responded that the importance of the overall utility infrastructure of the city was essential or very important. A lower proportion of residents gave the quality of the utility infrastructure in Richmond positive ratings (33% excellent or good) which was much lower than in comparison communities.

Other ratings regarding Utilities in Richmond ranged from similar to much lower than both the national and custom comparisons. Items similar to the benchmark included the quality of both the drinking water in Richmond (58%) and access to affordable high-speed internet (47%), while all others were lower or much lower. A majority of residents gave positive ratings to power utility (60%), and about half of residents felt similarly toward garbage collection, sewer services, and utility billing. About one-third of residents had favorable views towards stormwater management.

While mobility is an area for improvement, Richmond residents do utilize alternate forms of transportation.

Overall, items relating to Mobility in Richmond received a mix of positive and negative ratings. The highest-rated item was the ease of travel by car (63% excellent or good), followed by the ease of walking (52%) and traffic flow on major streets (47%). About 4 in 10 residents approved of the ease of travel by bicycle, and one-third favorably rated public parking as well as the ease of travel by public transportation. When asked about alternative forms of transportation, nearly three-quarters of residents reported having walked or cycled instead of driving, and about 4 in 10 had carpooled instead of driving alone. Also, nearly 4 in 10 residents reported using public transportation, which was higher than both the national average and custom comparisons.

The areas which presented the most opportunity in regard to Mobility in Richmond were street related services. About 4 in 10 residents gave positive marks to traffic signal timing, street lighting, and bus/transit services. About one-third of residents approved of traffic enforcement, which was lower than the benchmarks, and snow removal and street cleaning, which were much lower than the benchmarks. The lowest-performing items in this facet were street repair (16%) and sidewalk maintenance (16%) which were also much lower than the average in both national and custom comparisons.

Safety is a concern for residents.

Residents' relative quality and importance ratings of the facet of Safety also indicated that this was an important area of focus for the City in the coming years. While the overall feeling of safety in Richmond was much lower than the comparisons (37% excellent or good), a strong majority of residents reported feeling safe in their neighborhood (87% safe or somewhat safe) and Richmond's downtown/ commercial area during the day (80%), as well as from fire, flood, and other natural disasters (69%). About half of residents felt safe from both property and violent crime.

The greatest area of possible improvement in relation to Safety is in the services related to this facet. A majority of residents approved of Richmond's fire services, ambulance/EMS services, and fire prevention/education. About half of residents positively rated animal control, emergency preparedness, and police/Sheriff services. About one-quarter of residents gave positive marks to crime prevention in the city. While animal control was similar to the national comparisons, all other services were either lower or much lower than average.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Richmond as a whole.
 (% excellent or good)

		vs. benchmark*
Overall economic health	41%	Lower
Overall quality of the transportation system	38%	Lower
Overall design or layout of residential and commercial areas	49%	Similar
Overall quality of the utility infrastructure	33%	Much lower
Overall feeling of safety	37%	Much lower
Overall quality of natural environment	54%	Lower
Overall quality of parks and recreation opportunities	64%	Lower
Overall health and wellness opportunities	57%	Lower
Overall opportunities for education, culture, and the arts	62%	Similar
Residents' connection and engagement with their community	44%	Similar

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

(% essential or very important)

Overall economic health	89%	Similar
Overall quality of the transportation system	77%	Similar
Overall design or layout of residential and commercial areas	73%	Similar
Overall quality of the utility infrastructure	91%	Similar
Overall feeling of safety	85%	Similar
Overall quality of natural environment	81%	Similar
Overall quality of parks and recreation opportunities	75%	Similar
Overall health and wellness opportunities	77%	Similar
Overall opportunities for education, culture, and the arts	80%	Similar
Residents' connection and engagement with their community	68%	Similar

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

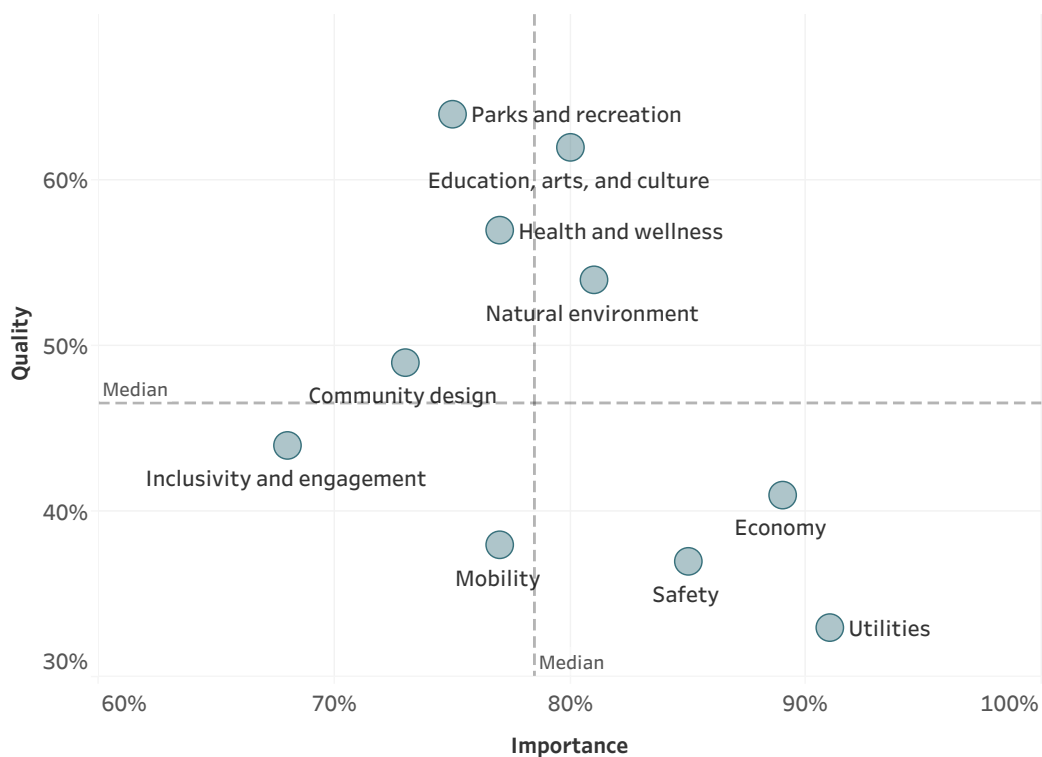
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

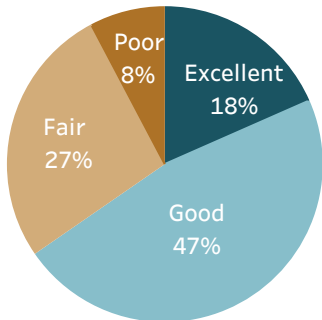
To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 47% or more of respondents were considered of “higher quality” and those with ratings lower than 47% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 79% or more of respondents. Services were rated as “less important” if they received a rating of less than 79%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



The overall quality of life in Richmond



Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

Please rate each of the following aspects of quality of life in Richmond. (% excellent or good)

		vs. benchmark*
Richmond as a place to live	72%	Similar
The overall quality of life	65%	Similar

Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)

Recommend living in Richmond to someone who asks	81%	Similar
Remain in Richmond for the next five years	77%	Similar

Please rate each of the following in the Richmond community. (% excellent or good)

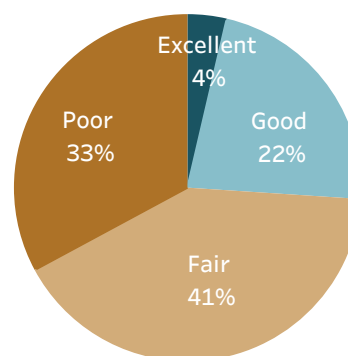
Overall image or reputation	47%	Lower
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Richmond government



Please rate the quality of each of the following services in Richmond.
(% excellent or good)

		vs. benchmark*
Overall customer service by Richmond employees	52%	Lower
Public information services	42%	Lower

Please rate the following categories of Richmond government performance.
(% excellent or good)

The overall direction that Richmond is taking	45%	Similar
Treating residents with respect	40%	Lower
The job Richmond government does at welcoming resident involvement	34%	Similar
The value of services for the taxes paid to Richmond	32%	Lower
Informing residents about issues facing the community	31%	Lower
Treating all residents fairly	30%	Lower
Generally acting in the best interest of the community	30%	Lower
Overall confidence in Richmond government	27%	Lower
Being honest	25%	Lower
Being open and transparent to the public	22%	Lower

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

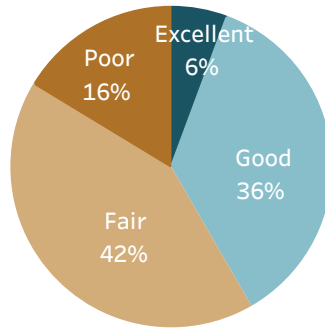
The City of Richmond	39%	Lower
The Federal Government	33%	Similar

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

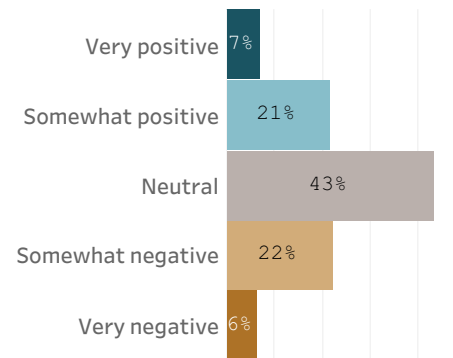
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Richmond



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:



Please rate each of the following aspects of quality of life in Richmond. (% excellent or good)

		vs. benchmark*
Richmond as a place to visit	70%	Similar
Richmond as a place to work	68%	Similar

Please rate each of the following characteristics as they relate to Richmond as a whole. (% excellent or good)

Overall economic health	41%	Lower
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Please rate each of the following in the Richmond community. (% excellent or good)

Overall quality of business and service establishments	70%	Similar
Variety of business and service establishments	67%	Similar
Shopping opportunities	57%	Similar
Employment opportunities	50%	Similar
Cost of living	40%	Similar
Vibrancy of downtown/commercial area	40%	Lower

Please rate the quality of each of the following services in Richmond. (% excellent or good)

Economic development	43%	Lower
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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 or somewhat positive)

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:

28%

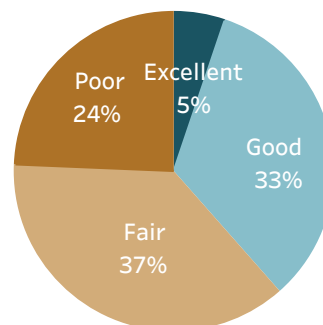
Similar

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Richmond



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of the transportation system	38%	Lower

