The City of Richmond, California

Report of Normative Comparisons 2007

The National Citizen Survey™

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SURVEY BACKGROUND

About The National Citizen Survey™

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

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

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

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 500 jurisdictions in the United States. Responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast[1]	16%
West[2]	21%
North Central West[3]	12%
North Central East[4]	12%
South Central[5]	9%
South[6]	25%
Northeast West[7]	3%
Northeast East[8]	2%
Population	
Less than 40,000	38%
40,000 to 74,999	21%
75,000 to 149,000	17%
150,000 or more	24%

[1] Alaska, Washington, Oregon, California, Hawaii
[2] Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico
[3] North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota
[4] Illinois, Indiana, Ohio, Michigan, Wisconsin
[5] Oklahoma, Texas, Louisiana, Arkansas
[6] West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC
[7] New York, Pennsylvania, New Jersey
[8] Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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

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

Putting Evaluations onto a 100-Point Scale

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

Interpreting the Results

Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. In the fourth column, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of no more than 2 points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 2 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

For Richmond, two tables have been produced for each set of questions. In the first, comparisons are made to jurisdictions in the database that have populations from 64,000-149,999 as selected by Richmond staff members. In the second, comparisons are made to all jurisdictions in the database. For each set of questions, a chart precedes the two tables. The chart's numbers reflect the populations of 64,000-149,999 and graphically represent the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart. The list of jurisdictions with populations of 64,000-149,999 that are used for comparison is listed as Appendix A in the back of this report.

COMPARISONS

Figure 1: Quality of Life Ratings (Populations 64,000-149,999)
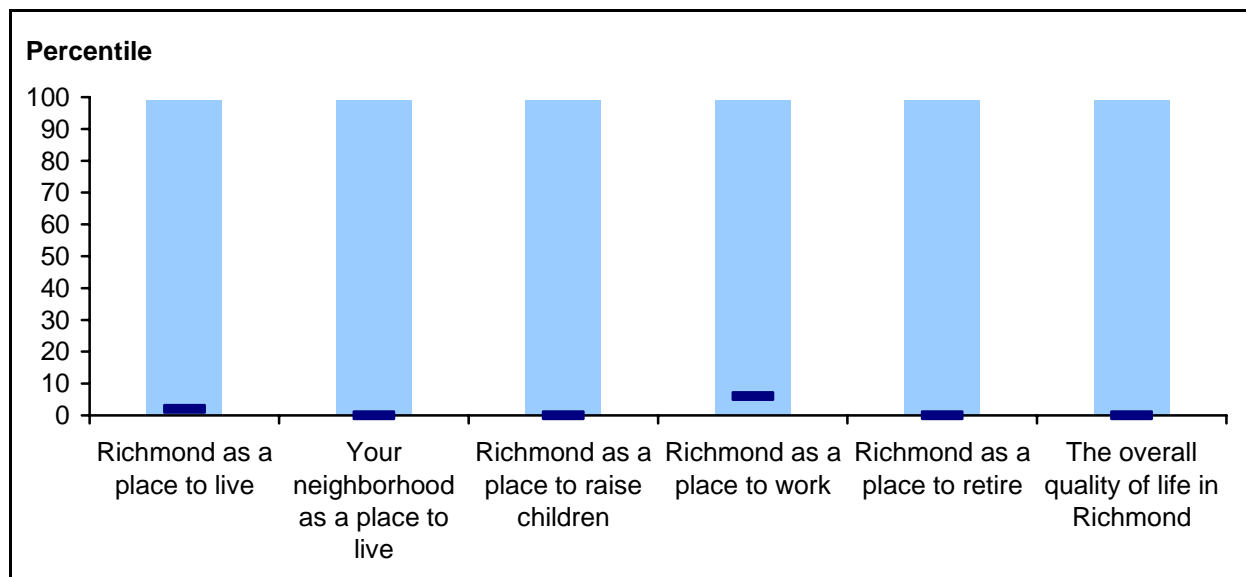
Quality of Life Ratings (Populations 64,000-149,999)					
	City of Richmond Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Richmond Percentile**	**Comparison of Richmond Rating to Norm**
How do you rate Richmond as a place to live?	30	45	46	2%ile	Below the norm
How do you rate your neighborhood as a place to live?	48	26	26	0%ile	Below the norm
How do you rate Richmond as a place to raise children?	15	30	30	0%ile	Below the norm
How do you rate Richmond as a place to work?	31	16	17	6%ile	Below the norm
How do you rate Richmond as a place to retire?	20	28	28	0%ile	Below the norm
How do you rate the overall quality of life in Richmond?	27	43	43	0%ile	Below the norm

Quality of Life Ratings (All Jurisdictions in the Database)				
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
How do you rate Richmond as a place to live?	30	210	211	0%ile	Below the norm
How do you rate your neighborhood as a place to live?	48	139	139	0%ile	Below the norm
How do you rate Richmond as a place to raise children?	15	178	178	0%ile	Below the norm
How do you rate Richmond as a place to work?	31	93	96	3%ile	Below the norm
How do you rate Richmond as a place to retire?	20	163	163	0%ile	Below the norm
How do you rate the overall quality of life in Richmond?	27	212	212	0%ile	Below the norm

Figure 2: Characteristics of the Community: General and Opportunities (Populations 64,000-149,999)

Characteristics of the Community: General and Opportunities (Populations 64,000-149,999)					
	City of Richmond Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Richmond Percentile**	**Comparison of Richmond Rating to Norm**
Sense of community	26	24	24	0%ile	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	41	21	21	0%ile	Below the norm
Overall appearance of Richmond	18	26	26	0%ile	Below the norm
Opportunities to attend cultural activities	30	25	25	0%ile	Below the norm
Shopping opportunities	28	21	21	0%ile	Below the norm
Air quality	28	14	15	7%ile	Below the norm
Recreational opportunities	27	27	27	0%ile	Below the norm
Job opportunities	20	25	26	4%ile	Below the norm
Educational opportunities	23	11	11	0%ile	Below the norm
Overall image/reputation of Richmond	8	16	16	0%ile	Below the norm
Overall quality of new development in Richmond	32	14	14	0%ile	Below the norm

Characteristics of the Community: General and Opportunities (All Jurisdictions in the Database)

