



1401 Marina Way South • Richmond, CA 94804 • T: (510) 620-6512 • F: (510) 620-6542 • [www.ci.richmond.ca.us](http://www.ci.richmond.ca.us)

The City of Richmond, California

---

Report of Results

2007



---

National Research Center, Inc.

3005 30<sup>th</sup> St. • Boulder, CO 80301 • T: (303) 444-7863 • F: (303) 444-1145 • [www.n-r-c.com](http://www.n-r-c.com)

# TABLE OF CONTENTS

Survey Background.....	1
About The National Citizen Survey™ .....	1
Understanding the Results .....	2
Survey Administration .....	2
Survey Validity.....	2
Use of the “Excellent, Good, Fair, Poor” Response Scale.....	4
“Don’t Know” Responses.....	5
Putting Evaluations Onto a 100-Point Scale.....	5
Community Life .....	6
Quality of Life.....	6
Ratings of Community Characteristics in Richmond.....	8
Perceptions of Safety .....	15
Community Participation.....	17
Local Government .....	19
Public Trust .....	19
Service Provided by Richmond .....	21
The City of Richmond Employees.....	29
Additional Questions .....	31
Appendix A: Frequency of Responses to All Survey Questions.....	34
Appendix B: Survey Methodology.....	56
Sampling .....	56
Survey Administration .....	56
Response Rate and Confidence Intervals.....	57
Weighting and Analyzing the Data .....	57
Appendix C: Survey Materials.....	60

# SURVEY BACKGROUND

---

## About The National Citizen Survey™

---

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

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

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

# UNDERSTANDING THE RESULTS

---

## Survey Administration

---

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

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

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

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

## Survey Validity

---

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

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

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

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

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

---

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

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

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

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

---

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

## “Don’t Know” Responses

---

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

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

## Putting Evaluations Onto a 100-Point Scale

---

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

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

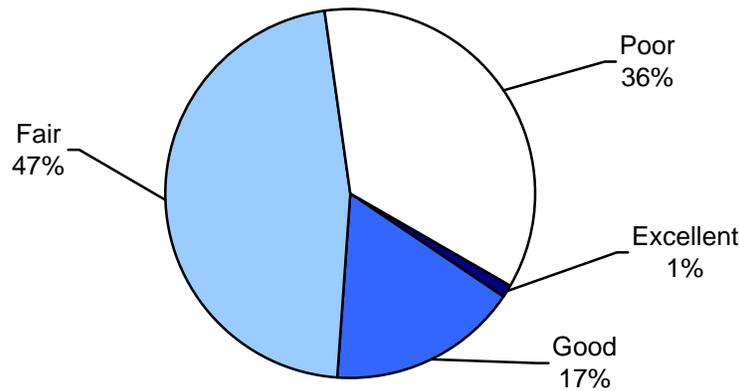
## COMMUNITY LIFE

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

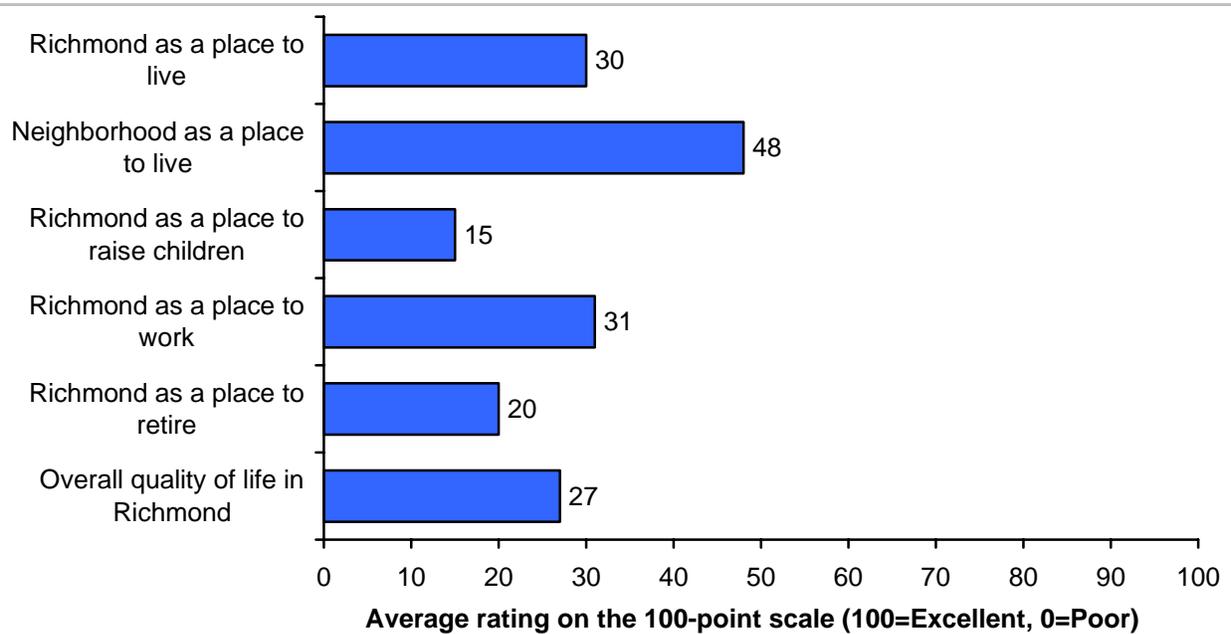
### Quality of Life

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

**Figure 1: Overall Quality of Life in Richmond**



**Figure 2: Quality of Life Ratings**



**Quality of Life Ratings**

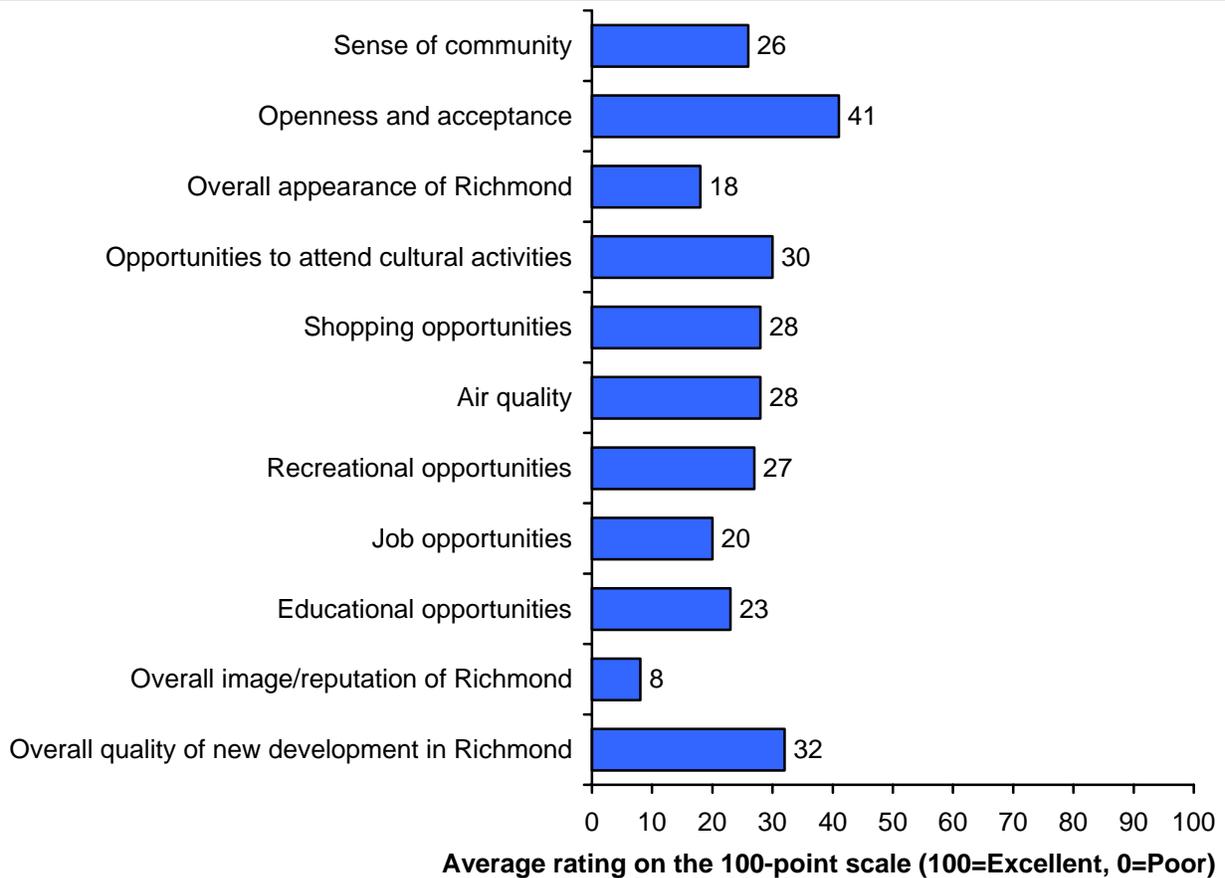
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Richmond as a place to live?	2%	18%	48%	32%	100%	30
How do you rate your neighborhood as a place to live?	12%	38%	32%	18%	100%	48
How do you rate Richmond as a place to raise children?	1%	8%	25%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