Please also rate each of the following in the Richmond community.
(% excellent or good)

Ease of travel by car	63%	Similar
Ease of walking	52%	Similar
Traffic flow on major streets	47%	Similar
Ease of travel by bicycle	42%	Similar
Ease of public parking	31%	Lower
Ease of travel by public transportation	29%	Similar

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

Walked or biked instead of driving	67%	Similar
Carpooled with other adults or children instead of driving alone	42%	Similar
Used public transportation instead of driving	37%	Higher

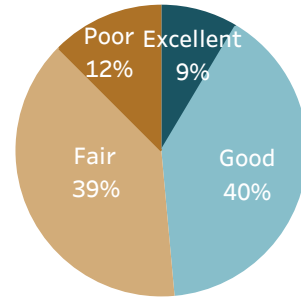
Please rate the quality of each of the following services in Richmond.
(% excellent or good)

Traffic signal timing	45%	Similar
Street lighting	42%	Lower

Bus or transit services	40%	Similar
Traffic enforcement	38%	Lower
Snow removal	33%	Lower
Street cleaning	30%	Much lower
Street repair	16%	Lower
Sidewalk maintenance	16%	Much lower

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Richmond's residential and commercial areas



Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)

		vs. benchmark*
Your neighborhood as a place to live	69%	Similar

Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

Overall design or layout of residential and commercial areas	49%	Similar
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Please also rate each of the following in the Richmond community.
(% excellent or good)

Public places where people want to spend time	56%	Similar
Preservation of the historical or cultural character of the community	54%	Similar
Overall appearance	49%	Similar
Overall quality of new development	44%	Lower
Variety of housing options	41%	Similar
Well-designed neighborhoods	39%	Lower
Well-planned commercial growth	37%	Similar
Well-planned residential growth	31%	Lower
Availability of affordable quality housing	22%	Similar

Please rate the quality of each of the following services in Richmond.
(% excellent or good)

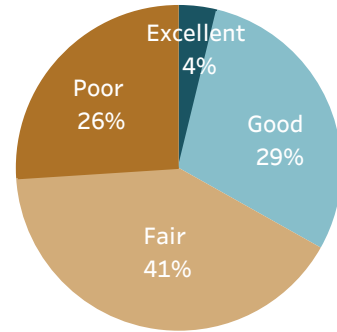
Land use, planning and zoning	36%	Similar
Code enforcement	17%	Much lower

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Richmond



Please rate the quality of each of the following services in Richmond.
(% excellent or good)

		vs. benchmark*
Power (electric and/or gas) utility	60%	Lower
Drinking water	58%	Similar
Garbage collection	56%	Lower
Sewer services	52%	Lower
Utility billing	52%	Lower
Affordable high-speed internet access	47%	Similar
Storm water management	37%	Much lower

Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

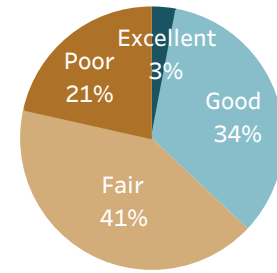
Overall quality of the utility infrastructure	33%	Much lower
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Richmond



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

		vs. benchmark*
Overall feeling of safety	37%	Much lower

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	87%	Similar
In Richmond's downtown/commercial area during the day	80%	Similar
From fire, flood, or other natural disaster	69%	Similar
From violent crime	53%	Lower
From property crime	47%	Lower

Please rate the quality of each of the following services in Richmond.
(% excellent or good)

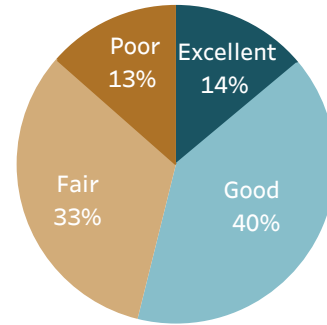
Fire services	82%	Similar
Ambulance or emergency medical services	60%	Lower
Fire prevention and education	60%	Lower
Animal control	55%	Similar
Emergency preparedness	45%	Lower
Police/Sheriff services	45%	Lower
Crime prevention	25%	Much lower

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Richmond



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of natural environment	54%	Lower

Please also rate each of the following in the Richmond community.
(% excellent or good)

Air quality	59%	Similar
Water resources	56%	Similar
Cleanliness	32%	Lower

Please rate the quality of each of the following services in Richmond.
(% excellent or good)

Preservation of natural areas	57%	Similar
Richmond open space	53%	Similar
Yard waste pick-up	45%	Much lower
Recycling	41%	Much lower

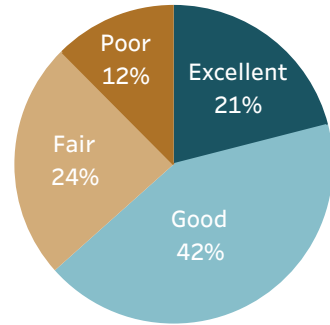
* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of parks and recreation opportunities	64%	Lower

Please also rate each of the following in the Richmond community.
(% excellent or good)

Recreational opportunities	67%	Similar
Availability of paths and walking trails	65%	Similar
Fitness opportunities	65%	Similar

Please rate the quality of each of the following services in Richmond.
(% excellent or good)

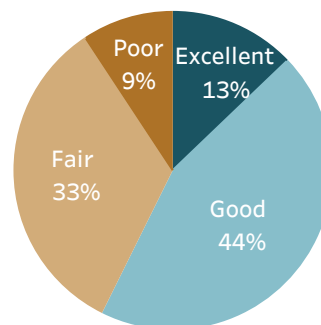
City parks	63%	Similar
Recreation programs or classes	50%	Lower
Recreation centers or facilities	46%	Lower

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Richmond



Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

		vs. benchmark*
Overall health and wellness opportunities	57%	Lower

Please also rate each of the following in the Richmond community.
(% excellent or good)

Availability of affordable quality food	58%	Similar
Availability of preventive health services	49%	Lower
Availability of affordable quality health care	48%	Lower
Availability of affordable quality mental health care	36%	Similar

Please rate the quality of each of the following services in Richmond.
(% excellent or good)

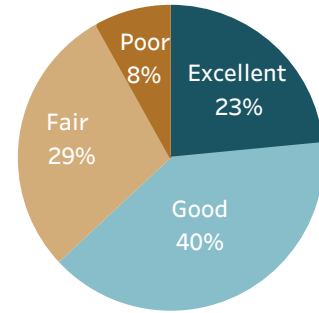
Health services	49%	Lower
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Please rate your overall health.
(% excellent or very good)

Please rate your overall health.	61%	Similar
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts



Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

		vs. benchmark*
Overall opportunities for education, culture, and the arts	62%	Similar

Please also rate each of the following in the Richmond community.
(% excellent or good)

Opportunities to attend special events and festivals	71%	Similar
Community support for the arts	70%	Higher
Opportunities to attend cultural/arts/music activities	69%	Similar
Adult educational opportunities	40%	Lower
Availability of affordable quality childcare/preschool	25%	Lower
K-12 education	21%	Much lower

Please rate the quality of each of the following services in Richmond.
(% excellent or good)

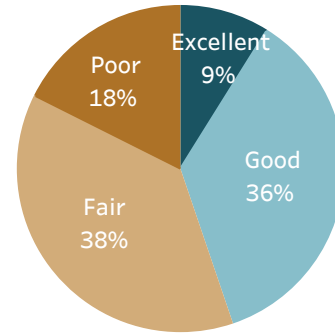
Public library services	71%	Similar
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community



Please rate each of the following aspects of quality of life in Richmond.
(% excellent or good)

		vs. benchmark*
Sense of community	55%	Similar
Richmond as a place to retire	54%	Similar
Richmond as a place to raise children	46%	Lower

Please rate each of the following characteristics as they relate to Richmond as a whole.
(% excellent or good)

Residents' connection and engagement with their community	44%	Similar
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Please rate the job you feel the Richmond community does at each of the following.
(% excellent or good)

Valuing/respecting residents from diverse backgrounds	58%	Similar
Making all residents feel welcome	56%	Similar
Attracting people from diverse backgrounds	55%	Similar
Taking care of vulnerable residents	25%	Much lower

Please also rate each of the following in the Richmond community.
(% excellent or good)

Opportunities to volunteer	71%	Similar
Opportunities to participate in social events and activities	59%	Similar
Opportunities to participate in community matters	57%	Similar

Openness and acceptance of the community toward people of diverse backgrounds	55%	Similar
Neighborliness of residents	53%	Similar
Sense of civic/community pride	46%	Similar

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

		vs. benchmark*
Voted in your most recent local election	77%	Similar
Contacted the City of Richmond for help or information	61%	Higher
Volunteered your time to some group/activity	38%	Similar
Watched a local public meeting	38%	Higher
Contacted Richmond elected officials to express your opinion	26%	Similar
Campaigned or advocated for a local issue, cause, or candidate	22%	Similar
Attended a local public meeting	22%	Similar

In general, how many times do you:
(% a few times a week or more)

Use or check email	91%	Similar
Access the internet from your cell phone	88%	Similar
Access the internet from your home	87%	Similar
Visit social media sites	75%	Similar
Shop online	45%	Lower
Share your opinions online	30%	Similar

* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Custom benchmark tables

This table contains the comparisons of Richmond’s results to those from other cities with populations between 100k - 500k, as selected by City staff. The first column shows the comparison of Richmond’s rating to the benchmark. Richmond’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different than the benchmark. The second column is Richmond’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Richmond’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Richmond’s result -- that is what percent of surveyed communities had a lower rating than Richmond.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Similar	72%	27	40	35
	Your neighborhood as a place to live	Similar	69%	27	31	16
	Richmond as a place to raise children	Lower	46%	37	41	12
	Richmond as a place to work	Similar	68%	22	40	47
	Richmond as a place to visit	Similar	70%	9	32	75
	Richmond as a place to retire	Similar	54%	28	38	28
	The overall quality of life	Similar	65%	28	41	34
	Sense of community	Similar	55%	20	27	29
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Lower	41%	23	27	18
	Overall quality of the transportation system	Lower	38%	17	18	11
	Overall design or layout of residential and commercial areas	Similar	49%	23	26	15
	Overall quality of the utility infrastructure	Much lower	33%	18	18	5
	Overall feeling of safety	Much lower	37%	36	40	12
	Overall quality of natural environment	Lower	54%	25	27	11
	Overall quality of parks and recreation opportunities	Lower	64%	16	19	21
	Overall health and wellness opportunities	Lower	57%	25	27	11
	Overall opportunities for education, culture, and the arts	Similar	62%	11	28	64
	Residents’ connection and engagement with their community	Similar	44%	14	18	27
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Similar	81%	21	29	31
	Remain in Richmond for the next five years	Similar	77%	21	28	28
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	87%	26	34	26
	In Richmond’s downtown/commercial area during the day	Similar	80%	26	33	24