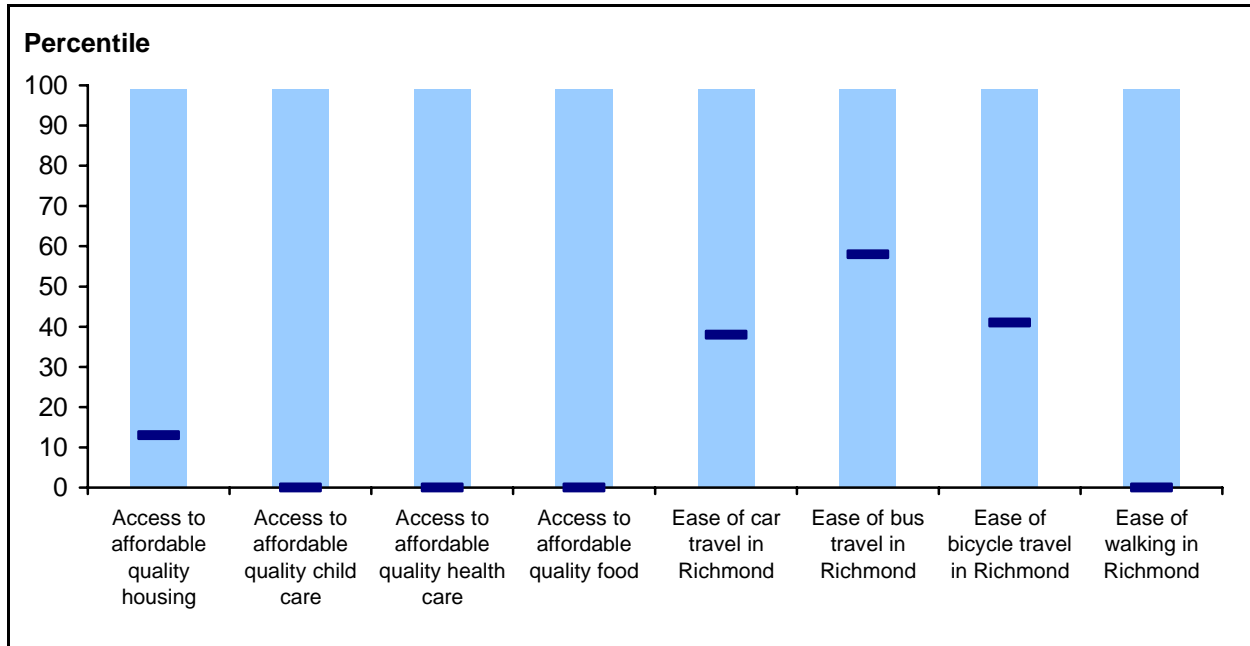|	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Sense of community	26	141	141	0%ile	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	41	111	118	6%ile	Below the norm
Overall appearance of Richmond	18	161	161	0%ile	Below the norm
Opportunities to attend cultural activities	30	126	127	1%ile	Below the norm
Shopping opportunities	28	111	127	13%ile	Below the norm
Air quality	28	72	74	3%ile	Below the norm
Recreational opportunities	27	141	143	1%ile	Below the norm
Job opportunities	20	132	151	13%ile	Below the norm
Educational opportunities	23	58	58	0%ile	Below the norm
Overall image/reputation of Richmond	8	98	98	0%ile	Below the norm
Overall quality of new development in Richmond	32	78	79	1%ile	Below the norm

Figure 3: Characteristics of the Community: Access and Mobility (Populations 64,000-149,999)

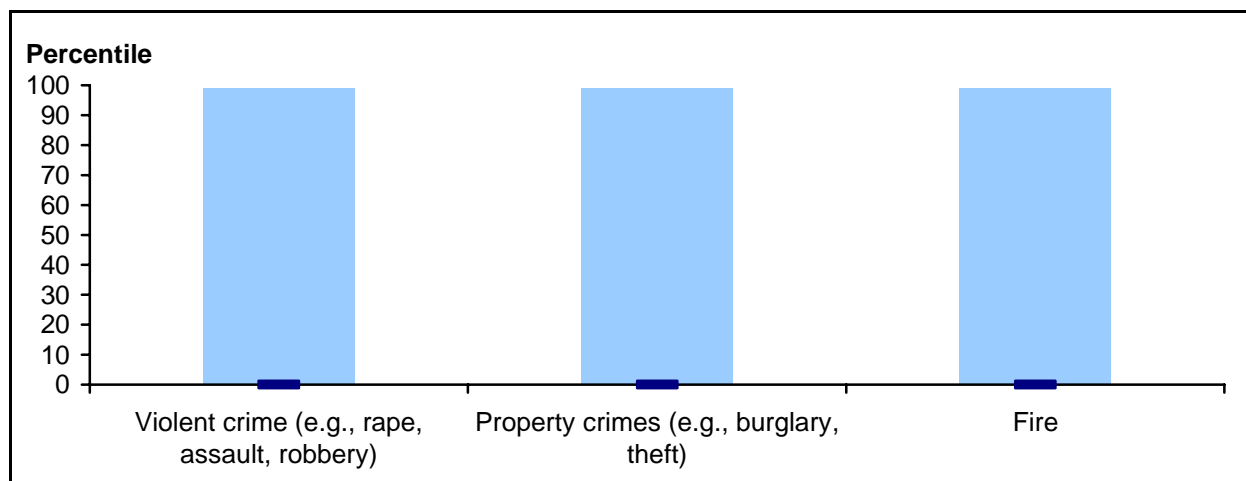| Characteristics of the Community: Access and Mobility (Populations 64,000-149,999)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Access to affordable quality housing	28	28	32	13%ile	Below the norm
Access to affordable quality child care	29	14	14	0%ile	Below the norm
Access to affordable quality health care	32	13	13	0%ile	Below the norm
Access to affordable quality food	38	5	5	0%ile	Below the norm
Ease of car travel in Richmond	44	16	25	38%ile	Similar to the norm
Ease of bus travel in Richmond	44	6	13	58%ile	Above the norm

Characteristics of the Community: Access and Mobility (Populations 64,000-149,999)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Ease of rail/subway travel in Richmond	48				Comparison data not available
Ease of bicycle travel in Richmond	34	11	18	41%ile	Below the norm
Ease of walking in Richmond	26	21	21	0%ile	Below the norm

Characteristics of the Community: Access and Mobility (All Jurisdictions in the Database)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Access to affordable quality housing	28	153	178	14%ile	Below the norm
Access to affordable quality child care	29	94	101	7%ile	Below the norm
Access to affordable quality health care	32	88	90	2%ile	Below the norm
Access to affordable quality food	38	34	36	6%ile	Below the norm
Ease of car travel in Richmond	44	90	125	28%ile	Below the norm
Ease of bus travel in Richmond	44	41	79	49%ile	Similar to the norm
Ease of rail/subway travel in Richmond	48	10	19	50%ile	Similar to the norm
Ease of bicycle travel in Richmond	34	103	122	16%ile	Below the norm
Ease of walking in Richmond	26	120	120	0%ile	Below the norm

Figure 4: Ratings of Safety from Various Problems (Populations 64,000-149,999)

Ratings of Safety From Various Problems (Populations 64,000-149,999)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Violent crime (e.g., rape, assault, robbery)	24	24	24	0%ile	Below the norm
Property crimes (e.g., burglary, theft)	21	24	24	0%ile	Below the norm
Fire	57	22	22	0%ile	Below the norm

Ratings of Safety From Various Problems (All Jurisdictions in the Database)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Violent crime (e.g., rape, assault, robbery)	24	134	134	0%ile	Below the norm
Property crimes (e.g., burglary, theft)	21	132	132	0%ile	Below the norm
Fire	57	131	132	1%ile	Below the norm