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

## Ratings of Community Characteristics in Richmond

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

**Figure 3: Characteristics of the Community: General and Opportunities**

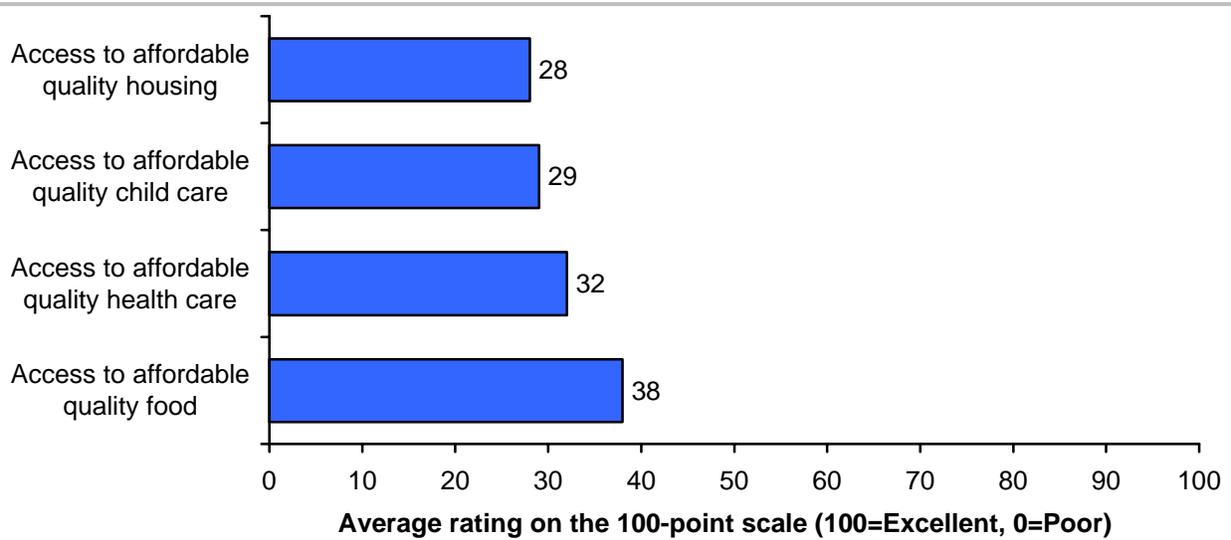


**Characteristics of the Community: General and Opportunities**

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

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

**Figure 4: Characteristics of the Community: Access**

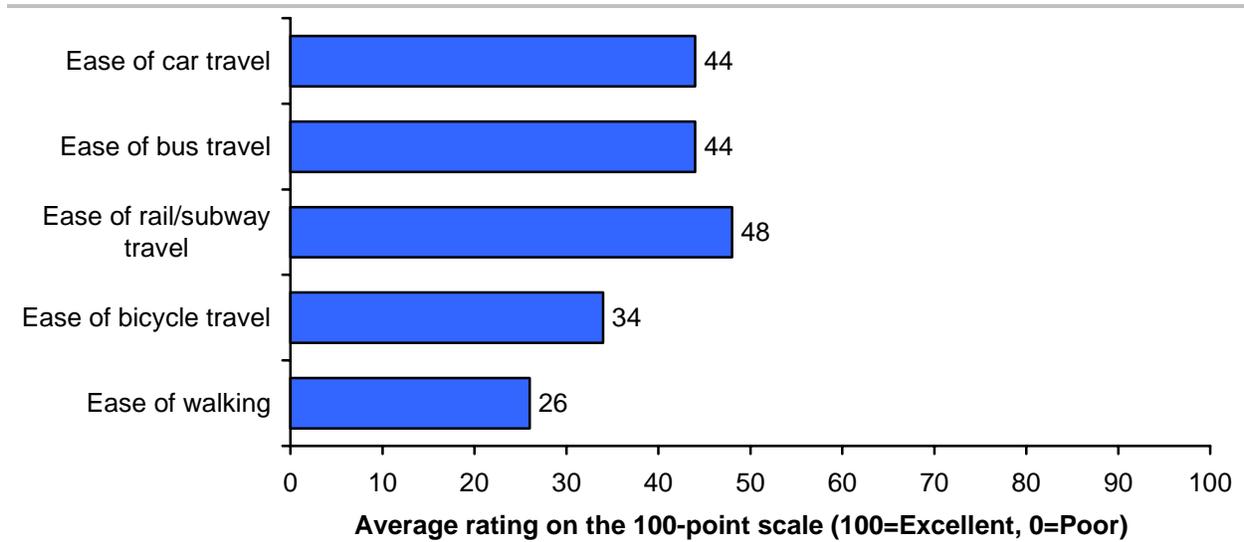


**Characteristics of the Community: Access**

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

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

**Figure 5: Characteristics of the Community: Mobility**

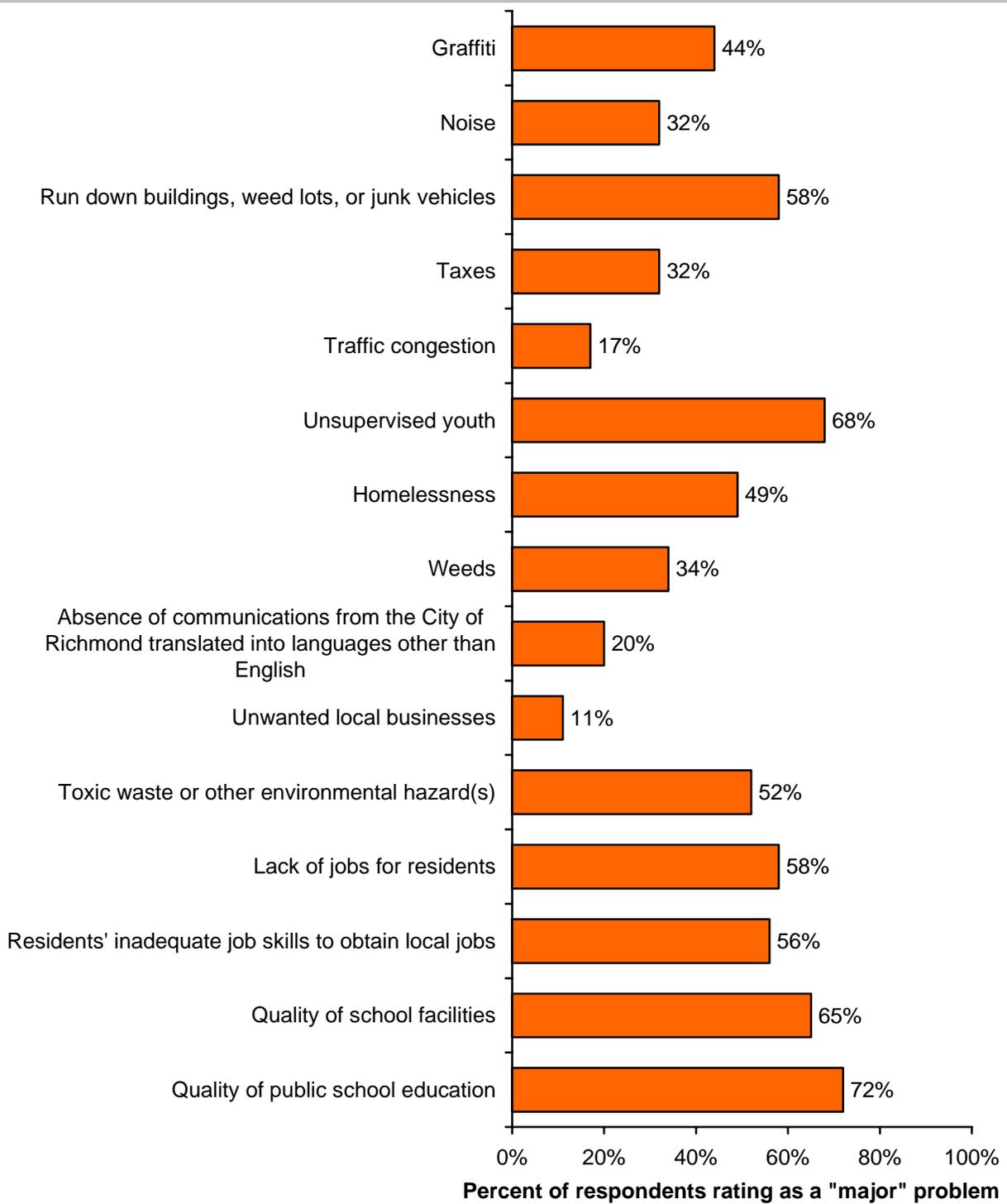


**Characteristics of the Community: Mobility**

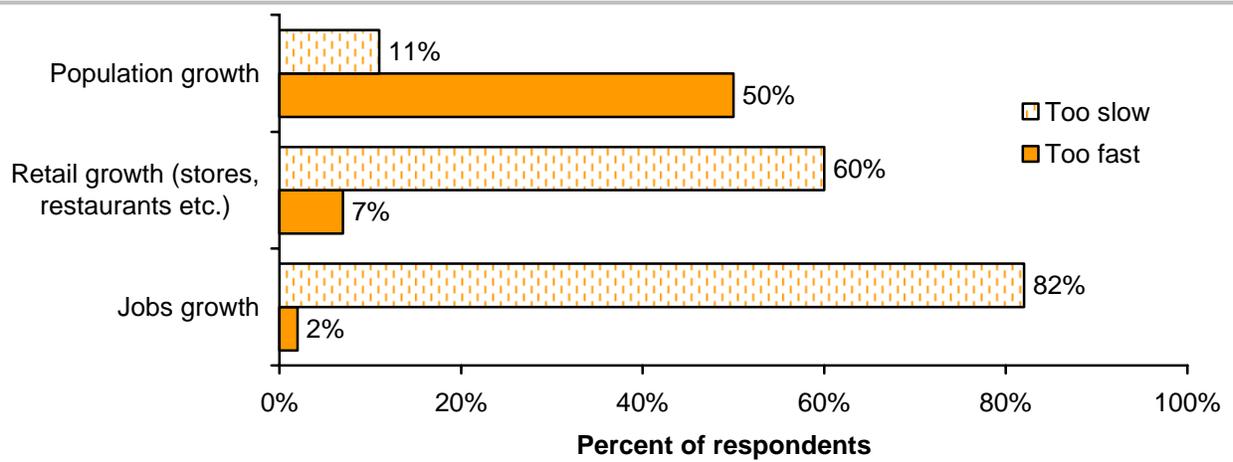
Please rate each of the following characteristics as they relate to Richmond as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Richmond	4%	37%	47%	12%	100%	44
Ease of bus travel in Richmond	7%	33%	43%	17%	100%	44
Ease of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

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

Figure 6: Ratings of Potential Problems in Richmond



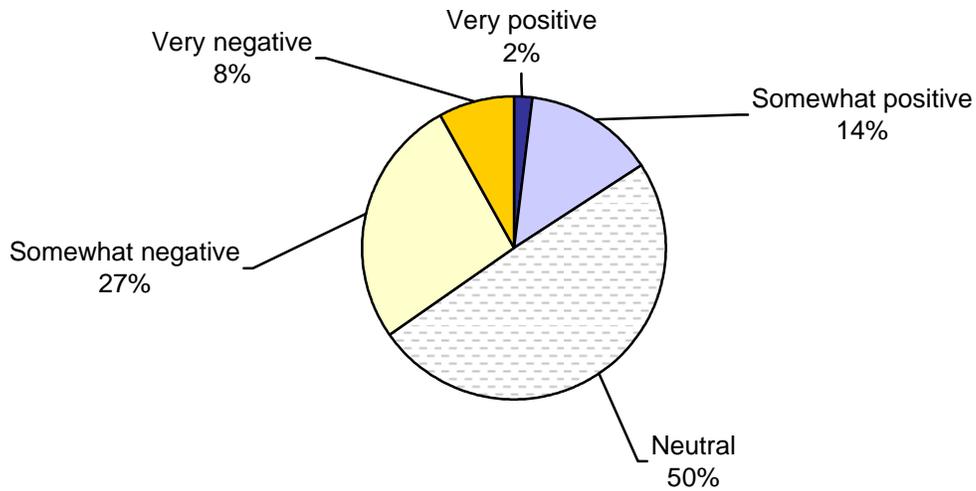
**Figure 7: Ratings of Rates of Growth in Richmond**