Please rate how safe or unsafe you feel:	From property crime	Lower	47%	17	20	20
	From violent crime	Lower	53%	19	20	10
	From fire, flood, or other natural disaster	Similar	69%	14	17	23
Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	Similar	56%	16	18	16
	Attracting people from diverse backgrounds	Similar	55%	15	18	22
	Valuing/respecting residents from diverse backgrounds	Similar	58%	14	18	27
	Taking care of vulnerable residents	Much lower	25%	16	18	16
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Similar	70%	16	25	40
	Variety of business and service establishments	Similar	67%	11	17	41
	Vibrancy of downtown/commercial area	Lower	40%	21	26	23
	Employment opportunities	Similar	50%	18	30	43
	Shopping opportunities	Similar	57%	24	27	14
	Cost of living	Similar	40%	18	27	37
	Overall image or reputation	Lower	47%	28	37	27
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Similar	47%	14	37	64
	Ease of public parking	Lower	31%	25	26	7
	Ease of travel by car	Similar	63%	13	30	60
	Ease of travel by public transportation	Similar	29%	23	31	29
	Ease of travel by bicycle	Similar	42%	21	32	37
	Ease of walking	Similar	52%	20	31	38
	Well-planned residential growth	Lower	31%	17	18	11
	Well-planned commercial growth	Similar	37%	16	18	16
	Well-designed neighborhoods	Lower	39%	18	19	10
	Preservation of the historical or cultural character of the community	Similar	54%	14	17	23
	Public places where people want to spend time	Similar	56%	13	26	53
	Variety of housing options	Similar	41%	23	27	18
	Availability of affordable quality housing	Similar	22%	24	32	28
	Overall quality of new development	Lower	44%	27	30	13
	Overall appearance	Similar	49%	25	36	33
	Cleanliness	Lower	32%	27	32	18
	Water resources	Similar	56%	7	17	64

Please also rate each of the following in the Richmond community.	Air quality	Similar	59%	20	26	26	
	Availability of paths and walking trails	Similar	65%	15	31	54	
	Fitness opportunities	Similar	65%	19	26	30	
	Recreational opportunities	Similar	67%	12	29	62	
	Availability of affordable quality food	Similar	58%	22	24	12	
	Availability of affordable quality health care	Lower	48%	23	25	12	
	Availability of preventive health services	Lower	49%	22	24	12	
	Availability of affordable quality mental health care	Similar	36%	21	24	16	
	Opportunities to attend cultural/arts/music activities	Similar	69%	8	27	74	
	Community support for the arts	Higher	70%	4	18	83	
	Availability of affordable quality childcare/preschool	Lower	25%	24	25	8	
	K-12 education	Much lower	21%	27	28	7	
	Adult educational opportunities	Lower	40%	25	26	7	
	Sense of civic/community pride	Similar	46%	15	18	22	
	Neighborliness of residents	Similar	53%	20	27	29	
	Please indicate whether or not you have done each of the following in the last 12 months.	Opportunities to participate in social events and activities	Similar	59%	11	27	62
		Opportunities to attend special events and festivals	Similar	71%	5	27	85
Opportunities to volunteer		Similar	71%	12	28	60	
Opportunities to participate in community matters		Similar	57%	17	28	42	
Openness and acceptance of the community toward people of diverse ..		Similar	55%	23	30	26	
Contacted the City of Richmond for help or information		Higher	61%	1	34	100	
Contacted Richmond elected officials to express your opinion		Similar	26%	1	26	100	
Attended a local public meeting		Similar	22%	9	26	69	
Watched a local public meeting		Higher	38%	3	26	92	
Volunteered your time to some group/activity		Similar	38%	12	27	59	
Campaigned or advocated for a local issue, cause, or candidate		Similar	22%	11	26	61	
Voted in your most recent local election		Similar	77%	12	18	38	
Used public transportation instead of driving		Higher	37%	7	25	76	
Please rate the quality of each of the following	Carpooled with other adults or children instead of driving alone	Similar	42%	18	27	37	
	Walked or biked instead of driving	Similar	67%	6	26	80	
	Public information services	Lower	42%	30	31	6	

Please rate the quality of each of the following services in Richmond.

Economic development	Lower	43%	24	27	14
Traffic enforcement	Lower	38%	37	39	7
Traffic signal timing	Similar	45%	22	31	32
Street repair	Lower	16%	37	39	7
Street cleaning	Much lower	30%	27	28	7
Street lighting	Lower	42%	32	33	6
Snow removal	Lower	33%	19	19	5
Sidewalk maintenance	Much lower	16%	28	28	3
Bus or transit services	Similar	40%	20	29	34
Land use, planning and zoning	Similar	36%	26	29	13
Code enforcement	Much lower	17%	35	36	5
Affordable high-speed internet access	Similar	47%	15	17	17
Garbage collection	Lower	56%	31	33	9
Drinking water	Similar	58%	26	31	19
Sewer services	Lower	52%	34	35	5
Storm water management	Much lower	37%	33	33	3
Power (electric and/or gas) utility	Lower	60%	21	22	9
Utility billing	Lower	52%	26	27	7
Police/Sheriff services	Lower	45%	41	43	6
Crime prevention	Much lower	25%	34	37	10
Animal control	Similar	55%	23	33	33
Ambulance or emergency medical services	Lower	60%	33	33	3
Fire services	Similar	82%	31	36	16
Fire prevention and education	Lower	60%	25	29	17
Emergency preparedness	Lower	45%	23	27	18
Preservation of natural areas	Similar	57%	19	27	33
Richmond open space	Similar	53%	17	24	33
Recycling	Much lower	41%	34	35	5
Yard waste pick-up	Much lower	45%	30	30	3
City parks	Similar	63%	25	28	14
Recreation programs or classes	Lower	50%	30	33	12

Please rate the quality of each of the following services in Richmond.	Recreation centers or facilities	Lower	46%	29	30	6
	Health services	Lower	49%	23	25	12
	Public library services	Similar	71%	31	35	14
	Overall customer service by Richmond employees	Lower	52%	35	39	12
Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Lower	32%	37	41	12
	The overall direction that Richmond is taking	Similar	45%	33	39	17
	The job Richmond government does at welcoming resident involvement	Similar	34%	31	36	16
	Overall confidence in Richmond government	Lower	27%	26	27	7
	Generally acting in the best interest of the community	Lower	30%	24	26	11
	Being honest	Lower	25%	25	26	7
	Being open and transparent to the public	Lower	22%	17	18	11
	Informing residents about issues facing the community	Lower	31%	18	20	15
	Treating all residents fairly	Lower	30%	24	26	11
	Treating residents with respect	Lower	40%	16	18	16
Overall, how would you rate the quality of the services provided by each ..	The City of Richmond	Lower	39%	39	40	5
	The Federal Government	Similar	33%	20	25	24
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	16	23	34
	Overall quality of the transportation system	Similar	77%	8	18	61
	Overall design or layout of residential and commercial areas	Similar	73%	20	23	17
	Overall quality of the utility infrastructure	Similar	91%	8	17	58
	Overall feeling of safety	Similar	85%	21	23	13
	Overall quality of natural environment	Similar	81%	17	23	30
	Overall quality of parks and recreation opportunities	Similar	75%	18	18	5
	Overall health and wellness opportunities	Similar	77%	17	23	30
	Overall opportunities for education, culture, and the arts	Similar	80%	6	23	78
	Residents' connection and engagement with their community	Similar	68%	13	23	47
In general, how many times do you:	Access the internet from your home	Similar	87%	17	18	11
	Access the internet from your cell phone	Similar	88%	17	18	11
	Visit social media sites	Similar	75%	17	18	11
	Use or check email	Similar	91%	17	18	11
	Share your opinions online	Similar	30%	10	18	50

In general, how many times do you:	Shop online	Lower	45%	17	18	11
	Please rate your overall health.	Similar	61%	15	25	44
	What impact, if any, do you think the economy will have on your family..	Similar	28%	12	25	56

National benchmark tables

This table contains the comparisons of Richmond’s results to those from other communities. These comparisons represent Cities, Counties, Villages, and Towns with populations ranging from around one thousand residents to over one million. The average population of jurisdictions in the National Benchmark Comparisons is 100k. The first column shows the comparison of Richmond’s rating to the benchmark. Richmond’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Richmond residents is statistically similar to or different than the benchmark. The second column is Richmond’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Richmond’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Richmond’s result -- that is what percent of surveyed communities had a lower rating than Richmond.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Richmond.	Richmond as a place to live	Lower	72%	320	384	16
	Your neighborhood as a place to live	Lower	69%	291	316	8
	Richmond as a place to raise children	Much lower	46%	365	385	5
	Richmond as a place to work	Similar	68%	165	368	55
	Richmond as a place to visit	Similar	70%	117	310	62
	Richmond as a place to retire	Lower	54%	309	370	16
	The overall quality of life	Similar	65%	352	426	17
	Sense of community	Similar	55%	260	318	18
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Lower	41%	248	291	15
	Overall quality of the transportation system	Lower	38%	101	117	14
	Overall design or layout of residential and commercial areas	Similar	49%	227	285	20
	Overall quality of the utility infrastructure	Much lower	33%	113	114	1
	Overall feeling of safety	Much lower	37%	357	366	2
	Overall quality of natural environment	Lower	54%	277	295	6
	Overall quality of parks and recreation opportunities	Lower	64%	106	119	11
	Overall health and wellness opportunities	Similar	57%	237	286	17
	Overall opportunities for education, culture, and the arts	Similar	62%	144	289	50
	Residents’ connection and engagement with their community	Similar	44%	91	115	21
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Similar	81%	229	302	24
	Remain in Richmond for the next five years	Similar	77%	248	295	16
Please rate how safe or unsafe you feel	In your neighborhood during the day	Similar	87%	312	351	11