Figure 5: Ratings of Safety in Various Areas (Populations 64,000-149,999)
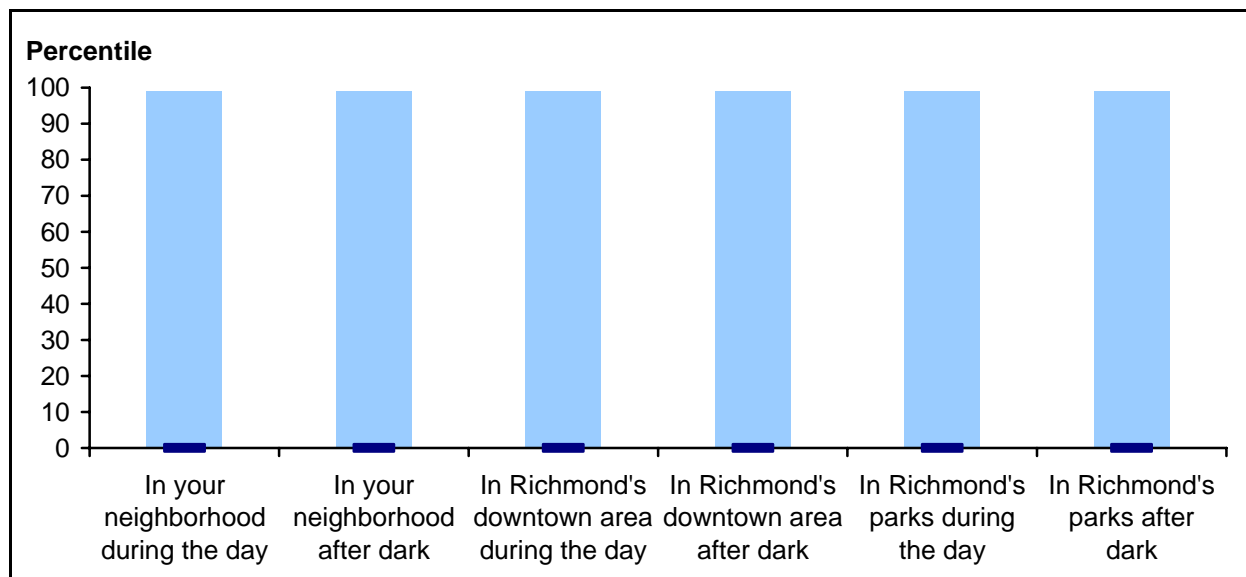
Percentile

| | In your neighborhood during the day | In your neighborhood after dark | In Richmond's downtown area during the day | In Richmond's downtown area after dark | In Richmond's parks during the day | In Richmond's parks after dark |

Ratings of Safety in Various Areas (Populations 64,000-149,999)					
	City of Richmond Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Richmond Percentile**	**Comparison of Richmond Rating to Norm**
In your neighborhood during the day	66	34	34	0%ile	Below the norm
In your neighborhood after dark	42	36	36	0%ile	Below the norm
In Richmond's downtown area during the day	38	25	25	0%ile	Below the norm
In Richmond's downtown area after dark	10	28	28	0%ile	Below the norm
In Richmond's parks during the day	45	26	26	0%ile	Below the norm
In Richmond's parks after dark	10	24	24	0%ile	Below the norm

Ratings of Safety in Various Areas (All Jurisdictions in the Database)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
In your neighborhood during the day	66	158	158	0%ile	Below the norm
In your neighborhood after dark	42	170	171	1%ile	Below the norm
In Richmond's downtown area during the day	38	131	131	0%ile	Below the norm
In Richmond's downtown area after dark	10	149	149	0%ile	Below the norm
In Richmond's parks during the day	45	132	132	0%ile	Below the norm
In Richmond's parks after dark	10	132	132	0%ile	Below the norm

Figure 6: Quality of Public Safety Services (Populations 64,000-149,999)

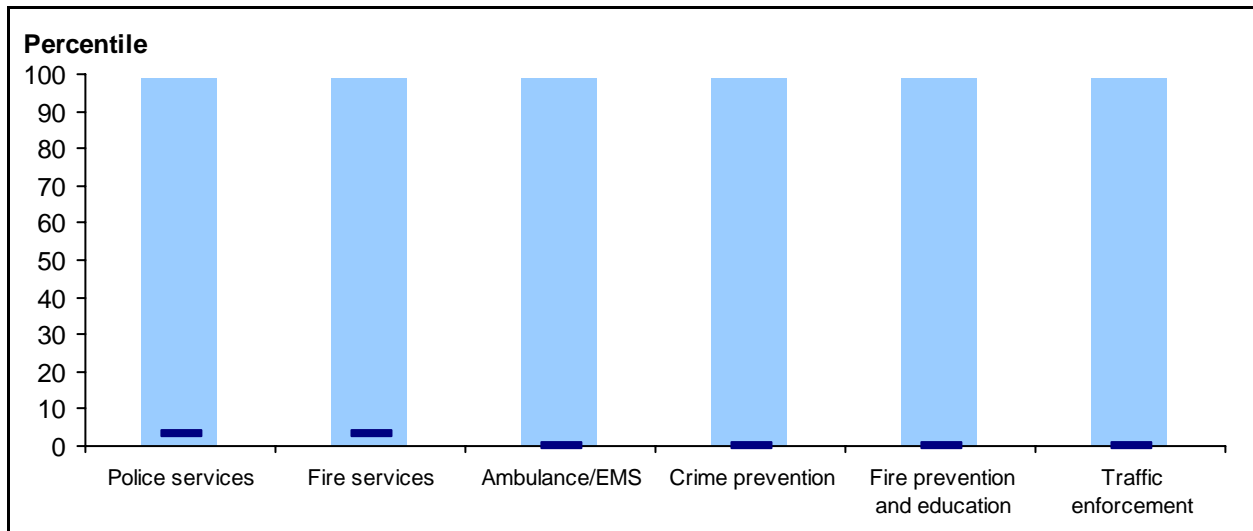**Quality of Public Safety Services (Populations 64,000-149,999)**

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Police services	40	40	41	3%ile	Below the norm
Fire services	62	34	35	3%ile	Below the norm
Ambulance/emergency medical services	59	25	25	0%ile	Below the norm
Crime prevention	18	27	27	0%ile	Below the norm
Fire prevention and education	44	24	24	0%ile	Below the norm
Traffic enforcement	37	33	33	0%ile	Below the norm

Quality of Public Safety Services (All Jurisdictions in the Database)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Police services	40	238	241	1%ile	Below the norm
Fire services	62	190	203	6%ile	Below the norm
Ambulance/emergency medical services	59	155	158	2%ile	Below the norm
Crime prevention	18	142	142	0%ile	Below the norm
Fire prevention and education	44	112	113	1%ile	Below the norm
Traffic enforcement	37	174	177	2%ile	Below the norm

Figure 7: Quality of Transportation Services (Populations 64,000-149,999)
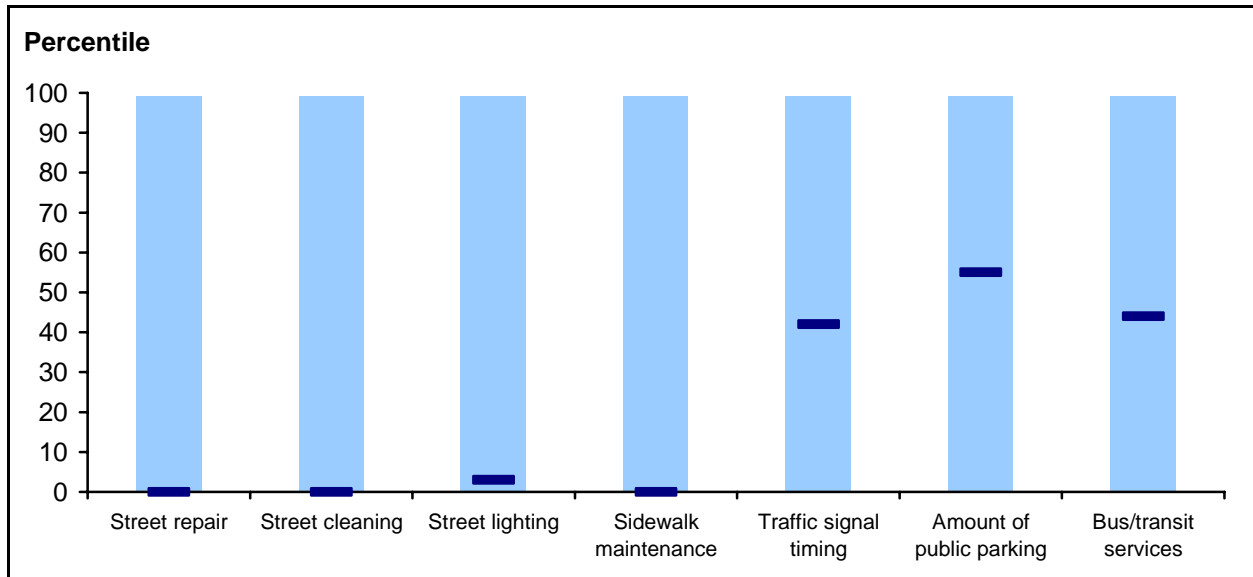
Quality of Transportation Services (Populations 64,000-149,999)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Street repair	12	38	38	0%ile	Below the norm
Street cleaning	28	21	21	0%ile	Below the norm
Street lighting	29	29	30	3%ile	Below the norm
Sidewalk maintenance	24	25	25	0%ile	Below the norm
Traffic signal timing	40	12	20	42%ile	Similar to the norm
Amount of public parking	45	6	12	55%ile	Similar to the norm
Bus/transit services	48	11	19	44%ile	Similar to the norm