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

**Figure 8: Perceptions of Economy**

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

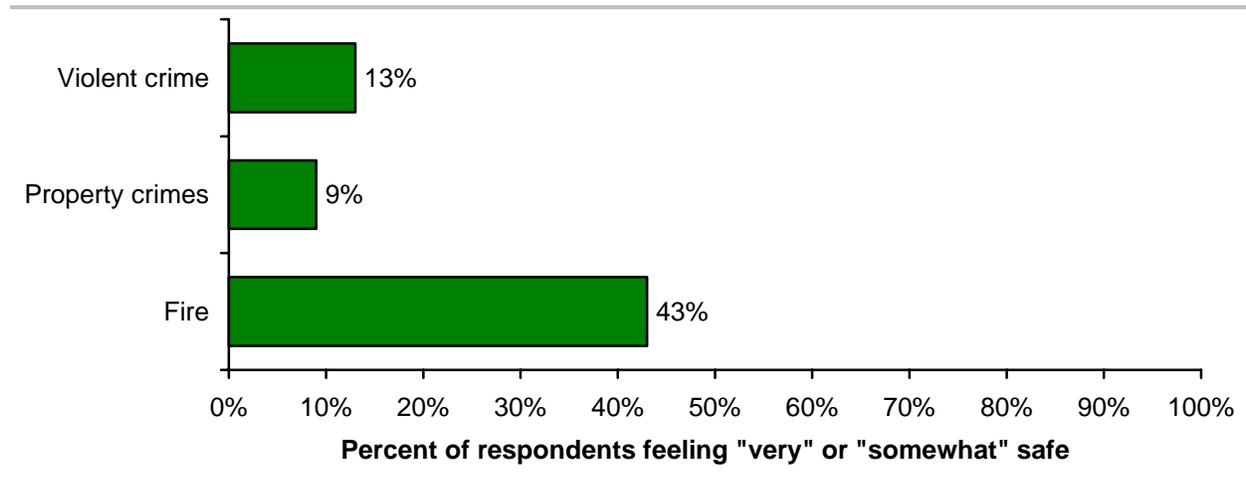


## Perceptions of Safety

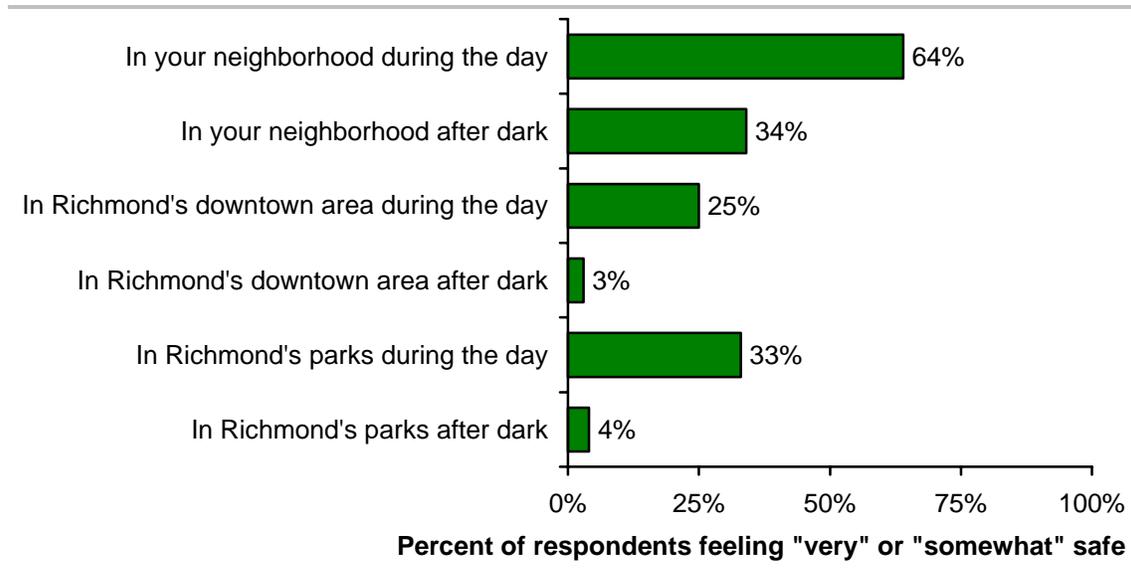
When evaluating safety in the community, 13% of respondents felt “somewhat” or “very safe” from violent crimes in Richmond. In their neighborhood after dark, 34% of survey participants felt “somewhat” or “very safe.”

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

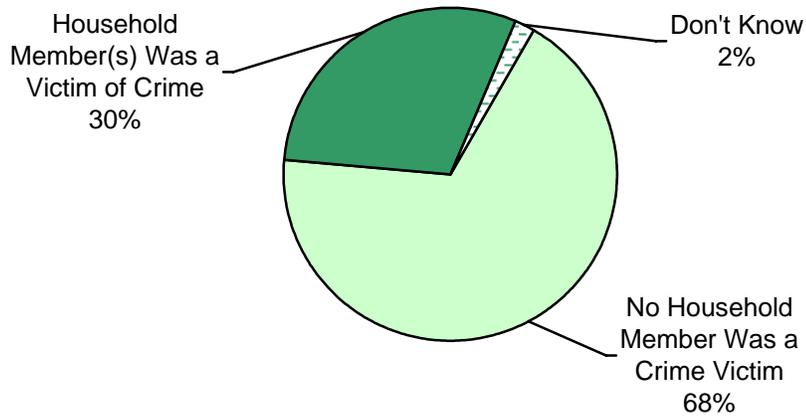
**Figure 9: Ratings of Safety from Various Problems in Richmond**



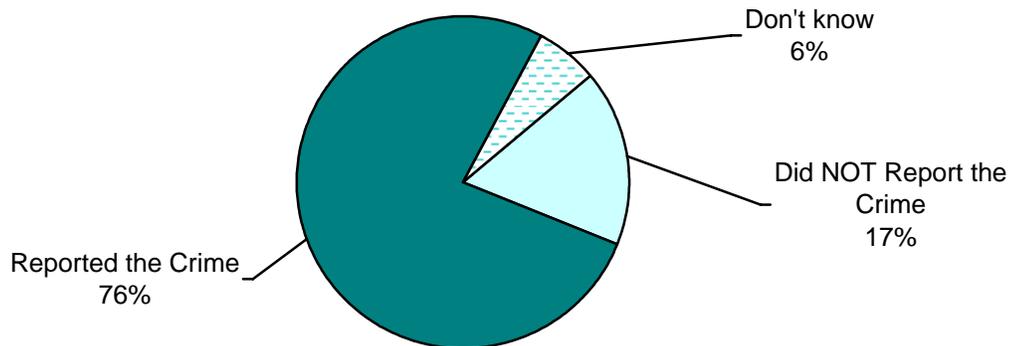
**Figure 10: Ratings of Safety in Various Areas in Richmond**



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



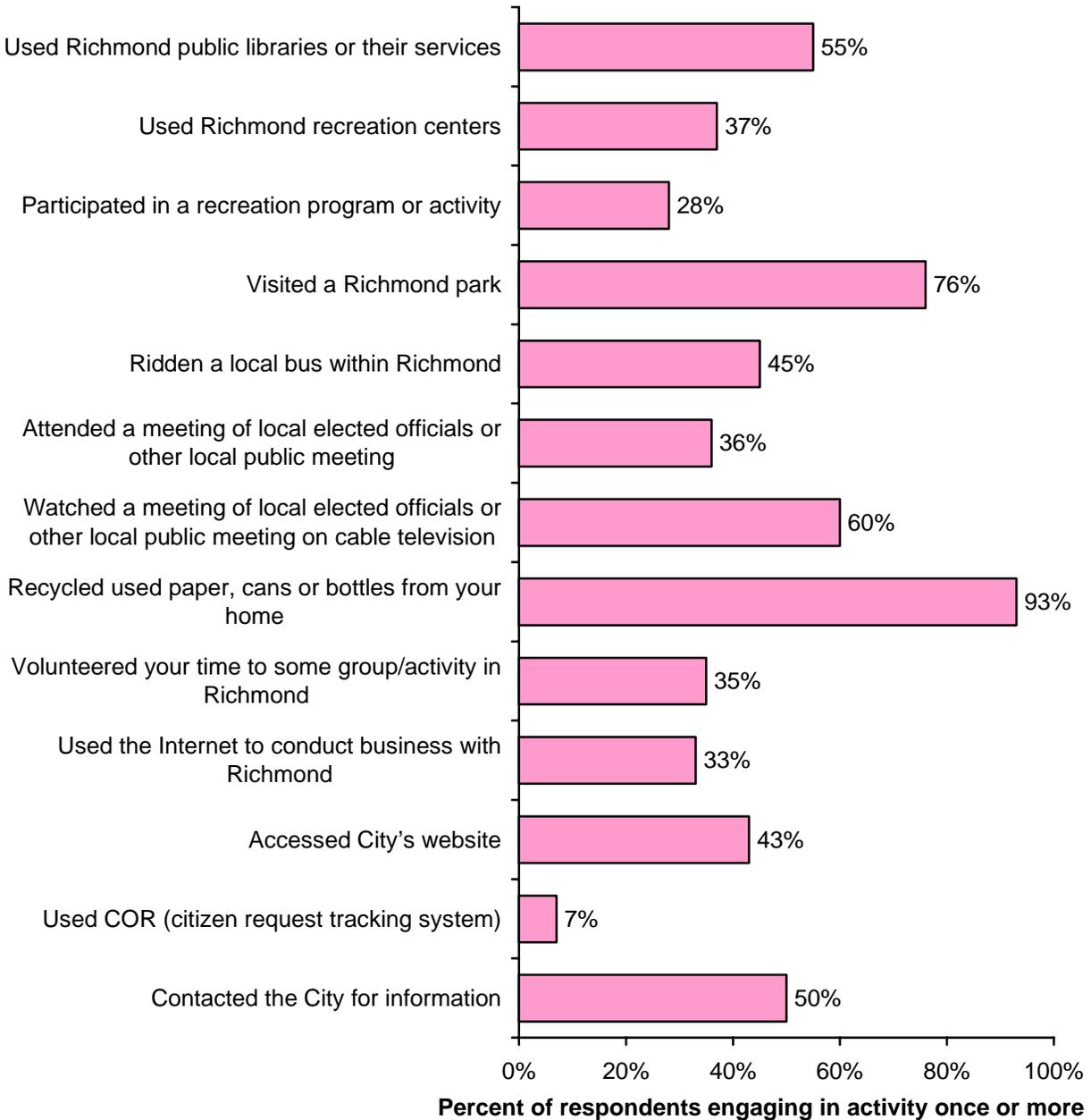
**Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime**



## Community Participation

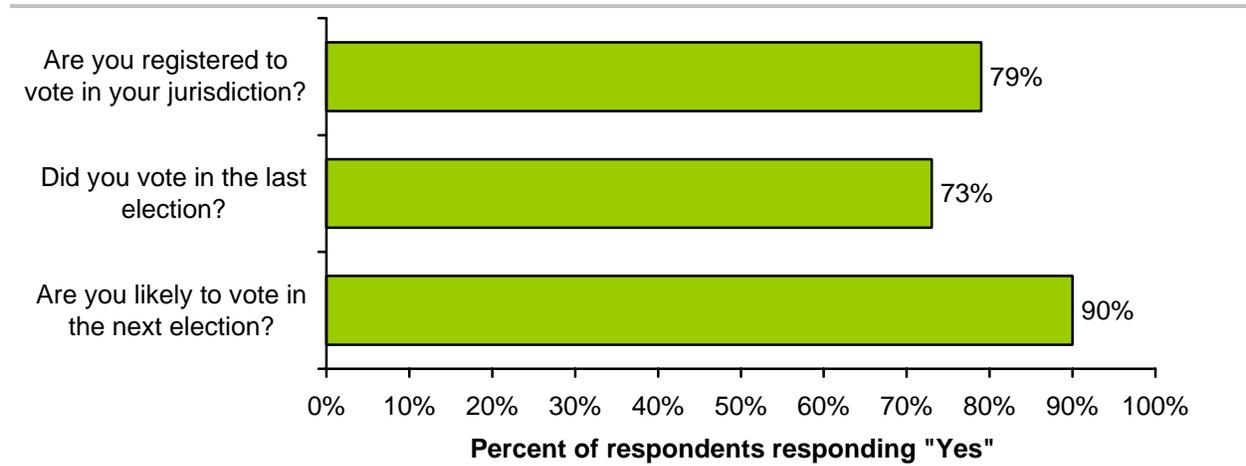
Participation in the civic, social and economic life of Richmond during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 76% reported visiting a park in Richmond in the past year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