Please rate how safe or unsafe you feel:	In Richmond's downtown/commercial area during the day	Lower	80%	288	327	12
	From property crime	Lower	47%	118	125	6
	From violent crime	Much lower	53%	120	125	3
	From fire, flood, or other natural disaster	Similar	69%	99	113	13
Please rate the job you feel the Richmond community does at each of the following.	Making all residents feel welcome	Similar	56%	106	119	11
	Attracting people from diverse backgrounds	Similar	55%	66	117	44
	Valuing/respecting residents from diverse backgrounds	Similar	58%	90	117	23
	Taking care of vulnerable residents	Much lower	25%	111	115	4
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Similar	70%	130	293	55
	Variety of business and service establishments	Similar	67%	50	114	57
	Vibrancy of downtown/commercial area	Similar	40%	187	276	32
	Employment opportunities	Similar	50%	124	322	61
	Shopping opportunities	Similar	57%	171	308	44
	Cost of living	Similar	40%	175	287	39
	Overall image or reputation	Lower	47%	316	363	13
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Similar	47%	193	340	43
	Ease of public parking	Lower	31%	245	263	7
	Ease of travel by car	Similar	63%	208	318	34
	Ease of travel by public transportation	Similar	29%	171	270	37
	Ease of travel by bicycle	Similar	42%	210	320	34
	Ease of walking	Similar	52%	234	320	27
	Well-planned residential growth	Lower	31%	100	117	15
	Well-planned commercial growth	Similar	37%	85	117	28
	Well-designed neighborhoods	Lower	39%	105	115	9
	Preservation of the historical or cultural character of the community	Similar	54%	99	113	13
	Public places where people want to spend time	Similar	56%	193	281	31
	Variety of housing options	Similar	41%	237	297	20
	Availability of affordable quality housing	Similar	22%	246	321	23
	Overall quality of new development	Similar	44%	260	315	17
	Overall appearance	Lower	49%	302	352	14
	Cleanliness	Much lower	32%	312	322	3

Please also rate each of the following in the Richmond community.	Water resources	Similar	56%	64	104	39
	Air quality	Lower	59%	252	276	9
	Availability of paths and walking trails	Similar	65%	198	325	39
	Fitness opportunities	Similar	65%	195	277	29
	Recreational opportunities	Similar	67%	167	308	46
	Availability of affordable quality food	Similar	58%	216	272	20
	Availability of affordable quality health care	Lower	48%	235	285	17
	Availability of preventive health services	Lower	49%	224	268	16
	Availability of affordable quality mental health care	Similar	36%	197	267	26
	Opportunities to attend cultural/arts/music activities	Similar	69%	72	305	76
	Community support for the arts	Similar	70%	34	114	71
	Availability of affordable quality childcare/preschool	Lower	25%	266	282	6
	K-12 education	Much lower	21%	285	288	1
	Adult educational opportunities	Lower	40%	236	274	14
	Sense of civic/community pride	Lower	46%	97	114	15
	Neighborliness of residents	Similar	53%	230	281	18
	Opportunities to participate in social events and activities	Similar	59%	144	287	50
	Opportunities to attend special events and festivals	Similar	71%	79	294	73
	Opportunities to volunteer	Similar	71%	135	285	52
	Opportunities to participate in community matters	Similar	57%	199	289	31
Openness and acceptance of the community toward people of diverse ..	Similar	55%	214	313	31	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	Higher	61%	18	342	95
	Contacted Richmond elected officials to express your opinion	Similar	26%	24	282	91
	Attended a local public meeting	Similar	22%	110	282	61
	Watched a local public meeting	Higher	38%	22	261	91
	Volunteered your time to some group/activity	Similar	38%	110	287	62
	Campaigned or advocated for a local issue, cause, or candidate	Similar	22%	114	271	58
	Voted in your most recent local election	Similar	77%	72	116	38
	Used public transportation instead of driving	Higher	37%	50	252	80
	Carpooled with other adults or children instead of driving alone	Similar	42%	124	277	55
	Walked or biked instead of driving	Similar	67%	71	280	75

Please rate the quality of each of the following services in Richmond.					
	Rating	Percentage	Count	Count	Count
Public information services	Lower	42%	300	307	2
Economic development	Similar	43%	239	298	20
Traffic enforcement	Lower	38%	355	367	3
Traffic signal timing	Similar	45%	234	288	19
Street repair	Much lower	16%	354	367	3
Street cleaning	Much lower	30%	299	309	3
Street lighting	Lower	42%	320	349	8
Snow removal	Much lower	33%	265	273	2
Sidewalk maintenance	Much lower	16%	312	314	0
Bus or transit services	Similar	40%	173	262	34
Land use, planning and zoning	Similar	36%	254	310	18
Code enforcement	Much lower	17%	362	367	1
Affordable high-speed internet access	Similar	47%	79	111	29
Garbage collection	Lower	56%	331	343	3
Drinking water	Similar	58%	249	309	19
Sewer services	Lower	52%	307	312	1
Storm water management	Much lower	37%	327	335	2
Power (electric and/or gas) utility	Lower	60%	217	228	5
Utility billing	Lower	52%	256	264	3
Police/Sheriff services	Much lower	45%	413	418	1
Crime prevention	Much lower	25%	356	366	3
Animal control	Similar	55%	264	329	20
Ambulance or emergency medical services	Much lower	60%	324	327	1
Fire services	Lower	82%	339	360	6
Fire prevention and education	Lower	60%	284	299	5
Emergency preparedness	Lower	45%	272	299	9
Preservation of natural areas	Similar	57%	195	279	30
Richmond open space	Similar	53%	201	268	25
Recycling	Much lower	41%	335	346	3
Yard waste pick-up	Much lower	45%	275	292	6
City parks	Lower	63%	280	325	14






























Please rate the quality of each of the following services in Richmond.	Recreation programs or classes	Lower	50%	286	320	10
	Recreation centers or facilities	Lower	46%	271	293	7
	Health services	Lower	49%	228	259	12
	Public library services	Lower	71%	302	333	9
	Overall customer service by Richmond employees	Lower	52%	356	381	6
Please rate the following categories of Richmond government performance.	The value of services for the taxes paid to Richmond	Lower	32%	360	388	7
	The overall direction that Richmond is taking	Similar	45%	269	335	20
	The job Richmond government does at welcoming resident involvement	Lower	34%	295	329	10
	Overall confidence in Richmond government	Lower	27%	276	290	5
	Generally acting in the best interest of the community	Lower	30%	274	293	6
	Being honest	Much lower	25%	279	284	2
	Being open and transparent to the public	Much lower	22%	114	116	2
	Informing residents about issues facing the community	Lower	31%	116	123	6
	Treating all residents fairly	Lower	30%	281	290	3
	Treating residents with respect	Lower	40%	111	114	3
Overall, how would you rate the quality of the services provided by each ..	The City of Richmond	Much lower	39%	379	384	1
	The Federal Government	Similar	33%	234	274	14
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Similar	89%	138	268	48
	Overall quality of the transportation system	Similar	77%	30	114	74
	Overall design or layout of residential and commercial areas	Similar	73%	203	268	24
	Overall quality of the utility infrastructure	Similar	91%	35	112	69
	Overall feeling of safety	Similar	85%	205	268	23
	Overall quality of natural environment	Similar	81%	164	268	38
	Overall quality of parks and recreation opportunities	Similar	75%	101	113	11
	Overall health and wellness opportunities	Similar	77%	125	268	53
	Overall opportunities for education, culture, and the arts	Similar	80%	98	268	63
	Residents' connection and engagement with their community	Similar	68%	194	268	27
In general, how many times do you:	Access the internet from your home	Similar	87%	110	113	3
	Access the internet from your cell phone	Similar	88%	97	113	15
	Visit social media sites	Similar	75%	100	112	11
	Use or check email	Similar	91%	109	113	4

In general, how many times do you:	Share your opinions online	Similar	30%	67	113	41
	Shop online	Lower	45%	102	113	10
	Please rate your overall health.	Similar	61%	174	274	36
	What impact, if any, do you think the economy will have on your family..	Similar	28%	162	277	41

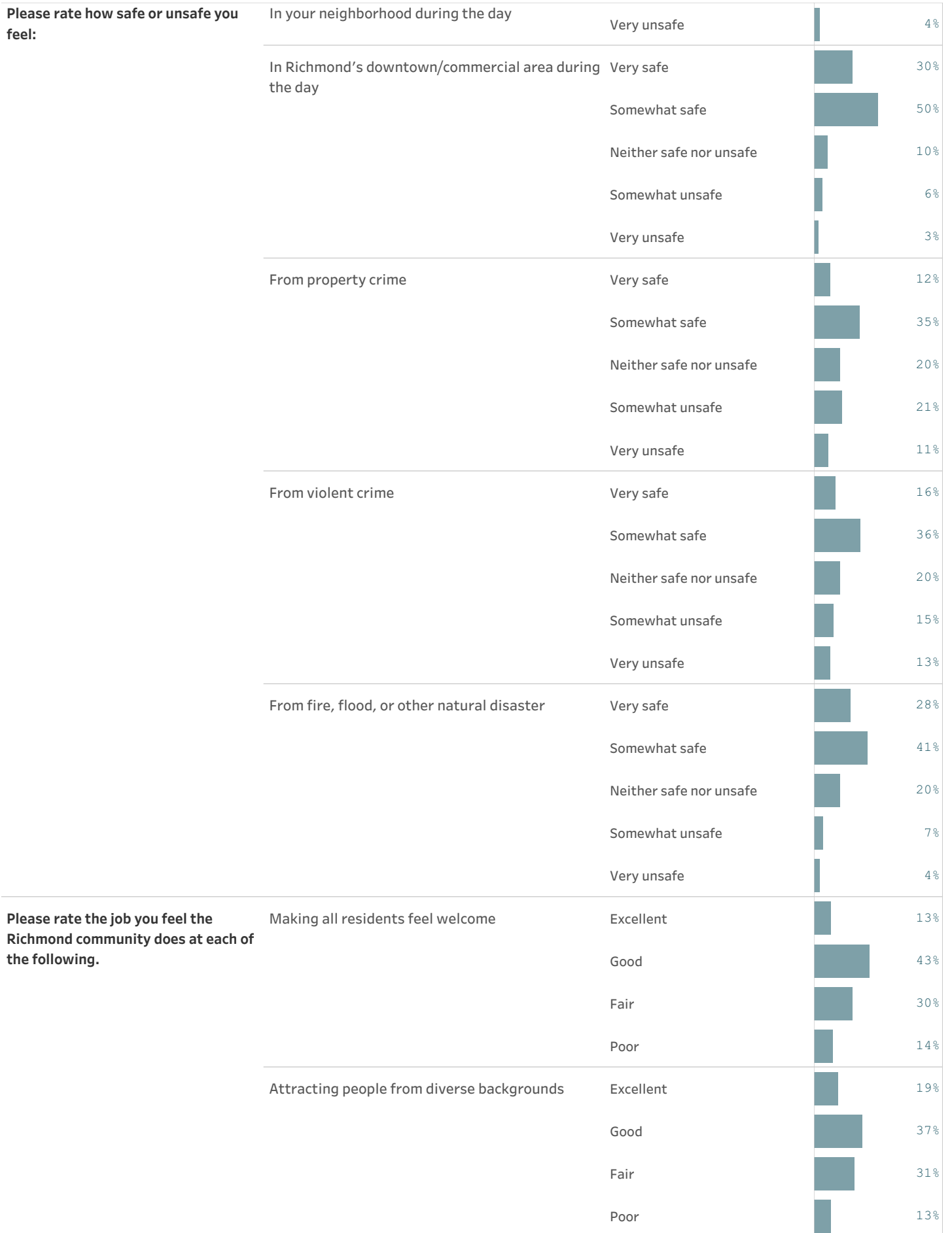
Complete set of frequencies






























This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.






