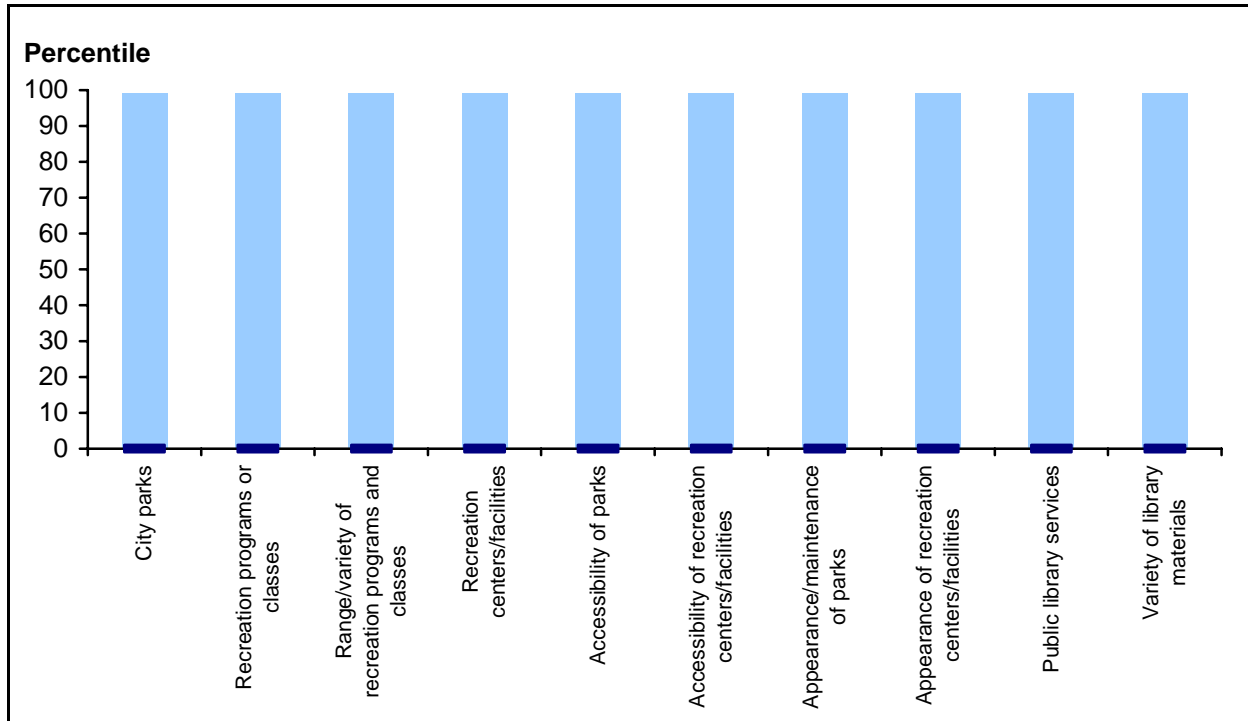| Quality of Transportation Services (All Jurisdictions in the Database)				
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Street repair	12	211	211	0%ile	Below the norm
Street cleaning	28	152	152	0%ile	Below the norm
Street lighting	29	162	164	1%ile	Below the norm
Sidewalk maintenance	24	145	145	0%ile	Below the norm
Traffic signal timing	40	70	100	30%ile	Below the norm
Amount of public parking	45	41	85	52%ile	Similar to the norm
Bus/transit services	48	65	100	35%ile	Below the norm

Figure 8: Quality of Leisure Services (Populations 64,000-149,999)

Quality of Leisure Services (Populations 64,000-149,999)					
	City of Richmond Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Richmond Percentile**	**Comparison of Richmond Rating to Norm**
City parks	36	27	27	0%ile	Below the norm
Recreation programs or classes	32	29	29	0%ile	Below the norm
Range/variety of recreation programs and classes	30	23	23	0%ile	Below the norm
Recreation centers/facilities	31	25	25	0%ile	Below the norm
Accessibility of parks	41	22	22	0%ile	Below the norm
Accessibility of recreation centers/facilities	36	17	17	0%ile	Below the norm
Appearance/maintenance of parks	33	27	27	0%ile	Below the norm
Appearance of recreation centers/facilities	31	18	18	0%ile	Below the norm
Public library services	40	28	28	0%ile	Below the norm
Variety of library materials	40	14	14	0%ile	Below the norm

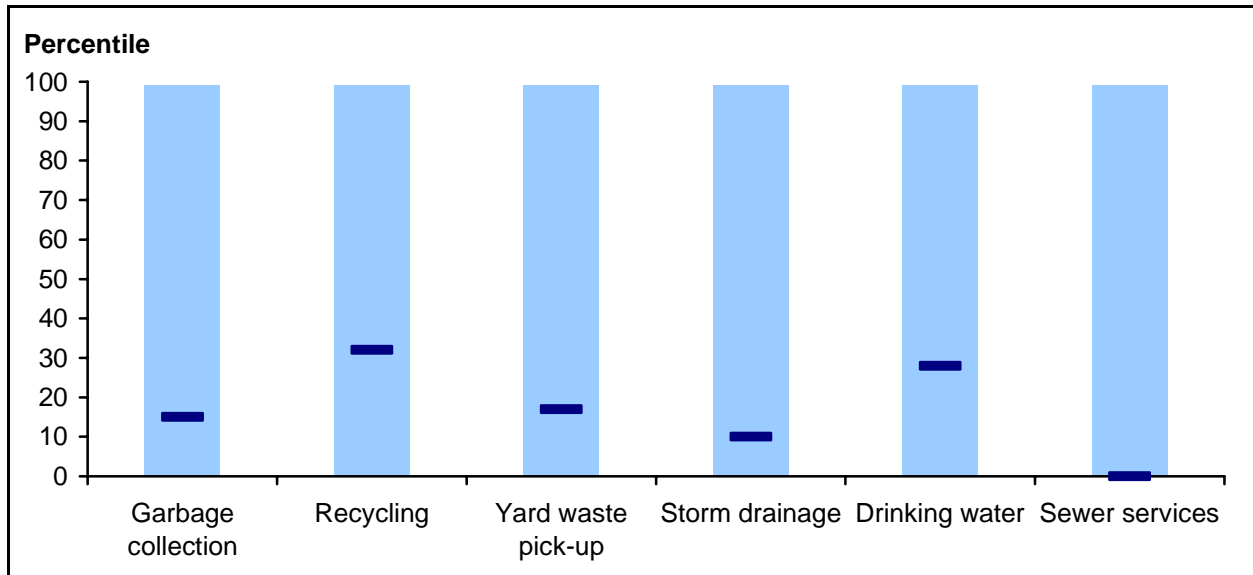| Quality of Leisure Services (All Jurisdictions in the Database)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
City parks	36	149	149	0%ile	Below the norm
Recreation programs or classes	32	162	162	0%ile	Below the norm
Range/variety of recreation programs and classes	30	105	106	1%ile	Below the norm
Recreation centers/facilities	31	127	127	0%ile	Below the norm
Accessibility of parks	41	118	118	0%ile	Below the norm
Accessibility of recreation centers/facilities	36	83	83	0%ile	Below the norm
Appearance/maintenance of parks	33	157	157	0%ile	Below the norm
Appearance of recreation centers/facilities	31	90	90	0%ile	Below the norm
Public library services	40	171	173	1%ile	Below the norm
Variety of library materials	40	81	81	0%ile	Below the norm

