



CITY OF RICHMOND, CA 2009

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

UNDERSTANDING THE RESULTS

“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.

UNDERSTANDING THE TABLES

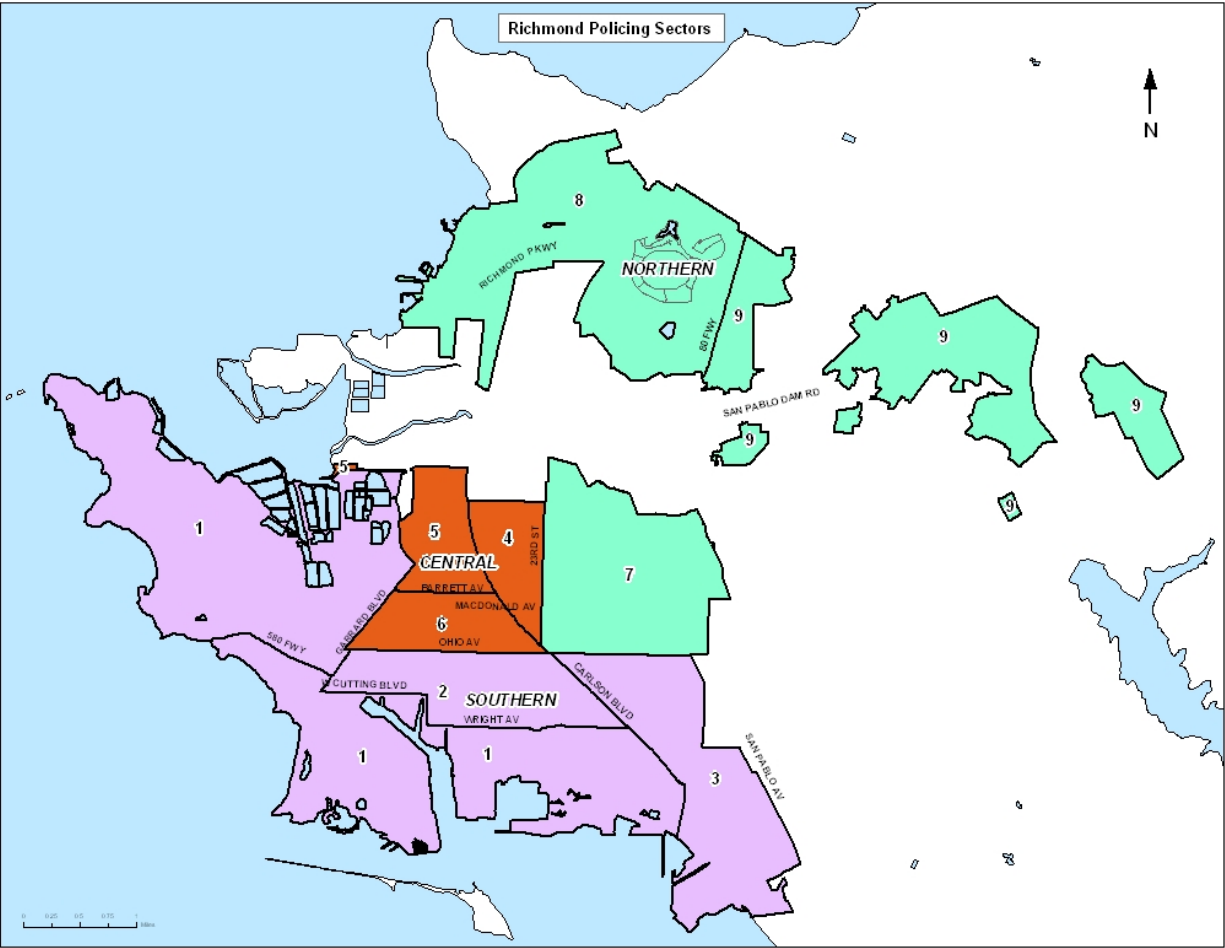
In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

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

The 95 percent confidence level for this survey is generally no greater than plus or minus 4 percentage points around any given percent reported for the entire sample (567 completed surveys). For each Section of the City (Southern, Central or Northern) the margin of error rises to approximately + or – 9% due to the sample sizes. For the full distribution of samples, please see the tables below. Not all residents responded to this question in the survey.

