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The City of Richmond, California

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Report of Geographic Subgroup  
Comparisons  
2007



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# SURVEY BACKGROUND

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## About The National Citizen Survey™

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The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

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

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

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Richmond staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Richmond staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Richmond chose was to have crosstabulations of evaluative questions 1-16b by geographic areas, as defined by zip code in question 16c.

# UNDERSTANDING THE RESULTS

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## “Don’t Know” Responses

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

## Putting Evaluations onto a 100-Point Scale

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Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## Understanding the Tables

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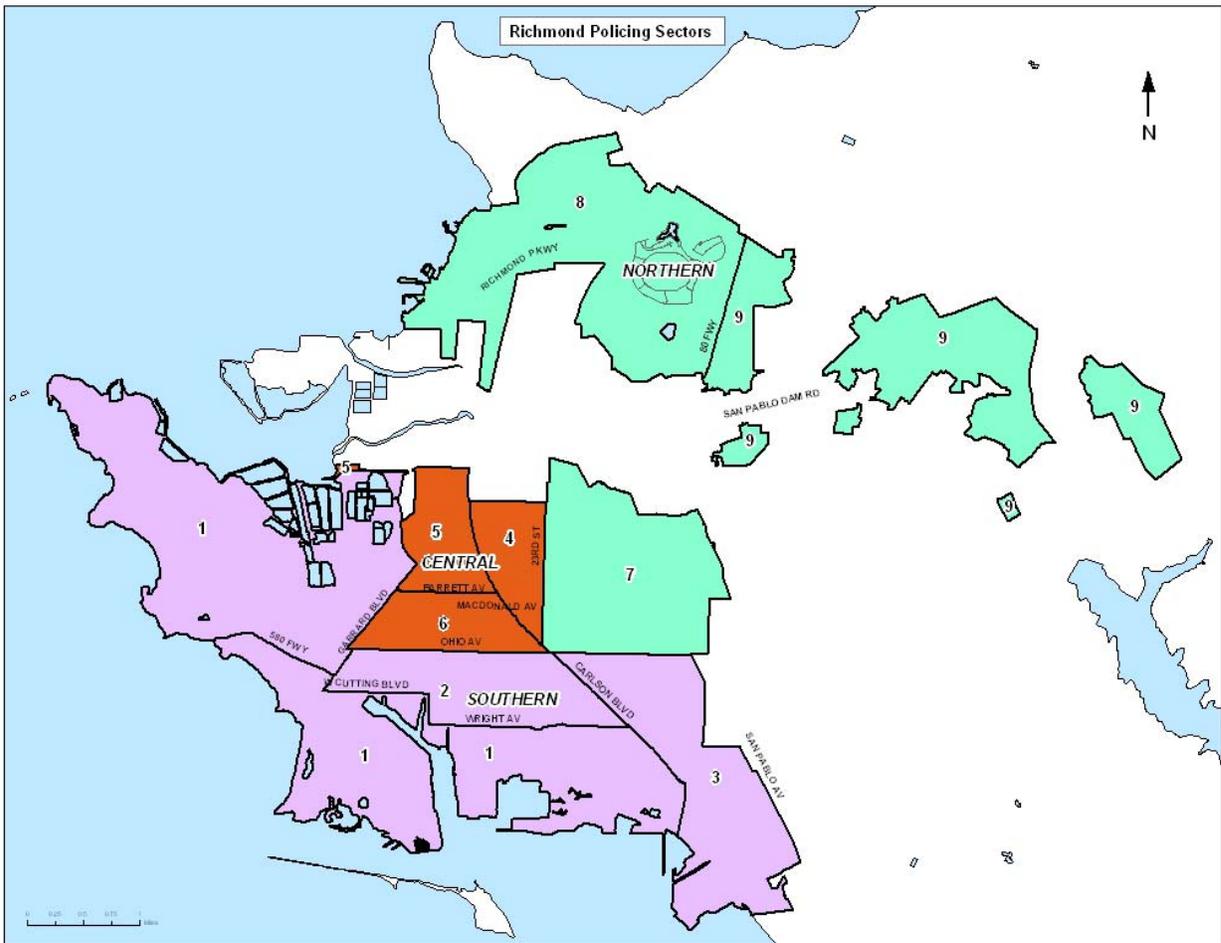
In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

The 95 percent confidence level for this survey is generally no greater than plus or minus 4 percentage points around any given percent reported for the entire sample (610 completed surveys). For each Section of the City (Southern, Central or Northern) the margin of error rises to approximately + or – 11% due to the sample sizes. For the full distribution of samples, please see the tables below. Not all residents responded to this question in the survey and 8% or 48 residents responded “don’t know.”