Figure 9: Quality of Utility Services (Populations 64,000-149,999)

Quality of Utility Services (Populations 64,000-149,999)

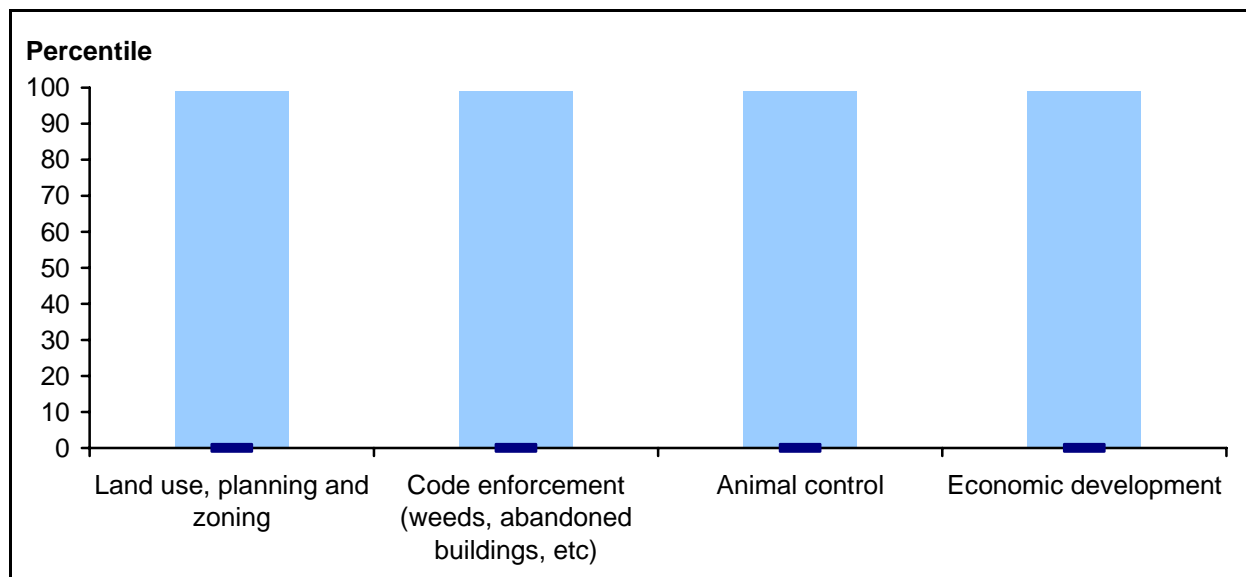|	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Garbage collection	64	30	35	15%ile	Below the norm
Recycling	63	20	29	32%ile	Similar to the norm
Yard waste pick-up	56	16	19	17%ile	Below the norm
Storm drainage	38	29	32	10%ile	Below the norm
Drinking water	50	19	26	28%ile	Below the norm
Sewer services	44	25	25	0%ile	Below the norm

Quality of Utility Services (All Jurisdictions in the Database)				
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Garbage collection	64	143	176	19%ile	Below the norm
Recycling	63	98	152	36%ile	Similar to the norm
Yard waste pick-up	56	73	99	27%ile	Below the norm
Storm drainage	38	145	167	13%ile	Below the norm
Drinking water	50	89	131	32%ile	Below the norm
Sewer services	44	130	132	2%ile	Below the norm

Figure 10: Quality of Planning and Code Enforcement Services (Populations 64,000-149,999)

Quality of Planning and Code Enforcement Services (Populations 64,000-149,999)					
	City of Richmond Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Richmond Percentile**	**Comparison of Richmond Rating to Norm**
Land use, planning and zoning	22	23	23	0%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	19	35	35	0%ile	Below the norm
Animal control	35	27	27	0%ile	Below the norm
Economic development	22	21	21	0%ile	Below the norm

Quality of Planning and Code Enforcement Services (All Jurisdictions in the Database)					
	City of Richmond Rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Richmond Percentile**	**Comparison of Richmond Rating to Norm**
Land use, planning and zoning	22	134	135	1%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	19	173	174	1%ile	Below the norm
Animal control	35	142	148	4%ile	Below the norm
Economic development	22	128	128	0%ile	Below the norm

Figure 11: Quality of Services to Special Populations and Other Services (Populations 64,000-149,999)
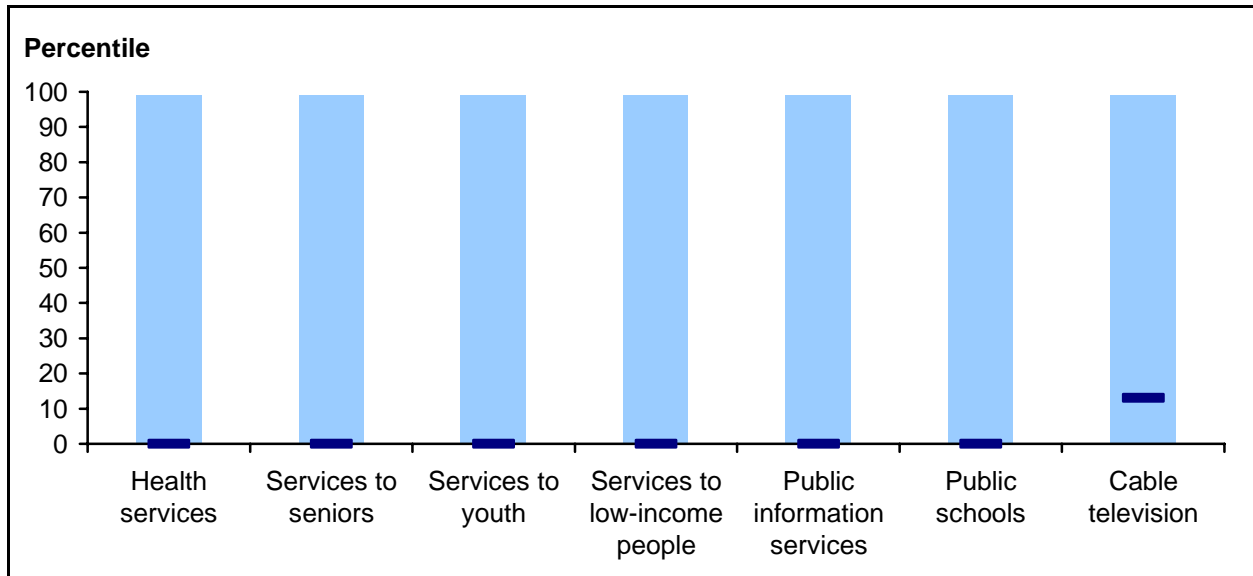
Quality of Services to Special Populations and Other Services (Populations 64,000-149,999)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Health services	35	16	16	0%ile	Below the norm
Services to seniors	34	24	24	0%ile	Below the norm
Services to youth	21	21	21	0%ile	Below the norm
Services to low-income people	27	16	16	0%ile	Below the norm
Public information services	32	31	31	0%ile	Below the norm
Public schools	19	21	21	0%ile	Below the norm
Cable television	42	15	17	13%ile	Below the norm