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



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

**Figure 14: Voter Status and Activity**



**Voter Status and Activity**

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

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

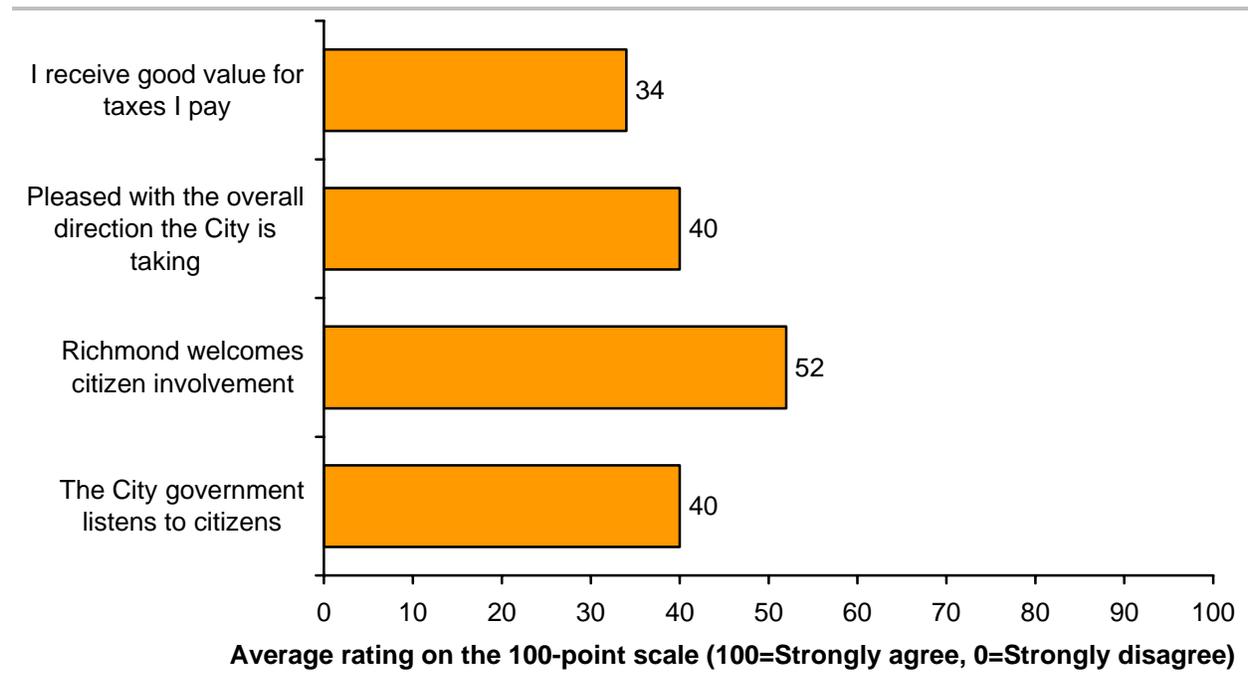
## LOCAL GOVERNMENT

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

### Public Trust

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

**Figure 15: Ratings of Public Trust**



**Ratings of Public Trust**

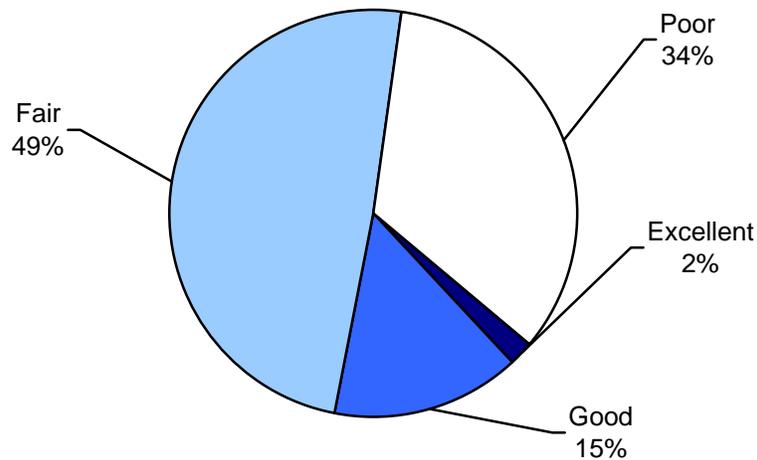
<b>Please rate the following statements:</b>	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Total</b>	<b>Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)</b>
I receive good value for the City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

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

## Service Provided by Richmond

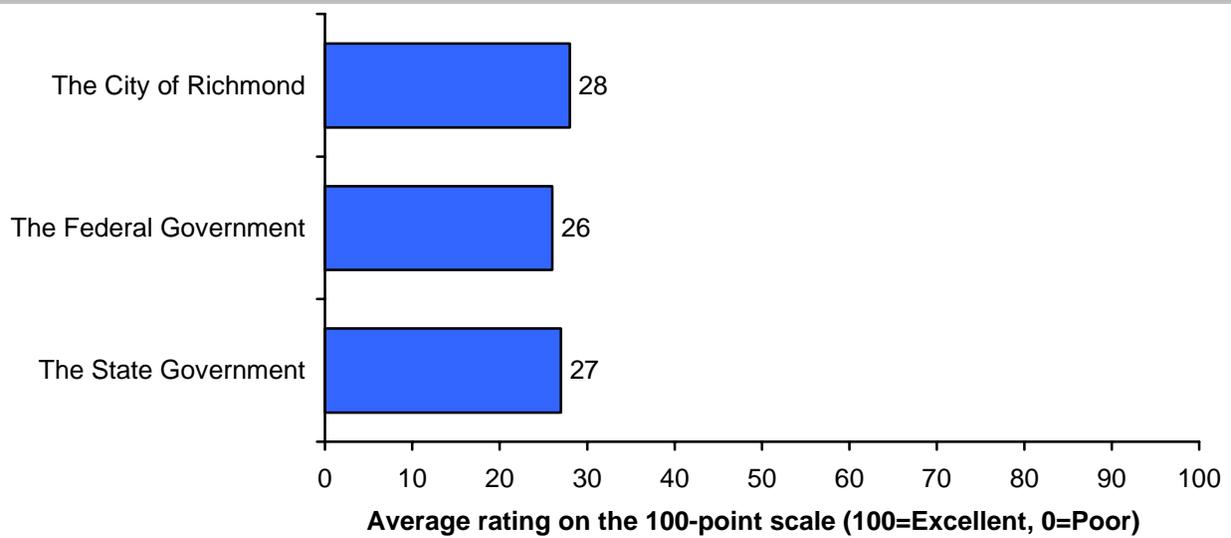
The responses of residents with an opinion about the overall quality of services provided by Richmond are shown in Figure 16 below. These responses result in an average rating of 28 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

