

THE NCSTM
The National Citizen SurveyTM

Richmond Heights, MO

Dashboard Summary of Findings

2015



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Summary

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 research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Richmond Heights’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Richmond Heights’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Residents identified Economy across the pillars of Community Characteristics and Governance to be especially strong, and also the facets of Natural Environment and Community Engagement within the pillar of Governance. Broadly, ratings of governance across most of the facets were stronger than were ratings of community characteristics or citizen engagement. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	7	37	1	10	26	0	1	29	5
General	0	7	0	0	3	0	0	3	0
Safety	0	3	0	0	6	0	0	3	0
Mobility	1	5	1	0	7	0	1	2	0
Natural Environment	0	2	0	2	2	0	0	3	0
Built Environment	2	3	0	0	2	0	0	2	0
Economy	4	4	0	1	0	0	0	2	1
Recreation and Wellness	0	3	0	1	2	0	0	4	1
Education and Enrichment	0	5	0	0	2	0	0	2	1
Community Engagement	0	5	0	6	2	0	0	8	2

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↑	↔	83%	Customer service	↓	↔	81%	Recommend Richmond Heights	↔	↔	95%
	Overall quality of life	↔	↔	93%	Services provided by Richmond Heights	↔	↔	86%	Remain in Richmond Heights	↔	↔	87%
	Place to retire	↔	↔	76%	Services provided by the Federal Government	↔	↔	38%	Contacted Richmond Heights employees	↔	↔	52%
	Place to raise children	↑	↔	88%								
	Place to live	↔	↔	96%								
	Neighborhood	↔	↔	91%								
	Overall image	↔	↔	83%								
Safety	Overall feeling of safety	*	↔	83%	Police	↔	↔	90%	Was NOT the victim of a crime	↔	↔	89%
	Safe in neighborhood	↔	↔	95%	Crime prevention	↔	↔	74%	Did NOT report a crime	*	↔	79%
	Safe commercial areas	↔	↔	93%	Fire	↔	↔	96%	Stocked supplies for an emergency	*	↔	28%
					Fire prevention	↔	↔	81%				
					Ambulance/EMS	↔	↔	96%				
				Emergency preparedness	↔	↔	71%					
Mobility	Traffic flow	↑	↔	69%	Traffic enforcement	↔	↔	77%	Carpooled instead of driving alone	*	↔	38%
	Travel by car	↔	↔	79%	Street repair	↔	↔	62%	Walked or biked instead of driving	*	↑	76%
	Travel by bicycle	↑	↔	54%	Street cleaning	↔	↔	76%	Used public transportation instead of driving	*	↔	30%
	Ease of walking	↔	↔	77%	Street lighting	↔	↔	74%				
	Travel by public transportation	↔	↔	48%	Snow removal	↔	↔	75%				
	Overall ease travel	*	↑	93%	Sidewalk maintenance	↔	↔	65%				
	Paths and walking trails	↑	↓	47%	Bus or transit services	↔	↔	63%				
Natural Environment	Overall natural environment	↑	↔	79%	Garbage collection	↔	↔	92%	Recycled at home	↔	↔	91%
	Cleanliness	↔	↔	82%	Recycling	↔	↑	90%	Conserved water	*	↔	77%
					Yard waste pick-up	↔	↑	89%	Made home more energy efficient	*	↔	67%
					Open space	*	↔	55%				
Built Environment	New development in Richmond Heights	↔	↔	61%	Land use, planning and zoning	↔	↔	60%	NOT experiencing housing cost stress	↔	↔	77%
	Affordable quality housing	↔	↑	62%	Code enforcement	↔	↔	63%	Did NOT observe a code violation	*	↔	59%
	Housing options	↔	↑	74%								
	Overall built environment	*	↔	67%								
	Public places	*	↔	65%								

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↔	80%	Economic development	↑	↑	68%	Economy will have positive impact on income	↔	↔	25%
	Shopping opportunities	↔	↑	81%					Purchased goods or services in Richmond Heights	*	↔	97%
	Employment opportunities	↔	↔	45%					Work in Richmond Heights	*	↓↓	17%
	Place to visit	*	↔	66%								
	Cost of living	*	↑	66%								
	Vibrant commercial area	*	↑	62%								
	Place to work	↔	↑	79%								
Recreation and Wellness	Business and services	↔	↔	81%								
	Fitness opportunities	*	↔	74%	City parks	↔	↔	78%	In very good to excellent health	*	↔	70%
	Recreational opportunities	↔	↔	70%	Recreation centers	↓	↑	86%	Used Richmond Heights recreation center	↓	↔	53%
	Health and wellness	*	↔	83%	Recreation programs	↔	↔	79%	Visited a City park	↔	↓	67%
									Ate 5 portions of fruits and vegetables	*	↔	86%
Education and Enrichment									Participated in moderate or vigorous physical activity	*	↔	89%
	K-12 education	↑	↔	69%	Public library	↔	↔	91%	Used Richmond Heights public library	↓	↔	58%
	Cultural/arts/music activities	↔	↔	46%	Special events	*	↔	65%	Participated in religious or spiritual activities	↔	↓	31%
	Religious or spiritual events and activities	↓	↔	65%					Attended a City-sponsored event	*	↔	44%
	Adult education	*	↔	53%								
Community Engagement	Overall education and enrichment	*	↔	71%								
	Opportunities to participate in community matters	↔	↔	63%	Public information	↔	↔	78%	Sense of community	↓	↔	63%
	Opportunities to volunteer	↓	↔	55%	Overall direction	↔	↑	78%	Voted in local elections	↔	↔	81%
	Openness and acceptance	↔	↔	71%	Value of services for taxes paid	↔	↔	69%	Talked to or visited with neighbors	*	↔	92%
	Social events and activities	↔	↔	58%	Welcoming citizen involvement	↔	↑	73%	Attended a local public meeting	↔	↔	20%
	Neighborliness	*	↔	75%	Confidence in City government	*	↑	72%	Volunteered	↔	↓↓	17%
					Acting in the best interest of Richmond Heights	*	↑	75%	Participated in a club	↔	↓	10%
					Being honest	*	↑	76%	Campaigned for an issue, cause or candidate	*	↔	18%
					Treating all residents fairly	*	↑	80%	Contacted Richmond Heights elected officials	*	↔	21%
								Read or watched local news	*	↔	80%	
								Done a favor for a neighbor	*	↔	82%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available