Quality of Services to Special Populations and Other Services (All Jurisdictions in the Database)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Health services	35	74	76	3%ile	Below the norm
Services to seniors	34	133	133	0%ile	Below the norm
Services to youth	21	120	120	0%ile	Below the norm
Services to low-income people	27	93	97	4%ile	Below the norm
Public information services	32	151	151	0%ile	Below the norm
Public schools	19	116	116	0%ile	Below the norm
Cable television	42	76	92	18%ile	Below the norm

Figure 12: Overall Quality of Services (Populations 64,000-149,999)
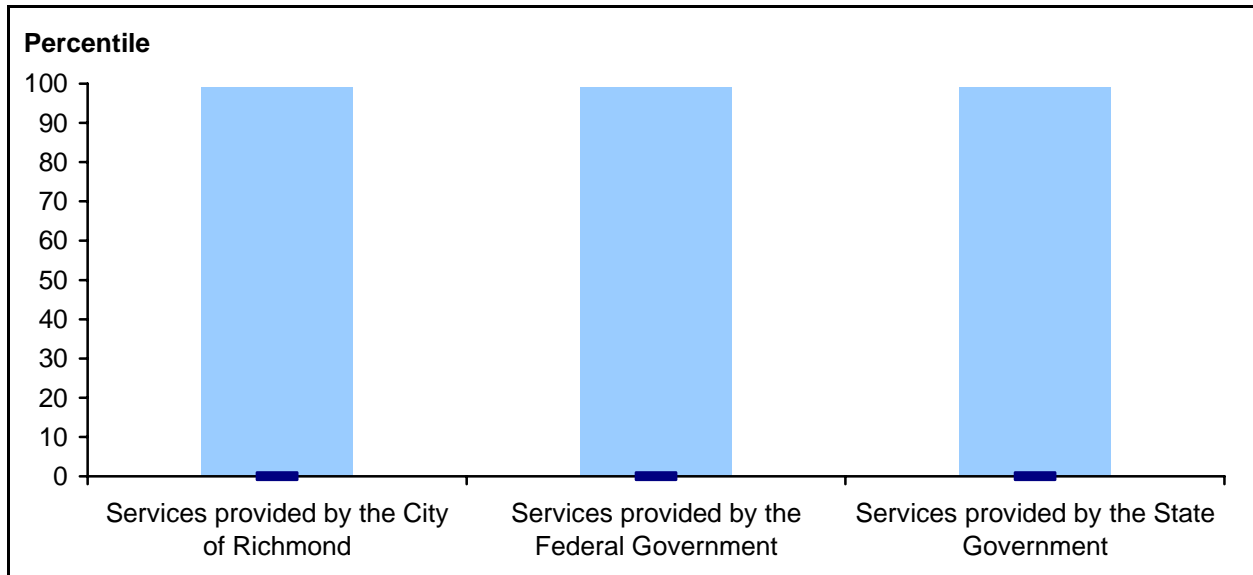
Overall Quality of Services (Populations 64,000-149,999)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Services provided by the City of Richmond	28	37	37	0%ile	Below the norm
Services provided by the Federal Government	26	21	21	0%ile	Below the norm
Services provided by the State Government	27	21	21	0%ile	Below the norm

Overall Quality of Services (All Jurisdictions in the Database)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Services provided by the City of Richmond	28	191	191	0%ile	Below the norm
Services provided by the Federal Government	26	120	120	0%ile	Below the norm
Services provided by the State Government	27	122	122	0%ile	Below the norm

Figure 13: Ratings of Contact with City Employees (Populations 64,000-149,999)
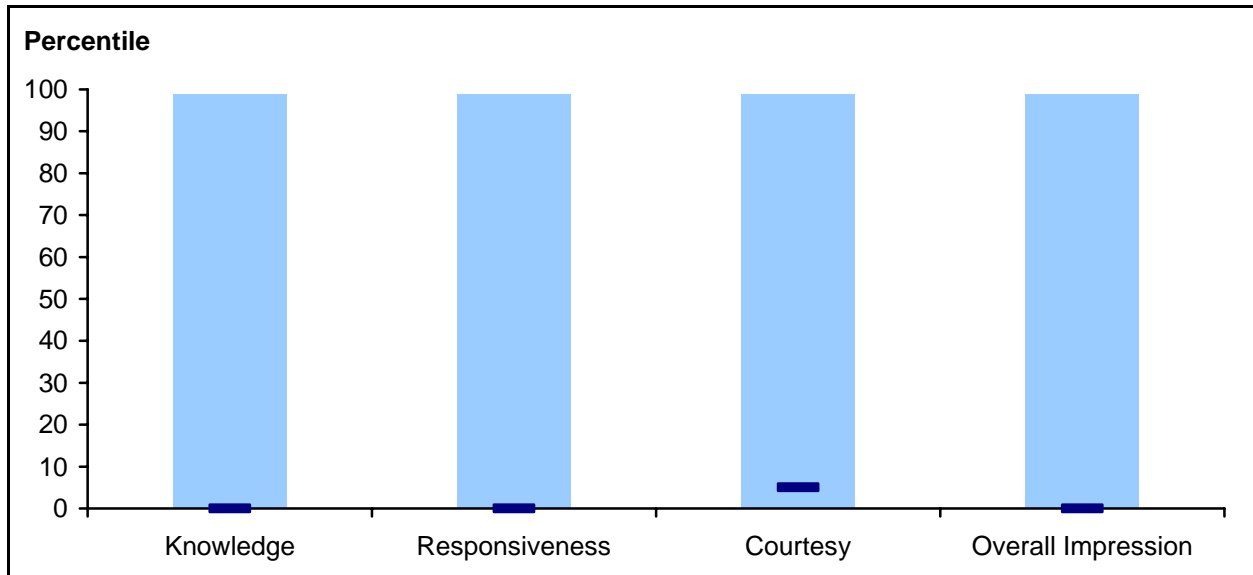
Ratings of Contact with the City Employees (Populations 64,000-149,999)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Knowledge	53	31	31	0%ile	Below the norm
Responsiveness	48	29	29	0%ile	Below the norm
Courtesy	55	22	23	5%ile	Below the norm
Overall Impression	51	35	35	0%ile	Below the norm

Ratings of Contact with the City Employees (All Jurisdictions in the Database)

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Knowledge	53	164	166	1%ile	Below the norm
Responsiveness	48	160	163	2%ile	Below the norm
Courtesy	55	127	131	3%ile	Below the norm
Overall Impression	51	184	186	1%ile	Below the norm

Figure 14: Ratings of Public Trust (Populations 64,000-149,999)

Percentile

	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
Ratings of Public Trust (Populations 64,000-149,999)					
I receive good value for the City of Richmond taxes I pay	34	33	33	0%ile	Below the norm
I am pleased with the overall direction that the City of Richmond is taking	40	25	25	0%ile	Below the norm
The City of Richmond government welcomes citizen involvement	52	29	29	0%ile	Below the norm
The City of Richmond government listens to citizens	40	24	24	0%ile	Below the norm