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



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

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

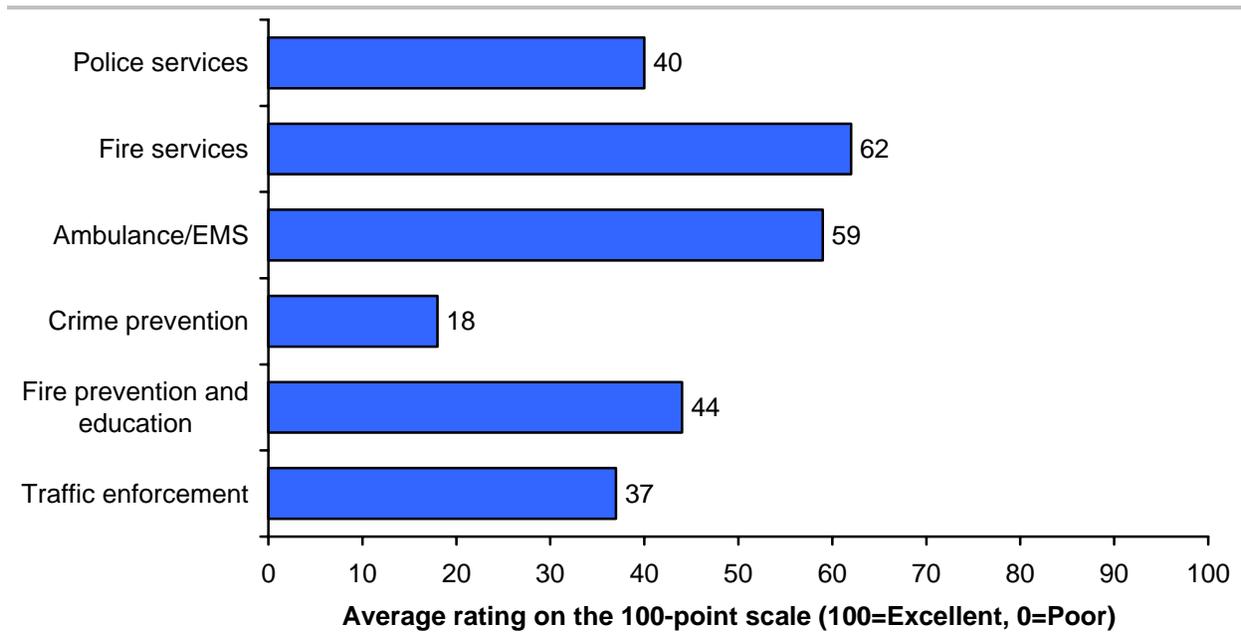


**Overall Quality of Services: City of Richmond, Federal Government and State Government**

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

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

**Figure 18: Quality of Public Safety Services**

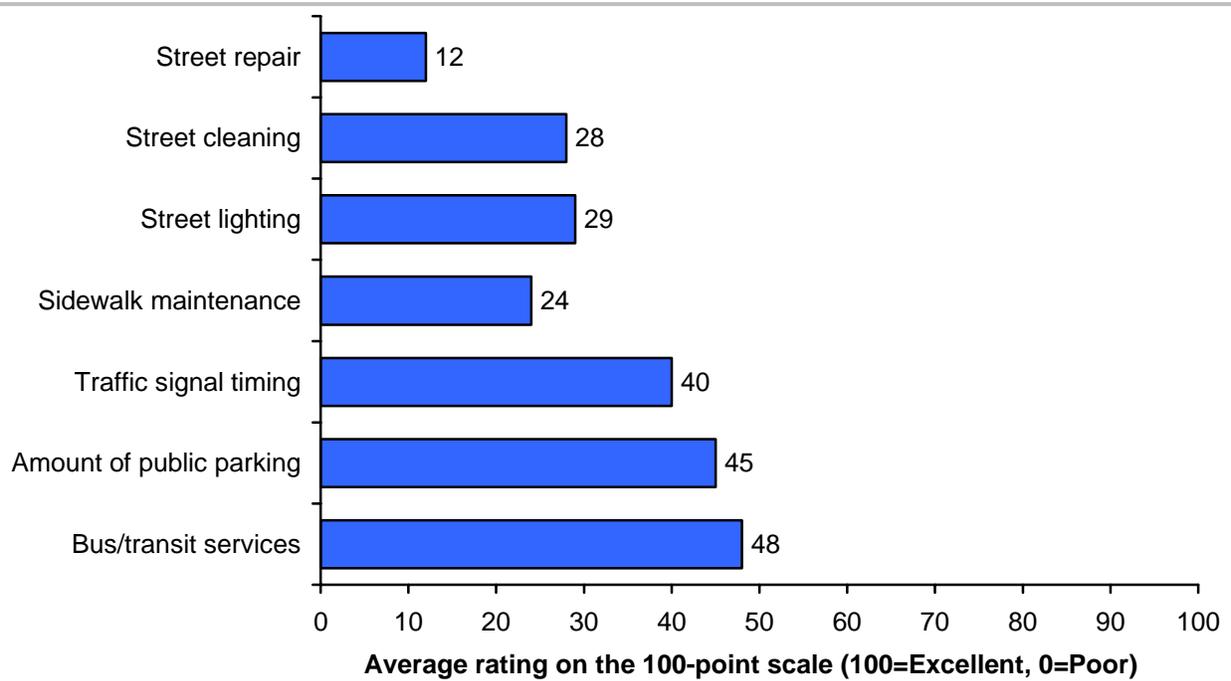


**Quality of Public Safety Services**

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

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

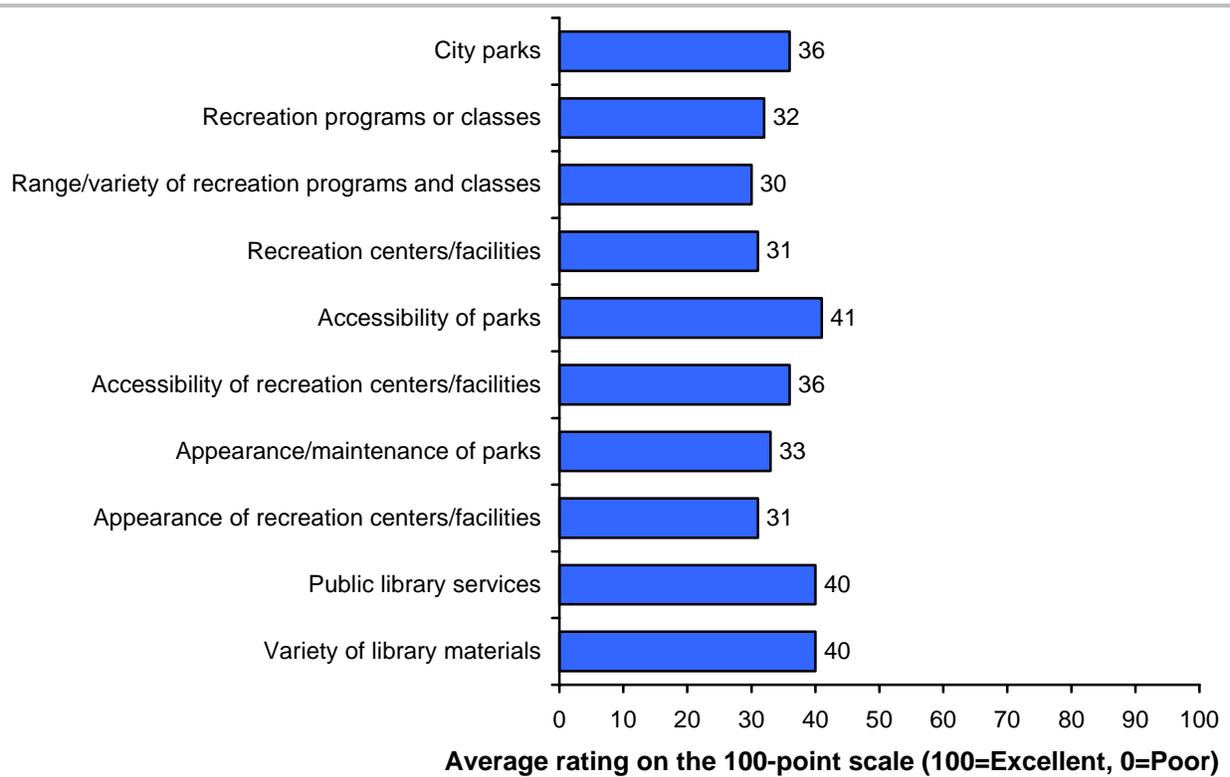
**Figure 19: Quality of Transportation Services**



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

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

**Figure 20: Quality of Leisure Services**

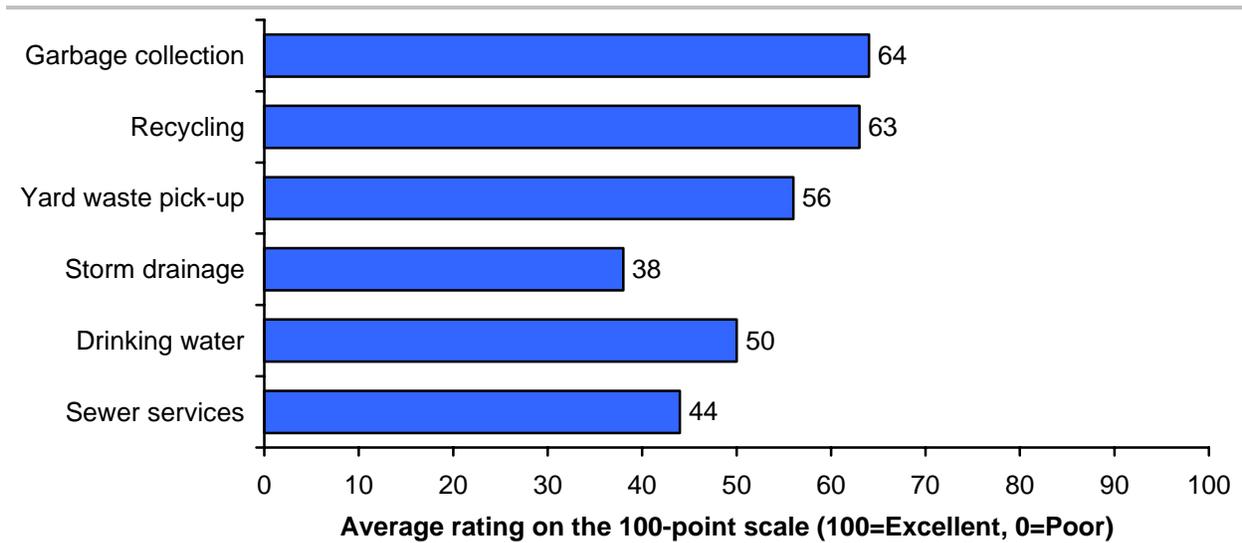


**Quality of Leisure Services**

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

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

**Figure 21: Quality of Utility Services**

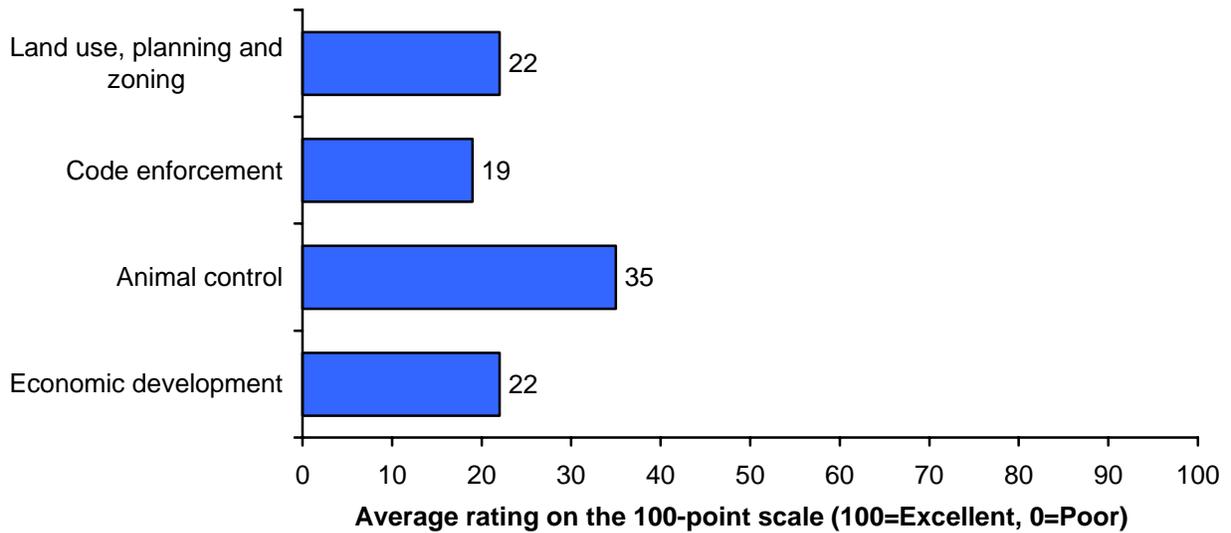


**Quality of Utility Services**

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

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

**Figure 22: Quality of Planning and Code Enforcement Services**

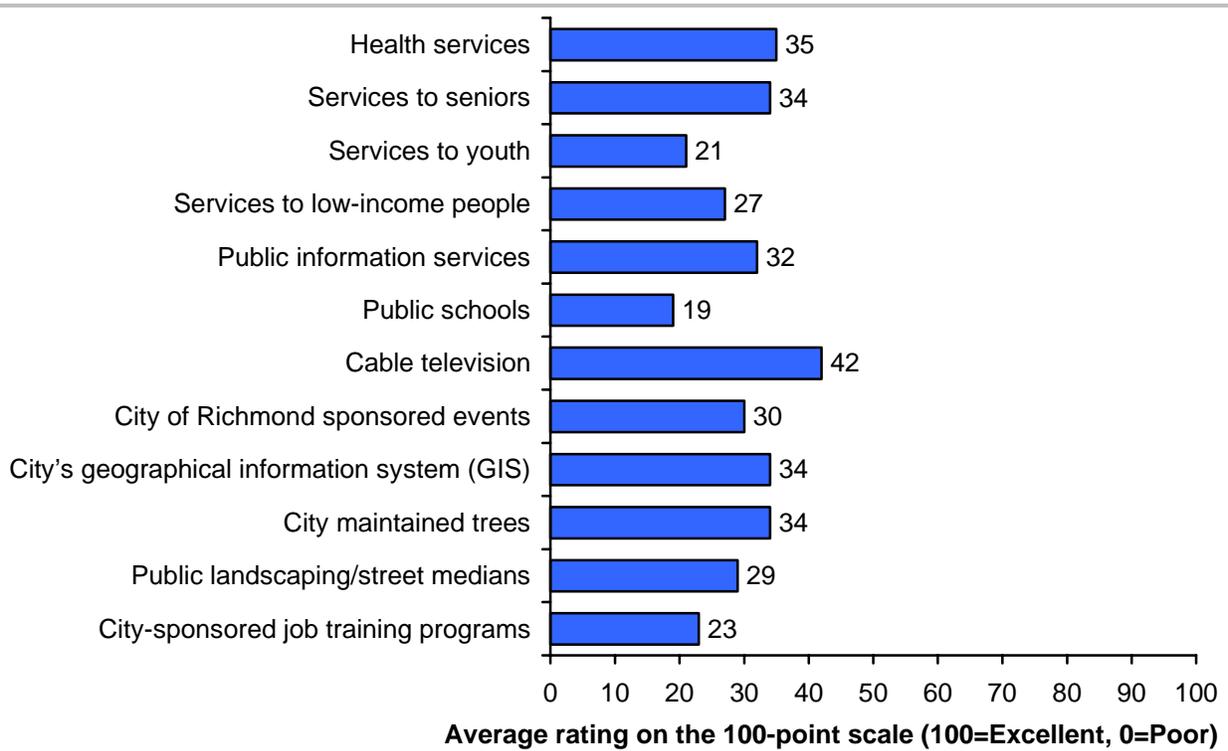


**Quality of Planning and Code Enforcement Services**

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

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

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



**Quality of Services to Special Populations and Other Services**

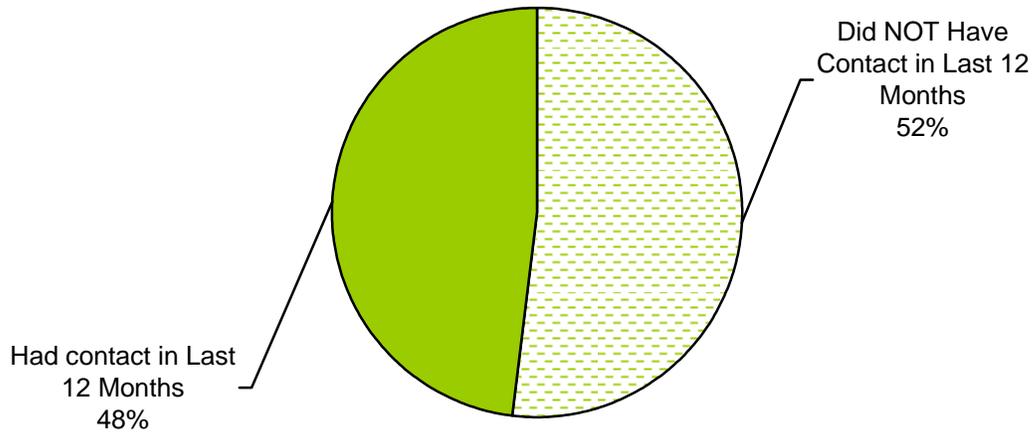
How do you rate the quality of each of the following services?	How do you rate the quality of each of the following services?				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Health services	3%	29%	40%	29%	100%	35
Services to seniors	4%	22%	45%	28%	100%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