Section of City		
	Number of Respondents	Percent of Respondents
Southern	180	35%
Central	110	21%
Northern	231	44%

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



COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Richmond:	Section of City		
	Southern	Central	Northern
Richmond as a place to live	28%	17%	27%
Your neighborhood as a place to live	58%	30%	58%
Richmond as a place to raise children	12%	12%	13%
Richmond as a place to work	22%	20%	21%
Richmond as a place to retire	21%	10%	19%
The overall quality of life in Richmond	15%	18%	19%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Richmond as a whole:	Section of City		
	Southern	Central	Northern
Sense of community	26%	23%	28%
Openness and acceptance of the community towards people of diverse backgrounds	43%	28%	41%
Overall appearance of Richmond	14%	8%	16%
Cleanliness of Richmond	12%	9%	15%
Overall quality of new development in Richmond	32%	26%	33%
Variety of housing options	28%	18%	29%
Overall quality of business and service establishments in Richmond	21%	25%	25%
Shopping opportunities	20%	35%	29%
Opportunities to attend cultural activities	26%	21%	22%
Recreational opportunities	26%	13%	23%
Employment opportunities	11%	9%	12%
Educational opportunities	15%	19%	14%
Opportunities to participate in social events and activities	22%	15%	23%
Opportunities to volunteer	40%	21%	39%
Opportunities to participate in community matters	44%	20%	40%
Ease of car travel in Richmond	46%	41%	50%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Richmond as a whole:	Section of City		
	Southern	Central	Northern
Ease of bus travel in Richmond	39%	33%	55%
Ease of rail or subway travel in Richmond	51%	45%	58%
Ease of bicycle travel in Richmond	36%	30%	38%
Ease of walking in Richmond	25%	16%	24%
Availability of paths and walking trails	39%	27%	34%
Traffic flow on major streets	36%	26%	40%
Amount of public parking	42%	32%	43%
Availability of affordable quality housing	29%	27%	29%
Availability of affordable quality child care	21%	11%	19%
Availability of affordable quality health care	27%	20%	24%
Availability of affordable quality food	33%	25%	36%
Availability of preventive health services	30%	19%	24%
Air quality	21%	10%	23%
Quality of overall natural environment in Richmond	23%	16%	24%
Overall image or reputation of Richmond	3%	7%	5%

Question 3: Growth (Percent "too fast")			
Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Section of City		
	Southern	Central	Northern
Population growth	32%	38%	43%
Retail growth (stores, restaurants, etc.)	5%	12%	4%
Jobs growth	1%	3%	2%

Question 4: Code Enforcement (Percent at least a "minor" problem)			
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?	Section of City		
	Southern	Central	Northern
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Richmond?	99%	98%	99%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Richmond:	Section of City		
	Southern	Central	Northern
Violent crime (e.g., rape, assault, robbery)	12%	9%	10%
Property crimes (e.g., burglary, theft)	10%	9%	9%
Environmental hazards, including toxic waste	18%	15%	24%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Section of City		
	Southern	Central	Northern
In your neighborhood during the day	75%	58%	72%
In your neighborhood after dark	40%	25%	40%
In Richmond's downtown area during the day	32%	38%	21%
In Richmond's downtown area after dark	4%	7%	2%
In Richmond's parks during the day	43%	35%	31%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")			
	Section of City		
	Southern	Central	Northern
During the past twelve months, were you or anyone in your household the victim of any crime?	25%	42%	21%
If yes, was this crime (these crimes) reported to the police?	66%	81%	74%

Question 9: Resident Behaviors (Percent at least once in past 12 months)			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Section of City		
	Southern	Central	Northern
Used Richmond public libraries or their services	51%	73%	59%
Used Richmond recreation centers	42%	57%	41%
Participated in a recreation program or activity	31%	39%	33%
Visited a neighborhood park or City park	77%	77%	78%
Ridden a local bus within Richmond	41%	55%	43%
Attended a meeting of local elected officials or other local public meeting	47%	35%	30%
Watched a meeting of local elected officials or other local public meeting on cable television	49%	61%	49%
Read City sponsored Newsletter	64%	64%	67%
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	58%	44%	49%
Recycled used paper, cans or bottles from your home	93%	95%	92%
Volunteered your time to some group or activity in Richmond	41%	37%	34%
Participated in religious or spiritual activities in Richmond	39%	53%	37%
Participated in a club or civic group in Richmond	22%	27%	23%
Provided help to a friend or neighbor	88%	93%	88%
Used COR Connect/COMCATE (citizen request tracking)	6%	10%	7%