Please rate each of the following aspects of quality of life in Richmond.	Question	Rating	Frequency	
			Bar	Percentage
Richmond as a place to live	Richmond as a place to live	Excellent		26%
		Good		46%
		Fair		22%
		Poor		6%
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent		27%
		Good		42%
		Fair		22%
		Poor		10%
Richmond as a place to raise children	Richmond as a place to raise children	Excellent		13%
		Good		34%
		Fair		35%
		Poor		18%
Richmond as a place to work	Richmond as a place to work	Excellent		22%
		Good		46%
		Fair		24%
		Poor		7%
Richmond as a place to visit	Richmond as a place to visit	Excellent		32%
		Good		39%
		Fair		20%
		Poor		9%
Richmond as a place to retire	Richmond as a place to retire	Excellent		14%
		Good		39%
		Fair		25%
		Poor		22%
The overall quality of life	The overall quality of life	Excellent		18%
		Good		47%

Please rate each of the following aspects of quality of life in Richmond.	The overall quality of life	Fair		27%
		Poor		8%
	Sense of community	Excellent		12%
		Good		43%
		Fair		28%
		Poor		17%
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall economic health	Excellent		6%
		Good		36%
		Fair		42%
		Poor		16%
	Overall quality of the transportation system	Excellent		5%
		Good		33%
		Fair		37%
		Poor		24%
	Overall design or layout of residential and commercial areas	Excellent		9%
		Good		40%
		Fair		39%
		Poor		12%
	Overall quality of the utility infrastructure	Excellent		4%
		Good		29%
		Fair		41%
		Poor		26%
	Overall feeling of safety	Excellent		3%
		Good		34%
		Fair		41%
		Poor		21%
	Overall quality of natural environment	Excellent		14%
		Good		40%
		Fair		33%

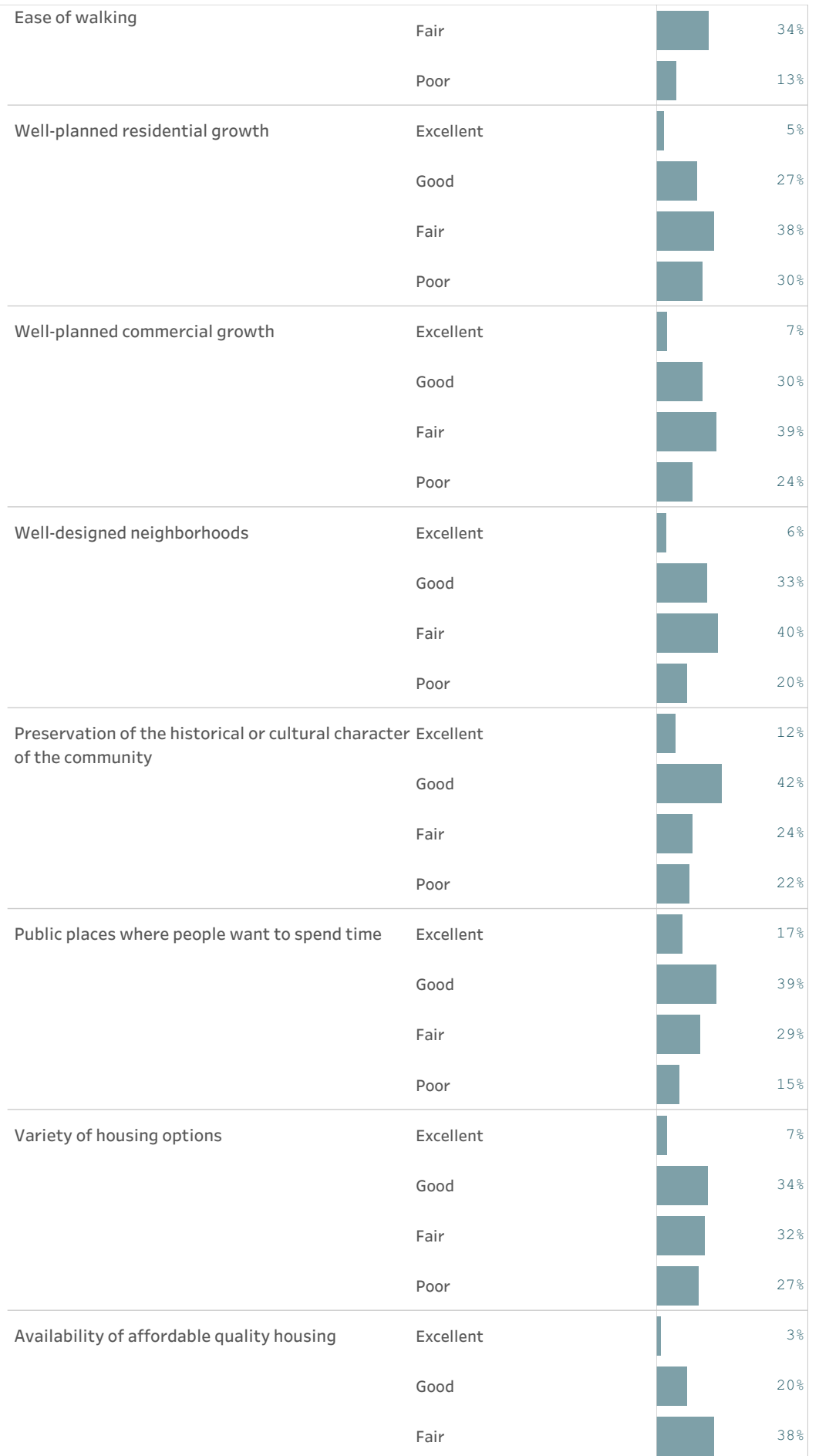
Please rate each of the following characteristics as they relate to Richmond as a whole.	Overall quality of natural environment	Poor		13%
	Overall quality of parks and recreation opportunities	Excellent		21%
		Good		42%
		Fair		24%
		Poor		12%
	Overall health and wellness opportunities	Excellent		13%
		Good		44%
		Fair		33%
		Poor		9%
	Overall opportunities for education, culture, and the arts	Excellent		23%
		Good		40%
		Fair		29%
		Poor		8%
	Residents' connection and engagement with their community	Excellent		9%
		Good		36%
		Fair		38%
Poor			18%	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Richmond to someone who asks	Very likely		43%
		Somewhat likely		38%
		Somewhat unlikely		9%
		Very unlikely		10%
	Remain in Richmond for the next five years	Very likely		54%
		Somewhat likely		23%
		Somewhat unlikely		13%
		Very unlikely		10%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		51%
		Somewhat safe		36%
		Neither safe nor unsafe		4%
		Somewhat unsafe		4%
































Please rate the job you feel the Richmond community does at each of the following.	Valuing/respecting residents from diverse backgrounds	Excellent		18%
		Good		39%
		Fair		26%
		Poor		16%
	Taking care of vulnerable residents	Excellent		6%
		Good		18%
		Fair		37%
		Poor		39%
Please rate each of the following in the Richmond community.	Overall quality of business and service establishments	Excellent		19%
		Good		51%
		Fair		25%
		Poor		5%
	Variety of business and service establishments	Excellent		21%
		Good		47%
		Fair		25%
		Poor		7%
	Vibrancy of downtown/commercial area	Excellent		9%
		Good		32%
		Fair		41%
		Poor		19%
	Employment opportunities	Excellent		9%
		Good		42%
		Fair		38%
		Poor		11%
	Shopping opportunities	Excellent		12%
		Good		45%
		Fair		28%
		Poor		15%
	Cost of living	Excellent		9%

Please rate each of the following in the Richmond community.	Cost of living	Good		32%
		Fair		37%
		Poor		22%
	Overall image or reputation	Excellent		8%
		Good		40%
		Fair		34%
Poor			19%	
Please also rate each of the following in the Richmond community.	Traffic flow on major streets	Excellent		10%
		Good		38%
		Fair		31%
		Poor		21%
	Ease of public parking	Excellent		8%
		Good		23%
		Fair		33%
		Poor		37%
	Ease of travel by car	Excellent		15%
		Good		47%
		Fair		28%
		Poor		10%
Ease of travel by public transportation	Excellent		8%	
	Good		21%	
	Fair		36%	
	Poor		35%	
Ease of travel by bicycle	Excellent		11%	
	Good		30%	
	Fair		39%	
	Poor		19%	
Ease of walking	Excellent		16%	
	Good		36%	






























Please also rate each of the following in the Richmond community.





























































Please also rate each of the following in the Richmond community.

Availability of affordable quality housing	Poor		40%
Overall quality of new development	Excellent		4%
	Good		40%
	Fair		37%
	Poor		18%
Overall appearance	Excellent		10%
	Good		40%
	Fair		37%
	Poor		13%
Cleanliness	Excellent		6%
	Good		27%
	Fair		43%
	Poor		24%
Water resources	Excellent		18%
	Good		37%
	Fair		32%
	Poor		12%
Air quality	Excellent		12%
	Good		48%
	Fair		29%
	Poor		11%
Availability of paths and walking trails	Excellent		22%
	Good		44%
	Fair		22%
	Poor		13%
Fitness opportunities	Excellent		22%
	Good		42%
	Fair		23%
	Poor		12%

Please also rate each of the following in the Richmond community.