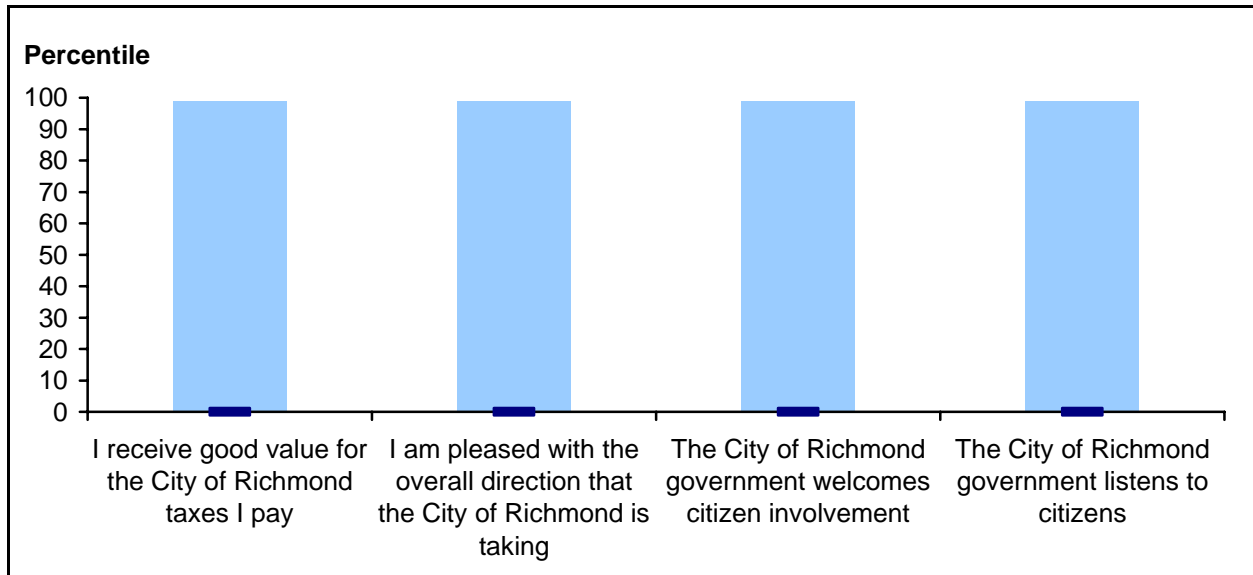| Ratings of Public Trust (All Jurisdictions in the Database)					
	City of Richmond Rating	Rank	Number of Jurisdictions for Comparison	City of Richmond Percentile	Comparison of Richmond Rating to Norm
I receive good value for the City of Richmond taxes I pay	34	174	174	0%ile	Below the norm
I am pleased with the overall direction that the City of Richmond is taking	40	145	146	1%ile	Below the norm
The City of Richmond government welcomes citizen involvement	52	145	158	8%ile	Below the norm
The City of Richmond government listens to citizens	40	134	138	3%ile	Below the norm

APPENDIX A: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (POPULATIONS 64,000-149,999)

Jurisdiction Name	State	2000 Population
Fort Smith	AR	80,268
Bellflower	CA	72,878
Carlsbad	CA	78,247
Concord	CA	121,780
Livermore	CA	73,345
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Redding	CA	80,865
Santa Monica	CA	84,084
Sunnyvale	CA	131,760
Arvada	CO	102,153
Boulder	CO	94,673
Fort Collins	CO	118,652
Highlands Ranch	CO	70,931
Lakewood	CO	144,126
Longmont	CO	71,093
Mesa County	CO	116,255
Thornton	CO	82,384
Westminster	CO	100,940
Cape Coral	FL	102,286
Clearwater	FL	108,787
Coral Springs	FL	117,549
Daytona Beach	FL	64,112
Melbourne	FL	71,382
Miami Beach	FL	87,933
Palm Bay	FL	79,413
Macon	GA	97,255

Jurisdiction Name	State	2000 Population
Maui	HI	128,094
Davenport	IA	98,359
Evanston	IL	74,239
Naperville	IL	128,358
Peoria	IL	112,936
Gary	IN	102,746
Olathe	KS	92,962
Overland Park	KS	149,080
Daviess County	KY	91,545
Cambridge	MA	101,355
Ann Arbor	MI	114,024
Troy	MI	80,959
Carver County	MN	70,205
Duluth	MN	86,918
Scott County	MN	89,498
Columbia	MO	84,531
Independence	MO	113,288
Lee's Summit	MO	70,700
Cary	NC	94,536
Wilmington	NC	90,400
North Las Vegas	NV	115,488
Sparks	NV	66,346
Broken Arrow	OK	74,839
Edmond	OK	68,315
Gresham	OR	90,205
Columbia	SC	116,278
Pickens County	SC	110,757
Grand Prairie	TX	127,427
Lewisville	TX	77,737
McAllen	TX	106,414
Pasadena	TX	141,674
Albemarle County	VA	79,236
Hanover County	VA	86,320
Lynchburg	VA	65,269
Stafford County	VA	92,446

Jurisdiction Name	State	2000 Population
Chittenden County	VT	146,571
Bellevue	WA	109,569
Kent	WA	79,524
Vancouver	WA	143,560
Appleton	WI	70,087
Kenosha	WI	90,352
Ozaukee County	WI	82,317

APPENDIX B: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (ALL JURISDICTIONS IN THE DATABASE)

Jurisdiction Name	State	2000 Population
Homer	AK	3,946
Alabaster	AL	22,169
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Flagstaff	AZ	52,894
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tucson	AZ	486,699
Agoura Hills	CA	20,537
Bellflower	CA	72,878
Benicia	CA	26,865
Capitola	CA	10,033
Carlsbad	CA	78,247
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780
Cupertino	CA	50,546
Del Mar	CA	4,389
El Cerrito	CA	23,171
La Mesa	CA	54,749
Laguna Beach	CA	23,727
Livermore	CA	73,345

Jurisdiction Name	State	2000 Population
Long Beach	CA	461,522
Los Gatos	CA	28,592
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Poway	CA	48,044
Rancho Cordova	CA	55,060
Redding	CA	80,865
Ridgecrest	CA	24,927
Riverside	CA	255,166
San Bernardino County	CA	1,709,434
San Francisco	CA	776,733
San Jose	CA	894,943
San Ramon	CA	44,722
Santa Barbara County	CA	399,347
Santa Monica	CA	84,084
Sunnyvale	CA	131,760
Archuleta County	CO	9,898
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Durango	CO	13,922
Englewood	CO	31,727
Fort Collins	CO	118,652
Fruita	CO	6,478
Golden	CO	17,159
Greenwood Village	CO	11,035

Jurisdiction Name	State	2000 Population
Highlands Ranch	CO	70,931
Jefferson County	CO	527,056
Lakewood	CO	144,126
Larimer County	CO	251,494
Lone Tree	CO	4,873
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Mesa County	CO	116,255
Northglenn	CO	31,575
Parker	CO	23,558
Thornton	CO	82,384
Westminster	CO	100,940
Wheat Ridge	CO	32,913
West Hartford	CT	63,589
Wethersfield	CT	26,271
Windsor	CT	28,237
Dover	DE	32,135
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Brevard County	FL	476,230
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Clearwater	FL	108,787
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Duval County	FL	778,879
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami Beach	FL	87,933
Miami-Dade County	FL	2,253,362
North Port	FL	22,797
Ocoee	FL	24,391
Oldsmar	FL	11,910