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

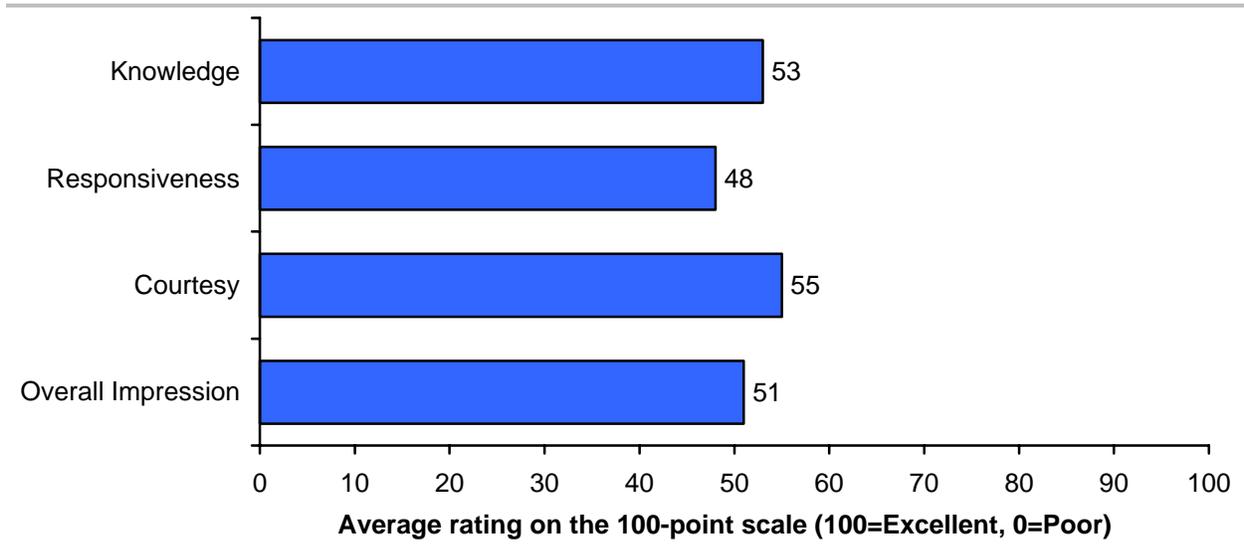
## The City of Richmond Employees

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

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



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



**Ratings of Contact with City of Richmond Employees**

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

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

## ADDITIONAL QUESTIONS

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

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

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

**Policy Question 2**

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

**Policy Question 3**

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

**Policy Question 4**

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

**Policy Question 5**

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

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

# APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

## Question 1: Quality of Life Ratings

	Excellent		Good		Fair		Poor		Don't know		Total	
How do you rate Richmond as a place to live?	2%	N=13	18%	N=106	48%	N=289	31%	N=189	1%	N=7	100%	N=603
How do you rate your neighborhood as a place to live?	12%	N=72	37%	N=225	32%	N=195	18%	N=107	0%	N=2	100%	N=602
How do you rate Richmond as a place to raise children?	1%	N=4	8%	N=46	24%	N=142	62%	N=370	6%	N=37	100%	N=599
How do you rate Richmond as a place to work?	2%	N=10	16%	N=93	31%	N=181	25%	N=149	27%	N=159	100%	N=592
How do you rate Richmond as a place to retire?	1%	N=8	12%	N=68	24%	N=140	50%	N=292	14%	N=80	100%	N=589
How do you rate the overall quality of life in Richmond?	1%	N=3	16%	N=96	45%	N=270	35%	N=211	4%	N=22	100%	N=602

<b>Question 2: Please rate each of the following characteristics as they relate to Richmond as a whole</b>												
	<b>Excellent</b>		<b>Good</b>		<b>Fair</b>		<b>Poor</b>		<b>Don't know</b>		<b>Total</b>	
Sense of community	1%	N=6	15%	N=86	38%	N=219	38%	N=219	8%	N=44	100%	N=574
Openness and acceptance of the community towards people of diverse backgrounds	5%	N=29	31%	N=184	40%	N=239	20%	N=117	4%	N=26	100%	N=595
Overall appearance of Richmond	0%	N=3	7%	N=41	37%	N=224	53%	N=319	2%	N=13	100%	N=600
Opportunities to attend cultural activities	1%	N=9	18%	N=107	37%	N=221	31%	N=184	13%	N=75	100%	N=596
Shopping opportunities	3%	N=16	16%	N=99	42%	N=253	38%	N=229	1%	N=6	100%	N=603
Air quality	3%	N=15	17%	N=101	39%	N=235	38%	N=230	3%	N=18	100%	N=599
Recreational opportunities	2%	N=14	16%	N=98	35%	N=209	39%	N=237	7%	N=44	100%	N=601
Job opportunities	1%	N=9	7%	N=40	30%	N=180	40%	N=243	22%	N=131	100%	N=603
Access to affordable quality housing	1%	N=5	15%	N=90	39%	N=230	30%	N=182	15%	N=91	100%	N=598
Access to affordable quality child care	1%	N=6	11%	N=63	21%	N=125	19%	N=110	48%	N=281	100%	N=586
Access to affordable quality health care	2%	N=13	17%	N=101	35%	N=209	24%	N=142	21%	N=126	100%	N=590
Access to affordable quality food	5%	N=27	26%	N=154	43%	N=255	21%	N=124	5%	N=32	100%	N=591
Ease of car travel in Richmond	4%	N=24	35%	N=211	45%	N=269	12%	N=71	3%	N=20	100%	N=596
Ease of bus travel in Richmond	5%	N=30	23%	N=139	29%	N=177	12%	N=70	31%	N=184	100%	N=599
Ease of rail/subway travel in Richmond	6%	N=35	32%	N=190	30%	N=176	10%	N=58	23%	N=136	100%	N=595
Ease of bicycle travel in Richmond	2%	N=13	18%	N=105	30%	N=179	20%	N=118	30%	N=178	100%	N=593
Ease of walking in Richmond	3%	N=15	16%	N=93	30%	N=181	41%	N=247	10%	N=62	100%	N=598
Educational opportunities	2%	N=9	11%	N=68	30%	N=181	41%	N=243	16%	N=96	100%	N=598
Overall image/reputation of Richmond	0%	N=2	4%	N=23	14%	N=85	80%	N=478	2%	N=11	100%	N=598
Overall quality of new development in Richmond	2%	N=15	18%	N=110	38%	N=230	26%	N=154	15%	N=93	100%	N=602

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

	<b>Much too slow</b>		<b>Somewhat too slow</b>		<b>Right amount</b>		<b>Somewhat too fast</b>		<b>Much too fast</b>		<b>Don't know</b>		<b>Total</b>	
Population growth	2%	N=14	5%	N=30	26%	N=148	19%	N=110	14%	N=83	33%	N=192	100%	N=577
Retail growth (stores, restaurants etc.)	18%	N=106	32%	N=185	27%	N=154	5%	N=27	2%	N=9	16%	N=93	100%	N=575
Jobs growth	26%	N=149	24%	N=141	10%	N=57	1%	N=6	0%	N=3	39%	N=223	100%	N=578

Question 4: To what degree are the following problems in Richmond												
	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime	0%	N=2	1%	N=6	7%	N=39	91%	N=552	1%	N=6	100%	N=606
Drugs	0%	N=3	1%	N=8	8%	N=49	84%	N=508	6%	N=36	100%	N=604
Too much growth	18%	N=107	18%	N=107	25%	N=148	16%	N=92	22%	N=129	100%	N=584
Lack of growth	16%	N=92	12%	N=69	27%	N=160	19%	N=113	26%	N=150	100%	N=584
Graffiti	2%	N=14	15%	N=91	34%	N=203	41%	N=245	7%	N=39	100%	N=591
Noise	8%	N=49	20%	N=118	36%	N=214	31%	N=181	4%	N=24	100%	N=587
Run down buildings, weed lots, or junk vehicles	2%	N=13	11%	N=66	27%	N=163	56%	N=334	4%	N=22	100%	N=599
Taxes	8%	N=49	19%	N=115	30%	N=176	27%	N=160	16%	N=92	100%	N=592
Traffic congestion	11%	N=68	34%	N=202	35%	N=211	16%	N=97	3%	N=17	100%	N=595
Unsupervised youth	1%	N=6	6%	N=36	22%	N=131	62%	N=368	9%	N=55	100%	N=597
Homelessness	3%	N=16	12%	N=72	32%	N=191	44%	N=267	10%	N=59	100%	N=605
Weeds	6%	N=33	20%	N=116	33%	N=197	30%	N=178	11%	N=66	100%	N=590
Absence of communications from the City of Richmond translated into languages other than English	19%	N=109	16%	N=94	11%	N=64	12%	N=67	42%	N=245	100%	N=580
Unwanted local businesses	24%	N=145	23%	N=135	18%	N=105	8%	N=47	27%	N=162	100%	N=595
Toxic waste or other environmental hazard(s)	6%	N=33	11%	N=68	22%	N=135	42%	N=253	18%	N=111	100%	N=600
Lack of jobs for residents	3%	N=18	6%	N=38	22%	N=134	44%	N=262	24%	N=144	100%	N=596
Residents' inadequate job skills to obtain local jobs	3%	N=17	6%	N=34	24%	N=141	41%	N=243	27%	N=159	100%	N=593
Quality of school facilities	4%	N=24	3%	N=21	22%	N=130	53%	N=319	17%	N=105	100%	N=599
Quality of public school education	4%	N=22	3%	N=20	17%	N=102	60%	N=360	16%	N=98	100%	N=602

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

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	3%	N=18	10%	N=60	11%	N=68	31%	N=184	44%	N=264	1%	N=4	100%	N=598
Property crimes (e.g., burglary, theft)	2%	N=10	7%	N=44	12%	N=69	30%	N=181	47%	N=281	2%	N=11	100%	N=596
Fire	12%	N=73	28%	N=168	31%	N=185	15%	N=90	6%	N=38	7%	N=42	100%	N=596

**Question 6: Please rate how safe you feel:**

	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	29%	N=177	35%	N=210	12%	N=74	17%	N=103	6%	N=39	0%	N=2	100%	N=604
In your neighborhood after dark	10%	N=60	24%	N=142	13%	N=78	29%	N=174	23%	N=138	1%	N=5	100%	N=597
In Richmond's downtown area during the day	5%	N=28	18%	N=109	17%	N=103	30%	N=181	20%	N=118	10%	N=62	100%	N=601
In Richmond's downtown area after dark	1%	N=3	2%	N=15	4%	N=24	19%	N=116	63%	N=378	10%	N=60	100%	N=597
In Richmond's parks during the day	7%	N=42	22%	N=129	18%	N=108	28%	N=167	13%	N=80	12%	N=72	100%	N=598
In Richmond's parks after dark	1%	N=5	3%	N=16	3%	N=20	14%	N=86	63%	N=379	16%	N=96	100%	N=603

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

	No		Yes		Don't know		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	68%	N=406	30%	N=176	2%	N=13	100%	N=595

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

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	17%	N=32	76%	N=141	6%	N=11	100%	N=184