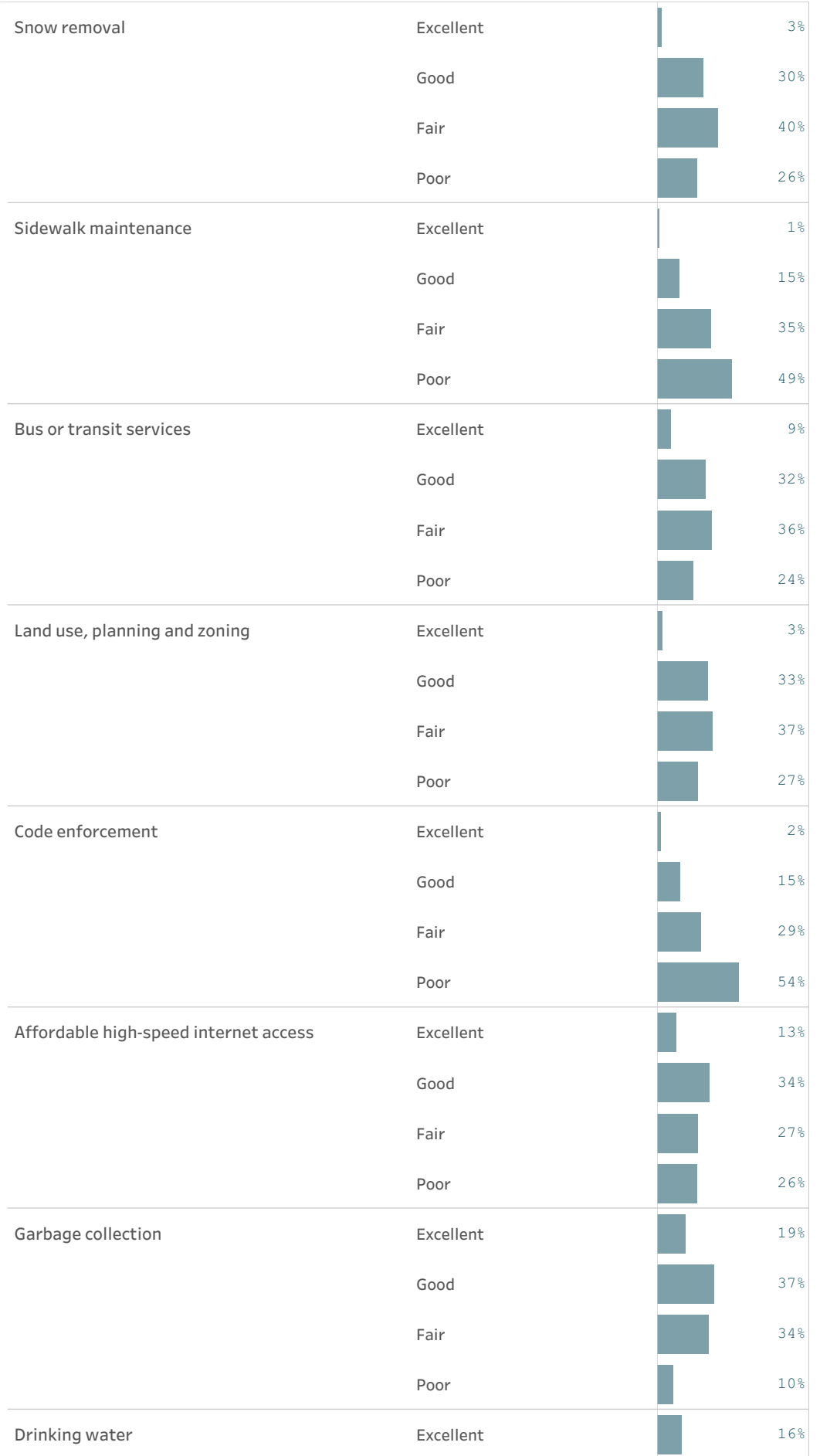
Recreational opportunities	Excellent		25%
	Good		42%
	Fair		23%
	Poor		10%
Availability of affordable quality food	Excellent		14%
	Good		44%
	Fair		28%
	Poor		13%
Availability of affordable quality health care	Excellent		7%
	Good		42%
	Fair		34%
	Poor		18%
Availability of preventive health services	Excellent		8%
	Good		42%
	Fair		33%
	Poor		17%
Availability of affordable quality mental health care	Excellent		4%
	Good		32%
	Fair		36%
	Poor		28%
Opportunities to attend cultural/arts/music activities	Excellent		28%
	Good		42%
	Fair		22%
	Poor		8%
Community support for the arts	Excellent		28%
	Good		42%
	Fair		20%
	Poor		10%
Availability of affordable quality childcare/preschool	Excellent		5%






























Please also rate each of the following in the Richmond community.				
Availability of affordable quality childcare/preschool	Good		21%	
	Fair		31%	
	Poor		43%	
K-12 education	Excellent		6%	
	Good		15%	
	Fair		37%	
	Poor		42%	
Adult educational opportunities	Excellent		7%	
	Good		33%	
	Fair		37%	
	Poor		23%	
Sense of civic/community pride	Excellent		11%	
	Good		35%	
	Fair		38%	
	Poor		16%	
Neighborliness of residents	Excellent		13%	
	Good		41%	
	Fair		32%	
	Poor		14%	
Opportunities to participate in social events and activities	Excellent		22%	
	Good		37%	
	Fair		31%	
	Poor		10%	
Opportunities to attend special events and festivals	Excellent		30%	
	Good		41%	
	Fair		22%	
	Poor		7%	
Opportunities to volunteer	Excellent		22%	
	Good		50%	

Please also rate each of the following in the Richmond community.	Opportunities to volunteer	Fair		21%
		Poor		7%
	Opportunities to participate in community matters	Excellent		16%
		Good		42%
Fair			31%	
Poor			11%	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		16%	
	Good		39%	
	Fair		31%	
	Poor		14%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Richmond for help or information	No		38%
		Yes		62%
	Contacted Richmond elected officials to express your opinion	No		73%
		Yes		27%
	Attended a local public meeting	No		78%
		Yes		22%
	Watched a local public meeting	No		61%
		Yes		39%
	Volunteered your time to some group/activity	No		61%
		Yes		39%
	Campaigned or advocated for a local issue, cause, or candidate	No		77%
		Yes		23%
	Voted in your most recent local election	No		22%
		Yes		78%
	Used public transportation instead of driving	No		63%
		Yes		37%
	Carpooled with other adults or children instead of driving alone	No		57%
		Yes		43%
	Walked or biked instead of driving	No		32%

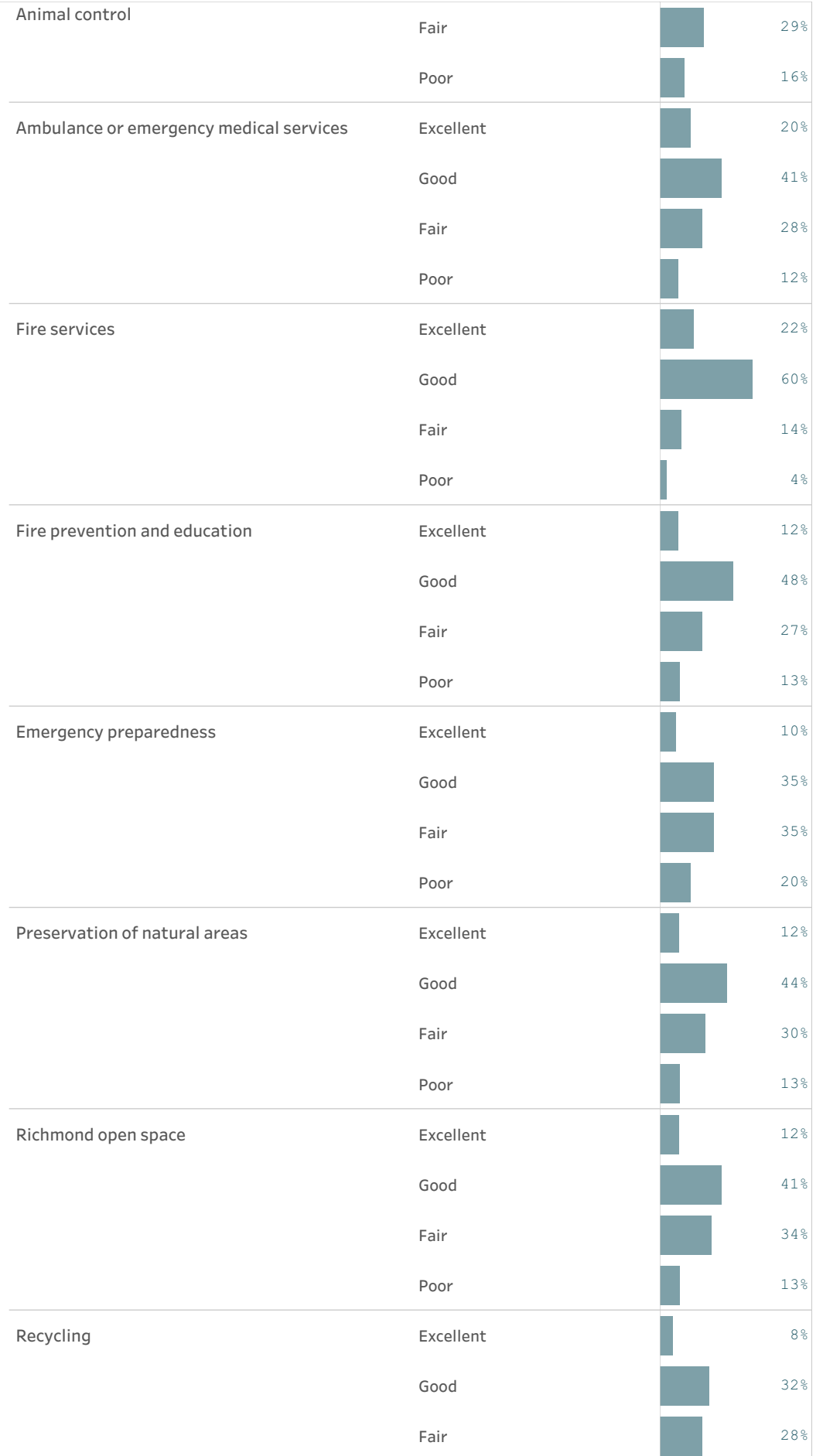
have done each of the following in the last 12 months.	Walked or biked instead of driving	Yes		68%
Please rate the quality of each of the following services in Richmond.	Public information services	Excellent		5%
		Good		37%
		Fair		40%
		Poor		18%
Economic development	Excellent		5%	
	Good		38%	
	Fair		37%	
	Poor		20%	
Traffic enforcement	Excellent		6%	
	Good		33%	
	Fair		36%	
	Poor		25%	
Traffic signal timing	Excellent		4%	
	Good		42%	
	Fair		35%	
	Poor		19%	
Street repair	Excellent		2%	
	Good		14%	
	Fair		30%	
	Poor		54%	
Street cleaning	Excellent		5%	
	Good		25%	
	Fair		36%	
	Poor		34%	
Street lighting	Excellent		7%	
	Good		35%	
	Fair		38%	
	Poor		20%	

Please rate the quality of each of the following services in Richmond.