Section of City		
	Number of Respondents	Percent of Respondents
Southern	224	42%
Central	80	15%
Northern	234	43%

To create these geographic sub-groups, City staff divided survey respondents into three distinct areas based on established Richmond Policing sectors – Southern, Central and Northern (see map on following page). The Southern sector (police beats 1, 2 and 3) consists of households within the following neighborhoods: Point Richmond, Marina Bay, Santa Fe, Coronado, Cortez Stege, Pullman, Park Plaza, Laurel Park, Eastshore, Park View, Panhandle Annex, Richmond Annex and Southwest Annex. The central sector (police beats 4, 5 and 6) consists of the following neighborhoods: Belding Woods, Iron Triangle, Forrest Park, Atchison Village, Civic Center and North Richmond. The Northern sector (beats 7, 8 and 9) consist of the following neighborhoods: Metro Richmore, North & East, East Richmond, Parchester Village, Hilltop Village, Fairmede/Hilltop, Hilltop Bayview, Hilltop Green, May Valley, El Sobrante Hills, Greenbriar, Greenridge Heights, Hasford Heights, Countryside, Carriage Hills North and Carriage Hills South.



# COMPARISONS

## Quality of Life Ratings

	Section of City		
	Southern	Central	Northern
How do you rate Richmond as a place to live?	30	32	31
How do you rate your neighborhood as a place to live?	52	36	51
How do you rate Richmond as a place to raise children?	12	20	16
How do you rate Richmond as a place to work?	28	35	30
How do you rate Richmond as a place to retire?	19	26	18
How do you rate the overall quality of life in Richmond?	26	27	29
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

Characteristics of the Community			
Please rate each of the following characteristics as they relate to Richmond as a whole:	Section of City		
	Southern	Central	Northern
Sense of community	26	32	25
Openness and acceptance	39	41	45
Overall appearance of Richmond	16	25	18
Opportunities to attend cultural activities	27	35	32
Shopping opportunities	24	35	28
Air quality	23	33	29
Recreational opportunities	27	31	25
Job opportunities	17	25	21
Access to affordable quality housing	27	33	27
Access to affordable quality child care	25	38	31
Access to affordable quality health care	28	43	32
Access to affordable quality food	36	45	39
Ease of car travel in Richmond	47	41	43
Ease of bus travel in Richmond	43	53	42
Ease of rail/subway travel in Richmond	51	54	44
Ease of bicycle travel in Richmond	38	37	31
Ease of walking in Richmond	27	25	27
Educational opportunities	20	34	23
Overall image/reputation of Richmond	8	11	7
Overall quality of new development in Richmond	36	36	30
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

**Ratings of Growth**

Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Section of City		
	Southern	Central	Northern
Population growth	36%	38%	43%
Retail growth (stores, restaurants etc.)	25%	28%	36%
Jobs growth	9%	15%	18%
Proportion of respondents rating as "About right"			

**Ratings of Potential Problems in Richmond**

To what degree, if at all, are the following in Richmond:	Section of City		
	Southern	Central	Northern
Crime	2	0	5
Drugs	5	2	5
Too much growth	54	44	49
Lack of growth	43	44	42
Graffiti	32	25	20
Noise	37	31	35
Run down buildings, weed lots, or junk vehicles	18	21	19
Taxes	39	37	36
Traffic congestion	54	51	42
Unsupervised youth	15	15	12
Homelessness	24	23	23
Weeds	35	29	35
Absence of communications from the City of Richmond translated into languages other than English	56	57	60
Unwanted local businesses	62	54	66
Toxic waste or other environmental hazard(s)	21	31	28
Lack of jobs for residents	15	22	20
Residents' inadequate job skills to obtain local jobs	21	17	19
Quality of school facilities	13	19	18
Quality of public school education	11	14	15
Average rating on a 100-point scale (100=Not a problem, 0=Major problem)			

**Ratings of Safety from Various Problems**

Please rate how safe you feel from the following occurring to you in Richmond:	Section of City		
	Southern	Central	Northern
Violent crime	25	23	26
Property crimes	21	22	23
Fire	56	57	60
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)			

**Ratings of Feelings of Safety in Various Areas**

Please rate how safe you feel:	Section of City		
	Southern	Central	Northern
In your neighborhood during the day	69	57	70
In your neighborhood after dark	46	21	49
In Richmond's downtown area during the day	41	45	35
In Richmond's downtown area after dark	11	18	8
In Richmond's parks during the day	47	51	43
In Richmond's parks after dark	10	12	9
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)			

**Crime Victimization and Reporting**

	Section of City		
	Southern	Central	Northern
During the past twelve months, were you or anyone in your household the victim of any crime?	29%	35%	27%
If yes, was this crime (these crimes) reported to the police?	78%	60%	78%
Percent of respondents whose households were victims of crime, and who reported the crime			

<b>Use of Community Amenities</b>			
<b>In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?</b>	<b>Section of City</b>		
	<b>Southern</b>	<b>Central</b>	<b>Northern</b>
Used Richmond public libraries or their services	52%	67%	55%
Used Richmond recreation centers	38%	54%	33%
Participated in a recreation program or activity	27%	36%	31%
Visited a Richmond park	81%	77%	70%
Ridden a local bus within Richmond	43%	53%	41%
Attended a meeting of local elected officials or other local public meeting	41%	37%	34%
Watched a meeting of local elected officials or other local public meeting on cable television	65%	62%	57%
Recycled used paper, cans or bottles from your home	95%	83%	94%
Volunteered your time to some group/activity in Richmond	42%	36%	31%
Used the Internet to conduct business with Richmond	40%	21%	35%
Accessed City's website	48%	37%	43%
Used COR (citizen request tracking system)	7%	12%	6%
Contacted the City for information	56%	51%	48%
Proportion of respondents engaging in activity at least once in last 12 months			