<b>Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Richmond?</b>													
	<b>Never</b>		<b>Once or twice</b>		<b>3 to 12 times</b>		<b>13 to 26 times</b>		<b>More than 26 times</b>		<b>Total</b>		
Used Richmond public libraries or their services	45%	N=274	25%	N=148	20%	N=121	7%	N=44	3%	N=16	100%	N=602	
Used Richmond recreation centers	63%	N=375	20%	N=121	11%	N=64	4%	N=24	2%	N=11	100%	N=594	
Participated in a recreation program or activity	72%	N=426	16%	N=92	9%	N=53	3%	N=16	1%	N=5	100%	N=593	
Visited a Richmond park	24%	N=143	29%	N=171	25%	N=148	11%	N=68	11%	N=65	100%	N=594	
Ridden a local bus within Richmond	55%	N=323	20%	N=116	14%	N=82	4%	N=22	8%	N=47	100%	N=589	
Attended a meeting of local elected officials or other local public meeting	64%	N=387	23%	N=137	10%	N=62	2%	N=10	1%	N=4	100%	N=600	
Watched a meeting of local elected officials or other local public meeting on cable television	40%	N=242	28%	N=166	21%	N=126	7%	N=45	4%	N=22	100%	N=601	
Recycled used paper, cans or bottles from your home	7%	N=44	5%	N=30	13%	N=76	13%	N=77	62%	N=369	100%	N=595	
Volunteered your time to some group/activity in Richmond	65%	N=382	14%	N=84	9%	N=53	5%	N=32	6%	N=34	100%	N=585	

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

	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used the Internet to conduct business with Richmond	67%	N=395	18%	N=104	8%	N=45	5%	N=31	2%	N=14	100%	N=589
Accessed City's website	57%	N=339	21%	N=127	16%	N=97	3%	N=18	2%	N=11	100%	N=591
Used COR (citizen request tracking system)	93%	N=549	5%	N=28	1%	N=7	0%	N=1	1%	N=4	100%	N=590
Contacted the City for information	50%	N=298	32%	N=188	15%	N=89	3%	N=16	1%	N=5	100%	N=597

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

	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	6%	N=35	28%	N=170	34%	N=206	21%	N=127	11%	N=65	100%	N=604
Fire services	14%	N=84	36%	N=215	19%	N=113	3%	N=16	29%	N=171	100%	N=600
Ambulance/emergency medical services	14%	N=82	29%	N=175	17%	N=100	6%	N=36	35%	N=210	100%	N=603
Crime prevention	1%	N=8	8%	N=47	24%	N=142	48%	N=287	19%	N=112	100%	N=597
Fire prevention and education	4%	N=27	20%	N=120	26%	N=158	9%	N=56	39%	N=235	100%	N=595
Traffic enforcement	4%	N=27	23%	N=137	30%	N=181	23%	N=139	19%	N=112	100%	N=596
Garbage collection	26%	N=153	42%	N=252	24%	N=140	6%	N=33	3%	N=15	100%	N=594
Recycling	25%	N=152	42%	N=250	21%	N=125	7%	N=43	5%	N=29	100%	N=599
Yard waste pick-up	18%	N=109	31%	N=185	19%	N=114	13%	N=76	19%	N=116	100%	N=600
Street repair	1%	N=6	7%	N=43	19%	N=111	69%	N=415	4%	N=23	100%	N=598
Street cleaning	2%	N=13	16%	N=96	40%	N=238	36%	N=213	6%	N=35	100%	N=596
Street lighting	2%	N=9	18%	N=105	44%	N=257	34%	N=200	3%	N=18	100%	N=590
Sidewalk maintenance	1%	N=8	12%	N=69	41%	N=245	40%	N=234	6%	N=36	100%	N=593
Traffic signal timing	2%	N=14	32%	N=188	43%	N=256	17%	N=99	6%	N=35	100%	N=592
Amount of public parking	3%	N=20	33%	N=194	39%	N=231	10%	N=56	15%	N=88	100%	N=588
Bus/transit services	5%	N=28	31%	N=181	30%	N=178	8%	N=47	26%	N=156	100%	N=590
Storm drainage	2%	N=11	24%	N=139	40%	N=239	15%	N=89	19%	N=112	100%	N=590
Drinking water	13%	N=77	34%	N=202	30%	N=176	14%	N=85	9%	N=55	100%	N=595
Sewer services	6%	N=34	27%	N=157	36%	N=212	12%	N=69	20%	N=116	100%	N=588
City parks	4%	N=22	22%	N=130	38%	N=225	23%	N=133	13%	N=77	100%	N=588
Recreation programs or classes	1%	N=7	12%	N=69	25%	N=144	16%	N=92	46%	N=270	100%	N=582
Range/variety of recreation programs and classes	1%	N=6	10%	N=59	22%	N=129	18%	N=103	49%	N=286	100%	N=582
Recreation centers/facilities	0%	N=2	13%	N=75	26%	N=151	18%	N=106	42%	N=245	100%	N=578
Accessibility of parks	4%	N=23	25%	N=146	41%	N=239	13%	N=75	17%	N=102	100%	N=585
Accessibility of recreation centers/facilities	2%	N=9	16%	N=91	32%	N=187	14%	N=79	37%	N=213	100%	N=580
Appearance/maintenance of parks	2%	N=14	19%	N=109	38%	N=221	25%	N=145	16%	N=90	100%	N=580
Appearance of recreation centers/facilities	2%	N=12	8%	N=45	35%	N=203	16%	N=95	39%	N=224	100%	N=580
Land use, planning and zoning	0%	N=3	9%	N=50	27%	N=156	32%	N=186	32%	N=189	100%	N=584

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

	Excellent		Good		Fair		Poor		Don't know		Total	
Code enforcement (weeds, abandoned buildings, etc)	1%	N=4	7%	N=39	31%	N=178	42%	N=243	20%	N=115	100%	N=581
Animal control	3%	N=18	20%	N=120	31%	N=179	22%	N=128	24%	N=141	100%	N=586
Economic development	1%	N=4	9%	N=54	29%	N=172	35%	N=204	26%	N=153	100%	N=587
Health services	2%	N=11	20%	N=117	28%	N=164	20%	N=118	30%	N=176	100%	N=586
Services to seniors	2%	N=14	12%	N=70	24%	N=140	15%	N=88	47%	N=277	100%	N=591
Services to youth	1%	N=8	8%	N=48	18%	N=107	34%	N=201	37%	N=218	100%	N=583
Services to low-income people	3%	N=17	7%	N=44	23%	N=138	24%	N=140	42%	N=249	100%	N=588
Public library services	4%	N=25	21%	N=125	32%	N=187	15%	N=90	27%	N=157	100%	N=584
Variety of library materials	5%	N=29	18%	N=105	32%	N=187	13%	N=78	32%	N=189	100%	N=588
Public information services	2%	N=10	12%	N=68	36%	N=209	18%	N=106	33%	N=190	100%	N=584
Public schools	1%	N=6	10%	N=60	23%	N=134	47%	N=278	18%	N=108	100%	N=586
Cable television	5%	N=27	27%	N=156	31%	N=183	15%	N=89	22%	N=127	100%	N=583
City of Richmond sponsored events	0%	N=3	11%	N=64	31%	N=184	18%	N=106	40%	N=234	100%	N=590
City's geographical information system (GIS)	1%	N=5	8%	N=44	20%	N=116	9%	N=54	62%	N=365	100%	N=585
City maintained trees	3%	N=17	16%	N=95	40%	N=238	20%	N=120	20%	N=120	100%	N=590
Public landscaping/street medians	2%	N=10	14%	N=82	44%	N=255	28%	N=166	12%	N=71	100%	N=584
City-sponsored job training programs	1%	N=3	7%	N=44	15%	N=87	22%	N=128	56%	N=330	100%	N=592

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

	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Richmond	2%	N=12	13%	N=78	45%	N=265	31%	N=185	9%	N=51	100%	N=591
The Federal Government	1%	N=8	13%	N=75	36%	N=214	33%	N=197	17%	N=98	100%	N=592
The State Government	1%	N=8	14%	N=82	37%	N=219	32%	N=187	16%	N=94	100%	N=589

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

	No		Yes		Total	
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months?	52%	N=295	48%	N=267	100%	N=562

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

	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	11%	N=32	47%	N=138	28%	N=84	11%	N=32	3%	N=8	100%	N=295
Responsiveness	15%	N=43	33%	N=98	30%	N=87	20%	N=59	2%	N=6	100%	N=292
Courtesy	23%	N=67	34%	N=102	26%	N=77	15%	N=44	2%	N=7	100%	N=297
Overall Impression	16%	N=45	35%	N=101	33%	N=95	15%	N=43	2%	N=7	100%	N=291

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

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
I receive good value for the City of Richmond taxes I pay	1%	N=5	14%	N=84	23%	N=135	23%	N=136	23%	N=133	16%	N=97	100%	N=590
I am pleased with the overall direction that the City of Richmond is taking	2%	N=12	22%	N=130	23%	N=133	19%	N=112	22%	N=129	12%	N=68	100%	N=584
The City of Richmond government welcomes citizen involvement	8%	N=44	23%	N=135	22%	N=127	13%	N=74	10%	N=56	25%	N=143	100%	N=578
The City of Richmond government listens to citizens	4%	N=22	13%	N=79	26%	N=151	18%	N=106	16%	N=95	23%	N=134	100%	N=587

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

	<b>Very positive</b>		<b>Somewhat positive</b>		<b>Neutral</b>		<b>Somewhat negative</b>		<b>Very negative</b>		<b>Total</b>	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	2%	N=14	14%	N=79	50%	N=287	27%	N=154	8%	N=45	100%	N=578

**Question 16a: Policy Question 1**

<b>How important, if at all, are the following issues for the City to address?</b>	<b>Essential</b>		<b>Very important</b>		<b>Somewhat important</b>		<b>Not at all important</b>		<b>Don't know</b>		<b>Total</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
Improving traffic flow and pedestrian safety	19%	N=109	36%	N=212	35%	N=209	7%	N=44	3%	N=16	100%	N=589
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	14%	N=80	26%	N=152	39%	N=226	15%	N=87	7%	N=41	100%	N=585
Improving Richmond Parkway	15%	N=85	30%	N=173	34%	N=199	14%	N=80	8%	N=45	100%	N=582
Improving current park conditions and providing more parks and open space	22%	N=132	40%	N=236	26%	N=150	8%	N=44	4%	N=24	100%	N=586
Developing more affordable housing	28%	N=168	38%	N=222	20%	N=117	10%	N=62	4%	N=23	100%	N=592
Increasing paratransit service	14%	N=80	33%	N=192	26%	N=154	8%	N=49	19%	N=108	100%	N=583
Displaying more public art	11%	N=66	20%	N=116	35%	N=205	28%	N=162	6%	N=33	100%	N=583
Improving street pavement conditions	49%	N=286	37%	N=216	11%	N=66	1%	N=7	1%	N=6	100%	N=581
Increasing street lighting	38%	N=227	39%	N=233	18%	N=106	2%	N=13	2%	N=13	100%	N=592

**Question 16a: Policy Question 1**

<b>How important, if at all, are the following issues for the City to address?</b>	<b>Essential</b>		<b>Very important</b>		<b>Somewhat important</b>		<b>Not at all important</b>		<b>Don't know</b>		<b>Total</b>	
	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
Expanding small business development programs	25%	N=145	38%	N=223	24%	N=141	4%	N=25	8%	N=45	100%	N=580
Building a new library facility and opening library branches	30%	N=176	33%	N=192	25%	N=147	7%	N=39	5%	N=31	100%	N=586
Increasing police staffing to meet standard of two officers per 1000 residents	57%	N=331	31%	N=182	8%	N=45	2%	N=12	3%	N=15	100%	N=585
Renovating community centers and expanding programming	25%	N=147	38%	N=220	27%	N=159	3%	N=17	7%	N=44	100%	N=587
Upgrading existing and developing more athletic fields	20%	N=119	30%	N=175	34%	N=198	9%	N=53	6%	N=37	100%	N=583
Reopening the Plunge	22%	N=127	26%	N=151	21%	N=119	11%	N=62	21%	N=119	100%	N=578
Installing surveillance cameras throughout the City	32%	N=189	28%	N=167	19%	N=114	15%	N=86	6%	N=34	100%	N=589
Improving infrastructure to prevent flooding	27%	N=159	36%	N=214	25%	N=147	8%	N=46	4%	N=25	100%	N=592

**Question 16a: Policy Question 1**

How important, if at all, are the following issues for the City to address?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Improving fire and paramedic response time	33%	N=191	39%	N=226	17%	N=102	4%	N=23	7%	N=44	100%	N=586
Increasing job training and development programs	37%	N=220	37%	N=222	17%	N=103	3%	N=17	6%	N=33	100%	N=596
Expanding after school programs (K-12)	45%	N=269	35%	N=204	11%	N=67	3%	N=15	6%	N=37	100%	N=592

**Question 16b: Policy Question 2**

<b>If there were to be a tax increase to support the issues you marked as essential or very important above for which of these taxes would you be willing to support an increase?</b>	<b>Percent of Respondents</b>	<b>Count</b>
Sales tax	32%	N=182
Property tax	20%	N=118
Parcel tax	14%	N=78
Utility user tax (based on use of utilities)	19%	N=107
Manufacturers tax	30%	N=170
Business license or gross receipts tax	31%	N=181
None of these	16%	N=92
Don't know	22%	N=129
Total may exceed 100% as respondents could select more than one category.		