Question 10: Neighborliness (Percent at least once per month)			
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Section of City		
	Southern	Central	Northern
	75%	72%	76%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Richmond:	Section of City		
	Southern	Central	Northern
Police services	63%	41%	54%
Fire services	83%	74%	80%
Ambulance or emergency medical services	87%	76%	74%
Crime prevention	15%	24%	18%
Fire prevention and education	46%	42%	46%
Traffic enforcement	45%	30%	31%
Street repair	11%	19%	14%
Street cleaning	32%	29%	28%
Street lighting	23%	23%	29%
Sidewalk maintenance	21%	19%	30%
Traffic signal timing	41%	29%	44%
Bus or transit services	51%	46%	52%
Garbage collection	78%	67%	75%
Recycling	76%	68%	70%
Yard waste pick-up	74%	60%	60%
Storm drainage	39%	37%	47%
Sewer services	44%	41%	49%
City parks	41%	38%	38%
Recreation programs or classes	34%	25%	25%
Recreation centers or facilities	34%	29%	30%
Land use, planning and zoning	21%	22%	16%
Code enforcement (weeds, abandoned buildings, etc)	14%	11%	6%
Economic development	7%	12%	10%
Health services	33%	33%	25%
Services to seniors	33%	41%	43%
Services to youth	16%	26%	21%
Services to low-income people	14%	25%	34%
Public library services	48%	57%	51%
Public information services	29%	33%	30%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Richmond:	Section of City		
	Southern	Central	Northern
Public schools	10%	26%	18%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	27%	29%
Preservation of natural areas such as open space and greenbelts	39%	22%	29%
City of Richmond sponsored events	36%	22%	22%
City maintained trees/public landscaping/street medians	32%	26%	24%
City-sponsored job training programs	20%	16%	15%

Question 12: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Section of City		
	Southern	Central	Northern
The City of Richmond	21%	34%	26%
The Federal Government	22%	34%	29%
The State Government	13%	33%	20%
Contra Costa County Government	23%	33%	26%

Question 13: Contact with City Employees (Percent "yes")			
	Section of City		
	Southern	Central	Northern
Have you had any in-person or phone contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?	49%	51%	45%

Question 14: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Richmond in your most recent contact?	Section of City		
	Southern	Central	Northern
Knowledge	55%	63%	56%
Responsiveness	58%	52%	49%
Courtesy	63%	51%	56%
Overall impression	56%	52%	49%

Question 15: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Richmond government performance:	Section of City		
	Southern	Central	Northern
The value of services for the taxes paid to Richmond	12%	31%	17%
The overall direction that Richmond is taking	23%	31%	29%
The job Richmond government does at welcoming citizen involvement	20%	27%	23%
The job Richmond government does at listening to citizens	17%	28%	21%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Section of City		
	Southern	Central	Northern
Recommend living in Richmond to someone who asks	48%	31%	42%
Remain in Richmond for the next five years	70%	45%	63%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Section of City		
	Southern	Central	Northern
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:	8%	18%	10%

Question 18a: Policy Question 1 (Percent "minor" or "much improved")			
Comparing Calendar year 2007 to the present, how would you describe the change in Richmond for the following?	Section of City		
	Southern	Central	Northern
Crime	22%	23%	20%
Drugs	11%	18%	12%
Growth	19%	20%	19%
Graffiti	25%	23%	18%
Run down buildings	17%	22%	14%
Weed lots	17%	22%	15%
Junk vehicles	20%	37%	20%
Traffic congestion	19%	26%	24%
Unsupervised youth	9%	13%	9%
Homelessness	8%	12%	9%
Toxic waste or other environmental hazard(s)	15%	20%	13%
City communications translated into other languages other than English	20%	27%	24%
Employment opportunities	7%	13%	9%
Noise from trains	9%	14%	15%
Job training opportunities	12%	16%	9%
Quality of public school education	9%	16%	13%

Question 18b: Policy Question 2 (Percent "very important" or "essential")			
How important, if at all, are the following issues for the City to address?	Section of City		
	Southern	Central	Northern
Improving traffic flow and pedestrian safety	61%	74%	62%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	49%	58%	38%
Improving Richmond Parkway	40%	65%	49%
Improving park conditions and providing more parks and open space	63%	75%	63%
Increasing paratransit service	58%	69%	55%
Displaying more public art	39%	45%	32%
Improving street pavement conditions	81%	89%	83%
Increasing street lighting	79%	86%	84%
Building a new library facility	52%	60%	47%
Renovating community centers and expanding programming	65%	65%	59%
Upgrading existing and developing more athletic fields	61%	60%	51%
Installing surveillance cameras throughout the City	69%	73%	70%
Improving infrastructure to prevent flooding	68%	80%	65%
Increasing job training and development programs	80%	88%	77%
Expanding after school programs (K-12)	85%	82%	84%