



THE NCSTM
The National Citizen SurveyTM

Richmond Heights, MO

Trends over Time

2015



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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 discusses trends over time, comparing the 2015 ratings for the City of Richmond Heights to its previous survey results in 2012 and 2009. Additional reports and technical appendices are available under separate cover.

Trend data for Richmond Heights represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2012 and 2015 surveys, otherwise the comparison between 2012 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Richmond Heights for 2015 generally remained stable. Of the 78 items for which comparisons were available, 63 items were rated similarly in 2012 and 2015, 7 items showed a decrease in ratings and 8 showed an increase in ratings. Notable trends over time included the following:

- Of the eight overall items for which ratings increased from 2012 to 2015, seven of these were aspects of Community Characteristics. Aspects for which ratings increased included traffic flow on major streets, ease of travel by bicycle, availability of paths and walking trails, quality of overall natural environment, K-12 education, the overall appearance of Richmond Heights and Richmond Heights as a place to raise children. Only two aspects of Community Characteristics (opportunities to attend religious or spiritual events and activities and opportunities to volunteer) decreased since 2012.
- Most ratings for aspects of Governance remained stable from 2012 to 2015. Ratings for two aspects, recreation centers and overall customer service by Richmond Heights employees, decreased over time. Meanwhile, ratings for economic development increased since 2012.
- Where comparisons over time were available, rates of Participation tended to remain stable. The rating for sense of community decreased from 2012 to 2015, as did the proportion of respondents who had used the Richmond Heights recreation center or its services or used the Richmond Heights public library.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Overall quality of life	91%	89%	93%	Similar	Higher	Higher	Similar
Overall image	82%	77%	83%	Similar	Higher	Higher	Similar
Place to live	94%	94%	96%	Similar	Higher	Much higher	Similar
Neighborhood	91%	91%	91%	Similar	Higher	Much higher	Similar
Place to raise children	78%	78%	88%	Higher	Similar	Similar	Similar
Place to retire	74%	70%	76%	Similar	Higher	Higher	Similar
Overall appearance	77%	73%	83%	Higher	Higher	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Safety	Overall feeling of safety	NA	NA	83%	NA	NA	NA	Similar
	Safe in neighborhood	98%	98%	95%	Similar	Higher	Much higher	Similar
	Safe downtown/commercial area	91%	91%	93%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	NA	93%	NA	NA	NA	Higher
	Paths and walking trails	37%	36%	47%	Higher	Much lower	Much lower	Lower
	Ease of walking	71%	72%	77%	Similar	Higher	Much higher	Similar
	Travel by bicycle	48%	46%	54%	Higher	Similar	Similar	Similar
	Travel by public transportation	55%	52%	48%	Similar	Similar	Similar	Similar
	Travel by car	64%	80%	79%	Similar	Higher	Much higher	Similar
	Traffic flow	47%	61%	69%	Higher	Similar	Much higher	Similar
	Overall natural environment	65%	63%	79%	Higher	Lower	Lower	Similar
Natural Environment	Cleanliness	78%	79%	82%	Similar	Similar	Higher	Similar
	Overall built environment	NA	NA	67%	NA	NA	NA	Similar
Built Environment	New development in Richmond Heights	66%	60%	61%	Similar	Higher	Similar	Similar
	Affordable quality housing	61%	63%	62%	Similar	Much higher	Much higher	Higher
	Housing options	73%	74%	74%	Similar	Much higher	Much higher	Higher
	Public places	NA	NA	65%	NA	NA	NA	Similar
	Overall economic health	NA	NA	80%	NA	NA	NA	Similar
	Vibrant downtown/commercial area	NA	NA	62%	NA	NA	NA	Higher
Economy	Business and services	79%	79%	81%	Similar	Much higher	Much higher	Similar
	Cost of living	NA	NA	66%	NA	NA	NA	Higher
	Shopping opportunities	79%	80%	81%	Similar	Much higher	Much higher	Higher
	Employment opportunities	44%	41%	45%	Similar	Much higher	Much higher	Similar
	Place to visit	NA	NA	66%	NA	NA	NA	Similar
	Place to work	69%	75%	79%	Similar	Much higher	Much higher	Higher
	Health and wellness	NA	NA	83%	NA	NA	NA	Similar
	Recreational opportunities	76%	74%	70%	Similar	Higher	Much higher	Similar
Education and Enrichment	Fitness opportunities	NA	NA	74%	NA	NA	NA	Similar
	Religious or spiritual events and activities	78%	73%	65%	Lower	Similar	Lower	Similar
	Cultural/arts/music activities	46%	46%	46%	Similar	Similar	Lower	Similar
	Adult education	NA	NA	53%	NA	NA	NA	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Community Engagement	K-12 education	56%	60%	69%	Higher	Lower	Lower	Similar
	Social events and activities	59%	54%	58%	Similar	Similar	Similar	Similar
	Neighborhoodliness	NA	NA	75%	NA	NA	NA	Similar
	Openness and acceptance	80%	76%	71%	Similar	Much higher	Much higher	Similar
	Opportunities to participate in community matters	71%	68%	63%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	63%	66%	55%	Lower	Lower	Much lower	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Services provided by Richmond Heights	85%	85%	86%	Similar	Higher	Much higher	Similar
Customer service	84%	90%	81%	Lower	Higher	Much higher	Similar
Value of services for taxes paid	69%	68%	69%	Similar	Higher	Much higher	Similar
Overall direction	74%	75%	78%	Similar	Higher	Much higher	Higher
Welcoming citizen involvement	64%	68%	73%	Similar	Similar	Much higher	Higher
Confidence in City government	NA	NA	72%	NA	NA	NA	Higher
Acting in the best interest of Richmond Heights	NA	NA	75%	NA	NA	NA	Higher
Being honest	NA	NA	76%	NA	NA	NA	Higher
Treating all residents fairly	NA	NA	80%	NA	NA	NA	Higher
Services provided by the Federal Government	46%	42%	38%	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Safety	Police	91%	88%	90%	Similar	Higher	Much higher	Similar
	Fire	97%	93%	96%	Similar	Higher	Higher	Similar
	Ambulance/EMS	98%	94%	96%	Similar	Higher	Higher	Similar
	Crime prevention	79%	80%	74%	Similar	Higher	Much higher	Similar
	Fire prevention	84%	81%	81%	Similar	Higher	Similar	Similar
	Emergency preparedness	66%	72%	71%	Similar	Similar	Higher	Similar
Mobility	Traffic enforcement	72%	75%	77%	Similar	Similar	Much higher	Similar
	Street repair	52%	64%	62%	Similar	Higher	Much higher	Similar
	Street cleaning	64%	76%	76%	Similar	Similar	Much higher	Similar
	Street lighting	61%	68%	74%	Similar	Similar	Higher	Similar
	Snow removal	65%	78%	75%	Similar	Similar	Much higher	Similar
	Sidewalk maintenance	56%	62%	65%	Similar	Similar	Much higher	Similar
Natural Environment	Bus or transit services	68%	64%	63%	Similar	Higher	Much higher	Similar
	Garbage collection	89%	91%	92%	Similar	Higher	Much higher	Similar
	Recycling	89%	89%	90%	Similar	Much higher	Much higher	Higher
Built Environment	Yard waste pick-up	85%	91%	89%	Similar	Much higher	Much higher	Higher
	Open space	NA	NA	55%	NA	NA	NA	Similar
Economy	Land use, planning and zoning	51%	58%	60%	Similar	Higher	Much higher	Similar
	Code enforcement	57%	62%	63%	Similar	Higher	Much higher	Similar
Recreation and Wellness	Economic development	56%	52%	68%	Higher	Higher	Higher	Higher
	City parks	74%	80%	78%	Similar	Similar	Similar	Similar
	Recreation programs	84%	85%	79%	Similar	Higher	Much higher	Similar
Education and Enrichment	Recreation centers	94%	94%	86%	Lower	Much higher	Much higher	Higher
	Special events	NA	NA	65%	NA	NA	NA	Similar
Community Engagement	Public libraries	92%	91%	91%	Similar	Higher	Much higher	Similar
	Public information	77%	80%	78%	Similar	Much higher	Much higher	Similar