**Question 16c: Policy Question 3**

<b>Which resources do you rely on to get news about the City of Richmond? Please check all that apply:</b>	<b>Percent of Respondents</b>	<b>Count</b>
City of Richmond Web site	18%	N=104
Televised City Council meetings	25%	N=149
Neighborhood council newsletters	23%	N=134
Word of mouth	40%	N=236
None of the above	3%	N=20
City publications	19%	N=113
Green Sheet	2%	N=11
KCRT programming other than Council meetings	12%	N=71
Public meetings	12%	N=68
West County Times	51%	N=300
SF Chronicle	29%	N=168
Other newspapers	18%	N=108
Television news	61%	N=354
Total may exceed 100% as respondents could select more than one category.		

**Question 16d: Policy Question 4**

About how often do you leave Richmond to do the following things?	Daily		10-20 times per month		5-9 times per month		1-4 times per month		Never		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Shop	19%	N=111	28%	N=166	23%	N=134	26%	N=155	5%	N=28	100%	N=595
Dine	15%	N=86	21%	N=123	24%	N=141	32%	N=184	8%	N=48	100%	N=582
Receive health care	6%	N=37	11%	N=61	8%	N=46	44%	N=252	32%	N=183	100%	N=579
Entertainment	10%	N=60	20%	N=113	19%	N=111	39%	N=224	12%	N=69	100%	N=576
Buy groceries	11%	N=63	17%	N=99	27%	N=159	28%	N=164	17%	N=97	100%	N=583
Employment	46%	N=264	12%	N=68	3%	N=18	6%	N=34	34%	N=195	100%	N=579
Adult education	9%	N=53	6%	N=32	4%	N=22	11%	N=60	70%	N=387	100%	N=553
Outdoor recreation	10%	N=61	14%	N=78	18%	N=106	37%	N=212	21%	N=123	100%	N=581
Children's school	17%	N=94	4%	N=24	1%	N=8	5%	N=25	73%	N=410	100%	N=561
Ferry service	2%	N=10	1%	N=6	3%	N=15	11%	N=60	84%	N=472	100%	N=564

**Question 16e: Policy Question 5**

	In which area of the City of Richmond do you live?	
	%	N
Point Richmond and Marina Bay Neighborhoods	18%	N=105
Santa Fe, Coronado, and Cortez/Stege Neighborhoods	5%	N=27
Laurel Park, Eastshore, Pullman, Park Plaza, Parkview, Panhandle Annex, and Richmond Annex, and Southwest Annex Neighborhoods	16%	N=92
N. Richmond, Iron Triangle, Forest Park, Civic Center, Atchison Village	13%	N=74
Metro/Richmond Village/North and East Richmond, Richmond Heights	15%	N=88
Hilltop Village, Hilltop Bayview, and Fairmede Hilltop Neighborhoods	14%	N=82
May Valley, El Sobrante, Green Brier, Green Ridge, Carriage Hills N and S, and Quail Hills	10%	N=58
Parchester Village	1%	N=6
Belding Woods Neighborhood	1%	N=6
Don't know	8%	N=48
Total	100%	N=588

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

	No		Yes		Total	
Do you live within the limits of the City of Richmond?	11%	N=64	89%	N=531	100%	N=594

**Question 18: Employment Status**

	No		Yes		Total	
Are you currently employed?	26%	N=151	74%	N=436	100%	N=587

**Question 18a: Usual Mode of Transportation to Work**

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

Motorized vehicle	81%	N=362
Bus, Rail, Subway, or other public transportation	15%	N=67
Walk	1%	N=4
Work at home	2%	N=11
Other	1%	N=3
Total	100%	N=446

**Question 18b: Drive Alone or Carpool**

	No		Yes		Total	
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	69%	N=240	31%	N=107	100%	N=347

**Usual Mode of Transportation to Work, Including Carpooling**

	Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	58%	N=257
Motorized vehicle, with others (MOV)	23%	N=104
Bus, rail, subway, or other public transportation	15%	N=67
Walk	1%	N=4
Work at home	2%	N=11
Other	1%	N=3
Total	100%	N=446

**Question 19: Length of Residency**

**How many years have you lived in Richmond?**

Less than 2 years	14%	N=83
2 to 5 years	20%	N=118
6 to 10 years	16%	N=95
11 to 20 years	18%	N=110
More than 20 years	33%	N=200
Total	100%	N=606

**Question 20: Type of Housing Unit**

**Which best describes the building you live in?**

One family house detached from any other houses	54%	N=329
One family house attached to one or more houses	12%	N=71
Building with two or more apartments or condominiums	33%	N=199
Other	1%	N=6
Total	100%	N=605

**Question 21: Tenure Status**

	Rented for cash or occupied without cash payment?		Owned by you or someone in this house		Total
Is this house, apartment, or mobile home...	47%	N=273	53%	N=311	100% N=584

**Questions 22 to 25: Household Characteristics**

	No		Yes		Total	
Do any children age 12 or under live in your household?	70%	N=423	30%	N=181	100%	N=604
Do any teenagers ages 13 through 17 live in your household?	83%	N=504	17%	N=103	100%	N=607
Are you or any other members of your household aged 65 or older?	80%	N=482	20%	N=122	100%	N=605
Does any member of your household have a physical handicap or is anyone disabled?	76%	N=459	24%	N=141	100%	N=600

**Question 26: Education**

**What is the highest degree or level of school you have completed?**

12th Grade or less, no diploma	8%	N=50
High school diploma	10%	N=58
Some college, no degree	26%	N=158
Associate's degree (e.g. AA, AS)	14%	N=82
Bachelor's degree (e.g. BA, AB, BS)	20%	N=122
Graduate degree or professional degree	22%	N=132
Total	100%	N=601

**Question 27: Annual Household Income**

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

Less than \$24,999	21%	N=122
\$25,000 to \$49,999	26%	N=152
\$50,000 to \$99,999	36%	N=206
\$100,000 or more	17%	N=98
Total	100%	N=579

**Question 28: Ethnicity**

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	78% N=463	22% N=128	100% N=591

**Question 29: Race**

What is your race?	Percent of Respondents	Count
American Indian or Alaskan native	1%	N=5
Asian or Pacific Islander	15%	N=83
Black, African American	29%	N=162
White/Caucasian	40%	N=221
Other	20%	N=109

Total may exceed 100% as respondents could select more than one category.

**Question 30: Age**

In which category is your age?		
18 to 24 years	4%	N=23
25 to 34 years	25%	N=152
35 to 44 years	16%	N=98
45 to 54 years	25%	N=148
55 to 64 years	16%	N=98
65 to 74 years	8%	N=49
75 years or older	5%	N=30
Total	100%	N=598

**Question 31: Gender**

	Female		Male		Total	
What is your gender?	57%	N=336	43%	N=259	100%	N=595

**Questions 32 to 34: Voter Status and Activity**

	No		Yes		Don't know		Total	
Are you registered to vote in your jurisdiction?	21%	N=125	78%	N=465	1%	N=8	100%	N=598
Did you vote in the last election?	26%	N=157	72%	N=433	2%	N=10	100%	N=600
Are you likely to vote in the next election?	9%	N=53	82%	N=495	9%	N=52	100%	N=600

## APPENDIX B: SURVEY METHODOLOGY

---

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

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

### Sampling

---

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

### Survey Administration

---

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

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

---

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

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

---

## Response Rate and Confidence Intervals

---

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

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

---

## Weighting and Analyzing the Data

---

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

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

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

---

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

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

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

**Weighting Scheme for the City of Richmond Citizen Survey**

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

<sup>7</sup> Source: 2000 Census

## APPENDIX C: SURVEY MATERIALS

---

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



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

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



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

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



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

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



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

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

Dear City of Richmond Resident,

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

Sincerely,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

Estimado(a) residente de la Ciudad de Richmond,

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

Atentamente,

Dear City of Richmond Resident,

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

Sincerely,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

Estimado(a) residente de la Ciudad de Richmond,

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

Atentamente,

Dear City of Richmond Resident,

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

Sincerely,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

Estimado(a) residente de la Ciudad de Richmond,

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

Atentamente,

Dear City of Richmond Resident,

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

Sincerely,



William A. Lindsay  
City Manager/ Gerente de la Ciudad

Estimado(a) residente de la Ciudad de Richmond,

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

Atentamente,



March 2007

Dear Richmond Resident:

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

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

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

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

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

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

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

Sincerely,

William A. Lindsay  
City Manager/ Gerente de la Ciudad



April 2007

Dear Richmond Resident:

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

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

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

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

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

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

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

Sincerely,

William A. Lindsay  
City Manager/ Gerente de la Ciudad

# THE CITY OF RICHMOND 2007 COMMUNITY SURVEY

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

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

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

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

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

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

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

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

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

Continued on following page

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

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

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

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

**6. Please rate how safe you feel:**

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

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

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

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

- No       Yes       Don't know

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

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

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

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

Continued on following page

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

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

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

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

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

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

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

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

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

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

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

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

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

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

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

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

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

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

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

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

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

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

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

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

- No       Yes

**18. Are you currently employed?**

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

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

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

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

- No       Yes

**19. How many years have you lived in Richmond?**

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

**20. Which best describes the building you live in?**

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

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

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

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

- No       Yes

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

- No       Yes

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

- No       Yes

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

- No       Yes

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

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

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

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

**28. Are you Spanish/Hispanic/Latino?**

- No       Yes

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

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

**30. In which category is your age?**

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

**31. What is your sex?**

- Female       Male

**32. Are you registered to vote in your jurisdiction?**

- No       Yes       Don't know

**33. Did you vote in the last election?**

- No       Yes       Don't know

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

- No       Yes       Don't know

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



Marzo 2007

Estimado(a) residente de Richmond:

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

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

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

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

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

Sinceramente,

William A. Lindsay  
Gerente de la Ciudad

# ENCUESTA DE LA COMUNIDAD DE LA CIUDAD DE RICHMOND 2007

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

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

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

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

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

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

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

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

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

continúa en la página siguiente

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

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

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

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

6. Por favor indique que tan seguro se siente:

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

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

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

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

- No       Sí       No sé

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

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

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

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

continua en la página siguiente

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