Quality of Service Ratings			
How do you rate the quality of each of the following services?	Section of City		
	Southern	Central	Northern
Police services	40	38	41
Fire services	62	59	64
Ambulance/emergency medical services	57	64	62
Crime prevention	17	25	17
Fire prevention and education	43	51	44
Traffic enforcement	37	41	34
Garbage collection	65	67	60
Recycling	64	66	62
Yard waste pick-up	54	61	58
Street repair	10	11	13
Street cleaning	25	22	31
Street lighting	27	29	30
Sidewalk maintenance	25	28	21
Traffic signal timing	38	44	41
Amount of public parking	44	49	45
Bus/transit services	46	52	47
Storm drainage	35	42	40
Drinking water	51	49	51
Sewer services	42	46	47
City parks	38	38	33
Recreation programs or classes	31	33	35
Range/variety of recreation programs and classes	31	30	30

Quality of Service Ratings			
How do you rate the quality of each of the following services?	Section of City		
	Southern	Central	Northern
Recreation centers/facilities	30	37	30
Accessibility of parks	42	44	39
Accessibility of recreation centers/facilities	36	42	35
Appearance/maintenance of parks	33	35	31
Appearance of recreation centers/facilities	30	36	30
Land use, planning and zoning	22	25	23
Code enforcement (weeds, abandoned buildings, etc)	20	20	19
Animal control	34	30	39
Economic development	20	27	23
Health services	34	34	37
Services to seniors	33	42	33
Services to youth	15	31	22
Services to low-income people	24	39	24
Public library services	37	46	40
Variety of library materials	41	47	38
Public information services	31	39	30
Public schools	16	30	18
Cable television	43	38	44
City of Richmond sponsored events	29	33	31
City's geographical information system (GIS)	31	30	37
City maintained trees	34	31	35
Public landscaping/street medians	29	32	28

**Quality of Service Ratings**

How do you rate the quality of each of the following services?	Section of City		
	Southern	Central	Northern
City-sponsored job training programs	20	30	23
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

**Ratings of Various Levels of Government**

Overall, how would you rate the quality of services provided by...	Section of City		
	Southern	Central	Northern
The City of Richmond	27	36	26
The Federal Government	25	37	24
The State Government	27	33	26
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

**Proportion of Population Having Contact with City Employees**

	Section of City		
	Southern	Central	Northern
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months?	51%	51%	43%
Percent of respondents who reported contact with a City employee in the last 12 months			

**Ratings of Contact with City Employees**

What was your impression of employees of the City of Richmond in your most recent contact?	Section of City		
	Southern	Central	Northern
Knowledge	58	50	52
Responsiveness	54	45	45
Courtesy	62	50	56
Overall Impression	57	45	50
Average rating on a 100-point scale (100=Excellent, 0=Poor)			

**Ratings of Public Trust**

Please rate the following statements:	Section of City		
	Southern	Central	Northern
I receive good value for the City of Richmond taxes I pay	35	38	31
I am pleased with the overall direction that the City of Richmond is taking	42	40	36
The City of Richmond government welcomes citizen involvement	54	50	51
The City of Richmond government listens to citizens	44	40	37
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)			

**Perceptions of the Economy**

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Section of City		
	Southern	Central	Northern
Very positive	3%	1%	3%
Somewhat positive	17%	4%	14%
Neutral	43%	65%	50%
Somewhat negative	28%	19%	30%
Very negative	9%	11%	3%
Total	100%	100%	100%

Importance of Issues for the City to Address			
How important, if at all, are the following issues for the City to address?	Section of City		
	Southern	Central	Northern
Improving traffic flow and pedestrian safety	47%	70%	55%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	40%	55%	37%
Improving Richmond Parkway	40%	58%	46%
Improving current park conditions and providing more parks and open space	59%	76%	63%
Developing more affordable housing	69%	80%	55%
Increasing paratransit service	48%	71%	39%
Displaying more public art	35%	46%	24%
Improving street pavement conditions	86%	95%	86%
Increasing street lighting	78%	88%	75%
Expanding small business development programs	70%	71%	57%
Building a new library facility and opening library branches	66%	76%	57%
Increasing police staffing to meet standard of two officers per 1000 residents	91%	88%	86%
Renovating community centers and expanding programming	63%	72%	59%
Upgrading existing and developing more athletic fields	52%	64%	44%
Reopening the Plunge	53%	56%	41%
Installing surveillance cameras throughout the City	60%	69%	57%
Improving infrastructure to prevent flooding	61%	75%	61%
Improving fire and paramedic response time	66%	83%	71%
Increasing job training and development programs	74%	81%	72%
Expanding after school programs (K-12)	81%	91%	76%
Percent of respondents rating "Essential" or "Very important"			