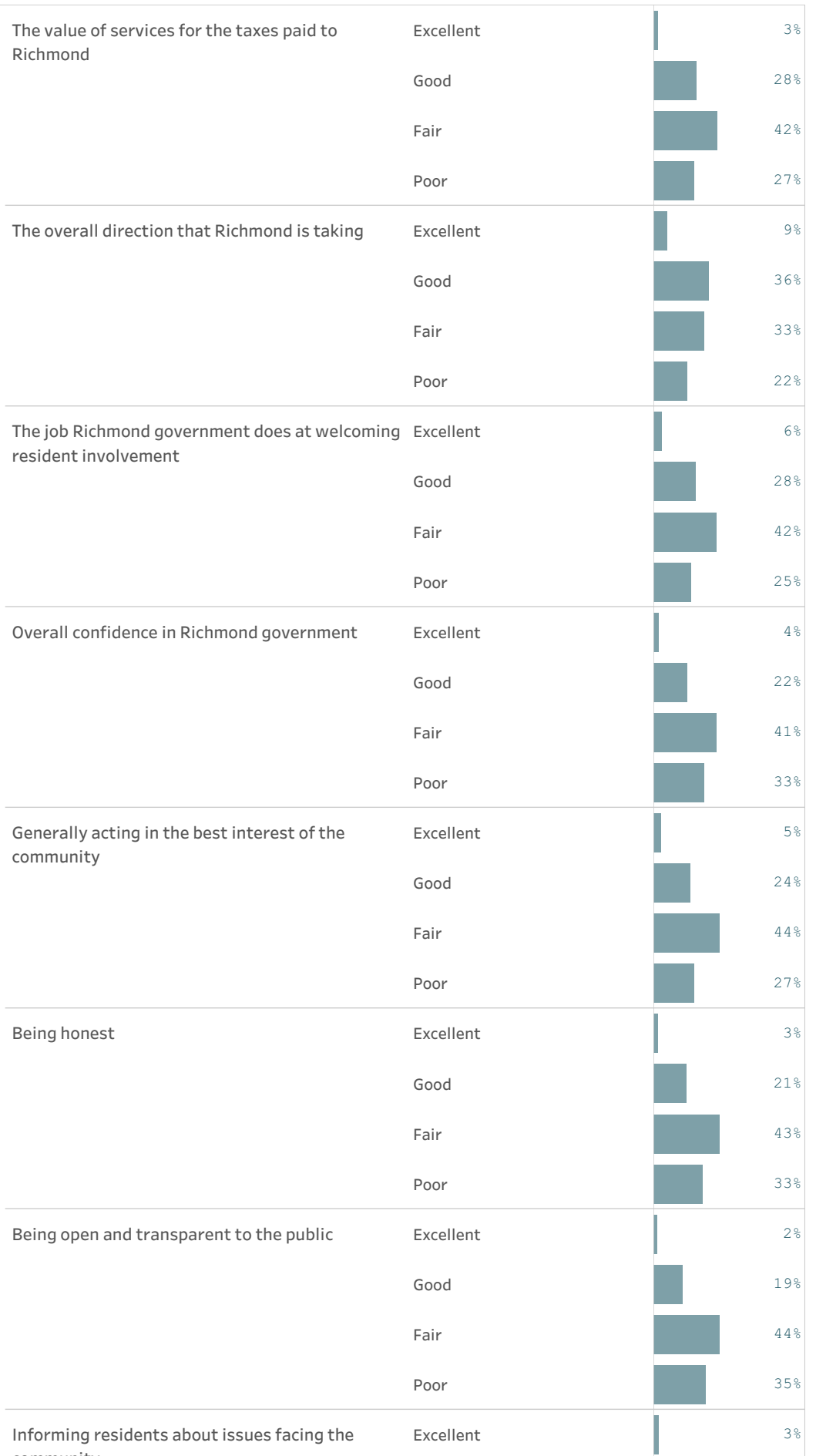
Please rate the quality of each of the following services in Richmond.			
Drinking water	Good		42%
	Fair		29%
	Poor		13%
Sewer services	Excellent		14%
	Good		38%
	Fair		32%
	Poor		16%
Storm water management	Excellent		9%
	Good		28%
	Fair		32%
	Poor		31%
Power (electric and/or gas) utility	Excellent		13%
	Good		48%
	Fair		27%
	Poor		12%
Utility billing	Excellent		8%
	Good		43%
	Fair		28%
	Poor		20%
Police/Sheriff services	Excellent		8%
	Good		38%
	Fair		33%
	Poor		22%
Crime prevention	Excellent		4%
	Good		22%
	Fair		44%
	Poor		30%
Animal control	Excellent		12%
	Good		44%
























Please rate the quality of each of the following services in Richmond.



Please rate the quality of each of the following services in Richmond.				
Recycling	Poor			32%
Yard waste pick-up	Excellent			9%
	Good			36%
	Fair			34%
	Poor			21%
City parks	Excellent			21%
	Good			41%
	Fair			32%
	Poor			6%
Recreation programs or classes	Excellent			9%
	Good			41%
	Fair			36%
	Poor			13%
Recreation centers or facilities	Excellent			8%
	Good			39%
	Fair			37%
	Poor			17%
Health services	Excellent			7%
	Good			41%
	Fair			39%
	Poor			13%
Public library services	Excellent			24%
	Good			48%
	Fair			22%
	Poor			6%
Overall customer service by Richmond employees	Excellent			13%
	Good			38%
	Fair			36%
	Poor			13%

Please rate the following categories of Richmond government performance.































Please rate the following categories of Richmond government performance.	Informing residents about issues facing the community	Good		27%
		Fair		42%
		Poor		27%
	Treating all residents fairly	Excellent		5%
		Good		25%
		Fair		35%
		Poor		35%
	Treating residents with respect	Excellent		6%
		Good		33%
Fair			36%	
Poor			24%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Richmond	Excellent		5%
		Good		33%
		Fair		41%
		Poor		21%
	The Federal Government	Excellent		3%
		Good		29%
		Fair		40%
		Poor		28%
Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.	Overall economic health	Essential		49%
		Very important		41%
		Somewhat important		8%
		Not at all important		2%
	Overall quality of the transportation system	Essential		39%
		Very important		39%
		Somewhat important		17%
		Not at all important		5%
	Overall design or layout of residential and commercial areas	Essential		29%
		Very important		45%

Please rate how important, if at all, you think it is for the Richmond community to focus on each of the following in the coming two years.				
Overall design or layout of residential and commercial areas	Somewhat important		22%	
	Not at all important		4%	
Overall quality of the utility infrastructure	Essential		51%	
	Very important		40%	
	Somewhat important		7%	
	Not at all important		2%	
Overall feeling of safety	Essential		52%	
	Very important		34%	
	Somewhat important		12%	
	Not at all important		2%	
Overall quality of natural environment	Essential		36%	
	Very important		45%	
	Somewhat important		16%	
	Not at all important		3%	
Overall quality of parks and recreation opportunities	Essential		28%	
	Very important		47%	
	Somewhat important		21%	
	Not at all important		3%	
Overall health and wellness opportunities	Essential		31%	
	Very important		46%	
	Somewhat important		20%	
	Not at all important		3%	
Overall opportunities for education, culture, and the arts	Essential		35%	
	Very important		46%	
	Somewhat important		16%	
	Not at all important		3%	
Residents' connection and engagement with their community	Essential		27%	
	Very important		42%	
	Somewhat important		28%	

community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Not at all important	3%
In general, how many times do you:	Access the internet from your home	Several times a day	75%
		Once a day	8%
		A few times a week	4%
		Every few weeks	2%
		Less often or never	11%
Access the internet from your cell phone	Several times a day	81%	
	Once a day	3%	
	A few times a week	5%	
	Every few weeks	1%	
	Less often or never	10%	
Visit social media sites	Several times a day	51%	
	Once a day	13%	
	A few times a week	11%	
	Every few weeks	5%	
	Less often or never	20%	
Use or check email	Several times a day	74%	
	Once a day	15%	
	A few times a week	3%	
	Every few weeks	2%	
	Less often or never	7%	
Share your opinions online	Several times a day	11%	
	Once a day	5%	
	A few times a week	15%	
	Every few weeks	17%	
	Less often or never	52%	
Shop online	Several times a day	11%	
	Once a day	8%	
	A few times a week	27%	

In general, how many times do you:	Shop online	Every few weeks		32%
		Less often or never		22%
Please rate your overall health.		Excellent		25%
		Very good		36%
		Good		25%
		Fair		12%
		Poor		2%
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		7%
		Somewhat positive		21%
		Neutral		43%
		Somewhat negative		22%
		Very negative		6%
How many years have you lived in Richmond?		Less than 2 years		14%
		2-5 years		12%
		6-10 years		11%
		11-20 years		17%
		More than 20 years		45%
Which best describes the building you live in?		One family house detached from any other houses		45%
		Building with two or more homes (duplex, townhome, apa..		50%
		Other		5%
Do you rent or own your home?		Rent		58%
		Own		42%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		10%
		\$500 to \$999		26%
		\$1,000 to \$1,499		32%
		\$1,500 to \$1,999		15%
		\$2,000 to \$2,499		10%
		\$2,500 to \$2,999		4%
		\$3,000 to \$3,499		2%

property tax, property insurance, and homeowners' association (HOA) fees)?	payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$3,500 or more		2%
	Do any children 17 or under live in your household?	No		79%
		Yes		21%
	Are you or any other members of your household aged 65 or older?	No		77%
		Yes		23%
	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		27%
		\$25,000 to \$49,999		18%
		\$50,000 to \$74,999		11%
		\$75,000 to \$99,999		13%
		\$100,000 to \$149,999		15%
		\$150,000 or more		15%
Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		97%
		Yes, I consider myself to be Spanish, Hispanic, or Latino		3%
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1%
		Asian, Asian Indian, or Pacific Islander		8%
		Black or African American		40%
		White		50%
		Other		8%
	In which category is your age?	18-24 years		6%
		25-34 years		29%
		35-44 years		14%
		45-54 years		20%
		55-64 years		9%
		65-74 years		17%
		75 years or older		5%
	What is your gender?	Female		54%
		Male		45%
		Identify in another way		0%