Jurisdiction Name	State	2000 Population
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach County	FL	1,131,184
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Pinellas County	FL	921,482
Port Orange	FL	45,823
Sarasota	FL	52,715
Seminole	FL	10,890
South Daytona	FL	13,177
Tallahassee	FL	150,624
Tallahassee	FL	150,624
Titusville	FL	40,670
Volusia County	FL	443,343
Walton County	FL	40,601
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Macon	GA	97,255
Milledgeville	GA	18,757
Honolulu	HI	876,156
Maui	HI	128,094
Adams County	IA	4,482
Ames	IA	50,731
Ankeny	IA	27,117
Bettendorf	IA	31,275
Cedar Falls	IA	36,145
Clarke County	IA	9,133
Davenport	IA	98,359
Des Moines	IA	198,682
Indianola	IA	12,998
Iowa County	IA	15,671
Marion	IA	7,144
Newton	IA	15,579
Polk County	IA	374,601

Jurisdiction Name	State	2000 Population
Sheldahl	IA	336
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
Moscow	ID	21,291
Batavia	IL	23,866
DeKalb	IL	39,018
Elmhurst	IL	42,762
Evanston	IL	74,239
Gurnee	IL	28,834
Highland Park	IL	31,365
Homewood	IL	19,543
Naperville	IL	128,358
O'Fallon	IL	21,910
Peoria	IL	112,936
Skokie	IL	63,348
Village of Oak Park	IL	52,524
Woodridge	IL	30,934
Fishers	IN	37,835
Fort Wayne	IN	205,727
Gary	IN	102,746
Munster	IN	21,511
Calgary	INT	878,866
District of Saanich,Victoria	INT	103,654
North Vancouver	INT	44,303
Prince Albert	INT	34,291
Thunder Bay	INT	109,016
Winnipeg	INT	619,544
Lenexa	KS	40,238
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679
Wichita	KS	344,284
Ashland	KY	21,981

Jurisdiction Name	State	2000 Population
Bowling Green	KY	49,296
Daviess County	KY	91,545
Lexington	KY	260,512
Jefferson Parish	LA	455,466
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Cambridge	MA	101,355
Shrewsbury	MA	31,640
Worcester	MA	172,648
College Park	MD	242,657
Rockville	MD	47,388
Saco	ME	16,822
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Detroit	MI	951,270
Meridian Charter Township	MI	38,987
Novi	MI	47,386
Ottawa County	MI	238,314
Sault Sainte Marie	MI	16,542
Troy	MI	80,959
Village of Howard City	MI	1,585
Blue Earth	MN	3,621
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Duluth	MN	86,918
Fridley	MN	27,449
Grand Forks	MN	231
Hutchinson	MN	13,080
Mankato	MN	32,427
Maplewood	MN	34,947
Minneapolis	MN	382,618
North Branch	MN	8,023

Jurisdiction Name	State	2000 Population
Polk County	MN	31,369
Prior Lake	MN	15,917
Scott County	MN	89,498
St. Cloud	MN	59,107
St. Louis County	MN	200,528
St. Paul	MN	287,151
Washington County	MN	201,130
Blue Springs	MO	48,080
Columbia	MO	84,531
Ellisville	MO	9,104
Grandview	MO	24,881
Independence	MO	113,288
Joplin	MO	45,504
Kansas City	MO	441,545
Lee's Summit	MO	70,700
Maryland Heights	MO	25,756
Maryville	MO	10,581
O'Fallon	MO	46,169
Platte City	MO	3,866
Springfield	MO	151,580
Biloxi	MS	50,644
Starkville	MS	21,869
Bozeman	MT	27,509
Cary	NC	94,536
Charlotte	NC	540,828
Concord	NC	55,977
Durham	NC	187,038
Hudson	NC	3,078
Knightdale	NC	5,958
Wilmington	NC	90,400
Grand Forks	ND	49,321
Cedar Creek	NE	396
Kearney	NE	27,431
Dover	NH	26,884
Willingboro Township	NJ	33,008

Jurisdiction Name	State	2000 Population
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Los Alamos County	NM	18,343
Taos	NM	4,700
Carson City	NV	52,457
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Washoe County	NV	339,486
Beekman	NY	11,452
Canandaigua	NY	11,264
Genesee County	NY	60,370
Rye	NY	14,955
Akron	OH	217,074
Columbus	OH	711,470
Dublin	OH	31,392
Hudson	OH	22,439
Lebanon	OH	16,962
Sandusky	OH	27,844
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Stillwater	OK	39,065
Ashland	OR	19,522
Corvallis	OR	49,322
Gresham	OR	90,205
Lake Oswego	OR	35,278
Portland	OR	529,121
Springfield	OR	52,864
Borough of Ebensburg	PA	3,091
Cumberland County	PA	213,674
Ephrata Borough	PA	13,213
Philadelphia	PA	1,517,550

Jurisdiction Name	State	2000 Population
State College	PA	38,420
Upper Merion Township	PA	28,863
East Providence	RI	48,688
Newport	RI	26,475
Columbia	SC	116,278
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
Aberdeen	SD	24,658
Cookeville	TN	23,923
Oak Ridge	TN	27,387
Arlington	TX	332,969
Austin	TX	656,562
Benbrook	TX	20,208
Bryan	TX	34,733
Corpus Christi	TX	277,454
Dallas	TX	1,188,580
El Paso	TX	563,662
Fort Worth	TX	534,694
Grand Prairie	TX	127,427
Irving	TX	191,615
Lewisville	TX	77,737
McAllen	TX	106,414
Missouri City	TX	52,913
Pasadena	TX	141,674
Round Rock	TX	61,136
San Marcos	TX	34,733
Sugar Land	TX	63,328
The Colony	TX	26,531
Farmington	UT	12,081
Riverdale	UT	7,656
Washington City	UT	8,186
Albemarle County	VA	79,236
Arlington County	VA	189,453

Jurisdiction Name	State	2000 Population
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesterfield County	VA	259,903
Hanover County	VA	86,320
Hopewell	VA	22,354
Lynchburg	VA	65,269
Newport News	VA	180,150
Northampton County	VA	13,093
Prince William County	VA	280,813
Richmond	VA	197,790
Stafford County	VA	92,446
Staunton	VA	23,853
Williamsburg	VA	11,998
Chittenden County	VT	146,571
Bellevue	WA	109,569
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Pasco	WA	32,066
Richland	WA	38,708
Tacoma	WA	193,556
Vancouver	WA	143,560
Appleton	WI	70,087
Ashland County	WI	16,866
Eau Claire	WI	61,704
Kenosha	WI	90,352
Milton	WI	5,132
Ozaukee County	WI	82,317
Suamico	WI	8,686
Superior	WI	27,368

Jurisdiction Name	State	2000 Population
Village of Brown Deer	WI	12,170
Wauwatosa	WI	47,271
Whitewater	WI	13,437
Winnebago County	WI	156,763
Morgantown	WV	26,809
Cheyenne	WY	53,011
Gillette	WY	19,646
Teton County	WY	18,251

APPENDIX C: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

What is in the citizen survey database?

NRC's database includes the results from citizen surveys conducted in over 500 jurisdictions in the United States. These are public opinion polls answered by hundreds of thousands of residents around the country. We have recorded, analyzed and stored responses to thousands of survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 50 million Americans.

What kinds of questions are included?

Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

What is so unique about National Research Center's Citizen Survey database?

It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

What is the database used for?

Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if its clients believe services are not very good compared to ratings received by objectively "worse" departments.

National Research Center's database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center's database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Aren't comparisons of questions from different surveys like comparing apples and oranges?

It is true that you can't simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

How can managers trust the comparability of results?

Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in Public Administration Review, Journal of Policy Analysis and Management and Governing, and we wrote a book, Citizen Surveys: How to do them, how to use them, what they mean, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.