The National Citizen Survey™

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Sense of community	67%	70%	63%	Lower	Similar	Higher	Similar
Recommend Richmond Heights	95%	96%	95%	Similar	Much higher	Much higher	Similar
Remain in Richmond Heights	81%	84%	87%	Similar	Similar	Similar	Similar
Contacted Richmond Heights employees	66%	49%	52%	Similar	Higher	Lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
		2009	2012	2015		2009	2012	2015
Safety	Stocked supplies for an emergency	NA	NA	28%	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	79%	NA	NA	NA	Similar
	Was NOT the victim of a crime	92%	94%	89%	Similar	Higher	Much higher	Similar
Mobility	Used public transportation instead of driving	NA	NA	30%	NA	NA	NA	Similar
	Carpooled instead of driving alone	NA	NA	38%	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	76%	NA	NA	NA	Higher
Natural Environment	Conserved water	NA	NA	77%	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	67%	NA	NA	NA	Similar
	Recycled at home	86%	90%	91%	Similar	Higher	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	59%	NA	NA	NA	Similar
	NOT under housing cost stress	73%	78%	77%	Similar	Much higher	Much higher	Similar
	Purchased goods or services in Richmond Heights	NA	NA	97%	NA	NA	NA	Similar
Economy	Economy will have positive impact on income	10%	20%	25%	Similar	Lower	Similar	Similar
	Work in Richmond Heights	NA	NA	17%	NA	NA	NA	Much lower
	Used Richmond Heights recreation centers	62%	65%	53%	Lower	Higher	Much higher	Similar
Recreation and Wellness	Visited a City park	71%	72%	67%	Similar	Much lower	Much lower	Lower
	Ate 5 portions of fruits and vegetables	NA	NA	86%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	89%	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	70%	NA	NA	NA	Similar
	Used Richmond Heights public libraries	69%	72%	58%	Lower	Similar	Similar	Similar
Education and Enrichment	Participated in religious or spiritual activities	33%	37%	31%	Similar	Much lower	Much lower	Lower
	Attended a City-sponsored event	NA	NA	44%	NA	NA	NA	Similar
	Campaigned for an issue, cause or candidate	NA	NA	18%	NA	NA	NA	Similar
Community Engagement	Contacted Richmond Heights elected officials	NA	NA	21%	NA	NA	NA	Similar
	Volunteered	22%	19%	17%	Similar	Much lower	Much lower	Much lower
	Participated in a club	12%	15%	10%	Similar	Much lower	Much lower	Lower
	Talked to or visited with neighbors	NA	NA	92%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	82%	NA	NA	NA	Similar
	Attended a local public meeting	26%	21%	20%	Similar	Similar	Lower	Similar

The National Citizen Survey™

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
	2009	2012	2015		2009	2012	2015
Read or watched local news	NA	NA	80%	NA	NA	NA	Similar
Voted in local elections	88%	76%	81%	Similar	Much higher	Similar	Similar