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Richmond.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Richmond as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Richmond as a place to raise children	1	2	3	4	5
Richmond as a place to work.....	1	2	3	4	5
Richmond as a place to visit.....	1	2	3	4	5
Richmond as a place to retire	1	2	3	4	5
The overall quality of life in Richmond	1	2	3	4	5
Sense of community.....	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>
Overall economic health of Richmond.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richmond.....	1	2	3	4	5
Overall design or layout of Richmond's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Richmond (water, sewer, storm water, electric, gas)	1	2	3	4	5
Overall feeling of safety in Richmond	1	2	3	4	5
Overall quality of natural environment in Richmond.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Richmond	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Richmond to someone who asks	1	2	3	4	5
Remain in Richmond for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Richmond's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Richmond community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Richmond community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Richmond.....	1	2	3	4	5
Variety of business and service establishments in Richmond	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Richmond	1	2	3	4	5
Overall image or reputation of Richmond.....	1	2	3	4	5

7. Please also rate each of the following in the Richmond community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Richmond	1	2	3	4	5
Ease of travel by public transportation in Richmond	1	2	3	4	5
Ease of travel by bicycle in Richmond	1	2	3	4	5
Ease of walking in Richmond.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Richmond	1	2	3	4	5
Overall appearance of Richmond.....	1	2	3	4	5
Cleanliness of Richmond.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Richmond	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted the City of Richmond (in-person, phone, email, or web) for help or information	1	2
Contacted Richmond elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Richmond	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving.....	1	2

9. Please rate the quality of each of the following services in Richmond.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Richmond open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Richmond employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Richmond government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Richmond.....	1	2	3	4	5
The overall direction that Richmond is taking.....	1	2	3	4	5
The job Richmond government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Richmond government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Richmond.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Richmond.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Richmond.....	1	2	3	4
Overall design or layout of Richmond's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Richmond (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in Richmond	1	2	3	4
Overall quality of natural environment in Richmond	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Richmond	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

Our last questions are about you and your household.
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent Very good Good Fair Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Richmond?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

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

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian, or Pacific Islander
 Black or African American
 White
 Other

D13. 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

D14. What is your gender?

- Female
 Male
 Identify in another way

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



CITIZEN SERVICE AND RESPONSE

DATE: Feb. 24, 2022
TO: City Council and Audit Committee
FROM: Peter Breil, Director of Citizen Service and Response
CC: Mayor Levar Stoney and CAO Lincoln Saunders
RE: National Community Survey

Creating a place of choice to live, work, play, and do business is the ultimate goal of the City of Richmond. In order to make this a reality, the City Government is committed to actively and regularly inviting input from Richmonders. Below you will find information about a recent citizen survey, led by the City Auditor's Office and Department of Citizen Service and Response. This survey provides a useful snapshot of Richmonders' views on the work of their government at a time of significant challenges for both individuals and the governments working to serve them.

The Department of Citizen Service and Response partnered with the City Auditor's Office to administer a survey to Richmond residents through the National Research Center. The National Citizen Survey is a nationally recognized survey designed to gather resident opinions about community livability and government services at a particular moment. The survey was conducted from October through November 2021.

The intentional collaboration between Citizen Services and Response and the City Auditor was essential for us to understand our residents' needs and to ensure that we are aligning the City's programs with them. Additionally, this survey fulfilled the City's Auditor's Service Efforts and Accomplishments reporting requirement.

The goal of the survey was to assess the livability of the City of Richmond as well as to evaluate citizen satisfaction with the delivery of city services, as part of the City's ongoing effort to identify and respond to the needs and concerns of residents consistent with creating "One Richmond."

Residents expect their local government to be well informed about their experiences and satisfaction with City services. Citizen perspectives are essential to ensure the City is meeting our residents' needs. To this end, there are multiple benefits for conducting a Community Satisfaction Survey, including:

- To evaluate community perceptions and concerns with their quality of life
- To measure service performance
- To benchmark Richmond with similarly sized cities
- To assist in making long-range strategic plans
- To determine areas of improvement



CITIZEN SERVICE AND RESPONSE

CONCLUSION

The City of Richmond values resident input, and is committed to proactively seeking and responding to it. The survey has provided the City with useful data about general perceptions of the livability of Richmond, as well as opinions on services provided by the City and sister government entities, like Richmond Public Schools.

As illustrated in the appendix, multiple programs have been initiated and are underway that align the areas of improvement identified by our residents. The City will continue to work towards meeting needs, continuously improving, and providing spaces for open and transparent communication.

We also acknowledge that the public's responses are an evaluation of *all* local public governance, including the Administration, City Council, Richmond Public Schools, Richmond Redevelopment and Housing Authority, Richmond Ambulance Authority and regional organizations such as the Greater Richmond Continuum of Care. The City will continue to expand partnership with other branches of government for the betterment of the community.

It is also worth noting that this Survey captured community perceptions at a moment when Richmonders and the government entities working to serve them faced unprecedented challenges due to the pandemic. As such, the survey authors thought it important to note that benchmark data was collected before the pandemic. Going forward, it will be important for the City to continue to collect data on residents' perceptions.

Overall, the strengths, challenges, and opportunities represented in the survey results provide a more accurate assessment and perspective from our community while the nation and City continue to navigate a path forward following recent global events. It provides the City with a baseline from which to work.



CITIZEN SERVICE AND RESPONSE

Appendix:

Below are the areas of concern highlighted in the survey.

The chart highlights a sampling of the specific actions that are underway to address some of the concerns raised in the survey.

The City recognizes that improvement is continuous, and will work, in collaboration with City Council and sister public agencies, like Richmond Public Schools, to identify additional initiatives to tackle concerns and/or solve problems identified in the National Community Survey.

Areas of Concern	Actions
<p><u>Education, Arts & Culture</u></p> <p>Childcare & preschool</p> <p>Education</p> <p>Place to raise a family</p>	<p>ARPA funding for childcare</p> <p>Historic increases in investment in public education</p> <p>Highest per pupil funding in the state</p> <p>Three new schools ready in 2020 and opened in 2021</p>
<p><u>Parks</u></p> <p>Quality of parks</p> <p>Programs</p> <p>Recreation centers or facilities</p>	<p>ARPA funding for the Fall Line Trail and other public parks</p> <p>Capital investment in park accessibility</p> <p>Funding three new community centers</p>
<p><u>Economy & Community planning</u></p> <p>The economy is important and citizens want it to be better</p> <p>Good place to live</p> <p>Good place to work</p> <p>Quality of business & service establishments</p> <p>Vibrancy of downtown</p> <p>Shopping opportunities</p> <p>Cost of living</p>	<p>Richmond 300 Master Plan implementation</p> <ul style="list-style-type: none"> • Diamond District redevelopment • Downtown Innovation District redevelopment • Shockoe Small Area Plan <p>Support for local businesses recovering from the pandemic, including the Triple A Business Assistance Program</p>



CITIZEN SERVICE AND RESPONSE

<p><u>Economy & Community planning (con't)</u></p>	<p>Focus on private sector investments in the City such as CoStar expansion and potential casino</p> <p>ARPA and general fund investment in Affordable Housing Trust Fund</p> <p>Creation of Merchant Liaison position</p> <p>Proposed reduction in property taxes if citizens approve Casino referendum</p>
<p><u>Taking care of vulnerable residents</u></p>	<p>Equity Agenda, approved by Council</p> <p>Homelessness Strategic Plan & Creation of Homeless Services Liaison position</p> <p>Participation in Greater Richmond Continuum of Care</p> <p>Creation of first-ever Health Equity Trust Fund</p> <p>Inclement weather shelter in place with permanent shelter planned (GRCoC)</p> <p>Elderly and Disabled Real Estate Tax Relief</p>
<p><u>Safety</u></p> <p>Overall feeling of safety</p> <p>Need to address Violent Crime and Property Crime</p> <p>Crime prevention</p> <p>EMS</p> <p>Fire prevention</p>	<p>Gun Violence Prevention, including Gun Buy Back program</p> <p>Creation of Violence Interrupter and Community Safety Coordinator positions</p> <p>Marcus Alert implementation</p> <p>Civilian Review Board planning</p> <p>Sworn Public Safety Pay Plan improvements in FY23</p> <p>ARPA Bonuses to first responders</p> <p>New afterschool programs for young people</p>
<p><u>Mobility</u></p> <p>Street repair</p> <p>Sidewalk repair</p> <p>Street cleaning/cleanliness</p>	<p>Focus on Vision Zero, Complete Streets, and increased in bike and pedestrian infrastructure</p> <p>Historic increases in funding for paving</p>



CITIZEN SERVICE AND RESPONSE

<p><u>Mobility (con't)</u></p> <p>Street lighting</p>	<p>Central Virginia Transportation Authority funding for sidewalk repair that will yield significant improvement over the next several years</p> <p>GRTC no fare ridership through June 2025</p>
<p><u>Utility infrastructure, esp. stormwater</u></p>	<p>ARPA investments in Stormwater and lead service line replacement</p> <p>Combined Sewer Overflow mitigation funding from city, state, federal sources</p>
<p><u>Governance</u></p> <p>Public information services</p> <p>Build Public Trust</p> <p>Treat citizens with respect</p> <p>Welcome involvement</p> <p>Confidence in Richmond government</p> <p>Being Honest</p> <p>Being open and transparent with the public</p> <p>Acting in the best interest of the community</p> <p>Value of services for taxes paid</p>	<p>Creation of Office of Public Information & Engagement</p> <p>Public engagement on ARPA priorities</p> <p>Equity Agenda engagement</p> <p>Weekly press conferences</p> <p>Engagement playbook in development</p>
<p><u>Services & Responsiveness</u></p> <p>Customer service</p> <p>Garbage collection</p> <p>Sewer services</p> <p>Utility billing</p> <p>Yard waste pick up</p> <p>Recycling</p> <p>Code Enforcement</p> <p>Traffic enforcement</p>	<p>Creation of RVA311</p> <p>Redoubled efforts to keep super cans in stock despite supply chain issues</p> <p>Bi-weekly bulk waste pick up</p>



CITIZEN SERVICE AND RESPONSE

<u>Overall image & reputation</u>	Creation of Public Information and Engagement Removal of Confederate monuments First City brand to be launched later in 2022
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